



2024 DSA AWARDS PRODUCT INNOVATION

TrueScience® TrueRenew

THE WHY

LifeVantage's approach to activated skincare defies the typical health and wellness brand. Starting with the science, LifeVantage looks to target aging where it starts – at the cellular level.

When LifeVantage identified a market gap for an anti-aging product without harsh side-effects, they set out to discover ingredients that would deliver visible firming and smoothing results without redness or irritation. What they found was Cranberry Biopeptides, a foundational ingredient that gave retinol-like benefits without the dryness and sun sensitivity that came with traditional cosmetic retinols.

With their findings, they created TrueRenew: the newest retinol-alternative curated and proven to reduce 11 visible signs of aging in as little as three weeks.

With typical cosmetic retinols, users experience dryness, redness, and irritation upon first using the product, weakening the skin's barrier and taking months to see any visible results. Designed with even the most sensitive skin in mind, TrueRenew is clinically-tested to show real results without the harmful, helping you reclaim your youthful radiance and renew your confidence.

#trueconfidence

THE HOW

TrueRenew, designed for even the most sensitive skin, leverages the science of renewal to restore a vibrant complexion. It harnesses the benefits of upcycled cranberry biopeptides, shrubby everlasting, wild pansy, and a proprietary Nrf2 antioxidant blend to minimize the appearance of fine lines and wrinkles and combat the visibly damaging effects of oxidative stress, promoting firmer, smoother, and naturally healthy-looking skin.

THE BENEFITS

Lifevantage TrueScience® TrueRenew Daily Firming Complex helps target against 11 signs of visible aging. The foundational ingredients in this activating cream have been clinically shown to provide firmer, smoother, and naturally healthy-looking skin within six weeks or less. Letting you and your skin have your time to shine.

TrueScience® TrueRenew Daily Firming Complex has proven to be highly demonstrable with before-and-after images that show the following visible benefits after just six weeks:

- Improved firmness by 31%
- Improved plumpness by 36%
- Improved hydration and bounce by 30% & 33%
- Improved smoothness by 35%
- Improved radiance by 38%
- Improved skin tone by 35%
- Decreased appearance of fine lines & wrinkles by 32%



BASELINE

3 WEEKS

6 WEEKS



BASELINE

3 WEEKS

6 WEEKS

2024 DSA Awards Product Innovation: TrueScience® TrueRenew



THE INNOVATION

The launch of LifeVantage TrueScience® TrueRenew Daily Firming Complex in October of 2023 presented a unique opportunity. LifeVantage Consultants and Customers had been experiencing amazing success with the Healthy Glow Essentials Stack – a pairing of LifeVantage’s most popular products; Protandim® Nrf2 Synergizer® and TrueScience Liquid Collagen. Aside from being top products, an in vitro study had recently been published and shared with the field that demonstrated amazing synergies between the two products and their ability to support fibroblasts, a type of cell that makes connective tissue, throughout the body. For Consultants, this translated into the perfect inside-out Activation story; results you can feel on the inside and see on the outside.

TrueRenew was specifically designed to be a companion product to TrueScience Liquid Collagen. Liquid Collagen supports collagen density and improvement in 6 signs of aging from within, while TrueRenew is a better than retinol alternative that fights 11 visible signs of aging on the outside.

THE IMPACT

The solution was a bit unconventional – give away and discount the new product. Any Consultant with the Healthy Glow Consultant Stack (which contains an extra 10-ct of Liquid Collagen in addition to Protandim Nrf2 and Liquid Collagen) on monthly subscription in October, November or December would receive TrueRenew for free, and any Customer with Healthy Glow Essentials Stack (customer version) would receive the product at a 40% discount. While this strategy was counter to traditional go to market plans, LifeVantage identified a clear upside. It would allow Consultants and Customers to use the new product, experience both the internal and external benefits, and become raving fans.

On both counts, the promotion was clearly a success. The Healthy Glow Consultant Stack increased Consultant Subscription revenue by over \$2.1 million. The number of Consultants enrolling with the Healthy Glow Consultant Stack increased by 129% in the US and 146% globally, second month retention increased, and product penetration reached 22% in the third month. The number of Customers enrolling with the Healthy Glow Essentials Stack also increased. The sharing of before and after photos and user testimonials are a good early indicator of good things in store.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.