

Lifevantage Corp
Form DEFA14A
January 26, 2018

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934

(Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

LIFEVANTAGE CORPORATION

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

Amount Previously Paid:

(1)

Form, Schedule or Registration Statement No.:

(2)

(3) Filing Party:

Date Filed:

(4)

URGENT
YOUR IMMEDIATE ATTENTION IS REQUESTED

Dear LifeVantage Corporation Shareholder:

The 2018 LifeVantage Corporation Annual Meeting of Shareholders, is quickly approaching and our records indicate you have not yet voted your shares at the time of the mailing of this reminder letter. The meeting is scheduled to be held on February 2, 2018 and your Board of Directors is requesting that you take immediate action to vote your shares at this important meeting.

There are 4 proposals on the agenda for the upcoming Annual Meeting and your Board of Directors unanimously recommends LifeVantage Corporation Shareholders vote "FOR" ALL proposals.

TIME IS RUNNING SHORT

The fastest and easiest way to vote is by telephone or over the Internet. Instructions on how to vote your shares by telephone or Internet are provided on the proxy card enclosed with this letter. Alternatively, you may sign and return the enclosed voting form in the envelope provided. Information regarding these proposals can be found in our Proxy Statement and Supplement to Proxy Statement at <http://investor.lifevantage.com/sec.cfm>.

If you sign and return the enclosed proxy card without indicating a different choice, your shares will be voted "FOR" ALL proposals as described in the Proxy Statement and Supplement to Proxy Statement.

If you have questions or need help voting your shares, please call our proxy solicitation firm, Morrow Sodali LLC at 1-877-787-9239.

PLEASE VOTE TODAY

Thank you for your investment in LifeVantage Corporation and for taking the time to vote your shares.

Sincerely,

/s/ Steven R. Fife

Steven R. Fife

Chief Financial Officer