

LifeVantage.



December 2, 2016

VIA REGULAR MAIL

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

Re: LifeVantage Corporation's Deceptive and Illegal Health Claims

Dear Ms. Smith:

Our CEO, Mr. Darren Jensen, has asked me, the Vice President of Compliance, to respond to your letter Dated November 22, 2016 referencing "LifeVantage Corporation's Deceptive and Illegal Health Claims."

First of all, let me assure you that we do take these matters very seriously. Seriously enough to have recognized the inadequacies of our historic manual attempts to police this area on our own. So, we have recently contracted with an outside firm to assist us in locating, identifying, then removing both inappropriate health claims and those misrepresenting earnings and lifestyle. That is good news. Unfortunately, we are still in the ramp up phase with this contractor and are still updating "key words" that should help us to stay on top of such claims in the future.

That being said, I am pleased to report that we did take immediate action and are removing the sampling that you provided at your website. Also, because of the recent partnership discussed above, we have been able to initiate the removal process with others making the same or similar health claims that we discovered as we completed our initial searches. Of course, identifying the source is step one. We anticipate improving such searches and increasing the efficiencies of the necessary enforcement steps that follow as we remove such claims altogether.

We appreciate your concern and dedication to these matters and look forward to improving, then perfecting, our efforts towards the elimination of unsubstantiated and illegal health claims in the future.

Sincerely,

A handwritten signature in blue ink that reads "Eric E. Marchant". The signature is fluid and cursive.

Eric E. Marchant
Vice President of Compliance
LifeVantage Corporation

Cc: Darren Jensen, CEO, LifeVantage Corporation