

Shawn Talbott, PhD
LDN, CNS, FACSM, FAIS, FACN

Chief Science Officer

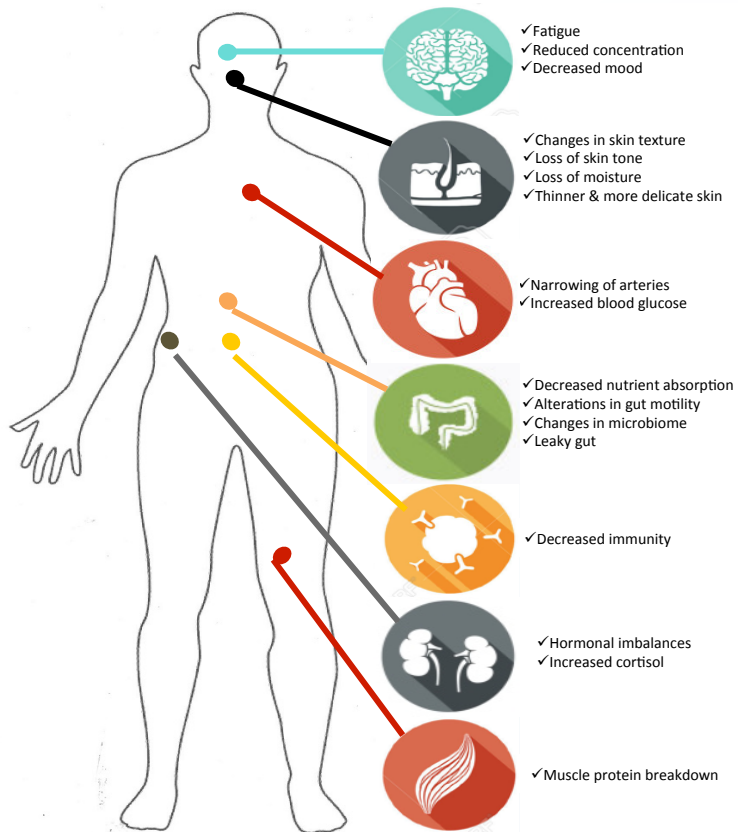


 LifeVantage. | ELITE ACADEMY

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IMAGINE



EFFECTS OF STRESS ON THE BODY



Cellular Stress Influences Every...

- Cell
- Tissue
- Organ
- System
- Organism



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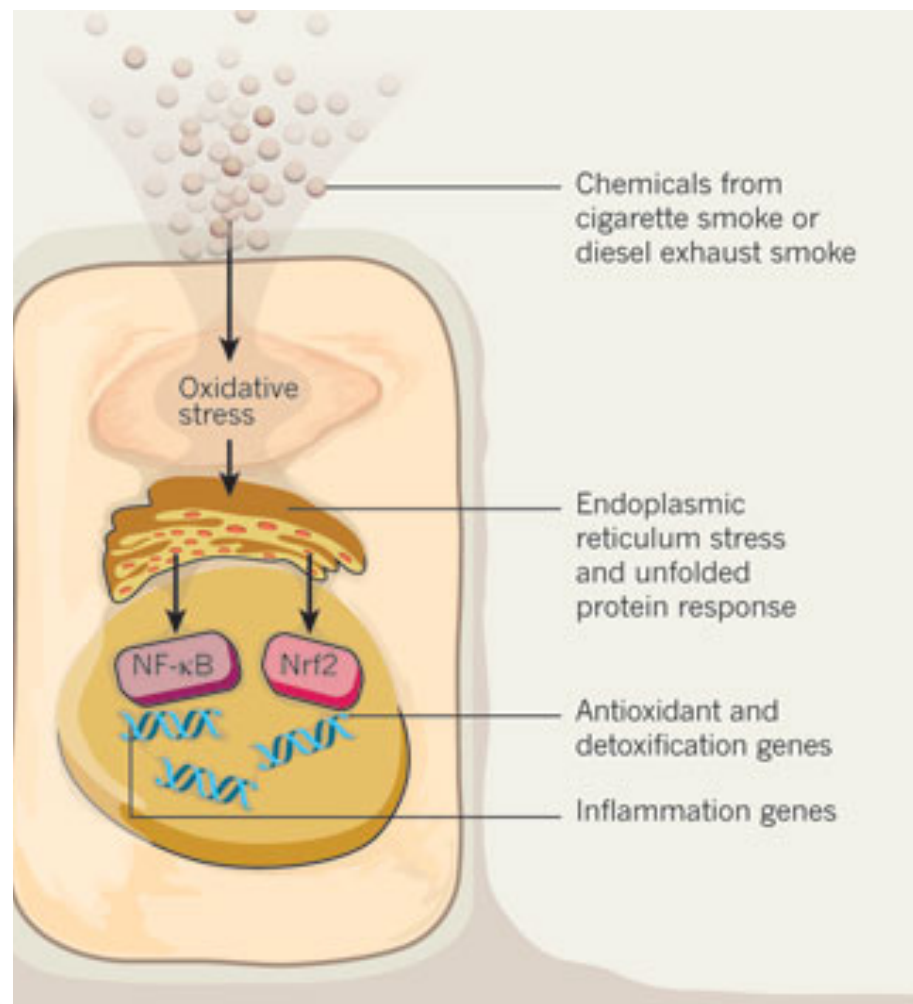
1968 = SOD

1999= Nrf2

2003 = Lifeline Ther. (Retail)

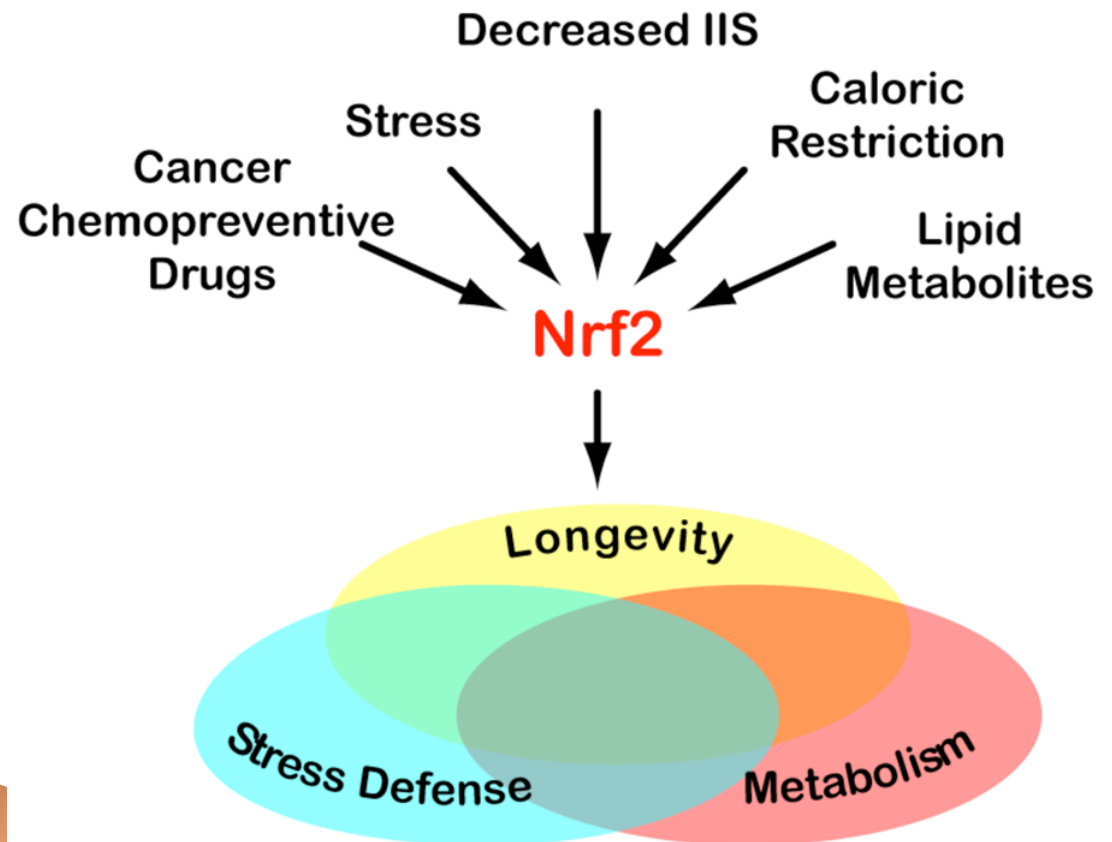
2009 = LifeVantage (MLM)

2015 = Nrf2 Science
Conference (UK)



Nrf2 as a *Convergence Point* for:

- Stress signals
- Metabolic signals
- Longevity signals



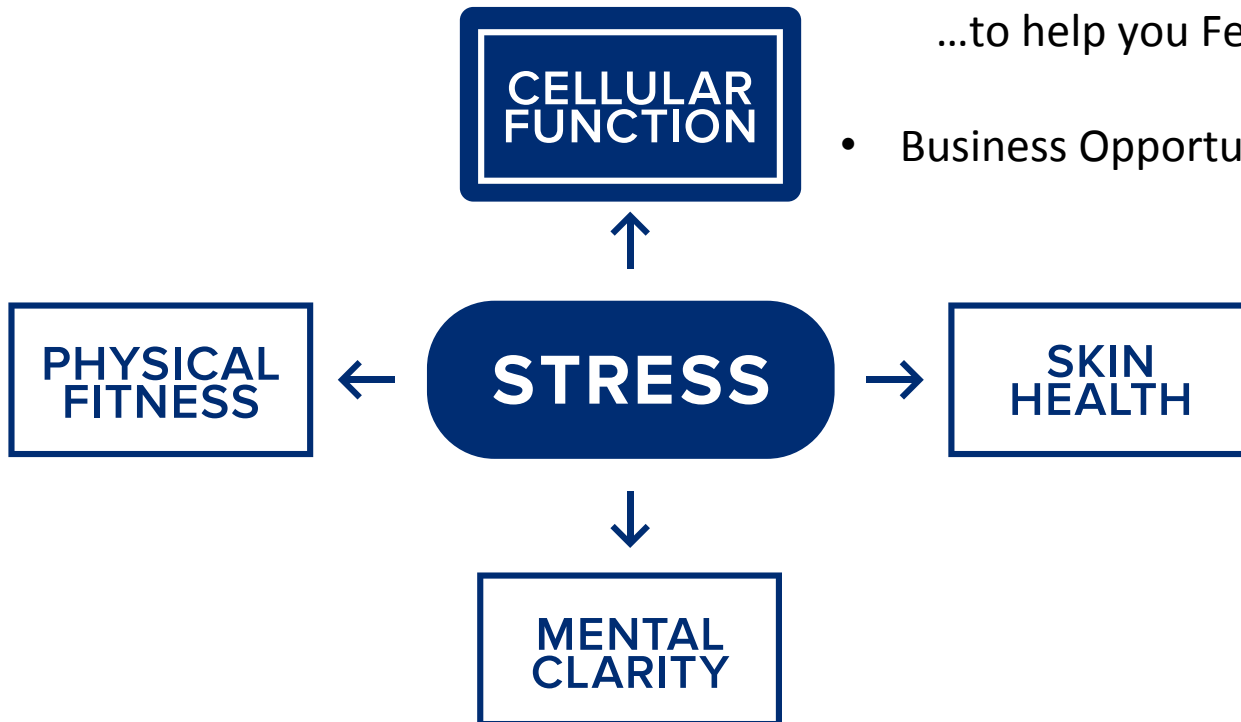


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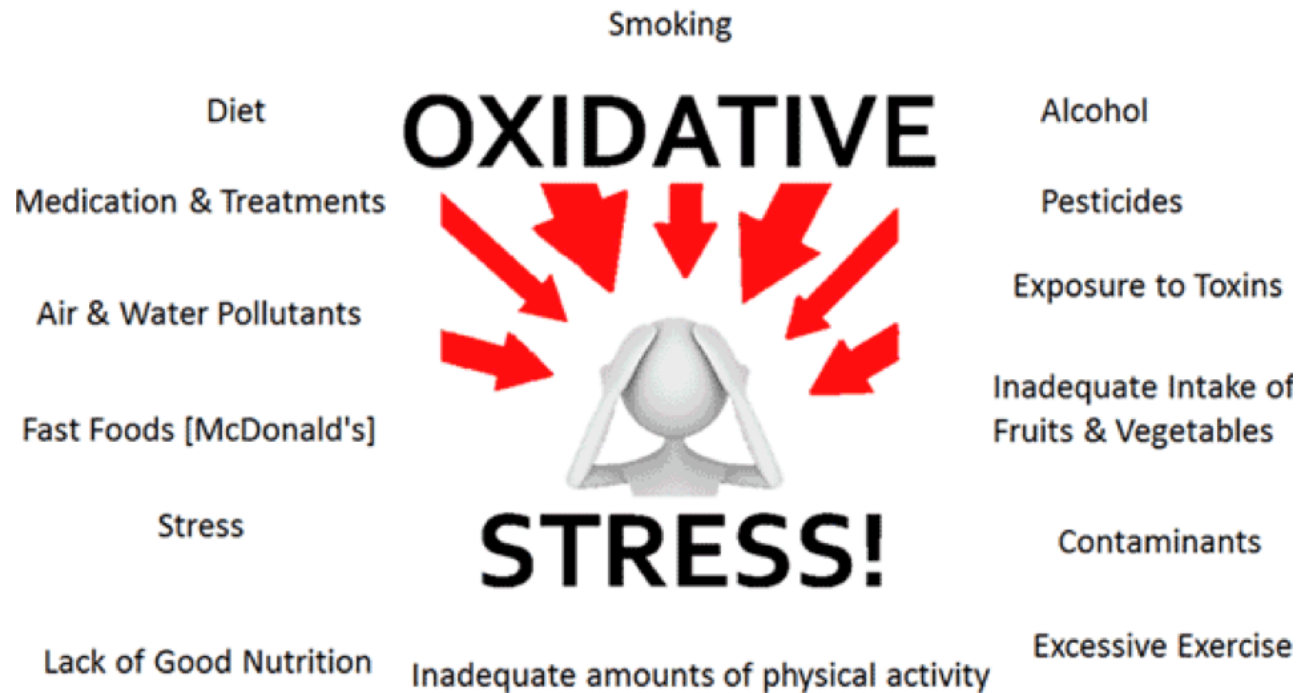
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LifeVantage = “Stress Reduction Company”

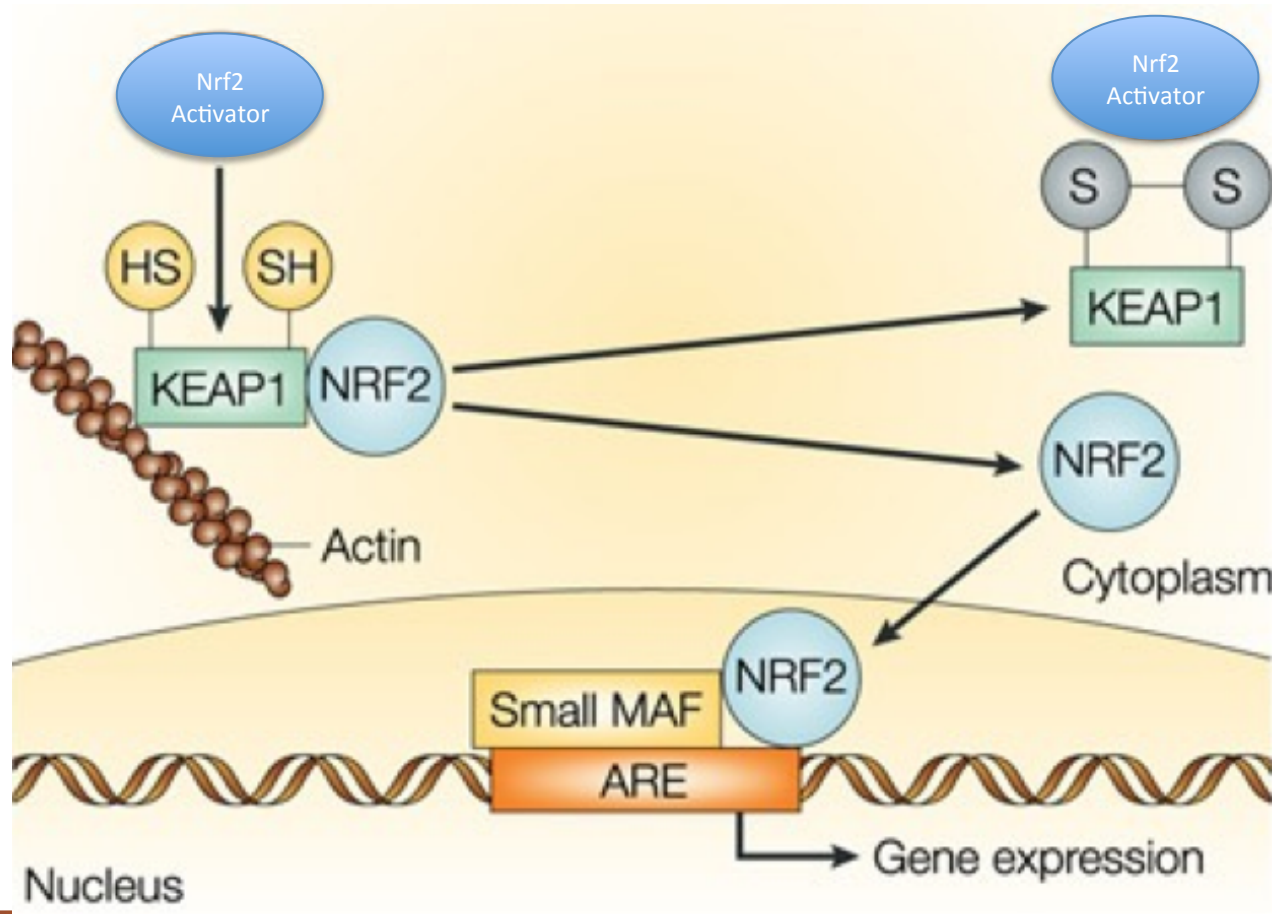
- Products = to reduce “cellular stress”
...to help you Feel – Look – Perform Your Best
- Business Opportunity = to reduce “financial stress”



Causes of Oxidative Stress

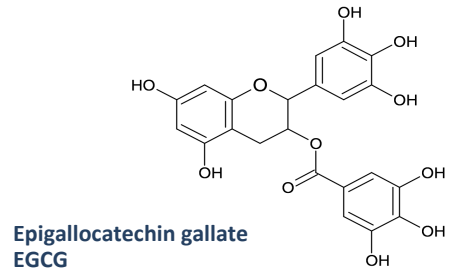
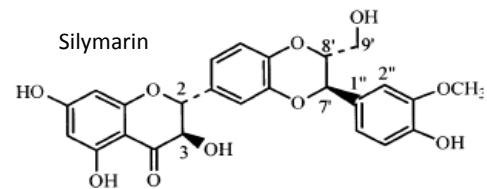
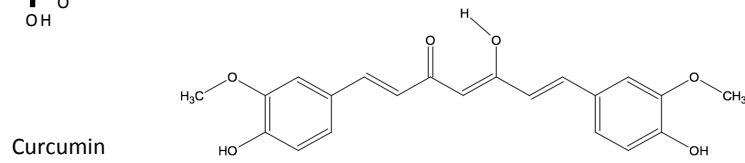
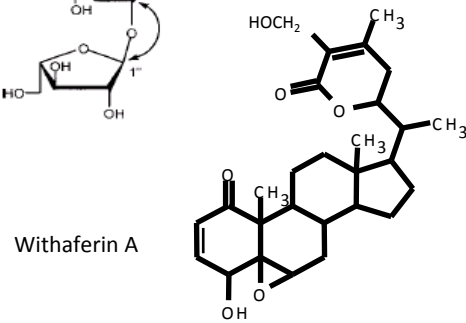
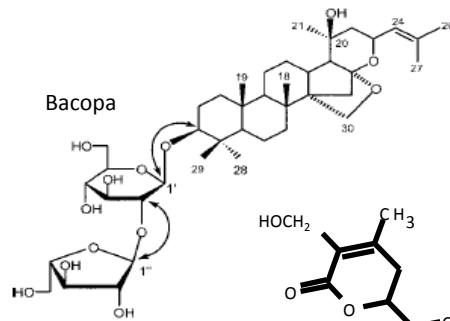


Just about everything we do results in oxidation (or inflammation) producing potentially damaging free radicals!

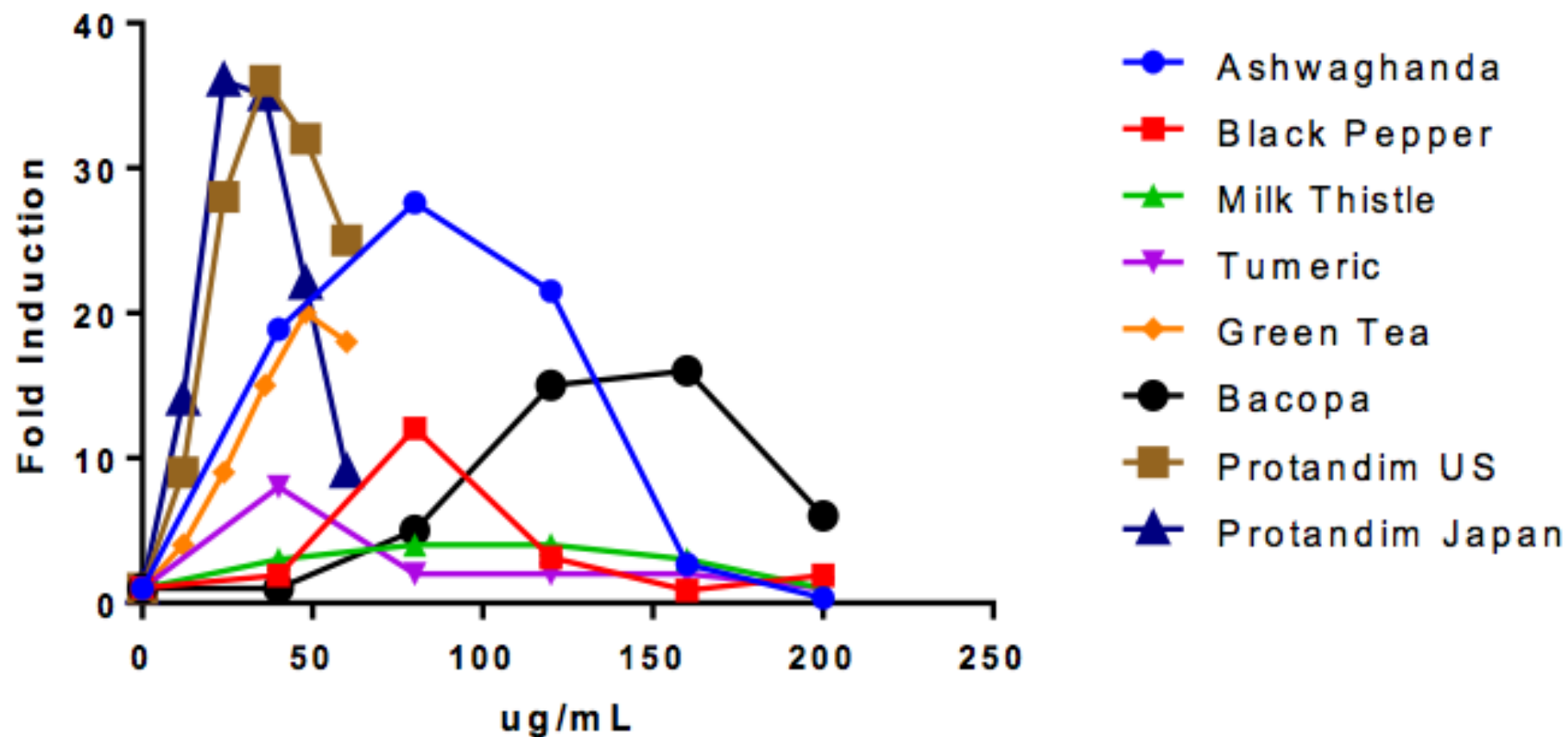


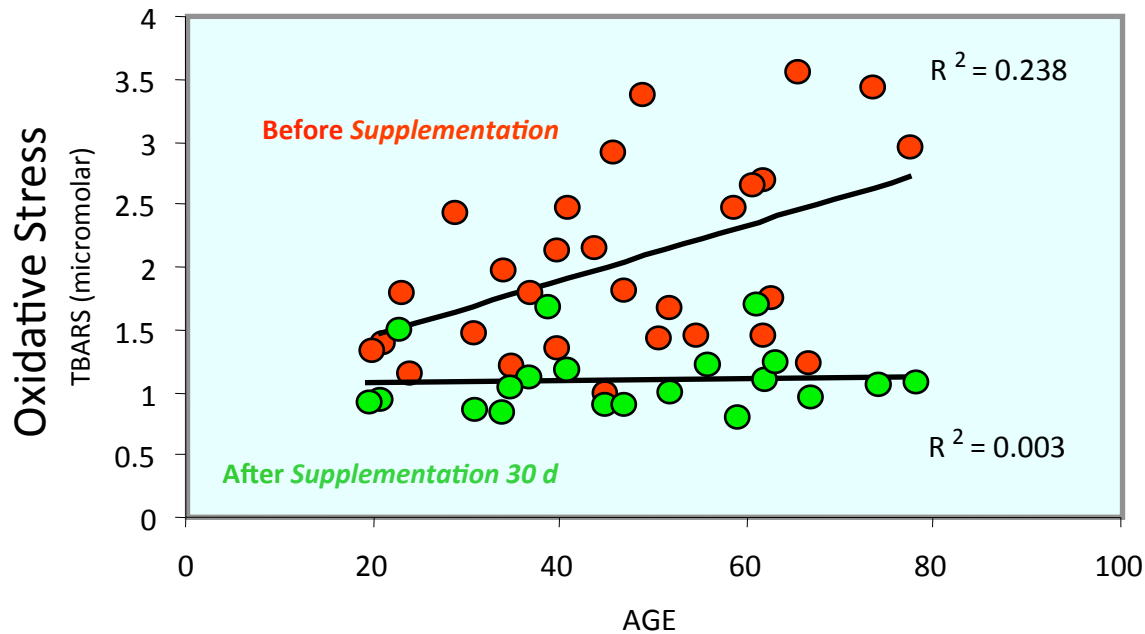
Don't *Take* Antioxidants
Make Antioxidants!

Nrf2 = a powerful “master regulator” of antioxidant enzymes and survival genes



ARE reporter assay





After 30 days...

“Remarkably, this age-dependent increase in TBARS was almost completely abolished by Protandim treatment (Fig. 1D), with an overall average reduction of the oxidative stress marker by 40%.”

Look Your Best



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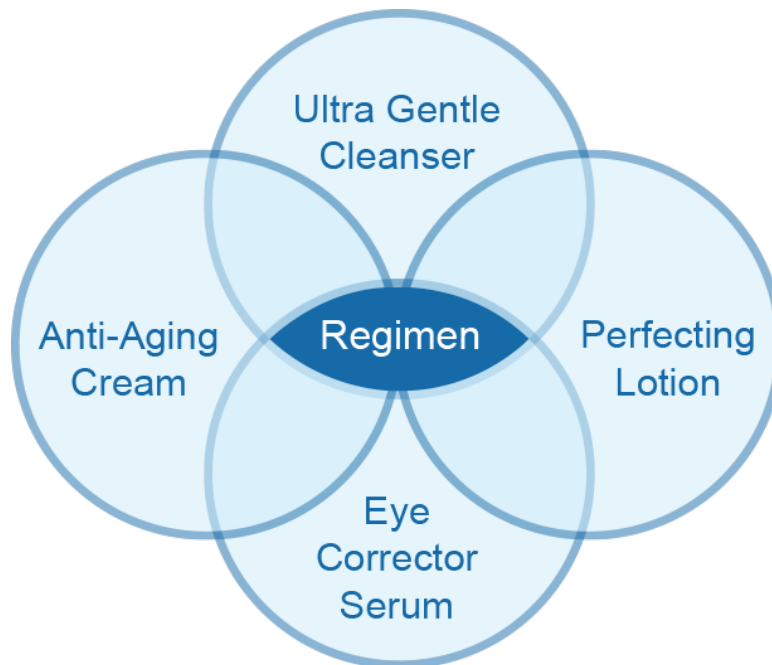
 LifeVantage.
IMAGINE

What constitutes Enhanced Nrf2 Technology?

- Original 5-plant blend (*Bacopa*, *Milk Thistle*, *Turmeric*, *Green tea*, *Black Pepper* extracts)
- Enhanced with:
 - Brassica extracts (cabbage, broccoli, cauliflower, wasabi. ...)
 - Plantain (*Plantago*) extract
- **Steps up the skin's own protective barrier against oxidative stress**



Enhanced Nrf2 Skin Care Regimen



- Working together to rejuvenate and heal aging skin
- With the latest in enhanced Nrf2 technologies for more protection against oxidative stress
- Yuzu fragrance in all but eye serum

LOOK Your Best...

TrueScience Regimen is equal/better compared to top “prestige” brands

Competitor	Study of 86 ladies	TS @ 28 Days	TS @ 56 Days
<p>89% Perricone MD Cold Plasma at 4 weeks</p> <p>75% Jeunesse Global Luminesce Cellular Rejuvenation at 8 weeks</p>	Smoother looking skin	89%	94%
80% Nu Skin TruFace at 3 months	Firmer looking skin	81%	85%
78% L’Oreal Youth Code at 8 weeks	Younger looking skin		87%
<p>70% Lancôme Dream Tone at 8 weeks</p> <p>79% SkinMedica Lytera at 12 weeks</p>	More even skin tone		83%
<p>79% Clarins Double Serum at 4 weeks [Hydric + Lipidic System]</p> <p>80% Nu skin 180°System at 8 weeks</p>	Less noticeable fine lines and wrinkles	78%	82%

Cold Plasma is a trademark of Perricone MD
 Youth Code is a trademark of L’Oreal
 Dream Tone is a trademark of Lancôme
 Lytera is a trademark of SkinMedica
 Double Serum [Hydric + Lipidic System] is a trademark of Clarins



Versus Select Competitive Ads*

Day 1



Day 60



Day 1



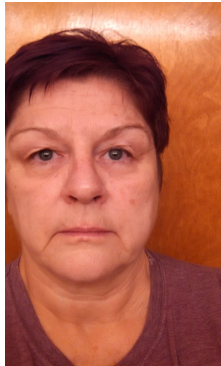
Day 60



Day 1



Day 60



Day 1



Day 30



Day 1

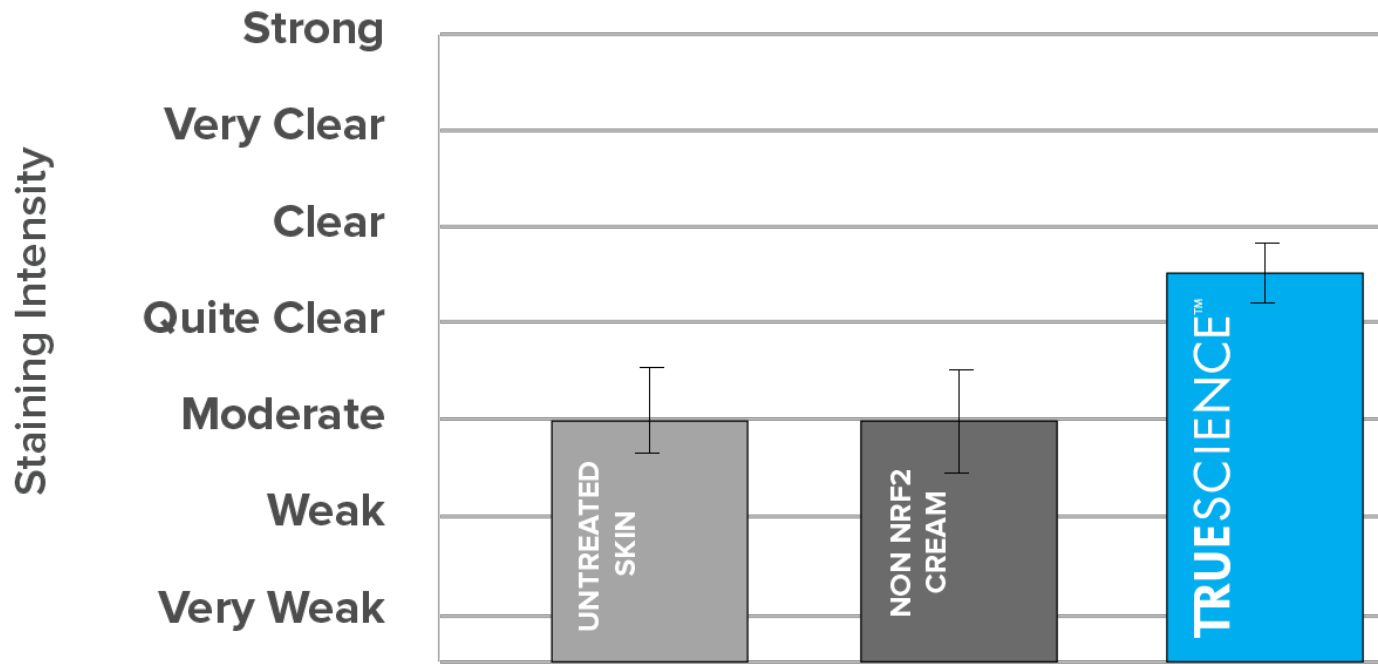


Day 30



Nrf2 Staining Intensity 24 hours after UV Exposure

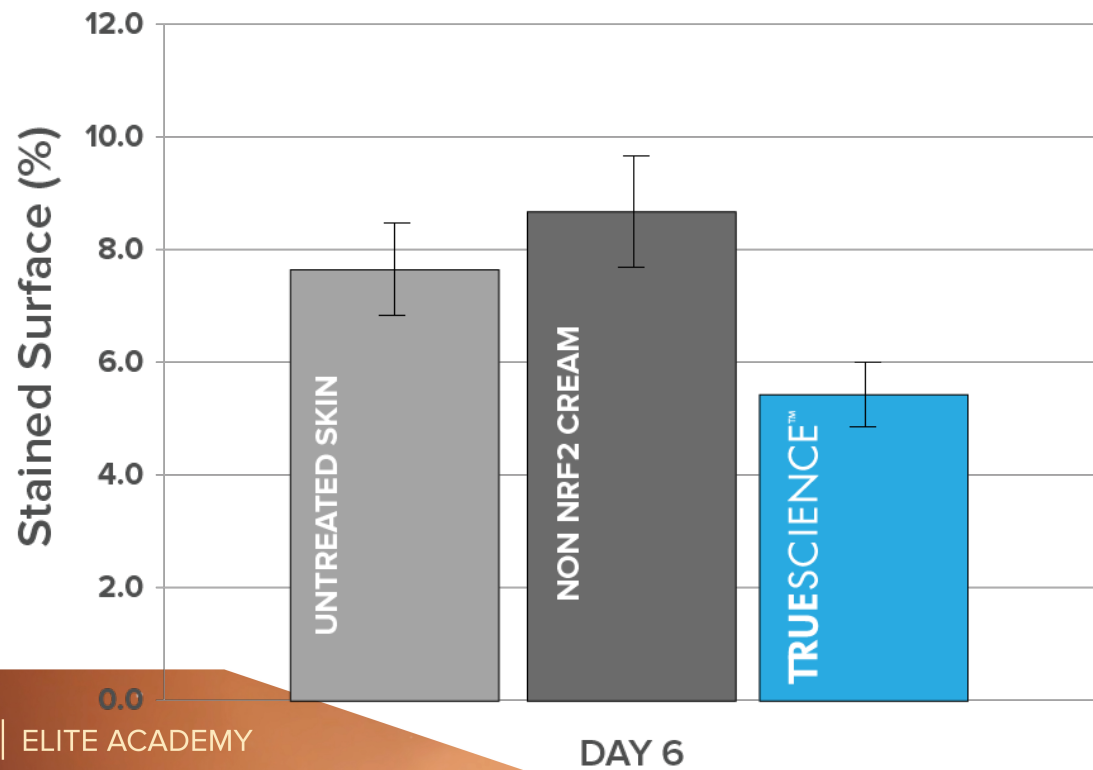
TrueScience™ Facial Cream results in more Nrf2 in skin, thus more protection!



DAY 6

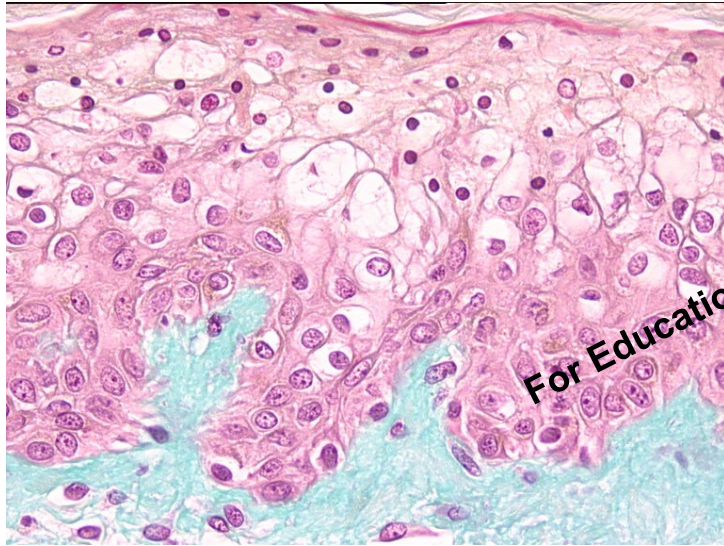
Less Thymine Dimers with TrueScience

TrueScience™ Facial Cream with Nrf2 protects the cell DNA!



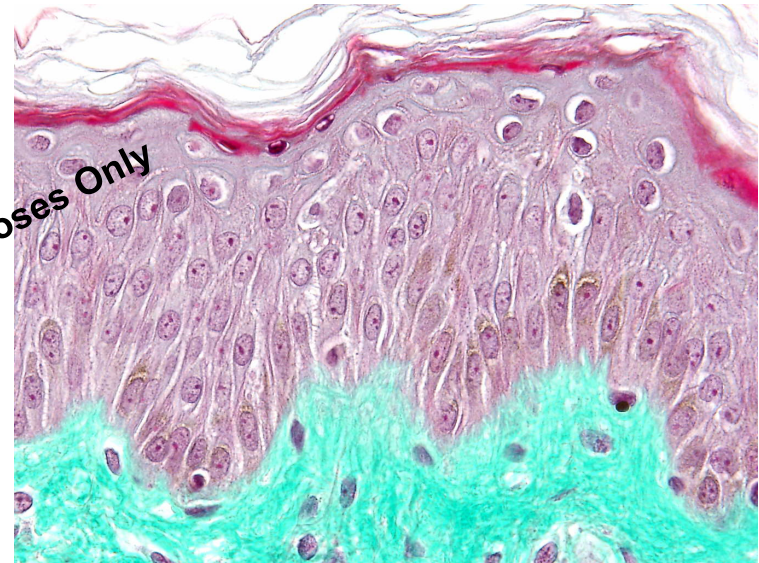
Help your Skin... ↴

Retinol Facial Cream after 7 days



6 to 7 cell layers with damaged and bloated cells & pyknotic nucleus (condensed chromatin);

Nrf2 Facial Cream after 7 Days



6 to 7 cell layers with good morphology and organization
Denser dermis

50 μm

Research on TS regimen and Skin Explants will be presented at the International Federation of the Society of Cosmetic Chemists (IFSCC) in September 2015 in Zurich, Switzerland

Title: Anti-aging effect of a new topical cream demonstrated by gene modulation and morphology studies of the skin layers

Objective: With aging comes great wisdom and older looking skin. For years, retinoids have been held forth as the gold standard of anti-ageing treatments. Adverse effects to retinoids, which are limiting their continued use, prompted us to develop alternative molecules behaving superiorly in terms of tolerability, stability and efficacy. We present a new cream (TS cream) that showed extensive anti-ageing efficacy throughout all skin layers with morphologically significant re-organization at the cellular level.....

Title: A new four product skin care regimen for the treatment of intrinsic and extrinsic aging

Objective: Customers combine many cosmeceutical products to regain their youthful look, even though they have not been tested together. Thus we designed a 4-product regimen which is complementary in its composition, synergistically addressing many aspects of skin aging. Although the regimen did not contain any UV filters, it contained a unique blend of botanicals which confers unexpected protection against UV-induced oxidative stress and DNA damage.....

TrueScience™ Facial Cream with Advanced Nrf2 Technology has been shown to:

- Increase Nrf2 Protein amount, thus improve resistance to oxidative stress
- Boost skin protection from UV exposure by reducing DNA damage
- Fight the signs of aging though **all** layers of the skin

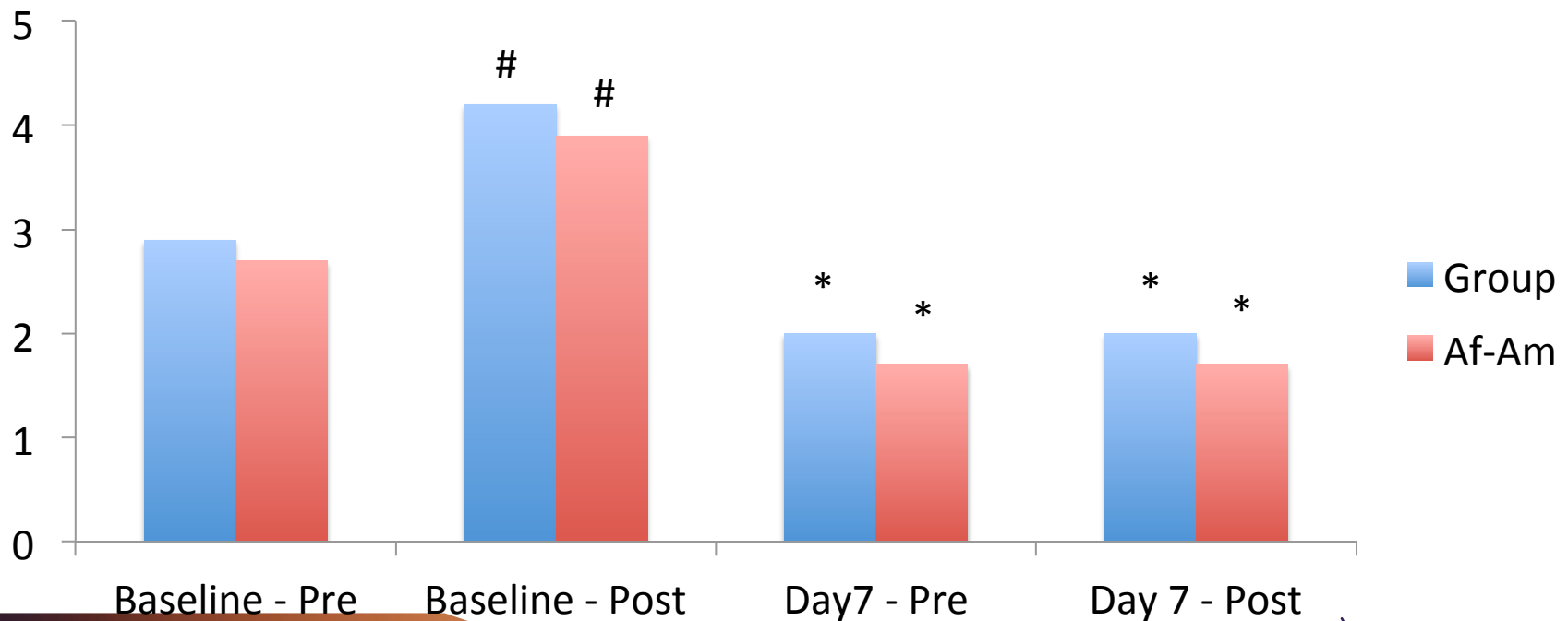


TrueScience Shaving Study

- 27 subjects (13 African-Americans), 30-65y
- 7 day usage
 - Ultra-Gentle Cleanser (shave)
 - Perfecting Lotion (repair)
 - Facial Cream (protect)
- Measures Pre/Post (trained technician)

Shaving – Irritation

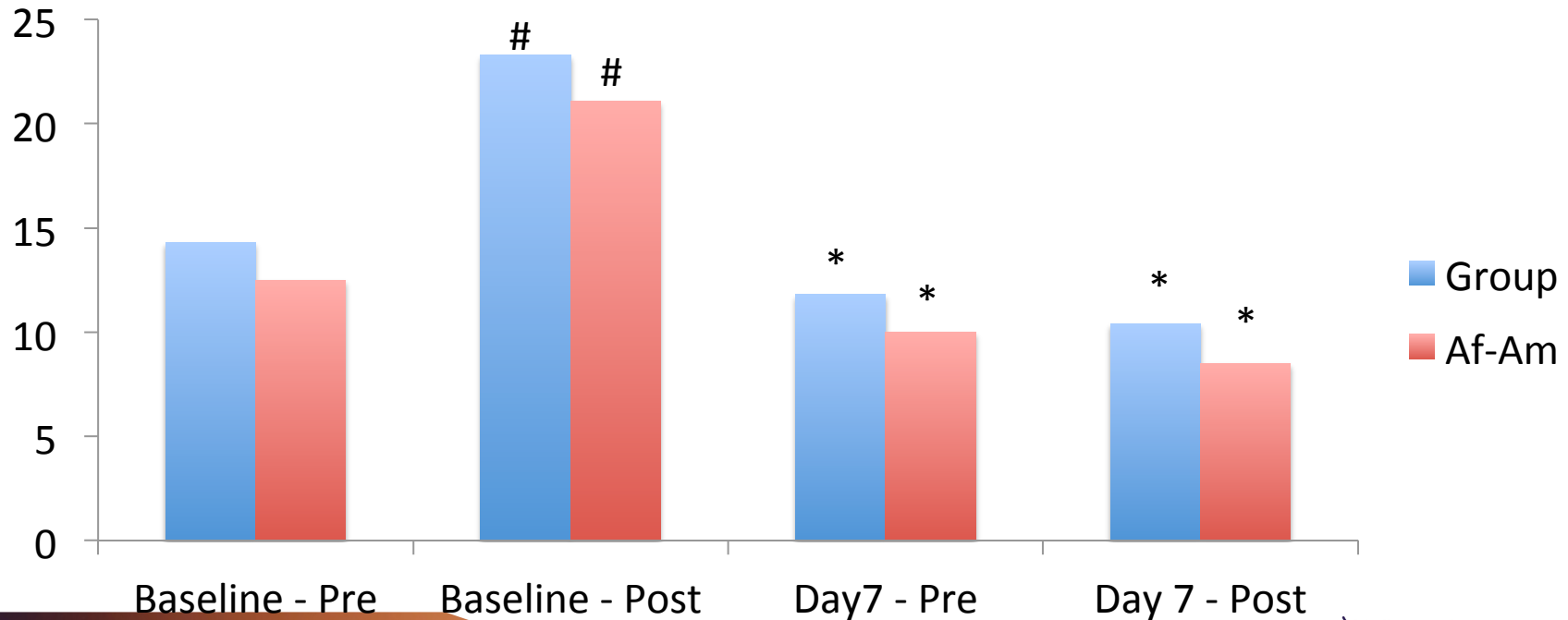
0 = None / 2-3 Mild / 4-5 Moderate / 8-9 Severe



Shaving – Barrier Function

TEWL – trans-epidermal water loss (higher = more damage)

5-12 Healthy / 13-16 Strained / 17+ Critical



Shaving - Results

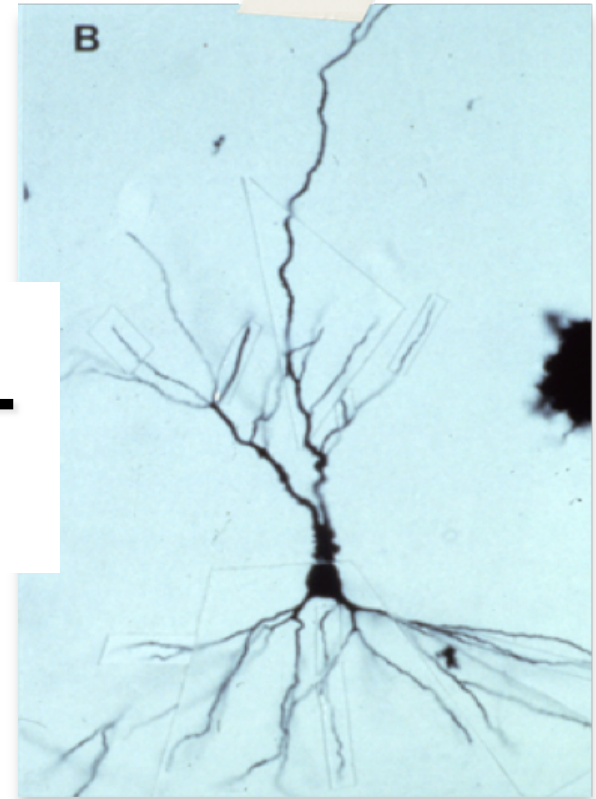
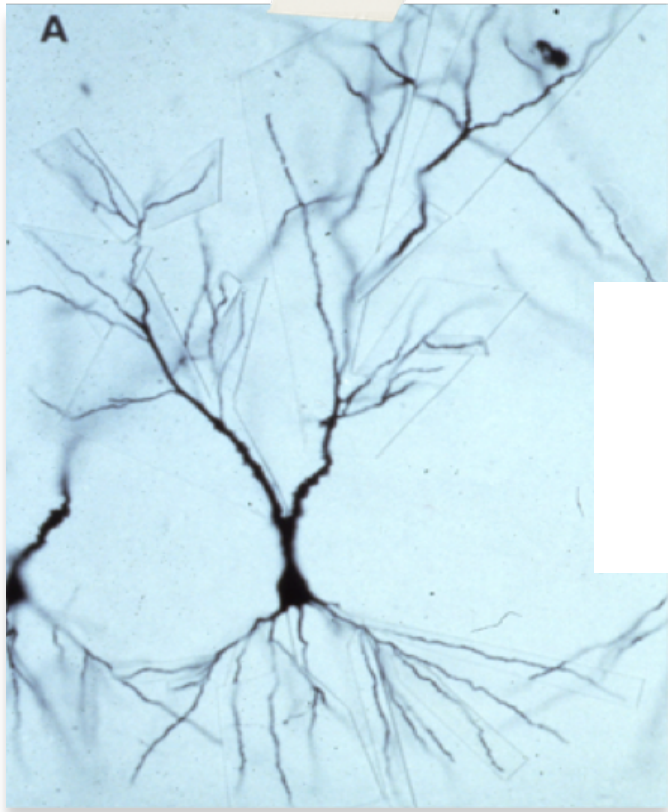


- Irritation Reduced 32%
- Barrier Function Improved 28%
- High Response rate (85%-100%)
- Good for Guys! (Bulletproof Skin)

PERFORM Your Best...



Tired, Stressed, Depressed... "Off"



NEURONAL ATROPHY

NORMAL STRESS

Healthy, Large, Many Projections, Optimal Function

HIGH STRESS

Small, Thin, Disrupted, Structural Damage, Poor Function

\$100B+

The image features a central graphic of the text "\$100B+" in large, bold, black font with a drop shadow. Surrounding this text is a collage of various brand logos. The logos include:

- Pharmaceuticals: ADDERALL XR, PROZAC, PROVIGIL (MODAFINIL) Tablets, Lunesta, Wellbutrin XL, strattera™ atomoxetine HCl, LUVOX®, Ritalin-SR®, Celexa, Vyvanse, EFFEXOR XR®, CONCERTA®, Cymbalta.
- Energy Drinks: MONSTER ENERGY, Red Bull, ROCKSTAR ENERGY DRINK.
- Coffee: Starbucks COFFEE, Peet's Coffee & Tea.
- Fast-Food/Other: Folgers, zoft, DUNKIN' DONUTS® je. VINE.

AXIO ENERGY

➤ Energy Boost
No Jitters

AXIO ENDURE

➤ Sustained
Energy

- Increases concentration
- Helps improve learning performance & mental acuity
- Promotes positive mood
- Provides protection from cellular stress
- Helps support normal nervous system function & brain health



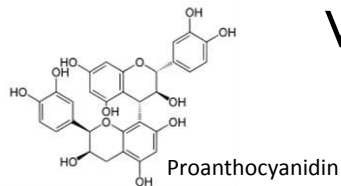
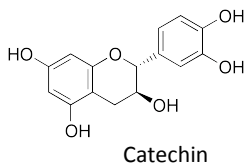
Enhanced Nrf2 Technology

New Zealand Pine Bark, Green Tea, Quercetin	<ul style="list-style-type: none"> • Nrf2 activators. • Help protect against cellular stress.
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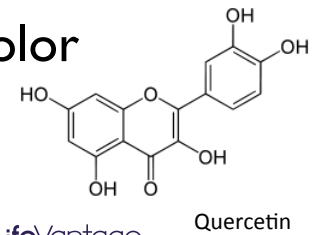
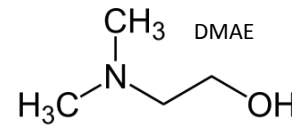
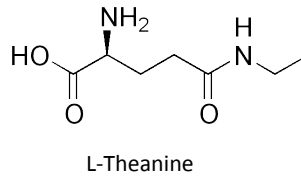
Additional Ingredients

Suntheanine (L-theanine)	<ul style="list-style-type: none"> • Helps promote a state of alertness without the jitters. • Helps improve learning performance, focus, & mental acuity.
Magnesium	<ul style="list-style-type: none"> • Helps support normal nervous system function & brain health. • Promotes healthy energy metabolism.
B Vitamins	<ul style="list-style-type: none"> • Helps maintain normal cellular function. • Helps promote a positive mood. • Helps support optimal working memory. • Helps reduce fatigue and promotes healthier energy.
*Caffeine	<ul style="list-style-type: none"> • Helps promote alertness, mental clarity, & sense of energy.
*DMAE	<ul style="list-style-type: none"> • Helps support normal brain & nervous system function. • Helps optimize memory & attention.

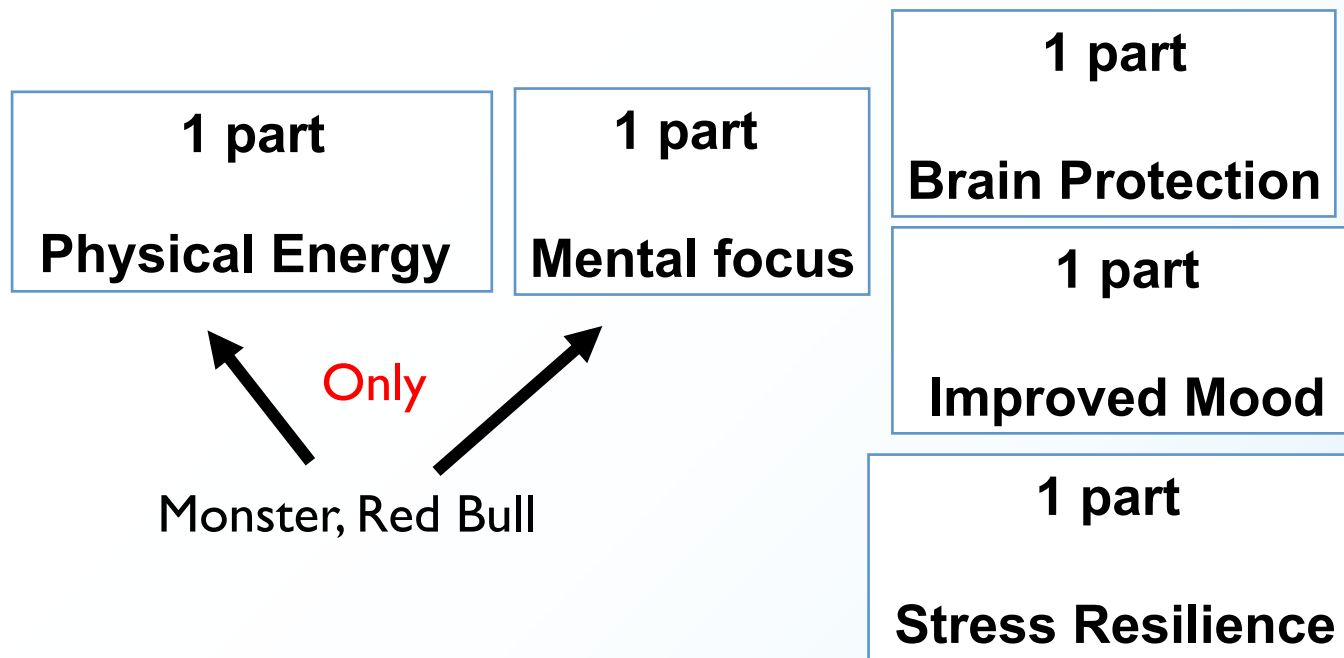
*Ingredients only found in Axio Energy



With Natural Flavors, Sweetener and Color

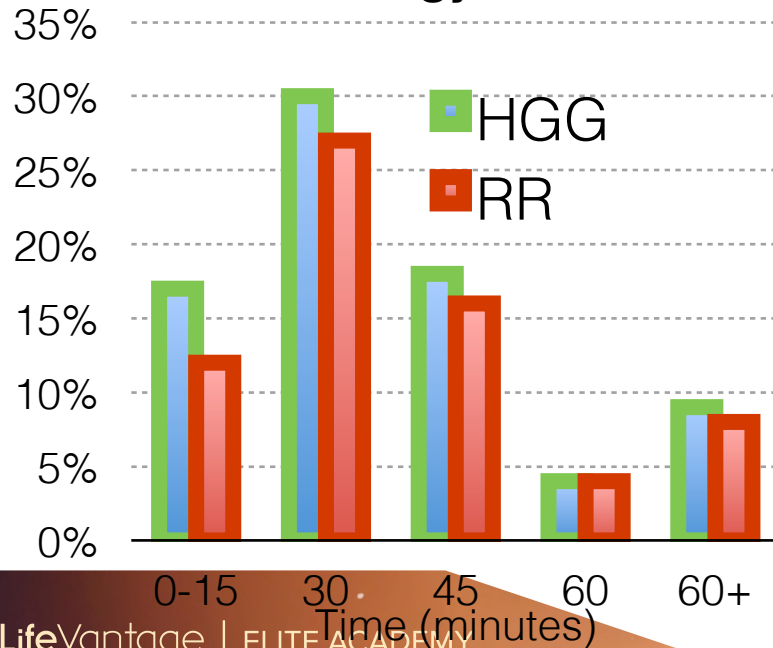


Axio : “Multi-Dimensional” Smart Energy

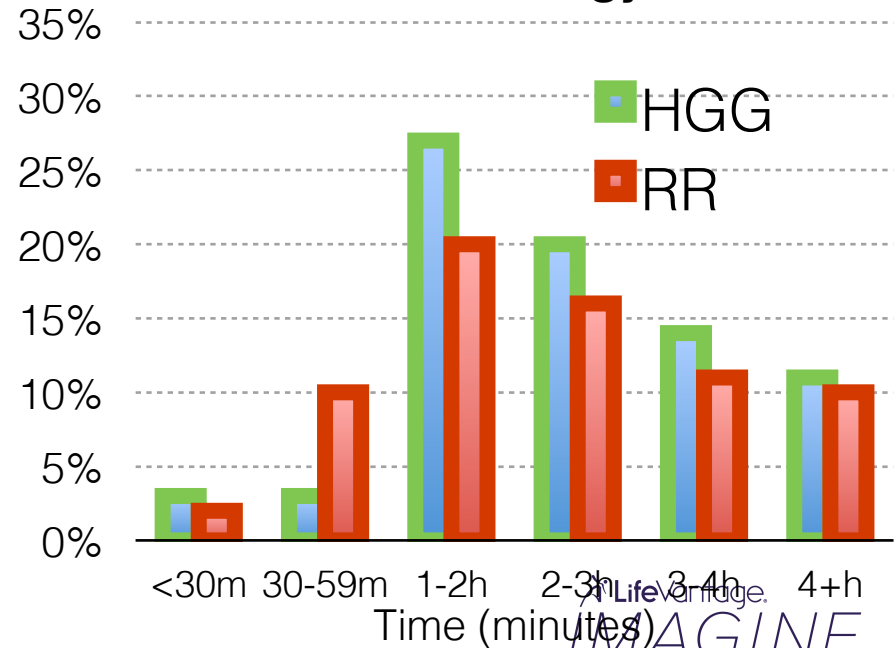


Axio Usage Survey

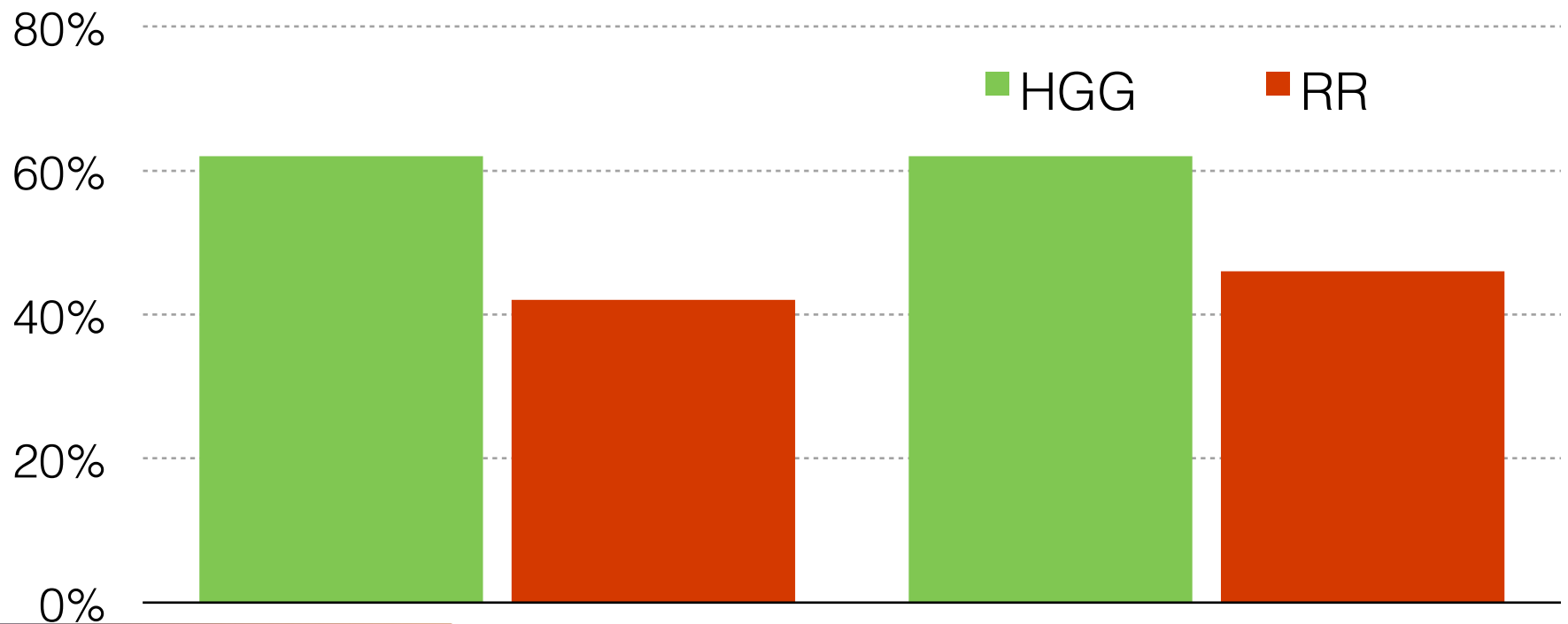
Initial Energy Boost



Duration of Energy Boost



Axio Usage Survey



Mental Focus

Accomplish More

Axio Usage Survey

- "It felt like a morning cup of coffee with the energy it gave me, but more than that it **improved my focus.**"
- "I liked the energy that it gave me, I would say it lasted pretty good maybe **4 or 5 hours.**"
- "I was pleasantly surprised at this product's ability to **keep me energized, awake and focused** without harmful stimulants and **without feeling nervous, jittery or having rapid heart rate.** I would take this over caffeine any day."
- "It was a very subtle transition to having energy, just like I **naturally** had the energy. It was a good amount of energy too. **Not too wired**, not too draggy. **The perfect amount.** I didn't feel like it wore off halfway through the day or that I needed more energy. I also did not have a difficult time falling asleep at night because of it. I would **definitely buy this** instead of many other energy drinks or supplements."



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