

Product Promise

- We are THE Activation Company
- Our products go beyond supplementation to activate your genes and the health coded within
- They represent the latest in innovation, scientific advancement, technology – They may try but no one else comes close



A person is running a large, light-colored dog on a leash through shallow water. The dog is splashing water. In the background, another person is running. The scene is outdoors, likely at a beach or near a body of water, with hills visible in the distance. The image has a dark, muted color palette.

Ongoing Activation Means
It Keeps *getting better*

Proud of Our History

- **Inside** = Protandim
- **Outside** = TrueScience
 - Anti-Aging
 - Cleanser
 - Perfecting Lotion
 - Eye Cream
 - Liquid Collagen



**Important to stay on top of activating
science, find opportunities to level up
and deliver on our promise.**



Skincare Today

- \$165 billion today, \$244 billion in 2028
- **Consumers are saying**
 - “Prove it”
 - “I research ingredients”
 - “Make it multi-benefit”
 - “It’s expected that you also take care of our planet”
 - “Skin care is the new self-care”



**TrueRenew was just the beginning of
a new era of activated skincare**

LifeVantage®
TRUESCIENCE®

Activated Skin Care Collection



Why Will I Love This?

- ♥ Science-backed, superior skin activation - ultimate approach to skin health
- ♥ Enhanced (+ more!) anti-aging benefits
- ♥ Premium, cutting-edge ingredients
- ♥ Simple 5-minute regimen
- ♥ Results you feel immediately



Kept The Best,
Leveled Up The Rest



What's Enhanced?

	Kept The Best	Levelled Up The Rest
Cleanser	<ul style="list-style-type: none"> ✓ Patented Nrf2 blend ✓ Gentle cleanser without stripping away natural oils ✓ Soothes and hydrates ✓ Leaves skin soft and balanced 	<ul style="list-style-type: none"> + Gentle exfoliation (via pomegranate enzymes), removes impurities, dead skin, and pores + Ginger root and bisabol for additional soothing + 8 new benefits + 5 new ingredient studies
Eye Serum	<ul style="list-style-type: none"> ✓ Patented Nrf2 blend ✓ Visibly tightens and firms upper eyelids ✓ Reduces appearance of fine lines and wrinkles, puffiness 	<ul style="list-style-type: none"> + 360° Age Correction (visibly improves dark circles, under eye bags, fine lines, crow's feet, eye lid roughness, puffiness; visibly lifts eye lid fold and crease) + 2 new benefits + 12 new ingredient studies + Instant cooling effect + caffeine for alert appearance
Moisturizer	<ul style="list-style-type: none"> ✓ Patented Nrf2 blend ✓ Anti-Aging ✓ Deeply moisturizes for smoother skin ✓ Addresses visible loss of firmness and elasticity ✓ Reenergizes skin, boost overall radiance 	<ul style="list-style-type: none"> + Brighter skin in just 7 days + Reduces visible age spots + Combats the emergence of future dark spots + Supports the skin's moisture barrier to help retain moisture + 4 new benefits + 6 new ingredient studies



Give Me the Highlights

TrueClean Refining Cleanser	TrueLift Illuminating Eye Cream	TrueRenew Daily Firming Complex	TrueHydrate Brightening Moisturizer
Cleanses and refines skin to create the perfect canvas for a brilliant complexion.	Reduces the appearance of dark circles and under eye puffiness, and visibly lifts revealing radiant, revitalized eyes.	Renew the true you with skin-loving ingredients in a better-than retinol alternative that is clinically proven to tackle 11 visible signs of aging, so you can reclaim your youthful radiance.*	Brightens, moisturizes, and rejuvenates for youthful age-defying skin.
<ul style="list-style-type: none">Cleanser + pomegranate enzyme exfoliantDoesn't strip your skin's natural oils	<ul style="list-style-type: none">360° age correctionInstant cooling effect + caffeine for alert appearance28 Days to Visible Benefits<ul style="list-style-type: none">Visibly lifted eyelid fold and crease by 13%*Decreased look of eyelid roughness by 15%*Reduced appearance of puffiness by 37%*	<ul style="list-style-type: none">Better-than-retinol alternative (as compared to cosmetic retinols)Helps skin look firmer, starting in 21 daysImproves 11 visible signs of aging	<ul style="list-style-type: none">Anti-Aging Cream + enhanced benefitsDay 1—Skin is hydrated to the equivalent of 2 weeks' use of hyaluronic acid.*Brighter skin in just 7 days*Day 60—Age spots have visibly faded.*



*Results from clinical studies on key ingredients in the formula. Individual results may vary.

Amazing Add Ons

Products that don't as consistent of a run through rate are great to add to your Subscription one-time, as needed

- Perfecting Lotion
 - Same formula, pricing and packaging
- And something new under the sun... see you in Punta Cana



What Makes This Better for My Business?

- Easy conversation = larger audience
- Everyone has a regimen
- Immediate, sensory experience
 - See
 - Feel
 - Touch
- Skincare creates emotional connection
- New wallet share
- Clean, science-backed, eye-catching products you can create raving fans that purchase, but also want to keep subscribing for ongoing results
- Current TrueScience purchasers will love the enhanced benefits and see results fast



How Does Our Cleanser Compare?

	TrueScience TrueClean 2 fl.oz	Comparative Product A (Sephora) 1.7 oz	Comparative Product B (Sephora) 2.6 oz	Comparative Product C (Nordstrom) 4.2 oz	Comparative Product D (Sephora) 4.1 oz	Comparative Product E (Amazon) 1 oz
	\$27.19	\$22	\$66	\$80	\$88	\$45
Exfoliates	X	X	X	X	X	X
Refines	X	X	X	X	X	
Softens	X	X	X	X	X	
Refreshes	X				X	
Balanced/No Stripping	X					
Cleanses Pores	X	X	X			X
Gentle Enough For Sensitive Skin/Daily Use	X		X			
Nrf2 Blend	X					

How Does Our Eye Cream Compare?

	TrueScience TrueLift 0.5 fl oz	Comparative Product A (Nordstrom) 0.5 fl oz	Comparative Product B (Sephora) 0.5 fl oz	Comparative Product C (D2C, Sephora) 0.5 oz	Comparative Product D (Sephora) 0.5 oz	Comparative Product E (Sephora) 0.5 oz
	\$43.59	\$47	\$38	\$64	\$65	\$64
Reduces Appearance Of Dark Circles	X		X		X	
Reduces Appearance Of Under Eye Bags	X	X	X	X	X	X
Reduces Appearance Of Fine Lines, Wrinkles And Crows' Feet	X	X		X	X	
Visibly Lift Eyelid Fold And Crease	X					X
Visibly Decrease Eyelid Roughness	X	X				
Visibly Reduce Puffiness	X	X	X	X	X	X
Cool And Smooth	X					X
Sensitive Skin	X					
Nrf2 Blend	X					

How Does Our Moisturizing Cream Compare?

	TrueScience TrueHydrate 1.7 fl oz	Comparative Product A (D2C) 1.0 fl oz	Comparative Product B (D2C) 1.7 fl oz	Comparative Product C (Nordstrom) 2 oz	Comparative Product D (Sephora) 1.7 fl oz	Comparative Product E (Sephora) 1.7 oz
	\$71.99	\$89	\$58	\$280	\$72	\$63
Powerful Brightening	X (7-days)	X (No timeframe)	X (4-weeks)	X (No timeframe)	X (4-weeks)	X (No timeframe)
Deeply Moisturizing	X		X	X		X
Enhances Radiance	X	X		X		X
Reduce Appearance Of Hyperpigmentation (Age Spots And Dark Spots)	X	X	X		X	X
Combats Appearance Of Future Age Spots	X				X	
Addresses Loss Of Firmness And Elasticity	X			X		
Visible Improvement In Skin Tone	X	X	X	X	X	X
Visible Improvement In Fine Lines And Wrinkles	X			X	X	
Sensitive Skin	X					
Nrf2 Blend	X					

What About Customer Pricing?

Product	Current/Existing Consultant Price	Consultant Price	Customer Subscription Price	Customer One-Time Retail Price	SV
TrueClean	\$27.59 (Price of old Cleanser)	\$27.19	\$30.59	\$33.99	22
TrueLift	\$43.59 (Price of old Eye Cream)	\$43.59	\$49.04	\$54.49	35
TrueRenew	-	\$59.99	\$67.49	\$74.99	48
TrueHydrate	\$75.19 (Price of old Anti-Aging)	\$71.99	\$80.99	\$89.99	58
TrueScience Activated Skin Care Collection	\$147.19	\$169.99	\$191.24	\$212.49	140
Perfecting Lotion (Add On)	\$37.99	\$37.99	\$42.74	\$47.49	32
Punta Cana Reveal (Add On)	\$32.19				



What Are Some Tips for Talking About Price?

- Pricing stayed same or lower with cleanser, eye serum and cream
- Full collection is slightly higher due to additional treatment product (TrueRenew)
- Products are multi-benefit, get to the root of skincare (the cell) to address many skin concerns
- Number of active ingredients increased in each formula
- **Average** US consumers spend ~\$200/mo on beauty, skincare, and treatment products/services, refocus the conversation to a better-for-you alternative

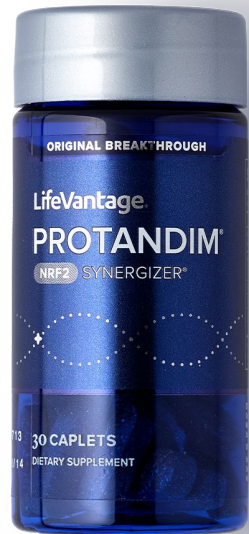




Why the Face Lift?

- Naming reflects benefits consumers look for and will experience with the products + there's a direct connection with the activation story
- Reflects activated lifestyle
- Jar = sustainability + no issues getting all product
- Plastic = recyclable
- Same sizes as products before

How Does This Fit with Other LifeVantage Products?



INSIDE HEALTH



INSIDE/OUTSIDE HEALTH



OUTSIDE/SKIN HEALTH



Packs & Stacks

PACK 1 (New)

Healthy Glow + TrueScience Skin Care Collection

Plus, Free Shipping and Start Kit

\$349.99/250 SV (15.4% discount)

PACK 2 (Replace HG Consultant Pack)

Nrf2 + Collagen + TrueRenew

Plus, Free Shipping and Start Kit

\$249.99/150 SV (17.2% discount)

STACK 1 (New)

Healthy Glow + TrueScience Skin Care Collection

\$309.99/250 SV (14.7% discount)

STACK 2 (Replace HG Consultant Stack)

TrueRenew + Nrf2 + Collagen

\$209.99/150 SV (17.2% discount)

STACK 3

Nrf2 + TrueRenew

\$94.99/75 SV (16.4% discount)

Available at Momentum Academy



How Do You Talk About it With New People?

RECOMMENDED IDEAS FOR TRAINING YOUR TEAMS

Sip & Glow

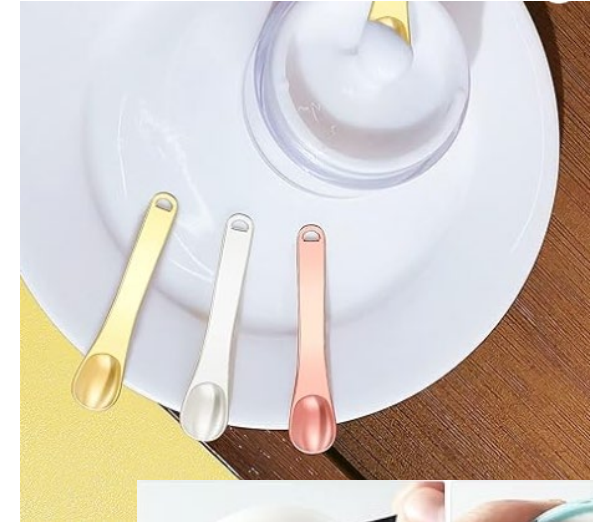
- Added sensory experience for in-person events
- The perfect pair to your collagen experience.
- Share before and afters with testimonials

Talk Online

- Conversions by skin care concern
- Focus on the benefits

Take time to Follow up one on one

- Reach back out to those who weren't interested before
- Follow up with skin care enthusiasts



Welcome to the Preview Group!

- Paid as EC1 and above + top TrueScience enrollers are being sent all the products in the Activated Skin Care Collection
- With the market potential and new Consultants ready to lead with skin care and Customers looking for results, we need your help to make this launch and product line a success!



What We Need From You

- Join the Activation Ambassadors Facebook Group
- Weekly Calls Wednesdays at 10:30 AM MT
- Create and Share Teaser Content
- Tease your experience and talk about what you are feeling and seeing ! Only rule - don't say the names of the products or show the full label on camera yet.
- Top group participants will join panel at Momentum Academy



SCAN TO JOIN
FACEBOOK GROUP



Activation Ambassadors

content request schedule

Week 1

February 5-11

Before photo +
Starting your
skincare journey

Week 2

February 12-18

Why clean skin care
matters

Week 3

February 19-25

Secret “Get Ready
with Me” or
unboxing

Week 4

February 26- March 3

Results you are
already seeing

Week 5

March 4-10

Launch
announcement and
product reveal

Week 6

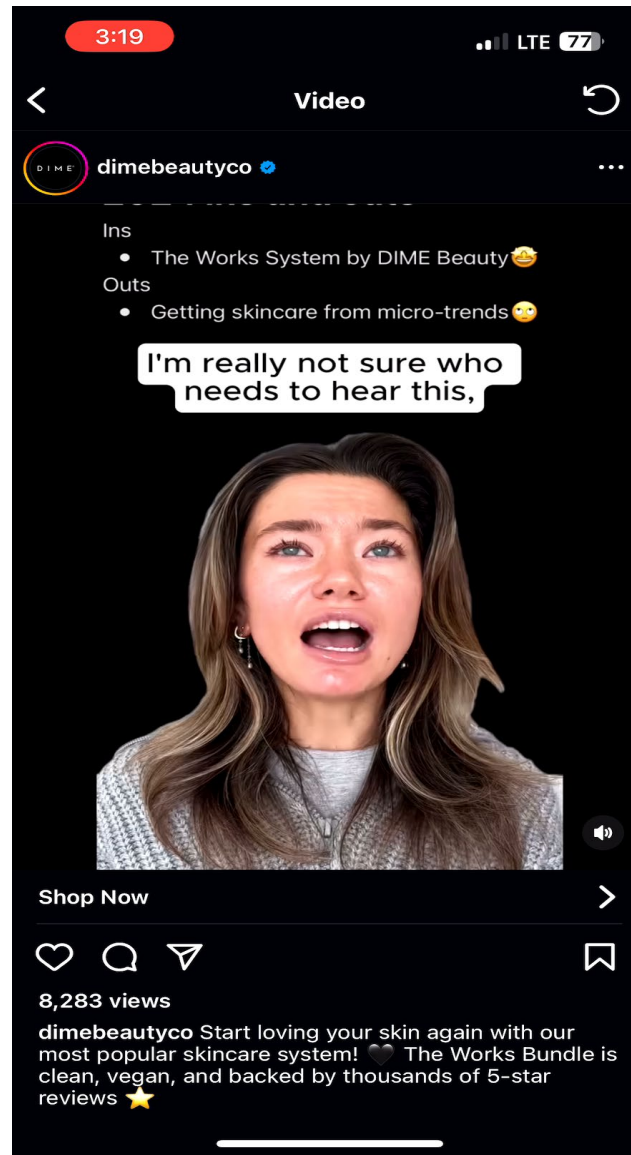
March 11-25

Before/After Image
side by side

Week 7

March 18-25

Official “Get Ready
with Me”



Key Dates for TrueScience Launch in US

February 19 Teaser campaign starts

March 2 Product first launches in Canada and Europe

March 4 Added - Just launched in Canada! Come to Momentum Academy to be the first to get it

March 14 Available for purchase at Momentum Academy

March 15 Launched for all other Consultants and Customers

March 31 Last day to get TrueScience Facial Cleanser, Eye Serum, and Anti-Aging Cream (last Subscription run on March 25)

April 1 Subscriptions with TrueScience will automatically adjust to new product