

New look FAQs

For 40 years, we've focused on finding new ways to help you live your healthiest life. Throughout, we've relied on three things for success: you (our customers), our science and our innovative spirit. As you know, innovation is ever evolving.

We have also incorporated our new look into a more user-friendly website with a goal of making it easier to navigate. Our new Health Basics pages will help you find science and research, as well as products. You will find the experience intuitive with content and products easy to locate.

Why have you changed your look?

Our rebrand is the result of ongoing efforts to represent our evolution as a company.

I received a white bottle, does that mean I have an older formula?

Definitely not. We would never sell you outdated products. However, during our transition period, products may arrive in either brand packaging. Regardless of packaging, you will always receive premium products backed by our 100%, 1-year, no-hassle satisfaction guarantee.

Have your product formulas changed along with the new packaging?

We perpetually innovate our products, so they are ever evolving. However, new package design is not what signals a new product formulation. When we reformulate products, we announce it and explain what the differences are and what you can expect. Most products have just experienced a package update, nothing else.

Are your prices changing because of the new packaging?

No. We pride ourselves on being financially responsible. Our new looks will not impact pricing.

I see the new bottles are translucent, will that affect the integrity of the products?

No. There will not be any product integrity issues associated with our new translucent bottles. In fact, bottles like these are fairly common in the industry. Plus, they are recyclable. Please recycle.

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Why did you change your website?

Many of you felt our website was cumbersome and difficult to navigate, so we completely overhauled it. We developed valuable content and made the experience easy and intuitive. We hope you agree.

Can I still find the same information as before?

We didn't remove information. We added great new content and made other information easier to understand.

Will the website URL change?

The URL for our website will remain: www.lifeextension.com.

Will my login details (username and password) change?

No. The look has changed, but your login will remain. Simply log in using your existing credentials. You will find all your account details there, as they were before.

SECURE SIGN IN

I have a Life Extension website account

Enter your e-mail or customer number

My password is

[I forgot my password](#)

Has the ownership structure of Life Extension® changed?

No. Our ownership remains unchanged.