

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

SCHEDULE 14A

**Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934
(Amendment No.)**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

LIFEVANTAGE CORPORATION

(Name of Registrant as Specified in Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:



LIFEVANTAGE CORPORATION
3300 N. TRIUMPH BLVD., SUITE 700
LEHI, UTAH 84043

Your **Vote** Counts!

LIFEVANTAGE CORPORATION

Fiscal Year 2025 Annual Meeting
Vote by November 6, 2024 11:59 PM ET. For shares held in
a Plan, vote by November 3, 2024 11:59 PM ET.



V56642-P17566

You invested in LIFEVANTAGE CORPORATION and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy materials for the stockholder meeting to be held on November 7, 2024.**

Get informed before you vote

View the Notice and Proxy Statement and Annual Report on Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to October 24, 2024. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit www.ProxyVote.com

Control #

Smartphone users

Point your camera here and
vote without entering a
control number



Vote in Person at the Meeting*

November 7, 2024
1:00 PM, MST

3300 N. Triumph Blvd.
Suite 700
Lehi, Utah 84043

*Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommendations
1. To elect eight directors to hold office for a one-year term expiring at our fiscal year 2026 Annual Meeting of Stockholders or until their respective successors are elected and qualified; Nominees:	
1a. Mr. Rajendran Anbalagan	✔ For
1b. Mr. Michael A. Beindorff	✔ For
1c. Mr. Steven R. Fife	✔ For
1d. Mr. Raymond B. Greer	✔ For
1e. Mr. Dayton Judd	✔ For
1f. Ms. Cynthia Latham	✔ For
1g. Mr. Darwin K. Lewis	✔ For
1h. Mr. Garry Mauro	✔ For
2. To approve a non-binding, advisory resolution approving the compensation of our named executive officers;	✔ For
3. To ratify the appointment of Deloitte & Touche, LLP as our independent registered public accounting firm for our fiscal year ending June 30, 2025;	✔ For
4. To approve an amendment to the 2017 Long-Term Incentive Plan;	✔ For
5. To approve an amendment to the 2019 Employee Stock Purchase Plan; and	✔ For
6. To approve a non-binding, advisory resolution approving the frequency of future stockholder advisory votes on the compensation of our named executive officers of one, two, or three years.	1 Year
NOTE: To conduct any other business properly brought before the meeting.	

Prefer to receive an email instead? While voting on www.ProxyVote.com, be sure to click "Delivery Settings".