



# Welcome from Dave Wentz

Dear Associate,

As Chief Executive Officer, I would like to welcome you to the USANA family and congratulate you on the choice you have made to join us. This company stands for true health and true wealth, and we will support you in every way possible as you make the journey toward becoming a successful entrepreneur and independent USANA business owner.

As you work through this Business Development System (BDS), you will learn about the company's scientifically advanced products and the ins and outs of building a successful business with USANA. This training system is one of the most comprehensive training tools in our industry, and has been designed with the assistance of top leaders in the field who want to make sure that you begin your business with all the knowledge and tools necessary for your success. By internalizing this information and relying on your upline for support, the possibilities for success are limitless. Once you have gone through the BDS, I also encourage you to get together with your upline leaders for a one-hour game plan meeting.

I am excited to share with you the opportunities and benefits that are available with USANA, a company that I have been a part of since its inception. Beyond quality products, USANA also provides you with a solid foundation for your home-based business. One remarkable concept that makes USANA stand out from other network marketing companies is its status as a consumer-approved network marketing company. While most network marketing companies almost exclusively service Associates who are also paid to sell the company's products, USANA's customer base offers a healthy balance of consumers (Preferred Customers) and Associates. We believe that our ability to obtain the approval of so many consumers validates the quality and

value of our products.

Another concept that will help you make the most of your USANA business is "The Power of Two." This twice-a-day philosophy is an incredibly effective system for building a business. The premise is simple—hand out two sales tools a day, every day. Then, follow up with your potential associate/customer a few days later. The USANA Home Office works hard to produce a wide array of professional and exciting sales tools for our Associates, including DVDs, online presentations, brochures, magazines, flyers, and newspapers. There is a tool to match every Associate's presentation style and one to catch nearly every person's attention.

USANA exists to improve the quality of people's lives through true health and true wealth. With this vision in place, USANA offers every Associate a foundation of seamless global growth backed by sound leadership and a solid vision for the future. With the help of world-class scientists, USANA leads the way in the fields of science and nutritional supplements. Together, we will continue to offer outstanding products that meet the health and nutritional needs of everyone.

With your assistance, USANA products will become a household name that means quality and value. As we continue to develop strong relationships with our Associates, our commitment of true health and true wealth to future generations will continue to expand, eventually reaching hundreds of thousands of people around the world. I wish you the best in your business and your health.

Live well,

Dave Wentz

Chief Executive Officer,  
USANA Health Sciences, Inc.

## USANA's mission:

To develop and provide the highest quality, science-based health products, distributed internationally through network marketing, creating a rewarding opportunity for independent Associates, shareholders, and employees.

*I dream of a world free from pain and suffering, I dream of a world free from disease. The USANA family will be the healthiest family on earth.*

**Myron Wentz, Ph.D.**

Founder and Chairman, USANA Health Sciences, Inc.

Recipient of the Albert Einstein Award in the Life Sciences, 2007

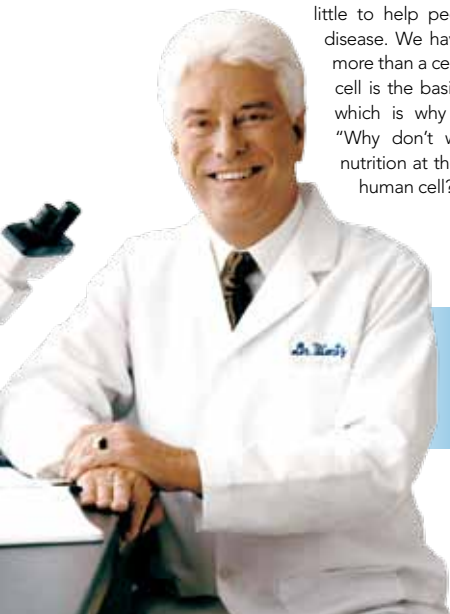


Dear Associate,

I am pleased to be able to introduce you to the company I founded in 1992, USANA Health Sciences, and also to the products that will provide a solid foundation for your health. I want to welcome you aboard and congratulate you on choosing to become part of the USANA family. I hope that our relationship will be long and rewarding.

As we enter a new era in human history, the quest for health and happiness continues for each one of us. However, at the beginning of the 21st century, the most serious health threat facing mankind is not the scourge of infectious disease, but the epidemic of chronic degenerative disease—coronary heart disease, cancer, and diabetes. Both my parents died prematurely from degenerative disease. My father succumbed to heart disease when I was 17 years old, and my mother died some years later of cancer.

During my scientific career, perhaps my most important realization was that optimal nutrition is both fundamental and indispensable to our health. The first company I founded, Gull Laboratories, was successful in growing billions of cells for the purpose of diagnosing viral diseases. Our ability to grow healthy and vibrant cells in the laboratory was one of the reasons that Gull products set the “Gold Standard” in the detection of viral diseases. Our diagnostic assays, however, did little to help people prevent disease. We have known for more than a century that the cell is the basic unit of life, which is why I proposed: “Why don’t we approach nutrition at the level of the human cell?”



Turning my attention to human nutritional products was, in part, the result of a general decline and deterioration of my own health due to stress and overwork. I decided to try the leading nutritional supplement in an effort to maintain my health. Over time, however, I saw no difference in my condition and became more discouraged.

One day I happened to look at the label of this top-selling product to see what the ingredients were. Then I realized—this multivitamin didn’t work because the ingredients were inappropriate and the dosages were totally insufficient. That day, I decided to use my research experience, as well as the latest clinical research in human nutrition, to develop an advanced nutritional system to help people maintain their health and quality of life. USANA was created to produce these products and to spread the word that the nutritional requirements of the human body were not being met in today’s environment.

USANA’s Nutritionals comprises the Essentials and Optimizers supplement products. The Essentials—vitamin, mineral and antioxidant supplements are the foundation of USANA’s nutritional system, while the Optimizers products allow you to tailor your nutritional system to your individual needs.

USANA’s complete, high potency formulas are based not on Recommended Dietary Allowances (RDAs), but on the advanced levels shown in scientific research to promote good health over the long term. Enhanced bioavailability through testing and design ensures that USANA products deliver nutrients to your body. And all ingredients are thoroughly researched for potency and safety.

Unlike many vitamin manufacturers, USANA follows a pharmaceutical model of Good Manufacturing Practices (GMPs) as the basis of our Quality

My dream is to contribute however I can to the scientific advances that will maximize the body’s potential to live a full and productive life.

Assurance program. We guarantee the potency of our products for two full years using international stability standards set for the pharmaceutical industry. USANA means nutrition you can trust every time.

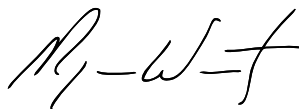
As the field of nutritional science advances, USANA is committed to continuous improvement. The formulas are upgraded on a regular basis in response to advances in nutritional science and medicine, customer feedback, and in-house research to provide you with the highest quality, scientifically proven products for optimal health.

When my father died I remember my mother saying to me that she wished I had been born earlier, so that I might have been able to do something to help him. That was one of the reasons I chose a career in medical science, and I hope that I have made some small contribution to the campaign for health maintenance. I believe that with USANA products people can live healthier lives, and I'm excited about sharing this good news with others.

All of us are responsible for taking care of our own health. You have taken an important step in meeting that responsibility by joining USANA Health Sciences, by adopting a healthy lifestyle, and especially by providing your cells with the nutrition your body deserves. Together, we can bring optimal health to the people of the world, one person at a time.

I invite you to join me in sharing this vision of true health.

Love life and live it to its fullest in happiness and health,

A handwritten signature in black ink, reading "Myron Wentz".

Myron Wentz, Ph.D.

Founder and Chairman,  
USANA Health Sciences, Inc.  
Recipient of the Albert Einstein Award in the Life Sciences, 2007



Essentials™—Vitamin, Mineral & Antioxidant Supplements ITEM# 101