



February 29, 2024

VIA EMAIL

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.
P.O. Box 927
Madison, CT 06443
lsmith@truthinadvertising.org

LifeVantage.

Re: February 14, 2024, Letter Alleging Deceptive Income Claims Used to Market the LifeVantage Business Opportunity

Dear Ms. Smith:

Thank you for the above-referenced letter. We have reviewed it and have taken actions deemed appropriate under current law. LifeVantage is committed to compliance with applicable law as well as the DSA's Code of Ethics, and we work hard to maintain these commitments.

Should you have any further concerns or questions, please do not hesitate to contact me.

Sincerely,



Alissa Neufeld
General Counsel

Cc: Joseph Mariano, President (*via email*)
Direct Selling Association
jmariano@dsa.org

Peter Marinello, Vice President (*via email*)
Direct Selling Self-Regulatory Council
pmarinello@bbbnp.org