

USANA

Kathy Kaehler

Author, celebrity trainer,
USANA fanatic



Beautiful Science
Sense™ Web site
gets a makeover

**USANA's
New Team
of Products**

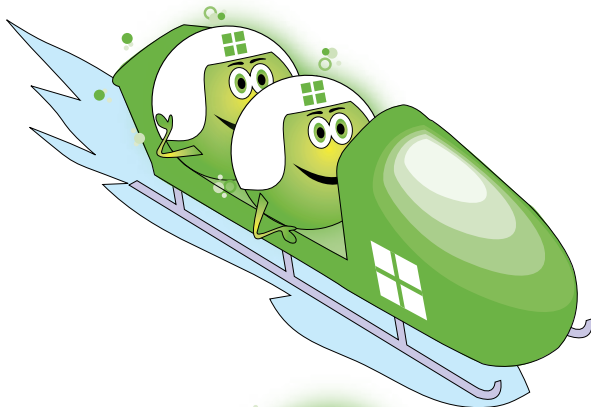
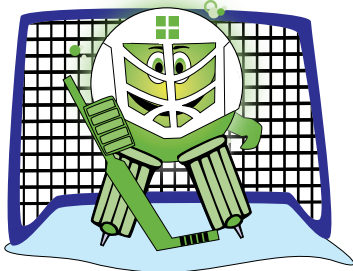
New additions strengthen
your product lineup

RESET™

Win the rematch
with your resolutions

More Powder Days

Make it an epic winter! **USANA Probiotic** helps keep your digestive and immune systems strong so you can stay healthy and active all season long.*



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PUBLISHER Dan Macuga
 SENIOR MANAGING EDITOR Amy Haran
 CONTENT COORDINATOR Laura Lewis
 ADVANCEMENT STORY COORDINATOR Suzanne Houghton
 SENIOR WRITER Camille Fletcher
 SENIOR WRITER Patrick Kibbie
 CONTRIBUTING WRITERS Amber Bailey
 David Baker
 Doug Giddings
 Amy Mullen
 Cameron Smith
 EXECUTIVE CREATIVE DIRECTOR John Q. Cordova
 SENIOR DESIGN MANAGER Brian Tatton
 LEAD DESIGNER Penny Whitehouse
 SENIOR DESIGNER Colman Aliaga
 CONTRIBUTING DESIGNERS Ashley Armour
 Chris Bambrough
 Alisa Hunsaker
 Pete Iccabazzi
 Nathan Paret
 Stacey Soldan
 PHOTOGRAPHER Kelly Branan
 GENERAL COUNSEL James Bramble

CORPORATE PHONE NUMBERS

USANA Corporate Office (801) 954-7100
 Office hours are 8 a.m.–6 p.m., M–F MST
 Customer Service (U.S.) (801) 954-7200
 Customer Service Fax (801) 954-7300
 Toll-Free Order Express (888) 950-9595
 Customer Service / Order Express hours
 6:30 a.m.–9 p.m. M–F MST
 Canadian Customer Service (801) 954-7474
 Service à la clientèle en français (801) 954-7272
 Servicios al Cliente en Español (801) 954-7373
 Toll-Free Chinese Order Line (888) 805-2525
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 VP/TTY Deaf (888) 448-7262
 VP/TTY Deaf (French) (888) 338-7262
 VP/TTY Deaf (Spanish) (888) 558-7262
 InTouch Customer Service (801) 954-7400
 InTouch is offline from 9 p.m. Friday until 8 a.m. Monday, MST
 Technical Services (801) 954-7860

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SEND YOUR COMMENTS OR QUESTIONS REGARDING USANA MAGAZINE TO:
 USANAMAGAZINE@USANA.COM OR USANA HEALTH SCIENCES;
 ATTN: MANAGING EDITOR; 3838 WEST PARKWAY BLVD.,
 SALT LAKE CITY, UTAH 84120 U.S.A.

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sensé

beautiful science®

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AT THE OSCARS®



IN THE SPOTLIGHT

SPORK fashion

Sensé™ skin-care products are a sensation among Hollywood celebrities and influential media. Read what people are saying about this inspired approach to skin care.

HOST A SPA PARTY



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Welcome to the new beautifulscience.com

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Three new products to add to your all-star lineup

Author Celebrity **TRAINER** USANA Fanatic

Written by Patrick Kibbie

Kathy Kaehler believes that everyone, at any age, should adopt a lifestyle that incorporates fitness, good nutrition, and a positive outlook. That's why Kathy is not only a huge fan of USANA, she is now a proud spokesperson. This best-selling author (*Fit and Sexy for Life*, *Real World Fitness*, and others), fitness correspondent for the *Today* show (for 13 years), celebrity trainer (some of her celebrity clients have included Julia Roberts, Michelle Pfeiffer, Cindy Crawford, and Jennifer Aniston), and now spokesperson (USANA and Kathy share the same core values), has devoted her life to helping people live happy, productive, and healthy lives.

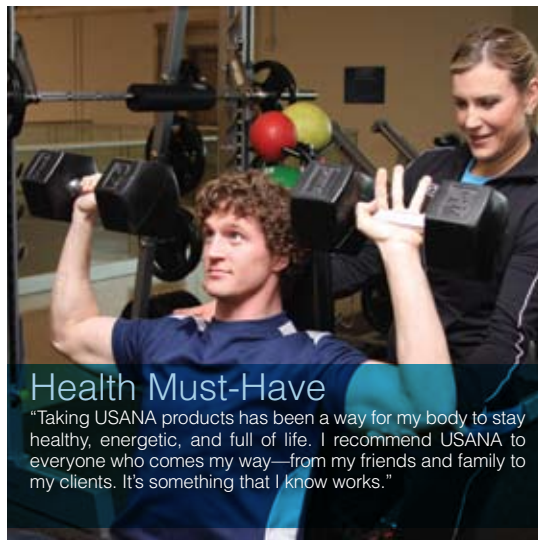
Why USANA?

"The cutting edge of fitness, exercise equipment, and supplements, and anything that can make your body better than it is and better than it can be, is where I am going to look. USANA and I have created a powerful relationship that will educate people on proper lifestyle habits in health, diet, and nutrition."



Kathy's Philosophy

"My goals are to educate and build awareness on how simple daily choices about nutrition and fitness promote a healthier and more productive lifestyle. For me, as a trainer and working with celebrities, USANA has fit in perfectly."



Health Must-Have

"Taking USANA products has been a way for my body to stay healthy, energetic, and full of life. I recommend USANA to everyone who comes my way—from my friends and family to my clients. It's something that I know works."



Fave Product

"I've got three active boys and celebrity clients who demand me at different times, so I don't always have the luxury of eating a sit-down breakfast. With USANA Nutriméal™ I can be anywhere and be completely satisfied and know that my body is getting the nutrients it needs to kick off my day."

BOOKS:

- Teenage Fitness*
- Kathy Kaehler's Celebrity Workouts*
- Real World Fitness*
- Fit and Sexy for Life*
- Primetime Pregnancy*
- Primetime Bodies*

CELEBRITY CLIENTS:

- Julia Roberts
- Michelle Pfeiffer
- Cindy Crawford
- Jennifer Aniston
- Kim Basinger
- And many more...

VIDEOS & DVDs:

- Exercises Fit For a Princess with Kim Kardashian*
- New Dimensions with Cindy Crawford*
- Fit Kids*
- Kathy Kaehler Workout Class*
- Kathy Kaehler Total Fitness Workout*



Do you remember your New Year's resolutions? You know, those little goals you made—lose weight, join a gym, and improve your diet.

The year is still fresh and new, but chances are a lot of those resolutions are already showing age. If you find yourself in this boat, you're not alone. Wouldn't you like another run at that resolution? A rematch, if you will?

THIS YEAR'S RENEWED RESOLUTIONS DON'T LET YOU LOSE THE WINNING RESOLUTION

Written by David Baker

USANA's got
what you need
to **WIN** that
rematch




It's no secret that the majority of our New Year's resolutions revolve around our waistlines. There's holiday weight to be lost, and the New Year is time for a new start—time to RESET. This is a great time to roll your mental calendar back to January 1, buy your RESET kit, and go out and win your resolution rematch.

And if the inspiration you'll get from world-class athletes Jennifer Azzi and Derek Parra—who lead the 30-minute exercise program that comes with your kit—isn't enough, set up a weight-loss challenge with your team. Competition brings out the best in all of us, and sometimes a little push is all we need to succeed.



Look at what Ruby Director Vern Lapuz was able to accomplish while participating in a weight-loss challenge with his team—he's lost almost 80 pounds after starting on RESET in January 2009.* But RESET didn't just help Vern drop all that weight; it helped him advance to Ruby. Diamond Director Michael Callejas also used RESET to make the jump up from Emerald.

With so many people looking for a way to lose weight—and to turn those resolutions into results—why not set up a weight-loss challenge of your own?

You have your chance at a resolution rematch. And, with RESET, you have what you need to win. 

* Results not typical. The typical weight loss is 4.5 pounds in 5 days.

USANA LOGO GEAR



Try on your own! Go to **USANA.COM** and visit the shopping cart for tons of great USANA accessories, apparel, bags, and hats!



Optimus Stainless Bottle
\$9.75



Soft Shell Jacket
\$66.50



Alyson Dudek
US Speedskating



Moisture Wicking Polo
\$33.00



Rhinestone Custom T-Shirt
\$22.95



USANA OGIO Bag
\$28.50



USANA is proud to sponsor Alyson with these great products as part of her training regimen.

The key ingredients to some of USANA's most fascinating people

Jennifer Heil

An Olympic Champion, World Champion, and four-time World Cup Overall Winner in Freestyle Mogul skiing, Jennifer Heil is one of the most decorated USANA-sponsored athletes. As one of Canada's premier athletes, Jennifer's approach to life consists of a dedication to hard work and a vibrant spirit. Here, she reflects on a life of winning gold medals, patience, and a love affair with shoes.

What is your idea of perfect happiness?

After a long competition season and having crossed way too many time zones, perfect happiness is surfing a secret wave in the South.

What is your greatest fear?

Mice, oh I hate them!

Which historical figure would you most like to meet?

Leonardo da Vinci.

Which living person do you most admire?

Nelson Mandela and Mavis Leno.

What is your greatest extravagance?

Shoes!

Which words or phrases do you most overuse?

Sweet!

Which talent would you most like to have?

To be able to hit the right notes when I sing.

What is your current state of mind?

Looking forward to the 2010 Olympics at home in Vancouver.

If you could change one thing about yourself, what would it be?

To be more patient...
I'm working on it!

What do you consider your greatest achievement?

Winning Gold at the 2006 Winter Olympic Games.

What is your most treasured possession?

The handmade leather bag I received in a remote village in Burkina Faso, in West Africa. Burkina Faso is one of the poorest countries in the World. The generosity of its people, who have so little, has forever touched my heart.

Where would you most like to live?

The Sunshine Coast in Australia!

What do you most value in your friends?

A free spirit!

What is your favorite book?

I just finished *Three Cups of Tea*, and it is a must read!

What is your motto?

Do the important things to your fullest.



Jennifer Heil,
Olympic Champion
Freestyle Mogul Skier

If you were to die and come back as a person or thing, what would you choose to come back as?

I would come back as the fastest living creature, a bird called the peregrine falcon. I would be able to reach flying speeds of up to 300km/hr.





USANA
probiotic 
Food Supplement

- Promotes healthy digestion*
- Promotes sound immune function*
- Contains 12 billion colony-forming bacteria per serving at time of manufacture

USANA
probiotic 
Food Supplement
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New Additions Strengthen Your Product Lineup.

Written by David Baker

Five minutes 'til game time... Most coaches—no matter the sport—feel the weight of anxiety sinking in their guts. Nervous anticipation drips down their faces. Questions ping-pong through their minds: Will the players perform? Do I have the right lineup to secure a win?

As the coach of your health, you don't have to deal with the anxiety, the questioning, or the uncontrollable—totally unflattering—nervous sweating. Whenever game time rolls around for your team, you already know you have a winning lineup of products.

And in 2009, **USANA gave you three more all-star players to throw into your lineup** of sure-fire hall-of-fame products—**Pure Rest™**, **USANA Probiotic™**, and **Vitamin D**. This trio can be just the thing your body needs.

These additions to your USANA team are definitely something for you to get excited about.

If you haven't already, give these new products a try. You'll find yourself wanting to tell everyone about them. Blog about 'em. Tweet about 'em. Facebook 'em. If you're old school, shout about 'em from a mountaintop—although that's not the most effective method of communicating your excitement.



USANA Probiotic™

Stats:

- A healthy digestive system helps our body efficiently break down many of the nutrients we consume, maximizing the benefits of vitamins, minerals, and antioxidants and defending against nutritional deficiencies.
- It is estimated that up to 80 percent of the immune cells in our bodies are located in the gut.
- USANA Probiotic is a food supplement designed to help replenish beneficial bacteria in the gut to maintain a healthy balance.
- Packs a punch with 12 billion viable bacteria in each stick pack.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Pure Rest™

Stats:

- Sleep provides numerous health benefits, including defense against oxidative stress.
- Melatonin is a naturally occurring hormone that helps regulate sleep and wake cycles.
- Pure Rest is a fast-acting melatonin supplement—not a sleeping pill—that is a safe and effective, non-habit forming, way for you to enjoy a healthy sleep.



Vitamin D

Stats:

- Reports show populations around the world are suffering from vitamin D deficiency.
- Evidence suggests the problem only gets worse in the winter because of decreased exposure to sunlight.
- Vitamin D is necessary for normal bone mineralization and growth, important for the maintenance of muscle strength and coordination, supports cardiovascular health, and promotes robust and balanced immune function.*
- Seasonal product sold only from November to March—when you need it the most.

Now you've got three new players you can trot out to help you win the big game. So what are you waiting for, coach? It's time to guarantee your team a win by plugging these new all-stars into your starting lineup. ■

WHEN YOU RACE DOWN 5,
ON A HALF-INCH SHEET OF FIBER
HEADFIRST, IT



REBECCA SORENSEN
USA BOBSLED & SKELETON FEDERATION TEAM MEMBER

JOIN THE

REV3 ENERGY™

- THE CLEANER, SMARTER, STRONGER ALTERNATIVE TO TYPICAL ENERGY DRINKS
- CONTAINS A PROPRIETARY ENERGY COMPLEX WITH L-CARNITINE, GINSENG, AND RHODIOLA
- PROVIDES VITAMINS, MINERALS, AND ANTIOXIDANTS TO SUPPORT ENERGY METABOLISM AT THE CELLULAR LEVEL

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

000 FEET OF COMPACTED ICE,
GLASS, AT 83 MILES PER HOUR,
TAKES GUTS.



REVOLUTION

REV3 ENERGY SURGE™

- THE NON-CARBONATED STICK-PACK MIX FOR ENERGY ON THE GO
- UTILIZES NATURALLY DERIVED CAFFEINE FROM GREEN, BLACK, AND WHITE TEAS
- A HYDRATING WAY TO ENHANCE ENDURANCE AND IMPROVE MENTAL FOCUS

USANA PROUDLY SPONSORS REBECCA SORENSEN WITH COMPLIMENTARY USANA PRODUCTS.



Sensé™ Web Site Gets a Makeover

Written by Amber Bailey



Welcome to the new beautifulscience.com

You know Sensé™ is the best skin-care line. Now it has the gorgeous new Web site to go with it. The new beautifulscience.com offers simple navigation and features that make it easy to read and exciting to use. Use the site as a resource to discover why Sensé is the best choice for you and to understand which products you should use.

Products

- Explains the beautiful benefits and unique differences of all Sensé products
- Gives a complete breakdown of the beneficial ingredients found in every Sensé formulation in a useful ingredient glossary



Regimen

- Details how using The Basic 3-Step Program and The Enhancers targeted treatments will promote radiantly healthy, younger-looking skin
- Illustrates the proven results of Sensé's Ultimate Regimen with the 8-Week Clinical Test Results graph



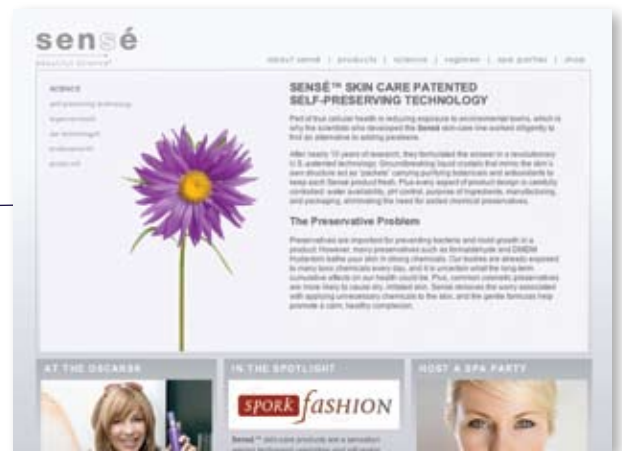
About Sensé

- Shows Sensé in the spotlight at major events and in the media
- Gives a glimpse of the celebrities who are fans of Sensé



Science

- Summarizes the Sensé story of science-based skin care
- Describes the advanced technologies that make Sensé products shine



Shop

- Sends new customers directly to the shopping cart to order products
- Provides descriptions of each Sensé product so you can choose those that are best for you



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