



LifeVantage Announces Closing of LoveBiome Acquisition

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Strategic acquisition strengthens leadership position in direct sales and gut and microbiome health market

SALT LAKE CITY, Oct. 02, 2025 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN) a leading health and wellness company with products designed to activate optimal health processes at the cellular level, today announced the closing of its previously announced acquisition of LoveBiome, a pioneering direct sales company dedicated to comprehensive microbiome care and wellness solutions. Under the terms of the completed transaction, LifeVantage has acquired LoveBiome's critical operating assets essential to the microbiome health business, including the retention of key LoveBiome personnel.

"We are pleased to have closed the LoveBiome acquisition and look forward to working with Kelly Olsen and the LoveBiome team to accelerate growth by leveraging their innovative microbiome solutions with our proven Activation technologies as one LifeVantage," said Steve Fife, President and CEO of LifeVantage. "This strategic transaction expands our product portfolio into the rapidly growing gut health market while also broadening our reach in key markets including the US, Taiwan, and Europe, underscoring our deep commitment to our mission of offering people around the world a better path to wellness through Activation."

"We are excited to be part of LifeVantage and believe the partnership will allow us to achieve our aggressive growth plans," explained Kelly Olsen, founder and CEO of LoveBiome. "By combining our innovative P84 product with LifeVantage's proven Activation technologies and innovative compensation plan, we're positioned to activate wellness for a broader base of consumers and entrepreneurs."

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq: LFVN), the Activation company, is a pioneer in nutrigenomics—the study of how nutrition and naturally occurring compounds can unlock your genes and the health coded within. Our products work with your unique biology and help your body make what it needs for health. The line of scientifically validated activators includes the flagship Protandim® family of products, TrueScience® Liquid Collagen, the newest MindBody GLP-1 System™, Activation-supporting nutrients such as Omega, D3+, and the Rise AM & Reset PM System®, as well as AXIO® nootropic energy drink mixes, the full TrueScience® line of skin and hair care products, and Petandim®, a pet supplement formulated to combat oxidative stress in dogs. Our independent Consultants sell our products to Customers and share the business opportunity with entrepreneurs seeking to begin their own business. LifeVantage is headquartered in Lehi, Utah. For more information, visit www.lifevantage.com.

Cautionary Note Regarding Forward Looking Statements

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Words and expressions reflecting optimism, satisfaction or disappointment with current prospects, as well as words such as "believe," "will," "hopes," "intends," "estimates," "expects," "projects," "plans," "anticipates," "look forward to," "goal," "may be," and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. The declaration and/or payment of a dividend during any quarter provides no assurance as to future dividends, and the timing and amount of future dividends, if any, could vary significantly in comparison both to past dividends and to current expectations. Examples of forward-looking statements include, but are not limited to, expected financial performance, including revenue and margins, statements we make regarding executing against and the benefits of our key initiatives, future growth, including geographic and product expansion, and expected dividend payments in future quarters. Such forward-looking statements are not guarantees of performance and the Company's actual results could differ materially from those contained in such statements. These forward-looking statements are based on the Company's current expectations and beliefs concerning future events affecting the Company and involve known and unknown risks and uncertainties that may cause the Company's actual results or outcomes to be materially different from those anticipated and discussed herein. These risks and uncertainties include, among others, further deterioration to the global economic and operating environments, as well as those discussed in greater detail in the Company's Annual Report on Form 10-K and the Company's Quarterly Report on Form 10-Q under the caption "Risk Factors," and in other documents filed by the Company from time to time with the Securities and Exchange Commission (the "SEC"). The Company cautions investors not to place undue reliance on the forward-looking statements contained in this document. All forward-looking statements are based on information currently available to the Company on the date hereof, and the Company undertakes no obligation to revise or update these forward-looking statements to reflect events or circumstances after the date of this document, except as required by law.

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