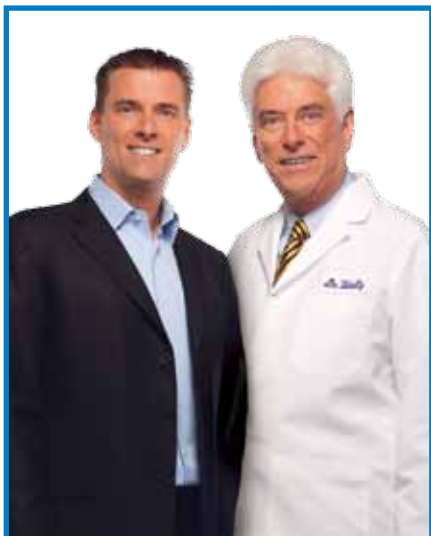




JUMPSTART

YOUR SUCCESS



EVERYTHING
WE DO HELPS YOU
LOVE LIFE
AND LIVE IT.



your health. your life. your way.™



.....

This is why you became a part of USANA. To take control of your health. To live life on your terms.

You have joined the ranks of thousands of USANA Associates around the globe who want the same thing you do. And you are partnering with a wellness company that develops award-winning nutritional supplements, weight-management shakes and snacks, and personal care products that you will be proud to share with those you care about.

In the pages of this magazine, you will learn about USANA and what makes us unique. You'll also learn about our products and the science behind them. You'll be trained on how to share the USANA opportunity with others, and you'll be amazed at the rewards you can earn as a result of your efforts.

Congratulations on making a decision that will have a tremendous impact on every single aspect of your life. Welcome to the USANA family! We look forward to your success.



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We're Behind You All the Way

Now that you're an official USANA Associate, you may think that you need to have all the answers. But even the most seasoned Associates need help from those around them. That's what teamwork is all about!

Consider the options below as your official USANA lifeline:

1 Always start with your sponsor.

Sponsor Name: _____

Sponsor Phone Number: _____

Your senior team members will be your direct line of support as you build your USANA business, especially in these first few months. A word of advice? Keep their number on speed dial!

2 Customer Service

Our award winning customer service team is second to none. Our representatives are here to answer any question you throw at them! Contact the Australian team on 1800 OUR USANA (1800 687 872) or the New Zealand team on 0800 USANA NZ (0800 872 626)

3 USANAtoday.com

This site will become one of your best friends, your first stop for the most up to date information.

4 Social Media

Don't forget to check out USANA's award-winning social media sites. You'll want to bookmark these to stay in the loop:



Facebook:

facebook.com/usanaaustraliannewzealand



Blog:

usanablognz.blogspot.com



Twitter:

twitter.com/USANA_ANZ





Getting to know your business



.....

In order to share USANA with those around you, you first need to know just what this amazing company is about—from the science and manufacturing behind our products to the importance of teamwork and the USANA vision.

You'll discover (if you haven't already) why joining USANA was an excellent decision. And you'll find out even more about everything USANA can offer you and anyone with whom you share the products or the business opportunity.



A Vision Over 20 Years in the Making



USANA Health Sciences was founded on Dr. Myron Wentz' vision of a world free from pain, suffering, and disease. Since 1992, the company's mission has remained the same: spread that vision by developing and manufacturing high-quality nutritional supplements that provide optimal nutrition at the cellular level.

Today, USANA has grown into an industry leader, with more than 130,000 Associates worldwide providing hundreds of thousands of families with award-winning, pharmaceutical-grade nutritional supplements.

The timeline below highlights some of our most notable events from the past two decades.



1992—Microbiologist and immunologist Dr. Myron Wentz founds USANA Health Sciences, eventually becoming one of America's leading companies in the fields of health and nutrition.

1996—USANA takes its first step toward international expansion by opening in the Canadian market.

1997—After five years in the network marketing industry, USANA was the first company voted "**Distributor's Choice**" for **Best Company** in *Network Marketing Today* and *The MLM Insider* magazine. Since then,

this award has been handed out 11 more times, with USANA earning the trophy every single time!

2002—A lasting partnership is formed between USANA and Children's Hunger Fund (CHF) to help children around the world suffering from disease and malnourishment. Today, USANA continues their work with CHF and other charitable organizations through the **USANA True Health Foundation** (see page 43).

2006—USANA becomes the Official Health Supplement Supplier of the **Women's Tennis Association** (WTA), adding to the growing list of professional and Olympic athletes who trust and use USANA's award-winning nutritionals.

2009—*Forbes.com* names Dave Wentz one of America's Most Powerful CEOs 40 & Under.

2011—*The Healthy Home*, a book written by Dr. Wentz and Dave Wentz, becomes a *New York Times* bestseller.

2012—After two decades in the network marketing industry, USANA celebrated its **20th anniversary** at the 2012 International Convention, one of USANA's largest events attended by thousands of Associates from around the world. Attendees listened to powerful speeches from renowned speakers, including **two-time Emmy® Award-winning host of *The Dr. Oz Show*, Dr. Mehmet Oz.**

2013—USANA launches in Colombia. Today, USANA is a worldwide company with Associates in 19 different markets, including China.



A World of Opportunities

Dr. Wentz' vision was based around an entire world free from pain and suffering rather than a specific city, country, or continent. And because the dream of achieving true health and true wealth is a universal one that knows no boundaries, we're doing everything possible to reach an entire world of dreamers.

Today, Associates have the power to access a worldwide network of customers and business partners thanks to USANA's international presence. With recent openings in European countries such as France and Belgium, USANA now has Associates in 19 different markets, including China.

Our dominant presence across the globe is just one more way USANA is proving that everything we do helps you love life and live it—regardless of your location, education, or experience.

Expanding Through the Nations

1992	United States
1996	Canada
1998	Australia New Zealand United Kingdom
1999	Hong Kong Netherlands
2000	Japan
2002	Taiwan
2003	Korea Singapore
2004	México
2007	Malaysia
2009	Philippines
2010	China (BabyCare Ltd.)
2012	Belgium France Thailand
2013	Colombia

Beyond the Standard: USANA's In-House Manufacturing

Extra quality control.
Extra testing.
Extra care.

USANA is extra focused on quality. That's exactly why more than 90 per cent of USANA's products are made in-house at USANA's state-of-the-art manufacturing facility.

Taking Control

USANA meticulously and methodically controls the manufacturing process of every single in-house product every step of the way. Third-party vendors make different products for different companies every day, but at USANA, we are experts on our products because we make our products. "When you're making something for yourself, you take the time to do it right," says Dr. John Cuomo, USANA's Executive Director of Product Development and Technology. "This is our house. This is our business. And nobody is going to take care of it if we don't."





“This is our house.
This is our business.
And nobody is going
to take care of it
if we don’t.”

—Dr. John Cuomo, USANA
Executive Director of
Product Development
and Technology

Testing with a Scientific Team

More than 20 scientists, chemists, and microbiologists are tasked with the rigorous task of testing—starting with the raw materials when they enter the in-house manufacturing facility. Paperwork is checked, a visual inspection is performed, and a representative material sample is collected and sent to the lab.

Every sample goes through microbiological, contamination, potency, and physical testing. Most ingredients also go through specific testing to ensure they meet United States Pharmacopeia (USP) or British Pharmacopeia standards, where applicable, for things like purity, solubility, and density to make sure what’s on the label is in the product—and nothing else.

Exceeding the Standard

USANA complies with the highest standards of the nutritional supplement industry. USANA’s manufacturing facility is a TGA-licensed, as well as a U.S. Food and Drug Administration (FDA) registered facility. USANA tests every ingredient in every lot; this ensures that when you receive your USANA products, you’re receiving the very best supplements possible.

It’s the USANA standard.



Scientific Support

Science has been a cornerstone of USANA since its founding—not surprising given the scientific pedigree of the founder. What Dr. Myron Wentz started 21 years ago has grown into a team of world-class scientists from various disciplines dedicated to the creation of the best science-based nutritional products in the world.

Some companies aren't as dedicated to science as USANA. At the Home Office in Salt Lake City, Utah, lab coats aren't just a fashion statement—USANA lives and breathes science. The commitment to research and development is manifested in the high-tech labs populated by a team of talented chemists, molecular and cellular biologists, nutritional biochemists, pharmacists, and sports science experts. It can also be seen in the investment in studies, equipment, and manpower to keep the company on the forefront of nutritional science. And it's money well spent.

USANA has numerous studies going on at any one time, many of which are human clinical studies performed in-house by the company's top-notch human clinical research team. USANA also partners with the **Linus Pauling Institute** and **The Orthopedic Specialty Hospital**, two titans of the scientific community engaged in groundbreaking research.



The Science of USANA

Science is at the heart of USANA's mission to help people all over the world live life to its fullest in happiness and health. Our scientists never stop working to discover new and better ways to produce the highest quality nutritional and personal care products for you.

Patents and Innovations

Olivol®—Olive Fruit Extract

Olivol is a patented extract that contains unique antioxidant polyphenols derived exclusively from olives. These antioxidants may be one of the components of the Mediterranean diet associated with health and longevity.



Nutritional Hybrid Technology

USANA's innovative Nutritional Hybrid Technology (NHT) is a state-of-the-art approach to manufacturing

that separates various formula ingredients into two distinct tablet layers. **HYBRID** A patent-pending use of this technology allows incompatible ingredients to be combined in a single tablet.



Sensé™ Self-Preserving Technology

With Self-Preserving Technology, all the functional ingredients of a formula—as well as the manufacturing process and packaging—are combined using a patented technology to become the preservative system. In other words, the product is the preservative.



Partnerships and Collaborations



Meriva®†

USANA and Indena S.p.A., a leading global ingredient supplier, partnered together to test Indena’s Meriva bioavailable curcumin complex—an innovative phyto-some that delivers improved stability and absorption. The research revealed that this advanced formula is up to 30 times more bioavailable than standard curcumin extract. As a result, Meriva is now found in a number of USANA products.

Sanoviv Medical Institute

At Sanoviv Medical Institute, medical professionals frequently recommend USANA products in order to address their guests’ specific needs. When these professionals found a need for a line of products to assist the digestive system and help promote sound detoxification processes, they looked to USANA.

In response, USANA scientists created a line of Digestion/Detox products, made to work together to support digestive health.

The Linus Pauling Institute

USANA collaborates with many leading universities and institutions to stay on the forefront of nutritional research. One of our most important partnerships is with the Linus Pauling Institute (LPI), whose mission closely aligns with USANA’s. LPI benefits USANA because of their ability to identify potentially new and exciting phytonutrients we can add to our product line, in addition to helping USANA understand how optimal nutrition works to help individuals achieve optimal health.



Ask the Scientists



Have questions about USANA’s products, ingredients, or the science behind them? We have answers. Check out Ask the Scientists, USANA’s public database of scientific Q&As.

- 1 Go to USANA.com and hover over **The USANA Difference**, then click **Science**.
- 2 Click **Ask the Scientists**.
- 3 Use the navigational links on the left side of the screen to find out science-based information about the products you or your potential Associates and Customers are interested in, or type your question directly into the search field. If, after typing a question, you don’t get the results you need, click **If this search didn’t answer your question, click here** to send your question directly to our scientists.

†Meriva® is a trademark of Indena S.p.A.



Undeniably Unique.

You may have already heard this before. More likely than not, you've already been told on numerous occasions that no matter what similarities you share with your friends, family, and peers, you are different. You are unique. But you probably don't believe it.

That's because you understand there are certain things everyone has in common. We all want the best for our families, we all yearn for success, and we all share the same basic health needs.

But we all have our differences, too. We all have our own, individual mark we want to leave in life—our own interests, routines, and subtle quirks that truly make each and every one of us...unique.

And the way we see it, it's up to each of us to express what sets us apart from everyone else, not only in our daily lives, but in our daily nutritional regimens as well.

So make your mark. Make a commitment to living a longer, healthier life. We can help. In the next few pages, you'll learn about the product lines USANA offers and how the right combination of products will help you maximise your nutrition and encourage you to support every aspect of your well-being.

Choose the products that are right for you, and then get back to creating a life that's truly—uniquely—yours.



The Essentials: It's All in the Name

The top-rated USANA® **Essentials™** are your key to excellent nutrition for overall well-being in today's modern world. When taken together, **Mega Antioxidant** and **MultiMineral** offer an unparalleled range of highly bioavailable vitamins, minerals, and antioxidant nutrients to build a strong foundation of exceptional health for a lifetime.

HealthPak: Your Health Made Easy

Your optimal selection of USANA® Nutritionals in convenient AM and PM packs, **HealthPak™** provides a full daily dose of the **Essentials (Mega Antioxidant and MultiMineral)**, as well as **Active Calcium Plus™** and USANA's unique **AO Booster™** for added antioxidant protection.*

Do not take while on warfarin therapy without medical advice.

Contains sorbic acid and sodium benzoate.

This product contains selenium which is toxic in high doses.

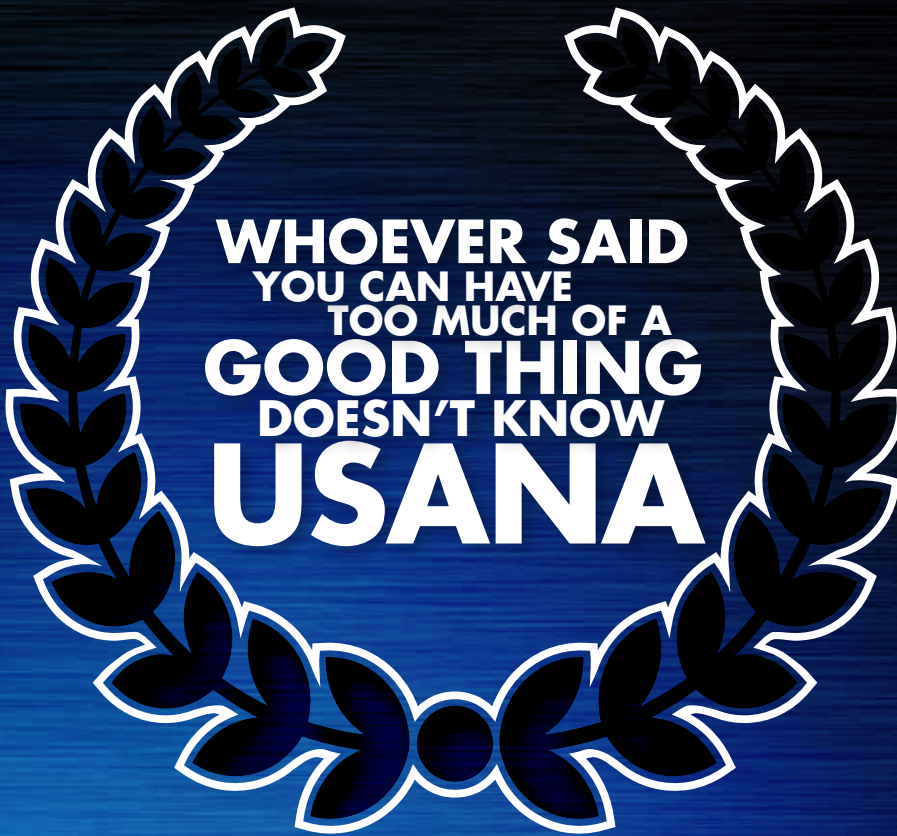
A daily dose of 150µg for adults of selenium from dietary supplements should not be exceeded.

Vitamin supplements should not replace a balanced diet. USE ONLY AS DIRECTED. ALWAYS READ THE LABEL.

IF SYMPTOMS PERSIST SEE YOUR HEALTH CARE PRACTITIONER.



WINNING GOLD
for demonstrating
commitment
and excellence
in adopting the
world's best
practice on
customer service
standards for
2013



**WHOEVER SAID
YOU CAN HAVE
TOO MUCH OF A
GOOD THING
DOESN'T KNOW
USANA**



**USANA NO. 1
RATED BRAND**
in Direct Sales Based on
Customer Satisfaction
by Consumer Lab
for 2013



2012 Australian Business Awards Winner Best New Product **BiOmega™ Jr.**
and Winner Product Innovation **Rev3 Energy™ Drink**

2011 Australian Business Awards Winner Best New Product **Proflavanol® C100**
and Winner Best E-business Health & Freedom Solution

2011 International Business Awards Distinguished Honoree for the
Marketing Campaign of the Year for
Australia & New Zealand's Women in Business 2011 Campaign



Outside Magazine:
**BEST
PLACES
TO WORK**
4 wins since 2009



**USANA IS THE OFFICIAL HEALTH
SUPPLEMENT SUPPLIER OF THE**

WTA, US Ski & Snowboard Association, US Speedskating, US Women's
Ski Jumping, US Luge, Speed Skating Canada, Cross Country Canada,
Biathlon Canada, and Pachuca Club de Fútbol

USANA BECOMES AN
FDA
REGISTERED FACILITY
2011

Forbes.com names
Dave Wentz One of America's
**MOST
POWERFUL
CEOs 40 & Under**
2009

USANA RECEIVES A
**PROGRESSIVE
MANUFACTURING
100 AWARD**
IN INNOVATION MASTERY
2011

USANA VOTED "#1 Distributor's Choice"
For Best Network Marketing Company by *MLM Insider* for 15 consecutive years
BEST
Nutritional Company
in Network Marketing
Weight Loss Company
in Network Marketing
Compensation Plan
in Network Marketing—Binary
2012



Optimise Your Health

Healthy by choice

Maintaining youthful vitality is the direct result of making positive choices to protect our body's cells every day. A healthy diet, quality supplementation, regular exercise, proper hydration, and advanced skin care, along with a positive mindset, all have an impact on our ability to live our life to its greatest potential.

USANA's line of nutritionals has a wide range of products for every major body system: cardiovascular, nervous, skeletal, endocrine, digestive, and cellular function. This allows you to target specific areas of your health based on your personal needs.

Vitamin supplements should not replace a balanced diet. USER ONLY AS DIRECTED. ALWAYS READ THE LABEL. IF SYMPTOMS PERSIST SEE YOUR HEALTH CARE PRACTITIONER.



The Taste of Healthy Cuisine

USANA believes in making superior products to meet all your individual health needs. Which is why we've developed snacks and meal replacements for when your busy lifestyle needs a nudge in a healthier direction.

Choosing USANA means choosing health. So go ahead and indulge in USANA® Nutrimeal™ meal replacement shakes and snack varieties. And then get back to what matters most.

Look and Feel Beautiful from the Outside In

For those looking to enhance their health and beauty, USANA has created a line of personal care products that will dramatically transform the look and feel of your skin and hair.

Made from the purest natural botanical extracts and developed by USANA's scientists, each product in the **Sensé™** skin care line is formulated to revitalise individual cells—where healthy skin begins—providing you with that vibrant, healthy glow you've been searching for. All without any added chemical preservatives.



sensé
beautiful science®



USANA ATHLETE WINS OLYMPIC GOLD!

We're proud that our USANA Sponsored Athlete, Tate Smith, won Gold at the 2012 London Olympics!



Riding the wave of success, Olympic kayaker and USANA Sponsored Athlete Tate Smith, has outdone himself again! Still bursting with pride from his 2012 Olympic Gold Medal win, Tate an Australian Surf life saver has more terrific titles to add to the list.

Tate's latest wins include the recent the titles at the Queensland Surf Life Championships and National Canoe Sprints in Perth. His impressive performance and general well-being has been attributed to his use of USANA Nutritionals and of course his unwavering determination!

Tate says...

"Having been an athlete for 15 years, I have used many supplements over that time. But, I have come across no better nutritional products than USANA. After using them I noticed the effects on my well-being. I know I'm getting the highest quality supplements made from superior grade ingredients. Part of being an athlete is expecting to be drug tested regularly. I know I can feel assured that USANA products do not contain any banned substance."



Congratulations to Mega Marathon Man Mike Allsop!

Kiwi adventurer and USANA Ambassador, Mike Allsop, challenged himself to in his boldest challenge ever – complete an incredible seven marathons, on seven continents, in seven days. And, we're proud to say in February 2013 that's just what he did in seven days, 21 hours and 45 minutes to be precise...

Mike's Journey

1. The Falkland Islands
2. Santiago, Chile.
3. Los Angeles, California.
4. London bound.
5. On to Africa - Casablanca in Morocco
6. Hong Kong
7. Back home to Auckland!

The USANA True Health Foundation donated a total of \$10,000 NZ to Mike's chosen charity - KidsCan. Congratulations Mike – a true inspiration and proud USANA Ambassador!

USANA SPONSORED ATHLETES



Nathan Sharpe



Lisa Tamati



Jordan Morgan



Kenneth To



David Bishop



Tennille Falappi

Zheng Jie



Samantha Stosur



Kim Clijsters



For more information about USANA sponsored athletes, go to www.USANA.com.

The pictured/named athletes are either Associates or dedicated users who have received compensation for their partnership and/or complimentary USANA products.

The Official Health Supplement Supplier of





Whatever your motivation, whatever your “why,” keep it close to you.

Find Your “Why”

Everything worth doing is driven by passion. Though many people start their businesses with only profit in mind, you’ll need something much bigger motivating you if you want to be successful.

The question you need to ask yourself is, what is your “why”? What is your reason for being a part of USANA? What will push you to try your best every day?

There is no right or wrong answer. For some people, their “why” may be providing for their family; for others, it may be spreading the USANA vision; and for someone else, it may be the feeling of accomplishment they receive with every advancement. Ask yourself your reason for seeking true health and true wealth, and make sure it is something that will motivate you even when the going gets tough.

Your “why” will keep the fire burning inside you even when you start to feel discouraged. When you feel overwhelmed, take a deep breath, count to ten, and remember your “why.” When you feel like throwing in the towel, your “why” will remind you of the reason you started your business in the first place. And when you

feel rejected, your “why” will make you try again—and try harder.

It’s okay if your “why” evolves over time. In fact, this can be very positive. For example, if your “why” is to help your children pay for college, then your “why” may change after they graduate. Then, your new driving force might be to provide for your own retirement or to finance your travels. But remember: when it comes time to replace your “why,” find something else that will push you just as hard to succeed.

Tell your friends and family about it. Write it down—frame it if you have to! Just make sure you’re always reminded of what you’re working toward so you’ll never doubt that you’re a part of USANA for all the right reasons.

“The energy of your ‘why’ creates excitement and inevitably success.”

- Annette Rossi, QLD

Goals + Commitment = Results

It's a pretty simple equation, really. Once you realise what your true goals are, you can turn them into reality through your commitment. Knowing what your "why" is for joining USANA, and what your goals and dreams are for say, the next three to ten years, will help you figure out the right path to get you where you want to be.

So...what is your "why"?

What are your goals in the next 90 days, 1 year, 3 years?

1»

3»

«2

«4

Now, to get where you want to be, let's set up some commitments.

I am/we are committed to:

- | | | |
|---|----------|---|
| <p>1. Working the business _____hours per week.</p> <p>2. Approaching _____potential Associates per week.</p> <p>3. Sponsoring _____Associates per month.</p> <p>4. Obtaining _____new customers per month.</p> | <p>⋮</p> | <p>5. Learning how to give an effective presentation in under one hour.</p> <p>6. Working with my sponsor for a minimum of 13 months.</p> <p>7. Creating a collage of pictures (my dreams) and posting them with a copy of this sheet in a place I can see every day.</p> |
|---|----------|---|

I understand that my team leaders are my coaches and will not build my business for me. My success will be determined by my efforts and being teachable.

Print Name

Date

Signature

Print Name

Date

Signature

Six Ways to Earn Income with USANA

You already know that you can earn a great income with USANA. But did you know there are several ways to earn it?



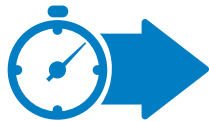
Retail Sales—

Earn profits on the difference between wholesale and retail.



Weekly Commissions—

Earn a weekly commission of up to 25% from your customers and the sales volume of your team.



Lifetime Matching Bonus—

Sponsor new PaceSetters and receive up to a 15% match of their sales volume for the life of their USANA businesses.



Incentives—

Be rewarded with luxury travel, prizes, and even extra cash through USANA's generous incentive programs.



Leadership Bonus—

Participate in USANA's 3% worldwide weekly bonus pool.



Elite Bonus—

Enrich your income with USANA's 1% quarterly bonus shared among the top 40 income earners.

Start earning the money you deserve today!
Log on to www.USANAtoday.com for more details.

The Income Maximizer



The name pretty much says it all. The Income Maximizer™ is a must-have when it comes to managing your business, your time, you name it. For \$29.00 AU / \$34.00 NZ every four weeks, you will have access to the most beneficial business management tools around.*

DLM (Downline Management) is an online reporting program

that gives you up-to-the-minute reports on your team's activity so you can capitalise on opportunities to qualify and earn income. Access DLM daily to identify:

- Associates who are close to earning checks or rank advancements
- Associates who are not signed up for Auto Order
- The most advantageous location for placing a new team member in your team structure

Webhosting is an online design program to help you create and maintain your personal USANA website. This program lets you:

- Personalise your site with your story, photo, and contact information
- Customise your web page settings to best position your site with Internet search engines
- Have flexibility to add HTML text and design, if desired

*With the purchase of this Business Development System—and to help you get your business off on the right foot—your first three months of The Income Maximizer are free!



These are just a few of the tools USANA offers to help you be successful. The Income Maximizer is a must for your business. Add it to your Auto Order order today!



Put Financial Freedom Within Reach

Life is full of choices. From where you live to what career path you choose, you are in control. But when it comes to your income, you're at the mercy of the economy, your education level, and the value society puts on your skills. But what if you could be in control of your income? Well, you can be. You have a choice.

With a traditional job, you trade your **time for money.**

If you choose to follow a traditional **career path**, you'll attend school or receive training. After you earn your degree, you will enter the work force. You'll be hired into an entry-level position, where you'll then spend years working your way up the corporate ladder. You will receive a salary that, over time, will likely increase slowly and steadily. But in this scenario, you aren't in control. Ultimately, someone else is deciding your compensation. You have a choice to build your own dreams or work to help someone build theirs.



VS.



With a direct selling business, you trade your **effort for money.**

If you choose **direct selling**, you are in the driver's seat of your business. You don't have to earn a degree. All you have to do is get started. You ultimately decide how many hours you want to spend building a USANA team. You can build part-time or full-time. You don't have a boss. You are the boss.

As a USANA Associate, you will build your own team of independent business builders. As you continue to sell and market USANA's nutritional and personal care products, you will not only be compensated for what you sell, but also for the efforts of your team.

USANA's Payout Percentage Means Money in Your Pocket

What do you want in a home-based business?

- Highest payout percentage of sales.[†] This means that more sales dollars go back to you in commissions.
 - Anyone can succeed. How much you earn is based on your efforts, not when you start.
 - Six different ways to earn income. This includes USANA's unbeatable Lifetime Matching Bonus.
 - No group volume requirements. You, and only you, are responsible for ensuring you are eligible to earn commissions.
 - No breakaway volume. You aren't punished for helping those you sponsor to be successful with additional volume requirements.
 - Commissions paid weekly. You can start seeing results from your efforts in as little as one week!
 - International/Seamless. One team allowing for worldwide growth.
- Whether you are seeking a part-time, full-time, or big-time business, USANA is your opportunity of choice. Compare for yourself!

	Percentage of Sales Paid in Commissions [†]	No Group Volume Requirement	No Breakaway Volume	Offers Rollover Volume	Weekly Payout	International/Seamless
USANA	45.7%	✓	✓	✓	✓	✓
Herbalife [‡]	32.9%					✓*
Nu Skin [‡]	43.1%					✓*
Reliv [‡]	37.4%					✓
Nature's [‡] Sunshine	36.4%					

[†]Numbers were calculated using financial results from fiscal year 2011 for profitable reporting companies in the industry.

*China market differs.

[‡]Does not break out commissions separately in their public findings.

The figures in this publication should not be considered as guarantees or projections of your actual earnings or profits. Success with USANA results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you demonstrate these qualities.

The Power of SVP and Auto Order

Sales Volume Points (SVP)—These points are going to keep your business active week after week, allowing you to be eligible to earn income based off the sales volume of your team.

SVP is earned as you purchase product for your personal use and for your customers. Each product (excluding sales tools) carries with it a certain number of points.* When you reach a certain threshold of SVP in your business you are eligible to earn commissions in the form of Commission Volume Points (CVP). This CVP translates into a dollar amount for you.**

USANA has made it easy for you to purchase products for yourself and your customers through a little thing called Auto Order.

Auto Order is exactly what it sounds like—an automatic shipment of your favourite products right to your door every four weeks. But it's more than just a convenience. It ensures that you and your customers have the product on hand when you need it. Plus, you save 10 per cent off the Preferred Price of each product.

Moving Up the Ranks

Staying active by generating points is not only what will lead you to start earning the income you're looking for, because it could potentially help you advance in rank as well. Here's what you need to earn to reach each new level in USANA.



DIAMOND—Get **4000** CVP
for **4** consecutive weeks.



EMERALD—Get **3000** CVP
for **4** consecutive weeks.



RUBY—Get **2000** CVP
for **4** consecutive weeks.



GOLD—Get **1000** CVP
for **4** consecutive weeks.



SILVER—Get **1000** CVP
for one week



BRONZE—Get **800** CVP
for one week



DIRECTOR—Get **600** CVP
for one week



ACHIEVER—Get **400** CVP
for one week



BUILDER—Get **200** CVP
for one week



BELIEVER—Get **100** CVP
for one week



SHARER—Get **50** CVP
for one week

*See the USANA Price List found in the Forms section of USANAtoday.com for a breakdown of SVP.

**Please refer to the Policies & Procedures/Compensation Plan booklet for a complete explanation of CVP and USANA's compensation plan.

FAQs:

What you need to know to keep you in the know

Our compliance officers answer the most common questions new Associates ask.

Q. What is the purpose of USANA's Compliance Department?

A. USANA's compliance department educates you, the Associate, regarding the company's policies and procedures, and protects your hard-earned businesses. It adheres to USANA's high ethical standards in protecting its Associates from regulatory enforcement activities and inappropriate sales activities of other Associates. This allows you to confidently build your business knowing that it will be safe.

Q. Can I advertise and promote USANA's top-ranked products and business?

A. Yes, USANA has created a wide range of approved sales aids for you to use in promoting the products and business. These sales aids can be found online and can also be ordered directly from USANA.

Q. Am I allowed to share my positive experiences from taking the products?

A. Yes, we encourage you to share the positive results you have received from taking USANA's world-class products. It is important to remember, however, that USANA products are nutritional supplements, not drug products, and thus no claims can be made that the products help to diagnose, treat, cure, or prevent any disease.



Q. Am I required to sell products in order to qualify for commissions?

A. Yes, as a legitimate network marketing company, USANA's compensation plan is based on the sale of products. You must fulfill specified personal and team sales requirements found in section five of the Policies & Procedures in order to be eligible for bonuses, commissions, and advancement to higher levels of achievement.

Q. Can I sell and promote the USANA products and business to others throughout the world?

A. Yes, USANA provides Associates the opportunity to have a successful international business by allowing you to promote and sell the products and business in all countries in which USANA is approved for business, as announced in official USANA communications. Associates should not promote or sell products in countries where USANA is not officially open.



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This is the fun part—sharing USANA. You have your reasons for being a part of USANA, and now, you get to help others figure out theirs. This section will give you the tools to find the people who are going to help you take your business to the next level. By showing others how USANA can change their lives for the better, you'll be changing, improving, and expanding your own life in more ways than ever before.

Who do you know?

University friends. Coworkers. Family, friends, or even those old high school buddies you've reconnected with on Facebook. It's time to start making your contact list so you can get out there and share USANA.

As you're making your list, ask yourself this question: Who can I network with? Who on this list is going to help me grow a successful business? You'll also want to

think about what aspect of USANA is going to interest them most—the nutritional? The business? **Sensé™**? Who do you know who is interested in a healthy lifestyle or weight management?

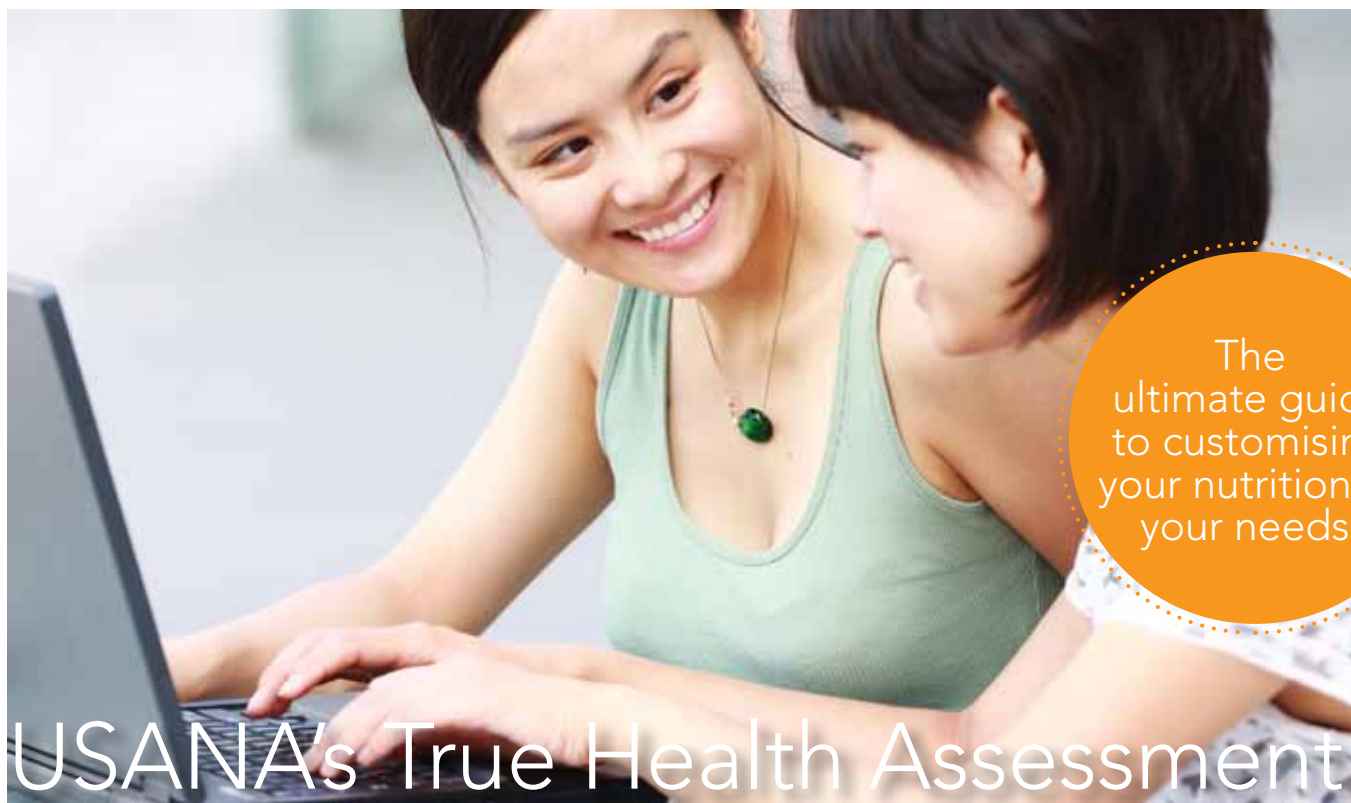
Add to your list

You're always going to think of new people to add to your list, so keep a notebook handy, and add names as you go.





TrueHealth
ASSESSMENT



The ultimate guide to customising your nutrition to your needs.

USANA's True Health Assessment

USANA Health Sciences' roots in health run deep. For over 20 years, USANA has been dedicated to providing our Associates and customers with the best nutritional products on the market. USANA is on the cutting edge of nutritional research and development, but it's up to you to make your health a priority.

You already know USANA offers a wide range of nutritional products to suit any need, but how do you find out which products are right for your body and lifestyle? The process might seem overwhelming, but the True Health Assessment makes it simple. With a few clicks, you'll learn which products will meet your specific needs, along with useful tips to achieve a healthier you.

All you need to do is answer questions about your diet, exercise, and lifestyle choices. After you finish up the questions, the True Health Assessment will create a lifestyle plan for you. It will also provide you with a top health risk factors assessment, which will help you identify areas of your life where you can improve your health and re-

duce your risk of injury or disease. That way, you'll learn what you're doing right for your body, and what changes you can make to support your health. This comprehensive assessment is great for helping you make healthier decisions, and it's also an effective tool for introducing people to USANA so you can build your business.

This new approach to your health is fast, easy, and totally personalised! It's the ultimate guide to customising your nutrition to your needs. It's easy! Take the True Health Assessment on your iPad or online at www.truehealthassessment.com.



We've Got The Solution

Your potential Associates are looking for a solution to their health and financial concerns. You are looking for a solution to increase your Enrolments and continue growing your business. With this easy, innovative, and effective way to present USANA you'll find a simple solution to the success you've been searching for.

What Is The Solution?

The *Health & Freedom Solution* is not just a DVD—it is an interactive way to present to your potential Associates and Customers. As the presenter, you are able to open and close the presentation as well as give your own testimonials about what USANA means to you.

How To Use It

For those new to USANA or those unfamiliar or uncomfortable with presenting, a suggested script for what to say during the "live presenter" sections is available by putting the DVD into your computer and downloading the file on the DVD. For those more accustomed to presenting, bulleted cue cards for the presenter sections are available in the DVD packaging. The cue cards give the key talking points for each of the live presenter sections. These sections are designed to lead from one DVD segment to another but can be modified by the presenter to better match their own unique style of presenting.

With *The Health & Freedom Solution*, you have a powerful DVD presentation that is made even more powerful by you, the presenter. It is designed to be the easiest and most effective way to increase your Enrolments and to share USANA with others. Use it for all of your presentations and you will soon find that The Solution equals success.

Do you want a more personal approach to presenting The Solution? Well now you can!

The Solution is available to download from iTunes as segmented podcasts, allowing you the flexibility to personalise your training and prospecting presentations! Download a couple of segments or download them all – the choice is yours! So now you have the ultimate portability to be able to share the true health and true wealth message anywhere, anytime.

Jumpstart Your Success—Sharing

Social Media— The Smart Way

As social media has become increasingly popular, it is USANA's goal to help you utilise these valuable tools. The following are some guidelines on how to use social media in an effective, yet compliant manner. These compliance guidelines are in place not only for company protection, but to ensure we are following regulatory and advertising guidelines.

Do...

- Participate in social media
- Be positive
- Have fun
- Identify yourself as a USANA Independent Associate
- Link to official USANA content
- Talk about living a healthy lifestyle
- Talk about helping others with their quality of life
- Talk about how USANA helped provide extra income (if applicable)
- Take care in how you present yourself and USANA on the web

Don't...

- Use USANA or trademarked names in the name of your Facebook page, Twitter handle, blog, etc.
- Make improper product or income claims
- Use social media to advertise your USANA business: you should not ask people to do things such as buy products, enrol, or contact you for more information about USANA
- Post inappropriate photos or updates

For Gold Directors and above:

USANA's advertising policy allows you to use social media to advertise by asking individuals to contact you to buy product, learn more about the business, attend a meeting, etc. However, all such advertising materials must be approved by USANA's compliance department first.



Please consult the Social Media 101 and Social Media 201 video tutorials located on the Media Centre on USANAtoday.com for additional information about what is and what is not appropriate to do or say through social media.



facebook.com/usanaaustralianewzealand
usanablognz.blogspot.com
twitter.com/USANA_ANZ



Guidelines to a Powerful Presentation

You've probably heard the saying, "It's all in the presentation." And indeed, it is. This is your chance to share what you've found with others and to inspire them to see the potential in this business and these products just as you have.

1 Avoid the term "meeting" when inviting people to attend. Use something a little more professional, such as "business presentation."

2 Over invite. Try to get commitments from twice the number of people that you expect to attend.

3 Display products in a neat, clean, professional manner, and make them high enough for everyone in the room to see. Set up the entire room one hour prior to start time.

4 Increase the energy level in the room by keeping it cool (a warm room will make people drowsy), having good lighting, providing plenty of drinking water (no snacks), and playing upbeat music before the presentation.

5 Set up only half of the amount of chairs for the total number of people you plan to attend. Fill in the back rows with chairs as you need them. It's better to have a small room packed than a large room only half full.

6 Dress appropriately. Where and with whom you are meeting should determine whether you wear casual or business attire. When in doubt, it's better to be a little overdressed than underdressed.

7 Minimise "no shows" by picking up as many of your potential Associates as you can.

8 Keep your presentation under an hour. Your target should be 45 minutes.



Jenna Templeton,
USANA R&D lab associate.

ASSOCIATE WITH SMART.

SCIENTISTS ARE SMART.

Smart is good. But you don't have to be a scientist to be smart. Just be curious. Strive for knowledge. Learn. And associate with smart.

Have smart friends. Like USANA's scientists. They're smart. They partner with research institutions across the globe to discover what our bodies need to be healthy. Then, they turn that knowledge into award-winning nutritional products for you and hundreds of thousands of people in USANA's ever-expanding global markets.

BE SMART. OR, AT LEAST,
ASSOCIATE WITH SMART.

Visit USANA.com.

Enrolling Your First Associate Online: A Five-Step Guide

You've received a commitment from someone who's dedicated to starting their own USANA business. Now what? Get them enrolled!

STEP 1 **Getting Started**
Log on to USANAtoday.com and click the "Online Enrolment" icon at the top.

STEP 2 **Online Enrolment Options**
Choose the correct country for the person being enrolled; select to enrol an Associate or Preferred Customer, and choose the language preference for this enrolment.

STEP 3 **Enrolment Details**
Fill in the sponsor's ID, applicant's placement details, New Associate or Preferred Customer's information, co-applicant information if required, Online Account and Contact Information for the applicant, details of the Initial Order and Auto Order.

STEP 4 **Shipping and Payment Information**
Fill out your applicant's shipping details choosing if the applicant wants to have the products shipped or picked up from the Business Centre (Australia and New Zealand) and First Order Payment information.

STEP 5 **Order Review and Confirmation**
You will be able to review all your application details including shipping and payment details and items in the shopping cart. Ensure that your applicant has purchased a BDS, along with sufficient product to open one or three Business Centres. On your confirmation you are taken to a final screen that summarises the details and you also see USANA CEO, Dave Wentz walk onto screen and welcome your new Associate or Preferred Customer to USANA.

Name in order	Price	Volume	Quantity	Total Price	Total Volume
USANA Business Enrolment System, Exp.	AUD \$49.00	0	1	AUD \$49.00	0
		Total		AUD \$49.00	0

Congratulations! Your new Associate is ready to begin building their USANA business!



Rewarding Your Successful Business



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From a young age, you learned that you get rewarded for good behaviour. That doesn't have to change. In fact, the rewards just get better. You're going to be blown away by the incentives, trips, and prizes you can earn by growing a successful USANA business.

Your Prize Awaits



Rank Advancements Mean Leadership Rewards!

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When it comes to rewarding successful Associates within USANA, there's no gift too extravagant. After all, we understand the value of our leaders. That's why our most exciting rewards are reserved for those who are moving up in the ranks.

Once You Reach Gold

Even though every rank advancement calls for a celebration, reaching Gold Director will be an important milestone in your USANA career. It's when you'll start earning the reputation as a major leader within your team. As a new solid Gold Director, you'll receive VIP treatment and enjoy an unforgettable experience at some of the best retreats and resorts around Australia.

The Gold Retreat offers a business-building opportunity along with valuable workshops, fun team-building exercises and the chance to network with our Diamond leaders.





More than Just a Pay Cheque: Earning Incentives with USANA

With traditional companies you get paid every two weeks—and don't receive much more. That's certainly not the case with USANA. On top of weekly commission cheques, you can be rewarded with luxurious travel incentives, prizes, and even extra cash as motivation to take your business to the top!



Fortune 25

Every year, the top 25 global USANA income earners are announced at International Convention. These Associates take their job seriously, working hard to build their business. But they also know how to play hard. In addition to the prestigious title, these Associates receive an all-expense paid vacation to one of many beautiful, extravagant locations around the world. They've visited places such as Hawaii, Bora Bora, Argentina, Ireland, and Switzerland. Becoming a member of Fortune 25 is one of the top goals for USANA Associates.

The figures in this publication should not be considered as guarantees or projections of your actual earnings or profits. Success with USANA results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you demonstrate these qualities.

Million Dollar Club

The Million Dollar Club (MDC) is an exclusive group of elite Associates who have earned \$1 million (USD) throughout their highly successful USANA careers. Although it is an elite group, more than 200 Associateships are members of the MDC. All members receive a Million Dollar Club lapel pin, recognition in USANA publications and at International Convention where they will be awarded their Million Dollar Club blazer. Associates who achieve this milestone in less than ten years and max at least two Business Centres every week for the six months prior to their induction receive additional benefits!



International Convention Awards

During International Convention, a number of incredible awards are given to some of USANA's top leaders. While a fancy trip or large cheque may not be involved, being one of these award winners is an honour all on its own.

- Distributor of the Year
- Dr. Wentz Vision Award
- President's Award
- Rookie of the Year
- Top Associate Enroler

Other awards include: Fortune 100, Growth 100, Rising Stars, PaceSetter Creators, Top Associate Enrolers, Top PC Enrolers, Teamwork awards, and Children's Champions.



You never know what incentive you may find on USANAtoday.com.



International Convention



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An annual trip to Salt Lake City, Utah, in August for USANA's International Convention is on the to-do list of every dedicated USANA Associate. Not only is it the Best Live Event in America two times running (at least according to the Stevie Awards we've earned), it's the chance to renew your passion for USANA, spend time with like-minded Associates, and learn so much more about running your business and personal development. On the main stage you'll experience exciting presentations from USANA's executive team, experts in direct selling and health and wellness, and sought-after motivational speakers. In smaller break-out sessions, you'll learn more about how to become a successful business owner and make the most out of the many resources available to you. Every part of the event encourages you to take action and helps you stay driven to meet and exceed your business—and personal—goals.

This must-attend event is also your chance to be among the first to find out about new product announcements and buy special Convention-only products and branded gear. But just as important, it's an opportunity to set an example for your team and truly show your USANA pride.



The Ultimate Networking Opportunity

For those working in direct selling, it's easy to get stuck in a comfort zone of learning and networking solely by e-mail, phone, conference calls, and the Internet. But you can learn so much more by attending an action-packed live event than you can from online networking alone.

At USANA's International Convention, you will meet incredible people you wouldn't typically encounter. These people could inspire you, motivate you, become great colleagues or potential collaborators, provide support, or maybe just become a new friend.

People who attend Convention share many of your goals. They have similar business interests, personal development goals, and share the same desire for

success. And to share your dreams with a room full of USANA Associates creates an amazing energy that needs to be experienced to be understood.

Finally, you can learn from the pros. They've stood in your shoes and they've experienced your successes and your failures, so who better to learn from than Associates who have made it to the top? USANA's top leaders are willing to share their secrets and tools of the trade to help you succeed! So meet them, hear them speak, learn from their mistakes, and maybe at the next International Convention, you can be on stage!





Asia Pacific Convention

We think it's important to come together during the year to learn from the experts, be inspired by our continued success and to be entertained by some of the world's greatest artists!

That's why every year we host the Asia Pacific Convention which has previously been held in Hong Kong and Sydney.



Be sure to log on to USANAtoday.com for event dates and details!





The USANA True Health Foundation

We've long believed in making a difference in the world. Now YOU can help us make even more impact for those in need with the USANA True Health Foundation (UTHF). Founded by Dr. Myron Wentz and USANA CEO Dave Wentz, the mission is to provide the most critical human necessities (nutrition, clothing, shelter, medical assistance and health education) to those who are suffering or most in need.

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We want you to feel empowered by your donation - we want you to feel like your donation is going directly to help others, not to cover administrative costs. That's why USANA Health Sciences have pledged to cover any and all other costs associated with the functioning of this Foundation, so that 100% of every dollar you donate goes directly to those who need it most!

You can add a regular donation to your Auto Order or make a one off donation. For more information, visit the USANA True Health Foundation website.



Visit www.USANAFoundation.org to learn more.

JOIN THE **REVOLUTION**



**EXTREME
ENERGY**

**EVERYDAY
ENERGY**

MADE IN AUSTRALIA