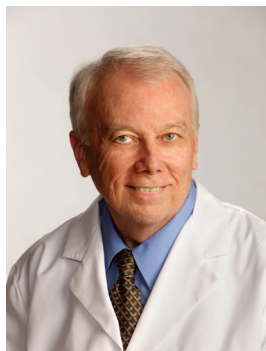


The Scientist Behind Our Breakthrough



Dr. Joe McCord, Chief Science Officer at LifeVantage Corporation, was always interested in how things work. When he was 10 or 12 years old, he got a chemistry set for Christmas—and the rest is history!

He planned to become a chemical engineer but in his junior year of college, got interested in biochemistry. A professor encouraged and directed him to graduate studies in biochemistry and while at Duke University, as a 21-year-old graduate student, he “stumbled on to something very, very important that directed the rest of his career.”

He remembers April 3, 1968—going home, sitting down and realizing that 10 years of observations could fit into a logical, rational framework; his “ah-ha” moment. The next day he designed an experiment to test it. Regarding that moment in the lab when he made his world-renowned discovery he said, “Science doesn’t usually work from a scientist saying ‘I have a grandiose idea’ and the scientist setting about to prove it. Rather, it’s years of stumbling around, making observations, and trying to piece together facts; sharing what is learned, and sooner or later, it becomes meaningful.”

Dr. McCord’s doctoral dissertation was the discovery of superoxide dismutase (SOD), an enzyme that eliminates free radicals. About co-discovering SOD with Dr. Irwin Fridovich in his 20s he said, “Youth is sometimes underestimated.” For that work, Dr. McCord received the Elliott Cresson Medal, the highest award given by The Franklin Institute. The Franklin Institute Awards are among the oldest and most prestigious comprehensive science awards in the world and honor the greatest men and women of science, engineering, and technology. The Elliott Cresson Medal, first awarded in 1875, has also been presented to Marie and Pierre Curie, Alexander Graham Bell, Orville Wright, and Henry Ford!



Dr. McCord received a Bachelor of Science degree in Chemistry from Rhodes College; a Ph.D. in Biochemistry from Duke University; served as a junior faculty member at Duke University’s Department of Medicine; as a professor and chairman of the Department of Biochemistry at the University of South Alabama and its College of Medicine; and as a Professor of Medicine, Biochemistry, Biophysics, Molecular Genetics, Microbiology and Immunity at the University of Colorado at Denver. He serves as the head of the Division of Biochemistry and Molecular Biology at the Webb-Waring Institute; has been a member of the LifeVantage Corporation Board of Directors since 2006; served as LifeVantage Director of Science from 2004-2007, on the LifeVantage Scientific Advisory Board and was appointed Chief Science Officer in 2011.

Dr. McCord has published articles in numerous scientific journals, including the *New England Journal of Medicine*. He received the Discovery Award from the Society for Free Radical Biology and Medicine (SFRBM). He received a lifetime achievement award from the Oxygen Society for outstanding contributions to the field of free radical biology and medicine. He chaired the Third International Conference on Superoxide Dismutases held at the Institut Pasteur in Paris in 2004, as well as earlier conferences in the series, and he is Honorary President of the International Society of Antioxidants in Nutrition and Health.

It's What's Inside That Counts

Protandim, the Nrf2 Synergizer, is comprised of five potent botanicals used in ancient India and China for thousands of years—ingredients selected because they provide 1500% greater synergy working in tandem (together) than what they're able to achieve on their own. Hence the name: Protandim.



Milk Thistle Extract (Seed) Milk thistle is a flowering plant of the daisy family. Native to the Mediterranean regions of Europe, North Africa and the Middle East, its seeds have been used for 2,000 years to treat chronic liver disease and to protect the liver against toxins. Increasing research

is being undertaken on the physiological effects, therapeutic properties and possible medical uses of milk thistle.



Bacopa Extract (Aerial Part) Bacopa herb, commonly grown in marshy areas throughout India, has been touted for its cognitive enhancing effects for centuries. It possesses strong antioxidant properties, protects mental function and helps improve learning skills.



Ashwagandha (Root) Ashwagandha root, herb of the ages from the traditional medicine of India, is considered an 'adaptogen', a term used to describe herbs that improve physical energy and athletic ability, increase immunity to colds and infections and increase sexual

capacity and fertility. Ashwagandha helps boost the immune system, helps alleviate stress and is also used to treat inflammation, improve memory and provide a rich source of antioxidants.



Green Tea Extract (Leaf) Green tea originates from China and is associated with many cultures in Asia and the Middle East. It has been the subject of many scientific and medical studies to determine the extent of its long-purported health benefits. Many people believe green tea

helps lower the chance of heart disease and of developing certain types of cancer due to flavonoids, a group of phytochemicals in most plant products that are responsible for such health effects as antioxidative and anticarcinogenic functions.



Turmeric Extract (Rhizome) Turmeric has always been an important part of Chinese herbal medicine and has also been used in India for 2,500 years. Truly, the health benefits of turmeric have been slowly revealing themselves over the centuries. This natural food is

believed by many to support liver health, to help prevent bad cholesterol and it is currently being studied for its ability to prevent and block the growth of tumors. Turmeric has attracted the attention of researchers in the fields of Alzheimer's disease, memory deficits, arthritis, cancer (including breast cancer) and diabetes. It possesses anti-inflammatory and antioxidant properties and its antioxidant power is so effective it actually helps preserve the shelf life of foods it's added to.

Protandim: Protected By Four Patents

A patent is the grant of a property right to the inventor, issued by the United States Patent and Trademark Office. Generally, the term of a new patent is 20 years from the date on which the application for the patent was filed in the United States or, in special cases, from the date an earlier related application was filed, subject to the payment of maintenance fees.

U.S. patent grants are effective only within the United States, U.S. territories, and U.S. possessions. Under certain circumstances, patent term extensions or adjustments may be available. Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in other countries must apply

for a patent in each of the other countries or in regional patent offices. Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country, in accordance with the requirements of that country.

The right conferred by the patent grant is, in the language of the statute and of the grant itself, "the right to exclude others from making, using, offering for sale, or selling" the invention in the United States or

"importing" the invention into the United States. What is granted is not the right to make, use, offer for sale, sell or import, but the right to exclude others from making, using, offering for sale, selling or importing the invention. Once a patent is issued, the patentee must enforce the patent.

The Constitution of the United States gives Congress the power to enact laws relating to patents. In Article I, section 8, it reads "Congress shall have power . . . to promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries." Under this power Congress has from time to time enacted various laws relating to patents. The first patent law was enacted in 1790.

Protandim is protected by four patents. Its patents protect the product from





patent infringement—another party duplicating its formula and then creating and marketing an identical product. Every time a new patent is issued, Protandim, the Nrf2 Synergizer, is protected for an extended and additional period of time.

1st Patent: Patent No. 7,241,461 was granted on July 10, 2007. “Compositions And Methods For Alleviating Inflammation And Oxidative Stress In A Mammal.” This is a composition patent.

2nd Patent: Patent No. 7,384,655 was granted on June 10, 2008. “The Preparation Of Compositions And Methods To Alleviate Inflammation And Oxidative Stress In A Mammal.” This patent is a continuation of the first patent.

3rd Patent: Patent No. 7,579,026 was granted on August 25, 2009. “Compositions And Methods For Enhancing Antioxidant Enzyme Activity And Reducing C-Reactive Protein Levels.” This patent is a divisional patent because it addresses method rather than composition.

4th Patent: Patent No. 7,923,045 was granted on April 12, 2011. “Compositions And Methods For Alleviating Inflammation And Oxidative Stress In A Mammal.” This patent is a continuation of the first patent.

Protandim: The Master Synergizer

Protandim, the Nrf2 Synergizer, is a biochemical approach to anti-aging. Protandim works differently than any other conventional antioxidant or anti-aging supplement because it signals the body to do what it is already programmed to do: tell the DNA to not only increase the production of antioxidant enzymes like SOD and catalase, but to also activate Nrf2.



Nuclear factor-erythroid-2-related factor 2, Nrf2, turns on defensive and detoxifying antioxidant enzymes that protect against cellular damage. It upregulates stress-responsive and cytoprotective enzymes and proteins, survival genes that help fight stress and protect against inflammation and fibrosis. This is important because oxidative stress and inflammation are constant features of many chronic diseases and complications.



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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