

# 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         | 57.40     | - 5.40          | -9.4%          | 42         | 40     | + 2       | 5.0%        |
| Protandim® Nrf2 Synergizer™      | 52.00         | 48.00     | 4.00            | 8.3%           | 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         | 42.06     | 2.94            | 7.0%           | 32         | 30     | + 2       | 6.7%        |
| LifeVantage® Pro+                | 50.00         | 46.76     | 3.24            | 6.9%           | 32         | 30     | + 2       | 6.7%        |
| TrueScience® Anti-Aging Cream    | 89.00         | 84.37     | 4.63            | 5.5%           | 68         | 65     | + 3       | 4.6%        |
| TrueScience® Cleanser            | 37.00         | 35.08     | 1.92            | 5.5%           | 24         | 23     | + 1       | 4.3%        |
| TrueScience® Conditioner         | 49.00         | 45.98     | 3.02            | 6.6%           | 32         | 30     | + 2       | 6.7%        |
| TrueScience® Eye Serum           | 53.00         | 50.08     | 2.92            | 5.8%           | 38         | 36     | + 2       | 5.6%        |
| TrueScience® Hand Cream          | 19.00         | 17.42     | 1.58            | 9.1%           | 11         | 10     | + 1       | 10.0%       |
| TrueScience® Perfecting Lotion   | 53.00         | 49.49     | 3.51            | 7.1%           | 34         | 32     | + 2       | 6.3%        |
| TrueScience® Scalp Serum         | 69.00         | 65.34     | 3.66            | 5.6%           | 47         | 45     | + 2       | 4.4%        |
| TrueScience® Shampoo             | 43.00         | 39.93     | 3.07            | 7.7%           | 28         | 27     | + 1       | 3.7%        |
| Antioxidants + Gut Health Stack™ | 137.00        | 130.00    | 7.00            | 5.4%           | 105        | 100    | + 5       | 5.0%        |
| Activate Daily Wellness™         | 97.00         | 92.00     | 5.00            | 5.4%           | 84         | 80     | + 4       | 5.0%        |
| Vitality Stack™ Bottle           | 175.00        | 166.13    | 8.87            | 5.3%           | 132        | 125    | + 7       | 5.6%        |
| Protandim® Dual Synergizer™      | 98.00         | 97.98     | 0.02            | 0.0%           | 84         | 80     | + 4       | 5.0%        |
| TrueScience® Hair Care System    | 133.00        | 125.84    | 7.16            | 5.7%           | 95         | 90     | + 5       | 5.6%        |
| TrueScience® Beauty System       | 186.00        | 176.36    | 9.64            | 5.5%           | 137        | 130    | + 7       | 5.4%        |



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|------------------------------|---------------|-----------|-----------------|----------------|------------|--------|-----------|-------------|
| Health in Focus Stack™       | 115.00        | 105.00    | 10.00           | 9.5%           | 88         | 85     | + 3       | 3.5%        |
| Core Support Stack™          | 135.00        | 125.00    | 10.00           | 8.0%           | 105        | 100    | + 5       | 5.0%        |
| Thriving Health Stack™       | 140.00        | 130.00    | 10.00           | 7.7%           | 105        | 100    | + 5       | 5.0%        |
| Well-Being Essentials Stack™ | 135.00        | 125.00    | 10.00           | 8.0%           | 105        | 100    | + 5       | 5.0%        |
| Variety Stack™               | 285.00        | 275.00    | 10.00           | 3.6%           | 210        | 200    | + 10      | 5.0%        |

