



LifeVantage® TRUESCIENCE™

FREQUENTLY ASKED QUESTIONS

1. What is TrueScience?

The TrueScience brand is an expanded skincare line with the most advanced Nrf2 and skincare technologies available. When it was introduced, TrueScience Facial Cream represented the best of our skincare and Nrf2 technology with respect to moisturizing, smoothing and softening fine lines and wrinkles. Our new, expanded TrueScience line represents an exciting leap forward to the next generation of skin care — proven in a clinical study to address the visible signs of aging all over your face.

This new expanded line of skin care products was created to work in tandem, to give you more visible results than ever before — younger-looking skin that is smoother, firmer, more luminous, more deeply hydrated, and has a more even skin tone.

2. What is the TrueScience regimen?

The expanded LifeVantage TrueScience regimen with enhanced Nrf2 technologies includes: Ultra Gentle Facial Cleanser for clean skin without drying, Perfecting Lotion for brighter looking skin and a more even skin tone, Eye Corrector Serum reduces visible signs of aging, fine lines and wrinkles, diminishes visible dark circles, Facial Cream for visibly smoother, more deeply hydrated skin with softer fine lines and wrinkles that seem to disappear.

3. Why a TrueScience regimen?

The TrueScience regimen offers a difference you can truly see and feel, and it offers a new and robust source of revenue, because the benefits of each product are additive to one another. The more products used together, the better the results. Each product targets a different trouble spot.

4. What is so unique about Ultra Gentle Facial Cleanser?

TrueScience Ultra-Gentle Cleanser features an oligosaccharide, which protects and supports the bioflora naturally present in the skin, so that everything stays in balance, leaving skin clean, soft and not dried out. It also features LifeVantage's proprietary enhanced Nrf2 technologies to help your skin protect itself from free radical damage.

5. What is so unique about Perfecting Lotion?

TrueScience Perfecting Lotion is a new category all its own. It is not a toner. It is not a serum. It is hybrid lotion that is light to apply, gives a gentle tightening effect, while leaving the skin feeling

smooth and hydrated. It also features LifeVantage's proprietary enhanced Nrf2 technologies to help your skin. Used every day, Perfecting Lotion works to improve skin clarity and even tone.

6. What is so unique about Eye Corrector Serum?

First, it's a serum, while many eye products are creams. Second, TrueScience Eye Corrector Serum is specifically formulated to effectively strengthen and support the thin, fragile skin around the eyes. As it visibly firms upper eyelids, it helps minimize the appearance of dark circles and diminish bags under eyes. It also features LifeVantage's proprietary Nrf2 technology to help your skin.

7. How do I know that the regimen is safe?

LifeVantage complies with all relevant regulations governing the cosmetics industry and has performed extensive safety testing typical for skincare products. In the Human Repeated Injury Patch Testing (HRIPT), no irritation was found. In the Het-Cam test, which is a test for ocular irritation, no irritation was noted; however, no animals were harmed in the testing of TrueScience products.

8. How soon can I expect to see results? What is the timeframe to see visible results?

Individual results will vary. The regimen has been independently tested and shown to be efficacious for reducing the signs of aging (fine lines, wrinkles, lightening of age spots, elasticity, resistance to stress, etc.) when used twice a day for at least 28 days.

9. Can I use this regimen if I have a skin condition like psoriasis, rosacea, etc.?

LifeVantage recommends consulting with your healthcare provider prior to using TrueScience.

10. Can I use this regimen if I have acne?

TrueScience employs noncomedogenic formulas; however, if you have additional concerns, please consult with your dermatologist or healthcare provider.

11. How long will each product last?

Each TrueScience product is designed to be used twice a day and last 30 days.

12. What is the item number for the TrueScience Set?

5020US, 5020JP, 5020NA, 5020AP

13. What is the Distributor/Preferred Customer Wholesale AutoShip price and PV for the TrueScience Set?

\$207 CAD Distributor/160 PV

14. What is the retail price of the TrueScience Set?

\$230 CAD

15. Is the TrueScience Set, eligible for the Preferred Customer Referral Credit Program?

Yes.

16. Will the \$250 monthly purchase limit for Preferred Customers be raised to accommodate the TrueScience Set purchases?

When the Skin Care line is available for purchase, Preferred Customer limits will be increased to the following: USA — 600 PV (went from 350 PV to 600 PV), Canada, Mexico, Australia, Hong Kong, Philippines — 500 PV, Japan — no limits

17. Are there other cautions for sensitive skin?

For those with sensitive skin: Test product on forearm before using on face. Apply a small amount to your inner forearm. If no irritation occurs after a few minutes, apply to face as directed.

18. What times are best for use? Morning and Night?

TrueScience is designed to be used twice a day, in the morning and at night.

19. Do the products have a SPF rating?

None of the products have sunscreen ingredients, so it does not have a SPF number.

20. How much is in each bottle?

It depends on the product: 50 ml (1.7 oz) for Ultra Gentle Cleanser, 120 ml (4.05 oz) for Perfecting Lotion, 10 ml (0.34 oz) for Eye Corrector Serum and 50 ml (1.7 oz) for the Facial Cream.

21. Is there a way for me to see how low the product is on the side of the bottle?

The bottles are transparent so you can see how much product remains.

22. Is there still going to be the same 350 PV limit for PC's? Especially with the volume increase promotion.

When the Skin Care line is available for purchase, Preferred Customer limits will be increased to the following: USA — 600 PV (went from 350 PV to 600 PV), Canada, Mexico, Australia, Hong Kong, Philippines — 500 PV, Japan — no limits

23. Is there any way to return part of the set and not the other bottles?

Because there is a discount given with the purchase of an entire TrueScience kit, we will not allow individual kit components to be returned. However, if a distributor or customer is returning the product because of a defect in an individual product, they should be allowed to retain the rest of the set and return the defective product. Because the products will be available for individual purchase, there's no reason LifeVantage can't or shouldn't make good on the defect within a set.

24. Where is this manufactured?

The TrueScience products are manufactured in the U.S.A.

25. Is this just for the face?

It depends on the product. The eye serum is intended only for the face. The Cleanser, Perfecting Lotion and the Facial Cream may be used on the face, neck and chest areas. Furthermore, the Perfecting Lotion can be used on areas such as top of hands and forearms and legs.

26. Will there be a recommended amount for use?

The products have all been designed to last 30 days for twice a day use. We recommend three pumps of Cleanser per application, one pump of the Eye Corrector Serum, three pumps of the Facial Cream. The Perfecting lotion has a larger volume so one teaspoon is recommended to cover face, neck, décolletage, top of the hands and forearms.

27. Is the Eye Corrector Serum water resistant?

The Eye Corrector Serum has not been tested for water resistance.

28. Was this tested on animals?

The finished products were not tested on animals.

29. Does this qualify for the PC referral program?

Yes. TrueScience will qualify for the PC referral program.

30. How does this compare to our Competitor's products?

Our skincare line contains exclusive formula ingredients available only to LifeVantage. Our skincare line is the only line of products in the Direct Selling industry using the Nrf2 technology. Also, many competitor's clinical studies are conducted on individual ingredient within their product. LifeVantage's clinical study was conducted on the finished product. The results of our study showed a very high approval rate of users. Ninety-three percent of participants agreed that they would recommend this product.

31. How will volume work?

TrueScience Set \$207 CAD/160 PV/160 OV

32. Will it be available at a volume discount?

There is a discounted price when the TrueScience regimen is purchased as a kit rather than as individual items. No additional volume discount is given.

33. What's the recommended usage of the skin care line? For each product? Once... twice daily?

Twice daily, morning and night.

34. Are there specific conditions where people cannot use the new skin care line?

LifeVantage recommends that anyone with a skin condition requiring medical care consult with their healthcare provider prior to using TrueScience.

35. If I return a product from the set what happens to my PV?

Because there is a discount given with the purchase of an entire TrueScience kit, we will not allow individual kit components to be returned. Any product that is returned, the volume and/or commissions paid on that product will also be reversed.

36. Who's the core client, secondary, tertiary audience?

The primary market would be those 35 years of age and above who wish to reduce the visible signs of aging, and the secondary market would be those 20 to mid-30s who wish to maintain their skin's youthful appearance.

37. What is the correct order to use the products in the regimen?

Cleanser, Perfecting Lotion, Eye Corrector Serum and Anti-Aging cream.

38. If skin is a little pink after one month, is this normal?

Yes, this is normal. Pink skin is the color of healthy and young skin, as with the skin of a baby. As we age, our skin color takes on a more drab olive or brownish tone.

39. Are TrueScience products suitable for all skin types?

TrueScience products are suitable for most skin types.

40. Do the TrueScience products have the same name in all markets?

The product descriptors vary by market in accordance with the regulatory laws. However, the product formulations are identical, as is the brand name, TrueScience.

41. I have sensitive skin. Can I use TrueScience?

For those with sensitive skin, test the product(s) on your forearm before using on your face. Apply a small amount to your inner forearm. If no irritation occurs after a few minutes, apply to face as directed.

42. How do I use TrueScience?

Use only as directed (refer to the product directions on the individual packaging or the product insert) in the following order: Cleanser, Perfecting Lotion, Eye Corrector Serum and Anti-aging cream.

43. Can I order individual products?

Yes. You can purchase TrueScience as a set or purchase the products individually.

44. Do your products contain parabens?

All TrueScience products are paraben free.

45. Do you have non-chemical sunscreen in your products?

No. There is no sunscreen in TrueScience.

46. Are TrueScience products safe to use before and after a cosmetic procedure?

TrueScience products are safe to use before a cosmetic procedure but after a cosmetic procedure, if the skin is broken or reddened or highly sensitive, LifeVantage recommends consulting with your healthcare provider.

47. What is the fragrance of the TrueScience?

Yuzu, a citrus fruit resembling a small grapefruit and originating in East Asia, is the TrueScience fragrance your customers know and love.

48. Is there fragrance in every TrueScience product?

The signature TrueScience fragrance your customers love has been included in the Ultra Gentle Cleanser, Perfecting Lotion, and Facial Cream. The Eye Serum is unscented for use around the gentle eye area.

49. Why doesn't the line have a sunscreen?

The TrueScience regimen is to be used morning and night to assist the skin's natural mechanisms. LifeVantage may expand the TrueScience line in the future.

50. The TrueScience Ultra Gentle Cleanser leaves my skin feeling soft and moisturized, but not tight and dry. Is my skin really clean?

Yes. Tight and dry means you've removed your natural lipid protection. It doesn't mean you're clean.

51. What causes wrinkles?

Beneath the epidermis is the dermis, composed of structural proteins giving skin strength and elasticity. These proteins are mostly collagen fibers (80%) woven into a meshwork with elastin and other proteins. As we age, the amount of collagen declines, and both collagen and elastin fibers become looser, thicker, clumped, and even cross-linked to other fibers. The result is brittle and less elastic skin, leading to sagging and wrinkling. Free radicals, electron-hungry molecules or atoms (oxidants), cause these changes and are especially dangerous because they trigger a cascade of changes to biological molecules when electrons are pulled from one molecule to another, altering chemical structures and biological functions. Free radicals are byproducts of our energy metabolism and they are also generated by environmental influences, like air pollution, smoking, and ultraviolet radiation in sunlight. TrueScience products feature Nrf2 technology to help your skin protect itself from free radical damage.

52. I don't have any wrinkles. Can my skin still benefit from TrueScience? If so, how?

Yes, because it's never too early to start helping your skin stay looking young in the same way that it's never too early to eat properly to help your body perform optimally.

53. What will happen if I don't use all the TrueScience products?

Individually, TrueScience products are effective in helping your skin fight the visible signs of aging and helping protect skin from free radical damage, but they are designed to work in tandem for optimal results. Each product targets a different trouble spot, and the benefits are additive to one another.

54. Do I need to/can I use a make-up remover?

Depending on the amount of makeup you use, you may need an additional makeup remover.

55. How should I store the TrueScience products?

TrueScience products should be stored at room temperature, away from long-term exposure to direct sunlight and extreme temperatures.

56. Can I use other skincare products while employing the TrueScience regimen?

Yes. However, in the case of sunscreen, it should be applied after the TrueScience regimen.

57. Does LifeVantage have a dermatologist on staff?

No. However, TrueScience was developed in collaboration with top skin care researchers and ingredient manufacturers in France, home to some of the world's foremost authorities on beauty and skin care.

58. What are the ingredients in TrueScience Anti-Aging Cream?

Water, Glycerin, Dimethicone, Isopentyldiol, Cetearyl Alcohol, Glyceryl Stearate, Betaine, SD Alcohol 40-B, Butylene Glycol, Olea Europaea (Olive) Fruit Unsaponifiables, Whey Protein, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Plantago Lanceolata Leaf Extract, Brassica (Juncea/Oleracea Capitata/Oleracea Italica/Oleracea Botrytis/Oleracea Acephala) Sprout Extract, Carrageenan, Wasabia Japonica Root Extract, Sea Salt, Glycolipids, Soybean Phytosterols, Sodium Hyaluronate, Calcium Hydroxymethionine, 3-Aminopropane Sulfonic Acid, Hydroxyethylcellulose, Phellodendron Amurense Bark Extract, Santalum Album (Sandalwood) Extract, Hordeum Distichon (Barley) Extract, Tocopherol, Tocopheryl Acetate, Bacopa Monnieri (Brahmi), Silybum Marianum (Milk Thistle), Tetrahydrodiferuloylmethane, Tetrahydrodemethoxydiferuloylmethane, Tetrahydrobisdemethoxydiferuloylmethane, Tetrahydropiperine, Aloe Barbadensis Leaf Juice, Panthenyl Triacetate, Sodium Stearoyl Lactylate, Tetrahexyldecyl Ascorbate, Camellia Oleifera Leaf Extract, Pentylene Glycol, Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Hexylene Glycol, Fragrance, Carbomer, Xanthan Gum, Polysorbate 20, Tetrasodium EDTA

59. What are the ingredients in TrueScience Perfecting Lotion?

Water, Glycerin, Bupleurum Falcatum Root Extract, Brassica (Juncea/Oleracea Capitata/Oleracea Italica/Oleracea Botrytis/Oleracea Acephala) Sprout Extract, Xanthan Gum, Xylitylglucoside, Astragalus Membranaceus Root Extract, Anhydroxylitol, Bacopa Monnieri (Brahmi) Extract, Silybum Marianum (Milk Thistle) Extract, Curcuma Longa (Turmeric) Root Extract, Piper Nigrum (Pepper) Seed Extract, Camellia Oleifera (Green Tea) Leaf Extract, Atractylodes Macrocephala Root Extract, Wasabia Japonica Root Extract, Xylitol, Isoceteth-20, Ethylhexylglycerin, Phenoxyethanol, Fragrance, Malachite, Tetrasodium Glutamate Diacetate, Sodium Hydroxide, Citric Acid

60. What are the ingredients in TrueScience Cleanser?

Water, Sodium Cocoyl Isethionate, Sodium Methyl Cocoyl Taurate, Acrylates Copolymer, Cetearyl Alcohol, Alpha Glucan Oligosaccharide, Xylitylglucoside, Panthenol, Aloe Barbadensis Leaf Juice, Cetareth-20, Bacopa Monnieri (Brahmi) Extract, Silybum Marianum (Milk Thistle) Extract, Curcuma Longa (Turmeric) Root Extract, Piper Nigrum (Pepper) Seed Extract, Camellia Oleifera (Green Tea) Leaf Extract, Algae Extract, Phenyl Trimethicone, Anhydroxylitol, Aminomethyl Propanol, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Hydrogenated Lecithin, Xylitol, Caprylyl Glycol, Ethylhexylglycerin, Hexylene Glycol, Phenoxyethanol, Fragrance, Cyclomethicone, Dimethiconol, Tetrasodium Glutamate Diacetate, Sodium Hydroxide

61. What are the ingredients in TrueScience Eye Corrector Serum?

Water, Glycerin, Polysorbate 20, Ethylhexyl Palmitate, Albizia Julibrissin Bark Extract, Alpha Glucan Oligosaccharide, Plantago Lanceolata Leaf Extract, Brassica (Juncea/Oleracea Capitata/Oleracea Italica/Oleracea Botrytis/Oleracea Acephala) Sprout Extract, Aloe Barbadensis Leaf Juice, Algae Extract, Darutoside, Bacopa Monnieri (Brahmi) Extract, Silybum Marianum (Milk Thistle) Extract, Curcuma Longa (Turmeric) Extract, Piper Nigrum (Pepper) Seed Extract, Camellia Oleifera (Green Tea) Leaf Extract, Wasabia Japonica Root Extract, Allantoin, Xanthan Gum, Panthenol, Phenoxyethanol, Carbomer, Caprylyl Glycol, Ethylhexylglycerin, Hexylene Glycol, Tocopheryl Acetate, Citric Acid, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Tetrasodium Glutamate Diacetate, Sodium Hydroxide

62. Are TrueScience products safe to use before/after cosmetic surgery?

LifeVantage recommends consulting with your healthcare provider prior to using TrueScience.

63. Can TrueScience products be used after dermabrasion, facials, chemical peels, or waxing?

LifeVantage recommends consulting with your healthcare provider prior to using TrueScience.

64. Do the TrueScience products lose potency and effectiveness after their expiration date?

LifeVantage does not recommend using TrueScience products after their expiration dates, as we cannot guarantee safety or quality.

65. Are the Nrf2 technologies a complex of natural plant extracts?

Yes. In addition to the global Protandim blend that LifeVantage customers are used to (the combination of milk thistle, Bacopa, turmeric, green tea and piperine). Additional Nrf-2 ingredients are all plant extracts.

66. Can the products be used with other skin care products, (e.g., cleansers)?

For optimal results, we recommend using as a regimen.

FOR MORE INFORMATION:

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**As part of an eight week cosmetic study, participants were asked to complete a self-assessment survey based on their use of the TrueScience products. Pictures displayed were taken of these participants. Individual results may vary.*