

FREQUENTLY ASKED QUESTIONS

1. WHAT IS PROTANDIM?

Protandim is the only supplement proven in a peer-reviewed, human clinical study to reduce cellular stress in humans by an average of 40 percent in 30 days. Protandim is protected by six U.S. patents and is the subject of 20 peer-reviewed clinical studies. Protandim works to support the body's own protective measures by turning on its internal antioxidant defense system, regulated by the protein Nrf2. When activated, Nrf2 triggers cells to produce naturally occurring antioxidant enzymes as well as housekeeping "cleanup" proteins which work together to deliver balanced protection against cellular stress.

2. WHAT ARE THE ACTIVE INGREDIENTS FOUND IN PROTANDIM?

- Withania somnifera (Ashwagandha) root extract (*sourced from India*)
- Camellia sinensis (Green Tea) leaf extract (*sourced from China*)
- Silybum marianum (Milk Thistle) seed extract (*sourced from China*)
- Bacopa monnieri (Bacopa) whole plant extract (*sourced from India*)
- Curcuma longa (Turmeric) root extract (*sourced from India*)

3. WHAT ARE THE OTHER INGREDIENTS IN PROTANDIM AND WHAT PURPOSE DO THEY SERVE?

DiCalcium Phosphate and Calcium Carbonate (listed as "Calcium" in the Supplement Panel), Microcrystalline Cellulose, Croscarmellose Sodium, Silica, Modified Cellulose, Stearic Acid, Magnesium Stearate, Maltodextrin, Medium Chain Triglycerides. The "Other Ingredients" in Protandim serve as binding and processing aids during the production of the tablet.

4. ARE THE INGREDIENTS USED IN PROTANDIM "ORGANIC?"

No, they are not certified organic; however, at LifeVantage, we perform pesticide, herbicide and heavy metal testing on every lot of raw material to assure we have only safe, high quality products.

5. ARE THE RAW INGREDIENTS TESTED?

Yes, the Quality Control measures implemented by LifeVantage go beyond industry standard. LifeVantage rigorously tests every lot of active raw material for identity, potency, microbial contamination, pesticides and heavy metals. Unlike most dietary supplement companies, we also physically audit all of our active raw material suppliers. We perform exhaustive testing to verify that all materials meet or exceed quality specifications.

6. CAN I TAKE THESE INGREDIENTS INDIVIDUALLY AND ACHIEVE THE SAME EFFECT?

No, the individual ingredients in Protandim aren't as effective in activating the Nrf2 pathway as LifeVantage's botanical blend. Previous studies of Protandim have shown a very clear and potent synergy whereby the 5-ingredient blend is significantly more effective than any of the individual ingredients in 1) inducing Nrf2; 2) triggering the production of internal antioxidant enzymes and; 3) stimulating the expression of a variety of cellular survival genes.

7. HOW IS PROTANDIM MANUFACTURED?

The raw ingredients are verified, carefully weighed out, blended and pressed into tablet form following strict Good Manufacturing Practices (GMP) guidelines. Every lot of finished Protandim is tested for compliance to approved specifications in addition to receiving a final quality inspection following dietary supplement regulations. Every lot must, again, meet or exceed established finished product specifications before it can be released by LifeVantage Quality Assurance.

8. DOES THE MANUFACTURER OF PROTANDIM PROCESS ANY ALLERGENS SUCH AS DAIRY, GLUTEN, ETC?

All Protandim manufacturers are required to maintain a strict allergen program to protect against any potential cross contamination of allergens. These facilities are frequently audited to ensure that the processes and protocols are being strictly adhered to in order to ensure the safety of the product.

9. ARE DYES OR FOOD COLORINGS IN PROTANDIM?

No, there are no dyes or food colorings in Protandim. One of the active ingredients in Protandim, *Curcuma longa* (Turmeric) is intensely yellow, adding to the yellow coloring of the tablet.

10. DOES PROTANDIM CONTAIN ANY ANIMAL BY-PRODUCTS/IS PROTANDIM ALL NATURAL?

Protandim is 100% Vegetarian, free from gluten, wheat, dairy, gelatin and yeast.

11. I READ THAT PROTANDIM CONTAINS MILK THISTLE – IS THERE ANY DAIRY IN PROTANDIM?

No, *Silybum marianum* (Milk Thistle) is a plant used in traditional Chinese medicine. While “milk” is in the name, this ingredient does not contain any dairy.

12. ARE DIETARY SUPPLEMENTS A REGULATED INDUSTRY?

Yes, the FDA regulates both finished dietary supplement products and dietary ingredients. Dietary supplements are regulated under a different set of regulations than those covering “conventional” foods and drug products. Manufacturers and distributors of dietary supplements and dietary ingredients are prohibited from marketing products that are adulterated or misbranded. Firms are responsible for evaluating the safety and labeling of their products in order to comply with the Dietary Supplement Health and Education Act (DSHEA) and FDA regulations. The FDA closely monitors the marketplace for *illegal* products (products that may be unsafe or make misleading claims) in a variety of ways, including inspections of dietary supplement manufacturers and distributors, dietary supplement websites, consumer complaints, and occasional laboratory analyses of products.

13. DOES PROTANDIM HAVE FDA APPROVAL?

Although dietary supplement manufacturers must register their facilities with FDA, they are not required to get FDA approval before producing or selling dietary supplements. Manufacturers and distributors must ensure all claims and information on the product label and any other labeling are truthful and not misleading. Under FDA regulations, all domestic and foreign companies that manufacture, package, label or hold dietary supplements, including those involved with testing, quality control, and dietary supplement distribution in the U.S., must comply with current Good Manufacturing Practices (cGMPs) for dietary supplements.

14. DOES LIFEVANTAGE MEET CURRENT GOOD MANUFACTURING PRACTICES?

Yes, we meet or exceed cGMPs for Dietary Supplements. LifeVantage establishes the safety and purity of all its ingredients through independent laboratory testing, auditing and third party certifications. We have one of the most comprehensive quality systems in the industry, and many other companies now request the same quality standards that LifeVantage requires of our manufacturers and suppliers.

15. IS PROTANDIM A “CERTIFIED” PRODUCT?

Yes, Protandim US has recently been certified by NSF International. Certification by NSF means that an independent organization has reviewed the manufacturing process of a product and determined that the final product complies with specific standards for safety, quality or performance. NSF certification is recognized by regulatory agencies at the local, state, federal and international level, and NSF periodically conducts audits and product testing to verify that the product continues to comply with the standard.

16. IS PROTANDIM A BANNED SUBSTANCE FOR WHICH CERTIFICATION IS NEEDED, AS IN THE CASE OF PROFESSIONAL ATHLETES?

No, Protandim is not a controlled substance, nor does it contain any banned or controlled substances. The BSCG symbol on the Protandim label assures consumers that every lot of Protandim has been analyzed and certified by the Banned Substances Control Group (BSCG) to be free of all substances banned by the World Anti-Doping Agency.

17. I DRINK SPECIAL JUICES AND EAT FRUITS AND VEGETABLES FOR MY ANTIOXIDANTS. WHY DO I NEED PROTANDIM?

Many people mistakenly believe their antioxidant needs are fulfilled by eating blueberries, drinking expensive “miracle juices” and applying antioxidant facial creams. What they don’t realize is that their daily antioxidant needs cannot be fulfilled by consuming any amount of blueberries, dark chocolate or red wine. Effective antioxidant protection absolutely requires adequate production of the body’s own antioxidant enzymes. Protandim contains a unique, patented blend of ingredients that have been proven to stimulate the production of antioxidant enzymes and protect against cellular stress.

18. HOW IS PROTANDIM DIFFERENT FROM ANTIOXIDANT SUPPLEMENTS?

Instead of providing the body with additional dietary antioxidants, Protandim supports your body from within by turning on its own antioxidant defense system. By upregulating the production of antioxidant enzymes and other protective proteins, Protandim helps to reduce free radical damage and prepare cells for exposure to future stressors. Additionally, each antioxidant enzyme can react with and deactivate millions of free radicals every second. This makes them one million times more effective than dietary antioxidants, which can only scavenge free radicals on a “one-to-one” basis. This is why Protandim is different than any other dietary supplement on the market today.

19. IS IT BEST TO TAKE PROTANDIM WITH OR WITHOUT FOOD?

Some of the active ingredients in Protandim are fat soluble, so taking Protandim with a meal containing some fat allows the ingredients to be absorbed more efficiently (but it’s not absolutely necessary).

20. HOW MUCH CAFFEINE IS IN PROTANDIM?

Protandim contains 1.8 mg of caffeine per tablet. (By comparison, Starbucks coffee may contain up to 150 mg and “caffeine free” coffee may contain between 4-7 mg.)

21. WHAT IS THE SHELF LIFE FOR PROTANDIM?

The shelf life for Protandim is three years from date of manufacture.

22. CAN A PERSON DEVELOP DESENSITIZATION TO PROTANDIM?

No, there is no known mechanism whereby Protandim loses effectiveness over time. The formula has not been changed and bioactivity is monitored to maintain consistent potency with regard to the activation of the Nrf2 transcription factor (the mechanism by which Protandim works).

23. ARE THERE SITUATIONS WHERE PROTANDIM IS NOT RECOMMENDED? WILL PROTANDIM INTERFERE WITH MY OTHER MEDICATIONS?

As with any supplement, particularly if you have a medical condition, are taking medication or other supplements, you should speak with your healthcare provider before taking Protandim. If you experience nausea, vomiting, diarrhea or any other difficulties after taking Protandim, discontinue use and consult your healthcare provider.

24. SHOULD I CONTINUE TO TAKE MY OTHER VITAMINS AND ANTIOXIDANTS?

Some Western diets are lacking in certain nutritional elements, so multivitamin supplementation may be beneficial for some people.

25. ARE THERE ANY SIDE EFFECTS TO TAKING PROTANDIM?

We do not expect there to be any side effects for the typical Protandim consumer. However, some individuals may have natural allergic responses or sensitivities to one or more of the ingredients, just as some people are allergic to pollen or penicillin. These allergic responses to Protandim generally appear as gastrointestinal disturbances (i.e., stomach ache, diarrhea, vomiting) or sometimes as a headache or rash on the hands or feet. The symptoms typically disappear if Protandim use is discontinued. If you are experiencing any adverse reaction, discontinue use of the product and call (855) 519-7499.

26. WHY DO PEOPLE AGE AND HOW CAN PROTANDIM HELP SLOW THE CELLULAR AGING PROCESS?

Researchers and scientists agree that aging is the result of cellular deterioration caused by free radicals. It is impossible to avoid free radicals because the food you eat and the air you breathe, as well as stress or even vigorous exercise, can stimulate cells to produce destructive free radicals in staggering numbers. The human body fights free radicals by producing its own antioxidant enzymes, but as we grow older our bodies produce more free radicals and fewer of these antioxidant enzymes to fight the battle of aging. That's where Protandim plays a critical role by boosting the body's production of antioxidant enzymes at the cellular level with enough neutralizing capacity to reduce age-related increase in free radical damage.

27. HOW IS PROTANDIM A NRF2 ACTIVATOR?

Protandim's results stem from its ability to activate the transcription factor known as Nrf2. Nrf2 is a protein messenger contained in every cell of the body that sends information to the cell's DNA. Protandim contains five ingredients that are known as Nrf2 activators.

When Nrf2 is activated, it enters the nucleus and turns on several hundred genes, known collectively as "survival genes." These genes enable cells to survive in the face of several different kinds of stress, especially oxidative stress, which occurs when free radicals and other oxidants overwhelm the body's natural antioxidant enzymes. As a Nrf2 activator, Protandim helps keep the body safe from free radicals and oxidants by activating these survival genes.

FOR MORE INFORMATION:

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