

LifeVantage Corporation

LifeVantage Corporation (“LifeVantage”) is a wellness and personal care company that believes products are only as good as the science they stand on. At LifeVantage, we’ve done studies and have combined the cutting-edge research of nutrigenomics with a leveraged plan to build the legacy of our customers. The science of Nutrigenomics includes researching, testing, and creating products to address the biochemical effects of aging, with the ultimate goal of biohacking the human body to live longer – much, MUCH longer.

At LifeVantage, we take great pride in our products. Our recognizable brands include Protandim, AXIO, PhysIQ, TrueScience, and Petandim. These branded products have rightfully earned a reputation in the marketplace for high quality and value, as well as for consistent performance. As a result, our consumers enjoy the sense of goodwill and satisfaction that have come to be associated with our products and brand.

LifeVantage’s success isn’t based on fancy packaging, expensive marketing, or retail sales of our products through e-commerce sites or big-box stores. Instead, our success is founded upon our customers, the results they obtain from the use of our products, and the desire they have to share their experiences with others. Because of this, we have deliberately decided to sell our products directly to our customers and not through other sales channels. We do not sell our products on eBay.

Purchasers of our products should therefore be aware that any LifeVantage item sold on eBay is **not** covered by any LifeVantage warranty. In fact, under LifeVantage’s terms of sale, if the product is resold the warranty is invalidated and the product cannot be returned for a refund/exchange.

To protect the reputation of our branded products, as well as to ensure product safety and customer satisfaction, LifeVantage carefully monitors and reviews items for sale on eBay on a daily basis, as well as actively participates in eBay’s Verified Rights Owner (VeRO) program. Participation in the program allows LifeVantage to report to eBay all unauthorized use of its intellectual property rights, including misuse of trademarks, website script and content, and any images reproduced from its website or marketing materials. When LifeVantage determines a listing infringes its images, copyrighted material, trademarks or other proprietary rights, LifeVantage notifies eBay and requests that the listing be cancelled. As part thereof, the owner of the listing will be notified with our contact information.

Where to Buy: The only website owned and operated by LifeVantage to sell LifeVantage products online is www.lifevantage.com. LifeVantage can only guarantee authenticity when products are purchased from its website or directly from its authorized distributors.

Frequently Asked Questions (FAQ):

Q: Why was my listing removed?

A: We have determined, or at least have a good faith reason to believe, your listing included the sale of counterfeit LifeVantage products, unauthorized use of LifeVantage copyrighted images, or misuse of one or more LifeVantage trademarks.

Q: Why didn't you contact me directly or work with me to remove the listing?

A: Although LifeVantage makes every effort to work with sellers to remove suspect listings, the volume of listings makes it difficult to contact each seller and follow-up to ensure compliance with requests.

Q: Is the product guaranteed if the product description lists the product condition as "new?"

A: No. Any LifeVantage product sold on eBay is void of product guarantees and warranties. Without our warranty or guarantee of authenticity, the product could be counterfeit, tampered with, expired, or even contain harmful ingredients.

Q: Can I use LifeVantage trademarks or images from the LifeVantage site to sell my items?

A: No. Any and all LifeVantage brand names, logos, and product images and labels are protected by trademark and/or copyright laws. Unauthorized use or reproduction is prohibited. We reserve the right to enforce our rights.

Contact: If you have any questions about this information or a product listing, you may contact us at brandintegrity@gf-LifeVantage.com or (801) 758-5155.