



Level Up Your Skin Care

Meet The Next Evolution of Activated Skin Care

Anti-aging skin care has been a foundational part of LifeVantage for over a decade. We're known for creating products that deliver optimal health inside and out. Over the years, the skin-care industry and consumer demands have evolved and we're leading the charge with results-driven innovation that only LifeVantage can deliver. You deserve the best, so we've enhanced our signature lineup of anti-aging, multi-benefit skin-care products formulated to work together to deliver results you'll see and feel.

5

REASONS
TO LOVE
TRUESCIENCE

- Science-backed activation
- Enhanced anti-aging
- Premium ingredients and formulas
- Simple 5-minute regimen
- Results you'll see and feel

Activated Skin Care + Your Business

Skin care is a \$165 billion dollar market in 2023 and projected to grow to over \$244B by 2028. This equals OPPORTUNITY for you! Clean, innovative skin care has many audiences. Those interested in anti-aging? YES! But also new markets with a younger, more socially engaged base. Skin care is an easy conversation, because everyone already has a regimen. That means you don't have to convince them that skin care matters, you just have to show them that LifeVantage offers the best activating products on the market. Which we do. On top of that, skin care is a sensory experience you can smell, see, and touch driving an emotional connection at every use. With clean, science-backed, eye-catching products you can create raving fans that purchase but also want to keep subscribing for ongoing results.

Product Highlights



trueclean REFINING CLEANSER

- Cleanser + pomegranate enzyme exfoliant
- Doesn't strip your skin's natural oils
- Ingredients backed by 9 studies*



truelift ILLUMINATING EYE CREAM

- 360° age correction
- Instant cooling effect + caffeine
- Ingredients backed by 12 studies*



truehydrate BRIGHTENING MOISTURIZER

- Anti-Aging Cream + enhanced benefits
- Brighter skin in just 7 days**
- Reduces visible age spots



truerenew DAILY FIRING COMPLEX

- Better-than-retinol alternative (as compared to cosmetic retinols)
- Helps skin look firmer, starting in 21 days
- Improves 11 visible signs of aging

Product Pricing

PRODUCT	CONSULTANT PRICE	SUBSCRIPTION PRICE	ONE-TIME RETAIL PRICE	SV
TrueClean	\$27.19	\$30.59	\$33.99	22
TrueLift	\$43.59	\$49.04	\$54.49	35
TrueRenew	\$59.99	\$67.49	\$74.99	48
TrueHydrate	\$71.99	\$80.99	\$89.99	58
TrueScience Activated Skincare Collection	\$169.99	\$191.24	\$212.49	140

*Studies include both in vitro and human clinicals performed on key ingredients in the formula. **Results from a clinical study on a key ingredient in the TrueHydrate formula. Individual results may vary.