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Chemopreventative Effects of Protandim® Examined Further in New Peer-Reviewed Study

Protandim's ability to modulate relationship between superoxide dismutase and tumor suppressor p53 believed responsible for reduction of skin cancers in mice

SAN DIEGO, Sept. 2 /PRNewswire/ -- [LifeVantage Corporation](http://www.lifevantage.com) (OTC Bulletin Board: LFTV), the maker of Protandim®, a clinically proven, science-based therapy for oxidative stress, announced today that a new peer-reviewed study involving Protandim® was published in the scientific journal PLoS ONE. The study, conducted by researchers at Louisiana State University, examined the biochemical mechanisms that underlie the ability of Protandim® to suppress tumors in mice. That ability was previously demonstrated by the authors in a study involving a mouse two-stage model of chemically-induced skin cancer. Protandim®, a patented dietary supplement comprised of five highly synergistic herbal ingredients, has been shown in earlier studies to activate the transcription factor Nrf2, a signal to the cell's DNA to regulate a network of protective genes. This new study further investigates Protandim's® ability to increase production of the body's Nrf2-regulated protective genes, sometimes referred to as "survival genes", specifically in regard to chemoprevention.

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The study, titled "*The Chemopreventive Effects of Protandim: Modulation of p53 Mitochondrial Translocation and Apoptosis during Skin Carcinogenesis*" by D. Robbins, X. Gu, R. Shi, J. Liu, F. Wang, J. Ponville, J.M. McCord, and Y. Zhao, is published in the open access online journal PLoS ONE and may be found at the following [link](#). The researchers previously reported on the ability of Protandim to reduce both the incidence and the number of skin cancers in mice.

In the two-stage model of cancer, the first stage, initiation, involves DNA mutation. The second stage, promotion, induces existing tumor cells to proliferate. The results of the study suggest that Protandim's ability to signal the cell to suppress p53, in turn decreasing levels of Bax, a protein that causes programmed cell death or apoptosis, combined with increasing levels of super oxide dismutase, may play an important role in the tumor suppressive activity of Protandim in this mouse model. Tumor promotion produces increased numbers of apoptotic cells in the skin of mice. Protandim-supplementation of the mice almost completely suppressed this promotion-associated apoptosis. Overall, these results further demonstrate the effectiveness of multi-modal antioxidant based therapies in chemoprevention.

Protandim® was shown in an earlier human trial to increase antioxidant enzyme production and to eliminate the age-dependent increase in the most widely used marker of oxidative stress. The current study, as well as other recent studies, have shown that Protandim® provides benefits to the body that extend beyond its ability to decrease oxidative stress.

"This study was independently funded by the Louisiana State University Health Sciences Center at Shreveport," stated David Brown, LifeVantage President and CEO. "LifeVantage greatly appreciates the continuing academic interest in Protandim shown by cancer researchers such as Dr. Yunfeng Zhao and his colleagues. We continue to be amazed at the powerful tool Protandim® is for researchers of many health conditions associated with oxidative stress."

About Protandim®

Protandim® is a clinically proven supplement that provides substantial benefits for healthy aging. This patented indirect antioxidant therapy works in a very different way than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements. Unlike those types of products that have proven to be largely ineffective in reducing oxidative stress caused by free radicals, Protandim® is an indirect antioxidant therapy, which stimulates the body's production of its own powerful antioxidant enzymes. Protandim® works at the cellular level, triggering cells to naturally increase production of protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase.

A peer-reviewed human clinical study showed that after Protandim® was taken for 30 consecutive days, important biochemical markers of aging were decreased by an average of 40%. The study also reported that these markers of aging were reduced in the subjects taking Protandim® to the level of a typical 20 year old. Protandim® is currently the subject of approximately 20 scientific studies at universities and research facilities. The nature and stages of the studies vary.

Under the Dietary Supplement Health and Education Act, Protandim® is considered a "dietary supplement". LifeVantage is not promoting the use of Protandim® for the prevention of cancer. Protandim® is not intended for the prevention, diagnosis, treatment, mitigation or cure of any disease. For more information about Protandim®, visit www.LifeVantage.com.

About LifeVantage Corporation

LifeVantage Corporation is a publicly traded (OTC Bulletin Board: LFDV), science-based, nutraceutical company dedicated to helping people reach their health and wellness goals. Founded in 2003 and based in San Diego, CA, LifeVantage develops products, including Protandim®, that are intended to deliver significant health benefits to consumers. For more information, visit www.LifeVantage.com.

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" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. 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, the potential failure or unintended negative consequences of the implementation of the Company's network marketing sales channel; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving the Company's network marketing sales channel; the potential for product liability claims against the Company; the risk that government regulators and regulations could adversely affect the Company's business; future laws or regulations may hinder or prohibit the production or sale of the Company's existing product and any future products; unfavorable publicity could materially hurt the Company's business; and the Company's ability to protect its intellectual property rights and the value of its product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-K and its 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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