

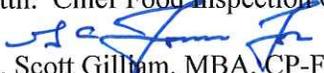


Mitchell E. Daniels, Jr.
Governor

Gregory N. Larkin, M.D., F.A.A.F.P.
State Health Commissioner

DATE: December 11, 2012

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: 
A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: LifeVantage Corporation Recall

SUGGESTED

ACTION: Unclassified Recall; Contacting affected independent distributors and other customers to voluntarily recall and replace bottles of its Protandim®, the Nrf2 Synergizer®, dietary supplement from the lots shown below due to the possible inclusion of small metal fragments in the final product; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the recalled products were distributed in the State of Indiana. The lots shown below were distributed in the United States and Japan between July and November 2012. Detail store information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-351-7190.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

LifeVantage Corporation Announces Voluntary Recall and Replacement of Select Lots of Protandim® Dietary Supplement Due to Potential Health Risk

Contact:
Consumer:
Customer Care:
866-912-9051

FOR IMMEDIATE RELEASE - December 5, 2012 - Salt Lake City, (GLOBE NEWSWIRE)

– LifeVantage Corporation (NASDAQ: LFN) announced today that it is contacting affected independent distributors and other customers to voluntarily recall and replace bottles of its Protandim®, the Nrf2 Synergizer®, dietary supplement from the lots shown below. The Company is taking this action due to the possible inclusion of small metal fragments in the final product. The fragments were originally discovered in batches of turmeric extract, an ingredient in Protandim® that was purchased from a third party supplier.

Protandim is packaged in a cylindrical blue bottle and contains thirty caplets per bottle. The potentially affected Protandim® lot numbers are shown below. The lots shown below were distributed in the United States and Japan between July and November 2012. **Lot numbers are located on the left side of the product label when looking at the front of the label, directly above the RFID scan bar.**

Lot#	Expiration Date
12-0258	7/2/2015
12-0259	7/3/2015
12-0292	7/9/2015
12-0294	7/11/2015
12-0295	7/12/2015
12-0304	7/18/2015
12-0306	8/16/2015
12-0307	8/17/2015
12-0373	8/21/2015
12-0382	9/21/2015

When the Company was alerted to this issue, it immediately isolated affected product and began working with its third party manufacturers, suppliers and industry experts to mitigate any health risk potential. After consulting with medical experts, the Company believes that these materials pose no serious risk to consumers' health. Furthermore, the Company has not received any report of a health problem related to this issue.

Douglas C. Robinson, President and CEO of LifeVantage, stated "Everyone at LifeVantage is deeply committed to providing the safest, most pure products for our distributor network and customers. In keeping to that high standard, the Company is offering to replace all bottles of the potentially affected product. We are confident that our network marketing distribution model will allow us to efficiently contact all those affected by this issue."

Robinson continued, "In addition, we have implemented even more stringent, industry leading measures, including several redundant measures, in our manufacturing process. First and foremost, we will always strive to do what is in the best interest of our customers."

Consumers who have received bottles of Protandim® from the lot numbers identified above are encouraged to cease use of such product. The Company will immediately reach out to potentially affected consumers. Consumers having questions may contact LifeVantage directly by calling 866-912-9051 twenty-four hours per day.

Photo: Product Labels³