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LIFEVANTAGE CORP

Reported by

BROWN DAVID WHITNEY

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 02/16/12 for the Period Ending 02/03/12

Address	10813 S. RIVER FRONT PARKWAY STE. 500 SOUTH JORDAN, UT 84095
Telephone	858-312-8000
CIK	0000849146
Symbol	LFVN
SIC Code	2834 - Pharmaceutical Preparations
Industry	Major Drugs
Sector	Healthcare
Fiscal Year	06/30

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FORM 4

[ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

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

OMB APPROVAL
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(f) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
Brown David Whitney (Last) (First) (Middle)	**Lifevantage Corp [LFVN]**	__ X __ Director _____ 10% Owner
9815 S. MONROE STREET, SUITE 100 (Street)	3. Date of Earliest Transaction (MM/DD/YYYY) **2/3/2012**	__ X __ Officer (give title below) _____ Other (specify below) **President, LifeVantage Network**
SANDY, UT 84070 (City) (State) (Zip)	4. If Amendment, Date Original Filed (MM/DD/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line) _ X _ Form filed by One Reporting Person ___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1.Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	**2/3/2012**		**M**		**50000**	**A**	**$0.5**	**50000**	**D**	
Common Stock (1)	**2/9/2012**		**M**		**50000**	**A**	**$0.5**	**100000**	**D**	
Common Stock (1)	**2/9/2012**		**F**		**13369**	**D**	**$1.87**	**86631**	**D**	

Table II - Derivative Securities Beneficially Owned (*e.g.* , puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Warrant (Right to Buy)	**$0.5**	**2/3/2012**		**M**			**50000**	**4/7/2009**	**4/7/2012**	**Common Stock**	**50000**	**$ 0**	**50000**	**D**	
Warrant (Right to Buy)	**$0.5**	**2/9/2012**		**M**			**50000**	**4/7/2009**	**4/7/2012**	**Common Stock**	**50000**	**$ 0**	**0**	**D**	

Explanation of Responses:

(1) This cashless warrant exercise was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person in December 2011

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Brown David Whitney **9815 S. MONROE STREET** **SUITE 100** **SANDY, UT 84070**	**X**		**President, LifeVantage Network**	

Signatures

/s/ Rob Cutler, Attorney in-fact for David Whitney Brown	**2/16/2012**
** Signature of Reporting Person	Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

***** If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

****** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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