

LIFEVANTAGE

training camp



This is a coordinated designed system ...



LIFEVANTAGE

A photograph of a family of three—a father, a mother, and a young child—laughing together in a field at sunset. The father is holding the child up, and the mother is looking up at them. The scene is bathed in the warm, golden light of the setting sun, with a blurred background of trees and a path.

**Growth is never by mere
chance; it's a result of forces
working together.**

JAMES CASH PENNEY



LIFEVANTAGE

We have GROWN, LEARNED, and ADJUSTED

OTHER PRODUCT LAUNCHES HAVE BEEN A SUCCESS,
BUT NOT WITHOUT KEY LEARNINGS TO BE APPLIED

KEY LEARNINGS

- Build Excitement leading up to availability
- One Unified Message – keep focus
- Be prescriptive
- Set EXPECTATIONS – Lifestyle changes, not a magic pill
 - Everyone is different and goes at their own pace
- About foundational health – more than just gut or cells or weight



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BIG Leaders have BIG Vision

WHY SHOULD I BE EXCITED? HOW WILL IT IMPACT MY LV BUSINESS?

Growth in Network Marketing = New products + New markets + New leaders

We have all THREE coming together RIGHT NOW.

New Products

P84 and stronger gut health category + 2025/2026 product launch strategy

New Markets

Opportunity for new market expansion starting in Europe

New Leaders

Love Biome Consultants and all the new people coming in because of what we have. Capture their energy.

LET'S OWN IT – We are powerful together!



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Why Does Life Get Out of Balance?

Everyday occurrences

Diet, stress, medications, aging, lack of sleep, environment, etc.



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A gradual shift in how the body responds

Biologically, it feels like the body is doing the same work it always has — just with less efficiency and slower recovery.



BRAIN & COGNITION

- SLOWER PROCESSING SPEED
- LESS CLARITY AND FOCUS



MUSCLES & MOVEMENT

- SLOWER RECOVERY
- STIFFNESS
- LOSS OF MUSCLE MASS



ENERGY & METABOLISM

- LOWER ENERGY
- HORMONAL SHIFTS

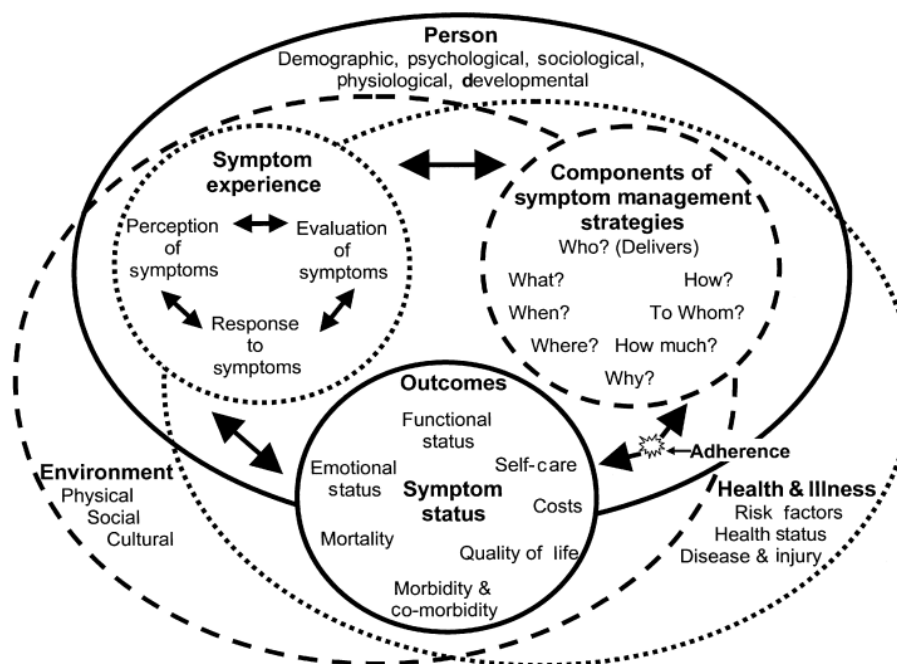


CELLS & REPAIR

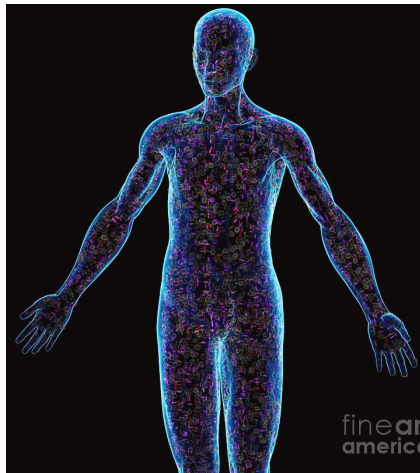
- REDUCED CELLULAR RENEWAL



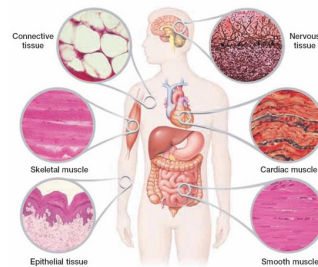
It can feel like you are always **REACTING** and never ahead of the game...



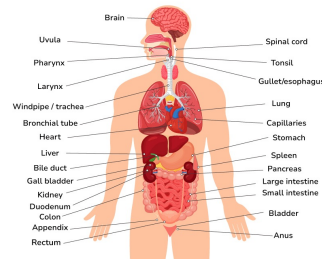
We need to get to the root issues



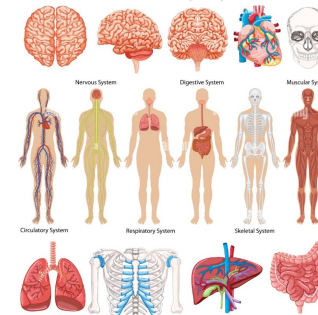
Healthy cells



Healthy tissues



Healthy organs



Healthy systems



Healthy body

A photograph of a family in a field at sunset. A man is holding a young child, and a woman is looking up at them. The scene is bathed in the warm, golden light of the setting sun, with silhouettes of trees in the background. The overall mood is peaceful and intimate.

**Life comes at you every day.
You've got something that
gives people the edge.**

TAKE IT

Protandim[®] Nrf2

MAKE IT

Antioxidants

Oxidative stress = aging, and the impact is brutal. Crank up your body's own production of antioxidants to help repair those cells and fight the signs of aging at the source.*



DID YOU KNOW?

Your own antioxidants are more than 1,000,000X more powerful than any supplement you can take.*



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TAKE IT
P84

MAKE IT
Gut Peptides

P84 is the ultimate offensive gut health strategy, activating the production of key peptides that help to regulate, repair and restore balance to the gut.*

DID YOU KNOW?

Your gut can **MAKE** its own peptides and those peptides control the key functions of your **30-foot-long** digestive tract!



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A photograph of a family of three in a field at sunset. A man with a beard is holding a young child in his arms, both looking up at the sky. A woman is in the foreground, looking up at them with a smile. The background is a field of tall grass under a warm, orange-hued sky. The text "Imagine the possibilities combined together." is overlaid in the center in a white serif font.

**Imagine the possibilities
combined together.**

Foundational Health

It feels like:

- **Ease** rather than effort
- **Clarity** instead of confusion
- **Strength AND CONFIDENCE**
- **PROACTIVE** vs reactive approach

YOU are in **control**.

YOU can get an edge on your life.



LIFEVANTAGE

Foundational Health Throughout The Body!

NRF2

The Discovery that changed EVERYTHING

+

P84

EMERGING Science that connects everything



+



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MEET Healthy Edge

Get the edge to tackle what the day has in store. Why – because life is hard and it takes a toll on your body. From the cellular level to system level. With diet, stress, aging, lack of sleep, etc. it can overwhelm your body fast! This looks like brain fog, low energy, lack of sleep, poor immunity, poor digestion, and more. It's exhausting and feels like it takes years off your life.

How do you get ahead? You find the edge by giving your body what it needs and makes naturally to optimize your cells and ensure proper communication throughout your body to avoid burn-out.*

Show the best version of yourself – revitalized, optimized and restored to fight life's daily battles.*

Healthy Edge Enrollment Pack: \$250 | 200 SV (Includes Start Kit)

Healthy Edge stack: \$200 | 160 SV



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Life Is Hard. How Do You Win the Fight?

Meet Your Defense: Protandim® Nrf2 Synergizer

Protect your body at the cellular level by making antioxidants naturally — balancing oxidative stress and free radicals.*

Meet Your Offense: LoveBiome™ P84

Fire up your body's "second brain" by producing key peptides to regulate, repair, and restore your gut.*

Break out of the cycle — alone these products are powerful by **restoring** cells and **system communications** but together this peak performance system provides foundational health throughout your entire body so that you are ready to fight life's daily battles. *

Begins October 15th



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Why It's Different? Activation.

TAKE IT

Healthy Edge Stack

MAKE IT

Antioxidants + Gut Peptides

What your body makes is way more powerful than anything you could supplement with. Antioxidants you make keep cells in balance. Gut peptides you make regulate, repair, and restore balance to your communication system. Together, they form a **24/7 Offense & Defense** where your body is constantly monitoring, adjusting and responding to the onslaughts of life.*



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- 1. 24/7 Offense and Defense
Life Hits You Hard!**
- 2. Proactive vs Reactive Approach**
- 3. Right Ingredients in the Right Amounts**
- 4. The Original Breakthrough
meets Emerging Science**
- 5. Simple, Convenient & Easy**



REMEMBER, EVERY **BODY** IS DIFFERENT!

This comprehensive approach to health will help people feel and notice different things as the body gets back into balance. Remember, each person is as unique as a **fingerprint**.

Be on the lookout for positive results but set proper expectations.



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You Already Know about Nrf2 ...

Benefits

Reduces oxidative stress by 40% in just 30 days *

Significantly reduces cellular stress through

Nrf2 activation *

Produces enzymes capable of neutralizing more than 1,000,000 free radicals *

Supports the body's natural ability to repair and rejuvenate its own cells *

Helps the body detoxify genes and regulate its survival genes *



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A photograph of a family of three in a field at sunset. The father is holding the child up, and the mother is looking up at them. They are all laughing and smiling. The text "What else can we Activate?" is overlaid in white.

What else can we Activate?

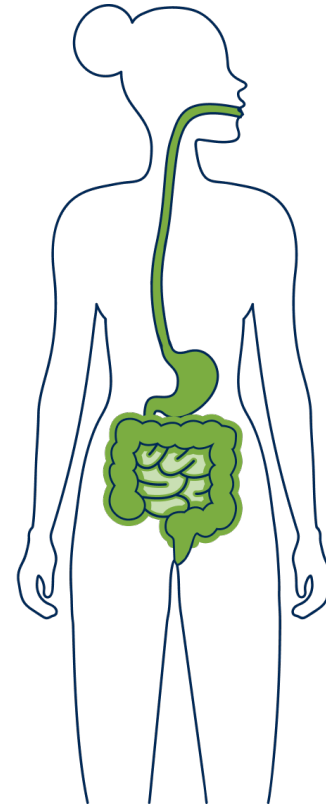
The Human Gut:

OUR SECOND BRAIN

Essential player in the body – helps to orchestrate, communicate, and connect all systems.

Gets out of balance with age, diet, medications, stress, lack of sleep and MORE

Leads to lack of energy, skin problems, mood swings, brain fog, immunity issues, gas, bloating, stress, and MORE



What is the Gut?

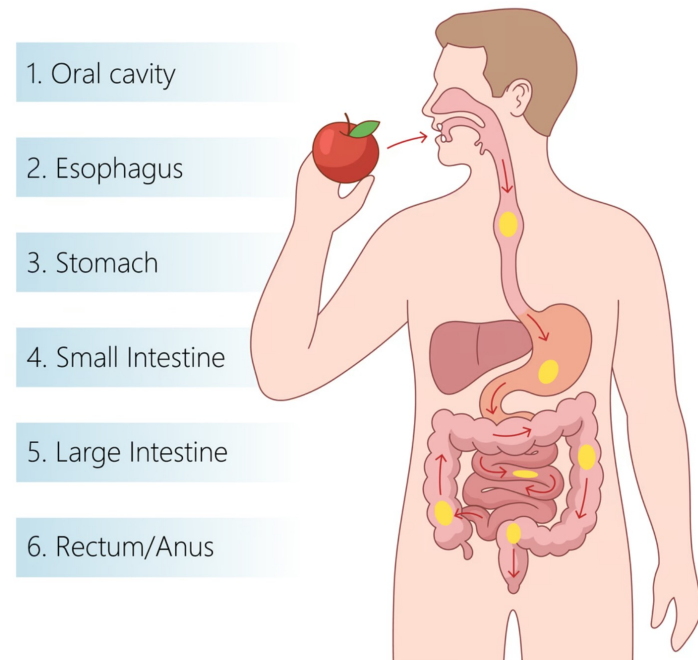
KEY TERMS

Gut – The “in” to the “out”. Your gut is your digestive system responsible for **digestion, absorption of nutrients, and elimination of waste.**

Gut Microbiome:

Complex community of microorganisms that live within the gut.

Gut Peptides:



Probiotic Repair and Restore the Gut

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P84

GO BEYOND SUPPLEMENTATION, ACTIVATE GUT HEALTH

Thoughtfully selected whole food fruit and veggie blends, probiotics, prebiotics, postbiotics, and digestive enzymes, and work together to Activate master peptides in the gut.* **THE RIGHT INGREDIENTS IN THE RIGHT AMOUNTS**

Regulate

Control digestion, nutrient absorption, immunity, barrier function, hormone function, and **communication** within the gut.*

Repair

Support repair of the gut, including the **gut lining**— especially under stress or injury. They help to calm overactive responses, especially to food or gut bacteria and protect tissues.*

Restore

Keep your gut calm and strong. Help to create the right environment for healthy bacteria to thrive.



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Lif Advantage. The science to your gut.

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Regulation – Why It Matters

Regulation = jobs you need the gut to do (think digestion, nutrient absorption, immunity, barrier function and hormone function – it works hard!!).*

When the gut doesn't have what it needs → nutrients can't be absorbed, you experience occasional diarrhea/constipation, the gut barrier weakens accelerating issues.*

The solution: **GREEN** and **ORANGE** nutrients (spinach, broccoli, chlorella, watercress, asparagus, carrots, papayas, sweet potatoes, mangoes, goldenberries, pumpkins, oranges) activate peptides that the gut needs to stay focused and on task.*



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Repair – Why It Matters

Epithelial cells are the protective cells lining your gut. They act like a thin wall of “gatekeepers,” letting good things like nutrients in while keeping harmful stuff out.

These cells get out of balance and when they do they overreact to stress and threats.

The solution: **RED** and **PURPLE** nutrients (pomegranate, rosehip, tomato, red bell pepper, red beet, blueberries, black currants, eggplant, purple cabbage, ebony carrots) activate peptides that help calm these protective tissues, restoring cell signaling and communication.*



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Restore – Why It Matters

Peptides help create the right environment for healthy bacteria to thrive and the gut to connect with systems throughout the body. When out of balance issues such as bloating, skin outbreaks and brain fog occur.

The solution: diverse **Probiotics** (lactobacilli, bifidobacteria, bacilli, etc.), **Prebiotics** (chicory root, Jerusalem artichoke) they need to thrive, **Postbiotics** (kombucha, umeboshi), and **Digestive Enzymes** (papain, bromelain, lactase, etc.) to ensure nutrients are broken down and absorbed.*

A restored microbiome leads to stronger synergies with other health systems and health benefits.*



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Next Steps - Advancing the Science

This formula contains the right ingredients in the right amounts to regulate, repair, and restore the gut from the lining to the microbiome. Substantiation shows this.

- Next up: Validate and quantify specific regulatory, repairing, and restoring gut peptides through *in vitro* analysis **by Momentum Academy in October.**
- Then: Use mRNA sequencing to discover and patent the synergies (1 + 1 = 7) between P84 and Nrf2 **and** P84 and MB **by January Virtual Kick Off.**
- Finally: Human Clinical on P84 to further validate and quantify the health benefits of P84 in humans from subjective questionnaires to quantification of peptides in bloodwork **by Momentum Academy, April 26.**



Healthy Edge ... gives you the edge

It's gives you the edge to tackle what the day has in store. Why – because life is hard and it takes a toll on your body. From the cellular level to system level. With diet, stress, aging, lack of sleep, etc. it can overwhelm your body fast! This looks like brain fog, low energy, lack of sleep, poor immunity, poor digestion, etc. It's exhausting and feels like it takes years off your life.

How do you get ahead? You find the edge by giving your body what it needs and makes naturally to repair your cells and ensure proper communication throughout your body to avoid burn-out.*

Get the edge on health and show the best version of yourself – revitalized, optimized and restored to fight life's daily battles.*

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Healthy Edge stack: \$200 | 160 SV



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Let's Grow

This Industry Rewards Innovation

- Some of the biggest health breakthroughs have come through direct sales (think vitamins, aloe vera, protein, juice wars, weight loss challenges)
- Cutting Edge Innovation with Protandim Nrf2
- Gut health is next.
- It's rapidly growing...
 - \$14.4B today, \$32.4B by 2035 (CAGR 8.4%)
 - Fastest growing regions: North America, Asia-Pacific, Europe
- It's emerging science...
- Added with our Activation approach, it's unstoppable.
- Don't just ride a trend; build a business that lasts.



Build & Grow with Healthy Edge

October 15 - December 31, 2025

For New consultants only

Healthy Edge Enrollment Pack

\$250 | 200 SV (Includes Start Kit)

Healthy Edge Stack

\$200 | 160 SV



LIFEVANTAGE

Drive Era Q4 Business Incentive

October 1 - December 31, 2025

Enroll - Earn \$200 for every (3) people who enroll as a consultant with 200 SV (Healthy Edge or other options)

Available in: US, Canada, Mexico, Europe, United Kingdom, Australia and New Zealand

*Reminder that using discount codes will lower your SV, and require an additional item to be purchased.



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Q4 Bonus Rank Advancement Points:

Rank advance in October, November & December and earn points towards Thailand.

- EC1: 50 points
- EC2: 100 points
- EC3: 150 points
- EC4: 200 points
- Presidential: 250 point

(Be paid higher than your September Paid-As-Rank to earn.)

Bonus Enrollment Points:

Enroll 3 consultants w/200SV in a single month and earn 20 points. **Earn up to 60 bonus points per month



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When Can I Get Healthy Edge/P84?

<i>Date</i>	<i>Market</i>	<i>Who?</i>	<i>What Can I Order?</i>	<i>Where?</i>
Wednesday, October 15	United States	New, Enrolling Consultants	Healthy Edge Enrollment Pack (user set Healthy Edge up as your Subscription in November)	US Enrollment Flow
October 23-25	United States	US Momentum Academy Attendees	P84 (limit 2)	US Momentum Academy Store
Tuesday, November 4	United States, Netherlands	Consultants and Customers	Healthy Edge Enrollment Pack Business Enrollment Pack (updated with P84) Healthy Edge Stack P84	Market Website
Tuesday, November 4	Canada NFR	Consultants and Customers	P84 – For Personal Use Only	Canada NFR Website
Tuesday, November 4	France, Italy	Customers	Healthy Edge Stack – For Personal Use Only P84 – For Personal Use Only	Market Website



When Can I Get Healthy Edge/P84?

<i>Date</i>	<i>Market</i>	<i>Who?</i>	<i>What Can I Order?</i>	<i>Where?</i>
Tuesday, November 4	Germany, Spain, Austria, Belgium, Iceland, Ireland	Consultants and Customers	Healthy Edge Enrollment Pack – For Personal Use Only Healthy Edge Stack – For Personal Use Only P84 – For Personal Use Only	Market Website
Tuesday, November 4	British Virgin Islands, Sweden, Norway	Customers	P84 – For Personal Use Only	New market landing page with number to call to order .
Tuesday, November 4	Japan, New Zealand, United Kingdom	Consultants and Customers	P84 – For Personal Use Only	Market website, page for product live but can't add to cart, must call to order . Number to place this call will be on the website.
Early 2026	Taiwan	Consultants and Customers	Healthy Edge Enrollment Pack Business Enrollment Pack (updated with P84) Healthy Edge Stack P84	Market Website

****All other markets launching as product is fully registered. Chart subject to change.****



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