



your **health.** your **life.** your **way.**®



FOR HEALTH. FOR LIFE. FOR ALL.

USANA HEALTH SCIENCES WAS FOUNDED IN 1992, SO YOU COULD SAY WE'VE BEEN AROUND THE BLOCK. THAT'S A GOOD THING. OUR LONGEVITY IN THE WELLNESS INDUSTRY GIVES US—AND YOU—AN UNBEATABLE EDGE WHEN IT COMES TO LIVING YOUR LIFE, YOUR WAY. WE HAVE EXPERIENCE IN CREATING EXCEPTIONAL PRODUCTS THAT SUPPORT YOUR HEALTH, AND WE'VE BUILT ON THAT EXPERIENCE TO CREATE A COMPANY THAT'S A FORCE TO BE RECKONED WITH, WORLDWIDE.

WE'RE DEDICATED TO YOU, AND WE PROVE IT EVERY DAY. HOW? BY FOCUSING ON WHAT MATTERS.

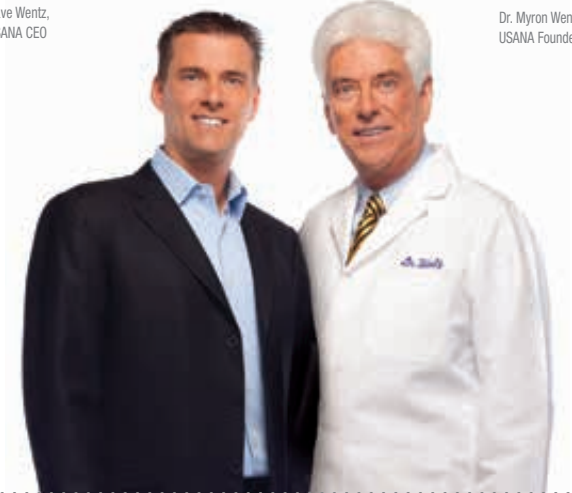
We've got top-notch manufacturing facilities, our own scientists and research and development team, and the highest standards for our nutritional products. We have an award-winning compensation plan, an award-winning communication department that produces award-winning sales tools, and award-winning products. We don't like to brag, but we come pretty highly recommended.

You're probably wondering: How did we get to be so awesome?

Easy. We were founded by an actual scientist—not a corporate suit.

USANA's founder, Dr. Myron Wentz, is an internationally recognized microbiologist, immunologist, and pioneer in infectious disease diagnosis. In 1974, he founded Gull Laboratories to develop viral diagnostics, and his greatest successes during this time included the first commercially available diagnostic test for Epstein-Barr virus, better known as the virus that causes mononucleosis.

Dave Wentz,
USANA CEO



Dr. Myron Wentz,
USANA Founder

Success was never Dr. Wentz' only aim. Instead, he centred his life around a dream—a dream dating back all the way to his teenage years, when his father died at the age of 57 from heart disease. From that defining moment, Dr. Wentz made the decision to dream big; to dream of a world free from pain and suffering. A world free from disease.

And he founded USANA Health Sciences to help further his dream by providing people all over the world with the most advanced supplements science can produce.

This is why USANA is a company based on continuous product innovation. This is why our products are of the highest quality. This is why we have stringent manufacturing processes, ongoing scientific research, and an insatiable drive to produce exceptional products. This is why USANA is trusted by professional athletes and Olympians, but also everyday people who believe health is a vital part of a long, happy life.

This is why USANA is not just another direct selling business.

We're in the business of changing lives for the better. And we're really, really good at it.



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FIVE REASONS TO MAKE USANA YOURS

NUTRITION FOR YOU, DESIGNED BY YOU.

Everyone is different. So why take the same supplements as the next guy? USANA always has you in mind, from the True Health Assessment and Companion to our whole line of Optimizers. Choose the nutritionals that work for you and then get back to living your life.

TOTAL FREEDOM.

Want extra time to do the things you love? How about some extra cash? Maybe you want the chance to be a part of something larger than yourself, or maybe you're just interested in being the healthiest person you can be. Maybe you simply want the chance to live life on your own terms. Whatever kind of freedom you're looking for—USANA can help you achieve it.

UNLIMITED ENERGY.

When USANA Associates, employees, and the management team get together, the passion is electrifying. And that's not just us talking. USANA's International Convention, the biggest USANA event each year, has earned four Stevie Awards for Best Live Event. And at USANA events like Super Saturdays, retreats, and trainings, you'll feel camaraderie that can only come from being a part of the USANA family.

WE HAVE EXTRAORDINARY FRIENDS.

Lots of them. The amazingly high standards we set for our products have attracted more than 600 professional and Olympic athletes to our nutritionals and energy and diet lines. Their health is their life, and they trust their health to USANA. There's no reason you shouldn't.

ENDLESS POSSIBILITIES.

USANA is an award-winning leader in network marketing and the health and wellness industries. With operations in 19 markets around the globe, your future with USANA is in your hands. There are no limits to where your USANA business can take you. Whatever you want to do, whatever your goals, USANA can help you succeed.

THE USANA STANDARD



For more information, scan here:



FROM USANA TO YOU

The supplement industry is often given a lot of slack. The Food and Drug Administration (FDA) doesn't hold dietary supplements to the same quality standard as pharmaceuticals so many products just aren't what they say they are. The USANA Standard says that's not good enough. **NSF International has certified our good manufacturing practices, and many USANA products meet the stringent requirements of both Informed-Choice and HFL Sport Science.** Plus, we guarantee that our supplements contain exactly what's listed on the label.

But that's not all. Part of having such high standards is having a variety of government agencies periodically drop in to

inspect our manufacturing facility. **They stop by to make sure we're meeting the highest standards while we produce our products, and they require strict adherence to certain procedures and documentation.** For example, in order to offer products to our Canadian Preferred Customers and Associates, USANA adheres to standards set by Health Canada's Natural Health Products Directorate, which regulates health products for sale in Canada. They ensure the products are safe, effective, and of high quality. For the Australia market, USANA has been meeting the rigorous guidelines of the Australian Therapeutic Goods Administration for years. And USANA also already adheres to a more rigorous quality assurance program in the manufacture of its nutritional supplements by com-

plying with pharmaceutical-level Good Manufacturing Practices, or GMPs.

Did we stop there? Nope. **In 2011, USANA took everything a step further. Our manufacturing facility became a registered FDA Drug Establishment.** Because USANA has been voluntarily adhering to these FDA standards for years, no changes needed to be made to our manufacturing processes in order to comply with the scrutiny of FDA Drug Establishment Registration.

Now, this may have you wondering: what about other supplement companies? Do they meet these standards? It's hard to say. Other supplement companies are only required to follow the FDA's less stringent dietary supplement standards. And while some other companies out there can say they manufacture their

products in a registered FDA Drug Establishment, many of them outsource the responsibility of manufacturing to a third party vendor. USANA is different in that we take the responsibility of creating the highest-quality supplements upon ourselves. We manufacture the majority of our products in-house at our own state-of-the-art facility in Salt Lake City, Utah. **We want to make sure we know exactly what's going into our products so you can trust you're getting the best of the best.**

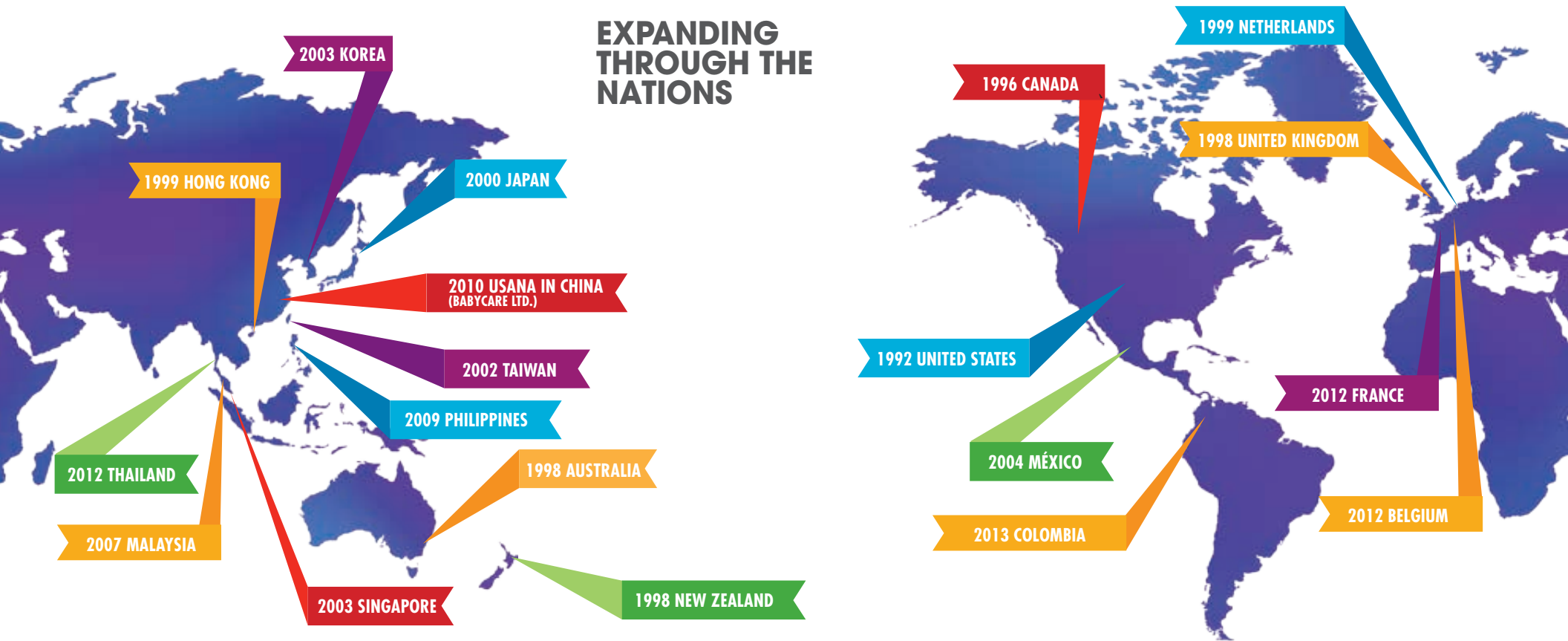
The amazing quality of our manufacturing processes is just one more way USANA shows its commitment to creating the highest quality products on the market.



"Wherever I go, there are always people asking me, 'Why is your skin so firm and shiny?' I always answer proudly that I use USANA's Sense™ skin care products. Even after a decade with USANA, I am still taking the highest quality and balanced supplements—HealthPak™, Proflavanol® C100, and BiOmega™—which help protect my body from the inside out. Healthy skin is just the window to a healthy interior that comes from quality products."

Lisa Liming Li
Vancouver, British Columbia

EXPANDING THROUGH THE NATIONS



For more
information,
scan here:



CHAMPIONS CHOOSE USANA

600+
WORLD-CLASS
ATHLETES

trust USANA to give them the superior nutritional support they need to compete at the highest levels—but quality supplements can make a real difference for anyone, including you.

Stats current as of May 2014



U S SPEEDSKATING



THEY'RE AT THE TOP OF THEIR GAME

The Women's Tennis Association (WTA) has chosen to fuel their athletes with USANA's high-quality products since 2006, and for good reason: The WTA is comprised of dozens of the finest tennis players in the world. In order to stay in competitive shape, they need to eat right, hydrate, push through their grueling workouts, and supplement with the best.

The USANA WTA brand ambassadors are an inspiring cross-section of this elite organization, and among the seven of them, they've accumulated 55 WTA titles and more than \$25 million (US) in prize money.

Imagine what USANA could do for you.

"USANA is providing WTA players with the highest quality vitamins and supplements to help athletes stay healthy and compete at the highest professional level. We are proud of our partnership with USANA and the advantages that it offers to our players."

Stacey Allaster
WTA CEO and Chairman



For more information, scan here:



DR. MEHMET OZ'S FOUNDATION, HEALTHCORPS, AND USANA CELEBRATE TWO YEARS OF CHARITY

In 2012, HealthCorps, the organization founded by America's favourite doctor, teamed up with USANA to create a health and philanthropic winning combination. It wasn't just a common goal that brought together the dynamic duo of Dr. Mehmet Oz's HealthCorps and USANA, but also a dual, driving force to make the world a happier, healthier place.

USANA's mission lines up perfectly with that of HealthCorps—the charitable foundation created by world-renowned cardiothoracic surgeon and three-time

Emmy Award-winning host of the three-time Emmy Award-winning *The Dr. Oz Show*, Dr. Mehmet Oz, and his wife, producer, writer, and TV news contributor, Lisa Oz.

HealthCorps was established to fight against teenage obesity, one of the most pressing health issues in the United States. With teen mentoring, HealthCorps teaches young people how to become educated consumers and make healthy food choices.

The relationship is a natural fit, with HealthCorps and USANA having a shared interest in spreading health.

In March of 2013, Dr. Mehmet Oz came to Salt Lake City on behalf of HealthCorps to tour USANA's manufacturing facilities and personally thank USANA for its continued support of HealthCorps.

During his visit, Dr. Mehmet Oz stated, "I want to applaud you. It comes back to the reality that how you do anything is how you do everything. And every single thing that I saw today was fantastic, which is why USANA as a company is where it is. And that's why I take pride in the relationship that our team at HealthCorps has with USANA."

USANA and HealthCorps will continue to leverage resources with a goal of generating the maximum impact on the lives of teens. The objective of the relationship is to create the healthiest families on earth.

"We feel the power of this relationship," explains Dave Wentz, USANA CEO. "We can do a lot more working together than we can apart."



*For more information, please visit USANAFoundation.org.



USANA TRUE HEALTH FOUNDATION

The USANA True Health Foundation began operations in 2012. Dr. Myron Wentz, USANA's founder, and USANA CEO Dave Wentz, created the Foundation to enable the USANA family to expand their ongoing charitable efforts.

Your donation to the Foundation will go to one of three areas: Area of Greatest Need, the Sanoviv Medical Assistance Program, or Children's Hunger Fund. You are welcome to select which area you would like your donation to benefit. USANA has pledged to cover all other costs associated with the functioning of this Foundation, so every dollar you give goes directly to those who need it most.*



SANOVIV

Dr. Myron Wentz opened Sanoviv Medical Institute in 2000. Sanoviv is a cutting-edge medical facility located in Baja California, México, that combines state-of-the-art technology with an integrative approach to healing.

For more information, please visit sanoviv.com.



TEAMED WITH TOSH

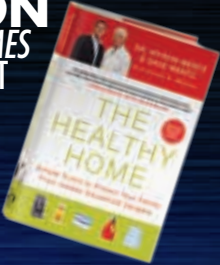
The Orthopedic Specialty Hospital (TOSH), located in Murray, Utah, is one of the country's premier facilities for orthopedic surgical care, rehabilitation and physical therapy, sports performance training, and nutrition counselling.

Through TOSH's collaborative relationship with USANA, the hospital has been able to streamline a series of studies being conducted in young athletes, athletes recovering from anterior cruciate ligament (ACL) surgery, patients with knee osteoarthritis, and patients recovering from knee replacement surgery. These studies, funded in part by both USANA and the Intermountain Research and Medical Foundation, are well on their way to making real, positive differences in the lives of others.

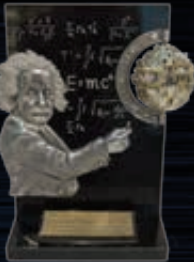
International and National Stevie Award for **SALES & CUSTOMER SERVICE** CUSTOMER SERVICE DEPARTMENT OF THE YEAR
2 wins since 2012



THE HEALTHY HOME HITS #2 ON THE NEW YORK TIMES BEST SELLERS LIST
May 2011



Dr. Myron Wentz receives the **ALBERT EINSTEIN AWARD** for Outstanding Achievement in the Life Sciences
2007



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



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

379 AWARDS
Since 1997

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



BEST OF STATE

Dietary Supplement
11 wins since 2003
Personal Care Products/Cosmetics—Sense™
6 wins since 2007
Health/Nutrition Beverage—Rev3 Energy™
6 wins since 2009
Science/Technology—Research and Development
2 wins since 2012
Health/Nutrition Product
4 wins since 2009

Recognizing that the health of the environment is an important factor in human health, USANA strives to reduce its environmental impact through the USANA Green program. USANA's actions include the following:

- Publicly reporting greenhouse gas emissions as a Founding Member of The Climate Registry
- Moving to recyclable materials in product packaging
- Cutting energy use in company facilities and operations
- Recycling efforts to include sorting and recycling of USANA's solid waste
- Saving more than 9 million litres of water with xeriscaping



GREEN



Look. **We get it.** Direct sales is different. It's not the status quo. **It's not for everyone, and that's okay.** But if you're independent. If you're adventurous. If you enjoy a challenge. **If you go for what you want and don't care what other people think, because you know it doesn't matter.**

Then USANA is your company. We're your path, your gateway to a future unbounded by the rules and regulations society has created.

It's simple, really. We offer an escape. With USANA, there are no time cards or office birthday parties or dress codes or cubicles or awkward elevator chitchat about the weather. There's no morning commute and no evening rush hour. **There's only freedom to do what you want, when you want.**

BECAUSE EVERYTHING WE DO HELPS YOU LOVE LIFE AND LIVE IT. YOUR WAY.

For more information, scan here:





YOUR HEALTH

TODAY'S HEALTH REALITY

Living a life you love begins with great health. But today's unfortunate reality is that many people's lives are plagued by the leading causes of premature death.

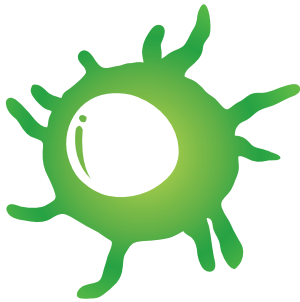
The majority of these degenerative diseases are caused by poor lifestyle choices. But it's never too late to make a change for the better.

DIABETES IS ONE OF THE FASTEST growing diseases with more than 60,000 new cases diagnosed each year.¹

CARDIOVASCULAR DISEASE
(17.3 MILLION*)



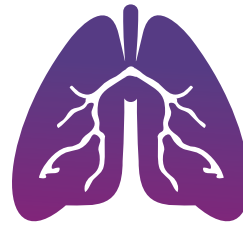
CANCER
(7.5 MILLION*)



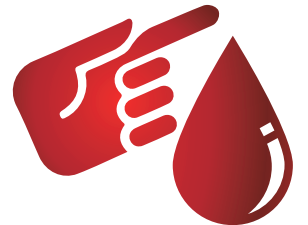
STROKE
(6.1 MILLION*)



RESPIRATORY DISEASE
(4.2 MILLION*)



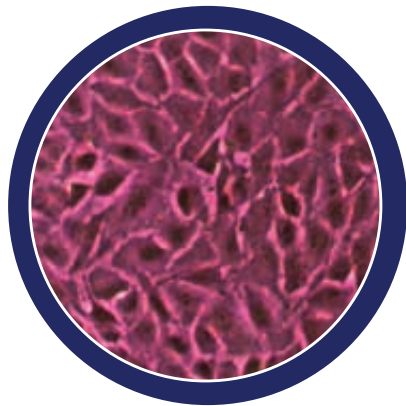
DIABETES
(1.2 MILLION*)



*Annual worldwide figures;
World Health Organization. Global Health Observatory Data Repository.
Retrieved May 2012 from <http://apps.who.int/ghodata/?vid=10012>

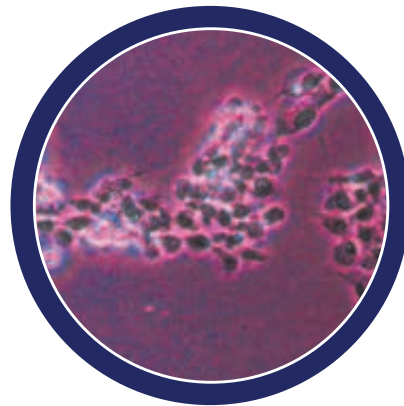
1. <http://www.healthycanadians.gc.ca/health-sante/disease-maladie/diabete-eng.php>

UNDER THE MICROSCOPE



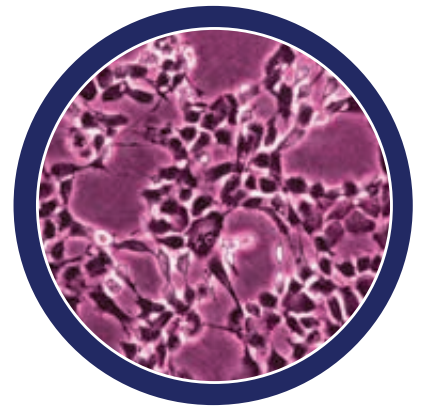
Healthy human cells in culture

Laboratory experience and analysis indicate that certain types of healthy cells in culture may survive indefinitely when "nutriented" properly and protected from harmful toxins.



Cells after adding digested products from a fatty meal

Cellular damage is caused by oxidized lipids from fatty food. Consider that such damage could occur throughout the body.



Similar cells when antioxidants are introduced

Antioxidants provide a marked improvement in inhibiting cellular damage from oxidizable foods.

Healthier eating habits and proper nutrition are your first line of defence.

TAKE CHARGE

Countless studies have shown that the key to a longer health span lies in choosing a lifestyle that supports optimal health. And luckily, you're in control. **Youthful vitality, no matter your age, comes as a result of the positive choices you make daily to protect your body's cells.** Things like diet, quality supplementation, exercise, proper hydration, and skin care all impact our ability to live life to its full potential.

These positive health choices take on more importance when we're confronted with the realities of the world around us. Public health scientists have found new

evidence of the threats to our cellular health posed by our toxic environment. The air we breathe, water we drink, and foods we eat contain substances that may be damaging to our cells. Any tissue that is exposed to the environment, including the skin and the linings of the respiratory and gastrointestinal passages, may be especially vulnerable.

"The human body is made of cells, and those cells work together to sustain your life," USANA founder and chairman Dr. Myron Wentz says. Other medical professionals concur on

the importance of supplementation. Many researchers believe supplementary antioxidants are necessary for aiding the body's normal defence systems in combating free radicals.

"My father started USANA with a focused vision of freeing the world from pain and suffering," USANA CEO Dave Wentz says. "He envisioned a world where people experienced physical health, emotional well-being, and financial stability. He wanted to give his family and families of thousands of others the means to enjoy life to its fullest in happiness and health."

You are in charge of your happiness and health. It starts with the healthy choices you make. Currently, hundreds of thousands of families around the world are supplementing their diets with USANA products, and making the positive choice to pursue a healthier tomorrow.

For more information, scan here:



ESSENTIAL HEALTH

TRUE HEALTH— IT'S ESSENTIAL

Helping you build a strong foundation for exceptional health, the Essentials™ provide a comprehensive spectrum of the necessary vitamins and minerals adults need every day for optimal health and energy levels. Potency guaranteed!



HealthPak™

Provides a full daily dose of the USANA® Essentials (Mega Antioxidant and Multi-Mineral Plus), as well as Active Calcium Plus™ bone health formula and USANA's unique AO Booster™ antioxidant supplement for added antioxidant protection.



MultiMineral Plus

Supplies essential minerals that play many important roles in the body.



Mega Antioxidant

Provides essential vitamins that support virtually every body system and supplies a wide range of antioxidants that work together to protect your health.

Essentials™

Mega Antioxidant and MultiMineral Plus comprise the USANA Essentials for adults. This duo delivers a broad range of vitamins, minerals, and antioxidants to support the health of your entire body from the cell up.

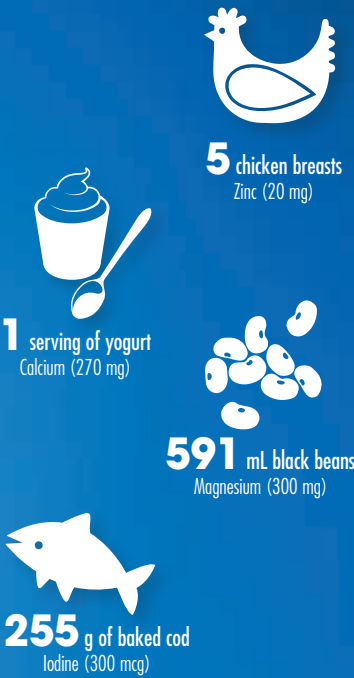


"I start and end each day with my favourite product: the USANA® HealthPak™ daily vitamin and mineral supplements! I have been taking USANA products for more than 14 years and am so in love with them. I feel so happy knowing that I am taking care of my cells each day with the best products on the planet!"

Leanne Grechulk
Burlington, Ontario

Source: Office of Dietary Supplements. National Institutes of Health. 2012. <http://ods.od.nih.gov/>

YOU'D HAVE TO EAT APPROXIMATELY 22,000 CALORIES AND SPEND MORE THAN \$33 A DAY TO GET THE SAME AMOUNT OF NUTRIENTS FOUND IN A DAILY DOSE OF THE ESSENTIALS.



The information provided herein is intended for educational and personal use only. Information on nutrients was assembled using the best available information, but should not be considered universally applicable as nutritional content of food can vary by manufacturer, region, brand, lot, and preparation method.

FOR EVERYONE

CREATING A FOUNDATION

By Christine Wood, MD, USANA Scientific Advisory Council, practicing pediatrician, author of *How to Get Kids to Eat Great and Love It!* and kidseatgreat.com

Every day in my office, I see busy working moms bringing their family members in for appointments, and they want them to get

better fast. Many times, there is frustration because their family is sick so often, and this has families questioning themselves and me: “What else can I do?”

There are some easy steps you can take. Hand washing, reducing exposure to other sick people, good sleep habits, and eating a balanced diet are all important in keeping families healthy. Proper nutrition in the developmental years is also es-

sential for creating a foundation of good health throughout life. However, most families do not get the right amounts of many essential nutrients, and almost a quarter of the vegetables consumed are in the form of fries! High-quality nutritional supplementation for families can help ensure that growing bodies get the nutrition they need.



USANA FOR ALL GENERATIONS

Many young adults do not get the nutrition they need, and their poor nutrition can lead to health problems later in life. Poor nutrition during the developmental years can slow growth or delay sexual maturation, while proper nutrition helps to give young adults the foundation for good health for the rest of their lives. To provide their bodies with adequate amounts of the essential nutrients, young adults and their parents should follow a well-balanced, proactive nutritional plan that includes high-quality vitamin and mineral supplementation.



BodyRox™

A comprehensive source of vitamins, minerals, and antioxidants for the maintenance of good health.



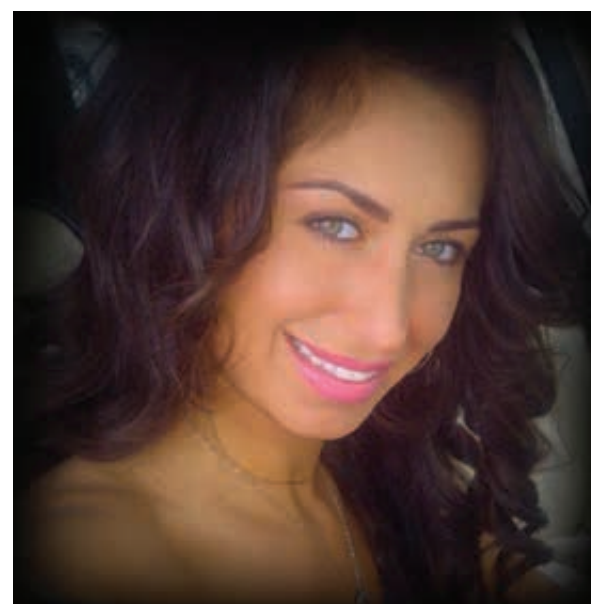
Usanimals™

A tasty wild-berry chewable with a broad-spectrum vitamin and mineral formulation for the maintenance of good health.



BiOmega™ Jr.

A delicious source of omega-3 fatty acids and vitamin D for healthy minds and bodies.



“The health of our loved ones is truly a precious gift. Instilling and promoting healthy lifestyle habits in our home has become effortless and very enjoyable with our USANA health regimes. My family has never been healthier, and more importantly, we have stepped into a proactive mindset when it comes to our well-being. Living in our fast-paced society, I feel very blessed to start every day with wellness at the forefront. Incorporating our high-quality nutritionals with our healthy diets has really allowed all of us to fill any nutritional gaps and reach new heights of what optimal cellular nutrition and health is all about! I have such respect for USANA as they have truly taken standards and trust to unparalleled levels of excellence, giving us purity and quality that exceeds all expectations! As a mother, sister, aunt, wife, friend, and wellness coach, sharing the USANA vision has not only been an honour, it has also been an extremely rewarding and delightful experience.”

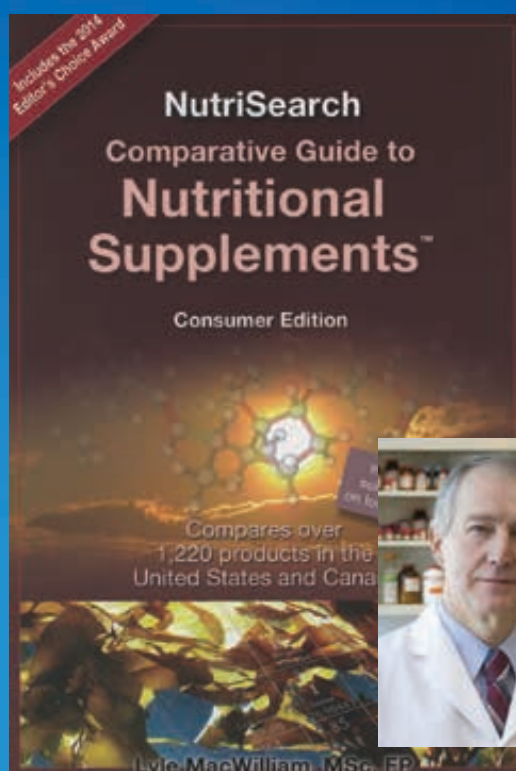
Elisa Graci
Woodbridge, Ontario

BEST OF THE BEST

“Now in its 5th edition, the *NutriSearch Comparative Guide to Nutritional Supplements* compares more than 1,220 nutritional products in North America to an independent nutritional benchmark developed from the individual recommendations of 12 recognized nutritional authorities.

“The guide recently awarded USANA its highest distinction possible—the NutriSearch Gold Medal of Achievement™—and selected USANA as its Editor’s Choice for the second time.”

—Lyle MacWilliam, BSc, MSc, FP, former Canadian Member of Parliament, and Member of the Legislative Assembly for British Columbia



Powerful polyphenolic antioxidants found in olives are not available from other dietary sources. USANA’s patented Olivol—Olive Fruit Extract contains a high concentration of these unique antioxidants, delivering many of the health benefits associated with olive fruit and olive oil consumption.

YOUR HEALTH.

CARDIOVASCULAR SYSTEM

The cardiovascular system includes the heart and blood vessels. It is responsible for circulating blood, which carries nutrients, oxygen, and blood cells throughout the body.



Proflavanol® C100

Supports circulation, immune function, and skin health.



HYBRID



CoQuinone™ 30 CoQuinone™ 100

Supports cardiovascular health while promoting long-term health.



NERVOUS SYSTEM

Consisting of the brain, spinal cord, and nerves, the nervous system collects and processes information from inside and outside the body and sends relevant commands to the muscles and glands throughout the body.



Ginkgo-PS™

Helps to support peripheral circulation.



Visionex™

Helps support eye health conditions such as cataracts and age-related macular degeneration.



CELLULAR FUNCTION

The fundamental molecules of life, cells have unique functions in every part of the body. Our health depends on repairing and regenerating cells to keep them functioning properly.



Optomega®

Provides essential fatty acids to maintain good health.



Poly C®

Provides antioxidants for the maintenance of good health.



Vitamin D

Helps in the development and maintenance of bones and teeth.



BiOmega™

Source of omega-3 fatty acids that help support cognitive and cardiovascular health.

HYBRID

Products that use Hybrid Technology



Products that offer antioxidant activity

"At USANA, we are all about living your health, your life, your way. The USANA True Health Assessment is a world-class tool that has been developed to support us in delivering on this promise. As an international business owner, utilizing this tool makes the process of connecting people who are interested in creating optimal health and receiving personalized recommendations effective and efficient. I'm always proud to invite people to take the True Health Assessment, and it is a pleasure to receive feedback on their experience. It is user friendly, interactive, and is customized to each individual's personal needs. My customers and I also really appreciate that it is offered in four languages—English, French, Spanish, and Chinese—further supporting personalization. The True Health Assessment is a professional tool any USANA business owner can be proud of and every customer will be delighted to experience."

Nousha Behbahanian
Vancouver, British Columbia



"True health is like chasing a butterfly with your bare hands. You can try and try to catch it, but might not have any luck. If you have the right tools though, everything changes! Like a net to the butterfly, the right supplement can bring you the health that you want. USANA is our family's answer. The innovative and dedicated research team keeps our products atop the competition. When even elite athletes and medical professionals trust USANA, it is only a matter of time before the whole world follows our lead."

Vincent, Mable &
Adrian Chan

Vancouver,
British Columbia



YOUR WAY.

SKELETAL SYSTEM

Bones, cartilage, and connective tissues make up the skeletal system. This important framework of the body provides us with support, allows for a wide range of movement, and protects internal organs.

ENDOCRINE SYSTEM

The endocrine system is a group of glands that regulates body processes by producing hormones, the chemical messengers in the body. These hormones affect various glands in the body.

DIGESTIVE SYSTEM

From the mouth to the colon, the digestive system includes all the organs involved in breaking food down into forms that are useable by the body and removing waste and toxins.



Active Calcium™ Chewable

Helps maintain bones and teeth.



Active Calcium Plus™

Helps maintain bones and teeth, and helps to prevent osteoporosis.



Procosa®

Supports joints and connective tissues.



Palmetto Plus™

Designed for men to help relieve the urological symptoms associated with mild to benign prostate hyperplasia.



Pure Rest™

Helps reset the body's sleep-wake cycle.



PhytoEstrin™

Designed for women to help relieve symptoms associated with menopause.



USANA® Probiotic

Contributes to a natural healthy gut flora.



Fibergy® Plus

Supports digestion, promotes regularity, and keeps you feeling fuller longer after meals. Supports cardiovascular health.



Digestive Enzyme

Assists in the digestion of foods containing lactose and helps prevent symptoms of lactose intolerance.



Hepa Plus®

Supports healthy liver function.



AN INNOVATIVE APPROACH TO PERSONALIZED NUTRITION



TrueHealth™
ASSESSMENT

Understanding your health is the key to maintaining your health. The USANA True Health Assessment helps you do just that. In less than 15 minutes, this innovative tool will provide you with detailed, easy-to-read health reports that will help you get the most out of your nutritional regimen.

For more information, scan here:



SCIENCE MEETS DELICIOUS



KATHY KAEHLER

Celebrity trainer, creator of Sunday Set-up™, and USANA spokesperson

“Healthy living starts with good choices, from what we put in our bodies to how we move them. That’s why I rely on USANA® Foods, from RESET™ to Nutrimeal™. I get the balanced energy that I need, and I know they’re scientifically developed with superior nutrition so you can live healthier.”



Nutrimeal™

Nutrimeal shakes are gluten-free[†] nutritionally balanced meal replacements that provide a healthy ratio of carbs, proteins, and beneficial fats to help support optimal health and an ideal weight. Their formulas are designed to deliver sustained energy and control hunger.

Chocolate Whey Nutrimeal™

Rich in potassium and developed for those sensitive to wheat[†], soy*, or gluten[†], Chocolate Whey Nutrimeal is a delicious, convenient “whey” to get the protein you need to build a healthy body.

Nutrimeal™ Free

Nutrimeal Free is plant-based and nutritious, containing 15 grams of protein[†], plus it’s pleasantly delicious and far from overbearing. If you’re in the mood to blend it with a handful of your favourite fruits or vegetables, go right ahead! Mix it your way. The mild, agreeable flavour complements just about anything you can think up.

USANA's Delicious Protein Snacks

Have you ever been tempted to reach for a not-so-healthy snack, only to hesitate when you thought of your waistline? Achieving an ideal weight doesn’t mean you have to deprive yourself. These delectable gluten-free[†] snacks will give you all the indulgence you crave with some extra benefits to boot. Each of them contains more than 10 grams of protein so they’ll fill you up without spiking your blood sugar. They’re a healthier—and tastier—alternative to high-sugar snacks.

*Contains soy lecithin. †Produced on equipment that also processes peanuts, tree nuts, wheat, shellfish, milk, soy, and egg.

†Nutrimeal Free contains a complete plant protein blend that is non-GMO.

†For our customers sensitive to gluten: No gluten-containing ingredients are used in these products. However, these products are produced in a facility that manufactures other foods that do contain gluten.



Berry Nutty

Finally—the whole foods bar your taste buds have been dreaming about. The one that brings all your favourite ingredients to the party. From raw almonds and cashews to delicious dried cherries and cranberries, this little bar delivers big flavour. And the best part? It’s all natural. Yep. No fluff, and no artificial ingredients. Just sweet, mouthwatering gifts from Mother Nature.

BETTER RESULTS BY RESET™

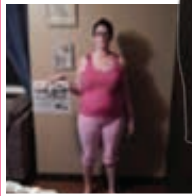
For more
information,
scan here:



Developed by USANA scientists, RESET is a nutritionally balanced program to help you maintain good health and an ideal weight. The RESET program is simple—it combines the benefits of complete nutrition, and an active lifestyle in three easy-to-follow phases: the 5-day Jumpstart, Transform, and Maintain.

The benefits of RESET go beyond weight management. This program will assist you in making positive changes to your overall lifestyle.†
Start your transformation today.

† Individual results may vary. RESET weight-management program lowers your daily caloric intake and recommends moderate exercise for best results. Average results are 4.5 lb. in five days. It is suggested that you take these products to your physician and secure his or her advice if you intend to change your diet, begin an exercise program, are pregnant, lactating, have allergies, are taking medications, or are under the care of a physician. Children under the age of 18 should not participate in the RESET program, except on the advice of their physician and/or dietician.



**MICHELLE
HOPKINS**
WINNIPEG,
MANITOBA

BE BEAUTIFUL

sensé

beautiful science®

Sensé beautiful science® is a complete face and body care collection without added chemical preservatives. Its patented Self-Preserving Technology combines purifying botanicals in protective liquid crystals, so each product stays fresh naturally. Skin looks younger and healthier.

No Added
Chemical
Preservatives



THE FOUNDATION OF BEAUTY IS THE HEALTH OF YOUR CELLS

Developed by USANA, Sensé products are formulated to properly nourish and hydrate your skin’s cells for younger looking, healthy skin. The Sensé beauty regimen is designed to be a comprehensive approach to skin and hair care, incorporating the latest developments in topical nutrition and revitalizing technology.

BODY CARE FOR THE ENTIRE FAMILY

Radiate health from head to toe with the Sensé body care collection.



ASHLAN GORSE

E! Entertainment
News correspondent

“I love Sensé. The entire line is amazing. The Eye Nourisher is a dream and has saved me on many morning shoots!”

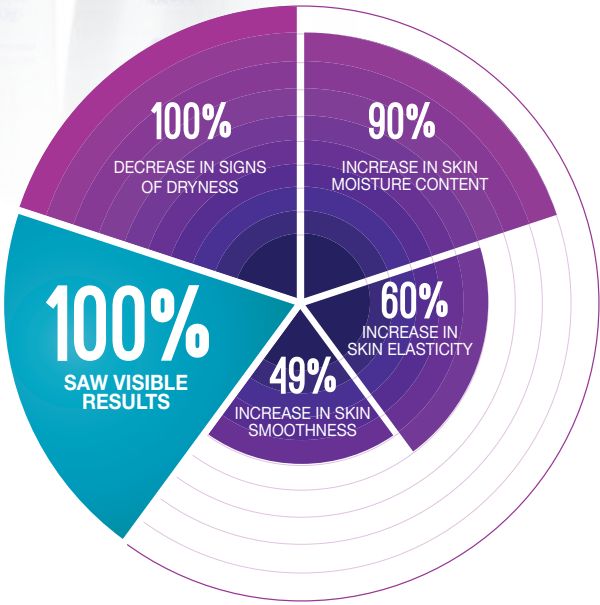


A long-time fan of Sensé products, Ashlan Gorse has been compensated for use of her name and likeness in marketing materials.

SENSÉ. SCIENCE-BASED. RESULTS-FOCUSED.

The Deluxe Pack features the full range of facial products. In an eight-week clinical study, Deluxe Pack users experienced a decrease in the appearance of fine lines, wrinkles, and dryness, and increased smoothness, elasticity, and moisture. All that in just eight weeks, with visible results in as few as two.

8-WEEK CLINICAL TEST RESULTS



For more information, scan here:



Topical Nutrition

Proflavanol-T™ Antioxidant Complex

- whole-grape and green tea extracts combat free radicals
- vitamin E soothes and maintains skin’s moisture

Proteo-C™ Vitamin C Complex

- vitamin C brightens and provides oxidative defence
- proline and glycine draw in moisture



Revitalizing Technologies

DSR™ (Dermal Surface Renewal) Technology

- marine-source ingredients reduce the appearance of fine lines and wrinkles and energize the skin
- skin brighteners counteract uneven skin tone
- MMP inhibitors help maintain skin’s youthful, smooth appearance now and in the future

Regenisomes™

- oceanic enzymes help boost skin’s response to environmental damage to help prevent the look of aging



“USANA supplements ensure you’re giving your body the proper internal nutrients it needs for healthy, glowing skin. Sensé further enhances that effect through exclusive topical nutrition complexes such as Proteo-C.”

Amy Chalmers is an internationally qualified dermatologist, product formulator, researcher, and USANA consultant. She embraces cutting-edge natural alternatives for restoring beautiful skin and is gaining recognition as the founder of Natural Skin Solutions in Vancouver, British Columbia, Canada.



GREAT FOR MEN, TOO!

“In today’s toxic, polluted world, finding safe and effective personal care products was difficult until I was introduced to the Sensé skin care line. The science behind Sensé is amazing; yet the real excitement for me is the results. My skin feels and looks healthy! I never leave the house without nourishing and protecting my skin. Whether I am out in the winter cold or the summer sun, I know my skin is being nourished and protected by Sensé. It is great to know that the same scientific mindset that goes into the USANA® Essentials™ also goes into creating Sensé. I like to call the Sensé product line the Essentials for the skin.”

John Cunningham,
Winnipeg, Manitoba

ASSOCIATE WITH SMART

Everyone wants to be smart. And sure, everyone is smart in their own way. But science smarts? That takes a special breed of people—people who are curious about the world and who want to make it better through scientific discovery.

USANA scientists are certainly special, and they’re supremely smart. Our research and development team is made up of talented chemists, molecular and cellular biologists, nutritional biochemists, pharmacists, and sports science experts. Working together in our very own high-tech laboratories, they meticulously test, study, and research our products and develop new ones based on the latest in nutritional scientific discoveries.

USANA believes in the benefits of science, and it demonstrates this belief through major investments in studies, equipment, and, of course, the manpower it takes to keep our company on the forefront of nutritional science.

At USANA, lab coats aren’t a fashion statement—they’re a necessity. And that’s smart.



Front row from left to right: Brian Dixon, Ph.D.; Sean Surbeck; John Cuomo, Ph.D.; Michael Fuhrman, DC
Second row from left to right: Cory Telford; Jenna Templeton; Howard Goldfine; Armando Vasquez
Back row from left to right: Erik Schneider, MS; Austin Winegar; Jeremy Tian, Ph.D., MD; Mark Brown, Ph.D; Jim Eng; Mark Levy, Ph.D.
Not pictured: Keijun Koh; Toni McKinnon, RN, CCRP; Russ Barton, MS, CNS, CISSN; Kim Nguyen

USANA SCIENTIFIC ADVISORY COUNCIL

The Scientific Advisory Council members were selected for their exceptional expertise in nutritional medicine and preventive nutrition. Representing Associates who are physicians and healthcare professionals throughout the world who recommend USANA to their patients, they also provide USANA with valuable insights into product applications and efficacy. USANA works with the Scientific Advisory Council on a regular basis to review formulas and get suggestions for how our customers can best incorporate our products into comprehensive lifestyle programs promoting health and wellness.

Dr. Monica Lewis

Speaker and co-author of a number of books, Dr. Lewis, along with her husband, cardiologist Dr. Gerald Lewis, wrote *Dietary Supplements, Cancer and Heart Disease* and practices holistic medicine.

Dr. Bart Moore

Board certified in family medicine and as a physician nutrition specialist, Dr. Moore is a Diplomate of the American Board of Anti-Aging Medicine, with a private practice emphasizing nutrition and prevention.

Dr. Tim Wood

Former executive vice president of research and development at USANA, Dr. Wood received a Ph.D. from Yale University and has spent more than 25 years managing research and development programs.

Dr. Peter W. Rugg (Chair)

Diplomate, American Board of Internal Medicine; and Fellow, American College of Emergency Physicians.

Dr. Christine Wood

Practicing pediatrician with expertise in nutritional medicine for children, Dr. Wood is the author of *How to Get Kids to Eat Great and Love It*.



Dr. Heather Tick

Leading physician, speaker, and researcher specializing in holistic approaches to treating chronic pain and promoting healthy aging, Dr. Tick is the author of *Life Beyond the Carpal Tunnel*.

JOIN THE REVOLUTION

REV IT UP!

Rev3 Energy™ Drink

Cleaner. Smarter. Stronger. Rev3 Energy is all the power of an energy drink—refined. With an advanced formula of antioxidants and caffeine derived from green tea, Rev3 Energy is a superior alternative to the sugary, high-calorie, crash-and-burn energy drinks currently on the market.



For more information, scan here:



Rev3 Energy Surge™ Pack

Rev3 Energy Surge Pack is a refreshing lemon-tea flavoured powder that comes in a small, portable packet. Just grab your water bottle, add the powder to your water, and shake for a fast pick-me-up.

WHAT SEPARATES REV3 FROM OTHER ENERGY DRINKS?

- Complete and proprietary Energy Complex with tea, ginseng, rhodiola, cacao, and coenzyme Q10
- Contains no artificial flavours, artificial sweeteners, artificial preservatives, or artificial colours
- Contains natural caffeine from a blend of teas
- Provides vitamins and antioxidants



YOUR WEALTH

THE FUTURE OF BUSINESS IS HERE

Actually, it's been here for a while. Maybe you didn't notice it because of the lack of flash—no shining corporate monoliths shooting higher into the sky or golden parachutes floating safely to the ground. You might have been searching for another big, bold ad or a hot stock symbol. That's OK. But when you're looking for the future of business—and the present, really—you have to train your eyes away from the billboards and the TV. You won't find it there.

Try looking closely at your neighbours, friends, and family. There, in the relationships you build with people, you'll find the present and future of business, and lasting hope for the entrepreneurial spirit. The future of business isn't in a cubicle on a non-descript floor of a non-descript office building. It's in your living room, in the strength of people's convictions, and in

the vision of those looking to make a positive change.

Direct selling is the present and the future of business.

And there has never been a better time to start. The direct selling industry has been growing steadily, and there is still plenty of room for motivated individuals to experience a life of financial and time freedom. The World Federation of Direct Selling Associations (WFDSA) estimates worldwide retail sales for 2012 at \$166.8 billion US, and puts the number of people participating in direct selling at 89.6 million. In North America alone, the WFDSA places sales figures at \$41 billion US.

Those are staggering numbers. But the benefits the 89.6 million people are experiencing around the world are even more impressive.

- Consider that with direct selling, you have:
- **Big opportunities for growth and profit with little start-up cost and virtually no overhead.**
 - **No restrictions on education, experience, age, background, or financial status. The only restriction in direct selling is the amount of effort a given person is willing to put in.**
 - **Leveraged income, and the chance to earn money while helping others succeed—instead of earning it because others fail.**
 - **The ability to set your own schedule, and the flexibility and freedom to enjoy life.**
 - **A chance to grow as a person by overcoming challenges, achieving goals, and getting out of your comfort zone.**

While the unparalleled opportunity for growth and the extra benefits make direct selling the avenue for entrepreneurship now and in the future, it's the industry's unique ability to affect positive change that sets it apart.

That's why you'll find the future of business in the faces of people struggling to make ends meet. Single mothers and fathers looking to support their children. Couples burdened with debt. Recent college graduates wading into uncertain economic waters. Retirees looking for a financial security blanket. Direct selling gives **you** the opportunity to make money and change **your** life. But, unlike other opportunities, direct selling also allows **you** to help make positive changes in the lives of others as well.

And that's why, even without the flash, the present and future of direct selling—and the future of business in general—looks so bright.

SIX WAYS TO EARN INCOME WITH USANA



RETAIL SALES
Earn profits on the difference between Preferred Price and retail price.



WEEKLY COMMISSIONS
Earn a starting commission of up to 20% from your customers and sales volume of your team.



LIFETIME MATCHING BONUS
Sponsor new Premier Platinum PaceSetters and receive up to a 15% match of their commission 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.

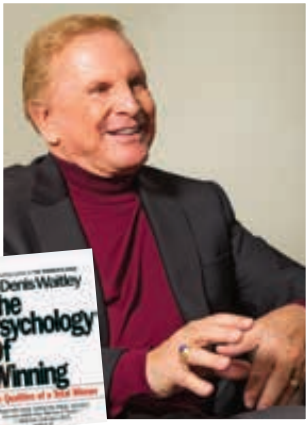


LEADERSHIP BONUS
Participate in USANA's 3% worldwide weekly bonus pool.



ELITE BONUS
Be one of USANA's top income earners and receive a portion of a quarterly \$1,000,000 bonus.†

*As long as you are commission qualified and in compliance with your Associate agreement.
†Current payout is approximately \$1,000,000 per quarter. Payout amounts vary each quarter.



DENIS WAITLEY

Denis Waitley is an internationally renowned author, keynote speaker, consultant, and former chairman of psychology on the U.S. Olympic Committee's Sports Medicine Council

"I have devoted my career to counselling peak performers, from Super Bowl and Olympic champions to Fortune 500 corporations such as Microsoft, IBM, AT&T, and Mercedes-Benz. For many years I have focused on USANA Health Sciences, Inc., because I believe it is the very best in its industry, with enormous upside potential to enhance human wellness worldwide.

"USANA leads the competition in what it takes to get on top and stay there. First, science-based, high-quality product makes USANA the brand of choice. Equally important is USANA's dominance in the personalization of its products to meet individual needs. USANA

management has capitalized on the greatest trends in global marketing: health and wellness, individual customization, direct to customer sales, and a business model offering outstanding financial incentives to its Associates."



PAUL ZANE PILZER

Paul Zane Pilzer is an economist, social entrepreneur, professor, public servant, and author of nine best-selling books and dozens of scholarly publications

"With direct selling, the headaches of traditional business ownership are virtually eliminated. This business offers low startup costs, has no employees or insurance expenses, and the overhead is practically nonexistent. The direct selling business model also utilizes new technologies...which help make it easier than ever to own a business."

USANA VOTED "#1 Distributor's Choice"
For Best Network Marketing Company by MLM Insider for 16 consecutive years

BEST

Nutritional Company
in Network Marketing
Weight Loss Company
in Network Marketing
Compensation Plan
in Network Marketing—Binary

2013



OPEN BUSINESS FOR UNDERSTANDING YOUR USANA BUSINESS

The USANA opportunity operates under a simple premise: when you successfully share USANA’s products and the USANA business with others, you get paid for your efforts.

HOW IT WORKS

STEP 1: OPEN YOUR BUSINESS CENTRE(S)

When you join USANA, you’ll open one **Business Centre** or three Business Centres, based on whether you’d like to start a small business or a large business. You’ll earn commissions on your product sales through your Business Centre(s).

STEP 2: SHARE USANA

Your USANA business is based on a binary compensation plan, which means you’ll begin building your business with a left and a right side. You’ll earn weekly commissions based on the total number of **points** you and your team collect on each side of your business—this is called **Group Sales Volume**, and it includes sales from both Associates and **Preferred Customers** on your team.

The amount you earn from your USANA business will be in direct proportion to your ability to share USANA’s wellness products with other like-minded people, as well as your ability to build a team of Associates who, like you, share USANA’s products with others and build strong teams of their own.

STEP 3: MAKE THE MOST OF IT

Leverage the income you make through your USANA business in a number of ways.



DOUBLE YOUR COMMISSIONS BY OPENING THREE BUSINESS CENTRES

As you build Business Centres two and three, you are simultaneously building Business Centre one without additional effort because the Group Sales Volume in your second and third Business Centres rolls up to your first Business Centre.



ROLLOVER

You are paid out each week on the Group Sales Volume that is the same, or matched, on both your left and right sides. But what about the rest? It becomes rollover for your next cheque (starting at 125).* Continue to build both sides of your business evenly to take full advantage of the work of you and your team members.



ADDITIONAL BUSINESS CENTRES (FIGURE A)

As you continue to grow your USANA business, you can qualify for Additional Business Centres, which allow you to increase your income potential. Whenever you **maximize a Business Centre**, you earn an Additional Business Centre. There are no limits to the number of Additional Business Centres you can earn, which means there are no limits to how big your business can grow.

*Once a Business Centre is maxed, unmatched Group Sales Volume points will continue to roll over to the next week, up to 5,000 points.

INITIAL ORDER REWARD

START OUT SAVING

Initial Order Reward is available to new USANA Associates or Preferred Customers who’ve placed their first order* and set up a recurring order through Auto Order. USANA takes 10% of your initial order, splits it in half, and applies that discount

to the next two Auto Orders. By simply placing an initial order, you receive a reward. This is in addition to the 10% discount all Associates and Preferred Customers receive on their products simply for signing up for Auto Order.

*Initial Order Reward is not available with the purchase of established discounted enrollment packs.

BUSINESS CENTRE:

Your storefront. Think of opening a Business Centre like opening a physical location for your business. The more Business Centres you have, the more money you can potentially make.



POINTS:

Each USANA product has a point value. This is different from the dollar amount. Points contribute to your overall volume, which determines your commission.



=POINTS

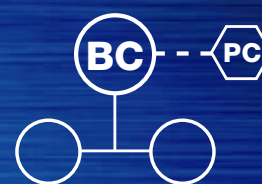
GROUP SALES VOLUME:

The cumulative volume of sales (in points) you and your team earn. This is tallied every week, and there is no limit to the number of people in your organization from whom you can earn Group Sales Volume. There are also no monthly Group Sales Volume requirements.



PREFERRED CUSTOMER (PC):

A USANA customer who receives **Preferred Pricing** on USANA’s products, but is not eligible to receive commissions when they share USANA with others. Orders by Preferred Customers in your team add to your total Group Volume each week.



HOW DO I GET PAID?

You will earn commissions based on where the Group Sales Volume on the left and right sides of your Business Centre match. Find where the Group Sales Volume on your left side matches the Group Sales Volume on your right side, and multiply it by 20 per cent (or .2). This total equals your Commission Points for the week. Points are converted into your country’s currency.

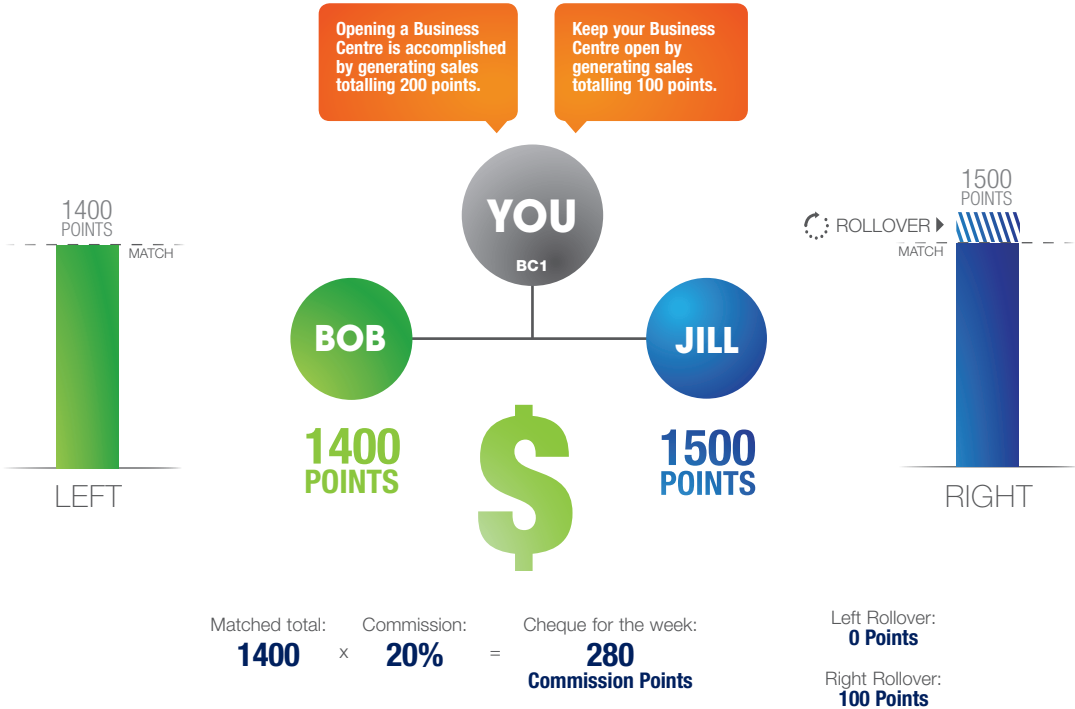


MAXIMIZE A BUSINESS CENTRE:

Accumulate 5,000 points in Group Sales Volume, current and rollover, in both of your Business Centres’ sides in a single week.



1 BUSINESS CENTRE



POTENTIAL WEEKLY INCOME
BASED ON YOUR EFFORTS

With USANA, you're paid on any matched Group Sales Volume (starting at 125 points) from your left and right sides. This chart shows a few examples to help you visualize the potential growth of your USANA business.

Remember, take any matched Group Sales Volume from your left and right sides, multiply it by .2 (or 20 per cent) and you'll see the Commission Points you'll earn for that week!

Left Group Sales Volume	Right Group Sales Volume	Matched Volume	Commission Points
125	150	125	25
350	425	350	70
675	547	547	110
1,000	1,500	1,000	200
2,500	2,750	2,500	500
4,457	4,780	4,457	892
5,000	5,400	5,000	1,000

You've maxed your Business Centre!

Remember, any points that remain unmatched will roll over to next week!* In this example, 323 points will roll over and count toward your next cheque.

Because USANA is a global company, we use Commission Points instead of dollars to calculate your commission. Your Commission Points are converted into your country's currency.

*Once a Business Centre is maxed, unmatched Group Sales Volume points will continue to roll over to the next week, up to 5,000 points.

3 BUSINESS CENTRES

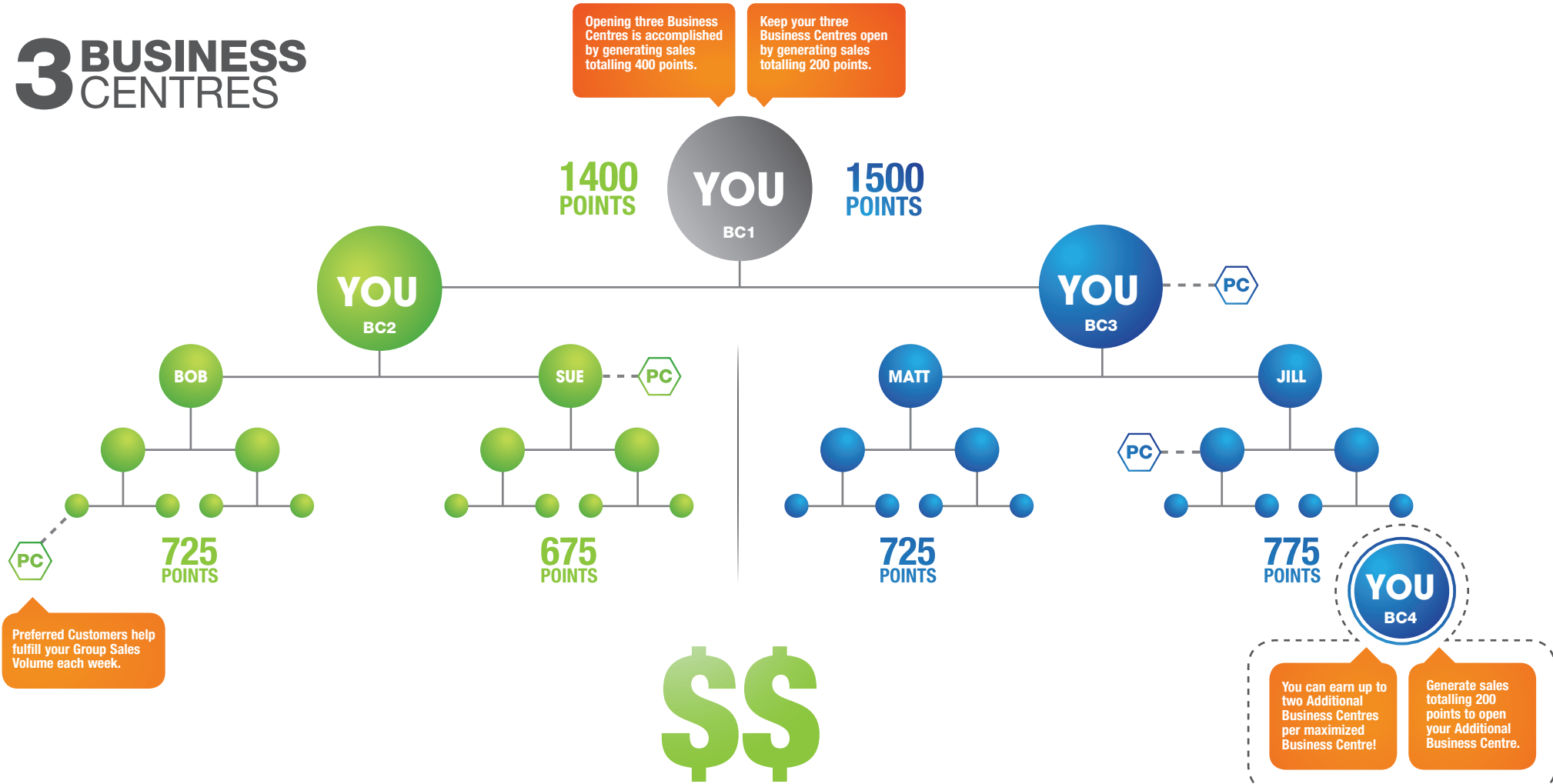


Figure A

“Most people define wealth as having assets such as money, homes, or cars, and success as having fame. We define wealth and success by the positive influence we have on people’s lives, the communities we served, the orphans and indigent children we feed, the number of seniors we touched, and the synergy we have together as a couple and as an organization. We have the ability to live our life the way we choose. It is that desire to bring about the transformation and change in others’ lives that drives us to live our own life as best we can. USANA’s compensation plan has streamlined our system, making it easy for us to achieve Elite Bonus. The rank advancement process also made it possible for us to reach our 9-Star Diamond Director level from 6-Star Diamond within just six weeks. ”

Annette & Victor Que
Richmond, British Columbia



The earnings portrayed in this literature are not necessarily representative of the income, if any, that a USANA Associate can or will earn through his or her participation in the USANA compensation plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation of guarantee of earnings would be misleading. Success with USANA results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend on how effectively you exercise these qualities.

REWARD YOURSELF WITH USANA



Ever dream about visiting exotic locations? What about immersing yourself in a location rich in history and culture? If you work for a traditional company, chances are you are going to have to fund your dreams. But at USANA, we like to do things differently. We aren't just going to help you dream—we're going to take you to your dreams.

On top of weekly commission cheques simply for sharing USANA with others, you can be rewarded with luxurious travel incentives, awards, and exclusive training opportunities.

Top Associates earn an all-expense paid vacation to one of many beautiful, extravagant locations around the world. If you become one of them, you'll be off to places like Hawaii, Bora Bora, Argentina, Ireland, France, and Switzerland—just to name a few.

And luxury isn't reserved just for those at the top of the ladder. We believe in rewarding those who are growing their USANA businesses and truly living the #USANAlifestyle.

Those who excel are rewarded with incredible business training in addition to opportunities to travel the globe.

Do you get this kind of treatment for your hard work at your traditional nine-to-five job?

We didn't think so.



"Like most people, I used to always dream about all the things I could be doing or experiencing if I had the time and money to do so. Your life is a result of the risks you take and the decisions you make, and I couldn't be happier with the one I made. USANA has allowed me a freedom beyond anything I ever dreamed of. I've been able to travel to places and check items off my bucket list I never thought I would, all while building an international business with an amazing team and company that allows me to change lives for the better, every single day. All of this, before I turn 30!"

Cecilia Li
Richmond, British Columbia

USANA EVENTS: EXPERIENCE THE ENERGY

USANA doesn't just host entertaining, inspiring, motivating, and training-intensive events—we dominate them. Our International Convention has won several Stevie Awards for Best Live Event, including some that recognize us as an international powerhouse, so... yeah. We put on a good show.

USANA's events are held year round and around the globe to keep Associates informed and connected to their large—and rather energetic—USANA family.

Experience any number of USANA's events for yourself to find out what all the fuss is about.

Please see income disclaimer on page 3.



Photo features 2013 members of the Million Dollar Club

A MILLION REASONS TO CELEBRATE

USANA business owners aren't afraid to dream. In fact, they dream big, and they chase after their aspirations with fierce determination and unprecedented dedication. In the process, they've changed thousands of lives, simply by sharing USANA's products and business opportunity with others.

But USANA's Million Dollar Club members have taken their dreams to a completely different level entirely. They have not only changed the lives of others. They have changed their own...forever.

More than 200 USANA business owners, over the course of their USANA careers, have earned an impressive \$1,000,000 US or more in commissions. What do you dream of accomplishing?

For more information, scan here:

