

USANA

Holiday Prospecting
'Tis the
Season

**Probiotic
Plus**

Is your gut
a war zone?

SOCIAL NETWORKING TIPS
How can it help you
grow your business?

**CONCHITA
VARGAS
LUGO**

THE PIECES
ARE FALLING
INTO PLACE

WHERE IN THE WORLD IS

R3?

STICK IT!

(YOUR R3 STICKER, THAT IS.)

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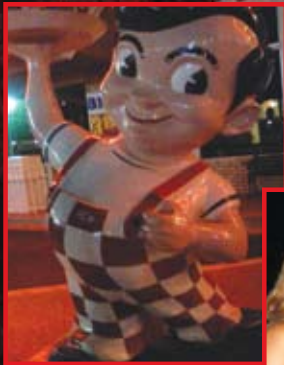
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Probiotic Plus™
Restoring happy
harmony to a
gut in distress



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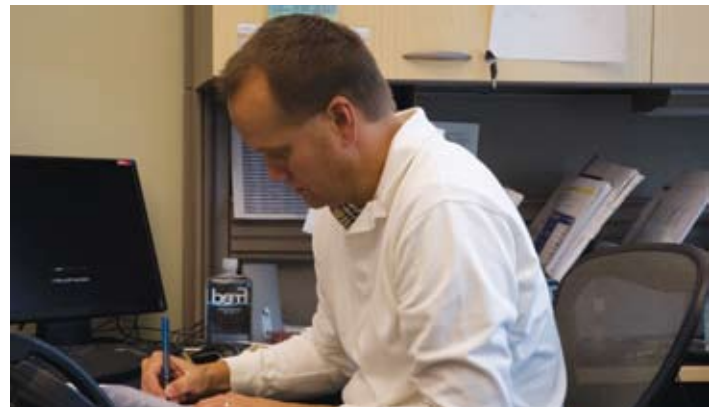
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USANA President
Dr. Fred Cooper



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Turn Your Beginner Into An Expert

As a CEO of a growing international company, I have to weigh many demands on our time and resources. One of the major costs we face is finding and keeping good employees. Recruiting, interviewing, hiring, and especially training a new employee cost a company more than you might expect.

While you're free of the "corporate grind" as a USANA Associate, you have to contend with some similar issues when building your business. You must consider the impact on your own resources when it comes to training a new member of your downline. Like any CEO, you want to find the easiest, most effective way of getting your new team member off to a great start. That's why USANA created the eApprentice.

The eApprentice is the most effective tool to help you train new Associates to succeed faster. This online, interactive training program, accessed through USANAtoday, will help your new Associates gain the knowledge and confidence they need to become Platinum PaceSetters in the fastest and most effective way possible.

The eApprentice was developed in collaboration with the U.S. and Canadian IDC, combining the essential information from the Business Development System and our leaders' own best training tactics. After more than a year of development, the eApprentice now guides your new Associates through all the important steps of beginning a business, including defining a "why," setting up a contact list, creating a Web page, learning the compensation plan, setting realistic goals, and staying compliant with local regulations. The online format is easy to follow and provides real-world examples and practice opportunities to give anyone the basic skills they'll need to invite their first prospects to learn more about the USANA opportunity.

My favorite part of this new program (which will be available in early 2010) is that, as the Associate's sponsor, you'll receive periodic notifications

about your new Associate's progress in the course in your Message Center on the USANAtoday homepage. This added feature will be especially useful because you'll be able to keep track of where your new team member is within the training and provide any necessary guidance. Your new Associate will also frequently be prompted to contact you throughout the course.

Of course, the eApprentice is not going to replace you; after all, an enthusiastic and committed upline is still the best way to ensure a new Associate's success. However, it's an excellent tool to help you manage your own growing business while ensuring your new enrollees get off to a great start. Best of all, the eApprentice is free with purchase of the newly streamlined BDS, which comes with a great new binder and includes the Health & Freedom Flipchart.

If you haven't checked out the eApprentice already, I encourage you to log on to USANAtoday and familiarize yourself with it now (you'll find it under the Training tab). Become the best CEO of your business: make sure you and your team are taking full advantage of the incredible eApprentice.

Live well,

Dave Wentz
CEO, USANA Health Sciences

You must consider the impact on your own resources when it comes to training a new member of your downline. Like any CEO, you want to find the easiest, most effective way of getting your new team member off to a great start.

2-STAR DIAMOND DIRECTORS



Aaron Dinh &
Cathy Ngo

California, USA

From their new home overlooking the Silicon Valley, Aaron Dinh and Cathy Ngo are looking toward the future. And, it's a far cry from where they were just a few years ago. The couple was working overtime, getting by from paycheck to paycheck, and ultimately settling for what they believed was living. Now as prestigious USANA leaders, they have found that what once was impossible isn't just possible, it's their reality.

Written by Suzanne Houghton

Their journey with USANA began with friend and current Diamond Director Michael Callejas recommending products to them. While the supplements seemed to be beneficial for their health, Cathy, a senior accountant, was doubtful USANA could ultimately provide her and Aaron with a stable income. Aaron, who was a senior technician working a rigorous schedule of close to 80 hours a week, had been thinking a network marketing business could be beneficial, but he just hadn't found the company that was the right fit for him.

After being introduced to USANA, Aaron and Cathy took a step back to look at where their lives were headed and they realized they were going nowhere. "We couldn't live our lives asking ourselves 'what if,' so we took a chance," Aaron reflects.

Reflecting on their past today, Aaron and Cathy agree everything in their lives has changed thanks to their career with USANA. "USANA continues to surprise us every year with its consistent growth and continual domination of the industry," they state. "It has given us a whole new outlook on life."

This 2-Star couple credits their team for their flourishing business. "Without our team, we know that we would not be where we are today. We truly believe that if there is no downline, then there is no upline," Aaron and Cathy stress. Although they are at the top, the couple believes those they work with are the true reason they have the success they are experiencing today.

As recognized USANA leaders, Aaron and Cathy are eager to help the company continue to climb to even higher levels, and they are certain that the worldwide field of Associates has the power to make it happen. They offer this advice for other leaders working to help their Associates achieve success: "One important thing that a leader needs to do is consistently grow themselves, in addition to their business, without taking any breaks, so their team can grow at the same rate."

While some business owners may be anxious that the economy could hurt their business, for Cathy and Aaron it simply isn't an issue. "It doesn't matter what the economy is doing," the couple believes. "If the economy is down, USANA goes up. If the economy is up, USANA still goes up."

"We come into this world with nothing and leave with nothing. It is how much we can give in between that counts."

-Aaron Dinh & Cathy Ngo

Running a dynamic business has given Aaron and Cathy the power to live their lives to the fullest and yet enjoy simple pleasures. "We now have the time freedom to do all of the little things like traveling and spending time with the people we truly care about," they share.

Embodying the 2009 International Convention theme, Aaron and Cathy truly believe in having no limits. Building their business using the same successful pattern as they have thus far, they know their future has endless possibilities and that they are in control of their lives. They conclude with words of wisdom for others looking to achieve similar independence: "Fight for the future you want to have, not the future you have to have." ■

Keys to Success

1. Improving constantly.
2. Being coachable.
3. Having a sense of determination and never giving up.
4. Attending every USANA convention and leaving with at least some type of growth within yourself or your organization.
5. Traveling and experiencing the world with USANA.



\$85,000 is the average annual income for established, full-time USANA Associates. \$23,300 is the average annual income for Associates who earn as little as one commission check a month. Total includes all earnings from the compensation plan, Leadership Bonus, and contests and incentives. Calculations based on earnings between February 2008 and January 2009. Figures should not be considered as guarantees or projections of actual earnings, which result only from consistent, successful sales efforts. To be considered in a rank's earnings, Associates must have earned checks at a median rank for at least 16 weeks. According to results from an in-house survey taken between 2004 and 2006, the primary reason 17% of USANA independent business owners join the company is to improve their financial future. 21% of that group earns a check at least once a month. Of those whose primary reason is to earn enough to replace a full-time income, 41% have been Associates for at least one year and 56% are full-time Gold Directors and above. The number of Gold Directors and above who have maxed at least 1 Business Center during the year equals less than 1% of all Associates. Those earning as little as one check a month equal approximately 3% of all Associates. The average annual income for all 158,934 USANA Associates, including those who are brand new or who are not actively building a business, is \$618.55, with nearly one in three earning a check. To date, USANA has more than 130 Million Dollar Club members.

Ask the Scientists

Ask the Scientists answers your product-related questions with up-to-date research and product information.

Q. Is Pure Rest™ considered a sleeping pill?

A. No. Oral melatonin supplements support the body's natural circadian rhythms and help promote healthy sleep*. When taken an hour before bedtime, melatonin supports the natural rise in melatonin that typically occurs before sleep.



Q. Who should use Pure Rest?

A. Adults who appreciate the link between quality sleep and overall health. Additionally, because melatonin production and sleep quality generally decline with age, melatonin supplements tend to be very popular with individuals over the age of 50. A number of studies have shown melatonin to be effective in addressing jet lag, making it appealing for individuals who travel extensively. Pure Rest is not appropriate for children. Consult your physician if you are pregnant, nursing, taking a prescription drug, or have a medical condition.*

Q. Why did USANA raise the vitamin D level in Mega Antioxidant (Essentials™)?

A. Poor dietary intake and lack of moderate sun exposure have resulted in widespread vitamin D deficiencies, now recognized as a world-wide problem. Very few foods contain vitamin D naturally, and fortified foods are

typically inadequate to satisfy adult vitamin D requirements. Numerous scientific research papers suggest that much higher vitamin D levels than previously thought are needed for most people to attain optimal blood levels of vitamin D. USANA's recent change reflects our ongoing commitment to providing USANA customers with the most effective, scientifically valid, and up-to-date products possible.

Ask Andy

Ask Andy answers your business-related questions.

Q. Is the new BDS and eApprentice available for existing Associates?

A. The BDS Refill Pack (Item #452) has been made available for existing Associates to update their BDS. The refill includes the most up-to-date printouts, including the new Health & Freedom Presentation; one Welcome/Getting Started CD; and one DVD featuring segments from USANA's most popular DVDs. The eApprentice is available to all Associates who have purchased a Starter Kit (BDS or eBDS). Existing Associates should complete the online training to familiarize themselves with the program.

Please note that there is now only one version of the BDS. When new Associates purchase a Starter Kit for \$29.95, they will receive a complete binder with printouts, Health & Freedom Presentation, CD and DVD, plus immediate access to eApprentice on USANAtoday, located under "Training."



Get answers to all of your questions. Go to **Ask the Scientists** or **Ask Andy** under the "Training" link in USANAtoday.





THE PIECES ARE FALLING INTO PLACE
FOR 2-STAR DIAMOND DIRECTOR
CONCHITA VARGAS LUGO

Written by Laura Lewis

MEET CONCHITA VARGAS LUGO

- ✦ USANA Associate since 2004
- ✦ Advanced to Diamond Director five weeks after joining USANA
- ✦ Advanced to both 1- and 2-Star Diamond Director in 2007
- ✦ Two-time Fortune 25 and Growth 25 member
- ✦ Member of the Million Dollar Club
- ✦ 2009 Children's Champion Award winner
- ✦ Recognized as a top Associate Enroller in 2009 and 2007
- ✦ Recognized as a top PaceSetter Creator in 2009 and 2007

When Conchita Vargas Lugo isn't out prospecting, helping a fellow member of her team give a presentation, or working on one of her charity projects, she can most likely be found relaxing at home. After all, it *is* her favorite place to be.

"My life is very simple," she states. "I love to read and just enjoy being in my house. My whole life I couldn't be in my house because I was working 12-hour days. I always wanted to enjoy my home, and now I can." And it is in the calmness of her home where she considers all the different pieces of her life and how they have fallen into place to create her beautiful future.

Dozens of exotic plants and an impressive herb garden line the wrap-around deck that hugs her stately home in Puebla, México. Surrounded by a forest that allows just enough sun to shine

through the oversized windows, her living room is a haven of peace and tranquility. In front of her fireplace lays one of the dozens of elegant



rugs she made by hand, and sitting in the corner is Conchita's black, 122-year-old Rönisch piano, which she hopes one day to learn to play. "I always wanted to live in a 'bosque,' or forest, and play the piano, and now I have the opportunity for both," she says. No wonder this is one of her favorite rooms in the house. "It gives me peace, which, to me, is the most important thing in the world."

Walking through the rest of Conchita's home, we see that she seems to be a kid at heart. Amid the mountain of books she has collected over the years (she reads at least one a week), she has a collection of Pinocchio dolls, a few of which line her hallway. And two rooms are stacked with games and puzzles. "I have about 300 puzzles," she admits. "I buy at least one wherever I go."

On this particular day, one puzzle is complete—almost. "Oh no!" she exclaims. "All that work to have one piece missing?" We're all pretty sure that either Bruno or Lucas had something

to with it. But she can't stay mad at them for long; after all, they are two of the loves of her life. Whenever her silver Mercedes Benz rounds the bend onto the curved, tree-lined driveway and she yells out their names, they come



bounding down the drive on their short little legs to greet her. Bruno is a 6-year-old poodle and Lucas is a not-yet-2-year-old yorkie, neither of which weighs more than five pounds and both of which are doted upon. In fact, along with Conchita's separate closets for winter and summer clothing, the dogs have a drawer filled with little outfits of their own.

Believe it or not, Conchita actually has 13 dogs, but 11 of them are living with her daughter and USANA partner, Paola, a couple of hours away in Querétaro, along with a handful of birds. And it looks like a few bunnies might temporarily be added to the family as well. Conchita found a rabbit burrow in her backyard with four tiny babies that she can't seem to part with.



Just as important to Conchita as her animals is taking care of the people around her. With all the recognition she has received, the money she has earned, and the incredible lifestyle she is living, many people would say that life couldn't get any better. But there is a large part of this woman who realizes that there is so much more to life than what she is grateful to have. And a big part of that is giving back.

As a former educator, Conchita worries about the welfare of children. "There are so many kids living on the streets in México, and they are so defenseless," she says. "One of my goals has always been to help these street children. And luckily I've been able to do that in many different ways throughout my life."



When she moved to Ciudad Juarez, Conchita was able to get involved in charity work at a whole new level. "I learned about a program my church and pastors had implemented to bring food and education to underprivileged kids," she explains. "That's when I thought that if they also had access to supplements, they could overcome malnutrition more rapidly." Conchita involved as many people as she could to help her purchase 150–200 bottles of **Usanimals™** a month for the children in the program, and so far, it's working out very well. "There is still a lot to do, but the important thing is that we got things moving, and who knows where it will go from here? I worry so much about their nutrition. I want to protect them. In fact, when I die, a lot of my money will go to them."

And the apple doesn't fall far from the tree. Conchita was hopeful that Paola would have the same compassion toward the less fortunate. But unbeknownst to her, Paola was already involved in her own mission. "I didn't know about Paola's work in Querétaro," Conchita laughs. "I learned by chance that she gives away **Essentials™** and **BiOmega™** to about 30 elderly street people every month. We are really so grateful to God for the opportunity of helping others," she says, adding that Paola's dream is to one day go to Africa to help Dr. Wentz with the children there.

"To me, giving is what this business is all about. But there is more to giving than giving people what you don't want. You have to share what you have. My mother taught me that if you have nothing to give, then you give love."

Conchita's loving and giving attitude was recognized at the 2009 International Convention as she and Paola earned the Children's Champion award. "As special as this award is to my heart, my real reward is that I can do something for someone else." But before she was able to truly help others, she needed to help herself and her daughter.

Looking through faded photographs of herself as a young woman, providing for her small child as best she could, tears come to Conchita's eyes as she remembers where she came from and compares it to where she is today. At age 29 she was a single mother who constantly worried about how she was going to pay the rent, let alone how she was going to send Paola to college. And not only did she have significant financial struggles, Conchita's health had caused her great concern as well.



Just How Does She Do It?

"As a leader in the Mexico market, I think the best way I can help other Associates is by being an example of work and perseverance, doing things myself to demonstrate that I am willing to pay a price for fulfilling my dreams. I work every day as if it were the first day: I network, create follow-up plans, and teach how to duplicate."

Biggest Challenge: How hard I had to work from when I joined USANA to when I became a Diamond Director five weeks later.

Biggest Reward: Not being afraid anymore. Knowing that Paola is going to be okay after I am gone, that she will be protected by our USANA family.

The three-time cancer survivor says, “When I joined USANA, I was desperate. I needed to find something for Paola—something that could take care of her when I wasn’t around anymore. USANA had excellent products and an excellent business model. But even with that, if I wouldn’t have loved or believed in the people involved in this business, this would have been bad for Paola. The people are what have made me the most proud to be a part of this company. And Paola needs to surround herself with top leaders to know what excellence is and what to strive for.”

Unlike the memories of hardship that are called to mind by her photo album, today Conchita seems to have it all. “I’m driving the car of my dreams. We can do what we want, when we



want. And we have enough to help other people,” she smiles. In fact, she admits that her food pantry is one of her favorite places to be. “I had always dreamed of having food storage,” she explains. “But I barely had enough money to buy food for the week. Now I have a whole room for it. I love to go in there. It gives me security.”

The realization that their lives were changed forever really hit home with Conchita when she and Paola were in Hawaii for the Leadership Summit. “When I saw her swimming in the ocean with other top leaders and members of the

management team and just seeing how she fit in—I didn't know the magnitude of how much things had changed until that moment," she beams.

After only three years in USANA, Conchita was part of both the Growth 25 and Fortune 25. And when they were on stage receiving their recognition, Paola grabbed her mother's hand and said, "Thank you for changing our lives."

As you can see, the picture of Conchita's life is turning out rather nicely. And just like the puzzle that she *almost* completed, there is one piece missing. But unlike the piece the dog chewed up, this one she's hoping to find. And just what is this missing piece? Although she has already made her mark as the top Associate in Mexico, her number one goal is to be the top Associate in USANA. "Even if it's just for 24 hours," she says.

When she attended her first USANA convention in 2003, Conchita wasn't even an Associate yet, but she walked up to Dr. Wentz and said, "Don't forget my face. I will be the first Diamond Director in Mexico." She has done that and so much more. Now, it's on to find that last puzzle piece... ■

Conchita's Top 10

We asked Conchita what she loves most about USANA. Although it was hard for her to stop at just 10, here's an idea of why this company means so much to her.

1. Having God in my life. Thanks to His love, I am where I am today.
2. Having friends who are all after the same goals: health and financial freedom.
3. Giving Paola a BMW when she finished her university studies.
4. Being healthy.
5. Moving into my home in Puebla.
6. Giving gifts to the people we love just for the pleasure of seeing them smile.
7. Being certain for the first time that money is not a problem.
8. Having time to read and play with my pets.
9. Having access to the best products and being able to share them with others.
10. Knowing and feeling that once money is not a problem, you are free to do valuable things such as helping others make their dreams come true and enriching their spirits.



Emerald ADVANCEMENTS



Qian Zhao
British Columbia, Canada

From the moment Qian Zhao started with USANA, she made a vow to herself to help spread Dr. Wentz' vision to as many people as she could. Having advanced from Ruby to Emerald Director in just a matter of months, she is prepared to continue working hard to attain her dreams of financial health and freedom.

Although she had reached high levels of success in China as an associate professor with a Ph.D. Zhao always had aspirations of becoming financially self-sufficient in addition to helping improve the health of others. When she relocated to Canada, Zhao took some time to reflect on what she wanted to do in her life. After looking into USANA, she knew she had found the right path for herself.

As her business continues to thrive, Zhao's mission continues to be sharing USANA with everyone she can. "I have the right company to work with and the right products to sell," she shares. "I know I can reach my goal, no ifs, no buts, and no maybes. I am ready to do whatever it takes for however long it takes to reach my goal and to help my team reach their goals."

Part of her inspiration comes from watching her teammates work hard. "My downline motivates me by their amazing productivity and leadership. I am very pleased to see them grow in their business," Zhao states.

Reflecting back on her career with USANA brings Zhao not only a sense of accomplishment, but also knowledge that she has worked hard to improve the health of herself and her family. "Before USANA, I worked hard to earn money at the expense of my health. After doing USANA for almost four years, I realized that health is the most important thing," she declares.

"USANA has offered me a unique opportunity to create health and wealth at the same time, not just one or the other," she says. As she continues to reach even higher levels, Zhao's hope is to continue offering that possibility to others.

Ruby ADVANCEMENTS



David Kim
California, USA

When David Kim overheard a couple of friends discussing USANA, he couldn't help but listen in. Through that simple conversation, his curiosity was piqued. After David's friend took him to a presentation, he was sold. "I said I was in, and let's get started," David recalls.

Already familiar with network marketing, David was impressed with USANA's unique approach to the business. "Once I saw the compensation plan, that was the clincher for me," David shares. "Also, when you have a product that is the best, it makes it a lot easier to market."

One of the best ways David believes you can build a business is to become familiar with all of the products USANA has to offer. "You have to understand and get passionate about them. If you believe they are good, it is a natural sale," David advises. "You can't get excited and involved until you use them."

As he watches his business grow, David is working toward building a solid foundation within four years. By that time, he hopes to no longer be motivated to build an income, but to contribute to society and help others become financially independent. "I always want to be involved in the business because I know what it has done for me," David states.

See income disclaimer on page 7.

THE FIRST. THE BEST.
THE MOST TRUSTED.



JUST GOT BETTER.



MYHEALTHPAK™ NOW WITH SUPER PILLS.

Go to www.USANA.com to learn about our new Super Pills, offered exclusively in MyHealthPak, and build your MyHealthPak today.

RubyADVANCEMENTS



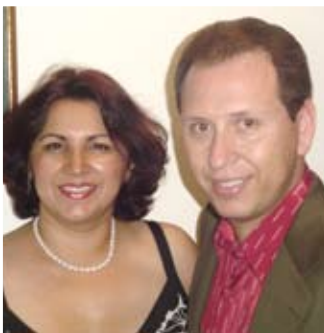
Julio & Eva Lara
Baja California Norte, México

Each time Julio and Eva Lara were approached by anyone wanting to introduce them to USANA, they had the same response: "Thanks, but no thanks."

Between the two of them, they owned three businesses and Eva held a position as a government official. Despite the time demands, the Laras were considering another business, but they didn't want something that would take them away from their work and family duties. Although they had previously rejected attending USANA presentations, it was their brother-in-law's persistence they finally gave into. "What we discovered about the industry, the company, and the products convinced us to start our own business," they say. "Now it has become our main source of income."

The new Ruby Directors wouldn't be where they are today without a powerful team working alongside them. With over 1,700 Associates scattered throughout México and the United States, their team's consistent support has helped the Laras build an impressive business. "Enthusiasm, commitment, friends, and family make up our great family in the Viva USANA team!" they exclaim.

Julio and Eva admit they had no idea what the future would hold when they started, but it has proven to be more than they could have ever imagined. "When we started down this path, we never thought it would take us to where we are," they say. "What is even more exciting is where we are heading."



Delfina & Angel Osuna
Baja California Norte, México

Angel and Delfina Osuna don't have to send their children to daycare anymore. But that is just the beginning of the positive changes USANA has made in the lives of these new Ruby Directors.

Angel, a public accountant, and Delfina were drawn to the possibility of creating residual income for their family. However, the couple thought USANA would be just one more business that wouldn't work for them. Six months later, though, Angel and Delfina realized there was a difference and they were missing out on an opportunity to change their lives.

Now, the Osunas encourage Associates to never let their apprehensions stop them from succeeding. "Most people have big dreams within themselves, but they are never capable of going after them because they think that they don't deserve them," the couple shares. "Our task is to help them generate enough faith in themselves."

As for the future, Angel and Delfina really want to see their teammates advance. "Nothing would please us more than seeing our friends achieve high levels at USANA," they say.

For Angel and Delfina, what matters the most is being home with their children and sharing USANA with as many people as they can. "The change has been spectacular. USANA is always on our mind and in our hearts," they conclude.

See income disclaimer on page 7.



Dr. Jorge Vázquez
Baja California Norte, México

Dr. Jorge Vázquez was introduced to USANA long ago by one of his patients. But it wasn't until he spent seven years working at Sanoviv that he realized USANA could do more than just provide him with optimal products—it could offer him a chance at a new lifestyle. In the beginning he didn't know how comfortable he would be operating a home-based business, but he had a strong desire to share the products and liked the possibility of producing a little extra income. After deciding to start his business, he set a goal of becoming a Bronze Director within a year. However, after hitting that goal, his achievements didn't stop there. Now a Ruby Director, Jorge is delighted as his business continues to grow. Although he had never been part of a network marketing business, Jorge now believes it is something everyone should be involved with. "Many companies are good, but what makes USANA different is the product quality and the compensation program," Jorge explains. "It isn't just a job. It is a different way to earn money while always thinking about the well-being of people." Jorge's motivation to build a business was, and continues to be, his daughter, Ana Karla. "This business motivated me to offer her something more than a simple monetary pension, but also something that would secure her future," Jorge concludes.

NEW RUBY DIRECTORS NOT FEATURED:



Caiping Mu
New York, USA



Wei Guang Tan
New York, USA

TO BE ELIGIBLE FOR ADVANCEMENT, THE FOLLOWING CRITERIA MUST BE MET:

- DIAMOND**—Maximize 4 BCs for 4 consecutive weeks.
- EMERALD**—Maximize 3 BCs for 4 consecutive weeks.
- RUBY**—Maximize 2 BCs for 4 consecutive weeks.
- GOLD**—Maximize THE SAME BC for 4 consecutive weeks.
- SILVER**—Maximize 1 BC.
- BRONZE**—Have 4,000 SVP on the left and right legs.

- DIRECTOR**—Have 3,000 SVP on the left and right legs.
- ACHIEVER**—Have 2,000 SVP on the left and right legs.
- BUILDER**—Have 1,000 SVP on the left and right legs.
- BELIEVER**—Have 500 SVP on the left and right legs.
- SHARER**—Have 250 SVP on the left and right legs.

Stay informed, stay in-the-know

Conference Calls & The Conference Call Library

Conference calls and Web conferences are two great ways to keep up-to-date on the newest USANA information and steer your business toward success. They cover a broad range of subjects, from using and selling **Sense™** to understanding the compensation plan. And, perhaps best of all, you don't have to leave your house to attend. Just think of it—all the best info without leaving your family and business to travel. Sounds nice, right?

Conference Calls

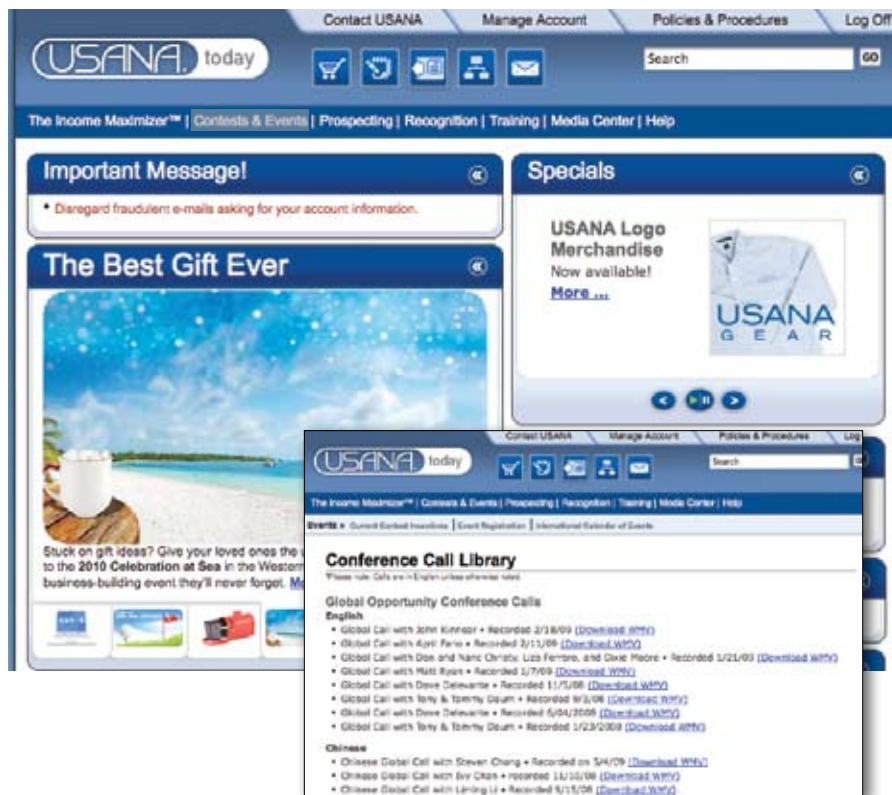
Weekly conference calls are announced in newsletters and are posted on the landing page of USANAtoday. But if you really want to be in-the-know, check out the **Calendar of Conference Calls & Web Conferences**.

- Go to “Contests & Events”
- Select “Conference Calls” from the drop-down menu
- View the entire list of upcoming conference calls and Web conferences, separated by market

What Time?

- Weekend Web Conference Calls are held Saturdays at 10 a.m. MST
- Global Opportunity Health & Freedom Presentations are held Wednesdays at 7 p.m. MST


Tip: Make sure to visit the calendar often. New calls and conferences are regularly added and updated.



Conference Call Library

What about all the conference calls in the past? Is that timeless wisdom just lost in space? Nope, we keep ‘em in our Conference Call Library! Check out older calls you may have missed, or get a refresher course from the vast archives of USANA lore. Past calls are also a great way to help train new Associates!

- Go to “Contests & Events”
- Select “Conference Call Library” from the drop-down box
- Download the call or Web conference you want to hear


Can't find a particular call or Web conference in the Conference Call Library? Unfortunately, not all calls can be posted due to occasional compliance issues. Because of review time, it also takes a while to get the new calls posted, so please be patient. In the meantime, check back often!



Sometimes you might feel like your gut is a war zone.



And in a manner of speaking, it is—it's the place where the fight for good health can be won or lost.

The digestive system is responsible for providing many essential nutrients to the entire body and for supporting the body's natural defenses against illness-causing invaders. Overrun with bad bacteria, one digestive system is in need of aid. Follow the adventures of the Probiotic Plus squad as they help restore happy harmony to a gut in distress.*



Written by Camille Fletcher

Gut Wars! When the going gets rough, the gut gets tough...with Probiotic Plus™.

This digestive system has been compromised by natural aging, a poor diet, and a recent course of antibiotics that depleted the friendly bacteria in the gut. Now, it is teeming with too many bad bacteria, which are disrupting the digestive process, causing gastrointestinal discomfort, and impacting the immune system.*

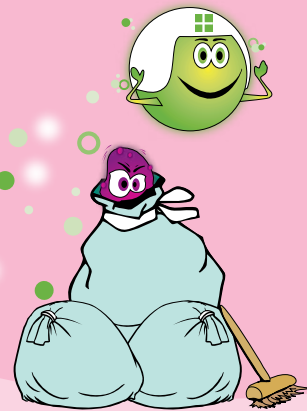
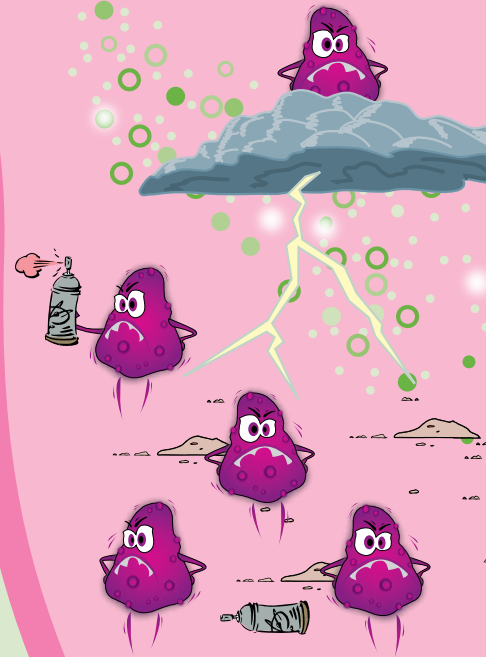
The Probiotic Plus squad, two specific strains of probiotic bacteria delivered in a mildly sweet powder, journeys to the digestive system by being mixed and ingested with cold or room-temperature food or drink. They join forces with the naturally occurring good bacteria that are already in the gut. A healthy balance is re-established, bringing peaceful order back to the digestive process.

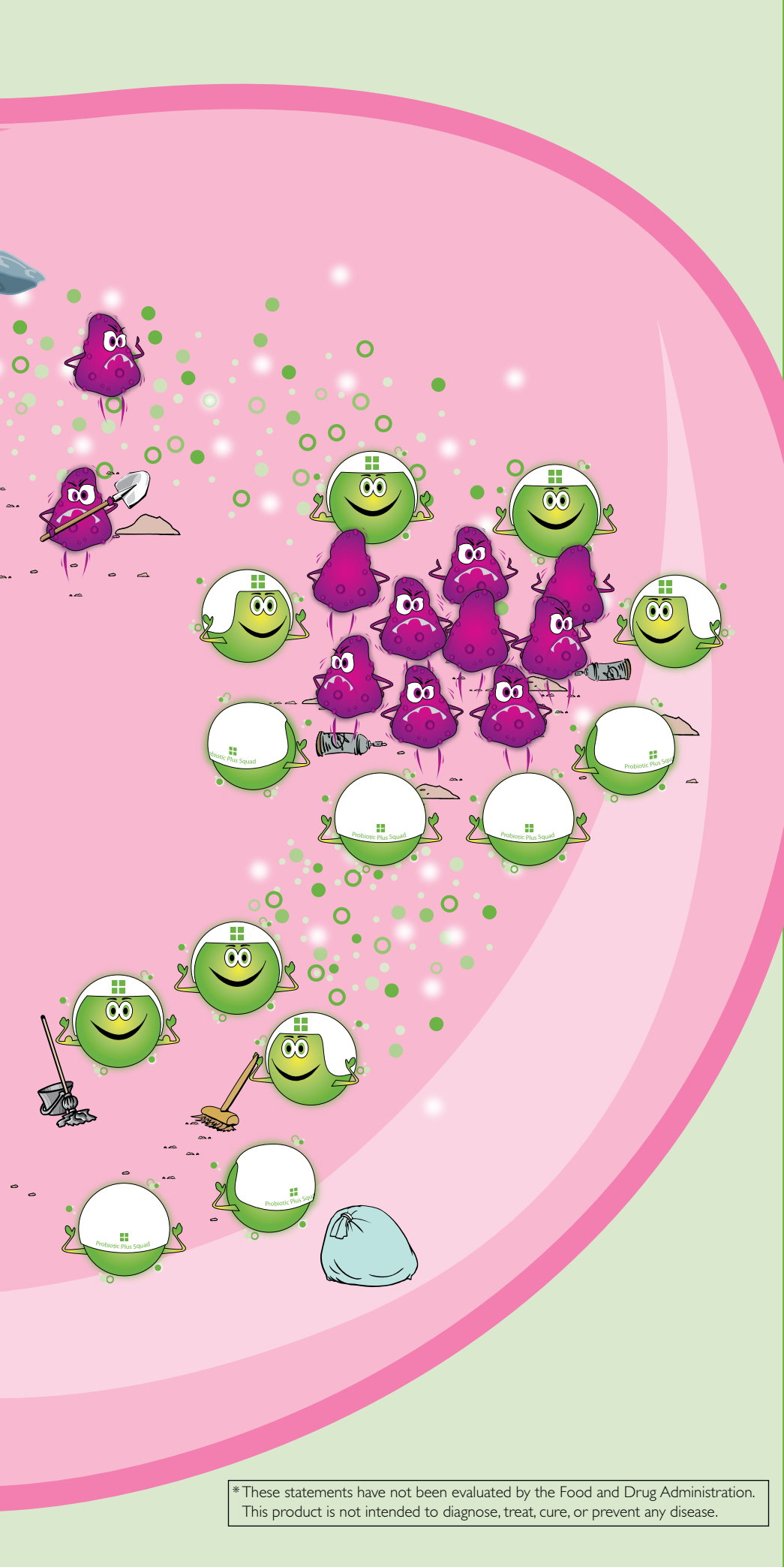
As calm returns, our heroes get to work aiding the digestive system. Now functioning effectively, the digestion process breaks down the vitamins, minerals, and antioxidants that are consumed so they can be absorbed by the cells, helping to fend off nutritional deficiencies and re-energize the body with the nutrition it needs. And, thanks to the Probiotic Plus squad's normalizing effects on the digestive process, the bowels are working regularly to eliminate any waste from the body efficiently.*

Because up to 80 percent of certain immune cells are concentrated in the gut, the Probiotic Plus squad pays special attention to keeping the immune system healthy. The intestinal tract can encourage healthy bacterial growth and defend against the onset of illness through promoting proper nutrient absorption.* ■

Does your digestive system sometimes feel like a war zone?

Keep it healthy and support your immune system—try USANA's Probiotic Plus food supplement today.





Meet the Probiotic Plus Squad

USANA's **Probiotic Plus** is comprised of a unique 50/50 mixture of *Bifidobacterium*, BB-12® and *Lactobacillus rhamnosus* GG, LGG®—two strains of probiotic bacteria that have been clinically proven to promote a natural balance of beneficial microflora in the gut. Verified to supply 12 billion Colony Forming Units (CFU) of viable bacteria—a level shown to be effective in clinical studies—the **Probiotic Plus** strains are the best documented to survive transit through the harsh, acidic environment of the stomach to colonize the intestines. Also, the **Probiotic Plus** advanced delivery system guarantees the bacteria will remain effective for at least 18 months when stored at room temperature.

Look for more information about **Probiotic Plus** on usana.com or in a downloadable science sheet available on USANAtoday.

*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.

Top Associates for July 19, 2009 to September 26, 2009



Associate Enrollers

Top Associate Enrollers are based on the number of personally sponsored downline members enrolled.

Associate Name	Number Enrolled	Region	Associate Name	Number Enrolled	Region
Robin Tremblay	38	Québec, Canada	Daniel Garza	13	Nuevo León, México
Siegfried Francisco	37	Philippines	Luyen Pham	13	Australia
Thi Minhtam Truong	34	Australia	Gianqian Guo	13	Hong Kong
Kelly Painter	32	Utah, USA	Chin Khiang Lim	13	Malaysia
Hanling Ye	25	Singapore	Ai Theng Luah	13	Malaysia
Yang Feng	25	New York, USA	Peilan Shi	13	Singapore
Ru Hua Yin	24	Singapore	Peter Conna	13	Australia
Sun Li	23	Hong Kong	Anna Lin	13	New York, USA
Ming Rui Li	23	Singapore	Gilda Maria Santos	13	Philippines
Sean Stogner	21	Hawaii, USA	Roel Lopez	13	Texas, USA
Tien Tran	20	Australia	Chikara Group	13	California, USA
Ah Ni Chai	19	Hong Kong	Timothy & Delbra Lewis	12	Alabama, USA
Mike Santos	19	Texas, USA	Cheryl Adriosula	12	California, USA
Lynn Allen-Johnson	18	Florida, USA	Alma Corres Zíncúnegui & Dr. Efraín Pérez Peña	12	Jalisco, México
Maria Concepcion Dy	18	Philippines	Laura Gutiérrez de León	12	Baja California Norte, México
Kok Wah Chan	17	Malaysia	My (Amy) Nguyen	12	Australia
Patricia Grajeda	17	Michoacán, México	Naiqin Zhang	12	Hong Kong
Yongcheng Zeng	16	Hong Kong	Jesurun Doss A/ L Alexander Doss	12	Malaysia
Siti Robayah Binti Ahmad	16	Malaysia	Chee Meng, Andrew Chong	12	Malaysia
Rui Li	16	New York, USA	Kim Liang Teo	12	Singapore
Sheng Hsien Ho	15	Malaysia	Weiwei Zhang	12	Hong Kong
Liang Yin Chiu	14	Taiwan	Shaofen Zhang	12	Hong Kong
Gong Zheng Fa & Zhao Qian	14	Singapore	Chengyong Tang	12	Hong Kong
Qin Fang Lu	14	Singapore	Renato Velez Campos	12	Puebla, México
Blanca de Lourdes Vega Garcia	14	Chihuahua, México	Chao Yu	12	Hong Kong
Wei Guang Tan	14	New York, USA	Ying Zhang	12	New York, USA
Jiafu Wang	14	Hong Kong	Mikako Otozu	12	Japan
Jiahua Li	14	Hong Kong	John Parke	12	Florida, USA
Tanawat Jedjumlong	14	California, USA	He Ping Xu	12	New York, USA

Income Earners

Top Income Earners are determined by the total commissions earned.

Associate Name	Region
Jeremy Stansfield	Utah, USA
Tang Jung Liu	Taiwan
Collette Larsen & Zachary Ross	California, USA
Rita Hui	Hong Kong
Connie Yao & Jim Barabe	British Columbia, Canada
Vincent & Mable Chan	British Columbia, Canada
Alan & Queen To	Hong Kong
Dr. Wen Chi & Zang H Wu	New Jersey, USA
Bryan & Monica Penrod	Texas, USA
Bryan & Layda Morris	Texas, USA
Lynn Allen-Johnson	Florida, USA
Sophia Marcoux & Jacques Fiset	Québec, Canada
Daryl & Robert Allen	California, USA
Annette & Victor Que	British Columbia, Canada
Bob & Mary Lin, Xian & Amy Shen	Australia
Daniel & Dr. Paige Hunter	Texas, USA
Zhi Xian Jin & Steven Chen	Australia
Chengbo Zou	Hong Kong
Susanne & John Cunningham	Manitoba, Canada
Conchita Vargas Lugo	Puebla, México
Lyndon Redman & Marie France Morin	Nevada, USA
Gong Zheng Fa & Zhao Qian	Singapore
Lu Zhao	Singapore
Bin Yang & Frank Feng	Australia
Liang Yin Chiu	Taiwan
Penelope & Phil Kirk	Arizona, USA
Kelly Painter	Utah, USA
Tao Pang	Maryland, USA
Susan Waitley	California, USA
Duke & Sheila Tubtim	California, USA
Timothy & Delbra Lewis	Alabama, USA
Tony & Tammy Daum	Florida, USA
Josephine Hsieh	Taiwan
Rick & Terri Young	Utah, USA
Feng Ye & Jian-Qin Gu	Australia
Carmen Marshall	Colorado, USA
Matt & Shanna Ryan	Texas, USA
Chin Liu Wang	Taiwan
Ya Chen Hou	Taiwan
Chun Tze Chiang	Taiwan
Qian Zhao	British Columbia, Canada

Associate Name	Region
Eduardo Barreto Gómez	Distrito Federal, México
Bill Huang	New Zealand
Pete & Dora Zdanis	Pennsylvania, USA
Peter Pau	Washington, USA
Tom & Lorie Mulhern, Patti & Rik Jamieson	Washington, USA
Lee Shin Huang	Taiwan
Xiao Nan Wang	New York, USA
Ying Li	Hong Kong
Fiona Jamieson-Folland & Chris Folland	New Zealand

Preferred Customer Enrollers

Top Preferred Customer Enrollers are calculated by the total enrolled Preferred Customers who purchased a minimum of 25 points.

Associate Name	Number Enrolled	Region
Aaron Dinh & Cathy Ngo	105	California, USA
Janet Morrison	103	Australia
Jaysee Carsen	88	Nevada, USA
Dr. Christiane Northrup	52	Maine, USA
Maureen Buchbinder	50	Florida, USA
Matthew Johnson	45	Wisconsin, USA
Zora Pesio	41	Washington, USA
Tina Matthews	31	Ontario, Canada
Margot Aiken	27	California, USA
Gordon Tough	27	Ontario, Canada
Catherine Mann	26	Québec, Canada
Wesley Epplin	26	Illinois, USA
Sue Ross	24	Australia
Ning Lu	24	California, USA
Adrian Ward	22	New Zealand
Ana Jimenez	22	California, USA
Mikel Okouchi	20	California, USA
Amanjot Dhillon	19	California, USA
Hongwei Shen	18	California, USA
Stephane Tousignant	17	Québec, Canada
Michael Spencer	17	United Kingdom
Nicole Luchi Cruz	17	California, USA
Liping Qin	16	Hong Kong
Yiqun Wang	16	British Columbia, Canada
Jason Liu	16	British Columbia, Canada
Trena C. Reed	16	Ohio, USA

'TIS THE SEASON TO BUILD YOUR BUSINESS

Office parties, gift buying, fruitcake—it can only mean one thing: it's the holidays! While you may be busy, keep in mind that now is the perfect time to be prospecting with family and friends.



Share the Gift of USANA

During the holidays there are many opportunities to meet new people or reconnect with old friends. Strike up a conversation with the person standing next to you in line at the store and ask them for their contact information so you can get in touch after the holidays. Or while you're chatting with that long-lost friend at one of many Christmas parties, ask them what they do for a living and explain what makes your home-based business so great. When mailing your holiday cards, be sure to include a business card or a photo from your last fantastic trip paid for with money you earned with USANA.

No matter who you talk to, USANA will offer something they'll be interested in. Give people a copy of the Fall/Winter Prospecting Catalog. This sales tool features easy-to-read product descriptions and eye-catching images that are sure to impress. Or you could leave behind a Vision Book, our newest sales tool, which will give people a compelling overview of USANA, our award-winning products, and the exciting business opportunity. Either of these incredible sales tools could lead to the gift that keeps on giving—their own USANA business!

If you'd like to prospect using our products, give people a much needed energy boost during the holidays with a **Rev3 Energy™** drink. Carry some Chocolate Fusion or Peanut Butter Crunch **Nutrition Bars** to give people on the go. A package of **Probiotic Plus™** can help support people's immune systems and overworked digestive systems during the frantic holiday season.

Make the holidays merry and bright by introducing someone to Sensé with a Prelude-5 Kit or take advantage of one of our Sensé™ holiday specials: Purchase the Sensé **Deluxe Pack** and receive a free **Jet Set Travel Collection** that includes miniature Sensé products. Give the gift of soft, silky skin with the Sensé **Pampered Hands Sink Set**. The Sensé **Proteo-C Lip Moisturizer** is the perfect way to protect lips from harsh winter weather. Any of these products make great stocking stuffers or gifts!

Remember now is the very best time to build your business and start planning for the new year. **Happy prospecting and happy holidays!**

Making your list, checking it twice

Don't leave anyone off your list! Share USANA with:

- Teachers and teacher's aides
- Doctors, dentists, and their staff
- Your local church group
- Gym instructors and workout partners
- Co-workers
- Extended family and neighbors



holiday specials



1. Sensé Deluxe Pack
with free Jet Set Travel Collection*
\$149.95 / 130 SVP
Buy four for \$399.95 & **save \$200**
250 SPV

2. Sensé Pampered Hands Sink Set*
\$27.95 / 20 SVP

3. Sensé Proteo-C Lip Moisturizer*
\$34.95 50pk
Buy two 50pks for \$49.95 & **save \$19**

*Available while supplies last.

ASIA-PACIFIC ADVANCEMENTS

USANA Health Sciences congratulates all of our Asia-Pacific Associates who advanced from July 19, 2009 to September 26, 2009.

DIAMOND

4-Star Diamond—Gong Zheng Fa & Zhao Qian, Singapore
1-Star Diamond—Jenny & Bill Huang, New Zealand
Diamond—Ye Hanling & Cai Jun, Singapore



EMERALD

Qing Mei Chen & Beilin Huang, Australia
Xinli Chen & Sheng Cheng Mei, Australia

Wei Min Jiang & Jia Tao, Australia
Ying Li & Zhi Zhen Xu, Hong Kong
YoungHee Seo, Korea

Jian Fang Wu & Jian Ping Zhang, Australia
Feng Zheng & Yinghui Wu, Singapore

RUBY

HwaJin An & HeeTae Kim, Korea
Regina & Peter Beh, Australia
Qing Cai Cai & Jian Fen Zhou, Singapore
Ah Lam Chai & Koon Ming Chan, Hong Kong
Siegfried & Nicole Francisco, Philippines
Lily Yong Hong Guo & Chongbin Xie, Hong Kong

Xiushi He & Ping Mei Xiao, Singapore
Shiguang Huang, Hong Kong
HaeRan Kim, Korea
Ming Rui Li, Singapore
Xing Liu, Hong Kong
Yunhui Liu & Ru Hua Yin, Singapore

Qin Fang Lu, Singapore
Cai Juan Ma, Singapore
My (Amy) Nguyen & Luong Ou, Australia
Feiyue Wu, Hong Kong
Ping Wu, Singapore
Xiao Wen Xi & Wei Zhang, Australia
Hong Wu Zhang, Singapore

GOLD

Xiao Yun Bai & Steven Millard, Australia
Shu Jun Che & Ren Huai Gao, Australia
Lin Cheng, Australia
Xiaoling Cheng & Zhitai Wang, Australia
HwaJa Choi & MiSun Cho, Korea
Peter Conna, Australia
Xiaowen Deng, Australia
Billy James Dela Fuente, Malaysia
Maoen Huang, Hong Kong
YaeJae Jeong & HeeYun Lee, Korea
Huijing Ji, Hong Kong
Dongri Jiang, Hong Kong

Joan Julio & Nathaniel Sunio, Philippines
Cheong Wan Yeen Karen, Malaysia
HyeRan Lee & SeongHyuk Kim, Korea
YoungSeob Lee, Korea
Tina Li & Li Xiao You, Australia
Haorong Liao, Hong Kong
Grace & Peter Lim, New Zealand
Hong Lin, Australia
Wei Jing Lin & Yongzu Zhang, Hong Kong
Li Liu & Baozhong Wang, Hong Kong
Lai Cheng Mak & Pun Fatt Yap, Malaysia

MiYoung Min, Korea
YoungSuk Na & SoonYoung Hwang, Korea
Yuying Nie, Hong Kong
MiJa Park & TaeSeong You, Korea
Luyen Pham, Australia
Makoto Satou, Japan
Jessica & Jack Tang & Ting Zhang, Australia
Ping Wang, Australia
Ying Wang, Australia
Yong Mei Wang, Singapore
Chen Peng Woo, Malaysia
Song Hai Yu, Australia
Zhenqiang Zhang, Hong Kong
Qiu Qun Zheng, Australia

Congratulations also to our 171 new Silver Directors and 36 new Bronze Directors from our Asia-Pacific market.

CELEBRATION IN THE U.S. CAPITAL!

WE THE PEOPLE OF USANA, in order to build a more perfect business, establish ideas, ensure new friendships, and secure the blessings of hard work and dedication, attended the Washington D.C. Celebration... and had an excellent time!

Census Bureau

Number of attendees?
More than

700

Rev3 Energy™
drink samples

1,200

Three-day
MyHealthPak™
samples

500

Unexpected
busloads of Associates
from New York!

2



"It's just amazing how fast your business can grow once you have fully committed yourself to your goals. Unwavering commitment pays off!"
 —Diamond Director
 Dave Delevante



"You have the perfect tailwinds right now to make your business take flight. What you choose to do today will absolutely change the world."
 —CFO Jeff Yates

"You can't afford to ignore social media any longer. Take the Social Media 101 tutorial and get out of your comfort zone."
 —VP of Marketing and PR
 Dan Macuga



INSIDER QUIZ

USANA's Monumental Milestones

- 1 When did USANA first open for business?
- 2 How many times has Sense™ won a Best of State award?
- 3 This year, USANA surpassed what dollar amount in sales?
- 4 Which award for Outstanding Achievement in the Life Sciences did Dr. Myron Wentz receive in 2007?
- 5 What did USANA receive its first patent for?

0-2 right: You are in desperate need of a USANA business vacation. Sign up for the next Celebration today!

3-4 right: You're pretty knowledgeable, but you can never be too inspired. You better sign up for an upcoming Celebration.

5 right: Maybe you should be leading a training session! Other Associates would be sure to enjoy your expertise at a USANA Celebration!

Freedom of Speech!

While lookin' stylish!



Ruby Director & Dr. Wentz Vision Award Winner
 Patti Roney



Diamond Director
 Paul Dueck



2-Star Diamond Director
 Tony Daum



Olympic Medalist and Ruby Director
 Jennifer Azzi



Diamond Directors
 Tom & Lorie Mulhern

Cheryl Adriosula & JR Arafiles, California, USA

Cheryl Adriosula definitely had motivation during her run to Gold Director. She promised her good friend and current Diamond Director Michael Callejas she would advance or she would let him shave her head. Luckily for Cheryl, she made her goal, and as a Gold Director she is determined to help her teammates advance as well.

Prior to USANA, Cheryl was apprehensive of network marketing, but eventually she decided to put her trust in the company and in Michael. "I honestly couldn't have done much if it weren't for my upline mentor, life coach, and best friend," Cheryl states.

As for her success, Cheryl quickly acknowledges it wouldn't be possible without the help of her team. "With the support of my loving partner, JR Arafiles, we were able to find a few key people to work with who have contributed to our achievement," she concludes.

"With USANA as my vehicle, I believe it is possible to achieve whatever plans or goals I have in the future."

Chikara Group, California, USA

It's all about the family for this unique USANA distributorship. Chikara Group, as they are known, is comprised of four family members who are working together as one to build a life they have all dreamt of.

As the group made their way toward becoming Gold Directors, they had a specific motto they repeated to themselves: "Go big or go home." They explain, "If it isn't us sharing USANA, it will be someone else."

With leaders like Michael Callejas and Janelyn Marcelo on their side, Chikara Group is thankful for the continuous support they receive. "Our team has greatly contributed to our success," they share. "Our downline is our motivation to lead by example and to step out of our comfort zone."

Chikara Group members are Teresita & Andre Noblejas and Christine & Macky Alanes.

Ghislain Cyr & Christiane D'Anjou, Québec, Canada

Christiane D'Anjou knew USANA was unique from the very beginning. "I knew I had found a treasure," she recalls. That treasure has blossomed into a career, and reaching Gold along with her husband, Ghislain Cyr, is the beginning of many achievements to come.

Their success, they believe, wouldn't have been possible without their team and upline. "What mentors we have had in Ray and Faye Despins," the couple says.

Christiane and Ghislain agree that new Associates must have determination and a well-defined idea of what they want to accomplish. "It is persistence and a clear vision that gives us wings, even through the difficulties that we face in building our business," they share. "Climb one step at a time, assess the work that you have in front of you, readjust, and continue on."

"I knew USANA was a legacy I wanted the entire world to know about."



See income disclaimer on page 7.



Yaney Gao, Louisiana, USA

Yaney Gao was completely dedicated to another network marketing company when she initially heard about USANA. However after comparing the products and the compensation plan, she ultimately was convinced she needed to make a change.

Gao's team is comprised of Associates who have various backgrounds with network marketing, and she believes they are a great component of her success. "As a team we help each other out like a big extended family," she says. "I always encourage them to work hard."

With a promising future ahead of her, Gao is focused on achieving more advancements not only for herself, but for her team as well.

"When I find something worth doing, I will do my best to focus on accomplishing it."



Meechai Jaroenkunmethee, California, USA

After browsing through USANA's Web site, Meechai Jaroenkunmethee was definitely interested in the opportunity of starting a career with the company. Between the quality of the products and the possibility of being self-employed, the restaurant employee thought a USANA career might just change his life.

With a supportive team on his side, Meechai's success comes, in part, from those he works with, and he is happy to return the help. "I want to make my team successful by coaching them and motivating them to reach their goals," he states.

For Associates just beginning their USANA careers, he recommends that they continue to learn about the business and have an honest and open mind.

"My success comes from my team's contribution."



Ping Lin, New York

After looking at the quality ingredients found in USANA's products, Ping Lin knew she wanted to try them right away. Soon, she realized she not only loved the products, but also that she wanted to become a member of the USANA family.

Lin, a former teacher, is indebted to her team for their help. "I feel very grateful that I have a team that works well with one another," the Gold Director says. "I truly appreciate every one of them and I think they will all be successful."

As she watches her business flourish, her goal is simple: "Work hard with my team and help every one of them achieve health and financial freedom."

"USANA's vision and high-quality products attracted me to join this family."

Guang Peng Liu, California, USA

After managing his own business in China, Guang Peng Liu realized there was no room for his career to grow. However, after moving to the States all Liu could find were jobs that offered tough, long hours and low wages—until he found USANA.

As a Gold Director, Liu finds a great deal of success in helping others experience USANA. “I am spreading USANA to everyone I know,” he shares. “I am so happy when I see them achieve health and freedom.”

Liu feels lucky to have a supportive team behind him. “I am working and learning and feel so passionate about this business,” Liu states. “I am very happy.”

“USANA has not only brought me health, it has given me an excellent business opportunity.”

Charles Ace Naranong, California, USA

Charles Ace Naranong wasn't too keen on the idea of having to drive to another city to listen to a USANA presentation about, what he assumed was, just some job opportunity. However, accompanied by his fiancé, Kristabel Banut, that two-hour drive proved to be well worth it. Since signing up, the couple has never looked back.

As his business continues to flourish, Ace is always quick to give credit to his upline, downline, and crossline. “There were so many who made this run happen, and I am thankful to them all,” Ace states. “They are amazing!”

Although he might face challenges, Ace admits it is those experiences that ultimately make him a stronger Associate and person. “Most people fear change, but we must be willing to embrace it and allow it to improve our businesses and our lives,” he concludes.

“I knew this company was not only for me, but for everyone.”

Renu Sanguannam, California, USA

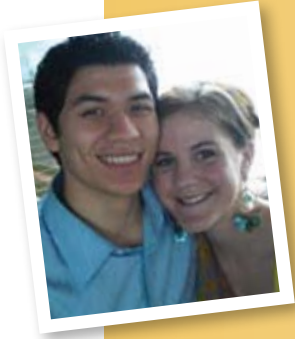
After studying USANA's marketing plan, Renu Sanguannam was interested in getting involved. Once she immersed herself in information about Dr. Wentz' vision, Renu was certain USANA was the company she wanted to be involved in. “The products and marketing plan were different from any other company, and for me it was the best,” she recalls.

The new Gold Director advises that one of the most important aspects of building a business is having a supportive team to rely on. “Teamwork is very important,” she states. “My team and I work hard together.” Along with her team, Renu is a big advocate of using the BDS.

Renu's attitude toward building her business is fairly simple: “Do not surrender to any obstacles. If you surrender, it will only hinder your success.”

Renu's goal is to work hard and become a Diamond Director.

See income disclaimer on page 7.



Casey Schein, California, USA

Just a few short years ago, Casey Schein was an 18-year-old high school student working at a theme park. Fast-forward to today and Casey is now building a business that can last a lifetime.

Casey was determined to find success, despite declining his admission to a prestigious university. "I wanted to prove to people that I could accomplish big things beyond my age and provide security for my future family," Casey recalls.

Casey believes he wouldn't have the same amount of success if it weren't for his team and his significant other, Diana Schwager. "I don't think anyone in this line of work can acquire a significant amount of success without the help of a team," Casey states. As he continues to work toward more recognition, he looks forward to his teammates advancing as well.

"I want to inspire young people to take charge of their lives and to think about their futures more seriously."



Lina Slaughter, California, USA

Although Lina Slaughter was attracted to all of USANA's products, as a licensed esthetician and owner of a day spa, she was really drawn to the **Sensé™** line. Since she was looking for a company to get involved with, Lina decided to take a chance with USANA. Today, as a Gold Director, she believes it was a risk worth taking, and she is excited to see what the future holds.

For Associates just beginning to build their businesses, Lina advises they need to have goals to work toward and a strategy to get there. "Plan your work and work your plan," she states.

With a growing team on her side, Lina believes her business can continue to flourish. As for her next step, she has one goal in mind—more advancements: "I want to be Diamond by the end of the year."

"I will do my best for everyone that I know."



Edith St-Laurent & Marco Dallaire, Québec, Canada

As an esthetician, Edith St-Laurent was intrigued when someone recommended USANA's products to her. After giving her daughter **BodyRox™**, Edith was pleased with the results and, wanting to know more, started a business.

In the beginning, Edith's goal was to earn enough money with USANA just to pay for the products her family took. Between her other job and four children at home, Edith and her husband, Marco, didn't have the time to start another business. But that quickly changed as they realized the effect a USANA business could have on their lives.

"In the beginning, what drew me to USANA were the results I witnessed in people's health," Edith shares. "But I also discovered a job that I love. It has allowed me to help others to reach their goals of health and financial freedom."

"As I learned more about the products and the business, I increased the time that I spent each week on my USANA business."

GoldADVANCEMENTS

Kunlayanee Vongkattiya, California, USA

With a doctor for a husband, Kunlayanee Vongkattiya was already familiar with the importance of living a healthy lifestyle. After immersing herself in information about USANA, she was drawn to the products and, as a result, the business. Now a successful Associate, this Gold Director has changed all of her family's health supplements to USANA nutritionals.

Part of Kunlayanee's success is due to a team who is always willing to put forth an extraordinary effort. "There are about 500 people on my team and all of them work very hard," she shares.

Kunlayanee's desire to spread Dr. Wentz' vision will always remain a priority for her. It is a vision she is grateful to have the opportunity to share. "I want to thank him so much for building a company for people looking for health and wealth," she concludes.

"I will always try to do the best that I can."

Ying Wang, New Jersey, USA

After only being able to find a part-time job following a layoff, Ying Wang knew she had to do something different in order to secure her financial future.

After reading several of USANA's success stories, she thought starting a home-based business just might be the key to unlocking her true potential. "I am just a simple person, but I truly believed USANA could change my whole life," Wang shares. "I could follow the steps and walk toward success."

With an upline and downline always there to help her, Wang is indebted to them for their assistance and encouragement. "I would not be successful if I didn't have their help. They have given me a lot of support," she concludes.

"Always be passionate, motivated, positive, humble, and professional."

Lijuan Xu, British Columbia, Canada

Lijuan Xu was willing to try USANA's products, but she wasn't sure about starting her own business. However, after she recommended the products to her family and friends, Xu realized she was missing out on an amazing opportunity for a home-based business. As a new Gold Director, Xu is eager to continue sharing the USANA vision with others.

Some of the best advice Xu offers new Associates is the importance of building a good team. "Teamwork is the key in being successful in this business," Xu states. "Keep good relationships with your upline and downline. You have to support and help each other."

Xu is devoted to keeping her USANA team striving toward excellence. "I hope my team will be efficient, professional, healthy, and strong," she concludes.

"Knowledge is power."

NEW GOLD DIRECTORS NOT FEATURED:

Xin Qiao Luo, New York, USA
Jiaying Pan, New York, USA
Chun Xue Shi, New York, USA
He Ping Xu, New York, USA

See income disclaimer on page 7.

What's **Your** New Year's Resolution?



How are you kicking off the New Year? Let USANA help you make your resolutions a **No Limits** success!

Health & Freedom Presentations, Sensé Spa Parties, and RESET parties are your one-way ticket to **building a solid business** as you help your prospects **reach their goals**.

Build your business without limits with thousands of other Associates around the world by hosting one of these fantastic parties in the New Year!

Log on to USANAtoday for more information.



The A List



Sam Rubin from KTLA, Los Angeles, interviews USANA Vice President of Marketing and Public Relations, Dan Macuga at the Melanie Segal's MTV Movie Awards Gift House

USANA is busy getting the word out to celebrity movers and shakers about our great products.

Written by Patrick Kibbie

What do Courtney Cox from *Cougar Town* and *Friends*, Tiffani Thiessen most famous for her roles on *90210* and *Saved by the Bell*, and Patricia Heaton from *Everybody Loves Raymond* all have in common? They are all fans of USANA! Over the past year, USANA has been jetting across the U.S. to share our award-winning Rev3™, Sensé™, Nutritionals lines, and USANA vision with the world's hottest celebrities and top-rated influential media.

With numerous trips to LA, USANA has found a number of celebrities who are focused on good health and nutrition and are excited to learn about USANA. From this elite group we've had an overwhelming response to our world-class products, and people are seeing what USANA can offer them.

Many celebrities have become our fans, and we're proud to say you can share that news with your prospects! Send new prospects to whatsupusana.com or USANA's FaceBook photo albums to see great photos of celebrities and our products!

Unlike many endorsements, USANA's celebrities are not paid by USANA; they just like using the products and appreciate the many steps we take to ensure they're the best!

So, where are we meeting all these amazing people?

1. We started the year off at the **Academy Awards**, focusing on Sensé.
2. Next we headed to the **MTV Movie Awards** to introduce the cleaner, smarter, and stronger energy drink, Rev3.
3. Finally, we were off to the **Emmys!** We were able to introduce the entire USANA line to celebrities and editors of top magazines.

We have a lot of exciting events up our sleeves in the future, and we can't wait to see our new friends and make many more as we pack up our USANA gear and head out on the road.



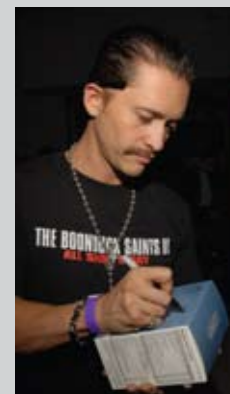
Aynsley Bubbico, Amber Stevens and Dilshad Vadsaria, *Greek*



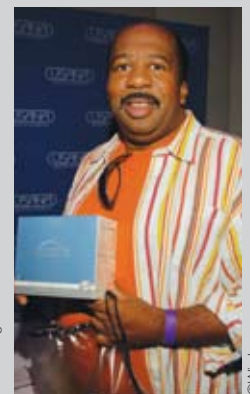
Edi Gathegi, *New Moon*



Sarah Lancaster, *Chuck*



Clifton Collins Jr., *Extract*



Leslie David Baker, *The Office*

The real question is, what has some of the feedback been like? **Fantastic!**



In fact, we have several fans of our products who are repeat users and have shared with us their excitement for USANA. The following is just a small sampling of the many celebrities who are beginning to experience the USANA Difference!

- A. Courtney Cox – *Cougar Town* and *Friends*
- B. Patricia Heaton – *Everybody Loves Raymond*
- C. Carrie Ann Inaba, Judge – *Dancing With The Stars*
- D. Jennie Garth – *90210*
- E. Tiffani Thiessen – *90210* and *Saved by the Bell*
- F. Samantha Harris, Host – *Dancing with the Stars*
- G. Ryan Malgarini – *Gary Unmarried*
- H. David Henrie – *Wizards of Waverly Place*
- I. Kathy Kaehler – Celebrity Fitness Expert

We've received a number of emails from celebrities like Alicia Coppola who starred in the movie *National Treasure: Book of Secrets*; appeared on television shows like *CSI*, *Jericho*, and *Two and a Half Men*; and won a Soap Opera Digest Award for her work on *Another World*. Here's what she had to say about her experiences with USANA and Sensé:



©WireImage

"It was so nice to meet you at the Emmy Gift Lounge yesterday. I thank you so very much for your generosity. I really love the products and used the [Rice Bran] Polisher last night. I loved it! So different from any other that I have ever used! And, I used the eye cream...so creamy and rich!! I wish you all the best...!!!!"

—Alicia Coppola

What does all this mean for your business?

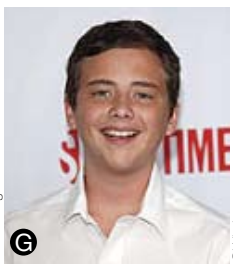
The more people know about USANA, whether from a magazine, article, advertisement or celebrity, the easier it is for you to introduce the USANA opportunity. It's just another avenue to pursue in your prospecting conversations because having celebrity and influencer backing adds credibility to the USANA name. The ultimate goal is name recognition while prospecting. When you approach a prospect and mention USANA, their response should be: "Oh, I've heard about them!" ■

To learn more about these exciting events and to see more great photos, visit www.whatsupusana.com.



©WireImage

F Samantha Harris, Host, *Dancing with the Stars*



©WireImage

G Ryan Malgarini, *Gary Unmarried*



©WireImage

H David Henrie, *Wizards of Waverly Place*



©WireImage

I Kathy Kaehler, Celebrity Fitness Expert



©WireImage

A Courtney Cox, *Cougar Town* and *Friends*



©Patricia Heaton Online

B Patricia Heaton, *Everybody Loves Raymond*



©Janet Mayer/Photofest

C Carrie Ann Inaba, Judge, *Dancing With The Stars*



©WireImage

D Jennie Garth, *90210*



©WireImage

E Tiffani Thiessen, *90210* and *Saved by the Bell*

FANS OF USANA'S PRODUCTS



Work Hard, Play Hard. Hawaii is an adventure. The members of the Growth 25 are adventure seekers. Imagine how much fun you could have in Hawaii. Now imagine how much fun it would be to share an adventure with the brightest shining stars of USANA.

Amazing people paired with an amazing place make for a once-in-a-lifetime experience. The adventure lasts from September 30 to October 4, 2010. Stop by USANAtoday.com to get full details and qualifying rules for the North America Growth 25.

“The Growth 25 trip definitely opened my eyes to the type of people USANA attracts. I experienced bonding with a group of people who were very family-oriented, fun-loving, and had hearts of continuous support. I am proud to be a part of USANA!”

- Duke Tubtim, 4-Star Diamond Director

All in the Family



THREE MORE MILLION DOLLAR CLUB MEMBERS TO JOIN USANA'S GROWING DYNASTY OF MILLION DOLLAR EARNERS

Three new distributorships experienced the reward of a lifetime when they were treated to a Million Dollar Day. On October 21, the new Million Dollar inductees arrived in a stretch Hummer limousine with full police escort. Each walked down the red carpet, greeted by rousing applause of USANA employees. They then spent the afternoon taking a behind-the-scenes tour of the corporate facilities and talking one-on-one with members of USANA's management team.

The honorees spent the rest of their stay doing activities that they personally selected, including taking yoga lessons and receiving a massage at the Grand America, iFlying, golfing, and shopping.

See income disclaimer on page 7.



**RAY & FAYE DESPINS
ALBERTA, CANADA
DIAMOND DIRECTORS**



Before USANA, Ray Despins owned a chartered accounting firm where his wife, Faye, worked as an administrative secretary. The long hours, staffing issues, continual tax law changes, and constant deadline pressures took a toll on the couple, leaving them with very little personal or family time.

After discovering USANA, Faye and Ray felt it was an answer to their prayers. “The stress of owning our own business is gone,” they state. “We work the hours we choose and now take extended vacations to exotic places we never even dreamed of visiting.”

Today, the couple are Diamond Directors and Platinum PaceSetters, and they were finalists for this year’s Dr. Wentz Vision Award. As new inductees of the Million Dollar Club, Faye and Ray are committed more than ever to their USANA business. “We feel very privileged and very proud to be a part of USANA, to be sharing Dr. Wentz’ vision of changing people’s lives and making this world a better place.”



**KAHNOUSH & MAJID MOKHBERY
CALIFORNIA, USA
DIAMOND DIRECTORS**



Majid Mokhbery was just looking for some products for his mom when his yoga instructor invited him to learn about USANA. "I saw the presentation and jumped right in," he says. "It made sense. I've always been interested in being healthy and active. I saw USANA as a low-investment, low-risk, high-potential income opportunity."

It proved to be the right choice. Today, in addition to being new Million Dollar Club inductees, Majid and Kahnoush are Diamond Directors and former Growth 100 and Fortune 100 members. "It's just proof that if you commit to something and are persistent and consistent, results are unavoidable," Majid states. "If someone like me, an engineer with no sales or marketing experience, can make it to the top, anyone can."



KIICHIRO TANI
JAPAN
1-STAR DIAMOND DIRECTOR



Seeking a well-balanced lifestyle, Kiichiro Tani was overjoyed after discovering USANA. “I wanted better health for me and my family,” he says. “What I found was an incredible company with an amazing vision and products you can trust.”

After a lot of hard work and dedication, Kiichiro is a newly inducted member of USANA’s Million Dollar Club—the very first from Japan! In addition, he was one of Asia Pacific’s Top 25 Income Earners in 2008. “I hope others in the USANA family will set a goal to attain what I’ve achieved,” he states. “It’s my dream that everyone will be motivated so that they and Japan will continue to grow.”

The Science Behind Pure Rest™

Sound Sleep

Did you know sleep deficiency has been linked to a shortened lifespan and increased risk of developing degenerative diseases?



Pure Rest is a fast-acting melatonin supplement that promotes the body's natural sleep and wake cycles. Research

shows that getting enough sleep can help people feel energized, be more productive, and even increase their odds of living healthier lives. While asleep, the body's cells and tissues have the opportunity to recover from the previous day. Many of the body's major restorative functions occur almost entirely during sleep, including tissue repair, muscle growth, and protein synthesis. Additionally, sleep is required to maintain normal brain and immune function.

Antioxidant Support

- By promoting sleep and inactivity, melatonin allows the body's natural antioxidant defenses to overcome the oxidative stress that accumulated during the day's activity. Melatonin also acts as a free-radical scavenger, stimulating the activity of several antioxidant enzyme systems in the body.

Immune Function

- Melatonin becomes especially important as we age because daily melatonin production cycles stimulate immune cell synthesis and function, a process that naturally declines as we get older.

Pure Rest: What Makes It Work?

- **Pure Rest** contains 2 mg of melatonin in a dissolvable, orange-flavored tablet.
- Melatonin is a naturally occurring hormone that promotes sleep and helps regulate the body's natural sleep and wake cycles.
- Sleep provides numerous health benefits, including defense against oxidative stress and maintenance of a healthy immune system.

Pure Rest: What Makes It Better?

- The melatonin in **Pure Rest** is ultra-pure.
- **Pure Rest** is NOT a sleeping pill.
- **Pure Rest** is NOT habit forming.
- **Pure Rest** carries USANA's potency guarantee so you can feel confident that it is safe and effective.
- **Pure Rest** contains no animal ingredients.

Restore your natural
sleep cycles with
Pure Rest!



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.

Become a Network Marketing Ninja with the BDS: eApprentice

Written by David Baker

Knowledge. According to the dictionary, we define it nine different ways. History will tell you we've been chasing it since the dawn of man. Science and philosophy don't exist without it. We've been told our whole lives that it's equivalent to power. And—a little secret—it equals money, too.

But how are you getting your knowledge about running the most successful USANA business you can? Learning Sanskrit and studying ancient scrolls to glean their business wisdom? Traversing dangerous mountains in search of a sensei—sounds kinda like Sensé, right?—to give you the knowledge to become a network marketing ninja?

Nah. You don't need any of that stuff. Not when you've got USANA's BDS: eApprentice. You won't have to learn Sanskrit or chase a chicken while an old bearded man laughs at you. But if you thought the scroll was a good idea, you can do it on your computer—in fact, you'll have to.



Learn from expert independent business owners.

Ready. Yes, your interest is piqued. You're ready to jump in, but you don't know exactly what this fancy new BDS: eApprentice contraption is.

This online training was developed in collaboration with the U.S./Canada IDC to walk new Associates—and experienced ones, as well—through a step-by-step guide to everything from setting up a business to duplication to enrollment. Each of the 11 lessons is packed with proven business-building techniques and an interactive interface that makes this the ultimate tool for turning new Associates from novices to network marketing ninjas in no time.

Just listen to what Diamond Director and 2008–09 IDC Member Dave Delevante says about it: “USANA's new eApprentice is such an empowering tool. New Associates don't even have to wait for their BDS to come in the mail; they literally can be fully trained to start their USANA businesses within hours of signing up. Reaching the level of Platinum PaceSetter is now easier than ever!”



Practice the arts of USANA business mastery.

Set. This new training tool is a great thing for leaders, as well as new Associates. Like that old infomercial used to say, “You set it and forget it.” Well, don’t forget your new Associates once you get them set up on eApprentice. Actually, it’s easier than ever to monitor the progress of your budding network marketing ninjas. Your message center in USANAtoday will periodically update you on their progress. That frees up time for you to focus on improving other aspects of your business. Plus, you won’t have to get all dressed up in the karate robes and break boards with your head to make sure your new Associates get the best training possible. You know what? You can wear the karate robes if you want to, no judgment here. Using your head to break boards isn’t a great idea, though.

Don’t forget, those of you who’ve already reached ninja status need to keep practicing the art of USANA business mastery to keep on top of the game. And the best way to do that? You’ve got it—USANA’s BDS: eApprentice. A little refresher never hurts. Go online and walk through the lessons for yourself. You might acquire the knowledge you need to kick your business into the next level.



Achieve success armed with the skills of a network marketing ninja!

Go. Ladies and gentlemen, start your engines. What are you waiting for? You’ve got the green light to start now. Get your new Associates cranking through the lessons. Order your BDS Refill Kit (Item #452) and visit USANAtoday to complete the eApprentice for yourself.

After all, our Executive Vice President of North America Mark Wilson says, “eApprentice takes years of learning and expertise from some of our most successful leaders and condenses it down to several hours of a fun, yet educational, way of learning. If you’re serious about building a home-based business you should be using eApprentice as your guide to success.” ■



Now go out and achieve that success armed with the knowledge and skills of a network marketing ninja.



EXECUTIVE PROFILE

FRED COOPER, PH.D.

THE MAN WITH THE PLAN

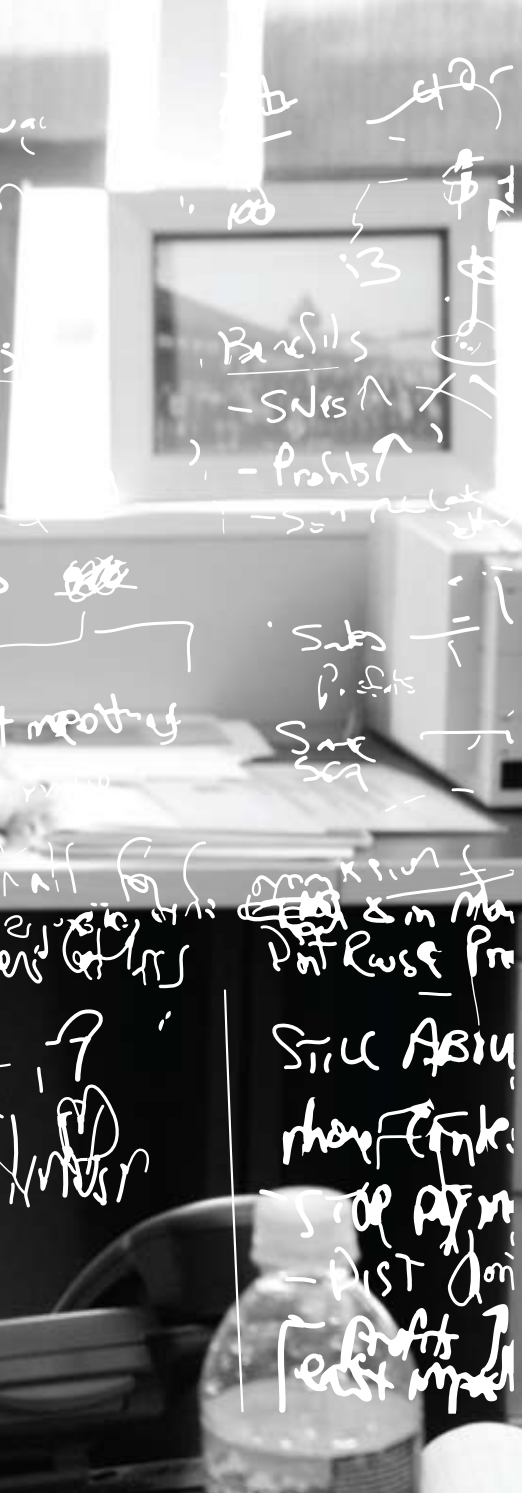
WRITTEN BY SARAH TACKETT

Binomial distribution, Poisson distribution, randomization, the confidence interval for the difference between two proportions—statistics is not for everyone. Even the word “statistics” can

induce the pain, suffering, and cringing reaction associated with imminent traffic or the dentist’s drill. For someone to choose statistics as a course of study for years seems rare. For someone to

have a passion for statistics seems downright bizarre.

USANA President Fred Cooper earned bachelor of science degrees in both psychology and finance and graduated magna cum laude. He obtained a Ph.D. in business administration from the University of Utah with a dissertation in production and operations management backed with research methodology and business strategy. “I like math,” Fred says. But math is too clean, too



perfect and orderly for Fred. "I like statistics more, because instead of just solving equations, statistics provide evidence. This evidence is not perfectly predictable, is never absolute, and is a lot more applicable in the real world." Endless variables to interpret along with endless circumstance provide an impossible mess for some, a realm of possibility for Fred.

When he was young, Fred loved basketball but admits, "I am not fast and I don't

jump well, so I wasn't the best player." Since speed and jumping are critical to the sport, Fred had to invent a way to be competitive. Instead of going for the glory on the offense, Fred held back and paid close attention to the other teams' star players. If they favored their right hand when passing, he took note. If they consistently pivoted on their left foot, he remembered. Every move his opponents made that showed a pattern created an opportunity for Fred. He anticipated their probable actions and, to the best of his ability, got in the way to favor his team. Fred became a great defender at the same time he realized the advantage of statistical probability.

This appreciation developed into a passion for numbers, attracting Fred to the world of network marketing. With over 10 years experience analyzing compensation plans, Fred considers himself somewhat of a detective, and statistics are his evidence. "When I see something out of the ordinary I investigate." By constantly viewing, reviewing, and recalculating USANA's compensation plan, Fred explains, "I am best at making improvements." He is the man behind making sure that USANA Associates are making the most money possible. He also takes on the task of making sure the compensation plan is fair. Fred spells out his job duties, stating, "I am responsible for finding ways to make more money and making sure that money goes to the people who work for it. If you work hard at your USANA business you will get paid for it, no matter your level." He further clarifies, "Distributor incentives are my number one priority. If they don't stay managed, we go out of business."

So how has Fred's watchful eye, statistical investigation, and dedication to rewarding hard work affected USANA's compensation plan? At present, USANA

boasts the highest percentage of payouts for profitable reporting companies in the industry. This means that USANA is paying their Associates more than any other profitable company without scrimping on products. Fred explains, "By keeping USANA the leanest, most efficient company possible, we can pass

"IF YOU KNEW WHAT I KNEW, YOU'D PICK USANA TOO."

savings on to our Associates in the form of incentives." He continues, "Other companies claim that they have high payouts, but they are selling really low-quality products. On the other side of this equation, you could sell high-quality products, but not be able to pay out as much. USANA's compensation plan is remarkable because it accomplishes the best balance between payout and products."

So what is next after reaching the perfect balance between Associate payout and product quality? Fred's current goal seems to be to get the word out. "I know the compensation plan well, and I can help others build it and teach it." But even more, he wants the field to understand that being able to say "the highest percentage of payouts of profitable reporting companies in the industry" is a tremendous bragging right. "How could someone want to go with any other company knowing that they are either selling a crappy product for too much money, or they are selling an OK product but not making as much money as they could at USANA?!"

And there you have it. Fred discovering the weakness of the competition and using it to his advantage as well as the advantage of all USANA Associates. Whether it is basketball or business, it is good to have Fred Cooper, Ph.D., on your team. ■

Growth 25 Retreat 2009



The beautiful Fairmont Mayakoba Riviera Maya Resort



Diving into the cenote and cruising the zip line



Growth 25 members relax before a Calypso-themed dinner on the beach

Dinner at la Hacienda la Esperanza



Getting ready for an Amazing Race scavenger hunt



Gina Vega Gathers balloons for the scavenger hunt



The blue team runs to the next event.



Ronnette Wood and Roy Truett get their Poncho Villa groove on



Uno,



Dos,



Tres...

The last competition - sand sculptures



"USANA" sand sculpture



"Growth 25" sand sculpture



Fred Cooper celebrates with his team after winning the competition



Admiring the sand sculptures

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

Marie Bertrand

Cosmetic Scientist Marie Bertrand has worked for many years in the cosmetic industry, developing and implementing basic and advanced training sessions related to skin care and dermatology. Over the years the cosmetic industry has looked to Marie for answers, and she endorses Sensé™ as her skin-care line of choice. Here Marie dishes about egos, rude airplane behavior, and black sequined cashmere hoodies.

What is your idea of perfect happiness?

Every time I laugh out loud. And trust me, that happens often!

What is your greatest fear?

Losing loved ones when there is still so much to discover about each other and life.

Which historical figure would you most like to meet? Jesus Christ.

Which living person do you most admire? Denis Waitley—charming, intelligent, funny, so successful, yet so down to earth and genuine.

What is one of your biggest pet peeves? It's usually related to flying. When the passenger behind me uses the back of my seat to lift himself up from his chair and then lets go while I try to avoid crashing my head on my knees—oh the look in my eyes!

What is your greatest extravagance? I purchased a black sequined cashmere hoodie in Paris last year—€550 (\$750 US). I never told my husband. Guess you know now, honey bun!

What do you like most about your appearance? My eyes.

Which words or phrases do you most overuse? Amazing. Awesome. OCD.

Which talent would you most like to have? To speak many languages.

What is your current state of mind? Peaceful and focused.

If you could change one thing about yourself, what would it be? I would like to be more patient.

What do you consider your greatest achievement?

Starting my own company, SkinScience.

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

I would like to come back as a photostable, chemical and preservative-free, fragrance-free, broad-spectrum, UVA-UVB-UVC-visible-light USANA sunscreen. *hint, hint*

What is your most distinctive characteristic?

My capacity to tell it like it is with a sense of humor.

What do you most value in your friends? Respect.

Who are your heroes in real life? People who stand up for what they believe in and never give up.

What is your favorite book? *Awaken the Giant Within* by Anthony Robbins. It will change your life.

Who is your favorite hero of fiction? Roberto Benigni's character in *Life is Beautiful*.

What is it that you most dislike? Unfair negotiation.

What is your motto? Live your life so that in the end you could say, "I regret nothing."



Cosmetic Scientist and Sensé Expert Marie Bertrand



Where would you most like to live?

New York, Paris, or Vienna. Just make sure to have sunscreen handy, and I'll be happy.



Written by David Baker

USANA Health Sciences Athlete Guarantee Program

In the late '90s, USANA was approached by athletes on the Canadian Speedskating Team looking for a nutritional supplement. At this point, fear of ingesting a banned substance had most teams telling their athletes not to take any products. Since USANA manufactured its own supplements and followed strict quality manufacturing guidelines, they knew that athletes could trust their nutritionals. A suggestion was made to offer an Athlete Guarantee, which would pay athletes who enroll in the program two times their annual sports earnings, up to a maximum of \$1 million, if they tested positive for a banned substance as a result of taking USANA products.

This was the birth of USANA's unprecedented, still-unmatched Athlete Guarantee Program. No surprise, it was welcomed with open arms by the team and stirred the interest of other athletes. The Athlete Guarantee Program promotes so much confidence in USANA's products, even athletes who are not a part of the program trust USANA for their supplement needs. As a result, USANA now provides nutritional supplements to a large number of amateur and professional athletes, including Canadian, U.S., and UK speedskaters; Cross-Country Canada; Biathlon Canada; USA Luge; and the Sony Ericsson WTA Tour.



Athlete Guarantee Program

Trust is a major issue for athletes competing for a place in the Olympics and other high-profile athletic competitions. Taking nutritional supplements to help maintain health shouldn't place an athlete at risk for testing positive for a banned substance. To date, no other nutritional supplement company, that we are aware of, has stepped forward to assume their portion of the liability that a banned substance contamination would create. USANA offers an ironclad solution through its Athlete Guarantee Program. This confident stance in a high-stakes venture strengthens our industry-leading position and affirms our commitment to providing *Nutritionals You Can Trust™*.

USANA reviews applications for the Athlete Guarantee Program from select members of professional and Olympic teams who qualify under the terms of the agreement. For consideration the athlete must provide the following:

- Proof of membership on Olympic or professional team
- Proof that the athlete has never tested positive for a banned substance
- Results of most recent test
- Verification of earnings from sport within past 12 months

Upon review and acceptance of the application, USANA will guarantee that, during the term of the agreement, should the athlete test positive for a banned substance included in the World Anti-Doping Agency (WADA) list of banned substances as a result of taking USANA nutritional products, USANA will compensate the athlete with up to two times his or her current annual earnings up to \$1 million.



But \$1 million is a lot of money. How can USANA make such an incredible guarantee?

It starts with the rigorous quality assurance program at USANA that is based on the typical requirements of the pharmaceutical industry. Incoming raw materials are tested before going into the manufacturing process. Testing is done again during manufacturing and once again at the final product stage. Although USANA doesn't test specifically for banned substances in this internal process, this focus on quality manufacturing has translated into no positive tests for banned substances in the decade-plus USANA has been providing products to Olympians and world-class athletes. That's quite a track record!



USANA doesn't stop there. Another step is taken to ensure products are free of World Anti-Doping Agency (WADA) banned substances. This is accomplished by sending a sample from a batch of product to an accredited test lab, like NSF International, for analysis. The samples are tested and retained at the laboratory, so they are available if there is a question about contamination or if the banned substance list is modified. USANA then tracks the batch the samples came from and distributes that batch to athletes, ensuring they are receiving a high-quality product free of any banned substances.

The result of these extra steps is a line of NSF Certified for Sport™ products: Mega Antioxidant, Chelated Mineral, Proflavanol® 90, and Procosa® II.

That's not just good news for USANA-sponsored athletes. Your business can benefit, as well. USANA is now offering **MyHealthPak SportsPak**, which is NSF Certified for Sport and has been through the rigorous testing explained above. The combination of products is perfect for any athlete prospects you may have that require testing for banned substances. This product is not available online, so get one today by calling Order Express.

You've always known you were working with the best, most trusted nutritionals in the world. You have something no one else has—the Athlete Guarantee. And now you have the NSF Certified for Sport MyHealthPak SportsPak. All that's needed now is a gold-medal effort from you to go out and tell all the athletes you know—from weekend warriors to Olympic medalists—about the amazing things USANA can do for them. ■



USANA
CELEBRATION
 NORTH AMERICA
2010

Mix business and pleasure when you come celebrate the USANA opportunity at some of the most incredible spots across the continent.



Simon Chan
Diamond Director
California, USA

"If I were to choose one thing that had a huge impact and helped me become successful in

USANA, it would be going to a USANA Celebration. Back in April 2004, I was doing OK in USANA, but my business really skyrocketed after I attended my first USANA Celebration in San Diego. Within one week, I became a Silver Director and I've never looked back."



Las Vegas
March 4-6, 2010

It's no gamble. You're guaranteed to hit the business-information jackpot at the Rio Hotel & Casino.



London
April 17, 2010

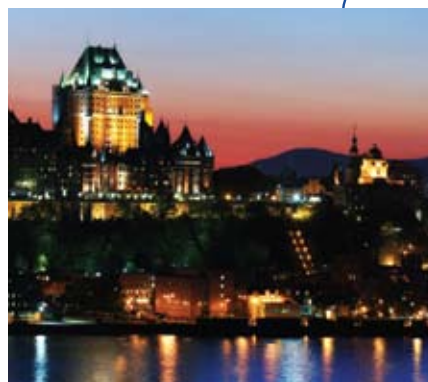
Come for Big Ben and Buckingham Palace and leave with a king's ransom of business-building knowledge.



Mireille St-Gelais
Diamond Director
Québec, Canada

"Celebrations are a must in order to achieve that high level of enthusiasm and focus between International

Conventions! Be the leader and set the pace by getting as many people as you can to attend. Plant those seeds now, and they will give you and your Associates a bountiful harvest!"



Québec City
April 29-May 1, 2010

Enjoy the charm of the old world in the shadow of the famous Château Frontenac and Citadelle.



Register now by calling
Order Express at 1-888-950-9595.
 For more details, go to USANAtoday.com.

SilverADVANCEMENTS



Lilia & Diana González Amescua,
Distrito Federal, México



Norma Bowen,
British Columbia, Canada



Carolina Lelo de Larrea & Michi,
Morelos, México



Guadalupe Contreras,
Baja California Norte, México



Caroline Darveau,
Québec, Canada



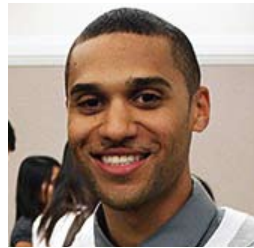
Miguel Del Gallego,
California, USA



Carolyn Gordon,
British Columbia, Canada



Melinda Hall,
Colorado, USA



Josiah Head,
California, USA



Ortiz Hernández & Marcela de Ávila,
Baja California Norte, México



Dorothy Kazel,
Ohio, USA



Robert & Carole Kennedy,
Texas, USA



John Kim,
California, USA



Joanne Lam,
Ontario, Canada



Sergio Lostanau,
California, USA



Cosmin Dumitru Man,
British Columbia, Canada



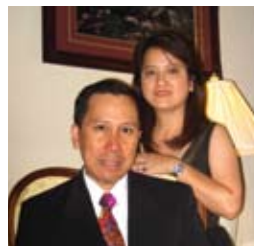
Eligia Barrios Martínez & Benjamín
Morales León, Distrito Federal, México



Marianne Millar,
Ontario, Canada



Marion & Len Morgan,
Manitoba, Canada



Dr. Manny & Josebel Natividad,
California, USA



Winnie Pui Ling Ng,
British Columbia, Canada



Kristen & Jason Parker,
Alberta, Canada



Lizbeth Peña & Job Noe Monobe
Arciniega, Baja California Norte, México



George & Tiada Perianu,
British Columbia, Canada



Jacqueline Preece,
Alberta, Canada



Maricela Ramirez & Gerardo del Rio
Méndez, Michoacán, México



Enid Rivera & Gabriel Guerrero Anzar,
Baja California Norte, México



Sonia Edith Paniagua Rodríguez,
Distrito Federal, México



Tracy & Sean Stogner,
Hawaii, USA



Natalie Tabony,
United Kingdom



Ivonne Reyes Vera,
Jalisco, México



Beiping Yang,
California, USA

NEW SILVER DIRECTORS NOT FEATURED:

- Suharit Amatyakul, California, USA
- Gilberto Anicete, California, USA
- Qun Chen, New York, USA
- Cunwei Fan, New York, USA
- Marlen Flores, Jalisco, México
- Jamie Ivey, Alberta, Canada
- Tanawat Jedjumlong, California, USA
- Supaporn Karaket, California, USA
- Paul Kim, California, USA
- Louissette Laurandeau &
Claude Tanguay, Québec, Canada
- Jia Jia Li, New York, USA
- Anna Lin, New York, USA
- Yu Xian Liu, Georgia, USA
- Xiu Zhen Mo, Ontario, Canada
- Ci Zhen Qiu, New York, USA
- Sharmon Smith, Utah, USA
- Lorenzo Spencer, Utah, USA
- Yeyao Sun, New York, USA
- Hui Kim Sung, New York, USA
- Alex Watson, California, USA
- Chinh & Ronald White MD, AE, USA
- Sidong Wu, New York, USA
- Chaiyaporn Wuttipunruangchai, California, USA
- Meng Ling Zheng, New York, USA

BronzeADVANCEMENTS



Carla Baker,
New Mexico, USA



Tawanchai Bunrasri,
California, USA



Delfina Hernández
Cabada, Baja California
Norte, México



Myrna Lizzett Cisneros,
Baja California
Norte, México



Barbara Gimperling,
Maryland, USA



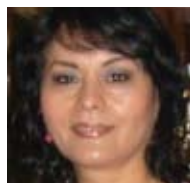
Bohwa Lee,
California, USA



Shelly Matsos,
Ontario, Canada



Rosalba Rico & Martín
Alfonso Del Río Burgos,
Baja California
Norte, México



Sandra Sandoval,
Baja California
Norte, México



Mei Rong Yan,
New York, USA

NEW BRONZE DIRECTORS NOT FEATURED:

S. Eric Carlson, Utah, USA
Wen Bi Feng, New York, USA
Jerry Huang, California, USA
Kitty Lam, Ontario, Canada
Shun De Lin, Connecticut, USA
Hung Ly, Illinois, USA
Qi Ma & Wen Zhang, California, USA
Yu Jie Ma, New York, USA
Tiffany Pham, California, USA
Jenny Pichardo, Florida, USA
Tyson Smith, Utah, USA
Hong Xu, Washington, USA
Xiaohua You, British Columbia, Canada

Step by Step to Success

Last March I was recruited by five of my college basketball teammates to run the Nike Half Marathon in San Francisco. Although we all live in different states, we decided we could train together at Stanford for the race (in honor of our 20th anniversary of winning the NCAA Championship).

As much as I enjoy running, I never run more than 40 minutes at a time. A half marathon is three times what I am used to! Not wanting to let my teammates down, however, I very reluctantly decided to commit. The first step was to sign up and pay the entry fee. Step two was finding a good training plan. Step three was actually following the program. And step four was recording my workouts.

To my surprise, I enjoyed the training and pushing myself beyond what I thought were my limits. Following the training plan “roadmap” was invaluable because I never had to think about what to do; I trusted the expert’s plan. The feeling of camaraderie and support from my teammates made all the difference, especially on those days when I did not feel like running.

The run was absolutely breathtaking—a gorgeous loop around San Francisco, including Land’s End and Golden Gate Park. It was a fabulous way to spend time with my teammates after all these years. And together, we had pushed each other to get in shape.

Whether you want to start walking, biking, hiking, or doing any sort of exercise, step one is the hardest part: commitment. Once you decide to commit, there is nothing that can stop you. I suggest starting with a group of friends or family, which creates accountability and motivation. It’s tough to do it on your own.

As we approach a new year, we have the opportunity to set new goals and commitments



and to let go of our shortcomings. I speak a lot about having a vision for life and the importance of setting goals, both short and long term. The new year provides an opportunity to learn from the experience of the past year and re-focus on possibilities for the coming year.

Whatever goals you set for yourself, remember that it takes focus, dedication, and action every single day to make your vision a reality. So many people talk about what they want to do, but unless you commit in writing—the more specific the better—and take action, nothing will happen. I am a big believer in the power of intention, but you have to do something to make the intention become a reality. Life does not happen to us, we make life happen!

Whatever you want for yourself and your USANA business, set goals and follow a plan. When I signed up for that half marathon, the first thing I did was commit to my goal in writing, just like the commitment cards Dave Wentz has spoken about. Then I followed a plan, just like the roadmap we have for building our USANA business. By staying focused and following the plan, I achieved my goal of completing the race. You too can do anything you set your mind to. Have your vision, commit to that vision, and go for it!

Whatever goals you set for yourself, remember that it takes focus, dedication, and action every single day to make your vision a reality.



Read Jennifer’s blog at azziblog.blogspot.com.



Requests [See All](#)
6 friend requests
9 event invitations
6 friend suggestions

Compliance — X

Things to Remember

Though social networking is a fun and exciting environment, it is important to remember a few tips to make sure that you stay compliant within USANA's social media guidelines:

- As they relate to USANA, social media Web sites can be used to inform visitors of one's involvement in USANA, write about one's current or recent experiences in USANA, or to converse with team members about issues related to USANA.
- If you are a Gold Director or above and prefer to expand the use of your social media site to use it for marketing purposes (i.e., promote the sale of USANA products, enroll new prospects, or train your team), please ensure that you first submit the site for approval to the compliance committee as with any other Internet site.
- Associates are encouraged to be creative in naming their social media sites. With that said, please remember Associates must avoid using the term USANA and/or any other of USANA's trademarks in the URL (Policies & Procedures section 3.3.4).
- And just remember, general guidelines for using USANA-specific material on social media Web sites are found in section 3.3.1 of the Associate Policies & Procedures.

Things to Remember

Did you know that a recent study by the Word of Mouth Marketing Association (www.womma.org), found that **78% of people will act on a referral or recommendation** of someone they know, like, and trust? That truly stands as a testament to the power of combining social networking with network marketing. **Update your business. Update your status. Update your success!**

Be sure to check out USANA's own social media sites: www.usana.com/facebook
www.usana.com/twitter & www.whatsupusana.com ■

Upcoming Events 2010

2010

January

- 3–8 Fortune 25 Retreat, Kauai
- 11 San Diego Spa Party
- 12 Orange County Spa Party
- 13–14 Chicago Spa Parties

How are you kicking off the new year? Prepare now to attend as many events as you can in 2010.



February

- 25–27 Join USANA for a south-of-the-border celebración.
Morelia, Mexico Celebration

March

- 4–6 Las Vegas, USA Celebration, Rio All-Suite Hotel & Casino Resort
- 26 **Spring into action to secure your place at Gold Retreat.**
Last day to start a Gold run to attend the Summer 2010 Gold Retreat

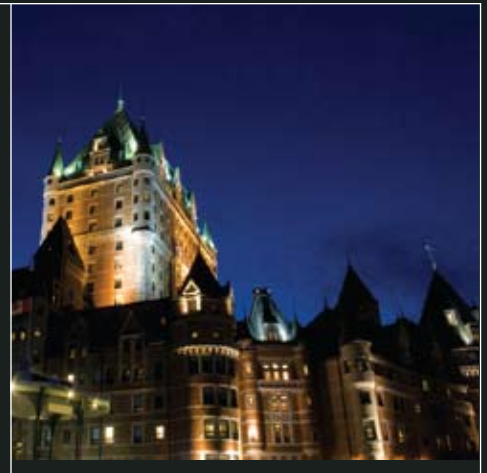


April

- 15–18 Spring Gold Retreat at The Canyons
- 17 UK Celebration in London, England
- 29– **Old world charm meets business-building knowledge.**
- May 1 Québec City, Canada Celebration

June

- 3–6 Summer Gold Retreat at The Canyons
- 19 Last day to start a Gold run to attend the Fall 2010 Gold Retreat



Want to know what's going on in your area? Check **"Contests & Events"** on USANAtoday.com to find an event near you.

July

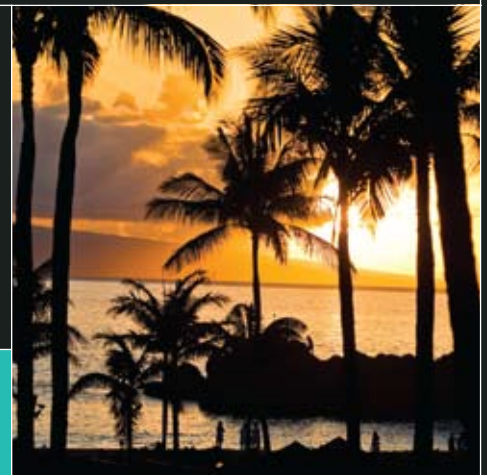
- 16 Last day to qualify for convention recognition and awards

August

- 25–28 International Convention in Salt Lake City, Utah

October

- Sept. 30 Growth 25 Wailea Beach, Marriott Resort & Spa in Maui, Hawaii
- Oct. 4 **The fall colors will never look better than when you see them as a new Gold Director.**
- 21–24 Fall Gold Retreat at The Canyons



Let people know about your event by adding it to **"Associate Events"** under **"Contests & Events"** on USANAtoday.com.



November

- TBD Fortune 25, Buenos Aires and Iguassu Falls, Argentina

December

- 5-11 Celebration at Sea, Western Caribbean

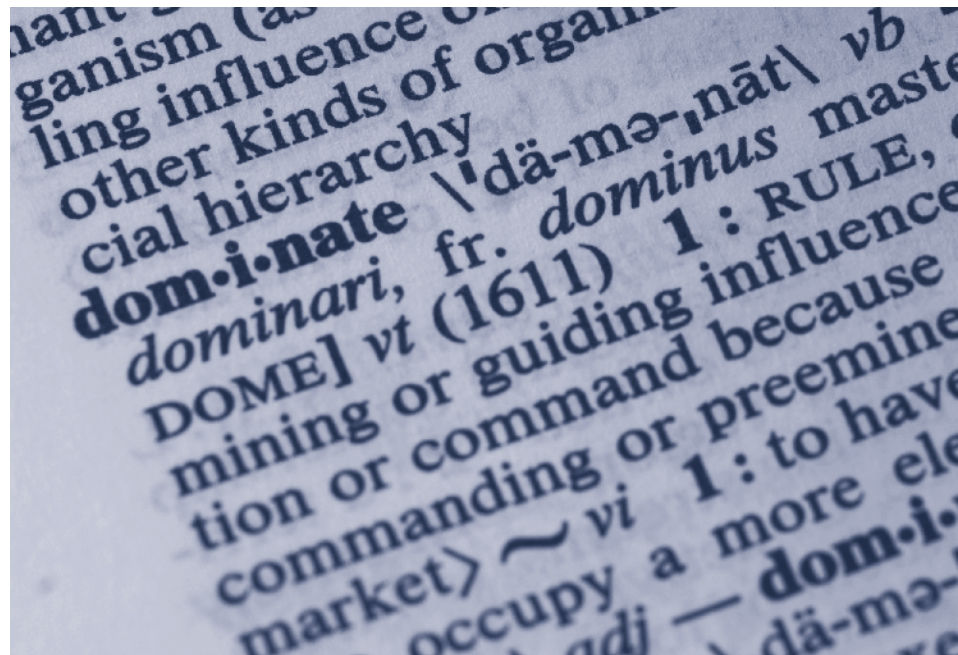
In Celebration of Total Domination

As the first decade of the 21st Century comes to a close, all USANA Associates, managers, scientists, and support staff have genuine cause for celebration. It is now becoming apparent that USANA Health Sciences, Inc., is not only an enduring, major growth company—it is the dominant leader in its arena.

According to Webster's Unabridged Dictionary, the word dominate literally means "to rule, to govern, to tower over others, and to rise high above the surroundings." Am I suggesting that USANA does all that? Yes. That's the way I see it from my perspective, and I've had some experience in observing dominant individuals, teams, and companies during my 40-year career as a student/teacher of high-performance human behavior.

During the early 1960s, I worked for Ampex Corporation, which invented the video tape recorder and dominated both the video and audio equipment market for many years. During the late 1960s, I worked closely with Dr. Jonas Salk, the developer of the first effective polio vaccine, and his prowess as a scientist led me to a lifelong relationship with one of his younger peers, Dr. Myron Wentz. Also, during the late 1960s, I had the privilege of conducting seminars for NASA's astronauts who were embarking on the most ambitious national mission ever undertaken: the Apollo Moon program.

During the early 1970s I was on the sidelines as the Miami Dolphins dominated consecutive seasons and the Superbowl. And throughout the 1980s, I participated in mental training of our Olympians who dominated the Summer Olympiads throughout that decade. My role in these past milestones was no more than an asterisk compared to the contributions made by



the star performers themselves. But my point is this: I have been a witness to greatness.

Since the mid-1990s, fortune has once again smiled upon me through my association with USANA. Having record-setting results year after year, the company has reached cumulative revenues of over \$3 billion, and I'll stake my reputation on predicting that within a few short years, USANA will reach the billion-dollar-a-year mark. This is not the result of good luck. If success was based on luck, Las Vegas would be a ghost town! True success is based on quality and a value proposition. What Toyota is to autos, Apple is to hand-helds, and Google is to data search, USANA is to nutritional and health-care products.

Make sure every new person you meet gets a look at USANA's accolades list. You can't buy those endorsements with advertising dollars. Third-party accolades are earned by performance.

The key to USANA's domination is in the quality of the people whose hearts are as big as the vision they pursue. As you count your blessings around the fireplace hearth as autumn turns to winter, make your own personal dream as big as your imagination can preview. See yourself and your team as dominant players in USANA and the marvelous game of life.

According to Webster's Unabridged Dictionary, the word dominate literally means "to rule, to govern, to tower over others, and to rise high above the surroundings." Am I suggesting that USANA does all that? Yes.

Feel The Warmth Of The Holiday Season!

Celebration at Sea, December 5–12, 2010

Spend an amazing week aboard the newest member of the Royal Caribbean family—Liberty of the Seas. Enjoy all the amenities the ship has to offer while receiving valuable business tips during the three days we're at sea. But, of course, it's not all about work. Don't forget to leave some time for fun in Miami, Costa Maya, Belize City, and Cozumel!

See you there!

Miami

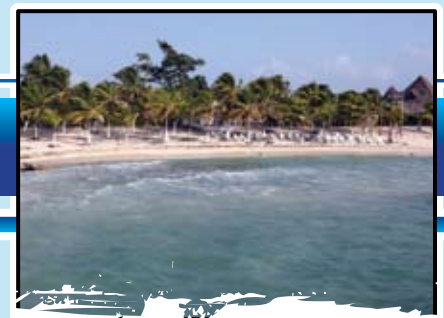
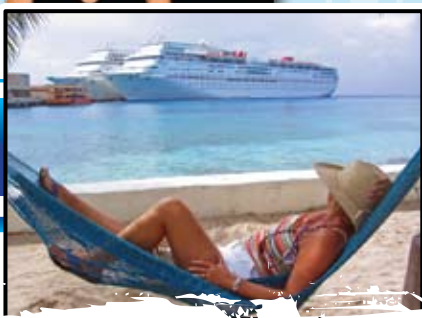
Costa Maya

Belize City

Cozumel

"USANA cruises give us a unique opportunity to brainstorm with other USANA Associates in addition to getting to know and spend time with USANA corporate leaders and their families. The friendships and ideas that we have developed over dinner or on excursions to exotic locations are some of our most cherished memories."

1-Star Diamond Directors Phil & Penny Kirk



Visit www.morrismetings.com/reg/usanacruise10 for more information

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Salt Lake City, UT 84120
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Fortune **25**
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