The Ultimate Biohacker's Guide: Take Control of Your Own Biology

Why

LifeVantage®

For me?

THE NEW GIG ECONOMY

UBER

AIRBNB

FACEBOOK

AMAZON

BUSINESS HAS CHANGED

* Trademarks are the property of their respective owners.

“The latest trend in nutrition isn't a fad diet or newly discovered supplement; it's your DNA.” - THE TODAY SHOW

“Nutrigenomics…is changing everything. Where we once thought we were powerless is now an area over which we have at least some control. The ability to use nutrition to affect our genes means that we're no longer at the mercy of our DNA.“ - FOX NEWS

PROJECTED MARKET

“The Nutrigenomics market is expected to reach

$17,313,500,000

by 2023.”

MARKET RESEARCH FUTURE

Hijacked

- Taking over (something) and using it for a destructive purpose.
- We are being hijacked 24/7:
  - Physically
  - Emotionally
  - Biochemically
  - Toxins
  - EMF’s (cell phones etc.)
  - Allergies

vs.

Biohacking

- Taking control of your own biology.
- Optimizing your genetic potential.
- Becoming the best version of yourself.
- Using Nutrigenomics – the research of how nutrients and natural compounds affect our genes.

$500 Billion +

Market Research

$300B
An2-aging

$121B
Skin Care

$67B
Pet Care

$50B
Smart Energy

$37B
Weight Loss

PROTANDIM®

NRF2 SYNERGIZER™

- Proven to lower oxidative stress by an average of 40% in 30 Days*
- Supports the natural cellular repair and rejuvenation processes*
- Increased the median life span of male mice by 7% (Source: National Institute on Aging)*

* 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.

TURMERIC EXTRACT (RHIZOME)

MILK THISTLE EXTRACT (SEED)

GREEN TEA EXTRACT (LEAF)

BACOPA EXTRACT (AERIAL PART)

ASHWAGANDHA (ROOT)

INDEPENDENT RESEARCH
OVER 20 PEER-REVIEWED JOURNAL PUBLICATIONS

PUBMED.GOV

- Free Radical Biology and Medicine
- Circulation by the American Heart Association
- Molecular Aspects of Medicine
- Journal of Enzyme Research
- Journal of Cellular Biochemistry
- PLOS ONE
- Exercise and Sport Sciences Reviews
- Aging Cell
- Journal of Dietary Supplements
- Oxidative Medicine and Cellular Longevity
- ARS “Antioxidants and Redox Signaling
- American Journal of Physiology

UNIVERSITIES & INSTITUTES STUDYING

- THE OHIO STATE
- NATIONAL INSTITUTE ON AGING
- VIRGINIA COMMONWEALTH
- AMERICAN PHYSIOLOGICAL SOCIETY
- UNIVERSITY OF COLORADO
- HARVARD UNIVERSITY
- COLORADO STATE
- WASHINGTION STATE UNIVERSITY
- NORTHWESTERN UNIVERSITY
- UNIVERSITE DE MONTREAL
- AMERICAN HEART ASSOCIATION
- LOUISIANA STATE UNIVERSITY
- AMERICAN AGING ASSOCIATION
- TEXAS TECH
- VRIJE UNIVERSITEIT AMSTERDAM

MEDIA COVERAGE
FEATURED IN TELEVISION BROADCASTS AND PRINT

NBC
WALL STREET JOURNAL
THE TODAY SHOW
ABC NEWS
PBS
Dr. Phil

U.S. PATENTS:

US Patent 9,265,808
US Patent 8,435,574
US Patent 8,221,805
US Patent 7,923,045
US Patent 7,241,461
US Patent 7,384,655
US Patent 7,579,026

PROTANDIM®
NRF1 SYNERGIZER™

- Improve performance through energy production*
- Enhance cellular health – cells function at peak performance*
- Boost mitochondria production and their ability to network*
- Increase cellular energy (ATP)*

* 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.

THE GOLD STANDARD BSCG WWW.BSCG.ORG CERTIFIED DRUG FREE

NSF®

ALPHA LIPOIC ACID

CO ENZYME Q10

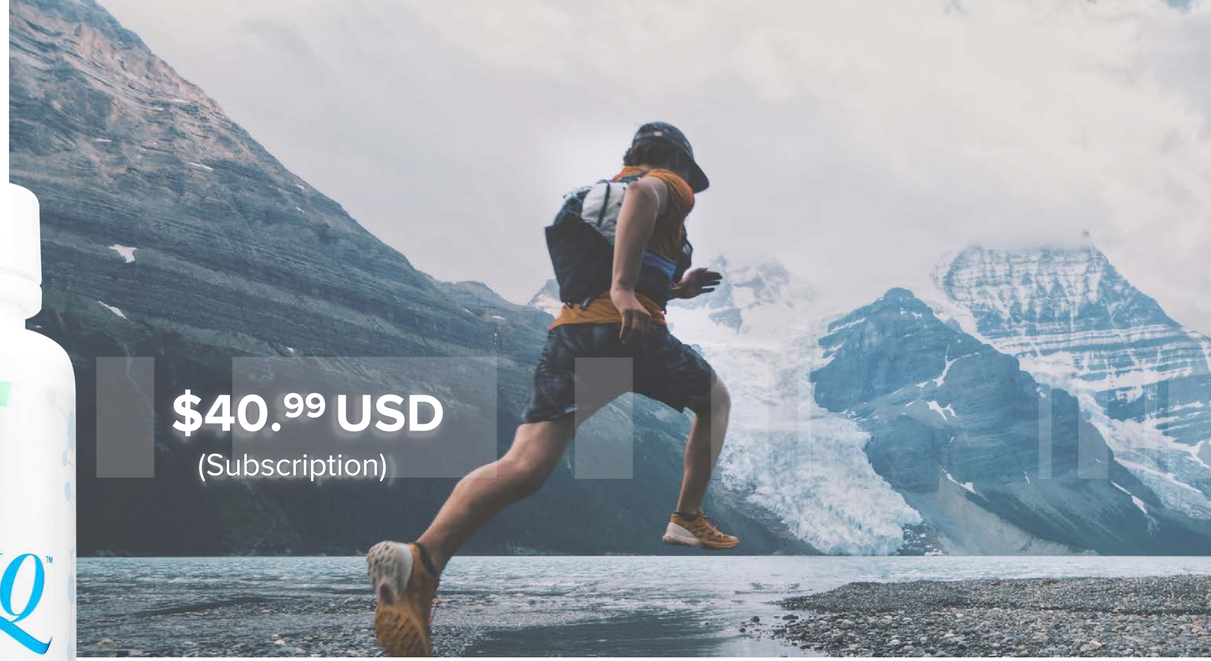
GRAPE EXTRACT

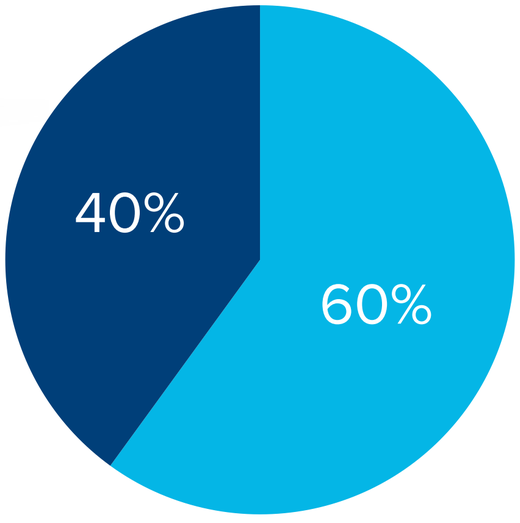
QUERCETIN

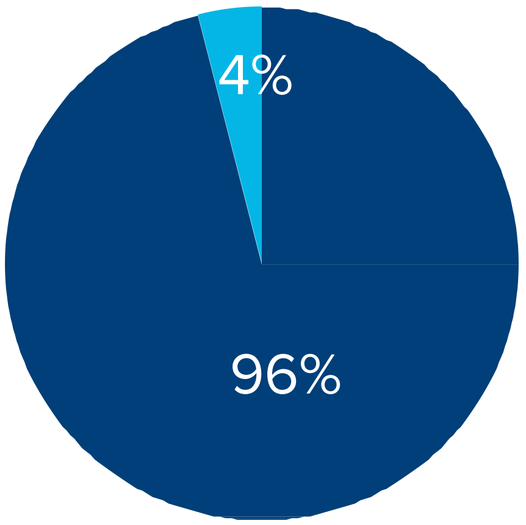
ACETYL-L-CARNITINE

PHYSIQ™
PROBIO

- Supports a healthy microbiome*
- Patented Bio-Tract® and Wellmune® technology
- 60% culture survival rate, delivers 15x the bacteria to the gut than other similar products
- Helps improves tight junctions and communication between your brain and gut to help signal that you're full*







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Sinetrol® is a registered trademark of Fytexia. Svetol® is a registered trademark of Naturex, Inc. BIO-Tract® is a registered trademark of PROBI USA, Inc. WELLMUNE® is a registered trademark of Kerry Luxembourg S.A.R.L.

OMEGA+

- Supports cognitive, heart, and skin health, while supporting a healthy immune system*
- Omega 3's, NO OMEGA 6's or FILLER OILS
- Omega 7's = optimize energy usage while increasing metabolism for weight management*
- Rich in EPA and DHA
- Vitamin D3 (800 IU per serving)
- LifeVantage Omega+ fish oils are 100% traceable from boat to bottle, sourced from AlaskOmega® Pollock and CodMarine®

CodMarine® is a registered trademark of Pharma Marine AS, Norway.
AlaskOmega® is a registered trademark of Organic Technologies.

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Vitality Stack

- Reduces Oxidative Stress*
- Boost Mitochondrial Production*
- Improves Energy*
- Supports a Healthy Microbiome*
- Supports Immune Function*
- Supports Healthy Brain Function*
- Supports Heart Health*

$149/$151 USD

(Subscrip2on)

FREESHIPPING

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$50.99 USD
30 Packs
(subscription)

AXIO
SMART ENERGY™

- BRAIN FOOD - Improves mental endurance, mental acuity, concentration & memory retention*
- Enhances neurotransmitter function and the brain's resilience to stress*
- Reduces mental fatigue & brain fog*
- Increases positive mood*
- A clean, low-calorie, low-carb, vegan formula that is BSCG approved and free of artificial colors, artificial flavors and artificial sweeteners, added sugars, GMOs and gluten.
- Decaf & Caffeine Options

THE GOLD STANDARD BSCG WWW.BSCG.ORG CERTIFIED DRUG FREE

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PHYSIQ SYSTEM

$140.99 USD

(subscription)

- PhysIQ™ Cleanse – Supports body's natural detoxification processes*
- PhysIQ™ ProBio – Supports healthy gut micro biome*
- PhysIQ™ Fat Burn – To kick your body's natural fat-burning capabilities into gear*
- PhysIQ™ Protein Shake – To help curb your appetite and build lean muscle*
- Together, with a healthy diet and exercise, they work as a comprehensive system to help you slim down, feel better, and stay that way*

REDUCTION OF ABDOMINAL FAT p<0.0001

Placebo

Sinetrol®

254% greater reduction over placebo

254% greater reduction over placebo

REDUCTION OF WAIST SIZE p<0.0001

Placebo

Sinetrol®

263% greater over placebo

263% greater over placebo

REDUCTION OF HIP SIZE p<0.0001

Placebo

Sinetrol®

262% greater over placebo

262% greater over placebo

LIPOLYTIC EFFECT: FFA RELEASE p<0.0001

Placebo

Sinetrol®

964% greater release over placebo

964% greater release over placebo

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.

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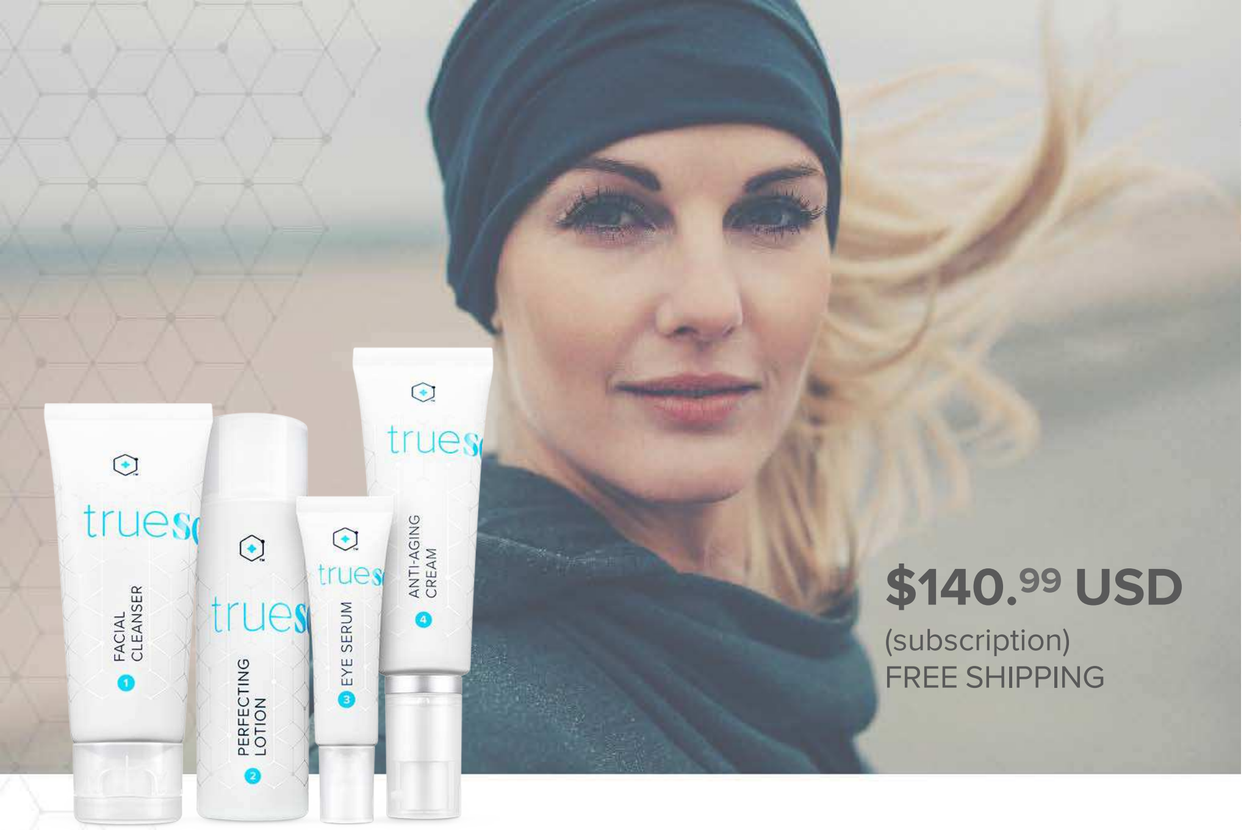


Younger **looking skin.*** **87%**

Skin felt **smoother.*** **94%**

Brighter and **more luminous skin.*** **88%**

More moisturized **and hydrated skin.*** **95%**

truescience

BEAUTY SYSTEM

- Mitigates visible effects of skin damage caused by oxidative stress
- Nrf2 Activation steps up skin's own protective barriers for a more youthful appearance
- Provides protection against environmental assaults on skin for a beautiful look
- Counterbalances the visible negative effects of sun related damage

PETANDIM

FOR DOGS

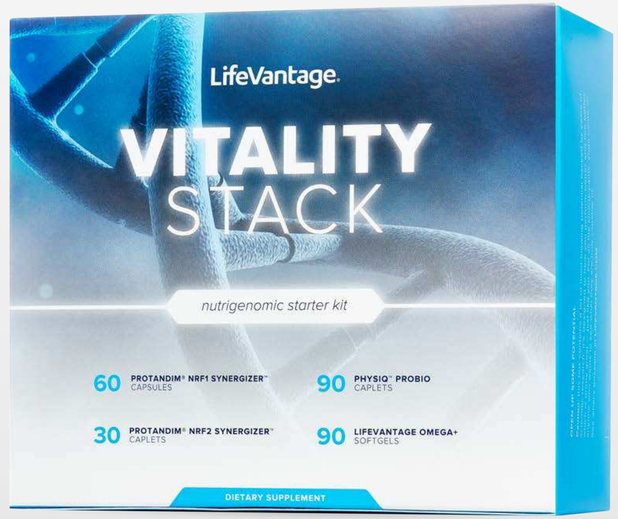
- A shinier coat
- Increased playfulness
- More energy
- Supports joint health
- Supports hearing and eyesight

LifeVantage Petandim is the first supplement for dogs formulated to combat oxidative stress through Nrf2 activation.

Reference: Effect of an antioxidant formulation on Clinical, hematological, and oxidative markers in Healthy and arthritic dogs.

Study No. V011413, Animal Health Consulting, LLC (AHC), January 2013

BIOHACK your complete Body System:
All you need to make sure your brain, heart, eyes, and other vitals are working at peak performance*....
On The Go!
Ask about **FREE SHIPPING**



Nrf2 activated skincare, reduce oxidative stress from the outside for a beautiful look

Nrf2 activation for the whole family*

Nrf2 activated nootropics: brain performance on demand*

Holistic & smart weight management*

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CHOOSE YOUR LEVEL OF BIOHACKING

PROTANDIM Nrf2

$40.99 USD

(subscription)

ACTIVATED ESSENTIALS

$125 USD

(subscription) **FREE SHIPPING**

PROTANDIM Dual Synergizer

$85.99 USD

(subscription)

VITALITY STACK Bottles or Packets

$149/$151 USD

(subscription) **FREE SHIPPING**

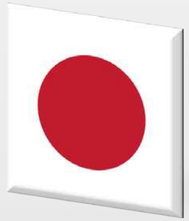
WHERE WE STARTED

- Products sold since 2003
- Investigative Report on ABC's 'Prime Time' in 2005 led to a flurry of media attention
- Switched from retail to direct sales in 2009
- Publicly traded on the NASDAQ (LFVN)
- Exemplary Corporate Leadership - 100+ years combined experience in Network Marketing

AT THE FOREFRONT OF BIOHACKING AND NUTRIGENOMICS

MARKETS / COUNTRIES OPEN FOR DISTRIBUTORS

USA


JAPAN

MEXICO

CANADA

AUSTRALIA

HONG KONG

THAILAND

SCOTLAND

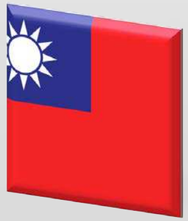
WALES

N. IRELAND

GREAT BRITAIN

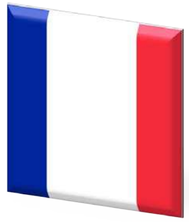
NETHERLANDS

GERMANY


TAIWAN

GLOBAL CUSTOMER PROGRAM

ITALY


FRANCE

IRELAND

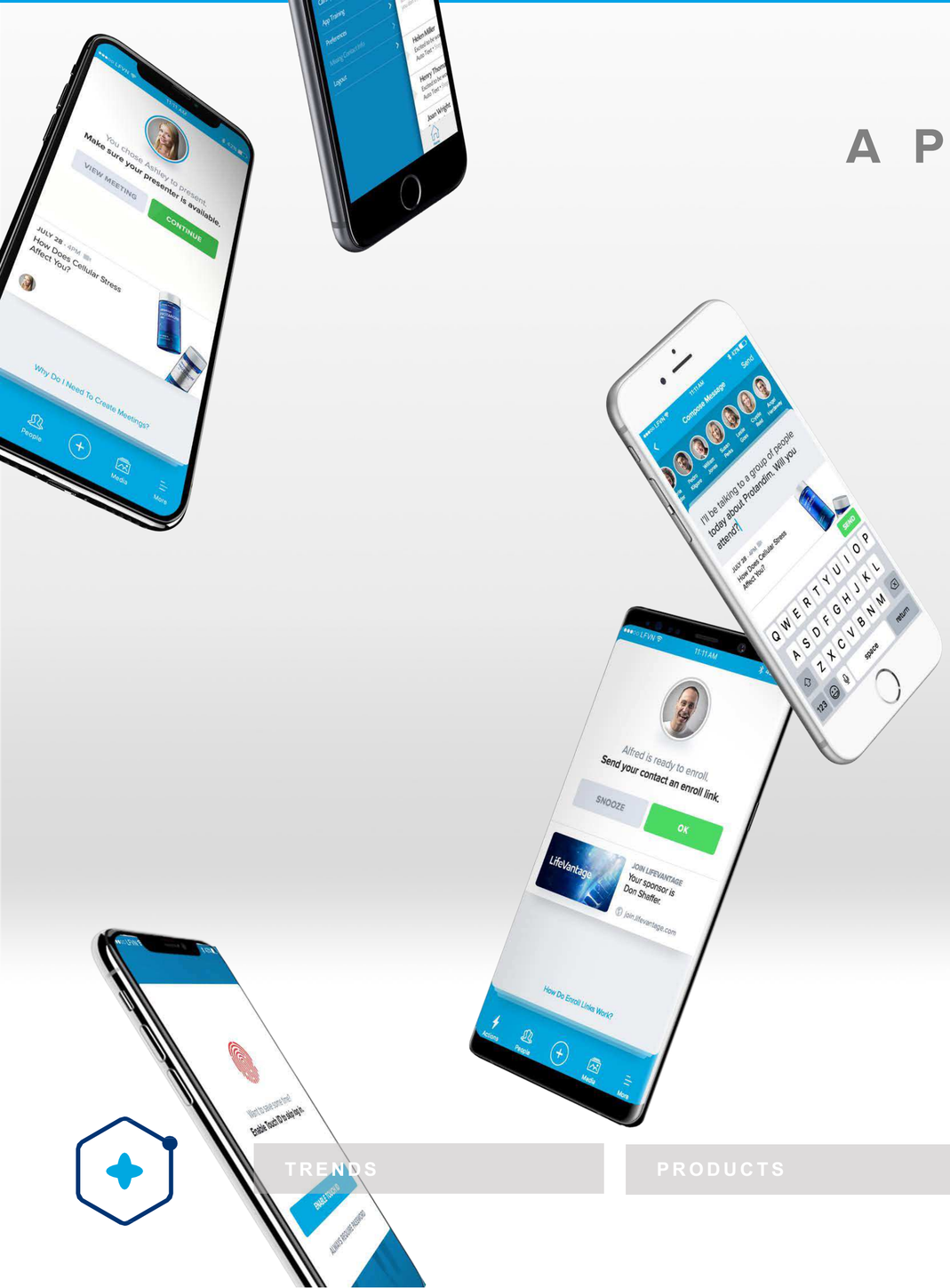
AUSTRIA

BELGIUM

NEW ZEALAND

DOMINICAN REPUBLIC

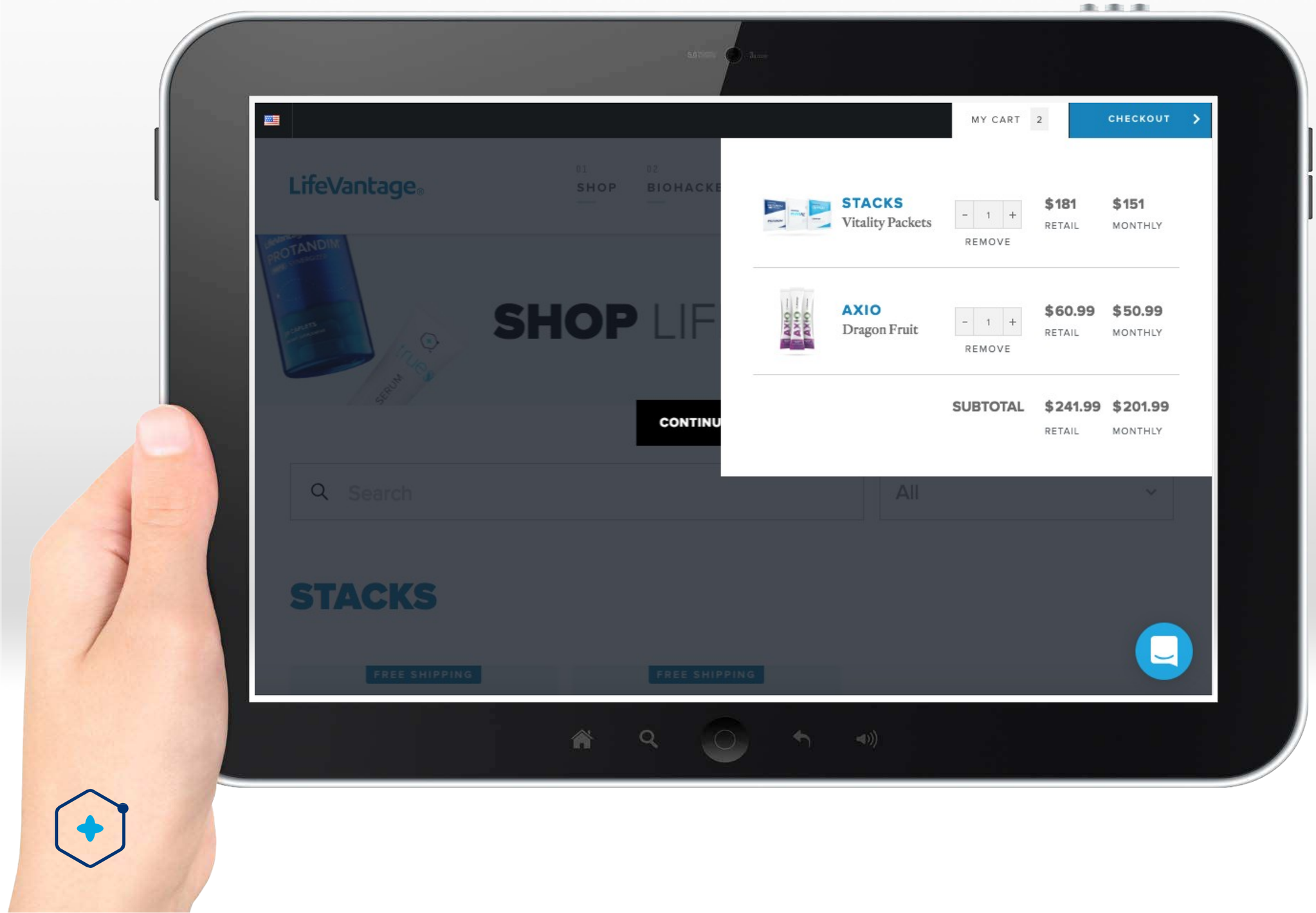
A PROVEN SYSTEM



- Laptop lifestyle – Social sharing
- LifeVantage App – Always know what to do next. Run your entire business right from your pocket. (Text **LifeVantage** to **44222** to download now, for **FREE**)
- Connect with a team – You're in business ***for*** yourself but not ***by*** yourself
- Systematic Regional and Corporate trainings
- Take control on YOUR terms

PROVEN SYSTEM

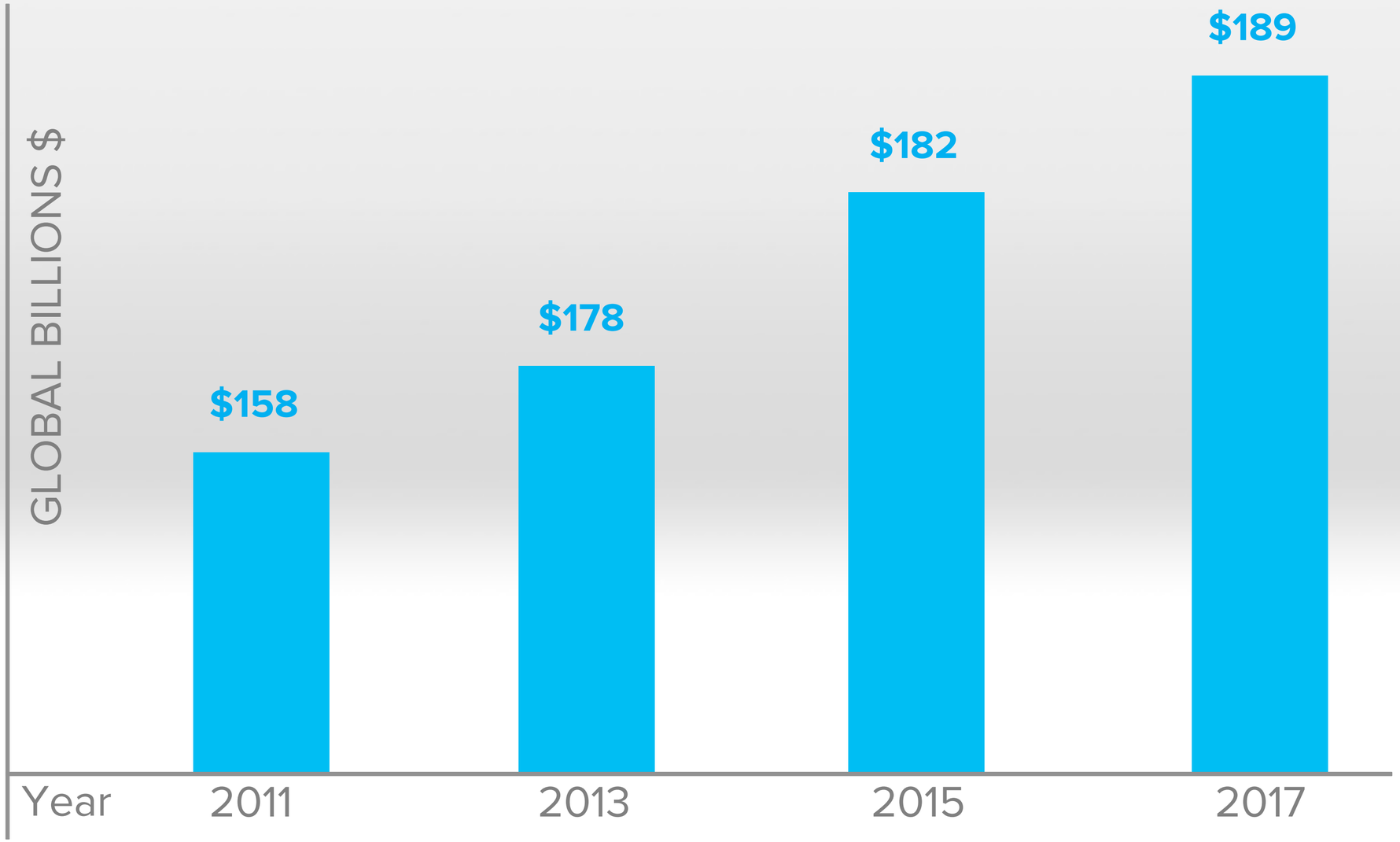
- **FREE** Replicated Website

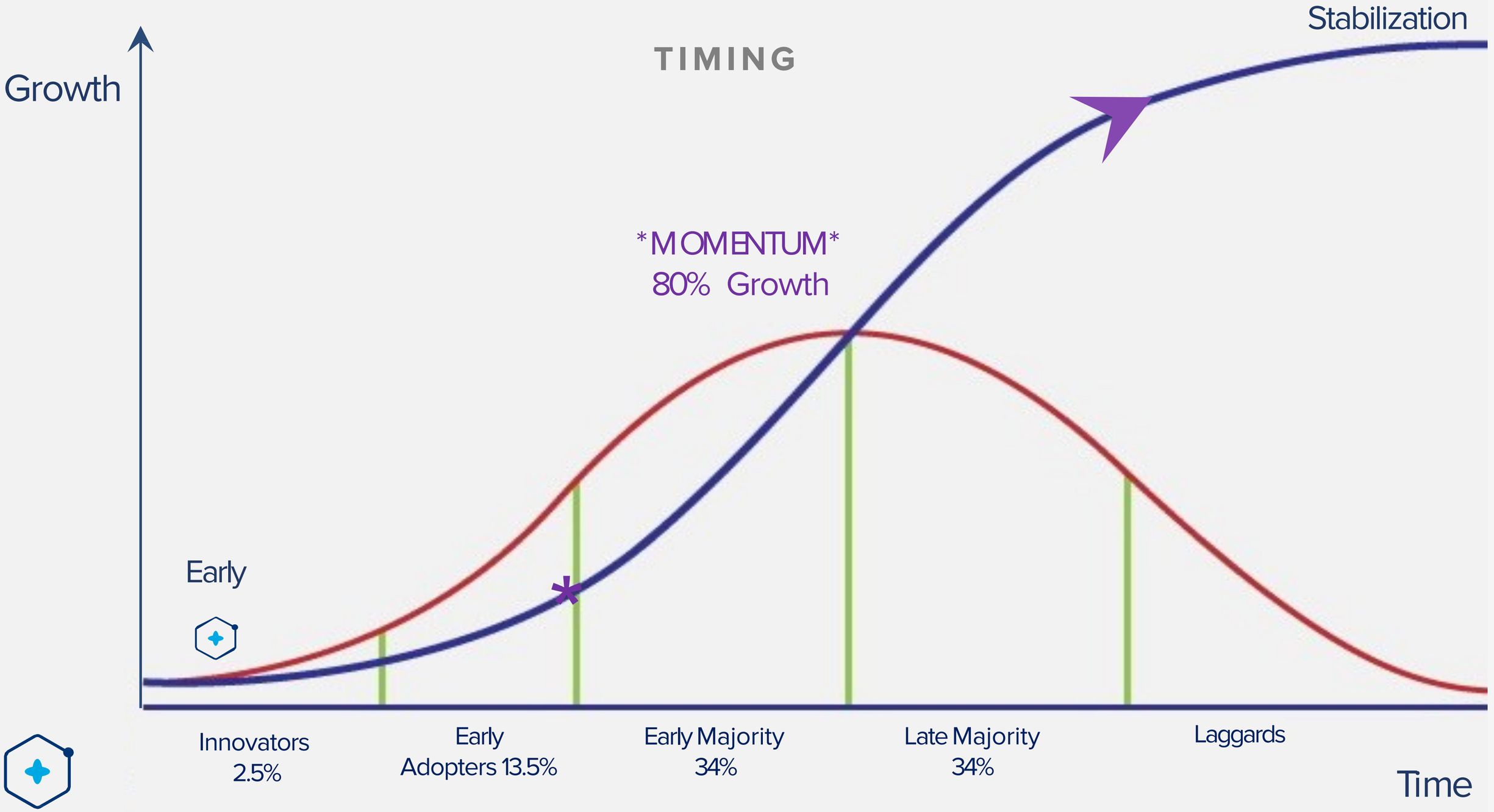


PROVEN SYSTEM

- Online shopping portal
- EASY Checkout

NETWORK MARKETING FACTS




TIMING
Growth
Stabilization
MOMENTUM
80% Growth
Early
Innovators
2.5%
Early
Adopters 13.5%
Early Majority
34%
Late Majority
34%
Laggards
Time

FAST TRACK WITH A PACK

LOW Startup cost. SOLID earnings opportunity. PART-TIME to Start.*

FREE SHIPPING

Gold Performance Pack + Start Kit

~~$758.95~~ $650

FREE SHIPPING

Platinum Pack + Start Kit

~~$1447.92~~ $1250

PLATINUM EXPERIENCE

ASSETS:

- *Corporate*
- *Production*
- *Quality Control*
- *Shipping*
- *Customer Service*
- *Website / IT*
- *Advertising*
- *Marketing*
- *Legal & Compliance*
- *Accounting*
- *Events & Promotions*

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

*http://www.lifevantage.com/wp-content/uploads/2017/09/LV-Earnings-Income-Statement-V.04.pdf

NETWORK
of consumers

NETWORK
of distributors

HOW DO I MAKE MONEY?

GET PAID WEEKLY:

- Smart Start Bonuses (30-40%)
  – Customers and Distributors
- Launch Bonuses (Grow Your Team)
- Become profitable

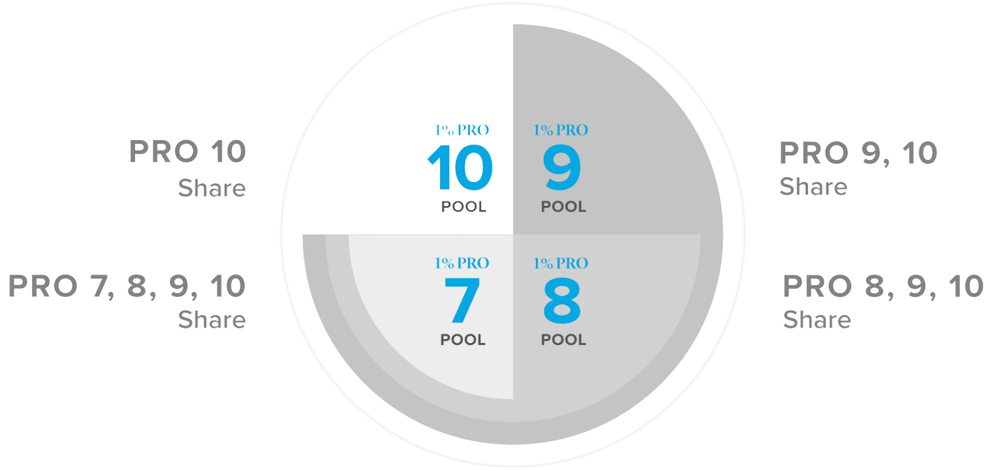
GET PAID MONTHLY:

- Royalty Commissions
- Generational Match Bonus
- Elite Pools
- Rank Bonuses (Master Ranks)

*http://www.lifevantage.com/wp-content/uploads/2017/09/LV-Earnings-Income-Statement-V.04.pdf

My LifeVenture

4% Global Revenue Sharing



HOW FAR CAN YOU TAKE THIS?

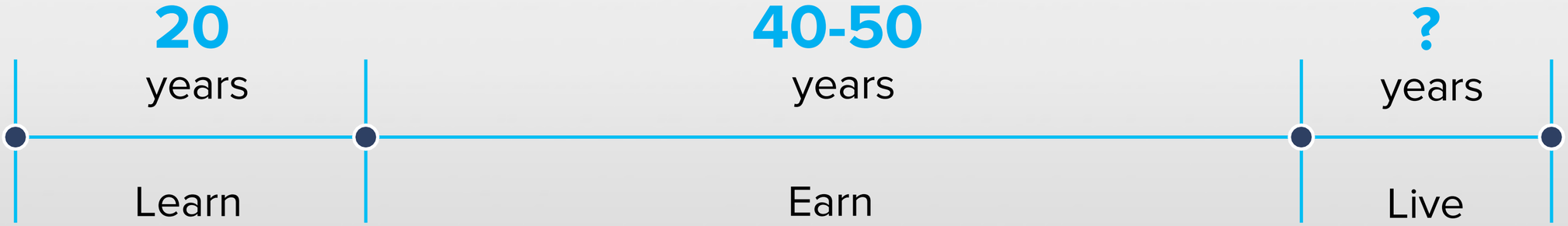
PAID RANK	ANNUAL AVG.	MONTHLY AVG.	MONTHLY MAXIMUM	MONTHLY MINIMUM	TOTAL ANNUAL PAYOUT	AVERAGE % OF PAID DISTRIBUTORS AS A % OF TOTAL DISTRUBUTORS
Distributor	$156	$13	$9,440	$0	$1,731,282	40%
Pro 1	$948	$79	$3,331	$0	$3,427,754	18%
Pro 2	$3,132	$261	$13,610	$0	$6,484,652	9%
Pro 3	$6,960	$580	$9,060	$0	$6,679,706	5%
Premier Pro 4	$14,316	$1,193	$14,724	$0	$8,300,754	2%
Premier Pro 5	$30,612	$2,551	$18,718	$0	$7,924,772	<1%
Premier Pro 6	$70,296	$5,858	$23,950	$2	$8,263,390	<1%
Elite Pro 7	$135,504	$11,292	$32,214	$2	$5,678,802	<1%
Elite Pro 8	$274,668	$22,889	$77,525	$6,375	$6,256,421	<1%
Elite Pro 9	$511,592	$42,641	$66,955	$16,498	$4,336,764	<1%
Master Pro 10	$1,197,936	$99,828	$124,920	$57,058	$4,592,237	<1%
Executive Master Pro 10	$1,328,868	$110,739	$154,854	$85,258	$1,993,294	<1%

JULY 1, 2016 THROUGH JUNE 30, 2017

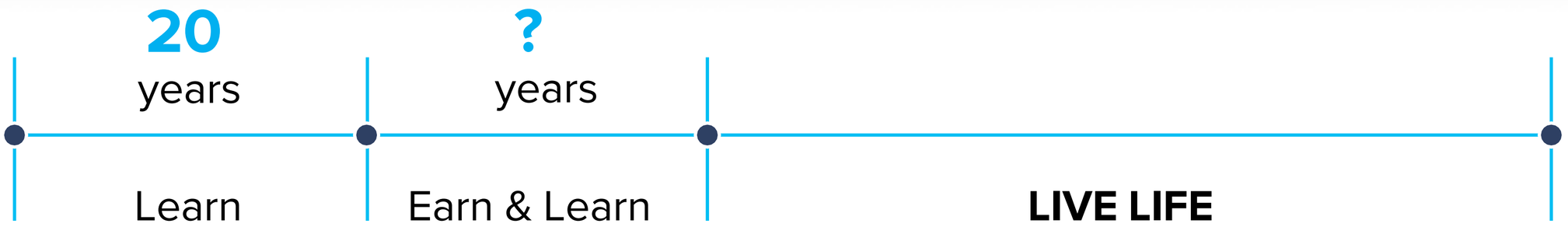
The earnings of the Distributors in this chart are not necessarily representative of the income, if any, that a Distributor can or will earn through the LifeVantage Compensation. Distributors' success will depend on individual diligence, work effort and market conditions. LifeVantage does not guarantee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

LIFE LINE OPTIONS:

with The Traditional 40-50 Plan



with LifeVantage



“Never depend on
a single income.

Make an investment of
time and effort to
create a second source”

Cure Duchenne™

deworm the world

LIGHT IT UP GOLD
for childhood cancer awareness

SOLES 4 SOULS

Sisters HOPE™

STREET ANGELS

Operation Smile

Intermountain
Primary Children's
Medical Center
The Child First and Always®

AGAINST MALARIA FOUNDATION

WOUNDED WARRIOR PROJECT

HUNGER RELIEF INTERNATIONAL™

FAMILIES HELPING FAMILIES

WELLS OF LIFE

LifeVantage®

Legacy.

Traffic Jam

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LifeVantage®