



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

*Why*

**LifeVantage<sup>®</sup>**

*For me?*



# THE NEW GIG ECONOMY

***UBER***

***AIRBNB***

***FACEBOOK***

***AMAZON***

## BUSINESS HAS CHANGED



TRENDS

PRODUCTS

COMPANY

TIMING & SYSTEM

COMPENSATION

\* 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

vs.

# Biohacking

- ✦ 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

- ✦ 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  
Anti-Aging

\$121B  
Skin Care

\$67B  
Pet Care

\$50B  
Energy

\$37B  
Weight Loss

\$6.2B  
Hair Care



# PROTANDIM<sup>®</sup>

## 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 COMMON WEALTH
- ◆ AMERICAN PHYSIOLOGICAL SOCIETY
- ◆ UNIVERSITY OF COLORADO
- ◆ HARVARD UNIVERSITY
- ◆ COLORADO STATE
- ◆ WASHINGTON 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**





**\$49.99 USD**  
(subscription)

# 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.



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 improve tight junctions and communication between your brain and gut to help signal that you're full\*

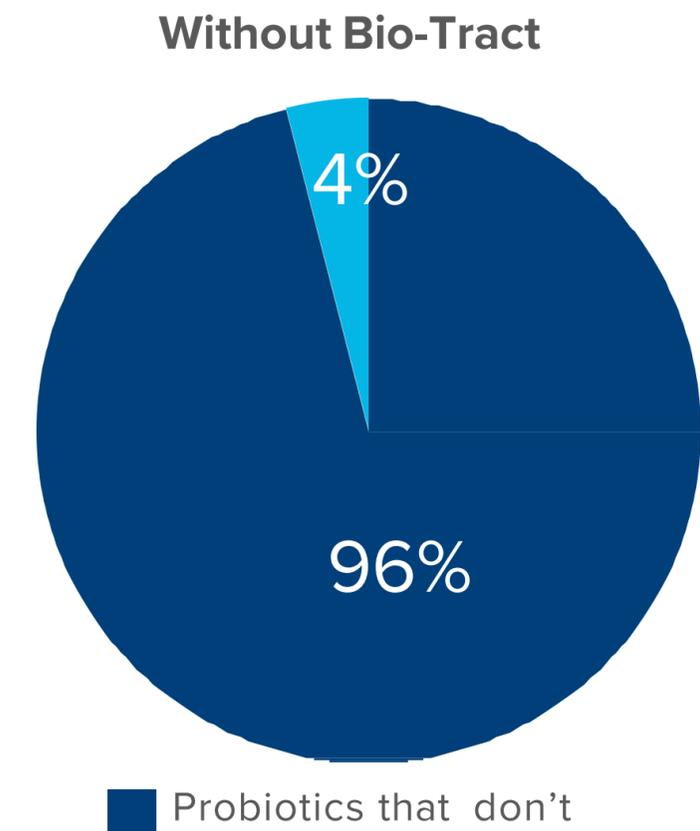
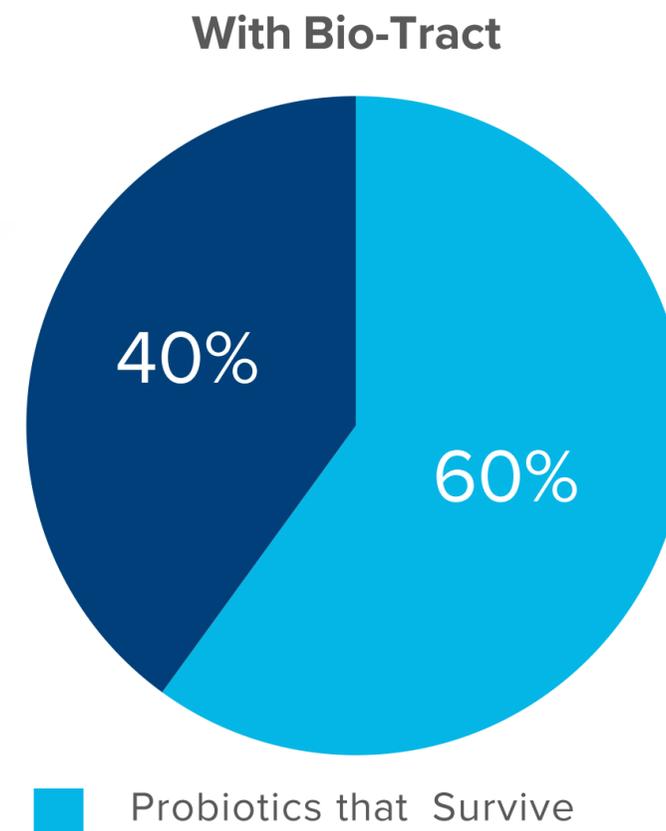
\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



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.



**\$40.99 USD**  
(Subscription)



# OMEGA+

- ◆ Supports cognitive, heart, and skin health, while supporting a healthy immune system\*
- ◆ Omega 3's, NO OMEGA 6's or FILLEROILS
- ◆ 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®



**\$40.99 USD**  
(Subscription)



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\*

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TRENDS

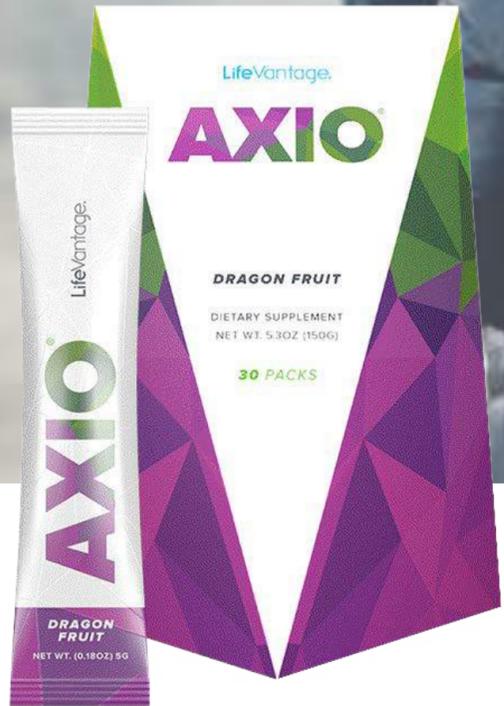
PRODUCTS

COMPANY

TIMING & SYSTEM

COMPENSATION





**\$50.99 USD**  
**30 Packs**  
(subscription)

# AXIO<sup>®</sup>

## 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



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# PHYSIQ™ SYSTEM

**\$140.99 USD**  
(subscription)



- ◆ PhysIQ™ Cleanse – Supports body’s natural detoxification processes\*
- ◆ PhysIQ™ ProBio – Supports healthy gut microbiome\*
- ◆ 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\*



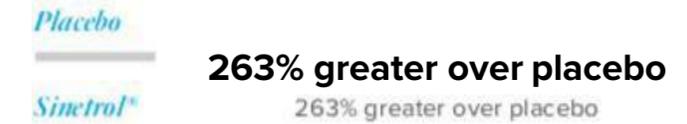
REDUCTION OF ABDOMINAL FAT p<0.0001



REDUCTION OF HIP SIZE p<0.0001



REDUCTION OF WAIST SIZE p<0.0001



LIPOLYTIC EFFECT: FFA RELEASE p<0.0001



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*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.*



**\$140.99 USD**  
(subscription)  
FREE SHIPPING

# 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

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

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

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

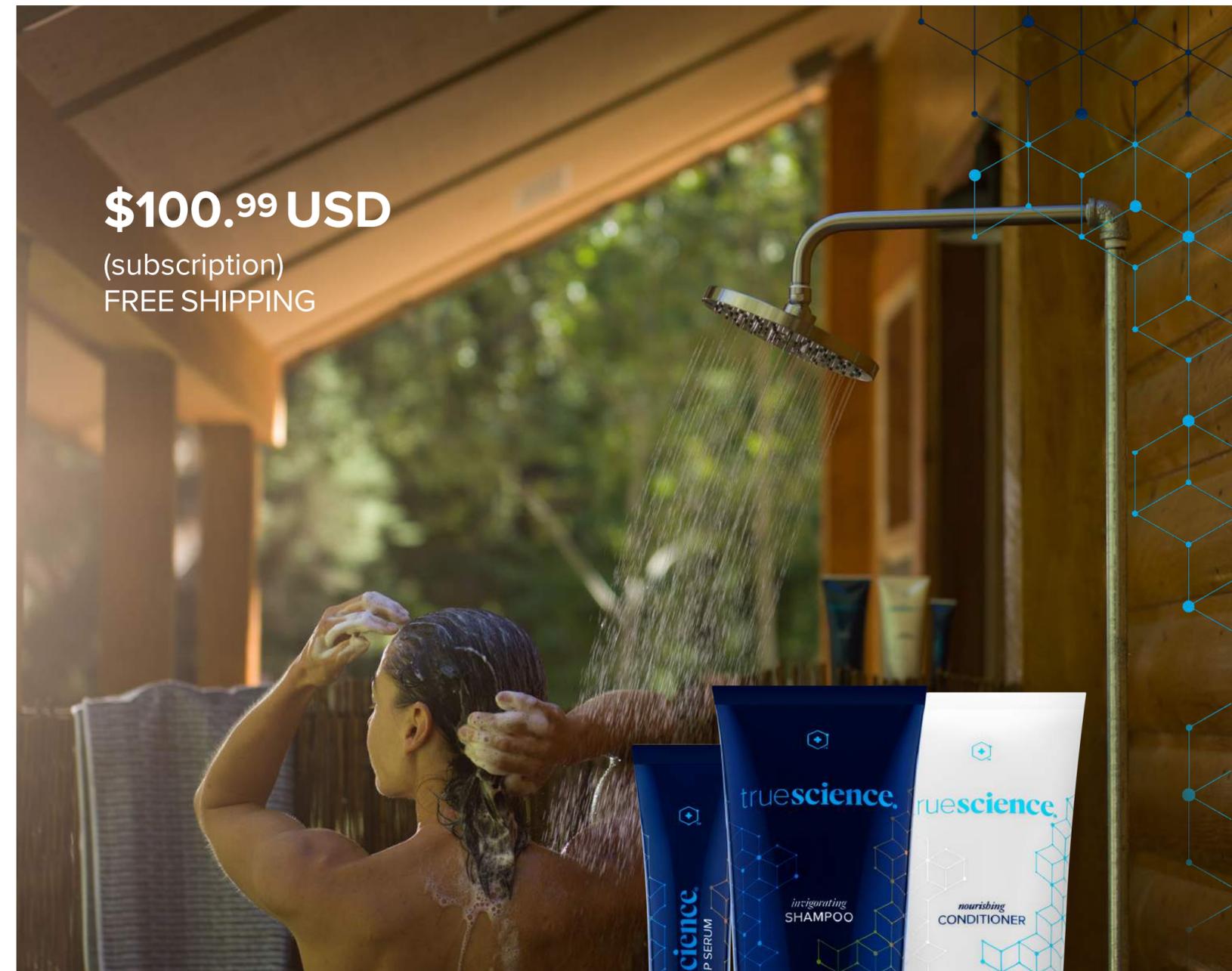
 More moisturized and hydrated skin.\*  
**95%**



# truescience<sup>®</sup>

*hair care system*

- ◆ Clean formula
- ◆ Mindfully formulated with Nrf2 ingredients
- ◆ Protects against environmental assaults
- ◆ Nourishes your scalp to support the normal hair growth cycle
- ◆ Improves shine and body for fuller and thicker looking hair



**\$100.99 USD**

(subscription)  
FREE SHIPPING



**\$25.99USD**  
(subscription)



**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**



Hair Care System  
 designed for biohackers



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



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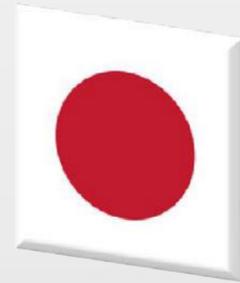
COMPENSATION

# 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

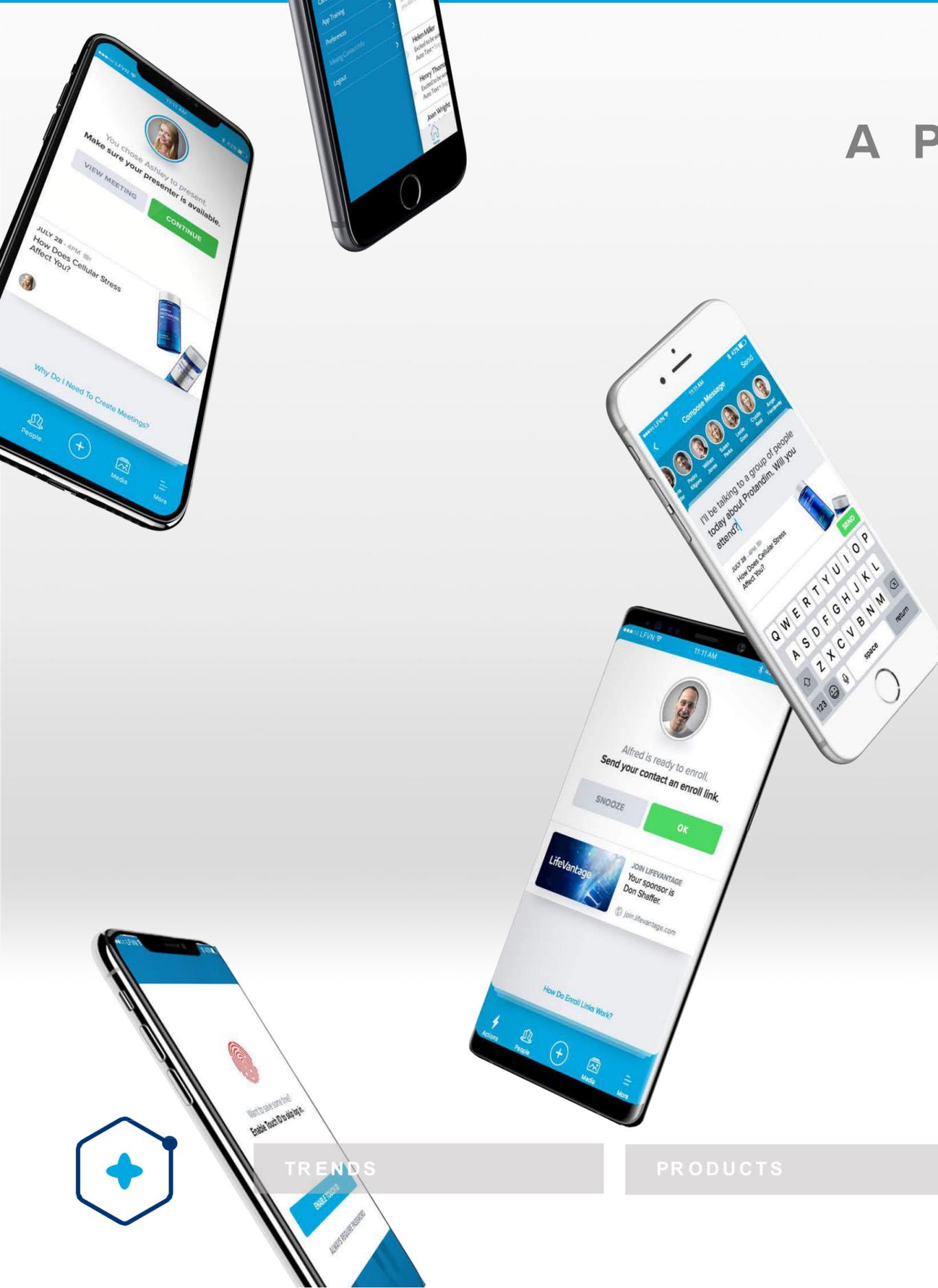


DOMINICAN REPUBLIC



## 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



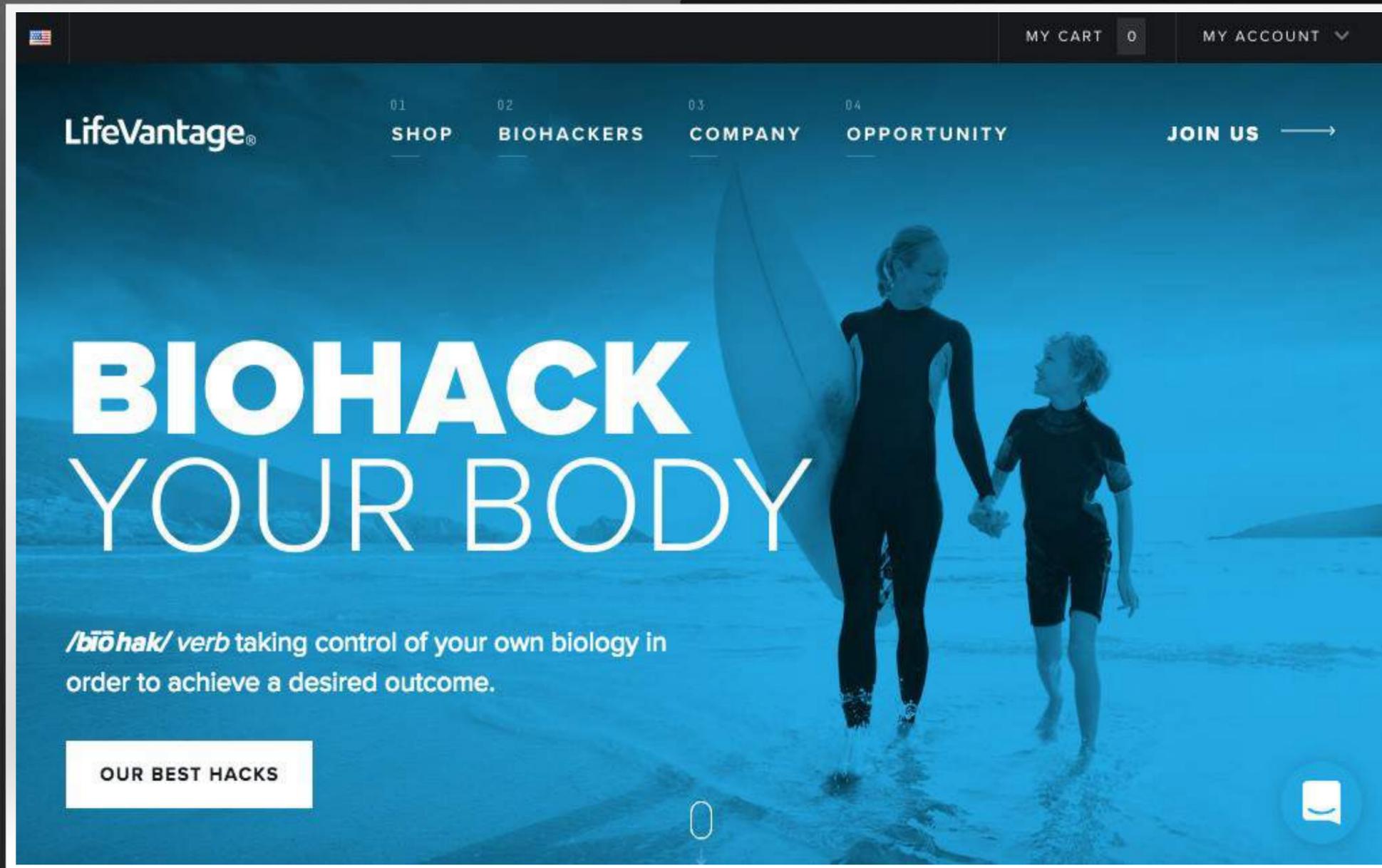
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PROVEN  
SYSTEM

◆ **FREE** Replicated  
Website



LifeVantage

SHOP BIOHACKER

MY CART 2 CHECKOUT

**STACKS**  
Vitality Packets

1

\$181 RETAIL \$151 MONTHLY

REMOVE

**AXIO**  
Dragon Fruit

1

\$60.99 RETAIL \$50.99 MONTHLY

REMOVE

**SUBTOTAL** \$241.99 RETAIL \$201.99 MONTHLY

SEARCH Search All

STACKS

FREE SHIPPING

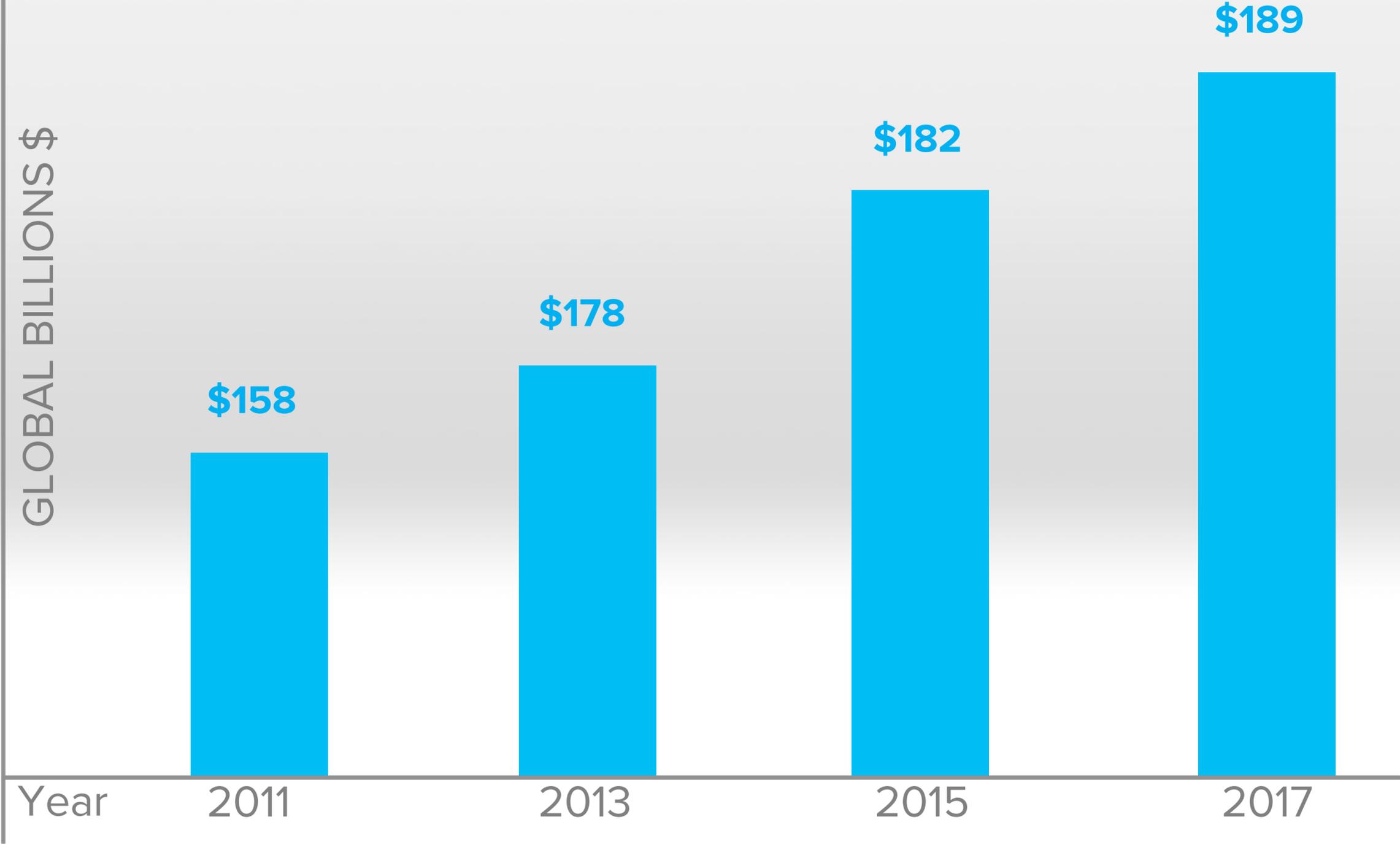
FREE SHIPPING

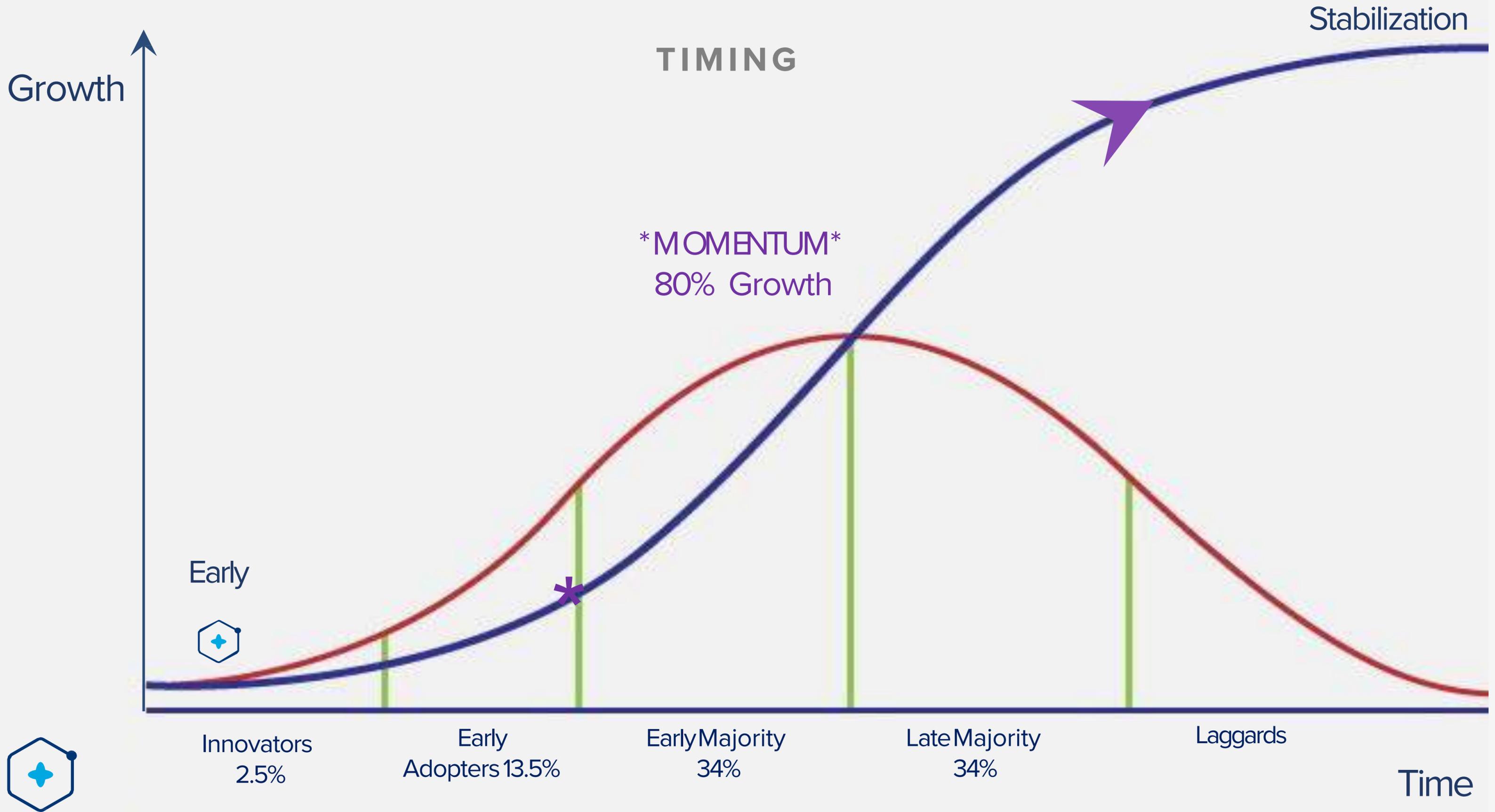
## PROVEN SYSTEM

- ◆ Online shopping portal
- ◆ EASY Checkout



# NETWORK MARKETING FACTS





# 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**



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



**NETWORK**  
*of consumers*

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

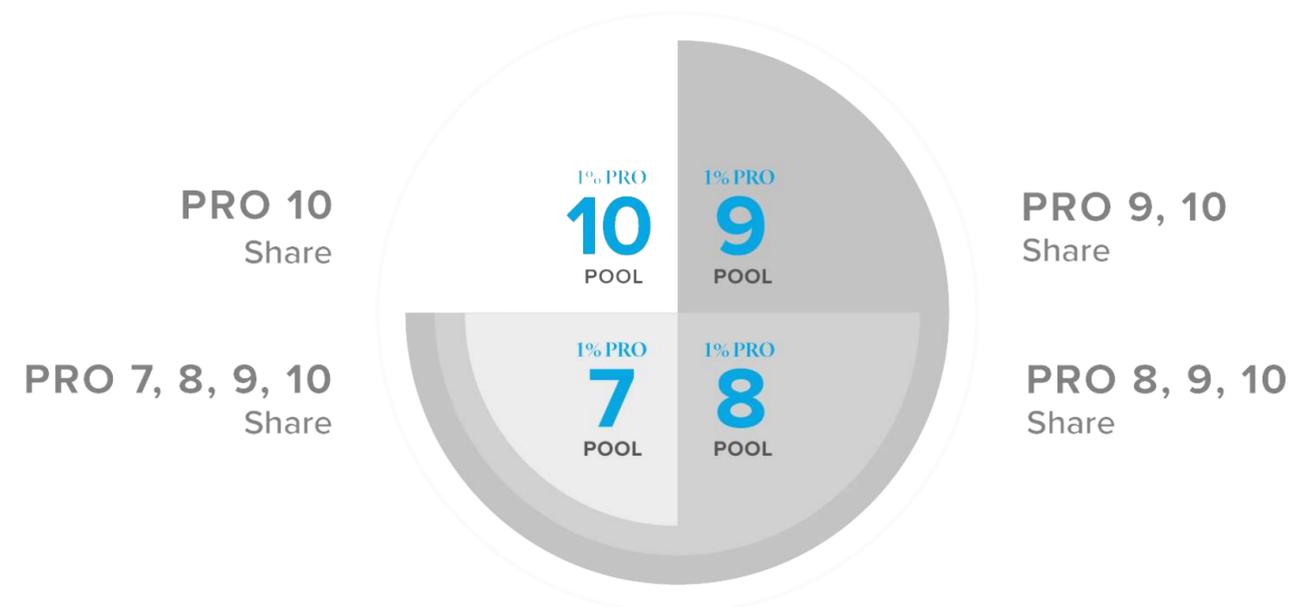


**NETWORK**  
*of distributors*

## 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 DISTRIBUTORS |
|-------------------------|-------------|--------------|-----------------|-----------------|---------------------|---|
| 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.

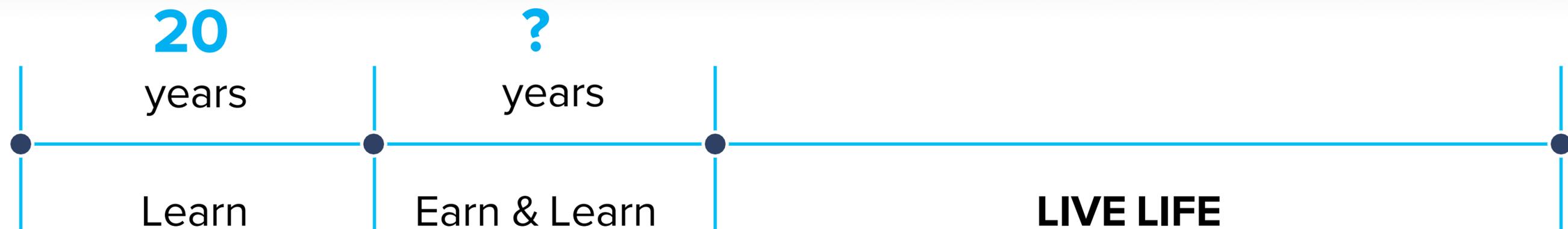


LIFE LINE OPTIONS:

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”





**SOLES  
4  
SOULS**



**LifeVantage**

Traffic Jam

 **Legacy.**

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LifeVantage®

