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1 ALSO MEMBER ARIZONA BAR
2 ALSO MEMBER CALIFORNIA BAR
3 ALSO MEMBER COLORADO BAR
4 ALSO MEMBER DISTRICT OF COLUMBIA BAR
5 ALSO MEMBER IDAHO BAR
6 ALSO MEMBER NEW YORK BAR
7 ALSO MEMBER OREGON BAR
8 ALSO MEMBER VIRGINIA BAR
9 ALSO MEMBER VERMONT BAR
10 ALSO MEMBER WASHINGTON BAR
11 ALSO MEMBER WYOMING BAR

OF COUNSEL

ROGER G. SEGAL
VERNON L. HOPKINSON

GORDON R. STRONG
(1909-1969)

ESTABLISHED 1888

April 15, 2015

SENT VIA EMAIL

Automattic Inc.
Attn: General Counsel
132 Hawthorne St.
San Francisco, CA 94107
dmca@automattic.com

Re: *leavinglifestantage.wordpress.com*

Dear Mr. Sieminski:

This law firm represents LifeVantage Corporation, a Colorado corporation (“LifeVantage”). Please direct all correspondence regarding the matter addressed below to our attention.

LifeVantage has discovered the existence of a highly defamatory and infringing blog created using Wordpress.com, located at leavinglifestantage.wordpress.com (hereinafter the “Blog”). It is our understanding that users of Wordpress.com are obligated to follow certain Terms of Service and User Guidelines. Those guidelines provide that “[i]llegal content and conduct” is not allowed on Wordpress.com. The Terms of Service provide that Automattic, Inc. (“Automattic”) may “remove any content that . . . violates any Automattic policy or is in any way harmful or objectionable, or [] terminate or deny access to and use of the Website to any individual or entity for any reason, in Automattic’s sole discretion.” *Terms of Service* at Section 2.

The Blog contains illegal and defamatory materials, and should be removed by Automattic under the above-referenced provisions. Specifically, the Blog infringes on LifeVantage’s copyrighted images, and troublingly makes obviously false statements regarding individual employees of the company.



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LifeVantage Corp.
April 15, 2015
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First, regarding the defamatory content, none of the LifeVantage employees discussed in the Blog are public figures and the defamatory remarks targeting these individuals are clearly illegal. For example:

- “December of 2012, there was a recall on Protandim for metal filings in some of the pills. The bungled response of Doug Robinson and Ryan Thompson **helped them get what they wanted – fewer customers.**
- **A duck, a clown and a pop and lock dancer walk into a bar...** it sounds like the beginning of a bad joke but it’s what happens after every Elite Academy as Dr. Shawn Talbott, David Phelps and Ryan Thompson make their rounds to the different bars to link up with hyped up distributors after each quarterly conference.
- In regards to David Phelps, identified as **“The Clown”**: “Have you seen him? That is all that is needed to be said! (Plus his two product launches have resulted in zero growth).”
- Dr. Shawn Talbott is identified as **“The Quack”**.
- Under the (copyrighted) photo of Ryan Thompson: **“Ryan Thompson dancing and Clown Suit in the back!”**

These are just a few examples of the defamatory statements used on the Blog. No company wants fewer customers and the LifeVantage employees referenced are executives (and obviously not employed as clowns or in any other Circus-like capacity). The Blog should be removed because of this improperly defamatory material.

Second, the Blog infringes on LifeVantage’s copyrighted material and must be removed under the Digital Millennium Copyright Act. Two of the three photographs used on the Blog infringe on LifeVantage’s copyrighted material. A formal request to remove the infringing content under Section 512(c) of the Digital Millennium Copyright Act is being submitted with this letter.

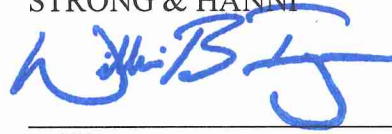
We understand that Automattic is afforded certain protections under Section 230 of the Communications Decency Act, and that Automattic requires its users to provide indemnification for lawsuits. However, our reading of the applicable Wordpress rules clearly authorizes Automattic to disable infringing blogs. LifeVantage does intend to proceed against the author of the Blog. At this time, LifeVantage requests that the Blog be removed as violating the Terms and Conditions of Wordpress by posting defamatory and infringing content. LifeVantage would also like contact information for the Blog writer so that it can address its concerns directly with the author.

I can be reached at wingram@strongandhanni.com or 801-532-7080 with any questions. We look forward to receiving your response.

LifeVantage Corp.
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Very Truly Yours,

STRONG & HANNI

A handwritten signature in blue ink, appearing to read 'William Ingram', written over a horizontal line.

William Ingram



Automattic Inc.
Attn: General Counsel
132 Hawthorne St.
San Francisco, CA 94107

Re: *Request for Removal of Infringing Material Under
the Digital Millennium Copyright Act*

Dear Mr. Sieminski,

LifeVantage Corporation is the copyright holder of the photographs being infringed at <https://leavinglifestage.files.wordpress.com/2015/03/talbott1.png> and <https://leavinglifestage.files.wordpress.com/2015/03/ryant.jpg>. Copies of the infringing photographs are attached as Exhibit A. Copies of the photographs from LifeVantage's webpage (located at <http://www.lifestage.com/science>) and twitter account are attached to this letter as Exhibit B and C, respectively.

Under Section 512(c) of the Digital Millennium Copyright Act ("DMCA"), LifeVantage formally requests that the infringing blog, located at <https://leavinglifestage.wordpress.com>, be disabled to prevent the infringing photographs from being posted to your servers in the future.

LifeVantage has a good faith belief that use of the material in the manner complained of here is not authorized by LifeVantage, as the copyright holder, or the law. The information provided here is accurate to the best of LifeVantage's knowledge. The authorized representative identified below swears under penalty of perjury that LifeVantage is the copyright holder.

Please direct your response regarding this request to LifeVantage's agent, Strong & Hanni law firm, at the following address:

Strong & Hanni
William B. Ingram
102 South 200 East, Suite 820
Salt Lake City, Utah 84111
801-532-7080
Wingram@strongandhanni.com

Sincerely,

/s/ Nathan Brower

Nathan Brower
Associate General Counsel
LifeVantage Corporation
9785 S. Monroe Street, Suite 300
Sandy, Utah 84070

EXHIBIT A

LEAVING LIFEVANTAGE

More and more distributors are leaving Lifevantage. Why? Because people are waking up to the fact that Lifevantage is a sinking ship.

What was once a vibrant opportunity, is now just a chorus of hype and spin by elite distributors hoping to halt the decline of their checks. Those that dare ask questions and ponder where the “emperor’s clothes are” are met with shame, derision, and censorship.

Under previous leadership, Lifevantage grew exponentially. A look at the facts:

2009 – 2010: 3 million to 11 million
2010 – 2011: 11 million to 38.9 million
2011 – 2012: 38.9 million to 126.2 million
2012 – 2013: 126.2 million to 208.2 million

Under Doug Robinson’s full leadership, the company came to a screeching halt and now decline.

2013 – 2014: 208.2 million to 214 million
2014 – 2015: 214 million to a projected 185-195 million

Just two days after the January 2015 Elite Academy in San Antonio, where Doug Robinson was hailed as a great leader, the board announced his departure (pushed him out) and stock prices have plummeted.

“The Board believes this change in our management is necessary as our growth has reached the plateau.” [CLICK HERE TO READ](#)

Elite distributors are scrambling to give the appearance of momentum with a non-stop Jeep tour but all of their checks have dropped and many are being paid one or two ranks below their title – some not even being paid as elite distributors. This is not discussed. Many of the Pro 10’s are not being paid at the Pro 10 rank!

Ask yourself, if all the hype of Lifevantage 2.0 were true and the opportunity being the best one out there, why did the company project a decrease in revenue for 2015?

Lifevantage has gone from being a science-based company attracting thousands of customers to just another network marketing company that is selling a story with dubious claims. Nrf2 science is now just a marketing buzz word to sell “me too” products.

For example: When Axio was launched, Dr. Shawn Tabott stated clearly that, although it has ingredients that have Nrf2 activating properties, it is NOT a Nrf2 activator nor should it be thought of that way ([Listen Here at 16:56](#)). [Protandim was recommended for Nrf2 synergy](#).

As recent as January 2015 on a science call, Dr. Talbott changed his tune and claimed that Axio targets Nrf2 activation in the brain. He also said Lifevantage has the ability to target Nrf2 in the

cells with Protandim, in the brain with Axio, in the skin with TrueScience, in fat cells for weight loss, and in muscles for performance. [Listen Here at 19:00.](#)

Dr. McCord clearly stated that Protandim turns on the switch of Nrf2 activation and once it's "ON" you can't make it more "ON"!

[As great as the TrueScience skin care products are, they do not activate Nrf2 – even Dr. McCord acknowledged this. The mouse skin cancer studies at LSU were with Protandim NOT TrueScience.]

Welcome to the new marketing buzzword – Nrf2 activation! Marketing Quakery NOT peer-reviewed science.

When Was The Last Time...

When was the last time distributors were encouraged to get customers? All of the emphasis is on enrolling distributors with one of the vantage packs.

In October of 2012, from the Elite Academy stage, Pro 10's Bill and Cynthia Delaney said that the company had too many customers and to start leading with the business.

December of 2012, there was a recall on Protandim for metal filings in some of the pills. The bungled response of Doug Robinson and Ryan Thompson helped them get what they wanted – fewer customers. Preferred Customers left in droves and there has never been a serious attempt to keep or attract customers since.

In January 2013, Pro 10 Tyler Daniels also proclaimed at the Elite Academy that the company had too many customers and that the compensation plan would be changed to get more distributors (He also bragged that he had never signed up a customer). Instead of being rewarded for attracting distributors AND customers, the Fast Start Bonus Pool was changed to reward only the acquisition of distributors.

The FSBP fiasco has failed to deliver results. The huge FSBP bonus pitched from the stage that would make a house note or nice car payment was less than \$125. (Tyler doubled down and talked Doug Robinson into giving Elite distributors a Jeep to bump the sales – it has failed, too!)

Recruit a vantage pack distributor and earn \$210. Recruit a customer earn \$12 plus .80 for each month they stay on the product. Growth came to a screeching halt and has never recovered.

When a company only discusses recruitment (go out and enroll 5 new vantage pack distributors) instead of attracting customers, it begins to look like a pyramid scheme that only benefits those higher up.

[I hate the pyramid scheme label because I love network marketing BUT when all you have is recruitment that is what a company becomes – a recruiting scheme that benefits those "elite" higher ups.]

For a company to have a legitimate place in the direct sales industry, their focus must be on the sale of product to the end consumer not just on promoting the program. But that is exactly what is happening. There are no requirements to sell to customers in order to receive a commission – the emphasis is all on recruitment to a vantage pack and buying your \$200 qualification volume.

This puts Lifevantage at risk of violating the law in regards to illegal pyramid schemes:

“Prohibited Marketing Scheme” means an illegal pyramid sales scheme (see e.g., Webster v. Omnitrition Int’l, 79 F.3d 776, 781 (9th Cir. 1996), Ponzi scheme, chain marketing scheme, or other marketing plan or program in which participants pay money or valuable consideration in return for which they obtain the right to receive rewards for recruiting other participants into the program, and those rewards are *unrelated to the sale of products or services to ultimate users* [emphasis mine]. For purposes of this definition, “sale of products or services to ultimate users” does not include sales to other participants or recruits or to the participants’ own accounts.

[See also...](#)

[And also...](#)

“Don’t leave your paycheck in the hands of customers” Cynthia Delaney says. “Order \$200 of product for yourself and make sure you qualify and don’t worry about customers!”

With the addition of two new product lines – TrueScience Skin Care Regimen and Axio, company sales were flat. What does that signify?

More distributors are mixing up their \$200 purchase with the other products and dropping the monthly order of 5 bottles of Protandim (that have been stacking up) but they are not selling more to customers... and the existing preferred customer base is eroding.

Poor Leadership

A duck, a clown and a pop and lock dancer walk into a bar... it sounds like the beginning of a bad joke but it’s what happens after every Elite Academy as Dr. Shawn Talbott, David Phelps and Ryan Thompson make their rounds to the different bars to link up with hyped up distributors after each quarterly conference.

The leadership of Lifevantage is sad and far from distinguished. Instead of meetings with Dr. McCord, David Brown and Kirby Zenger, there is nothing but the amateur hour with call-center promoted “sales leaders” and the quack, clown and pop and lock dancer.

The Quack – Dr. Shawn Talbott



Did you know that the the Chief Science Officer for Lifevantage was sued in 2005 by the FTC and permanently barred from making benefit or efficacy claims for any dietary supplement, food, drug, cosmetic, or device unless the claims are truthful and substantiated? [This was a result of his illegal marketing of Cortislim with weight loss claims.](#)

Dr. Talbott has bounced around multiple network marketing companies and is now heading up Lifevantage's science team. He better not make too many claims!

By the way, one of the products slated for launch is a weight loss product. Dr. Talbott apparently knows a lot about that topic. Buyer Beware!

The Clown – David Phelps



Have you seen him? That is all that is needed to be said! (Plus his two product launches have resulted in zero growth).

For a solid year he has touted the greatness of Doug Robinson and what a world class leader he is... Doh!

His scheme for double points and 1.5 points to create fake promotions only deflated the morale of distributors who stocked up on TrueScience and Axio products for rank advancement purposes only to drop back down like a rock to lower than before levels.

The Pop & Lock Dancer – Ryan Thompson



Ryan Thompson dancing and Clown Suit in the back!

Ryan Thompson brings very little to the leadership of LifeVantage. To the best of everyone's knowledge, Ryan is just someone who has risen up through the ranks of MLM from account manager to now VP of Sales. He has little creativity and only knows one strategy – "Go out and enroll 5 more vantage packs!"

He loves to show off his dance moves at Elite Academy and impress the ladies with his popping and locking.

Lousy Resources

LifeVantage is a 6 year old network marketing company and they are still relying on a news report from 2005. Instead of providing marketing materials for the average distributor, they wait for distributors to create (and pay for) the development of their own marketing materials.

LifeVantage University was never completed and training is still abysmally fragmented and incongruent. The "Proven Plan" has proven to be not enough and the company offers very little in compelling marketing and training tools. Will they ever get their act together?

LifeVantage finally implemented a replicated website for distributors but it lacks any strong, persuasive content to communicate the message. Distributors must still rely on distributor-created websites and resources.

The Propay system is antiquated and the company refuses to offer direct deposit into distributors' checking accounts saving time and transfer funds.

The back office system by InfoTrax Systems LLC is antiquated and pathetic. Distributors have very little that they can do with the system. It's interesting that LifeVantage VP of Compliance, Eric Marchant, once served as Corporate Counsel for InfoTrax. Is LifeVantage more interested in

helping out friends than providing top-notch tools for their distributors? Does Mr. Marchant receive a kick-back for the senseless continuation of InfoTrax?

Also, Lifevantage relies on shipping weekly audio CDs for the Pro Audio Series. Distributors are charged \$3 weekly to receive an audio CD of recorded speeches from elite distributors at Elite Academy. These audios arrive late, broken, in duplicate and sometimes never at all BUT Lifevantage continues to charge the cards of thousands of Lifevantage distributors every week.

At this quantity, audio CDs cost less than .35 per CD to reproduce and the shipping costs most likely bring the cost to around \$1 per CD. On the conservative side, they cannot have more than \$1.50 total cost in each CD. If the company ships 20,000 CDs weekly with a profit of \$1.50 each, they are pocketing \$1.5 million annually. Does Lifevantage make that money? Does another Lifevantage “friend or family member” have a CD duplicating business?

Distributors beg for a simple MP3 download library that can go straight to their iPhone or computer but never stop to wonder why Lifevantage is deaf to their pleas... it's called \$1.5 million dollars in Pro Audio Series profit for someone!

It's An Old Technology

Technology is doubling every 18 months. Protandim is over 10 years old. Nrf2 activation is a growing field but the space of Protandim is very small.

There are many ways to activate Nrf2 and Protandim does not hold the corner on the market and the patents protect very little. Lifevantage knows this. Instead of acknowledging that Protandim is the “first to the market” it continues to perpetuate the myth that the patents will protect the market for the next 20 years.

If the patents protected Protandim from “zero competition”, there wouldn't be Dr. Perlmutter's [Nrf2 Advantage](#). Dr. Perlmutter was once on the scientific advisory board of Lifevantage and he is an expert on Nrf2. He's not being stopped by Lifevantage.

Yes, Biogen-Idec made over a billion dollars on Tecfidera – the Nrf2 activating drug for MS – but they also charge \$58,000 per year, not \$480, and it TREATS an illness. Protandim will NEVER reach \$1 billion in sales annually.

Lifevantage knows this! That is why they are diversifying into energy drinks, skin care, weight loss, sports performance ([Wicked fast Nutrition](#)). The future will not be built on Protandim, if it's built at all!

Foreign Expansion

To create growth for the share holders, Lifevantage is opening new, foreign markets. This may add revenue to the corporate bottom line, and it will bolster the group volume for the Pro 10's,

but it will do very little for the American distributor. How many people do you know in Hong Kong, Philippines and now Thailand?

I used to think there was safety in working with a publicly traded company. Now I know that the board is only worried about the returns for the share holders – the big investors they are courting and have had since the beginning. They are not worried about the small distributor/investor that is told to buy more shares in the Facebook group because the stock “is on sale” or the little distributor that buys their monthly quota.

These naive investors and distributors do not make sound investing and business decisions and are caught up in emotion. Instead of looking at the stock trend of the past two years (down, down, down), they are rallied to buy more and do more. They will lose their shirts!

Do You Want To Leave?

You can ride the boat to the bottom of the sea. You can hold on and hope that it turns around. Or you can leave and build elsewhere.

If you choose to leave, like I did, I would recommend that you make a clean break. There are other opportunities out there that have greater potential.

But be aware. Lifevantage is freaking out over the exodus of top-level distributors! They have [two lawsuits](#) going right now with Jason Domingo and Nancy Leavitt that could destroy the company if they win. (I believe Jason Domingo has a strong case against Lifevantage.)

Many distributors have tried to voluntarily terminate their distributorships only to be told that they cannot do so and are placed on suspension. Why? Because they are afraid of the start up company Yevo that David Brown, Kirby Zenger and Jason Domingo launched in February.

In their departure from Lifevantage, David Brown and other executives, made an agreement that they would not allow any active Lifevantage distributors to join their new venture unless or until they had been out of (terminated from) Lifevantage for 6 months. This agreement will last until February 2016.

By holding onto and harassing Lifevantage distributors who try to leave, they can delay their ability to join Yevo (their biggest fear) for longer than six months. By having a six-month window, they hold hostage elite level distributors who cannot afford to walk away from their check for six months.

What can you do?

If you want to leave... leave!

1. Send an email to distributorsupport@lifevantage.com and state that you would like to terminate your distributorship(s). Include your name, distributor IDs (BC2, BC3 if applies), signature and date. You can do this if your distributorship is in good standing.

2. If you are within 30 days of the renewal of your contract, you can send an email to distributorsupport@lifevantage.com and state that you do not intend to renew your distributor contract. Include your name, distributor IDs (BC2, BC3 if applies), signature and date. This can only be done IF you are within 30 days of your anniversary date.
3. If the company updates the Policies & Procedures, you can you can send an email to distributorsupport@lifevantage.com and state that you do not accept the updated Policies & Procedures and want to cancel your distributorship. IF you make any purchases or receive any commission checks after a new P&P is issued, you have agreed to the P&P and cannot reject the changes.

Once You Are Out...

1. Do not try to recruit people who are active in Lifevantage. You cannot solicit Lifevantage distributors or customers for a period of 1 year from the termination of your agreement. If you recruit active Lifevantage distributors or customers they will sue you!
2. Do not trust your Lifevantage friends. Network marketers talk and someone will tattle on you if you are recruiting your Lifevantage downline or crossline.
3. The world is full of prospects that have no connection to Lifevantage. There are only 40,000 Lifevantage distributors in the USA (if you believe the numbers they report) and so there are plenty of people to build a future with outside of Lifevantage.
4. When you've been out for one year, touch base with those Lifevantage friends and invite them to take a look at what you are building. You will be free of any restrictions to recruit and you may rekindle some old Lifevantage friendships.

If you want to join Yevo

- If you are in Lifevantage, you can't join Yevo. You must be out of Lifevantage for 6 months before you can join. However, if you have a spouse or family member that is not a Lifevantage distributor, they can join Yevo.
 - If you decide to help them build their business and they want to pay you for your support, that is between you and your family member. Keep in mind, you still can't solicit Lifevantage distributors, even through your spouse or family member. You can only enroll non-lifevantage distributors.
 - If you are helping a family member build a Yevo business, it would be wise to terminate your Lifevantage distributorship. Even though you should be able to keep the business you built, Lifevantage doesn't play fair and all the policies & procedure cards are stacked in their favor. If Lifevantage wants to, they can suspend you, hold your check for as long as they want, and punish you for what your family member is doing while they "investigate you" and you will have no recourse. You won't even be able to terminate your distributorship because it will not be in good standing (options 2&3 to terminate still apply).
 - If you decide to join another network marketing company, there is nothing to hold you back. Join away without time-limit restrictions. Just do not solicit your Lifevantage friends for one year regardless of where you go!
-

Who am I?

I am a former distributor who once loved the mission and purpose of Lifevantage. I terminated my Lifevantage distributorship in August 2014 and have kept a close watch on Lifevantage as it has continued its decline. I have friends still pushing and struggling that won't admit that 2 years of no growth (and actual decline) is not about being a pioneer but being on the wrong team. Lifevantage could've been one of the greats but I doubt it will pull out of this nosedive. I hope it does make it but it will have to clean the leadership house and make major changes – Lifevantage 5.0 is what is required – 2.0 will not be enough!

Have you left Lifevantage? Share your story by commenting on this post!

[Leaving Lifevantage](#)

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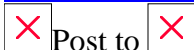
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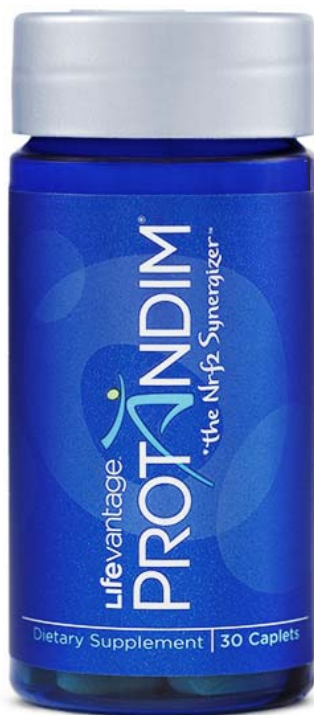


EXHIBIT B

THE SCIENCE OF LIFEVANTAGE.

ROOTED IN RESEARCH

SCIENCE IS THE BASIS OF EVERYTHING WE DO.



We say it over and over again: LifeVantage is a different kind of company. It's evident in our people, our products and especially in our science. Our science is our foundation. Our science is one of the things that sets us apart from all the rest.

At LifeVantage, true science is a priority.

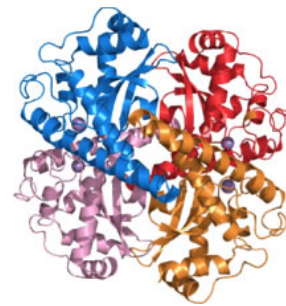
Throughout its history, LifeVantage was honored to have Dr. Joe McCord, a world-renowned scientist, co-discoverer of superoxide dismutase and the pioneer of Free Radical Biology, leading the scientific efforts of LifeVantage products. Dr. McCord is at the forefront of today's cutting-edge research and new discoveries related to the groundbreaking new science of Nrf2.

Today, LifeVantage is honored to have two renowned PhDs in its research and development department, Dr. Shawn Talbott, our Chief Science Officer, and Dr. Nathalie Chevreau, our Vice President of Product Development. Both are at the forefront of today's research into health, wellness, nutritional supplementation and skin care, as well as continued discoveries related to the groundbreaking new science of Nrf2.

We're proud of the scientific studies that back our claims. We're also proud that our scientific studies are peer-reviewed and published.

And we're pleased to hold patents on Protandim, the most powerful Nrf2 synergizing supplement on the market. This makes its distribution an exclusive privilege of our independent distributors.

SUPEROXIDE DISMUTASE: AN IMPORTANT ANTIOXIDANT DEFENSE IN NEARLY ALL CELLS EXPOSED TO OXYGEN.



The science behind Protandim is different and unique because LifeVantage Corporation doesn't pay for it. In the world of research, this means that the product and its science must be so compelling that Ph.D.s from universities around the world want to study it and want to spend their own time and money doing it. LifeVantage has a product other people are paying to study! That is unheard of, especially in the supplement industry.

- Dr. Skip Campbell

SHAWN TALBOTT, PH.D

CHIEF SCIENCE OFFICER

Dr. Talbott is the recipient of a dozen competitive research awards and has published over 200 articles and 10 books on nutrition, health and fitness. He holds a Diploma in Sports Nutrition from the International Olympic Committee and has served as a nutrition consultant and educator for elite-level athletes in a variety of sports, including professional triathletes, members of the Utah Jazz of the National Basketball Association, the United States Ski and Snowboard Association during the 2002 Winter Olympic Games, the Performance Enhancement Team for the United States Track and Field Association, and the United States Olympic Training Centers.

Dr. Talbott received his M.S. in Exercise Science from University of Massachusetts and his Ph.D. in Nutritional Biochemistry from Rutgers University. He has completed the Entrepreneurial Master's Program from the Massachusetts Institute of Technology, and is a Fellow of both the American College of Sports Medicine and the American College of Nutrition. Dr. Talbott's scientific background in nutrition and product development help further his mission for LifeVantage of bringing the next phase of natural products for helping people to perform at their peak mental and physical potential. Shawn and his wife Julie have two children and two field spaniels. He loves to ski and is an avid competitor in triathlons, (including 16 Ironmans) and ultra-marathons (50-100 miles).

A SNIPPET FROM SHAWN TALBOTT'S BOOK

FIVE TIPS TO HELP YOU LIVE LONGER

...from the Chapter, "Antioxidants Are Killing You" from Dr. Shawn Talbott's forthcoming book,

DEADLY ANTIOXIDANTS

Why Your Daily Vitamins May Be Causing Problems and Shortening Your Life (and How You Can Turn on Your Body's Own Antioxidants for Optimal Health)

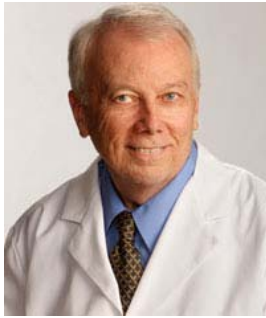
By: Shawn M. Talbott, PhD, LDN, CNS, FACSM, FAIS, FACN

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DR. JOE MCCORD

THE FATHER OF FREE RADICAL BIOLOGY.



Throughout its history, LifeVantage was honored to have Dr. Joe McCord, a world-renowned scientist, co-discoverer of superoxide dismutase and the pioneer of Free Radical Biology, leading the scientific efforts of LifeVantage products. Today, LifeVantage is honored to have two renowned PhDs in its research and development department, Dr. Shawn Talbott, our Chief Science Officer, and Dr. Nathalie Chevreau, our Vice President of Product Development. Dr. Talbott is the recipient of a dozen competitive research awards and has published over 200 articles and 10 books on nutrition, health and fitness. Dr. Talbott received his M.S. in Exercise Science from University of Massachusetts and his Ph.D. in Nutritional Biochemistry from Rutgers University. He has completed the Entrepreneurial Master's Program from the Massachusetts Institute of Technology, and is a Fellow of both the American College of Sports Medicine and the American College of Nutrition. Dr. Chevreau received a BS in organic chemistry and a PhD in inorganic chemistry from the University of Bordeaux, France. She did her postdoctoral fellowship at Cornell University and has a Masters in Food and Nutrition from the University of Utah. Both are at the forefront of today's research into health, wellness, nutritional supplementation and skin care, as well as continued discoveries related to the groundbreaking new science of Nrf2.

We're proud of the scientific studies that back our claims. We're also proud that our scientific studies are peer-reviewed and published. And we're pleased to hold patents on Protandim, the most powerful Nrf2 synergizing supplement on the market. This makes its distribution an exclusive privilege of our independent distributors.

ELLIOT
CRESSON
MEDAL

Dr. McCord was awarded the Elliott Cresson Medal in 1997. The Franklin Institute Awards are among the oldest and most prestigious comprehensive science awards in the world and honor the greatest men and women of science, engineering, and technology. The Elliott Cresson Medal, first awarded in 1875, has also been presented to Marie and Pierre Curie, Alexander Graham Bell, Orville Wright and Henry Ford.



STUDIES

DON'T JUST TAKE OUR WORD FOR IT.

LifeVantage is deeply rooted in science. Science is at the heart of everything we do. Our flagship product, Protandim®, the Nrf2 Synergizer®, has been validated by peer-reviewed studies conducted in the laboratories of respected universities such as The Ohio State University, LSU and the University of Colorado Denver. The results of these studies have been published in mainstream medical journals such as Free Radical Biology & Medicine and Enzyme Research.

See all the Protandim Studies Here

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.

TESTED. TRIED. CONFIRMED.

Our flagship product, Protandim, has been validated by peer-reviewed studies. The studies have been conducted at some of the world's most respected research institutions, including:

- The Ohio State University
- LSU
- University of Colorado Denver
- Virginia Commonwealth University
- Colorado State University
- Texas Tech University

The following medical journals have published the results of these studies:

- Free Radical Biology & Medicine
- Enzyme Research
- Circulation
- American Journal of Physiology—Lung Cellular and Molecular Physiology

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"

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