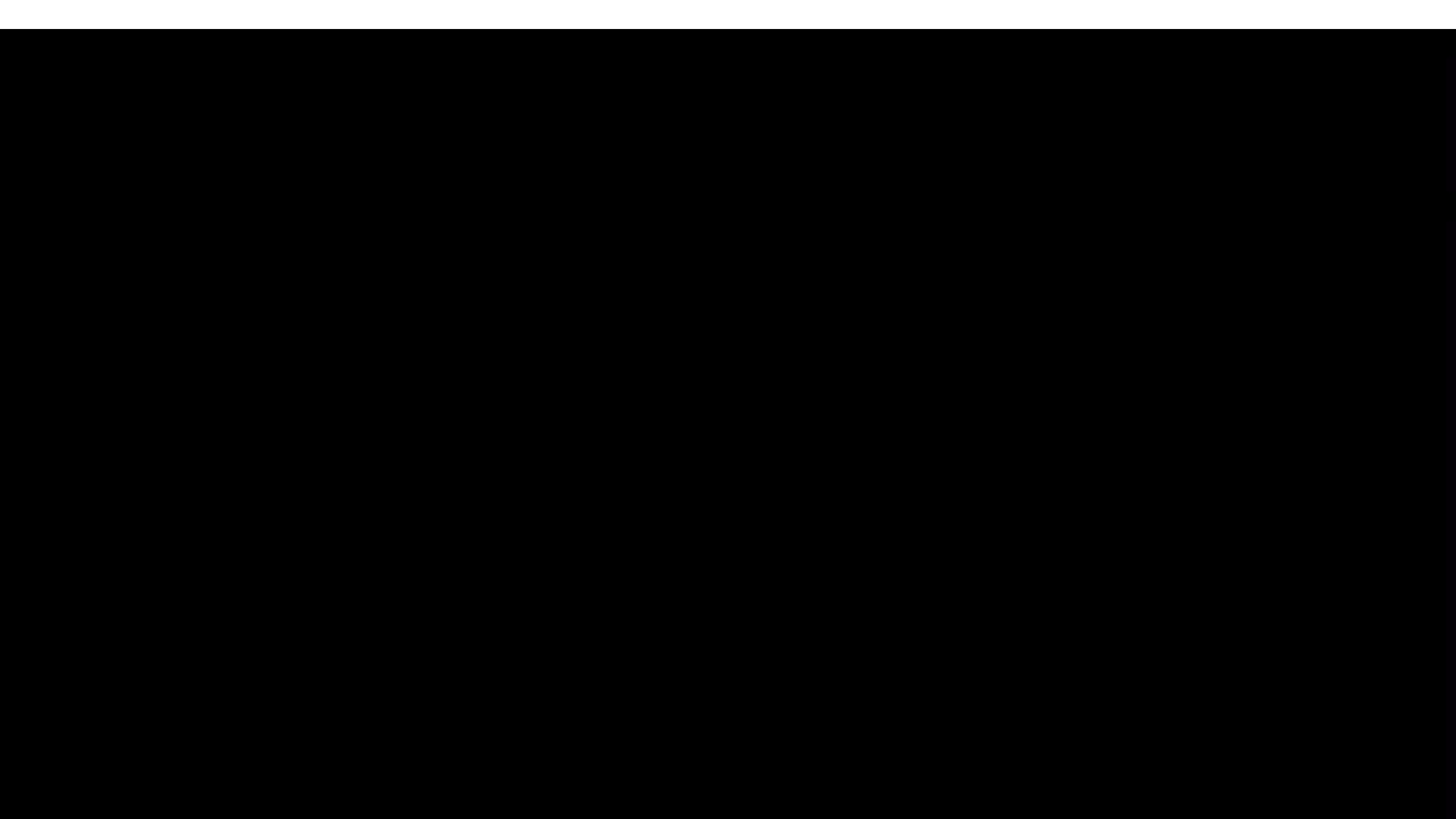


Welcome





OUR STORY

Lifevantage



THE SCIENCE OF LIFEVANTAGE.



DR. JOE MCCORD

THE SCIENTIST BEHIND PROTANDIM



Dr. Joe McCord, the scientist behind Protandim, devoted his life to the role of free radicals and the problems associated with aging. One of his discoveries, super oxide dismutase (SOD), is so significant it has been mentioned in over 50,000 peer-reviewed publications.

For his work, Dr. McCord was awarded the Elliott Cresson Medal from The Franklin Institute, presented to distinguished inventors and scientists, putting Dr. McCord in the same company as Pierre and Marie Curie, Alexander Graham Bell, Orville Wright and Henry Ford.

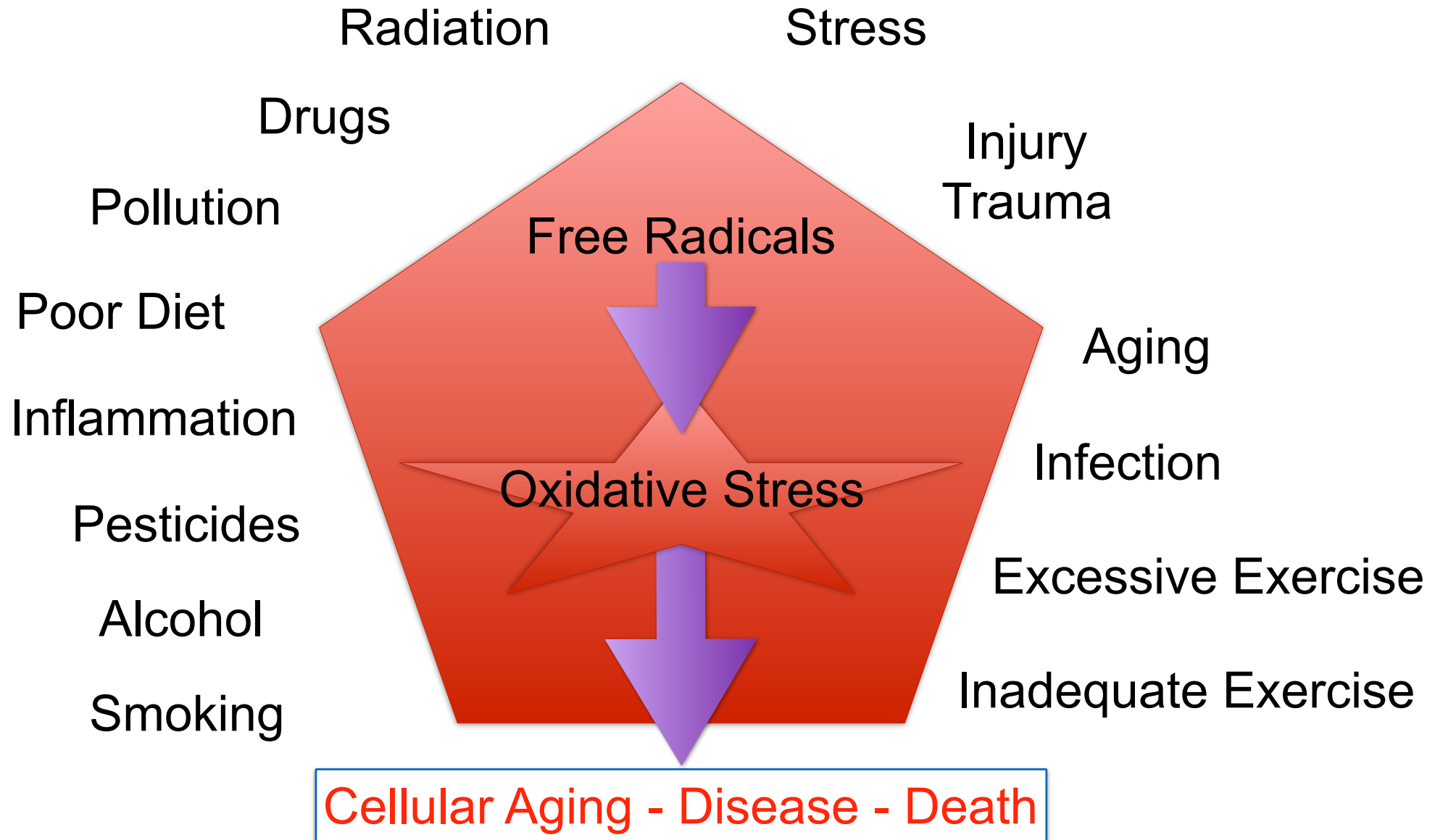


Oxidative Stress

- “Rusting of the body from the inside out.”
- Burning food as fuel creates energy and waste products - free radicals
- Free Radicals damage cells
- Cumulative effects of free radicals lead to the effects of aging
- Hundreds of age related diseases are linked to oxidative stress
- There has been more research completed on oxidative stress in the last 5 years than the previous 37 years combined
- Protandim- “The Nrf2 Synergizer”, has been clinically proven to reduce oxidative stress and average of 40% in 30 days
- www.pubmed.gov



Causes of Oxidative Stress



NRF2 ACTIVATION

WHY NRF2 IS IMPORTANT TO YOU.

- Nrf2 fights oxidative stress.
- Nrf2 helps the body regulate at peak efficiency.
- Nrf2, a protein messenger that binds itself to DNA, is the master regulator of the body's aging process and is critical in the fight against oxidative stress.



ANTIOXIDANTS = 1-to-1 RATIO



PROTANDIM ACTIVATES Nrf2
GENERATING A 1-to-1,000,000 RATIO



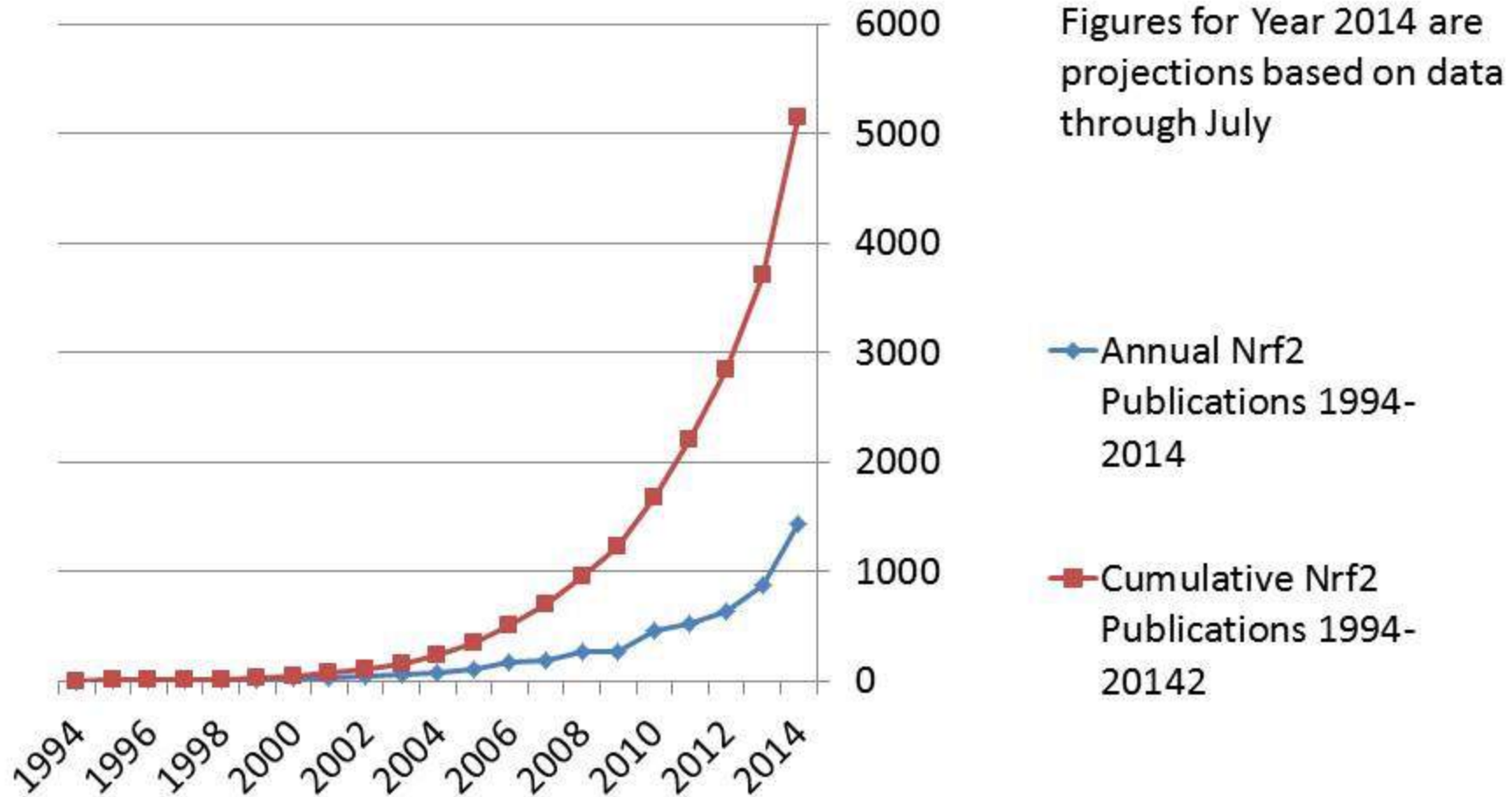
Pharmaceutical companies are now developing synthetic drugs that work through this pathway to decrease the oxidative stress related to numerous diseases.

**WHY TAKE ANTIOXIDANTS
WHEN YOUR BODY CAN MAKE
THEM**

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Nrf2 Publications in PubMed

1994 - 2014



Source: PubMed, original research

For Educational Purposes Only

Review

Nrf2, a master regulator of detoxification and also antioxidant, anti-inflammatory and other cytoprotective mechanisms, is raised by health promoting factors

Martin L Pall^{1,*}, Stephen Levine²

¹Washington State University, Portland, Oregon 97232-3312, USA; ²Allergy Research Group, Alameda, California 94502, USA

Abstract: The transcription factor Nrf2, nuclear factor erythroid-2-related factor 2, activates the transcription of over 500 genes in the human genome, most of which have cytoprotective functions. Nrf2 produces cytoprotection by detoxification mechanisms leading to increased detoxification and excretion of both organic xenobiotics and toxic metals; its action via over two dozen genes increases highly coordinated antioxidant activities; it produces major anti-inflammatory changes; it stimulates mitochondrial biogenesis and otherwise improves mitochondrial function; and it stimulates autophagy, removing toxic protein aggregates and dysfunctional organelles. Health-promoting nutrients and other factors act, at least in part by raising Nrf2 including: many phenolic antioxidants; gamma- and delta-tocopherols and tocotrienols; long chain omega-3 fatty acids DHA and EPA; many carotenoids of which lycopene may be the most active; isothiocyanates from cruciferous vegetables; sulfur compounds from allium vegetables; terpenoids. Other health promoting, Nrf2 raising factors include low level oxidative stress (hormesis), exercise and caloric restriction. Raising Nrf2 has been found to prevent and/or treat a large number of chronic inflammatory diseases in animal models and/or humans including various cardiovascular diseases, kidney diseases, lung diseases, diseases of toxic liver damage, cancer (prevention), diabetes/metabolic syndrome/obesity, sepsis, autoimmune diseases, inflammatory bowel disease, HIV/AIDS and epilepsy. Lesser evidence suggests that raising Nrf2 may lower 16 other diseases. Many of these diseases are probable NO/ONOO⁻ cycle diseases and Nrf2 lowers effects of NO/ONOO⁻ cycle elements. The most healthful diets known, traditional Mediterranean and Okinawan, are rich in Nrf2 raising nutrients as apparently was the Paleolithic diet that our ancestors ate. Modern diets are deficient in such nutrients. Nrf2 is argued to be both lifespan and healthspan extending. Possible downsides to too much Nrf2 are also discussed. Nrf2 is not a magic bullet but is likely to be of great importance in health promotion, particularly in those regularly exposed to toxic chemicals.

Key words: electrophiles and oxidants; Keap1; ERK; PI3K; GSK-3 β ; AMPK; protein kinases C and G; toxic xenobiotics and toxic metals; detoxification; chronic inflammatory diseases; oxidative and nitrosative stress

Nrf2是调控解毒、抗氧化、抗炎等细胞保护机制的重要转录因子——它的活性可被保健食品及其他因素增强

Review

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"...we may be on the verge of a new literature on health effects of Nrf2 which may well become the most extraordinary therapeutic and most extraordinary preventive breakthrough in the history of medicine."

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Joslin Diabetes Center



JOHNS HOPKINS
UNIVERSITY

biogen idec

OPKO
Biologics



GlaxoSmithKline



Abbott



edison



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

AMGEN



Sanford|Burnham
Medical Research Institute

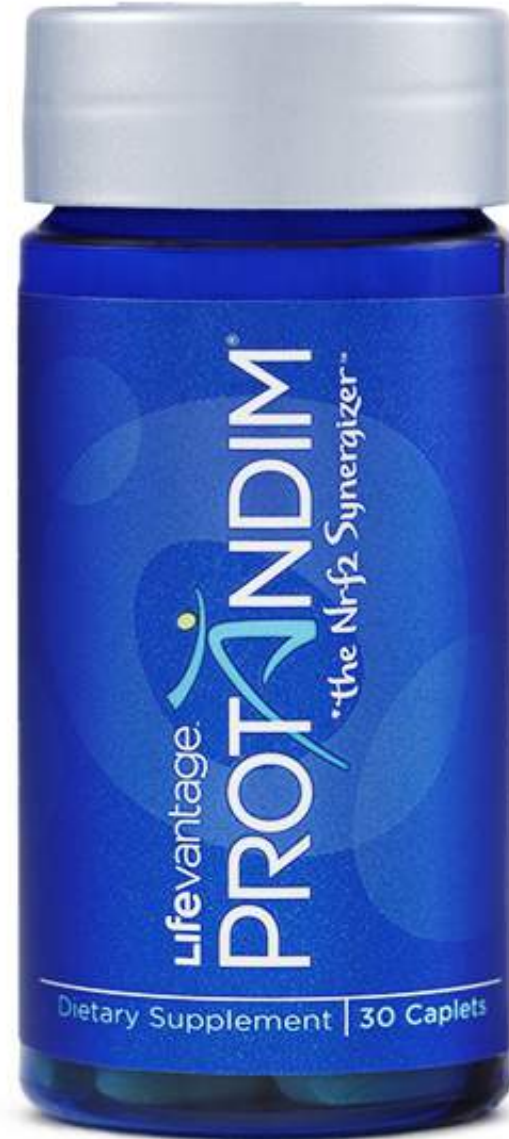


For Educational Purposes Only

WHAT IS PROTANDIM®?

**REDUCES
OXIDATIVE STRESS
AN AVERAGE OF
40% IN 30 DAYS.**

- Protandim is a daily dietary supplement that combats oxidative stress through Nrf2 activation.
- Oxidative stress is inevitable for everyone.
- Protandim significantly reduces oxidative stress through Nrf2 activation.
- Nrf2 helps to regulate survival genes.



**Multiple Peer
Reviewed Scientific
Studies from Major
Universities at**



INGREDIENTS

NATURAL AND POTENT.

Protandim, protected by five U.S. patents, is made of five potent botanicals. Click to learn more about each ingredient and their essential role in the science of Protandim.



ASHWAGANDHA (ROOT)



GREEN TEA EXTRACT (LEAF)



BACOPA EXTRACT (AERIAL PART)



MILK THISTLE EXTRACT (SEED)



TURMERIC EXTRACT (RHIZOME)

PATENTS

EXCLUSIVE LIFEVANTAGE PATENTS.



1ST PATENT

Patent No. 7,241,461

Granted July 10, 2007

"Compositions And Methods For Alleviating Inflammation And Oxidative Stress In A Mammal"

This is a composition patent.



2ND PATENT

Patent No. 7,384,655

Granted June 10, 2008

"The Preparation Of Compositions And Methods To Alleviate Inflammation And Oxidative Stress In A Mammal"

This patent is a continuation of the first patent.



3RD PATENT

Patent No. 7,579,026

Granted Aug. 25, 2009

"Compositions And Methods For Enhancing Antioxidant Enzyme Activity And Reducing C-Reactive Protein Levels"

This patent is a divisional patent because it addresses method rather than composition.



4TH PATENT

Patent No. 7,923,045

Granted April 12, 2011

"Compositions And Methods For Alleviating Inflammation And Oxidative Stress In A Mammal"



5TH PATENT

Patent No. 8,221,805

Granted July 17, 2012

"Compositions And Methods For Alleviating Inflammation And Oxidative Stress In A Mammal"



6TH PATENT

Patent No. 8,435,574

Granted May 7, 2013

"Compositions For Alleviating Inflammation And Oxidative Stress In A Mammal"

TRUESCIENCE



30 days on
the True
Science
Regimen



60 days on the
True Science
Regimen on one
side of his face.

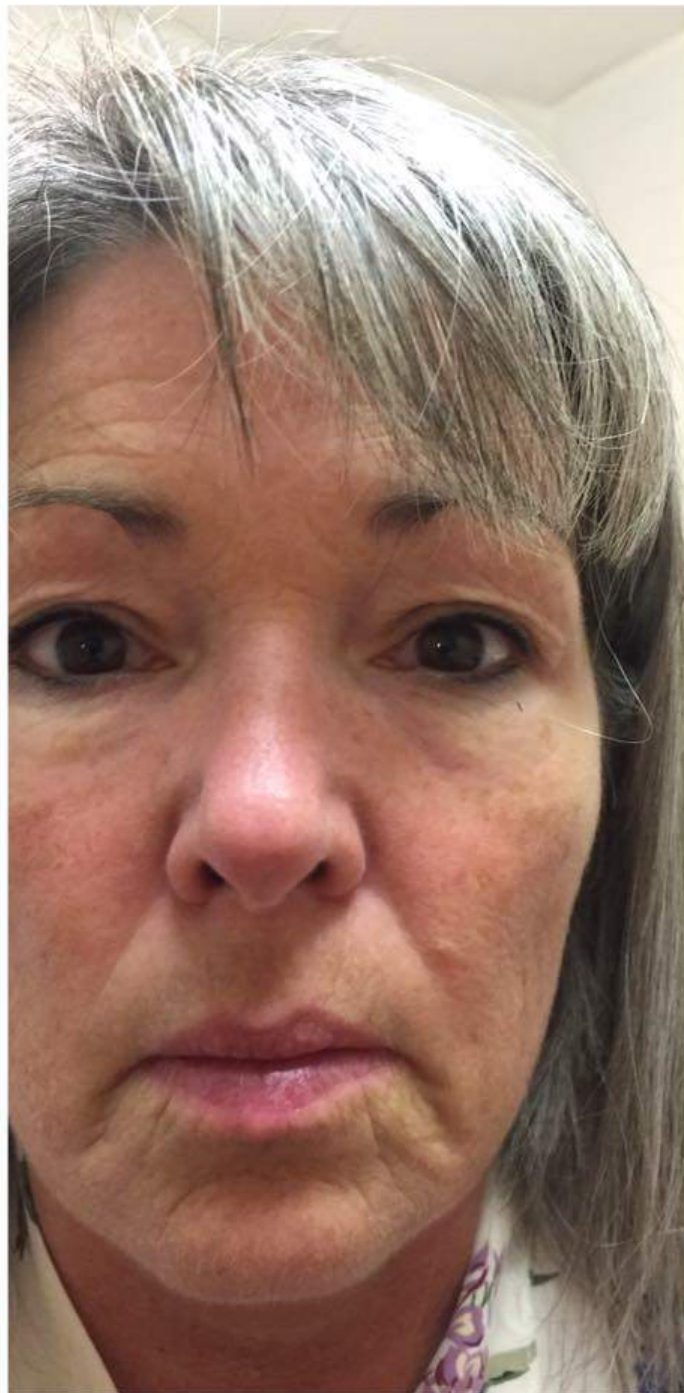




- Easy to use and fast-acting
- Instantly makes skin appear firmer, smoother, and lifted to diminish the look of crow's feet, fine lines & wrinkles
- Temporarily eradicates visible puffiness and dark circles and helps even skin tone
- Moisturizes skin for long-term skin health
- Revitalizes skin around the eyes to restore youthful looking radiance
- Uses natural ingredients that are safe for the delicate eye area

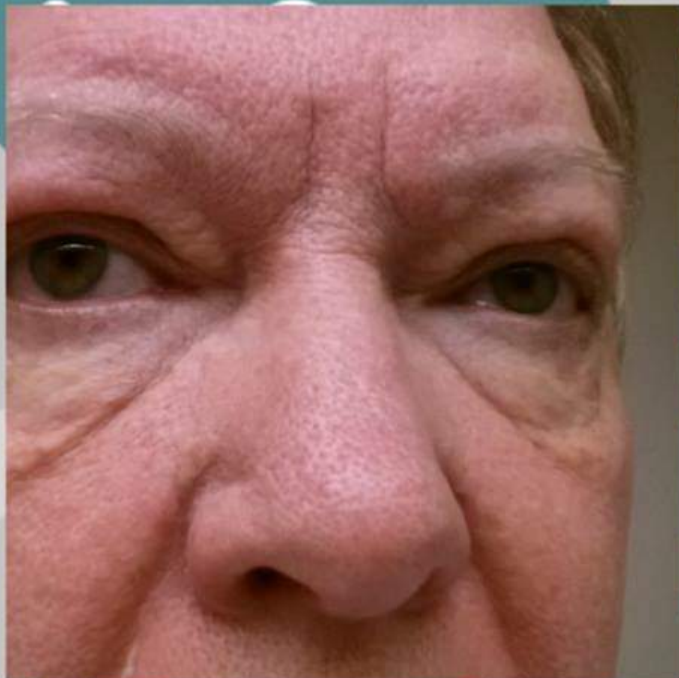
TrueScience™ Micro Lift Serum

REVERSE THE LOOK OF AGING IN 3 MINUTES









**LOVE YOUR
FOUR-LEGGED
FRIENDS.**



WHAT IS CANINE HEALTH?

QUALITY OF LIFE FOR MAN'S BEST FRIEND.

Canine Health's unique formulation uses Nrf2-activating ingredients, along with collagen and omega-3 fatty acids and is designed to:

- Reduce oxidative stress.
- Support brain, skin and eye functions.
- Support normal joint function, mobility and flexibility.
- Support cognitive function.



BETTER, HEALTHIER BUZZ*



AXIO™ PROVIDES A BOOST OF OOMPH FOR PHYSICAL AND MENTAL ENERGY.

and low calories (15) and low carbs (3 g).

Energy



+



Endurance

*This powerful combination of brain ergogenics
delivers the anti-fatigue, balanced mood, and mental
focus benefits that keep your mind and body
going all day
(and all night if needed).*

RECIPE FOR SUCCESS



NEW ZEALAND PINE BARK

Helps support optimal mental performance

SUNTHEANINE (L-THEANINE)

Helps promote healthier, sustained energy without overstimulation; Helps promote a state of alertness without the jitters; Helps improve learning performance, focus and mental acuity

GREEN TEA EXTRACT

Natural source of caffeine; Provides a natural energy boost

CAFFEINE

Helps promote alertness, mental clarity, and sense of energy

DMAE

Helps support normal brain and nervous system function; Helps optimize memory and attention without overstimulation; Helps promote a state of alertness without the jitters; Helps improve learning performance, focus and mental acuity

MAGNESIUM

Helps support normal nervous system function and brain health; Promotes healthy energy metabolism

QUERCETIN

Helps boost cellular protection

B VITAMINS

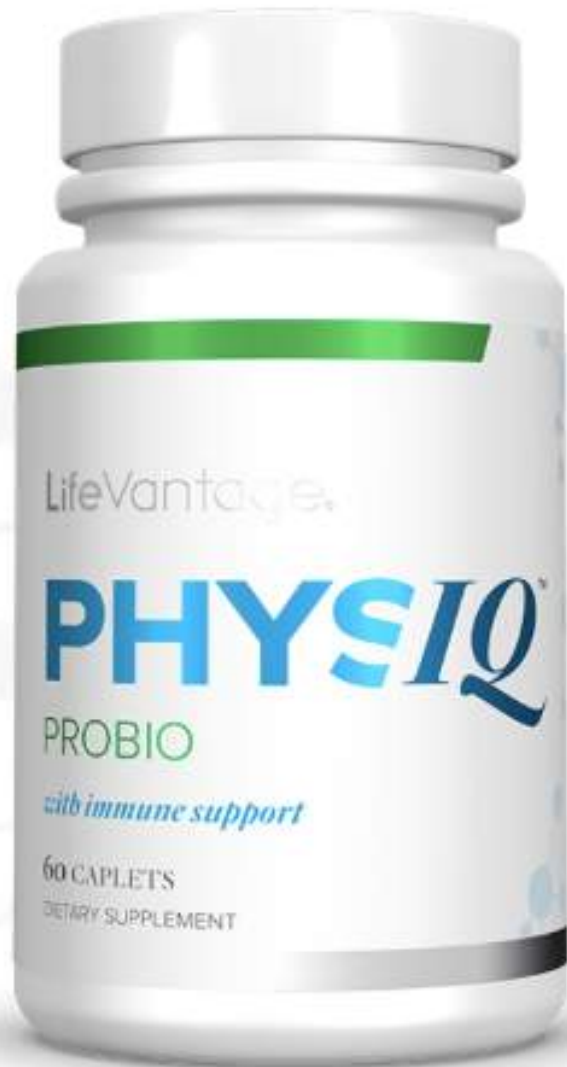
Helps maintain normal cellular function. Helps promotes positive mood. Helps support optimal working memory. Helps reduce fatigue. Helps to promote healthier energy

PHYSIQTM

Manage Your Weight the Smart Way

Recharge and rebalance your body's internal weight management system with proven PhysIQ. Used as a system, and combined with a balanced diet and exercise, PhysIQ is a safe, long-term solution that starts burning stubborn fat today.

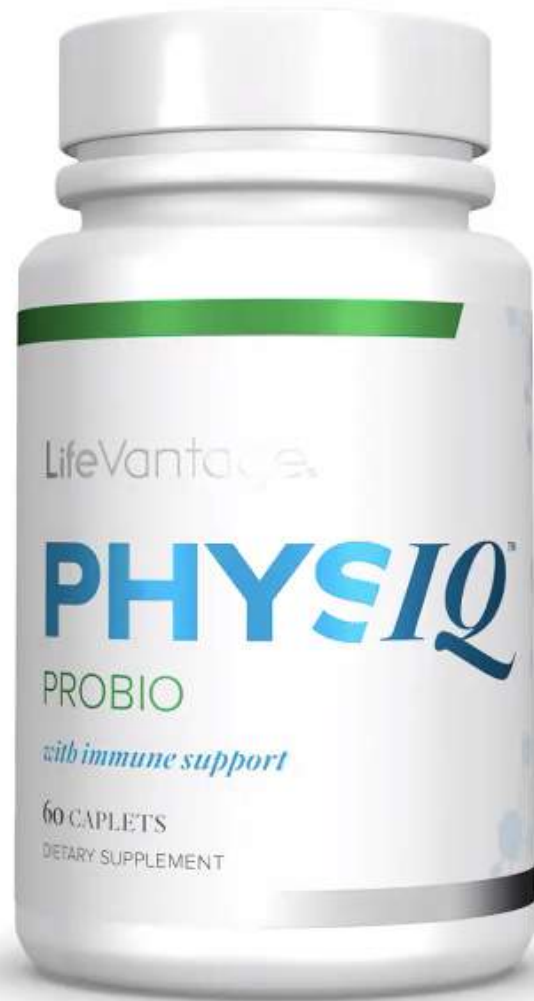




PHYSIQTM PROBIO

60 caplets

PhysIQ ProBio provides 6 Billion CFUs of healthy bacteria using BIO-Tract® and Wellmune® to support optimal digestion and immune system function.



WH: \$40/30CV

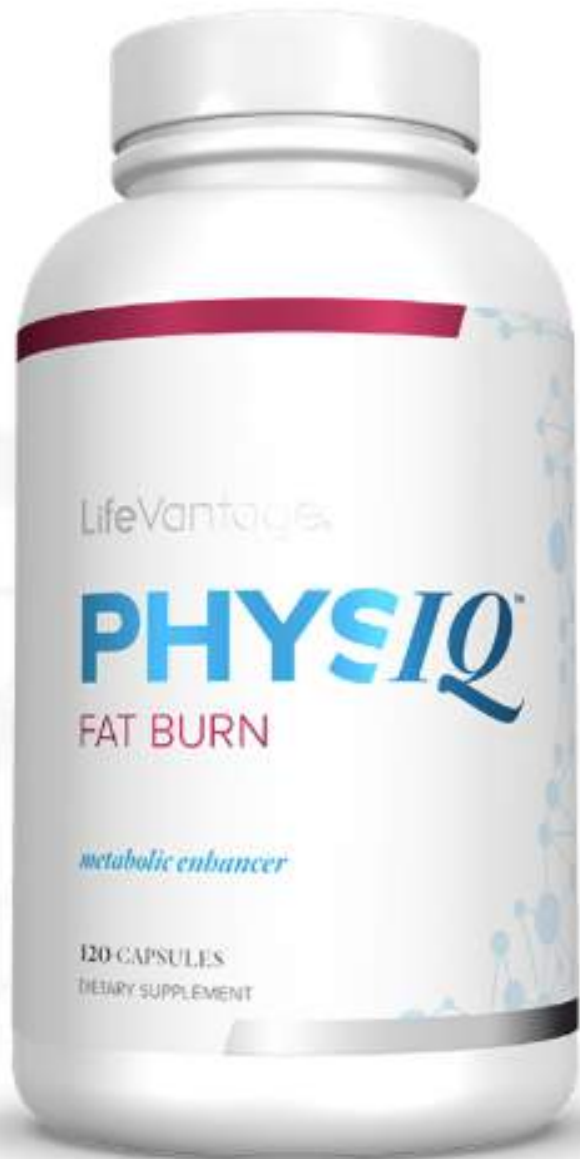
- Provides 6 billion CFUs of healthy bacteria to support your immune system*
- Restores your gut flora with healthy bacteria*
- Features Wellmune® to enhance your immune system*
- Features BIO-Tract®, controller release technology
- Helps signal you are full*

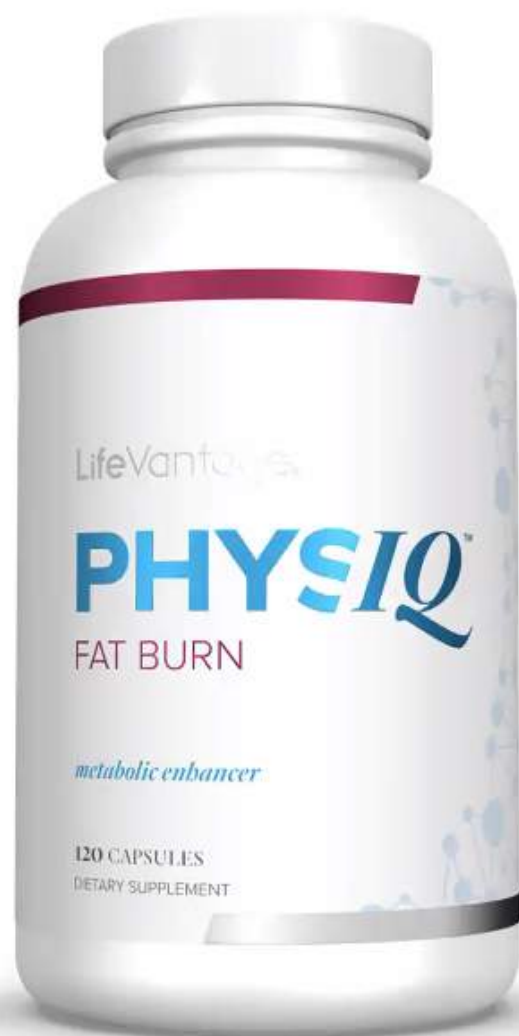
PHYSIQ™

FAT BURN

120 caplets

PhysIQ Fat Burn wakes up your body's fat metabolism with naturally derived Sinetrol® and Svetol® to help melt unwanted inches from your waist.





- Increases fat burning by using stubborn fat cells as energy*
- Reduces abdominal fat, waist size and hip circumference*
- Helps you feel more energized*
- Helps maintain balanced blood sugar levels already within healthy range*
- Supports weight management*

WH: \$45/35CV

SINETROL STUDY RESULTS⁰¹

To further investigate the efficacy and safety of Sinetrol for body weight management and improvement of metabolic disturbances with reduction in oxidative stress, a second clinical study was performed using Sinetrol Xpur. The results show a reduction in abdominal fat, reduction in waist size, reduction of hip size, and increase in FFA release, encouraging Lipolysis (the natural breakdown of fat).

01. The clinical study of Sinetrol included 95 subjects with a BMI greater than 27. This study was conducted over 12 weeks. Subjects were instructed to consume no more than 1800-2000 calories (women) and 2000-2500 calories (men). Subjects were also instructed to take 3 ten minute walks per week.

REDUCTION OF ABDOMINAL FAT

p<0.0001

Placebo



Sinetrol[®]

204% greater reduction over placebo

REDUCTION OF WAIST SIZE

p<0.0001

Placebo



Sinetrol[®]

268% greater over placebo

REDUCTION OF HIP SIZE

p<0.0001

Placebo



Sinetrol[®]

270% greater over placebo

LIPOLYTIC EFFECT: FFA RELEASE

p<0.0001

Placebo



Sinetrol[®]

1464% greater release over placebo

SVETOL STUDY RESULTS⁰²

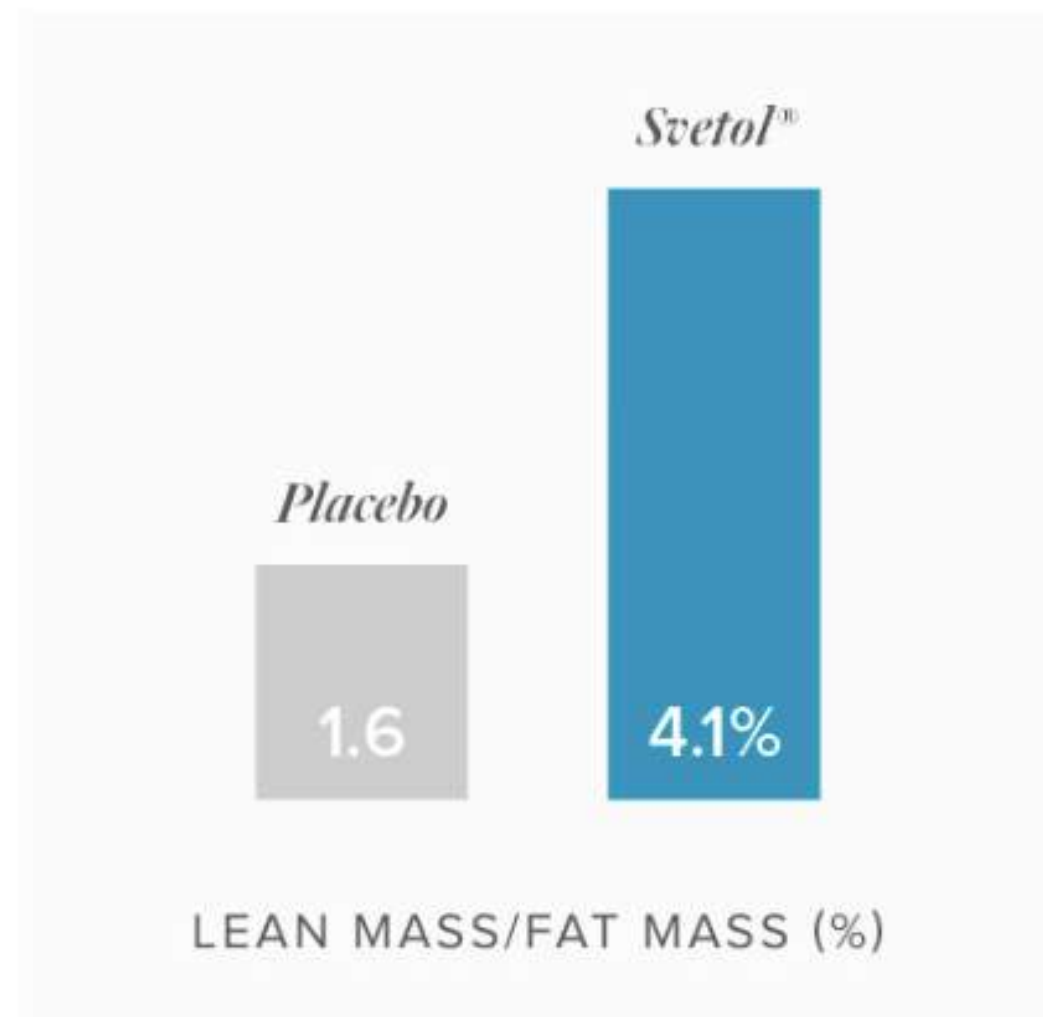
001

BODY TONING

Lean mass to fat mass ratio was increased in the Svetol® group compared to the placebo: +4.1 +/- 0.7% vs. +1.6 +/- 0.6 respectively (<0.01)

+4%

Clinical Study Lean Mass to
Fat Mass Ratio Increase



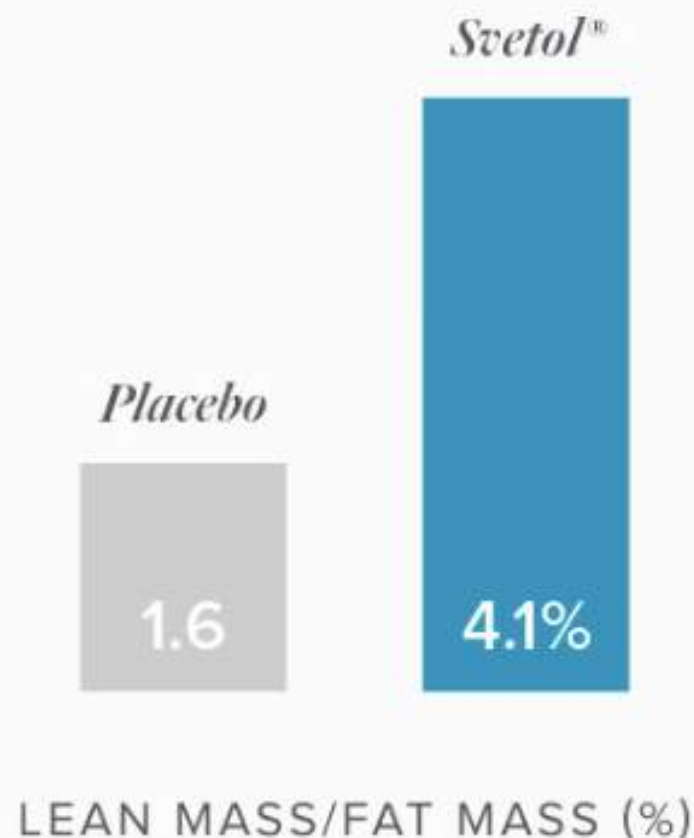
FAT BURNING EFFECT

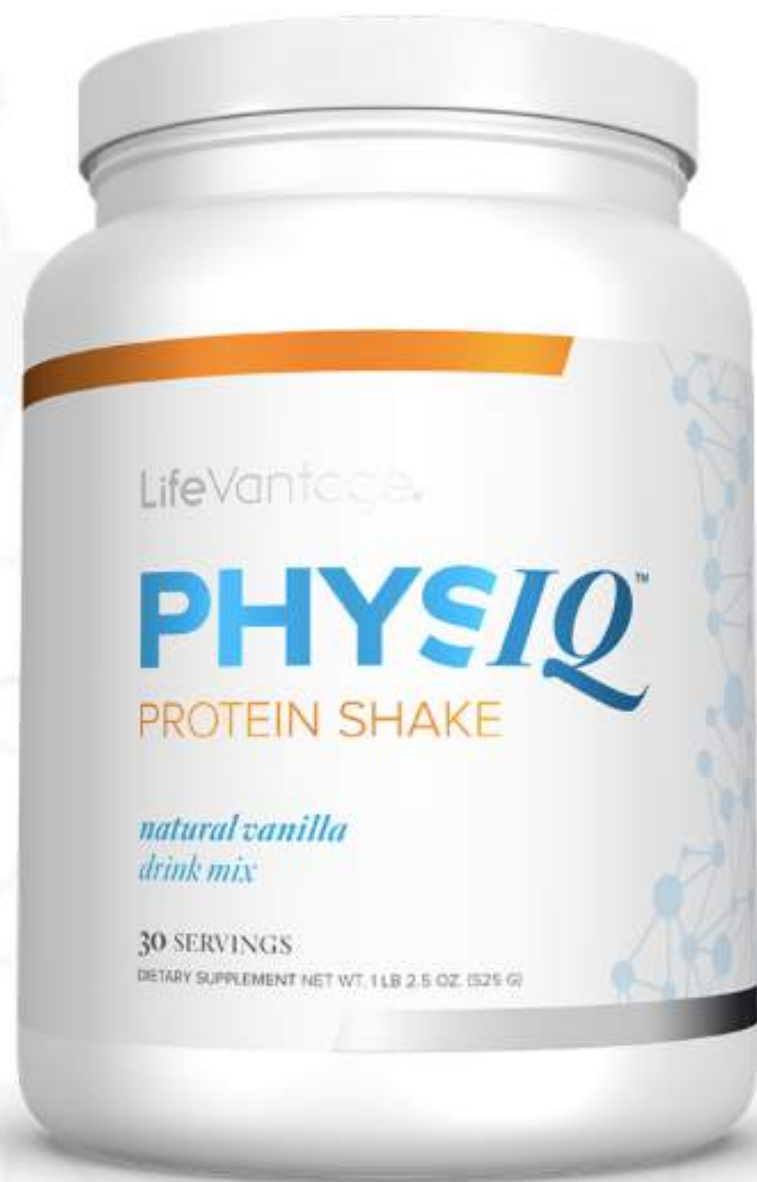
Study demonstrates Svetol's benefits on fat mass reduction. The clinical study demonstrates that Svetol is an effective weight loss solution: you don't lose water or muscle, it makes you lose fat!

+4%

Clinical Study Lean Mass to Fat Mass Ratio Increase

02. The clinical study of Svetol included 50 subjects with a BMI greater than 25. This study was conducted over 60 days. Subjects were instructed to consume no more than 1500-2000 calories per day.





PHYSIQ™

PROTEIN SHAKE

30 servings / 1lb 2.5 oz (525g)

PhysIQ Protein Shake helps curb your appetite with fast- and slow-release proteins to make you feel full longer and support the growth of lean body mass.

WHEY PROTEIN

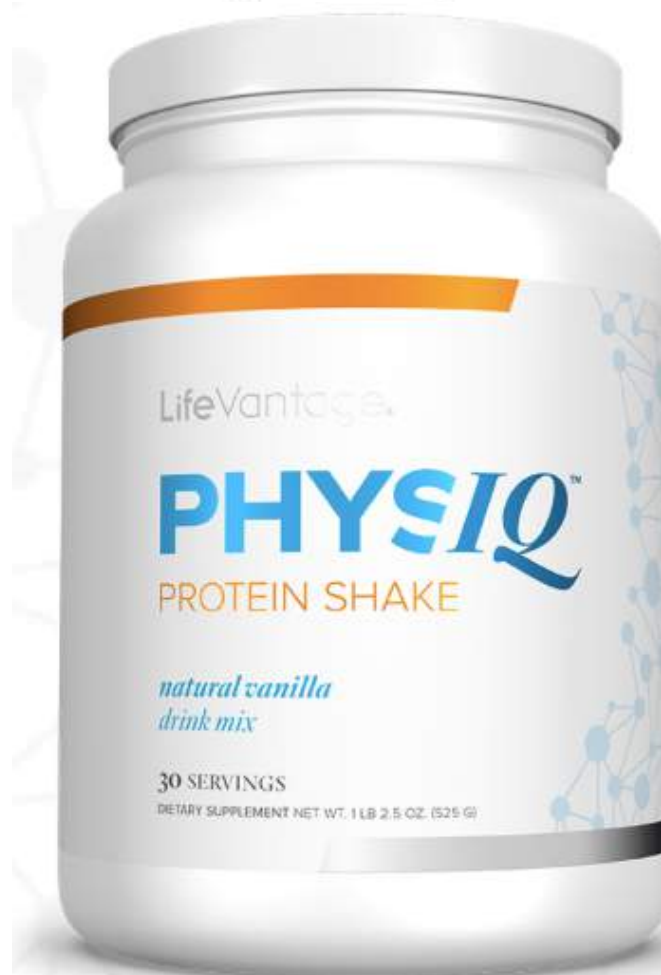
Quickly digested, Whey protein satisfies hunger right away and triggers an immediate increase in amino acids — stimulating protein synthesis and enabling significant muscle growth.

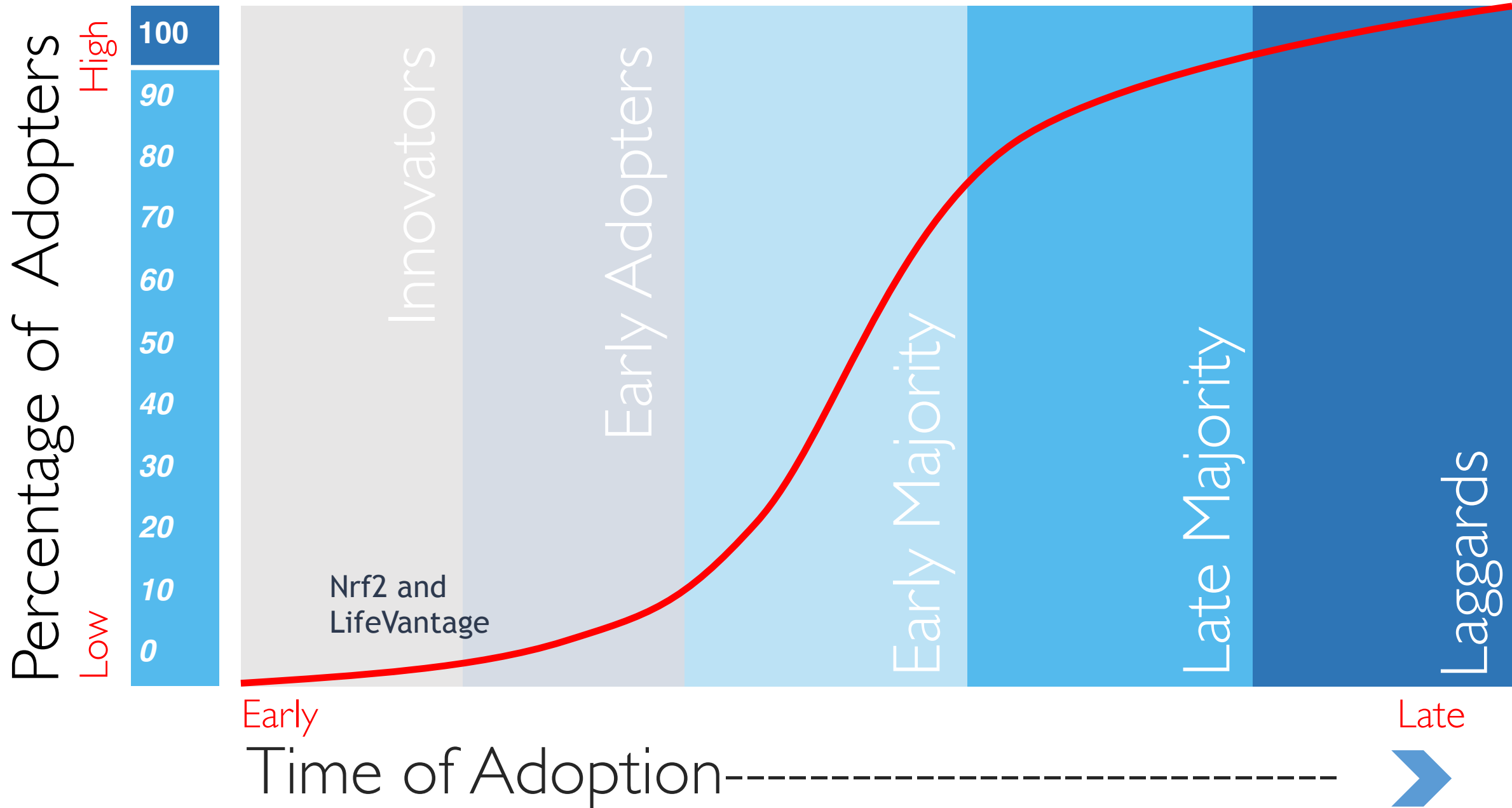
AMINO ACIDS

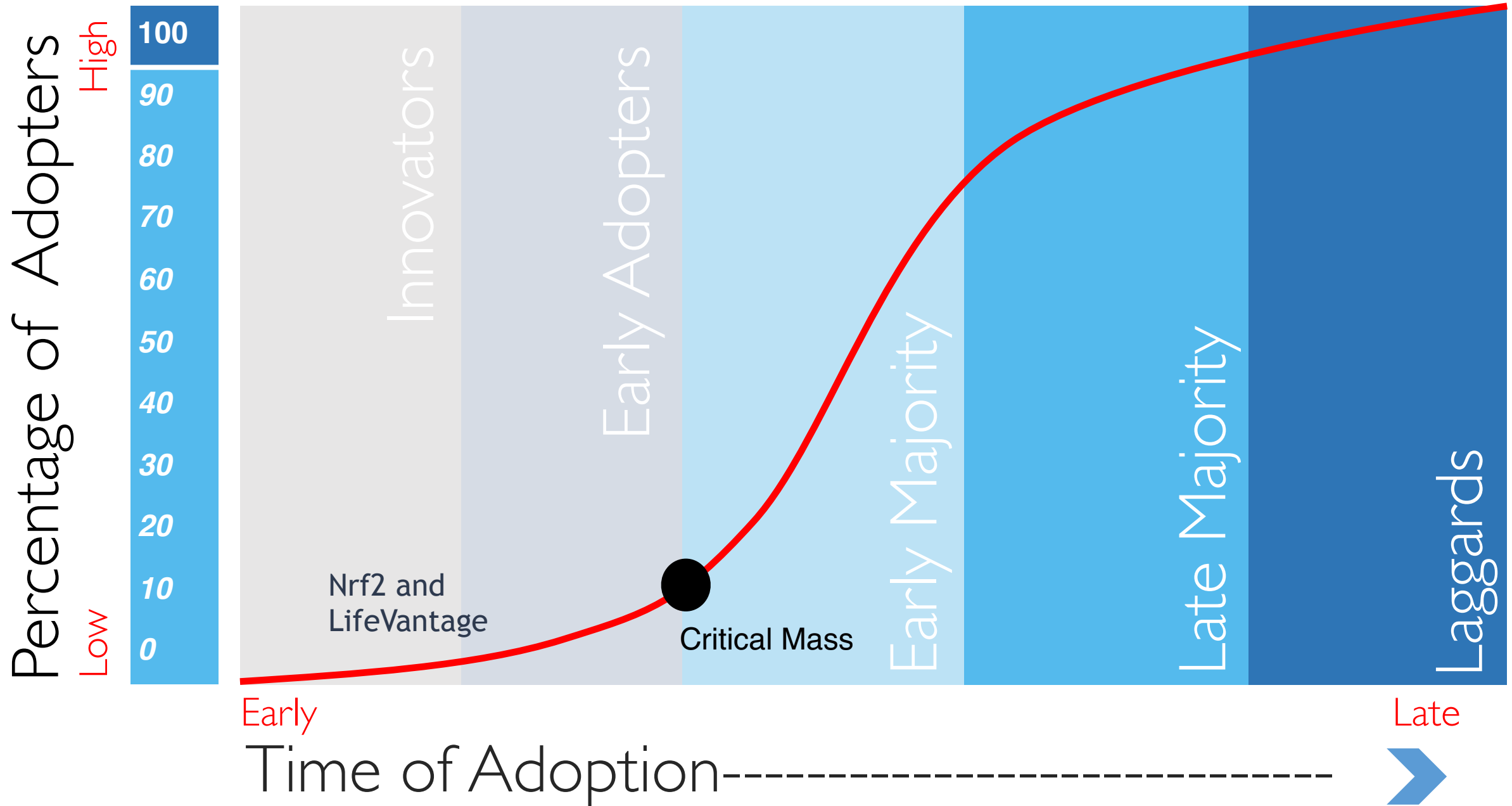
Branched-chain amino acids are the building blocks of protein that support protein synthesis by your muscles and prevent protein breakdown. Contained in both the Whey and Micellar Casein proteins, you get all the amino acids you need to help build new muscle and speed up recovery after a workout.

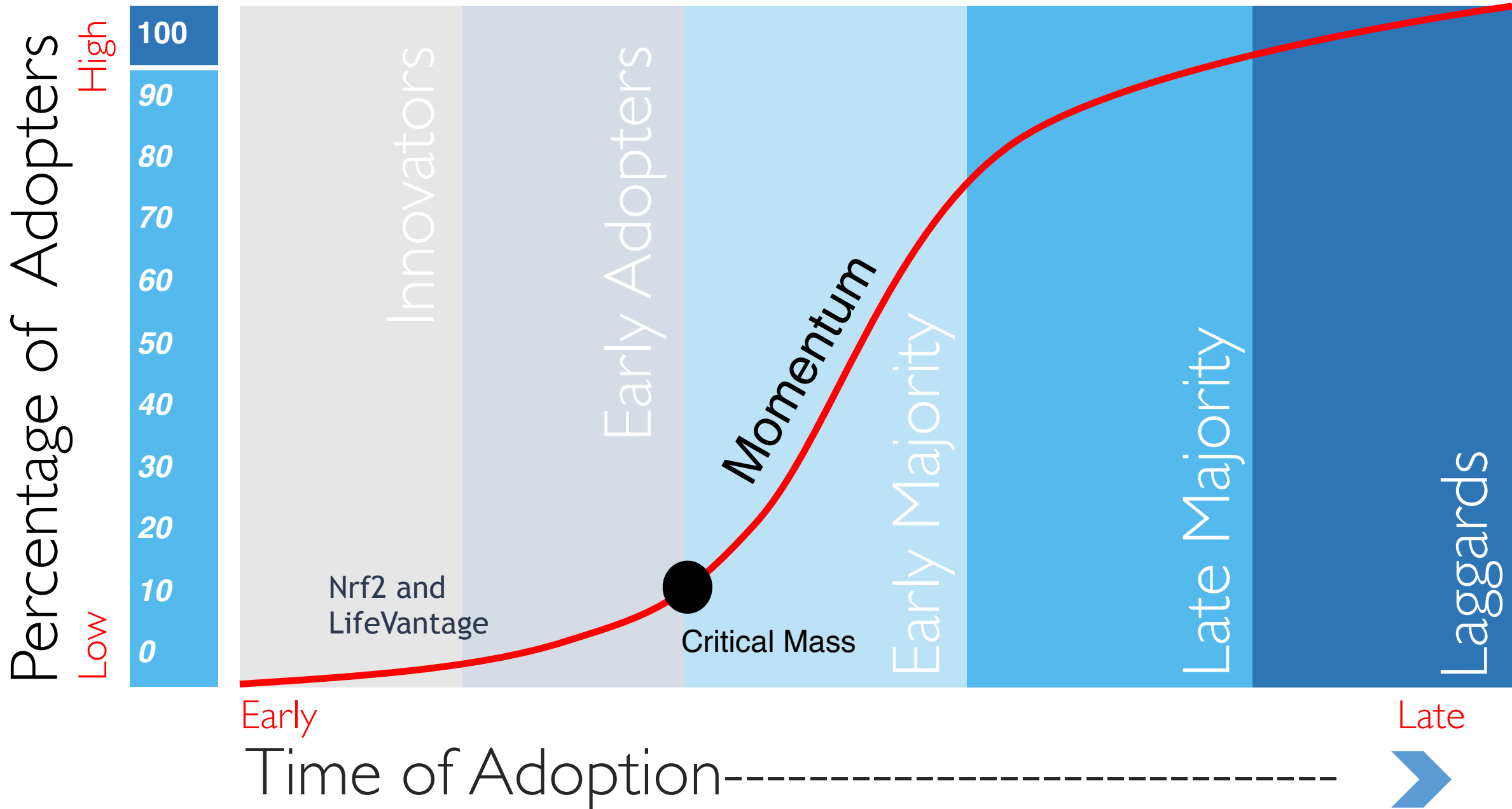
MICELLAR CASEIN PROTEIN

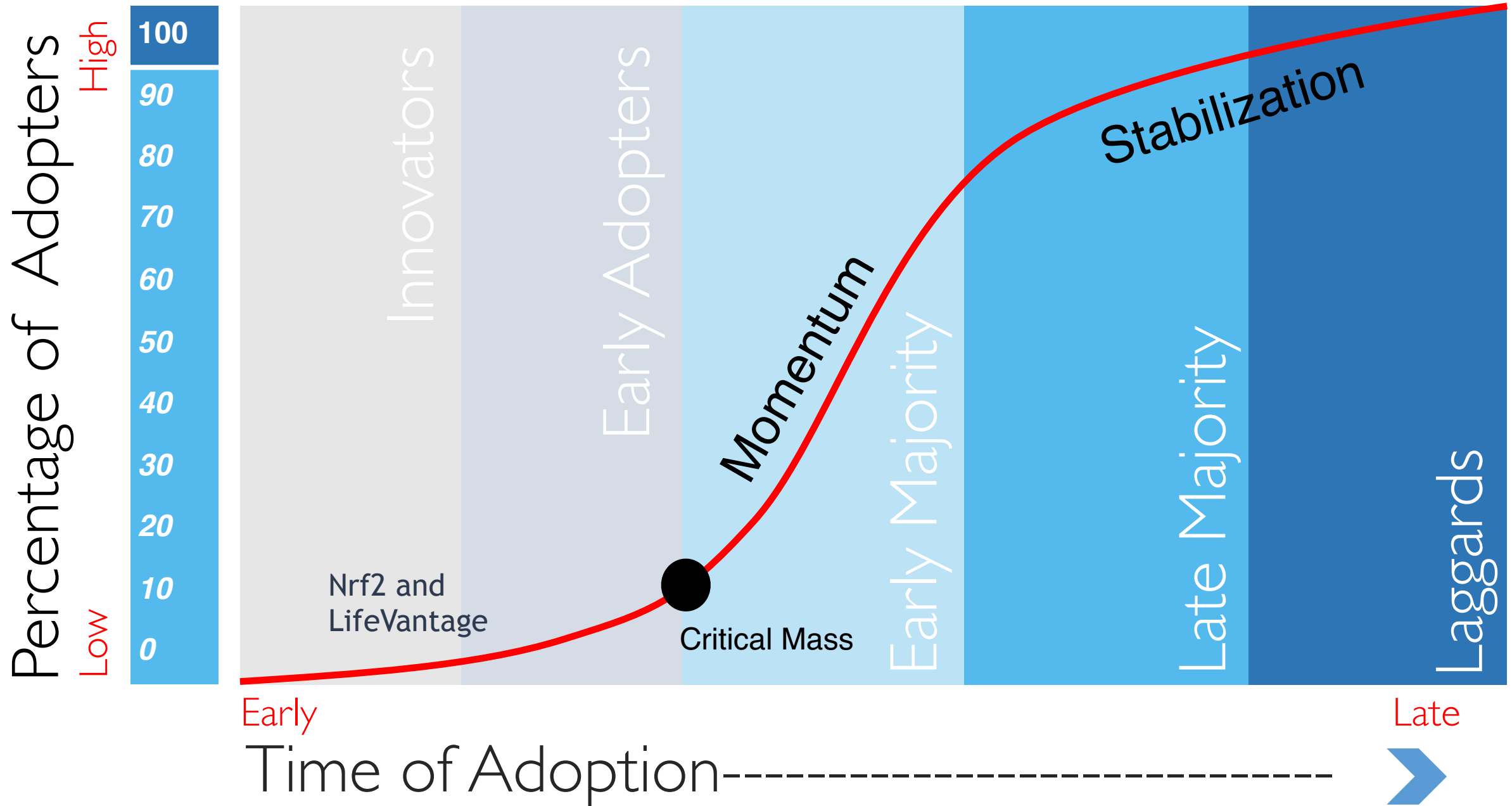
Slower to digest, Micellar Casein protein feeds off your appetite — creating a long-term, supportive environment for building lean body mass.











"The only company in network marketing that I believe can double or triple their volume in the next 18 months is **LifeVantage** and I'm not just saying that because you're my friend. I'm saying it because I truly believe it. Lifevantage wasn't the 'hot thing' six months ago. They are now."

- Eric Worre
(Lifevantage Convention,
October 23, 2015)



Eric Worre
Professional Network Marketer
Author of "Go Pro"

Get Started Now...

These packs are designed to give new Distributors a more customized experience when they decide to join with us. When you meet a new prospect and are talking to them about the opportunity, you can meet them at their level and get them involved at a stage that they feel comfortable with.



Select the right Business Pack	FREEDOM PACK	VANTAGE MASTER PACK	PLATINUM PACK
From casual extra income to starting your new full-time business, we have different packages to suit your needs.	\$300	\$600	\$1,200
Pack Volume (PV)	250 PV	500 PV	1,000 PV
Protandim	1	5	10
Protandim Sample Pack (10 pk)			2
AXIO Energy Green Grape (30 pk)	1	1	2
AXIO Endure Red Raspberry (30 pk)	1	1	2
TrueScience Ultra Gentle Facial Cleanser		1	1
TrueScience Perfecting Lotion		1	1
TrueScience Eye Corrector Serum		1	1
TrueScience Anti-Aging Cream	1	1	1
TrueScience Anti-Aging Cream Sample Pack (10 pk)			2
Canine Health		2	1
Start Kit	✓	✓	✓
Marketing Materials		✓	✓
Fast Start Bonus	\$125	\$250	\$500
2nd level Fast Start Bonus	\$12.50	\$25	\$50
Elite Academy Ticket			✓
Qualifies for Platinum Pool			✓

The LifeVantage Compensation Plan is designed to help you start your business, get a quick return on your investment, and earn long-term residual income



6 BONUSES PAID WEEKLY & MONTHLY

Fast Start Bonus

Platinum Pool

Fast Start Bonus Pool

Royalty Commission

Generational Matching Bonus

Elite Pool

Lifevantage Income Disclosure Statement

Paid Rank	Total Annual Earnings	Monthly Avg.	Monthly Min.	Monthly Max.	Avg. % Paid Distributors as a % of Total Distributors
Distributor	\$3,548,934	\$16	\$0	\$6,387	32.71%
Pro 1	\$5,905,671	\$92	\$0	\$2,723	13.49%
Pro 2	\$12,693,409	\$248	\$0	\$10,643	8.46%
Pro 3	\$8,081,380	\$501	\$2	\$10,608	2.81%
Premier Pro 4	\$10,266,150	\$1,030	\$10	\$15,601	1.54%
Premier Pro 5	\$10,068,033	\$2,101	\$16	\$15,807	0.70%
Premier Pro 6	\$11,543,872	\$5,238	\$834	\$24,629	0.28%
Elite Pro 7	\$6,713,121	\$10,646	\$3,961	\$72,927	0.09%
Elite Pro 8	\$7,739,355	\$23,058	\$11,505	\$109,967	0.04%
Elite Pro 9	\$5,813,512	\$35,852	\$22,055	\$64,124	0.02%
Master Pro 10	\$5,934,767	\$82,331	\$53,189	\$124,920	0.01%

The earnings of the Distributors in this chart are not necessarily representative of the income, if any, that a Distributor can or will earn through the LifeVantage Compensation Plan. Distributors' success will depend on individual diligence, work effort and market conditions. LifeVantage does not guarantee any income or rank success.

BUSINESS TRAINING: OUR PROVEN PLAN

At LifeVantage, we are here to support you every step of the way as you work to create and live the life you've always dreamed of.

We are here with you as you build your LifeVantage business and as you embark on your journey of personal development of helping yourself and others find financial freedom.

We have created a proven system that will assist you on the path to success and to eventually become a Master distributor.

The Master Track utilizes our Blueprint for Prosperity training manual, the Proven Plan business system, weekly Pro Audio Series training programs, training calls, conference calls, personal mentoring, quarterly Elite Academy events and annual Global Conventions, as well as incentives and promotions.

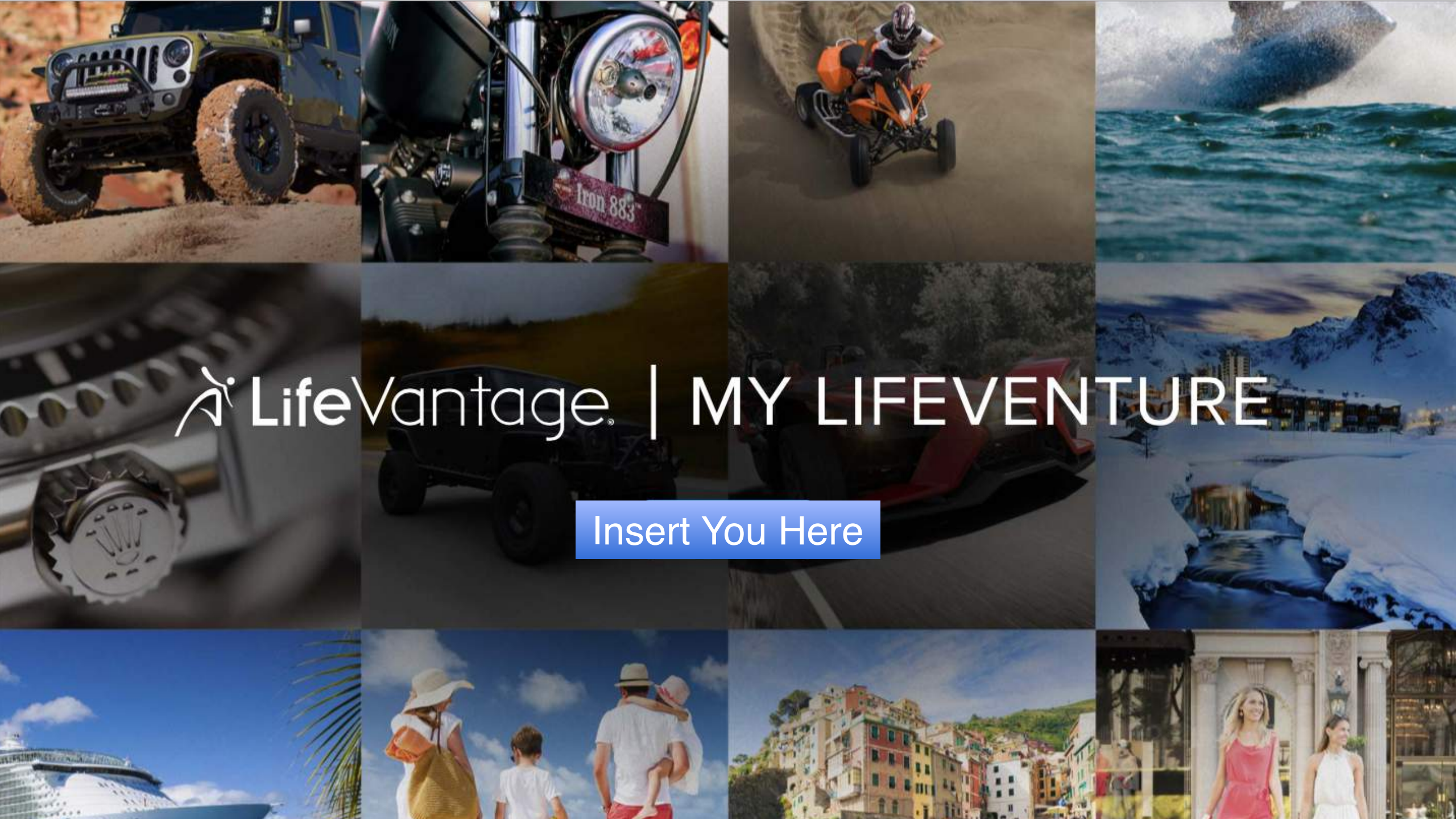
The Master Track is your track to success. Embark on the journey to a better you.



Missed Opportunities

WHAT IF... you were among the FIRST to invest in or join these global Companies?





LifeVantage | MY LIFEVENTURE

Insert You Here

