

Updated Pricing and PV - Subscription*

Updated pricing goes into effect October 1st, 2022

PRODUCT	UPDATED PRICE	OLD PRICE	\$ PRICE CHANGE	% PRICE CHANGE	UPDATED PV	OLD PV	PV CHANGE	% PV CHANGE
Protandim® Nrf1 Synergizer™	52.00	63.66	- 11.66	-18.3%	42	40	+ 2	5.0%
Protandim® Nrf2 Synergizer™	52.00	53.24	- 1.24	-2.3%	42	40	+ 2	5.0%
LifeVantage® Daily Wellness	52.00	50.00	2.00	4.0%	42	40	+ 2	5.0%
LifeVantage® IC Bright	32.00	30.00	2.00	6.7%	25	24	+ 1	4.2%
LifeVantage® Omega+	45.00	46.65	- 1.65	-3.5%	32	30	+ 2	6.7%
LifeVantage® Pro+	50.00	51.86	- 1.86	-3.6%	32	30	+ 2	6.7%
TrueScience® Anti-Aging Cream	89.00	85.07	3.93	4.6%	68	65	+ 3	4.6%
TrueScience® Cleanser	37.00	35.37	1.63	4.6%	24	23	+ 1	4.3%
TrueScience® Conditioner	49.00	46.36	2.64	5.7%	32	30	+ 2	6.7%
TrueScience® Eye Serum	53.00	50.49	2.51	5.0%	38	36	+ 2	5.6%
TrueScience® Hand Cream	19.00	17.56	1.44	8.2%	11	10	+ 1	10.0%
TrueScience® Perfecting Lotion	53.00	49.90	3.10	6.2%	34	32	+ 2	6.3%
TrueScience® Scalp Serum	69.00	65.88	3.12	4.7%	47	45	+ 2	4.4%
TrueScience® Shampoo	43.00	40.26	2.74	6.8%	28	27	+ 1	3.7%
Antioxidants + Gut Health Stack™	137.00	150.00	- 13.00	-8.7%	105	100	+ 5	5.0%
Activate Daily Wellness™	97.00	92.00	5.00	5.4%	84	80	+ 4	5.0%
Variety Stack™	310.00	295.00	15.00	5.1%	220	200	+ 20	10.0%
Vitality Stack™ Bottle	175.00	184.26	- 9.26	-5.0%	132	125	+ 7	5.6%
Well-Being Essentials Stack™	137.00	140.00	- 3.00	-2.1%	105	100	+ 5	5.0%
Protandim® Dual Synergizer™	98.00	108.67	- 10.67	-9.8%	84	80	+ 4	5.0%



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TrueScience® Hair Care System	133.00	126.88	6.12	4.8%	95	90	+ 5	5.6%
TrueScience® Beauty System	186.00	177.82	8.18	4.6%	137	130	+ 7	5.4%
Core Support Stack™	135.00	145.00	- 10.00	-6.9%	105	100	+ 5	5.0%
Thriving Health Stack™	140.00	144.99	- 4.99	-3.4%	105	100	+ 5	5.0%
Health in Focus Stack™	115.00	120.00	- 5.00	-4.2%	88	85	+ 3	3.5%

