



April 25, 2014

LifeVantage Launches Complete TrueScience(TM) Skin Care Regimen

New Clinically Tested Anti-Aging Beauty Regimen Revealed at Company's Annual Global Convention

SALT LAKE CITY, April 25, 2014 (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, has launched a revolutionary beauty system consisting of a full line of anti-aging skin care products with enhanced Nrf2 technologies under its existing TrueScience brand. The new regimen was initially unveiled at the company's Annual Global Convention, held April 23-26, 2014, in Salt Lake City.

The full TrueScience skin care regimen consists of four products: TrueScience™ Ultra Gentle Facial Cleanser, TrueScience™ Perfecting Lotion, TrueScience™ Eye Corrector Serum, and TrueScience™ Anti-Aging Cream, which is an enhanced version of the company's existing anti-aging facial cream. The regimen has been tested in an independent third-party clinical study and has been shown to reduce the visible signs of aging by utilizing Nrf2 technologies to mitigate the visible effects of skin damage caused by oxidative stress. When used together, this regimen offers cumulative anti-aging benefits and provides protection against the environmental assault on the skin that consumers will be able to see and feel. Studies show that, in just four weeks, the skin appears renewed, visibly younger, brighter and more even-toned.

The products are available immediately and will be sold through the company's Distributor network and to Preferred Customers in all markets where LifeVantage currently operates. The complete four-product regimen is being offered at \$160, or customers may elect to purchase each product individually, with prices ranging between \$25 and \$70. All products are free of parabens, GMOs, gluten, petrolatum, mineral oils, and artificial colorants.

Douglas C. Robinson, President and Chief Executive Officer of LifeVantage, stated, "We are excited to introduce our new skincare line. These products leverage our significant research on Nrf2 and oxidative stress as well as the TrueScience brand. We worked closely with the world's foremost skin care experts to create a regimen that is unique, shows great results and is priced competitively within the prestige beauty category. We look forward to working with our strong base of distributors to expand awareness of our newest products."

Dr. Shawn Talbott, Chief Science Officer of LifeVantage, commented, "When LifeVantage launched the TrueScience Anti-Aging Cream, it represented the best Nrf2 technology and anti-aging science available at the time. This enhanced and expanded anti-aging beauty system builds upon the existing technology, and these four products work together to go beyond wrinkles to address the visible signs of aging. These products adhere to our mission to provide individuals with products that help them look and feel their best."

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), a leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, TrueScience™ Anti-Aging Cream and LifeVantage® Canine Health, is a science based network marketing 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. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah.

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," "hopes," "intends," "estimates," "expects," "projects," "plans," "anticipates," "look forward to" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. Examples of forward-looking statements include, but are not limited to, statements we make regarding the success of our new line of skin care products. 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, 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 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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Source: LifeVantage Corporation

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