



January 8, 2015

## **LifeVantage CSO Presenting at Biochemical Society Keap1/Nrf2 Pathway in Health and Disease Meeting**

### **Shawn M. Talbott, PhD Presenting Regarding Phytonutrient Activation of the Nrf2 Pathway**

SALT LAKE CITY, Jan. 8, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), announced that Chief Science Officer Shawn M. Talbott, PhD, is presenting a poster abstract demonstrating a portion of the findings from the research being conducted by LifeVantage in the field of Nrf2, at The Biochemical Society's Focused Meeting entitled 'The Keap1/Nrf2 Pathway in Health and Disease' at Robinson College in Cambridge, UK. Dr. Talbott is presenting about how phytonutrients (plant components such as herbal extracts), found in LifeVantage products, can activate the Nrf2 pathway and improve health and balance metabolism. The Nrf2 pathway is emerging as the body's central regulator of health and protector from various sources of stress.

The Biochemical Society exists for the advancement of the molecular and cellular biosciences, both as an academic discipline and to promote its impact on areas of science including biotechnology, agriculture, and medicine. Biochemistry helps to play a key role in tackling global issues such as improving lifelong health, treatment of disease, biotechnology and food security.

"In the past decade, there has been an explosion in interest in transcription factor Nrf2, both in the UK and internationally, which has been shown to be important in several physiological and pathological processes," said event organizer Maria O'Connell. "The meeting will provide cutting edge knowledge on the Nrf2/Keap1 Pathway and its varied contributions to health and disease."

"I am honored to be presenting an abstract of some of the findings from the extensive research being conducted at LifeVantage in the field of Nrf2 at one of the first international scientific conferences focused on potential health and medical benefits of harnessing the Nrf2 pathway," said Dr. Talbott. "Our research on synergistic phytonutrient activation of the Nrf2 pathway is paving the way for numerous health and well-being benefits, so it's gratifying to be part of this historic event."

### **About LifeVantage Corporation**

LifeVantage Corporation (Nasdaq:LFVN), is a science based network marketing company that is dedicated to visionary science that looks to transform health, wellness and anti-aging internally and externally at the cellular level. The company is the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, the TrueScience™ Anti-Aging Skin Care Regimen, Canine Health, and the AXIO™ energy product line. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah.

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