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## **LifeVantage Announces That Protandim® Is Certified by Banned Substances Control Group (BSCG) as Safe for Consumers and Athletes**

### **Protandim Analyzed for Substances Banned by the International Olympic Committee (IOC), the National Collegiate Athletics Association (NCAA) and the National Football League (NFL)**

SAN DIEGO, Feb. 10, 2011 /PRNewswire/ -- [LifeVantage Corporation](#) (OTC Bulletin Board: LFDV), the maker of science-based solutions to oxidative stress, announced today that the Banned Substances Control Group (BSCG) recently certified its flagship product, Protandim, as free of substances banned by the United States Anti-Doping Agency (USADA) and other professional and amateur sports associations. 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.

(Logo: <http://photos.prnewswire.com/prnh/20090930/LIFEVANTAGELOGO>)

"Samples of Protandim® have been analyzed for anabolic agents and stimulants and no prohibited compounds were detected in the product," stated Oliver Catlin, of the BSCG in Los Angeles, CA. "As a result, we have issued a certification for Protandim® at this time. The BSCG seal lets customers know the product has been certified and does not contain dangerous banned substances."

"We are proud that Protandim® has been scrutinized and certified by the BSCG to ensure that consumers and athletes are able to take the product with confidence," stated David W. Brown, President & CEO of LifeVantage. "We are pleased to participate in a program which helps to differentiate between responsible supplement manufacturers, of which we strive to be, and those whose products may present unnecessary risks."

"According to the BSCG, athletes are held personally liable for any substances prohibited by the USADA, the IOC, the NCAA, and the NFL which may be present in their bloodstream, regardless of the substances' origins," stated Gene Tipps, Senior Vice President of Operations of LifeVantage. "For this reason, athletes must be extremely careful about what they put into their bodies. We have found that a substantial number of athletes feel supplements are a vital part of their training regimen and as such, we are proud to be able to provide a quality product to those in the sports arena, athletes as well as consumers."

According to their website, the BSCG was founded by professionals with years of experience in the field of anti-doping analytical work and the group addresses the concern that dangerous banned substances can be found in dietary supplements, even when these substances are not listed as ingredients. The BSCG assists responsible dietary supplement manufacturers by utilizing cutting edge anti-doping methodology to analyze and certify that a sample of their product was tested for a list of banned substances, and that no banned substances were found in that sample above certain detection limits. More information on the BSCG can be found on their website, [www.bscg.org](http://www.bscg.org).

#### **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.

LifeVantage does not presently market or sell drugs. Before doing so, LifeVantage must obtain approval from the FDA, including its consent for LifeVantage to conduct studies on human subjects.

Under the Dietary Supplement Health and Education Act, Protandim® is considered a "dietary supplement". Protandim® is not intended for the prevention, diagnosis, treatment, mitigation or cure of any disease. For more information about Protandim®, visit [www.LifeVantage.com](http://www.LifeVantage.com).

## **About LifeVantage Corporation**

LifeVantage Corporation is a publicly traded (OTCBB: LFDN), science-based, nutraceutical company dedicated to helping people reach their health and wellness goals while creating business opportunities. Founded in 2003 and based in San Diego, CA, LifeVantage currently offers two anti-aging and wellness products: Protandim®, a dietary supplement that combats oxidative stress, and LifeVantage TrueScience™ Anti-Aging Cream, a scientifically-based skin care product. For more information, visit [www.LifeVantage.com](http://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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