



April 10, 2013

## LifeVantage(R) Canine Health Earns Quality Seal From the National Animal Supplement Council

SALT LAKE CITY, April 10, 2013 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), a company dedicated to helping people achieve healthy living through a combination of a compelling business opportunity and scientifically validated products, including its patented dietary supplement Protandim<sup>®</sup>, the Nrf2 Synergizer<sup>®</sup>, TrueScience<sup>®</sup> Anti-Aging Cream and LifeVantage<sup>®</sup> Canine Health, has earned the Quality Seal for its Canine Health product from the National Animal Supplement Council (NASC).

The Quality Seal assures consumers that manufacturers have met rigorous quality control and labeling standards, and have passed a comprehensive quality system audit. The Seal program is part of the non-profit NASC's effort to promote consumer access to superior health and nutritional supplements for companion animals — primarily dogs, cats and horses.

"We are proud to display the NASC Quality Seal on our Canine Health product," said LifeVantage President and Chief Executive Officer Douglas C. Robinson. "The Seal underscores our commitment to offering innovative, science-based products of the highest quality for people and the animals we love."

Robert Urban, the company's Chief Operating Officer, added, "Quality assurance is ingrained in every aspect of LifeVantage's work, from research and development to product delivery and beyond. We are always looking for ways to enrich our offerings, with new science, new ingredients and new manufacturing processes. We continue to improve all of our products, including Canine Health. For us, earning the NASC Seal of Quality is recognition of an on-going job being well done."

### About LifeVantage Corporation

LifeVantage (Nasdaq:LFVN), a leader in Nrf2 science and the maker of Protandim<sup>®</sup>, the Nrf2 Synergizer<sup>®</sup> patented dietary supplement, is a science based nutraceutical company. LifeVantage is dedicated to visionary science that looks to transform wellness and anti-aging internally and externally with products that dramatically reduce oxidative stress at the cellular level. The Company was founded in 2003 and is headquartered in Salt Lake City, Utah.

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Source: LifeVantage Corporation

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