



Sharing Your Intelligent Aging Story

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It's no secret how amazing the LifeVantage activation products are for your mind and overall wellness! Our groundbreaking products help activate your cells, supporting a healthy aging process. Aging cells lead to an aging body, so the key is to activate your cellular health to feel your best. This month, we want to highlight one of our favorite product lines, the Intelligent Aging Solutions of Protandim. As you start noticing the positive changes from using these powerhouse products, you'll be excited to share your story with friends and family! There's nothing like discovering a product that boosts your energy and revitalizes your body. Naturally, you'll want to tell everyone about it! Your personal health transformation is one of the most powerful ways to grow your business!

As you share your story, we want to remind you of a few key points to ensure you're not only expressing your excitement but also sharing it in a compliant way.

Reminders:

- Avoid mentioning specific diseases, medical conditions, or symptoms of a condition when sharing your Protandim story.
- Focus on how you feel today since starting your activation journey, rather than any past struggles.

Experiences with Protandim

We know that there are so many incredible stories that so many have experienced. Let's explore some common themes that are often mentioned when promoting Protandim. In this section, we'll highlight the key areas people typically talk about, along with the points we need to avoid. Additionally, we'll offer alternative ways to share your genuine and authentic story, all while staying compliant with our guidelines as a dietary supplement:

Example 1: Inflammation/Pain

- **Avoid:** *"I've had chronic pain for years to the point where I was constantly hurting. After taking Protandim the inflammation in my joints has decreased and my pain is completely gone."*
- **Compliant Alternative:** *"Since incorporating Protandim into my routine, I've noticed that I experience less discomfort, and I'm able to be more active with my kids again. This has been contributed to Protandim supporting a healthy inflammatory response which has been amazing for my body!"*

Example 2: Anxiety/Depression

- **Avoid:** *"I suffered from severe anxiety and depression; I had no motivation and never wanted to leave my house. Since finding Protandim, my anxiety is completely gone and I'm starting to feel much happier!"*
- **Compliant Alternative:** *"The other day my wife mentioned how much happier I've been over the past few months. I have more motivation throughout my day to do the things on*

my to-do list.”

Example 3: Implied Disease Claims

- **Avoid:** *“Did you know that oxidative stress can cause cancer and other diseases such as Alzheimer’s? Lucky for me, I have been taking Protandim which has been proven to help reduce oxidative stress in just 30 days.”*
- **Compliant Alternative:** *“Since my birthday was around the corner, I couldn’t help but notice how much I felt like the age I was turning. After researching about oxidative stress, I started taking Protandim. After just 1 month, I have noticed a big difference in my overall health! I feel like a new me!”*

Support Tools & Resources

These are just a few examples of the incredible experiences people have shared as they’ve begun their activation journey. We know that many of you have amazing stories to tell and are eager to share them with the world! With that in mind, here are some additional tools to keep in your back pocket as you build your business and share your story.

- Intelligent Aging Compliance Do’s & Don’ts List ([Click Here](#))
- How to Tell Your Product Story Compliance Document ([Click Here](#))
- Refer to the LifeVantage Website and use any of the approved claims that are listed for the Tri-Synergizer products:
 - ✓ Reduces oxidative stress and combat the effects of aging
 - ✓ Supports the cell’s natural repair and rejuvenation processes
 - ✓ Supports healthy longevity and the removal of cellular waste

We encourage you to take advantage of these tools and resources as you share your experiences with our Intelligent Aging product line. Sharing your health transformation and journey is what unites our LifeVantage community together. Our Compliance team is here to support you in sharing your authentic story while safeguarding LifeVantage and your business! If you have any questions or need guidance, feel free to reach out to us at compliance@lifevantage.com.