
UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

**Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): November 21, 2006

Lifeline Therapeutics, Inc.

(Exact name of registrant as specified in its charter)

Colorado

(State or other jurisdiction
of incorporation)

000-30489

(Commission File Number)

90-0224471

(IRS Employer
Identification No.)

6400 South Fiddler's Green Circle, Suite 1970, Greenwood Village, CO

(Address of principal executive offices)

80111

(Zip Code)

Registrant's telephone number, including area code: (720) 488-1711

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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ITEM 7.01 Regulation FD Disclosure

On November 21, 2006, at the Annual Meeting of Shareholders for fiscal year 2006, the CEO of the Company will make a presentation to shareholders in attendance. The presentation, entitled "Annual Meeting of Shareholders, November 21, 2006" is attached hereto as Exhibit 99.1.

ITEM 9.01. Exhibits

99.1 Presentation entitled "Annual Meeting of Shareholders, November 21, 2006".

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Date: November 21, 2006

LIFELINE THERAPEUTICS, INC.

By: /s/Stephen K. Onody

Stephen K. Onody
Chief Executive Officer

Exhibit Index

99.1 Presentation entitled “Annual Meeting of Shareholders, November 21, 2006”.



**ANNUAL MEETING OF SHAREHOLDERS
November 21, 2006**

**Dedicated to helping people
reach their health and wellness goals with
science-based natural solutions.**



Statements in this presentation which are not statements of historical fact are “forward-looking statements” within the Safe Harbor provision of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on information available to, and the expectations and assumptions deemed reasonable by Lifeline Therapeutics, Inc. and Lifevantage Corporation (the “Company”) at the time this presentation was made. Although the Company believes that the assumptions underlying such statements are reasonable, it can give no assurance that they will be attained. Factors that could cause actual results to differ materially from expectations include the risks detailed under the caption “Risk Factors” in the Company’s most recent Annual Report on Form 10-KSB, and risks identified in the Company’s quarterly reports on Form 10-QSB and in other materials filed by the Company from time to time with the Securities and Exchange Commission.



Building A Company - Goals

- **Increase sales**
- **Stay true to science**
- **Customer Service**
- **Increase shareholder value**

A CHALLENGING YEAR

- **Financial Performance**
- **Market Opportunity**
- **Product and Science**
- **Initiatives**
 - **Sales and Distribution**
 - **Marketing**
- **Looking Ahead**

Building A Company – Finance and Operations

- Virtual Partners: Chemins, UPS
- eCommerce Model
- Financial and Regulatory Achievements
 - **Hired new financial staff**
 - CFO, Jerry Houston
 - Director of Finance, Brad Amman
 - **SEC SB2 Registration– understanding reached November 10, 2006**
 - Patent Valuation \$2M vs. Goodwill
 - Accounting Issues Cleared
 - **SEC Retail Revenue Recognition 12 Months Early**
 - **Reporting – Filings at or in advance of due dates**
 - **Initiated Quarterly Conference Calls and Shareholder Briefings**
 - **Initiated IR Coverage: Taglich Brothers, Catalyst Fin Resources**

Operating Results

CONDENSED CONSOLIDATED STATEMENT OF OPERATIONS
For the fiscal years ended June 30, 2006 and 2005



	June 30, 2006	June 30, 2005
Revenues:		
Direct Sales, net	\$ 7,165,819	\$ 2,353,795
Retail Sales, net	-	-
Total Sales, net	<u>7,165,819</u>	<u>2,353,795</u>
Cost of sales	<u>1,491,332</u>	<u>393,551</u>
Gross profit	<u>5,674,487</u>	<u>1,960,244</u>
Operating expenses:		
Marketing and customer service	4,259,711	923,774
General and administrative	3,904,368	2,981,754
Research and development	114,163	37,933
Depreciation and amortization	<u>265,279</u>	<u>101,596</u>
Total operating expenses	<u>8,543,521</u>	<u>4,045,057</u>
Operating income (loss)	(2,869,034)	(2,084,813)
Other income and (expense):		
Interest income (expense)	134,533	(100,563)
Amort. of debt and stock offering costs	-	(447,132)
Beneficial conversion (expense)	-	(3,185,105)
Other (expenses)	<u>-</u>	<u>(4,784)</u>
Net other income (expense)	<u>134,533</u>	<u>(3,737,584)</u>
Net (loss)	<u>\$ (2,734,501)</u>	<u>\$ (5,822,397)</u>
Net (loss) per share, basic and diluted	<u>(\$0.12)</u>	<u>(\$0.33)</u>
Weighted average shares outstanding	<u>22,117,992</u>	<u>17,583,562</u>

November 2006

Lifeline Therapeutics, Inc.
Annual Meeting of Shareholders

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Balance Sheets

CONDENSED CONSOLIDATED BALANCE SHEETS
June 30, 2006 and 2005 (Restated *, Unaudited)



	June 30, 2006	June 30, 2005
ASSETS		
Current assets	4,414,215	6,032,346
Property and equipment, net	245,000	200,944
Intangible assets, net	2,162,042	2,268,830
Deposits	316,621	31,192
TOTAL ASSETS	\$7,137,878	\$8,533,312
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current Liabilities		
Accounts payable	\$613,833	\$657,528
Accrued expenses	399,305	207,672
Deferred revenue	1,144,950	-
Capital lease-current portion	1,985	-
Total Current Liabilities	2,160,073	865,200
Long-Term Liabilities		
Capital lease-long term portion	3,146	-
Total Liabilities	2,163,219	865,200
Stockholders' Equity		
Common Stock, Series A -par value \$.001, 250,000,000 shares authorized, 22,117,992 issued and outstanding	22,118	22,118
Additional paid-in capital	14,018,487	13,921,832
Accumulated (deficit)	(9,010,339)	(6,275,838)
Unrealized (loss) on securities available for sale	(55,607)	-
Total stockholders' equity	4,974,659	7,668,112
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$7,137,878	\$8,533,312

* Reflects restatement

November 2006

Lifeline Therapeutics, Inc.
Annual Meeting of Shareholders

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Cash Flow

CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS
For the years ended June 30, 2006 and 2005 (Unaudited)



	<u>June 30, 2006</u>	<u>June 30, 2005</u>
Net (loss)	\$ (2,734,501)	\$ (5,822,397)
Adjustments to reconcile net income (loss) to net cash provided (used) by operating activities	1,818,872	3,929,551
Net Cash (Used) by Operating Activities	<u>(915,629)</u>	<u>(1,892,846)</u>
Net Cash (Used) by Investing Activities	(3,260,426)	(552,648)
Net Cash (Used) Provided for Financing Activities	(1,169)	6,801,167
(Decrease) Increase in Cash	<u>(4,177,224)</u>	<u>4,355,673</u>
Cash and Cash Equivalents - Beginning of Period	4,405,336	49,663
Cash and Cash Equivalents - End of Period	<u>\$ 228,112</u>	<u>\$ 4,405,336</u>

Operating Results

CONDENSED CONSOLIDATED STATEMENT OF OPERATIONS
For the three months ended September 30, 2006 and 2005



	For the three months ended	
	September 30, 2006	September 30, 2005
Revenues:		
Direct Sales, net	\$ 896,689	\$ 2,964,591
Retail Sales, net	1,178,793	-
Total Sales, net	<u>2,075,482</u>	<u>2,964,591</u>
Cost of sales	375,552	596,561
Gross profit	<u>1,699,930</u>	<u>2,368,030</u>
Operating expenses:		
Marketing and customer service	1,032,815	1,144,470
General and administrative	1,407,626	1,065,409
Research and development	65,683	-
Depreciation and amortization	29,432	86,374
Total operating expenses	<u>2,535,556</u>	<u>2,296,253</u>
Operating income (loss)	(835,626)	71,777
Net other income and (expense)	15,418	8,538
Net (loss)	<u>\$ (820,208)</u>	<u>\$ 80,315</u>
Net (loss) per share, basic and diluted	<u>(\$0.04)</u>	<u>\$0.00</u>
Weighted average shares outstanding	<u>22,118,034</u>	<u>22,117,992</u>

Operating Results

CONDENSED CONSOLIDATED STATEMENT OF OPERATIONS
For the three months ended September 30, 2006 and June 30, 2006



	For the three months ended	
	September 30, 2006	June 30, 2006
Revenues:		
Direct Sales, net	\$ 896,689	\$ 1,098,852
Retail Sales, net	1,178,793	-
Total Sales, net	2,075,482	1,098,852
Cost of sales	375,552	235,641
Gross profit	1,699,930	863,211
Operating expenses:		
Marketing and customer service	1,032,815	1,587,680
General and administrative	1,407,626	800,386
Research and development	65,683	65,887
Depreciation and amortization	29,432	26,990
Total operating expenses	2,535,556	2,480,943
Operating income (loss)	(835,626)	(1,617,732)
Net other income and (expense)	15,418	44,873
Net (loss)	\$ (820,208)	\$ (1,572,859)
Net (loss) per share, basic and diluted	(\$0.04)	(\$0.07)
Weighted average shares outstanding	22,118,034	22,117,992

Balance Sheets

CONDENSED CONSOLIDATED BALANCE SHEETS
June 30, 2006 and 2005 (Restated *, Unaudited)



	September 30, 2006	June 30, 2006
ASSETS		
Current assets	4,375,562	4,414,215
Property and Equipment, net	254,088	245,000
Intangible Assets, net	2,199,412	2,162,042
Deposits	325,440	316,621
TOTAL ASSETS	\$7,154,502	\$7,137,878
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current Liabilities		
Accounts payable	\$645,137	\$613,833
Accrued expenses	305,833	399,305
Margin debt payable	607,487	-
Deferred revenue	876,660	1,144,950
Capital lease-current portion	2,059	1,985
Total Current Liabilities	2,437,176	2,160,073
Long-Term Liabilities		
Capital lease-long term portion	2,603	3,146
Total Liabilities	2,439,779	2,163,219
Stockholders' Equity		
Common Stock, Series A -par value \$.001, 250,000,000 shares authorized, 22,118,034 issued and outstanding	22,118	22,118
Additional paid-in capital	14,542,396	14,018,487
Accumulated (deficit)	(9,830,547)	(9,010,339)
Unrealized (loss) on securities available for sale	(19,244)	(55,607)
Total stockholders' equity	4,714,723	4,974,659
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$7,154,502	\$7,137,878

* Reflects restatement

November 2006

Lifeline Therapeutics, Inc.
Annual Meeting of Shareholders

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Building A Company

Market Opportunity

November 2006

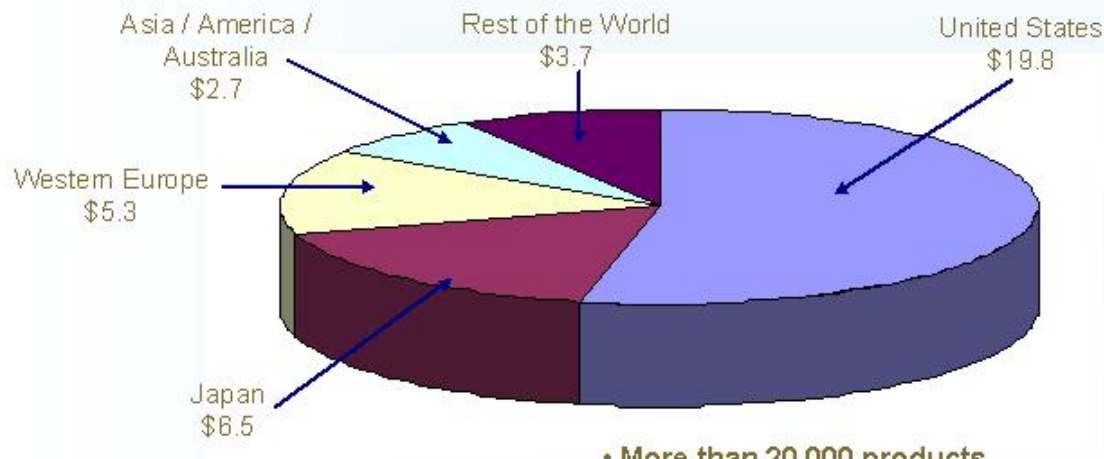
Lifeline Therapeutics, Inc.
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Building A Company: Market Opportunity

World-wide Nutraceutical / Supplement Market ~ \$40B

(Courtesy of Bathgate Capital Partners)



- More than 20,000 products.
- Approximately 450 companies.
- Market share of largest company < 5%.

Source: Euromonitor International, 2003

Market Segments

(Courtesy of Bathgate Capital Partners)



U.S. Condition – Specific Supplement Sales: 2003 - 2005

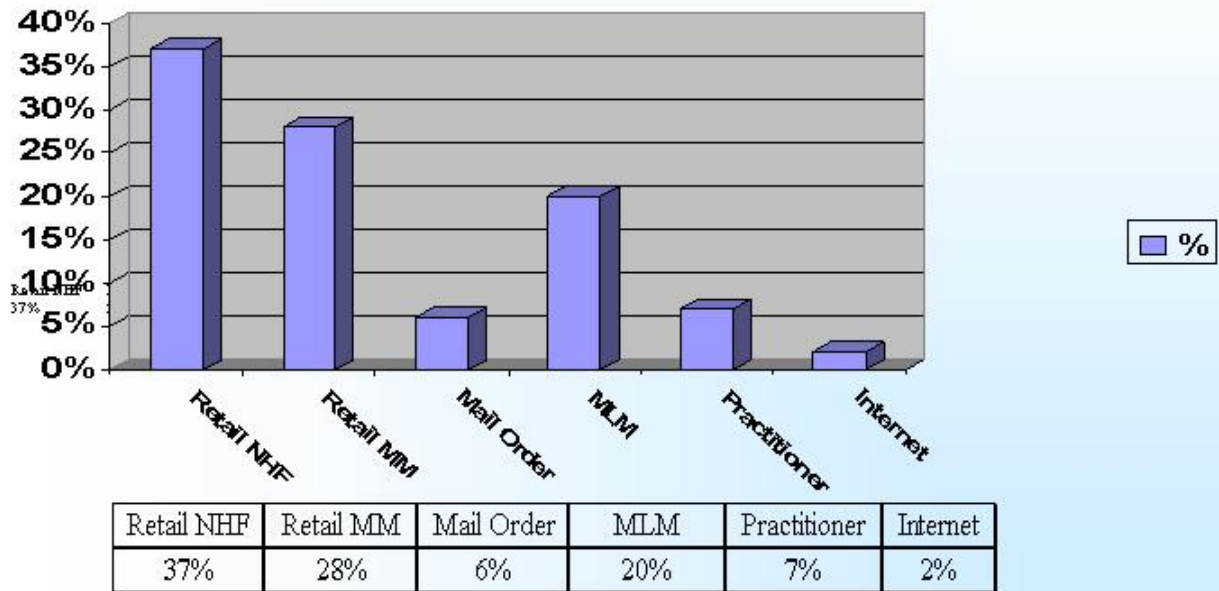
	2003 Sales	2004 Sales	2005 Sales	2005 Growth	% 2005 Total
Sports/Energy/Weight Loss	5,760	5,664	5,683	0.3%	27%
General Health ← Protandim	4,340	4,453	4,580	2.8%	22%
Joint Health	1,097	1,105	1,138	3.0%	5%
Cold / Flu-Immune	957	996	1,028	3.2%	5%
Anti-cancer	858	926	1,006	8.6%	5%
Heart Health	884	957	1,002	4.7%	5%
Bone Health	1,022	980	972	-0.8%	5%
Gastrointestinal Health	536	591	633	7.0%	3%
Diabetes	466	501	519	3.7%	1%
Menopause	297	289	273	-5.4%	1%
Top Conditions	16,217	16,462	16,834	2.3%	81%
Others	3,586	3,862	4,008	3.8%	19%
Total Supplements	19,803	20,324	20,842	2.5%	100%

Source: Nutritional Business Journal
November 2006

Lifeline Therapeutics, Inc.
Annual Meeting of Shareholders

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The U.S. Supplement Market by Outlet



Nutrition Business Journal, June/July 2006

November 2006

Lifeline Therapeutics, Inc.
Annual Meeting of Shareholders

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Building A Company

Product and Science

November 2006

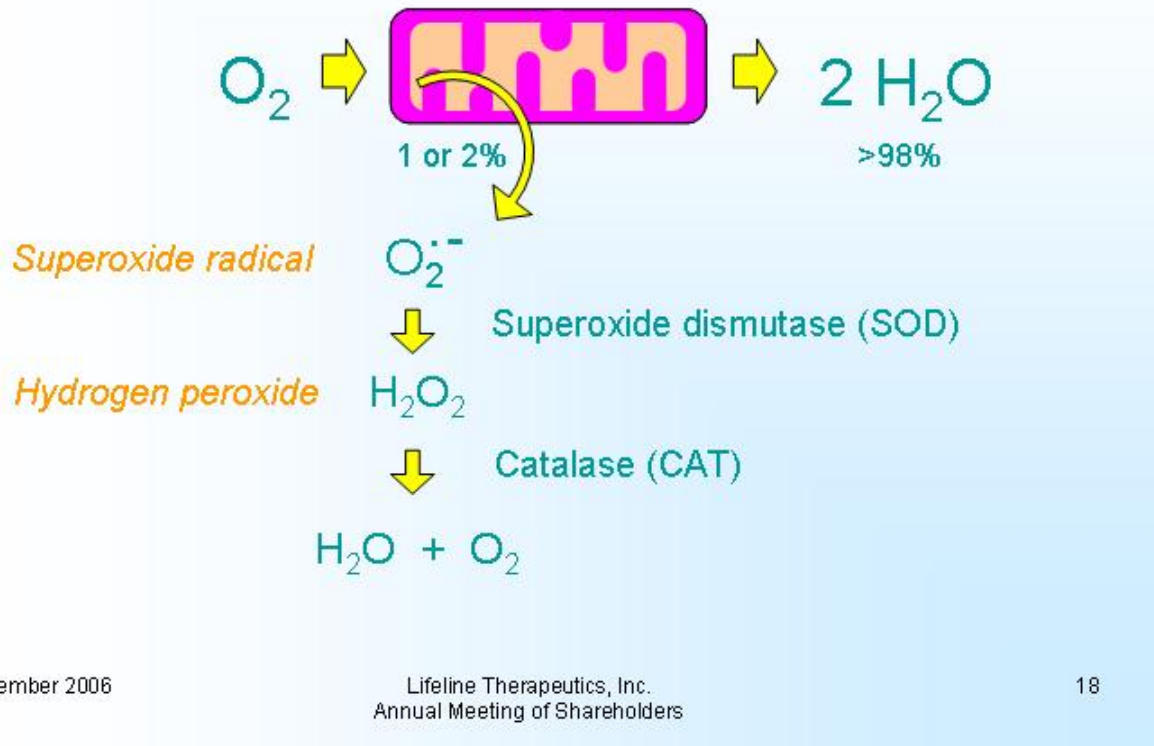
Lifeline Therapeutics, Inc.
Annual Meeting of Shareholders

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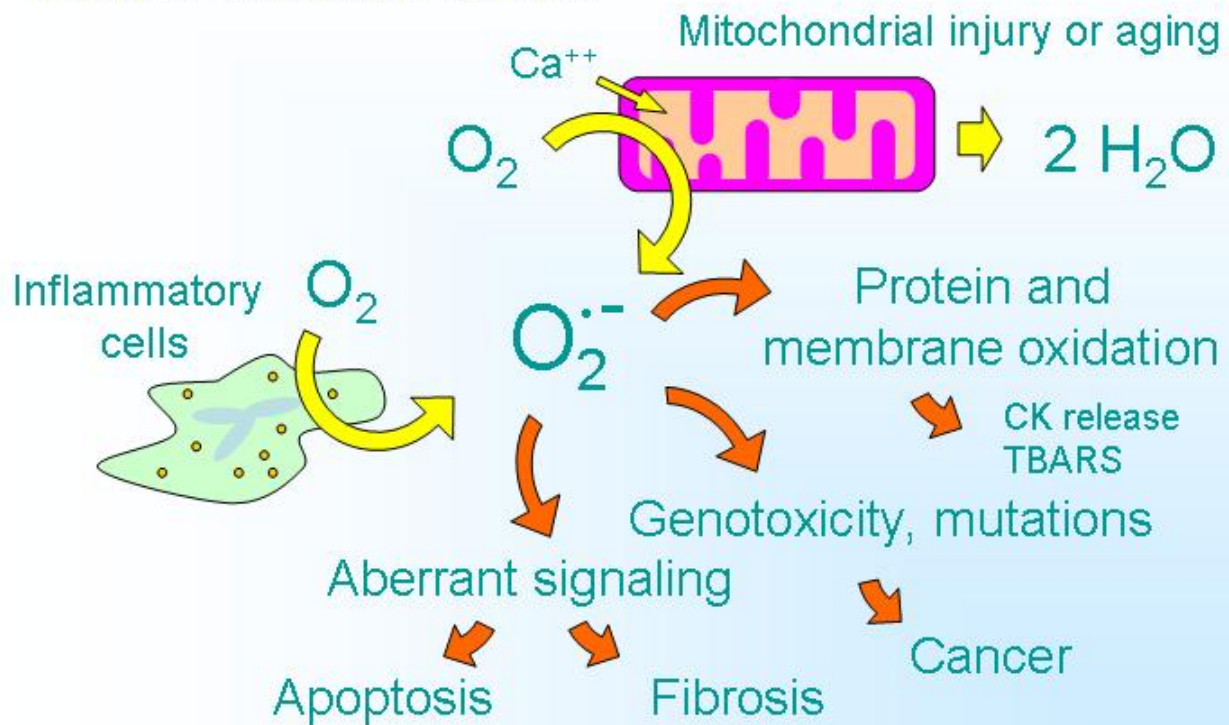
The Science of Oxidative Stress

- Oxidative stress is associated with over **100** diseases, as presented in more than 44,000 peer-reviewed, published, scientific papers
- Examples of areas where oxidative stress appears to play a role, based on these papers, include:
 - Heart disease
 - Diabetes
 - Cancer

Normal Mitochondrial Respiration



What is Oxidative Stress?



The Problem - Summary of Oxidative Stress

- Oxidative stress (cell damage) occurs when oxidative balance is upset by increased production of oxidants, or by decreased availability of antioxidants
- Humans produce a number of antioxidant enzymes naturally: superoxide dismutase (SOD) and catalase (CAT) are the most important
- Humans produce about 0.3 mole of free radicals daily
- As people age, the body's natural production of SOD and CAT enzymes does not keep up with increasing levels of free radicals

Oxidative Stress is Linked to Over 100 Diseases*

- Oxidants and asthma
 - Caramori G, Papi A; *Thorax*. 2004 Feb;59(2):170-3.
- The skin, free radicals, and oxidative stress
 - Pugliese PT; *Dermatol Nurs*. 1995 Dec;7(6):361-9; quiz 370-1.
- Oxidative Stress and Vascular Disease. 2005 Duff Lecture
 - Heistad DD; *Arterioscler Thromb Vasc Biol*. 2006 Jan 12.
- Oxidative stress, heart disease and Diabetes
 - Stephens JW, Gable DR, Hurel SJ, Miller GJ, Cooper JA, Humphries; *Clin Chem*. 2005 Dec 29.
- Oxidative status in rheumatoid arthritis
 - Ozkan Y, Yardym-Akaydyn S, Sepici A, Kedkin E, Sepici V, Simsek B; *Clin Rheumatol*. 2006 Mar 25.
- Oxidative stress and neurodegeneration
 - Moreira PI *et al*; *Ann N Y Acad Sci*. 2005 Jun;1043:545-52.

Oxidative Stress - continued

- Increased susceptibility to plasma lipid peroxidation in Alzheimer disease patients
 - Galbusera C *et al*; *Curr Alzheimer Res.* 2004 May;1(2):103-9.
- Oxidative damage and macular degeneration
 - Cai J *et al*; *Prog Retin Eye Res.* 2000 Mar;19(2):205-21.
- Oxidative Stress: a common denominator in the pathogenesis of amyotrophic lateral sclerosis
 - Simpson EP, Yen AA, Appel SH; *Curr Opin Rheumatol.* 2003 Nov;15(6):730-6.
- Role of oxygen radicals in DNA damage and cancer incidence
 - Valko M, Izakovic M, Mazur M, Rhodes CJ, Telser J; *Mol Cell Biochem.* 2004 Nov;266(1-2):37-56.

Yesterday's Solution

- Consumable antioxidants (e.g. vitamins C and E) neutralize only a small fraction of the free radicals/oxidants produced daily
- One gram of vitamin C per day can neutralize about 1/30th of the body's daily production of free radicals per day
 - This assumes full absorption and complete reaction prior to excretion



Our Solution

- Protandim® - patent-pending formula
- Protandim® triggers our bodies to produce increased levels of our own antioxidant enzymes superoxide dismutase (SOD) and catalase (CAT) to reduce the harmful effects of oxidative stress.
- Protandim® delivers significantly greater antioxidant benefits than is possible with conventional *stoichiometric* antioxidant supplements.

The Scientific Evidence Free Radical Biology & Medicine (Jan. 15, 2006)

Original Contribution

The induction of human superoxide dismutase and catalase in vivo: A fundamentally new approach to antioxidant therapy

Sally K. Nelson^{a,b}, Swapan K. Bose^a, Gary K. Grunwald^c, Paul Myhill^d, Joe M. McCord^{a,b,d,*}

^a *Webb-Waring Institute for Cancer, Aging and Antioxidant Research, University of Colorado Denver Health Sciences Center, Denver, CO 80262, USA*

^b *Department of Medicine, University of Colorado Denver Health Sciences Center, Denver, CO 80262, USA*

^c *Department of Preventive Medicine and Biometrics, University of Colorado Denver Health Sciences Center, Denver, CO 80262, USA*

^d *Lifeline Therapeutics, Denver, CO, USA*

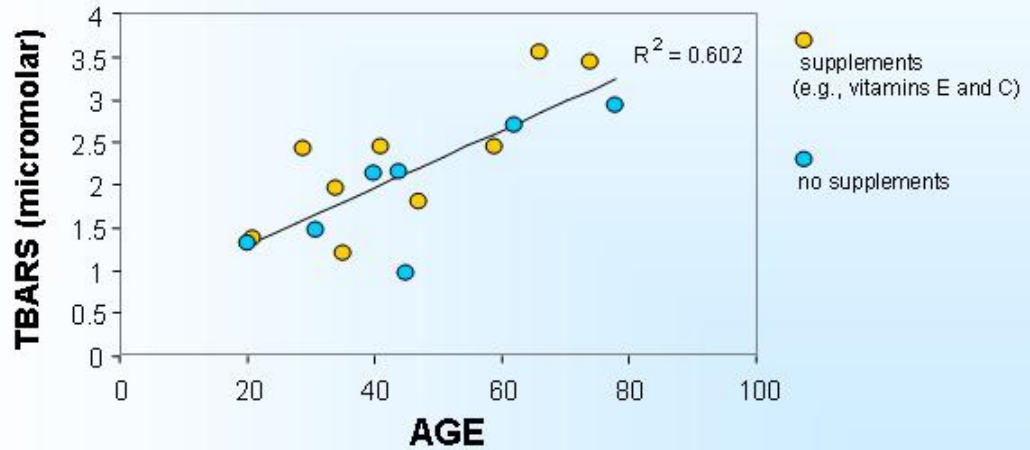
Received 22 June 2005; revised 24 August 2005; accepted 28 August 2005

Abstract

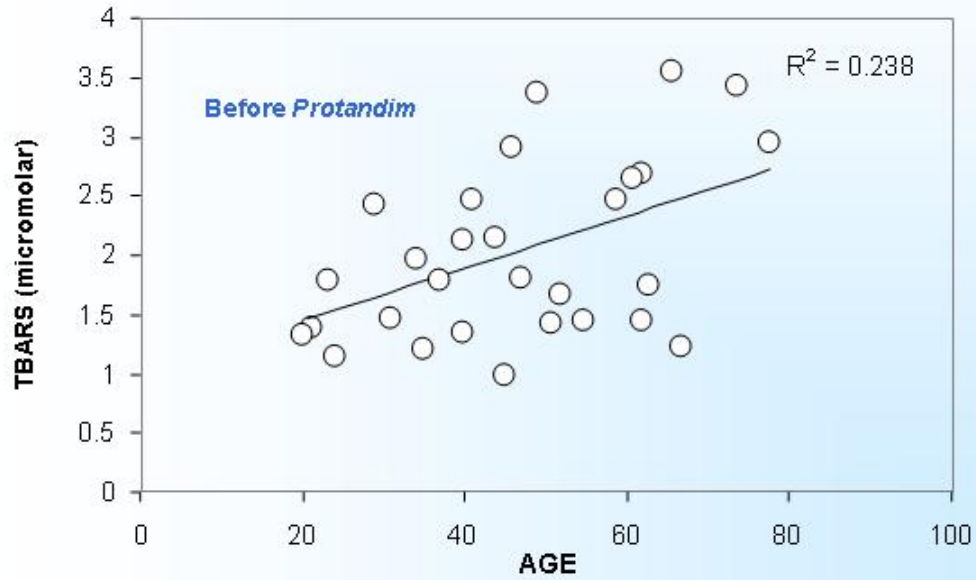
A composition consisting of extracts of five widely studied medicinal plants (Protandim) was administered to healthy human subjects ranging in age from 20 to 78 years. Individual ingredients were selected on the basis of published findings of induction of superoxide dismutase (SOD) and/or catalase in rodents in vivo, combined with evidence of decreasing lipid peroxidation. Each ingredient was present at a dosage sufficiently low to avoid any accompanying unwanted pharmacological effects. Blood was analyzed before supplementation and after 30 and 120 days of supplementation (675 mg/day). Erythrocytes were assayed for SOD and catalase, and plasma was assayed for lipid peroxidation products as thiobarbituric acid-reacting substances (TBARS), as well as uric acid, C-reactive protein, and cholesterol (total, LDL, and HDL). Before supplementation, TBARS showed a strong age-dependent increase. After 30 days of supplementation, TBARS declined by an average of 40% ($p = 0.0001$) and the age-dependent increase was eliminated. By 120 days, erythrocyte SOD increased by 30% ($p < 0.01$) and catalase by 54% ($p < 0.002$). We conclude that modest induction of the catalytic antioxidants SOD and catalase may be a much more effective approach than supplementation with antioxidants (such as vitamins C and E) that can, at best, stoichiometrically scavenge a very small fraction of total oxidant production.

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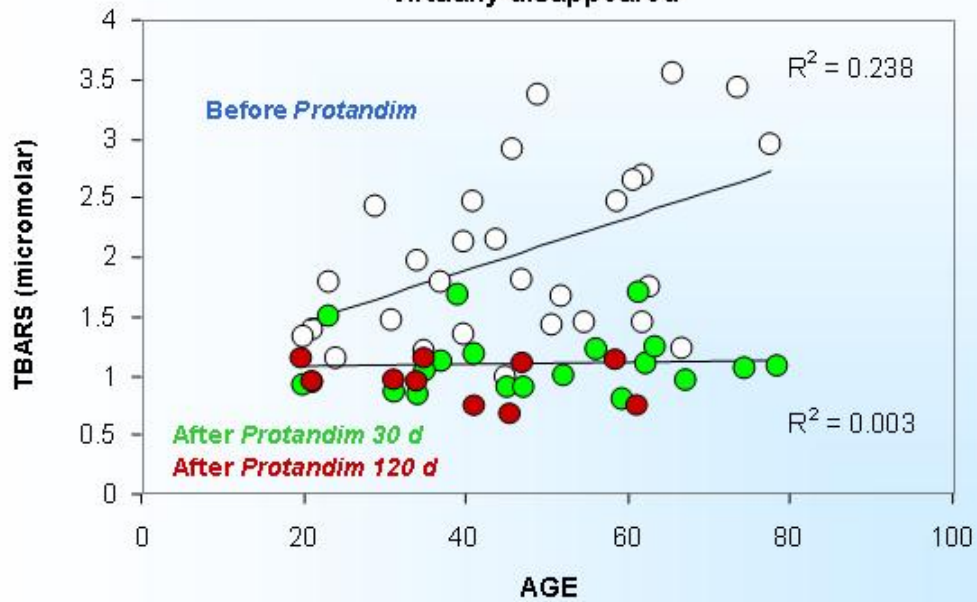
Traditional antioxidant supplements in normal healthy humans do not affect oxidative stress levels



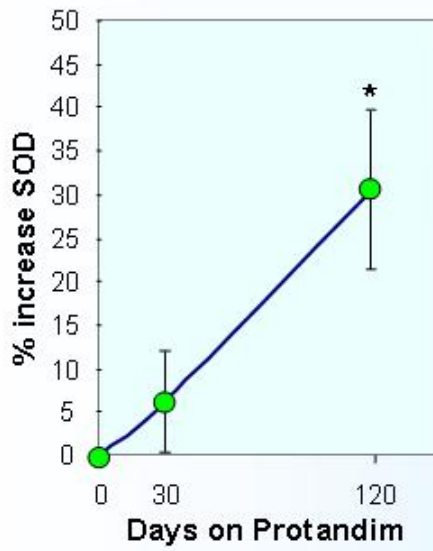
Normal subjects before supplementation with Protandim showed a strong age-dependent increase in TBARS



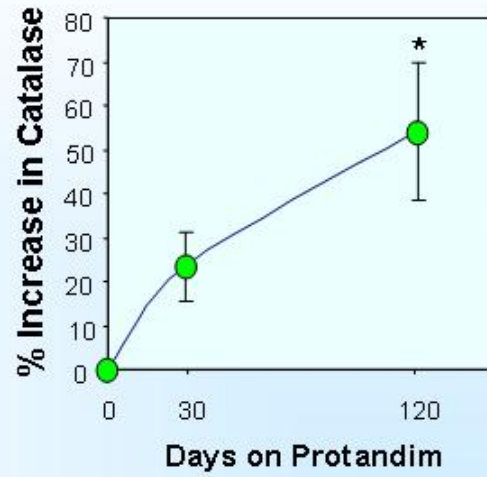
TBARS dropped an average of 40% ($p < 0.0001$) after 30 days of Protandim supplementation and the age-related increase in TBARS virtually disappeared



30% Elevation of SOD by Protandim®



54% Elevation of Catalase by Protandim®



Protandim® Study Results

- TBARS are a key measure of oxidative stress, and are considered “the canary in the coal mine”
- After 30 days, 40% average reduction of TBARS
- After 120 days, increase in average antioxidant enzyme levels
 - SOD +30%
 - CAT +54%



Protandim® Study Conclusion

Causing induction of SOD and CAT to decrease oxidative stress and lipid peroxidation *in vivo* is a much more effective approach than conventional antioxidant supplements.

Stay True to the Science



Additional Studies Underway:

Since the publication of our clinical study, more than twenty physicians and researchers at universities and hospitals in five countries have begun laboratory and clinical studies with Protandim.

The universities and hospitals involved include:

University of Colorado
Glamorgan University, Wales
University of Florida
University of Kentucky
Denver Health Medical Center
Vanderbilt University

University of Michigan
Sahlgrenska University Hospital, Göteborg
Louisiana State University
Children's Hospital, Denver
University of Toronto/St. Michael's Hospital
Duke University

Stay True to the Science



Additional Studies Underway:

The topics under investigation deal with the alleviation of oxidative stress under the following conditions:

Heart disease
Asthma
Duchenne muscular dystrophy
Metabolic syndrome
Non-alcoholic fatty liver disease
Optic neuropathy
Altitude sickness

Skin cancer
Photoaging of the skin
Renal failure
Osteoarthritis
HIV/AIDS-associated lipodystrophy
Pulmonary hypertension
Hepatitis C

Building A Company

Initiatives

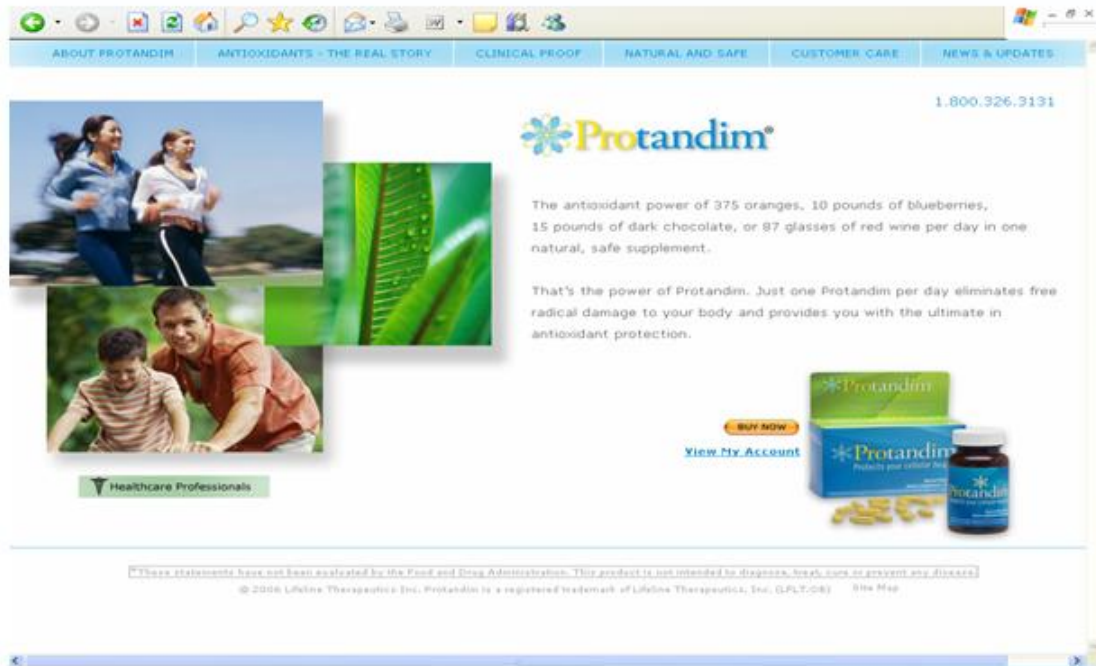
- **Sales and Distribution**
- **Marketing**

Building A Company - Sales

- Hired VP Strategic Sales & Marketing
 - Director eCommerce
 - Director of Natural Products Channel
- Distribution expanded
 - GNC contract renewed
 - CVS
 - Super Supplements
 - Vitamin Cottage
 - *Drugstore.com*
- International broker signed for Asian and certain European markets

Building A Company – Web and e-commerce

- Installed new e-commerce tools and redesigned web site to:
 - allow our direct customers to better manage their accounts
 - significantly improve communication with our customers
 - allow us to offer new programs to our customers
 - Offer expanded content and value added materials to our customers




The screenshot shows a web browser window displaying the Protandim website. The browser's address bar and navigation icons are visible at the top. The website's navigation menu includes links for 'ABOUT PROTANDIM', 'ANTIOXIDANTS - THE REAL STORY', 'CLINICAL PROOF', 'NATURAL AND SAFE', 'CUSTOMER CARE', and 'NEWS & UPDATES'. A phone number, 1.800.326.3131, is located in the top right corner. The main content area features the Protandim logo, a paragraph comparing its antioxidant power to natural sources like oranges, blueberries, dark chocolate, and red wine, and another paragraph stating that one Protandim per day eliminates free radical damage. On the left, there are images of people and a green leaf, along with a 'Healthcare Professionals' button. On the right, there is a 'BUY NOW' button, a 'View My Account' link, and images of Protandim product packaging and capsules. At the bottom of the page, there is a disclaimer: 'These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.' and copyright information: '© 2006 Lifeline Therapeutics Inc. Protandim is a registered trademark of Lifeline Therapeutics, Inc. (LPLT-06) Site Map'.

Building A Company – Marketing and PR

- **Invested in marketing research, sales, and co-marketing activities**
 - Market research involved approximately 2,500 health and wellness consumers, and specialized health and wellness focus groups.
 - Findings led to changes in messaging, marketing materials, logo and packaging

Building A Company – Marketing and PR

- Engaged renowned dietician, Elizabeth Somer
- Featured twice on  **TODAY**
 - Presented by Elizabeth Somer
 - Seen by an estimated 4,700,000 people each time (July 25th and November 9th)
 - Increased website traffic

Building A Company – Marketing and PR

Elizabeth Somer M.A., R.D.



“Eat your Fruits and Vegetables and Take Protandim® Give it the one - two punch.”

“Build up Your Antioxidant Arsenal to Fight Free Radicals with Protandim®.”



Building A Company – Marketing and PR

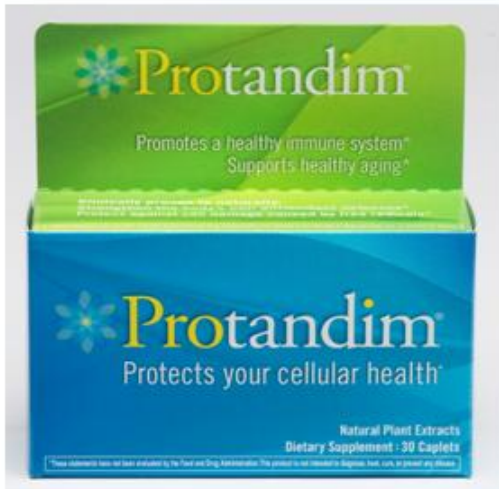
- Featured on PBS *Healing Quest*
- Regional television coverage in 16 markets seen by an estimated 436,000 people
- Radio, print, and on-line advertising seen by
 - an estimated 98,000,000 people



Building A Company – Marketing and PR

- New logo, packaging, print ads, and brochures to better present Protandim®
- eBlast and Direct Mail campaigns and professional support

Building A Company – Marketing and PR



New logo and packaging

New print advertising



*Years from now,
you'll be thanking yourself
for reading this ad.*

THE TRUTH ABOUT ANTIOXIDANTS
There's plenty of talk today about the benefits of consuming foods rich in antioxidants to fight free radicals in the body. But did you know it's estimated that you need to eat 10 pounds of blueberries a day to provide the antioxidant capacity to neutralize the amount of free radicals your body produces every single day? And what's worse is that this rate of production only increases as you age.

THE PROTANDIM SOLUTION
What can you do to effectively fight free radicals of consuming foods rich in antioxidants and enough? The answer may be as simple as your body to do what it already knows how to do, but better! It's possible your supplement called Protandim.

NATURAL AND SAFE
Protandim's premium ingredients are clinically proven safe and effective in helping your body protect itself from cellular damage! Its specially formulated plant-derived extracts dramatically improve the body's natural defenses!

HOW IT WORKS
Protandim helps the body help itself by boosting the production of its own natural antioxidant response! These response work to reduce to protect you with free damage, preventing oxidative cells, a healthier immune function, and the chance for a healthier life!

WHY WAIT?
While the disease is silent, its progress will show in less a quality life. The right response and enjoy the peace of mind that comes with taking Protandim daily? There have any, aren't be glad you did?

Real Protandim at GNC stores nationwide, or call 1-800-877-8777 to order. Or visit www.protandim.com for more information and to order online.

Protandim
Protect your cellular health

Protandim
Protect your cellular health

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Why the name 'Protandim'?
**'Eliminating free radicals by elevating your body's natural defenses'
was way too long to put on the bottle.**

THE TRUTH ABOUT ANTIOXIDANTS
Did you know it's estimated that you need to eat 10 pounds of blueberries a day to provide the antioxidant capacity to neutralize the amount of free radicals your body produces every single day? And what's worse is that this rate of production only increases as you age.

THE PROTANDIM SOLUTION
What can you do to effectively fight free radicals of consuming foods rich in antioxidants and enough? The answer may be as simple as your body to do what it already knows how to do, but better! It's possible your supplement to help protect your cellular health called Protandim.

NATURAL AND SAFE
Protandim's premium ingredients are clinically proven safe and effective in helping your body protect itself from cellular damage! Its specially formulated plant-derived extracts dramatically improve the body's natural defenses!

HOW IT WORKS
Protandim helps the body help itself by boosting the production of its own natural antioxidant response! These response work to reduce to protect you with free damage, preventing oxidative cells, a healthier immune function, and the chance for a healthier life!

WHY WAIT?
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Ads tagged with GNC & CVS

Consumer & Professional



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Marketing Plan: Distribution





Marketing Strategy - Product Promotion

“Getting the word out”

Television

- **ABC's Primetime Live June 2005**



- **TODAY show July and November 2006**
- **PBS Healing Quest**
- **Regional TV**



Consumer advertising

- Print and eCommerce – example targets include

Wall Street Journal
Newsweek
L. A. Times
Chicago Sun Times
Dallas Morning News
Chicago Tribune
Minneapolis Star Tribune
Houston Chronicle
San Diego – North County Times
Better Homes and Gardens
Ladies' Home Journal
Value Click Network

USA Today
New York Times
Delicious Living
Women's Health
Palm Beach Post
Newsday
Denver Post
Seattle Times

AARP
Fitness

Prevention
Yoga Journal
iVillage
Alternative Medicine
Men's Fitness
Men's Health
Advocate
San Francisco Chronicle
Atlanta Journal Constitution
More
Rocky Mountain News



The New York Times



The Seattle Times





ABOUT YOUR LIFE!



Building A Company – Sales & Marketing Impact

- Cumulative Advertising Impressions Planned FY 2007 = 98MM
- Cumulative PR impressions to date* = 21MM
- Banner Ads impressions to date** = 11.5MM and a Click through rate of nearly 15,000 (0.13%; industry 0.1%)
- Website visits = 49,700+ since August***
- Website hits = 919,300+ since August
- Website visitors spending over 6 minutes/visit
- Website conversions = 17-31% per week (% of visitors making a purchase)

* Thru 11/10/2006; **Thru 11/17/2006; ***Website relaunched 8/28/2006

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Looking Ahead – Key Strategy Channels

- Additional Retail
- Scientific Studies
- Licensing and OEM
- Direct Response TV
- International Distribution
- Multi-level Marketing
- Brokers
- Line Extensions
- New Products



Thank You
Questions & Discussion



The Lifeline Therapeutics logo consists of the word "LIFELINE" in a blue sans-serif font, followed by a blue graphic element resembling a stylized leaf or a pair of eyes, and then the word "THERAPEUTICS" in a blue sans-serif font.The Lifevantage logo features a green and blue stylized flower icon to the left of the word "lifevantage" in a green sans-serif font.