
**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): March 4, 2009 (March 3, 2009)

Lifevantage Corporation

(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.)

11545 W. Bernardo Court, Suite 301, San Diego, California

(Address of Principal Executive Offices)

92127

(Zip Code)

Registrant's telephone number, including area code: **(858) 312-8000**

(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:

- 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 March 3, 2009, Lifevantage Corporation (the "Company") held a meeting with certain potential investors to give a business presentation regarding a potential investment in the Company ("Presentation"). The Presentation is attached as Exhibit 99.1 hereto. The Company intends to give the Presentation to other potential investors in additional meetings.

On March 4, 2009, David Brown, the President and CEO of the Company, gave the Presentation at the EdgeWater Micro Cap Conference at the Green Valley Ranch Resort, in Las Vegas, Nevada.

The Presentation is attached as Exhibit 99.1 hereto, which is furnished under Item 7.01 of this report and shall not be deemed to be "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act") or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended or the Exchange Act, regardless of any general incorporation language in such filing.

Item 9.01 Exhibits

99.1 March 2009 Business Presentation

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: March 4, 2009

LIFEVANTAGE CORPORATION

By: /s/ Bradford K. Amman
Bradford K. Amman
Chief Financial Officer

EXHIBIT INDEX

Exhibit No.

Description

99.1

March 2009 Business Presentation

LifeVantage®



March 2009

www.LifeVantage.com
OTCBB: LFN

LifeVantage®



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 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-Q and in other materials filed by the Company from time to time with the Securities and Exchange Commission.



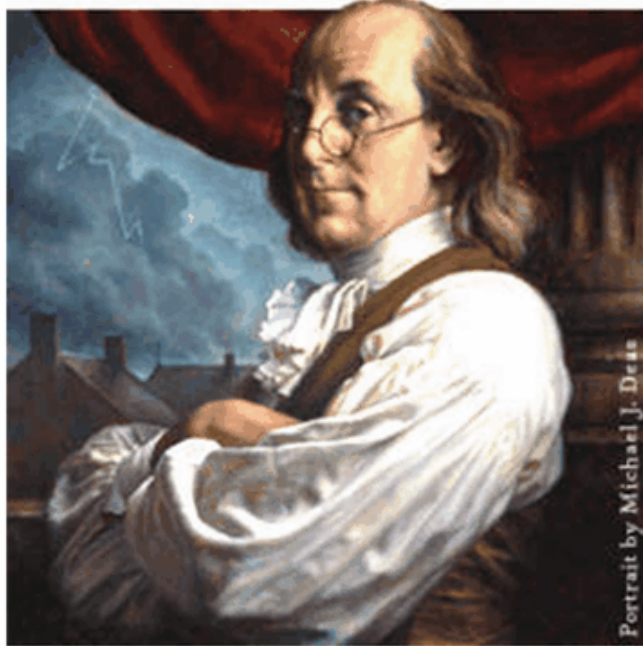
The 2009 Trends Issue of Entrepreneur Magazine Names Anti-Aging as a Lucrative Opportunity in a Down Economy



(Published December 2008)



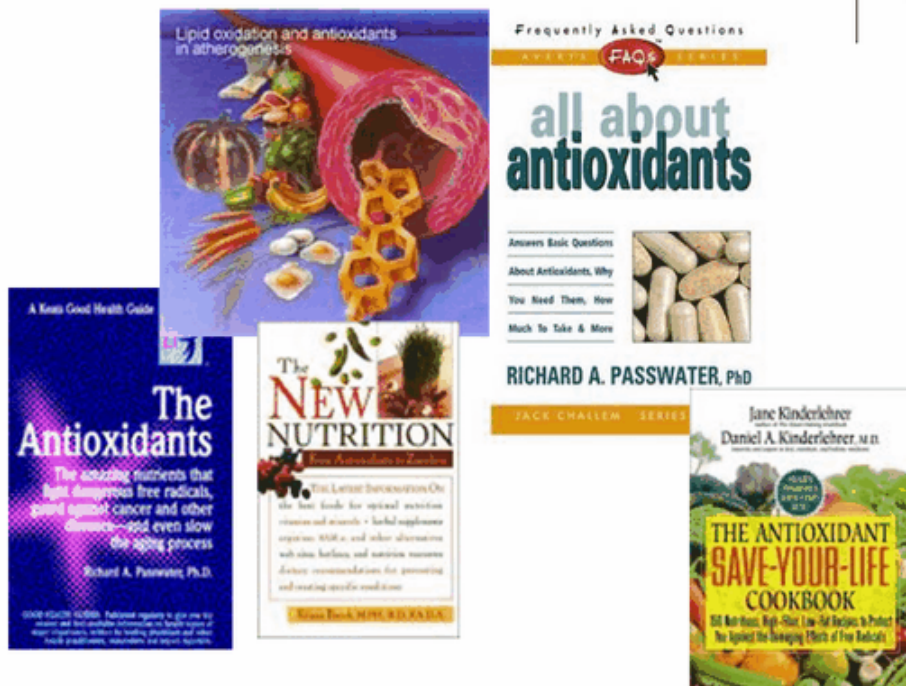
LifeVantage®



“All would live long but none would be old”
–Benjamin Franklin

LifeVantage®

Consumers are obsessed with aging...



The Market

Over \$100 Billion Per Year is Spent Fighting the Aging Process



- Anti-aging Supplements (About \$5 Billion) (a)
- Anti-aging Services and Related Products (About \$50 Billion) (b)
- Other Cosmetic Products such as Make-up (About \$50 Billion) (c)
- Exercise Equipment (About \$5 Billion) (d)



- (a) 2005, Nutrition Business Journal
- (b) 2007, Business Communications Co.
- (c) 2006, Euromonitor International
- (d) 2007, Sporting Goods Manufacturers Association

“Practical Immortality”



“Studies suggest that our DNA accounts for only about 30 percent of how long we live. The rest is up to us. Thanks to cutting edge scientific research and incredible advances, practical immortality may now be within our grasp.”

Dr. Sanjay Gupta

Chief Medical Correspondent, CNN
NY Times Best Selling Author



The Key: Slowing the Rate of Aging



“... Aging is really not about preventing disease; getting rid of heart disease and cancer gains us less than a decade of life. Rather we need to slow the rate of aging to avoid the frailty that would make longevity less desirable.”

Dr. Mehmet Oz

Vice-Chair and Professor of Surgery, Columbia University;
Times Best-Selling Author;
Health Expert “Oprah Winfrey Show”



Antioxidant supplements and antioxidant rich foods are promoted heavily



But do consumable antioxidants really fight the *free radicals* that cause aging?

Maybe. If you're willing to consume...



375 oranges daily...



**or 11 pounds of
blueberries daily...**



**or 87 glasses of red
wine daily...**



**or 120 vitamin C
tablets daily.**

LifeVantage®

Why is Protandim so effective?

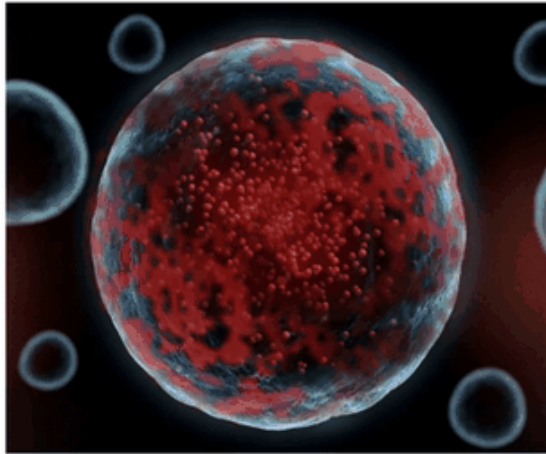


Protandim contains a unique combination of phytochemicals that signal the body's genes to produce its own **antioxidant enzymes** – thousands of times more than any conventional sources of antioxidants from food or supplements.

LifeVantage®



Scientists agree that **aging and most deadly diseases** are the result of cellular deterioration due to destructive molecules called **free-radicals**.



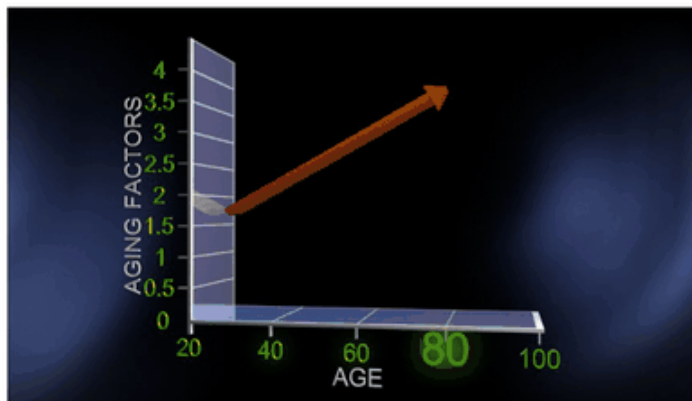
This free-radical damage that causes aging is called **Oxidative Stress**, the same process that causes rust. In a sense, *aging* is your body's way of rusting from the inside out!

LifeVantage®

The free radicals in your body that cause aging can be measured quantitatively and accurately.

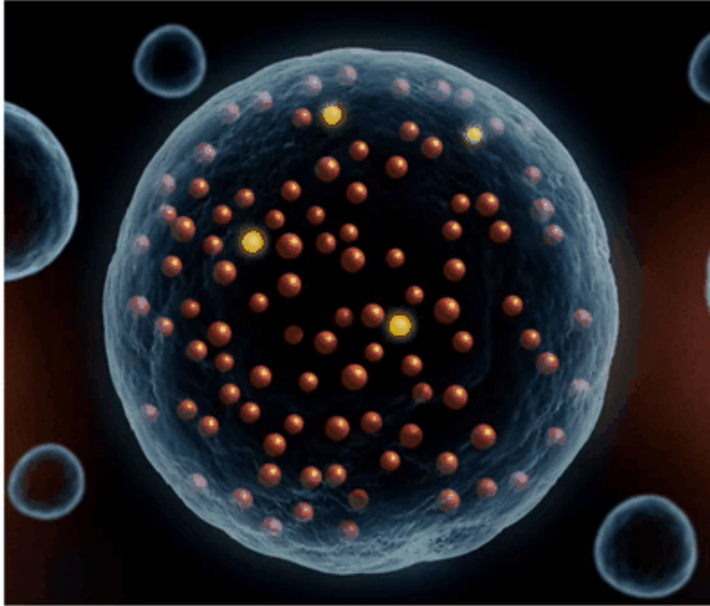


In a peer reviewed, published human medical study, the amount of free radical toxins (TBARS) in the blood was measured in control subjects of all ages, many of whom were taking antioxidant supplements.



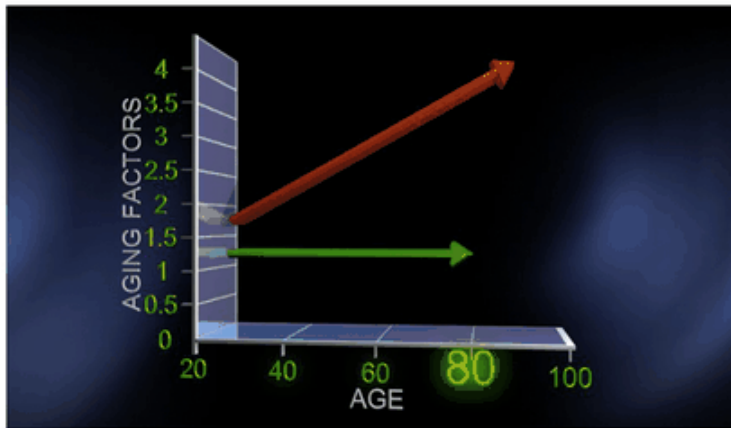
As you can see, free radical damage increases predictably as you age.

To neutralize these destructive free radicals, our cells produce special **ANTIOXIDANT ENZYMES**.



LifeVantage®

Protandim reduced the rate of cell aging to the level of a 20 year old!



After only 30 days, Protandim virtually *eliminated* the age-related increase in oxidative stress among all test subjects, *reducing* the progressive trend of cell aging to the level of a 20 year old.

And the proof is conclusive.



The Protandim formula was validated by Dr. Joseph McCord, Professor of Medicine at the University of Colorado.

Dr. McCord was twice nominated for the Nobel Prize in Medicine for his scientific discoveries related to the process of aging.



What prompted *ABC Primetime* to feature a positive report about Protandim®?



LifeVantage®

ABC Primetime Report



LifeVantage®



New study proves Protandim produces 300% increase in Glutathione, a key antioxidant and anti-aging factor.



The results of a recent, new peer-reviewed study (*Free Radical Biology & Medicine*) clearly demonstrate that Protandim produces a 300 percent increase in glutathione, which is a key antioxidant and anti-aging factor.

In addition, the study confirms that Protandim's synergistic formulation provides thousands of times more antioxidant power than any food or conventional supplement.

And...over **20** scientific studies of **Protandim** are underway at **leading institutions**, involving the most **serious health conditions**.



Institutions include...

Ohio State University
Univ. of Minnesota
Virginia Commonwealth
Vanderbilt University
University of Florida
University of Michigan
University of Kentucky
Louisiana State University
Denver Health Medical Center
University of Colorado



And yes, Protandim is patented.



- First patent issued on 7/10/07, U.S. Patent No. 7,241,461, "Compositions for alleviating inflammation and oxidative stress in a mammal"
- Second patent issued on 6/10/08, U.S. Patent No. 7,384,655, "Preparation of compositions to alleviate inflammation and oxidative stress in a mammal"

LifeVantage®

Beginning January 2008:



- New CEO and Management Team with Proven Track Record
- Brand Building and Promotional Programs
- Development of MLM Sales Channel
- Aggressive Public Relations Campaign
- Negotiated 50% Decrease in Manufacturing Costs
- Science & Research – Over 20 Studies at Prestigious Institutions
- New Product Development – Revolutionary Skin Care Product

David Brown, President and CEO



- Former CEO & President, Metabolife International
- Successful Industry Veteran—Hired January '08
 - Transitioned leading dietary supplement company from direct sales to retail channels
 - Increased sales to \$300 million
- Former President, Natural Balance, Inc.
 - Revenue growth of over 300% in 5 year period
 - Expanded sales internationally to 40+ countries
 - Began career as corporate attorney
 - Juris Doctorate from Cornell University
 - Bachelor of Arts from Brigham Young University



Aggressive Public Relations Campaign



- Recently completed national media tour, meeting with top women's magazines for future editorial coverage
- Feature Article in Nutrition Business Journal
- Interviews with on-line business sites, including WallSt.net
- Multiple references in Dr. Sanjay Gupta's book: "Chasing Life".
- Retained celebrity doctor Carlon Colker, M.D.
- Scheduling stories for Protandim media coverage on television, radio, internet and print
- Discussions begun with well-known celebrities regarding endorsement

New Network Marketing Sales Strategy:



- **Network Marketing:**
 - \$7.9 Billion U.S.; \$36 Billion Global (Amway: \$3 billion; Herbalife: \$2.1 billion; MonaVie: \$1.1 billion in less than 3 years)



Network Marketing today is more widely accepted than at any time in its 60+ year history.



“One of the best investments I ever made.”

-Warren Buffet

LifeVantage®

**Billion dollar brands are not
unusual in network marketing.**



ARBONNE
INTERNATIONAL



MARY KAY®



HERBALIFE.



NU SKIN

LifeVantage®

Economic Timing



- When the Economy is Good, Network Marketing is Good.
- When the Economy is Down, Network Marketing is Phenomenal.



New product development.



Anti-Aging Cream- Restoration Science™:

- Utilize proven benefits of Protandim® formula
- Fight free radical damage to the skin
- Reduce fine line and deep line wrinkles
- Improve skin smoothness and pigmentation
- Increase skin moisturization
- Dermatologist tested
- Product Launch-April 2009



Very significant news.



Key Management & Distributors Join Lifevantage

- Highly successful proven network marketing team
- Prior experience includes significant growth years with NuSkin, SynergyWorldwide and Tahitian Noni
- Achieved industry record first year sales of \$40 million+ in their previous company
- Example: NuSkin achieved record \$1Bn annual sales in 10 years. Most of NuSkin team joined MonaVie and did it in 5.



LifeVantage Projections



Condensed Financial Projections (in millions)

fiscal years ended June 30,

	FY 2008	FY 2009E*	FY 2010E*	FY 2011E*	FY 2012E*
Direct and Retail Sales	\$3.20	\$2.91	-	-	-
NMS	-	3.55	39.35	93.21	221.43
Total Sales	\$3.20	\$6.46	\$39.35	\$93.21	\$221.43
Cost of Goods Sold	0.70	1.29	7.09	16.74	39.76
Gross Margin	2.50	5.17	32.26	76.48	181.68
Gross Margin %	78%	80%	82%	82%	82%
SG&A Expenses	4.55	7.27	29.46	65.65	153.56
Estimated Net Income / (Loss)	(\$2.05)	(\$2.10)	\$2.80	\$10.83	\$28.12

* Projected results





Market Comparables:

- Extraordinary Revenue Growth Potential
- Exceptional Earnings Growth Potential
- May receive an unparalleled valuation given our science

Medifast - MED

- 4.7x revenue
- 2.8x book value
- 21.2x earnings (diluted)

Usana - USNA

- .9x revenue
- 10.2x book value
- 11x earnings (diluted)

Nuskin - NUS

- .56x rev
- 5.3x book
- 10.7x earnings

Sirtris Pharmaceuticals (NASDAQ: **SIRT**) was acquired by GlaxoSmithKline for **\$720M**

- R&D Stage Company
- Resveratrol-based antioxidant solution





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LifeVantage[®]

The Science of Living Younger

www.LifeVantage.com

www.Protandim.com

OTCBB: LFN

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