



**LifeVantage Announces New Peer-Reviewed Study Involving  
Protandim®;  
Published in Scientific Journal *Molecular Aspects of Medicine***

**SALT LAKE CITY, UT Nov. 10, 2011** -- LifeVantage Corporation (OTCBB: LRVN), the maker of science-based solutions to oxidative stress, announced today that a new peer-reviewed study involving its flagship product, Protandim®, has been published in the scientific journal *Molecular Aspects of Medicine*. The new paper takes a historical look at the field of biological antioxidants and oxidative stress, examines gene regulation by Protandim® and relevant pathways, and links together past observations about antioxidant enzyme functions with current investigations into antioxidant gene regulation.

Protandim®, a patented dietary supplement comprised of five highly synergistic natural ingredients, was 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," which include genes that encode antioxidant enzymes, as well as anti-inflammatory and anti-fibrotic proteins.

The study, titled "Oxidative Stress in Health and Disease: The Therapeutic Potential of Nrf2 Activation" by Brooks M. Hybertson, Bifeng Gao, Swapan K. Bose, and Joe M. McCord, is published in the scientific journal *Molecular Aspects of Medicine* and may be found at the following link: <http://www.ncbi.nlm.nih.gov/pubmed/22020111>.

"This study examined gene expression using Affymetrix® GeneChips and the relationships among the regulated genes using Ingenuity Pathway Analysis® in cultured human cells treated with Protandim®," said Dr. McCord, Chief Science Officer of LifeVantage and senior author of the study.

Thousands of genes were affected by Protandim® treatment, including prototypical Nrf2-dependent genes such as heme oxygenase-1. Pathway Analysis was utilized to glean insights from the upregulated and downregulated genes, and it revealed that many of the genes affected by Nrf2 activation are relevant to Alzheimer's Disease, atherosclerosis, and colon carcinoma, among other conditions. For the majority of the genes associated with these conditions by pathway analysis, Nrf2 activation in cultured cells regulated the genes in directions that opposed the changes produced by the disease processes.



Further, the study described a bioassay that allows for direct comparisons of efficacy among Nrf2 activators applied to cultured cells. The agents examined included Protandim<sup>®</sup> and sulforaphane, the well-studied Nrf2 activator found in broccoli, and two pharmaceutical Nrf2-activating products currently in phase 3 human clinical trials. One of these, bardoxolone methyl from Reata Pharmaceuticals/Abbott Laboratories, is a promising candidate for the treatment of chronic kidney disease in type II diabetes patients, based on their reported Phase 2 and Phase 3 human clinical trials to date. The other pharmaceutical product, BG-12 (dimethyl fumarate) from Biogen Idec, is a promising candidate for the treatment of relapsing-remitting multiple sclerosis, based on their reported Phase 2 and Phase 3 human clinical trials results to date. Both pharma products recognize Nrf2 pathway activation as the basis of their physiological activity.

“The early successes of Nrf2 activation in the treatment of diseases as disparate as kidney failure and multiple sclerosis bodes well for the future usefulness of Nrf2 activation, whether managed by pharmaceutical products, dietary supplements such as Protandim<sup>®</sup>, or by diet itself,” said Dr. McCord.

“Protandim<sup>®</sup> 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,” stated Douglas C. Robinson, Chief Executive Officer of LifeVantage. “The current study, as well as other recent studies, have shown that Protandim<sup>®</sup> may provide benefits to the body that extend beyond its ability to decrease oxidative stress. Scientific publications such as these help raise the profile and expand the awareness of our product, and we look forward to continuing to help a growing number of people achieve their health and wellness goals,”

### **About Protandim<sup>®</sup>**

Protandim<sup>®</sup>, the Nrf2 Synergizer<sup>™</sup> is a clinically demonstrated supplement that provides substantial benefits for healthy aging. This patented Nrf2-activating therapy works in a very different way than conventional antioxidant supplements. Unlike vitamin- or carotenoid-containing products that have proven to be largely ineffective in reducing oxidative stress caused by free radicals, Protandim<sup>®</sup> is an indirect antioxidant therapy, which stimulates the body's production of its own powerful antioxidant enzymes and other stress-related gene products. Protandim<sup>®</sup> works at the cellular level, triggering cells to naturally increase production of protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase, while decreasing production of pro-inflammatory signals.

A peer-reviewed human clinical study showed that after Protandim<sup>®</sup> 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<sup>®</sup> to the level of a typical 20 year old. Protandim<sup>®</sup> is currently the subject of approximately 25 scientific studies at universities and research facilities. The nature and stages of the studies vary.

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

### **About LifeVantage Corporation**

LifeVantage, (OTCBB: LFDV), makers 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 promises to transform wellness and anti-aging internally and externally with supplements that dramatically reduce oxidative stress at the cellular level. The Company was founded in 2003 and currently has operations in both Salt Lake City, Utah and San Diego, CA. 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.

**Investor Relations Contact:**

Cindy England (801) 432-9036

Director of Investor Relations

-or-

John Mills (310) 954-1105

Senior Managing Director, ICR, LLC

**Media Relations Contact:**

Andrea Ramsey (801) 432-9019