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Form 4										
February 03, 2								OMB A	PPROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549									3235-0287	
Check this if no longe subject to Section 16	er STATEN	AENT OI	Expires: Estimated a burden hou							
Form 4 or Form 5 obligation may contin <i>See</i> Instruct 1(b).	Filed pur s Section 17(a) of the I	Public U	Jtility Hol	ding Cor		nge Act of 1934, of 1935 or Secti 940		0.5	
(Print or Type R	esponses)									
1. Name and Address of Reporting Person <u>*</u> McCord Joe M			2. Issuer Name and Ticker or Trading Symbol Lifevantage Corp [LFVN]				5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (Middle) 3. Date of Earliest Transaction				-	(Check all applicable)				
11545 W. BERNARDO CT., SUITE 301			(Month/Day/Year) 11/30/2009			X_ Director Officer (giv below)	ve title 00% below)	6 Owner er (specify		
				4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting			
SAN DIEGC), CA 92127						Person	More than One R	eporting	
(City)	(State)	(Zip)	Tab	ole I - Non-	Derivative	Securities A	cquired, Disposed	of, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, if any (Month/Day/Year)		Date, if	3. 4. Securities TransactionAcquired (A) or Code Disposed of (D) (Instr. 8) (Instr. 3, 4 and 5) (A)		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
				Code V	Amount	or (D) Price	Transaction(s) (Instr. 3 and 4)			
Reminder: Repo	ort on a separate line	e for each cla	ass of sec	urities bene	-	-	-			
					inforn requir	nation cont ed to resp lys a curre	spond to the colle tained in this forn ond unless the fo ntly valid OMB co	n are not rm	SEC 1474 (9-02)	

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	orDerivative	Expiration Date	Underlying Securities
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr.	8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 0.25	11/30/2009		А		120,000		(1)	11/30/2019	Common Stock	120,000

Officer Other

Reporting Owners

Reporting Owner Name / Addres	S	Relationships					
	Director	10% Owner	Of				
McCord Joe M 11545 W. BERNARDO CT. SUITE 301 SAN DIEGO, CA 92127	Х						
Signatures							
/s/ Joe M. McCord 0	2/03/2010						

<u>**</u>Signature of Reporting Person Date

Explanation of Responses:

- * 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).
- (1) This option vests and becomes exercisable in full upon the earlier of (i) the achievement of certain performance criteria, or (ii) November 30, 2011.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.