Protandim®, the Nrf2 Synergizer™, is a patented anti-aging supplement specially formulated to combat oxidative stress and to activate Nrf2, a protein messenger contained in every cell of your body. What makes Protandim so powerful and important to health is its ability to communicate with your DNA, to deliver a biochemical wake-up call to your genes, telling them to increase what your body is already programmed to do—fight aging and oxidative stress at the source.

We Live In A World Of Stress

As we live, eat, breathe, sleep and exercise, our bodies create free radicals, which result in oxidative stress. Oxidative stress is believed to be the root cause, at the cellular level, of aging. The older you get, the more oxidative stress your cells naturally produce; inflammation in cells increases, as does the formation of scar tissue—known as fibrosis.

Your body naturally creates antioxidant enzymes that fight against oxidative stress. In fact, there are hundreds of genes in these enzyme families and together they form what scientists call “survival genes,” defensive, stress responsive, cytoprotective genes that enable cells to survive in the face of several different kinds of stress and injury.

An important enzyme activator, Nrf2, tells your body to make these crucial enzymes. Nrf2 activates your body’s antioxidant defense mechanisms, detoxification mechanisms, immune balancing mechanisms and anti-stress mechanisms—mechanisms that slow down cellular aging and reduce the risk of degenerative diseases and many age-related diseases. Diseases linked to oxidative stress include Parkinson’s disease, heart failure, cardiovascular disease, myocardial infarction, Alzheimer’s disease, schizophrenia, bipolar disorder, chronic fatigue syndrome and cancer, among others.

The Solution

Because your body already contains the information it needs to effectively combat stressful situations, such as oxidative stress and chronic inflammation, the secret lies in being able to instruct cells regarding the implementation of that information. That’s what Protandim does.

Made from five natural ingredients, Protandim activates Nrf2, which does its job of regulating genes to make your body function at an optimal level. Protandim uses your body’s own resources and that is what sets Protandim apart from any other supplement.

Protandim has been evaluated and documented by researchers in nine peer-reviewed studies, with more in planning stages. These studies have been published in prestigious medical journals with funding from sources that include the American Heart Association and the National Institutes of Health. For more information go to pubmed.gov.
LifeVantage® Chief Science Officer
Dr. Joe McCord, Ph.D., chief scientist behind Protandim®, the Nrf2 Synergizer™, has more than 40 years of research experience in Free Radical Biology, oxidative stress and Nrf2 activation.

History In The Making
He got his first chemistry set as a gift at age 10 and that gift started young Joe McCord on a scientific journey that eventually led to his discovery of Superoxide Dismutase in 1969! “Science doesn’t happen by a scientist coming up with a grandiose idea and setting about to prove it,” he said. “Instead, it’s years of stumbling around, making observations, piecing together facts, sharing what is learned, and sooner or later, it all becomes meaningful.”

The Discovery
Dr. McCord’s doctoral dissertation was the discovery of Superoxide Dismutase (SOD), an enzyme that eliminates free radicals. For this work, Dr. McCord received the Elliott Cresson Medal, the highest award given by the Franklin Institute. Honoring the greatest men and women of science, engineering and technology, the Elliott Cresson Medal, first awarded in 1875, was also awarded to Marie and Pierre Curie, Alexander Graham Bell, Orville Wright and Henry Ford!

Accomplishments
Dr. McCord, mentioned 17 times by Dr. Sanjay Gupta, CNN Chief Medical Correspondent, in his book “Chasing Life,” currently serves as a Professor of Medicine, Biochemistry, and Microbiology at the University of Colorado at Denver and Health Sciences Center (UCDHSC.) He received a lifetime achievement award from the Oxygen Society for outstanding contributions to the field of free radical biology and medicine and has published articles in a number of scientific journals, including the ”New England Journal of Medicine.”
Scientific breakthroughs create significant interest in the media, as well as in the scientific and medical communities. News stories highlighting Protandim®, the Nrf2 Synergizer™, or the chief scientist behind it, Dr. Joe McCord, were featured in:

- ABC “Primetime” • NBC “The Today Show” • PBS “Healing Quest”
- The Wall Street Journal • “Delicious Living” • “Utah Women’s Magazine”
- “AARP” • “CEO/CFO” • “Rodeo News”
- “Direct Selling News” • “Living Well” • “5280”
LifeVantage® Corporation, originally founded in 2003, has its corporate headquarters in Salt Lake City, Utah. It is engaged in the identification, research, development, manufacturing and distribution of Protandim®, the Nrf2 Synergizer™.

Our Mission

LifeVantage is dedicated to helping people reach their health and wellness goals through science-based solutions to oxidative stress and the activation of the Nrf2—as it relates to cardiovascular, central nervous system, inflammatory and metabolic diseases and other health-related disorders. LifeVantage products are available in the United States, Japan, Mexico and Canada and are sold through a network of independent distributors, who seek a healthy lifestyle.

Our Science

LifeVantage prides itself on the science behind its Nrf2-synergizing supplement Protandim, validated by nine peer-reviewed, published studies with many more ongoing or in various planning stages at universities and hospitals worldwide.


LifeVantage has aggressive goals for its corporate growth and charitable efforts and is dedicated to changing lives through its products, business opportunity and philanthropy. LifeVantage is proud to partner with organizations around the world, including The American Red Cross, Traffic Jam, Wells of Life, CureDuchenne, Souls4Souls, Street Angels and many others, striving to make the world a better place for all.

For more information, please visit www.LifeVantage.com.
Legendary entertainer Donny Osmond, popular among all generations and whose career spans over five decades, is the spokesperson for Protandim®, the Nrf2 Synergizer™.

Famous for his music as well as his youthful appearance, starring in one of the most popular Las Vegas shows, “Donny & Marie,” and the oldest celebrity ever to win “Dancing With The Stars,” Osmond credits his youthful appearance to his dedication to healthy living, taking an active role in physical fitness and caring for himself. As part of his health regimen, Osmond has been taking Protandim for over two years and has experienced personal success with the supplement.

Osmond was introduced to Protandim in 2009 and had his doctor review it before taking it. Osmond’s doctor said Protandim reduces oxidative stress and activates Nrf2, which up-regulates positive genes often called survival genes, and down-regulates negative factors, such as inflammation.

“I’m often asked to endorse products, but Protandim is the rare product I’ve chosen to share with others because I’ve experienced many health benefits and anti-aging results which I attribute to it,” Osmond said. “I believe Protandim is one of the reasons I look and feel as young as I do.”

“I love Protandim, I take it every day.”
— Donny Osmond