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## **LifeVantage Introduces Canine Health Product**

### **The Only Pet Supplement Specifically Formulated to Reduce Oxidative Stress Through Nrf2 Activation in Dogs**

SALT LAKE CITY, Jan. 22, 2013 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), a company dedicated to helping people achieve healthy living through a combination of a compelling business opportunity and scientifically validated products, including its patented dietary supplement Protandim<sup>®</sup>, the Nrf2 Synergizer<sup>®</sup>, introduced at its Elite Academy in San Antonio its newest healthy living product, Canine Health, a supplement specifically formulated for dogs to combat oxidative stress through Nrf2 activation. The product is also formulated to support joint function, mobility, flexibility and cognitive function.

The Canine Health product was developed by LifeVantage in conjunction with renowned veterinarian and authority on animal nutrition, William Barnett, DVM, who has nearly 40 years of experience in veterinary medicine and in bringing products to market designed to improve animal health. Canine Health includes the same natural active ingredients as Protandim, at dosage levels specifically formulated for dogs, as well as omega-3 fatty acids and Type II collagen. These ingredients have been shown to reduce oxidative stress, support brain, heart and eye function, as well as normal joint structure and function.

"Protandim was developed to promote healthy living by helping people reduce age-related symptoms at the cellular level," said LifeVantage President and Chief Executive Officer Douglas C. Robinson. "Like humans, dogs suffer from oxidative stress, and research shows that canine companions can benefit from the same active ingredients contained in our patented flagship product, Protandim.

"Canine Health has been clinically tested in collaboration with Dr. Craig Woods, DVM, of Animal Health Consultants in Prescott, Arizona in a double-blind, placebo-controlled, multi-site study that demonstrates the safety and benefits of the product." Robinson added, "We have also gone a step further—adding vital ingredients already widely used to maintain pet health—to make Canine Health a convenient, all-in-one supplement and the only product in the world that is specifically formulated to treat oxidative stress in pets."

According to a leading authority on oxidative stress in pets, Dr. Maureen McMichael, DVM, DACVECC, Associate Professor of Veterinary Medicine at the University of Illinois, "LifeVantage Canine Health meets all criteria for a safe, easily administered, appealing product that targets multiple oxidative stress pathways in canines. My primary research focus has been the cause and treatment of oxidative stress in animals and humans so I am very excited to recommend this product to pet owners. Based on my research and on statistics from the American Pet Products Association, which show 39 percent of U.S. households have dogs—numbering more than 78 million—I believe there is a great need for Canine Health among pets."

LifeVantage products, including Canine Health, which is available for purchase effective immediately, are sold through a network of LifeVantage Independent Distributors. LifeVantage is a proud member of The National Animal Supplement Council (NASC), a trade association dedicated to protecting and enhancing the health of companion animals committed to the highest standards of quality for animal supplements.

#### **About LifeVantage Corporation**

LifeVantage (Nasdaq:LFVN), a leader in Nrf2 science and the maker 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 looks to transform wellness and anti-aging internally and externally with products that dramatically reduce oxidative stress at the cellular level. The Company was founded in 2003 and is headquartered in Salt Lake City, Utah.

The LifeVantage Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11617>

#### **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 and satisfaction with current prospects, as well as words such as "believe," "anticipates," "look forward to," "should" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. Examples of forward-looking statements include, but are not limited to, statements we make regarding the demand for, the expected safety and the benefits of Canine Health in

dogs. 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 Company's inability to successfully expand our operations in existing and other markets and thereafter manage our growth; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the Company's ability to expand its product offerings; violations of law or our procedures by the Company's independent distributors; the potential for third-party and governmental actions involving the Company's network marketing efforts; 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; the Company's ability to access raw materials for its Products as it grows; 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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