



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 Anti-Aging Cream represented the best of our skincare and Nrf2 technology with respect to moisturizing, smoothing and softening fine lines and wrinkles, and protecting skin from free-radical damage. 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, Anti-Aging 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. How was the TrueScience line tested?

Not only has the regimen been rigorously tested by a third party clinical research center, but all the active ingredients have also been independently tested and shown to be efficacious for reducing the signs of aging (fine lines, wrinkles, elasticity, resistance to stress, etc.) when used twice a day for at least 28 days.

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

TrueScience Ultra-Gentle Cleanser features a patented 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.

6. 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 protect itself from free radical damage. Used every day, Perfecting Lotion works to improve skin clarity and even tone.

7. 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 protect itself from free radical damage.

8. 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.

9. 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.

10. TrueScience Anti-Aging Cream has been touted as the does-it-all anti-aging cream? Why do I need those products?

When it was introduced, TrueScience Anti-Aging Cream represented the best of our skincare and Nrf2 technology with respect to moisturizing, smoothing and softening fine lines and wrinkles, and protecting skin from free-radical damage. This new, expanded line of skincare 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.

11. 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.

12. 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.

13. Are the products in the TrueScience products FDA approved?

FDA does not approve cosmetics before they go on the market, although they do approve color additives used in them. Since all TrueScience product are free from color additives, none of the ingredients require an FDA pre-market approval.

14. Was a clinical trial conducted?

Yes. While many competitors only use study results of the constituent ingredients, LifeVantage commissioned a two-month, independent, third party clinical study on the finished TrueScience regimen with a population of 87 participants of various skin types.

15. What were the results of the clinical trial?

Excellent. Subjects assessed the use of the TrueScience regimen with high marks. After only 28 days, 92% would recommend the TrueScience skincare regimen to a friend. After 56 days, 99% of them would recommend the regimen to a friend.

16. Have the results of the clinical trial been published?

The research has yet to be published.

17. How long will each product last?

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

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

5020US, 5020JP, 5020NA, 5020AP

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

\$160 USD Distributor / 160 PV

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

\$211 USD

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

Yes.

22. 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

23. Will sample packs of the TrueScience line products be available? If so, when and in what configuration?

TrueScience Anti-Aging Cream (US) or TrueScience Facial Cream (JP) will be available only for these markets. Sample packs for the other products are not available at this time. Configuration: 10 packets per carton. \$30.00 (US and JP)

24. What marketing materials will be available?

A product information sheet will be available for each individual product.

25. Where can Distributors get marketing materials, and what are their cost and configuration details?

Distributors can access the marketing materials through the virtual office. Prices for the existing marketing materials will remain the same for existing items.

26. 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

27. Who did the testing?

LifeVantage commissioned a clinical study which was administered by an independent, third-party research facility that specializes in conducting skincare product trials.

28. What age groups?

The subjects were between 35 to 65 years of age with an average age of 53.

29. Was it men and women?

Only female subjects were tested. Additional research may be conducted in the future.

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

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

31. Do the products have a SPF rating?

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

32. 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 New Anti-Aging Facial Cream.

33. 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.

34. 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

35. 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 s 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.

36. Where is this manufactured?

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

37. 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 Anti-Aging 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.

38. 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 Anti-Aging Cream. The Perfecting lotion has a larger volume so one teaspoon is recommended to cover face, neck, décolletage, top of the hands and forearms.

39. Is the Eye Corrector Serum water resistant?

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

40. Was this tested on animals?

The finished products were not tested on animals.

41. Does this qualify for the PC referral program?

Yes. TrueScience will qualify for the PC referral program.

42. Will it be officially approved by a specific organization that regulates skin care products?

TrueScience skin care is regulated by the FDA; however, the FDA does not require pre-market approval of skin care products. New cosmetic products follow rigorous Good Manufacturing Practices (GMP) Guidelines under the FDA Federal Food Drug and Cosmetic Act (FD&C Act), including: stability testing, microanalysis testing, and strict adherence to established specifications.

43. 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.

44. How will volume work?

TrueScience Set \$160 USD / 160 PV / 160 OV

45. How much does it cost?

\$160 USD Distributor / \$211 USD Retail

46. 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.

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

Twice daily, morning and night.

48. What's the maximum the skin care line can be used in one day? For each product individually?

We recommend morning and night based on the clinical study and according to the directions indicated on the insert of each product. While you could use the products more than twice each day, the products will not last as long as if they were used as directed.

49. 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.

50. Can I buy these as a set / kit?

Yes, you can purchase all four TrueScience products together as a set. They may also be purchased individually.

51. 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.

52. 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.

53. Anti-Aging Cream directions state "Pay special attention to the area in from of your ears" do you know why?

Because it is an area that tends to be ignored and yet develops significant wrinkles. When applying TrueScience, some apply only to the cheeks and chin and forget to extend the application backward to the ears.

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

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

55. 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.

56. Where can I learn more about TrueScience products?

More information about TrueScience (and other LifeVantage products, Protandim and Canine Health) can be found at LifeVantage.com/products

57. Are sample packs available for all the new TS products?

Sample packs of TrueScience will be available in the US and Japan immediately, and in other countries as demand builds for them.

58. Are TrueScience products suitable for all skin types?

TrueScience products are suitable for most skin types.

59. 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.

60. 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.

61. 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.

62. Can I order individual products?

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

63. How do I choose the products that are right for me?

Unless you have a medical or skin condition, TrueScience products are applicable for all skin types. If you have medical or dermatological considerations, please consult your healthcare provider prior to using TrueScience products.

64. Do your products contain parabens?

All TrueScience products are paraben free.

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

No. There is no sunscreen in TrueScience.

66. Where can I find answers to questions regarding a specific product?

For more product information and answers to your questions, please email productquestions@lifevantage.com or call (866) 460-7241.

67. 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.

68. 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.

69. 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 Anti-Aging Cream. The Eye Serum is unscented for use around the gentle eye area.

70. 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.

71. 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.

72. 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.

73. 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.

74. 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.

75. 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.

76. 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.

77. 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.

78. 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.

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

TrueScience 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.

80. 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.

81. 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, CaprylylGlycol, Ethylhexylglycerin, HexyleneGlycol, Phenoxyethanol, Dimethicone, Fragrance, Hydroxyacetophenone, Dimethiconol, Tetrasodium Glutamate Diacetate.

82. 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 Monniera (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.

83. Do any of the TrueScience products contain GMO ingredients?

TrueScience products are GMO free.

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

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

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

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

86. 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.

87. 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 have been added to enhance the protection against environmental aggressors (i.e. sun rays, external pollution and second hand smoke). They are all plant extracts.

88. 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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Distributor Support 1.866. 460.7241 | lifevantage.com

**As part of an eight week clinical 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.*