

THE COMMUNICATOR AWARDS
USANA MAGAZINE
WINNER OF TWO
2011 COMMUNICATOR AWARDS

USANA Magazine Volume 3 2012

USANA

MAKING A CHOICE WITH
**PETER &
BIBIANA
PAU**

**ONE STAGE,
HUNDREDS
OF AWARDS**

Recognition with
you in mind

USANA TRUE HEALTH FOUNDATION
BECOME A CHAMPION FOR CHANGE

20EVENTS
THAT CHANGED
USANA

HOW WILL THE
NEXT 20 YEARS
CHANGE YOU?



Paris, France

September 18-23, 2012

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THE REVIEWS ARE IN

Success From Home: The Perfect Giveaway For Any Prospect



There's something for everyone in this USANA-focused issue of *Success from Home*.

“Get Rich: Eight Ways to Begin”

by Jean Chatzky, appeals to women seeking financial freedom (pg. 77). Product spotlights show USANA newcomers what to expect from a top-rated nutritional company.



“Meet USANA’s Elite Athletes”

introduces prospects to USANA’s athletes and lends credibility to the company (pg. 64).



“Don’t Be Fooled Again”

by Robert Kiyosaki, is great for prospects looking for job security (pg. 28).



Order now at USANAtoday.com to buy one 10-pack and get one 10-pack free!



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PUBLISHER Dan Macuga
 WRITING DIRECTOR Patrick Kibbie
 CONTENT COORDINATOR Laura Lewis
 ADVANCEMENT STORY COORDINATOR Suzanne Houghton
 MANAGING EDITOR Teresa Elias
 CONTRIBUTING WRITERS Aaron Adams
 Emily Alaniz
 Missy Bird
 David Baker
 Nick Peterson
 Cameron Smith
 EXECUTIVE CREATIVE DIRECTOR John Q. Cordova
 ART DIRECTOR Brian Tatton
 LEAD DESIGNER Penny Whitehouse
 SENIOR DESIGNER Colman Aliaga
 CONTRIBUTING DESIGNERS Chris Bambrough
 Pete Iccabazzi
 Mike Jaggi
 Tyce Jones
 Nathan Paret
 Jed Skeen
 PHOTOGRAPHER Raji Barbir
 GENERAL COUNSEL James Bramble

CORPORATE PHONE NUMBERS

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

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USANAMAGAZINE@USANA.COM OR USANA HEALTH SCIENCES;
 ATTN: MANAGING EDITOR; 3838 WEST PARKWAY BLVD.,
 SALT LAKE CITY, UTAH 84120 U.S.A.

Message From Dave Wentz



Dr. Wentz and Dave Wentz at the Home Office in 2002.

"We had a vision of a world free from pain and suffering, and we were going to share that vision with anyone who would listen."

Celebrating 20 Years

Where were you 20 years ago? Maybe you were struggling with a nine-to-five job you hated. Maybe you were trying desperately to figure out a way to pay off all your bills and feed your family. Maybe you were just out of college, unsure of your future. Or maybe, you weren't even born yet. For me, 20 years ago was when my life changed in an incredible way.

In 1992, my father and I founded a revolutionary nutritional company called USANA Health Sciences. While we were just a small company, in a small office, in the heart of Salt Lake City, we soon realized we had created something special, something that needed to be shared with everyone, everywhere. Something that could change the lives of people all over the world for the better. We had a vision of a world free from pain and suffering, and we were going to share that vision with anyone who would listen.

We started small in the United States, but we couldn't contain ourselves for long. Soon, we expanded into Canada, then Australia and New Zealand, and now we are in markets all over the world, most recently opening into Europe and Thailand. Every day, more and more people are hearing the message of USANA, and every day we get closer to helping people live the lives they have always dreamed of with true health and true wealth.

But USANA's mission isn't just about expanding our vision, it's also about expanding the horizons of our amazing Associates. I've watched people go from struggling with life emotionally, physically, and financially, to thriving to becoming healthy, happy, and free from financial burdens. I've seen fathers who were finally able to go to their children's soccer games and school plays because they no longer had to work long, stressful hours at the office. I've seen single mothers gain financial independence and the time freedom to stay at home with their children instead of living paycheck to paycheck. These stories are at the heart of the USANA message.

In 1992, I never thought USANA would lead me to where I am today. Like many USANA Associates, I am living a life I never imagined. I'm the husband to a beautiful wife, father to two healthy, incredible children, and leader of a company that is making a difference in the world. I am proud of USANA. I am proud of our Associates. I am proud to be helping people all over the world live lives full of happiness and health. For the past 20 years, we have striven to make this company excellent. And I give you my word that I will work hard to continue that excellence for the next 20 years.

Live well,

A handwritten signature in black ink, appearing to read "D. Wentz".

Dave Wentz
USANA CEO



—Dave Wentz

**USANA CEO, best-selling author of
The Healthy Home, named One of America's
Most Powerful CEOs 40 & Under**



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CHECK OUT ALL THE LATEST LOGO GEAR.



THE **REVIEWS** ARE IN

Health & Freedom Newspaper: The perfect introduction!



The Health & Freedom Newspaper has been a favorite long-standing tool at USANA, and it's proven to be one of the best ways to prospect! Associates love how easy and simple it is to share USANA when they have a newspaper on hand!



"When you are meeting with people on a one-on-one basis, it's the best handout and brochure. A great walk-and-talk piece. I think it's a very effective tool."

—**Sterling Ottesen**,
Diamond Director



"The Health & Freedom Newspaper is one of the best tools to showcase Dr. Wentz and USANA's vision. It is an impressive way to share USANA with others."

—**Verónica Ramírez Lomelí**,
Ruby Director



"The Health & Freedom Newspaper is simple, portable, and informative. It allows me to have structure when I'm presenting and allows me to tailor each presentation to the person I'm presenting USANA to. I carry it with me everywhere I go and even keep a stack in my car because I never know who I am going to run into!"

—**Anna Jonca**,
Ruby Director



"It covers the science, Dr. Wentz, USANA's quality, the products, and it is a great introduction to the business. Plus, I can do a presentation anytime or anywhere. There's no need for a laptop or projector."

—**Julie Boyer**,
Gold Director

Order now at USANAtoday.com



Making a Choice with Peter and Bibiana Pau

It's the smallest details—those seemingly insignificant intricacies—that make us unique. This is especially true of Peter and Bibiana Pau. The tiniest details—a simple gesture, a wrinkled shirt, an understated casualness—make the Paus more than just exceptional USANA Associates. They are extraordinary people.

Written by Aaron Adams



“Have you ever had snake soup?”

Under the heavy string of lights at a popular Vietnamese restaurant in the heart of Bellevue's newly developed China

Town, Bibiana Pau tells the story of her experience with snake soup. It isn't gross or unsettling, but rather sweet. She tells it in a calm, sincere manner, with just a slight hint of trepidation. She doesn't want to sour the moment.

It's a friendly gesture, one that is often misconstrued by foreigners as odd or disturbing, to invite a friend out for snake soup. But according to Chinese

myth, sharing a bowl can be a healing experience. “It sounds strange, I'm sure,” Bibi laughs. “But once you get past the reality of what you're eating, it tastes good!”

Suddenly, without warning, Bibi describes, in immaculate detail, the process by which one would go about cooking snake soup. She laughs again, and for an instant, within the echo of her amusement, her voice is saturated with the richness of her past...

In life, we're presented with a series of choices, and, it's commonly believed we are defined by the choices we make. As the writer C.S. Lewis wrote, “Every time you make a choice you are turning

the central part of you, the part of you that chooses, into something different.” Even something as trivial as what we choose to eat for dinner has the power to radically influence the rest of our lives.

Ultimately, we are the final product of a series of innumerable choices, and Peter and Bibi are no strangers to this philosophy.

The tiniest details—a simple gesture, a wrinkled shirt, an understated casualness — make the Paus more than just
**EXCEPTIONAL
USANA
ASSOCIATES.** *They are extraordinary people.*



During the early morning hours of July 1, 1997, the city of Hong Kong was more alive and animated than ever. Tires screeched, horns blared, and the vibrant lights of various signs and establishments pierced through the dark. Immense skyscrapers ascended toward the heavens, standing tall over a country that was about to awake to a new era. The world held its collective breath as the United Kingdom transferred “the jewel of Asia” to the People's Republic of China in what has since been referred to as “The Return.”



"We never saw it coming. We never could have predicted, in a million years, THAT WE WOULD BE WHERE WE ARE TODAY. And to be honest, we didn't want any of this."

This night would forever be cemented in the annals of history—and the Paus were a part of it.

For the Paus, like thousands of Chinese citizens, this event didn't evoke revelry and jubilation. It was instead, a catalyst for the greatest change they would have to endure. The handover, as the BBC termed it, marked a period of change that would alter their lives and change them. Forever.

Fearing persecution by the new Chinese regime, the Paus regretfully said goodbye to their home, left behind everything they had ever known, and made the choice to start a new life in an unfamiliar place.

Embracing uncertainty and charging headfirst into the unknown takes a level of courage and conviction few people possess. And looking back, the choice

to leave Hong Kong could have led to heartbreak for the Paus. Two years later, living just outside of Sydney, Australia, Peter and Bibi were in a devastating car accident that very nearly ended their story.

"There wasn't anything we could have done to prevent it," Bibi says. "It came out of nowhere. Peter was fine, just a few scrapes and bruises, but I was taken directly to the hospital."

In a testament to their character, the memory of that car accident appears to have had more of an affect on Peter and Bibi than the accident itself. They realize they both were given another chance at life, and this is a notion that guides their lives to this day.

Surviving the accident led the Paus to their second great choice: to become as honest, reputable, and downright

candid as they were able. They made this choice long before moving to the United States—and before they had ever heard the name USANA—but it was a choice that has influenced and fashioned their business into the self-propelled, life-changing machine that it is today.

And Peter and Bibiana have held true in their resolve. They have never misled, bilked, shirked, swindled, conned, or emotionally wounded anyone.

Here are the defining features of Peter Pau at this juncture: Peter Pau is a simple guy. His clothes fit, but aren't ostentatious or gaudy. He prefers to drink warm water over cold. His demeanor is jovial and mild mannered, and he has made a choice to dedicate his life to spreading the USANA vision to as many people as possible.

He's very good at what he does.

Peter began his career in the United States as a car salesman. While he was discontented with his career, he was in love with the beautiful city he now calls home. There are many places throughout the world where one might choose to live or visit, and Peter has been fortunate to see more than most. But there are few that appeal to him in the way Bellevue, Washington does. He enjoys the dense Evergreens that soften the edges of the urbanized region, breaking up dozens of lakes that border the city. The snow-capped Cascade Mountain Range towers to the east, while the Olympic Mountains stretch to the west, and though the bustling streets of Seattle are no more than fifteen miles away, Bellevue is so picturesque it feels as if you're dwelling within a postcard.

For the Paus, this quiet, rain-soaked city is home.

"It's almost as if I never took the time to realize just how lucky I am to live in this place," he says, smiling as he enjoys a sip of green tea.

His stillness is broken by the low "chirr" of a bushy-tailed squirrel emerging onto a branch not far from the window. A light rain begins to fall as the creature turns, leaps swiftly from his roost, and vanishes in a shadowy sea of leaves and branches. Peter takes it all in, visibly thankful that he now has the good fortune to spend the majority of his days at home, enjoying the scenery with his wife and son, Vincent.

But it wasn't always so peaceful. Peter spent the majority of his first decade in Bellevue dragging tired feet on the unforgiving concrete of a car dealership showroom. "It was actually a great job," he says, with a slight air of diplomacy. "Great pay and I loved the people, but the hours weren't ideal. As grateful as I was to have the means to provide a comfortable lifestyle for my family, I felt as if I was missing out on all of it."

For seven years, Peter worked long hours, both days and nights, to ensure his family

*For the Paus, this quiet,
rain-soaked city, IS HOME.*



Like all good golfers,
PETER IS MODEST.
And not only about
his innate ability to
crush a ball off
a tee.



would want for nothing. And he did so with a smile on his face.

Now, Peter enjoys more fulfilling pursuits. He doesn't fancy himself the greatest golfer in Washington. He doesn't even consider himself to be the best golfer in his own home.

"I'm okay, I think," he says, demurely, almost as if he senses a challenge if he boasts too much. "I can hit the ball, sure, but I wouldn't say that I'm very good."

Like all good golfers, Peter is modest. And not only about his innate ability to crush a ball off a tee.

Aside from golf, Peter prefers to keep his life simple, void of complications. He sees no need to fill it with needless baubles, gadgets, and other superficial frivolities—even though he most certainly could. The sheer beauty of his surroundings and knowing he has a loving family to share his time with is what brings that honest smile to his face.

Golfers, like all millionaire businessmen, are best when they are modest. Or perhaps honest.

"I can tell you this much," he says, shifting the conversation away from greens and fairways. "We never saw it coming. We never could have predicted, in a million years, that we would be where we are today. And to be honest, we didn't want any of this." His expression makes it clear he isn't just referencing his success with USANA. It's almost as if in this exact moment, he recognizes the enormity of the decisions he's made throughout his life. The inexplicable turn of events that led his family from Hong Kong, to Australia, and finally, to this quiet moment in his living room.

Was it fate? Possibly.

Was it destiny? He thinks so.

But one thing is for certain, Peter wouldn't have it any other way.

Bibi glides into the room. She's lively and energetic, with a grace that only skilled dancers possess. Years ago, Bibi found immense joy performing traditional Chinese fan dancing, and her grace has followed her into this more casually lit stage.

"Dancing has since become more of a hobby," she explains, smoothing the collar on her husband's shirt. "I get together with my friends at least once a week for a dance class, but I haven't been on stage for quite some time."

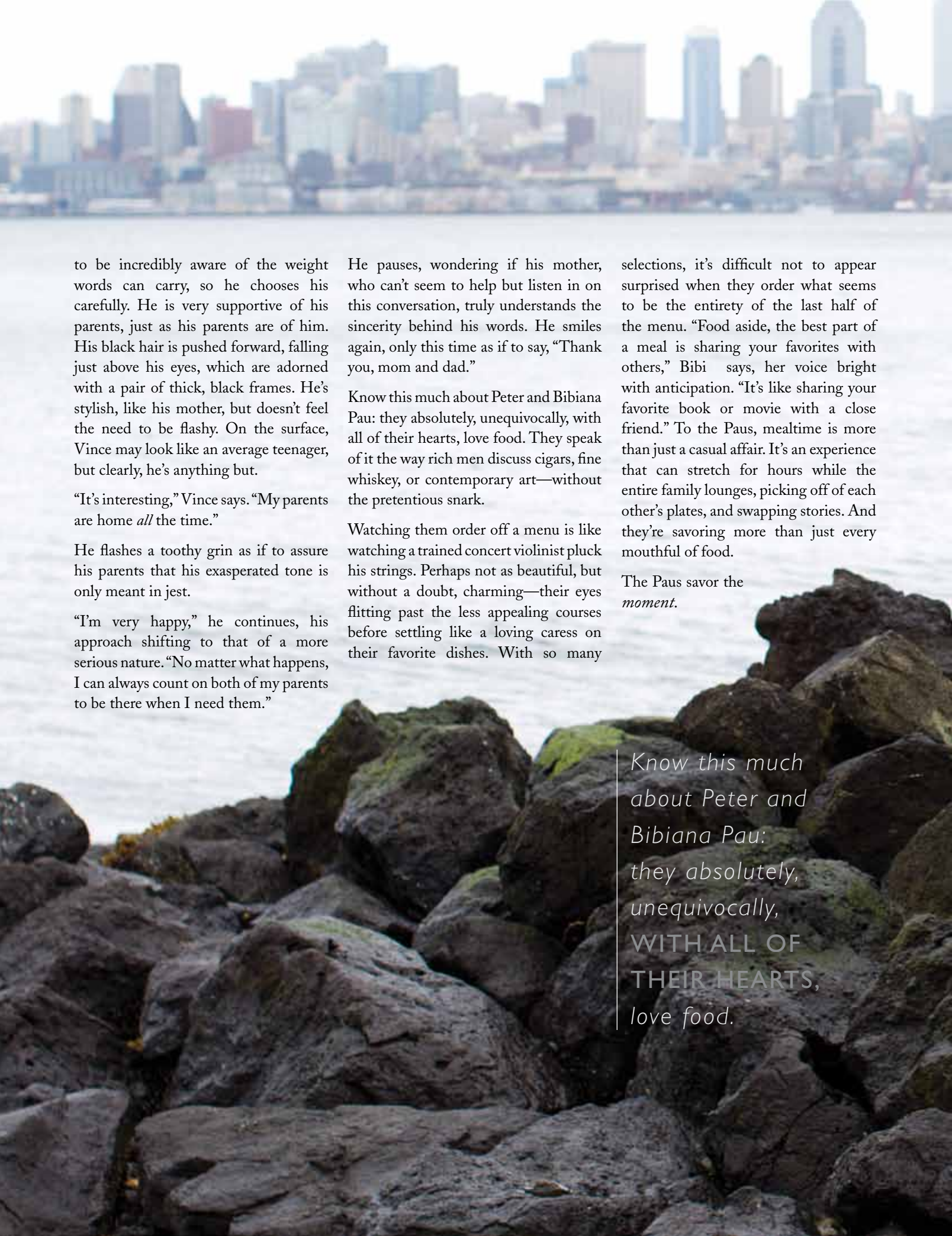
Bibi sighs, hinting that, perhaps, in retrospect, making the choice to separate herself from the stage may have been the wrong decision. But then she laughs, feeling that spark—the long finger of possibility tickling her spine.

"Maybe I'll perform again someday. At this point, *anything* could happen."

Peter and Bibi have worked so hard for so many years simply to have the freedom to indulge in what makes them happiest. Their experience together has been memorable, to say the least, and for now, they're perfectly content to continue building their business, side by side, as they pave the way for their son to experience the same freedoms.

Vince, in his freshman year at the University of Washington, is studying accounting, with little to no interest in working with his parents in the family business. Admirably, he wants to forge his own path rather than assume his parents' career. His desire for independence is a trait that separates him from others his age. He's soft spoken, and at 18, he seems





to be incredibly aware of the weight words can carry, so he chooses his carefully. He is very supportive of his parents, just as his parents are of him. His black hair is pushed forward, falling just above his eyes, which are adorned with a pair of thick, black frames. He's stylish, like his mother, but doesn't feel the need to be flashy. On the surface, Vince may look like an average teenager, but clearly, he's anything but.

"It's interesting," Vince says. "My parents are home *all* the time."

He flashes a toothy grin as if to assure his parents that his exasperated tone is only meant in jest.

"I'm very happy," he continues, his approach shifting to that of a more serious nature. "No matter what happens, I can always count on both of my parents to be there when I need them."

He pauses, wondering if his mother, who can't seem to help but listen in on this conversation, truly understands the sincerity behind his words. He smiles again, only this time as if to say, "Thank you, mom and dad."

Know this much about Peter and Bibiana Pau: they absolutely, unequivocally, with all of their hearts, love food. They speak of it the way rich men discuss cigars, fine whiskey, or contemporary art—without the pretentious snark.

Watching them order off a menu is like watching a trained concert violinist pluck his strings. Perhaps not as beautiful, but without a doubt, charming—their eyes flitting past the less appealing courses before settling like a loving caress on their favorite dishes. With so many

selections, it's difficult not to appear surprised when they order what seems to be the entirety of the last half of the menu. "Food aside, the best part of a meal is sharing your favorites with others," Bibi says, her voice bright with anticipation. "It's like sharing your favorite book or movie with a close friend." To the Paus, mealtime is more than just a casual affair. It's an experience that can stretch for hours while the entire family lounges, picking off of each other's plates, and swapping stories. And they're savoring more than just every mouthful of food.

The Paus savor the *moment*.

*Know this much
about Peter and
Bibiana Pau:
they absolutely,
unequivocally,
WITH ALL OF
THEIR HEARTS,
love food.*





"There are few things we love more than a good meal with our best friends or family," Peter says as he pours some tea. "Food has a strange way of bringing people closer together."

He adjusts his glasses and forks a mango from his salad. Over and over again, his eyes flutter, and his attention hitches to each new morsel of food placed in front of him, his enthusiasm increases as he goes on. "You can learn a lot about a person...even a complete stranger can become a life-long friend after a great meal. You don't really know a person until you break bread with them."

Like the complex ingredients of snake soup, the Paus' journey has been a richly developed recipe of success, which they love to share with both friends and strangers alike.

Many live their day-to-day lives as if they have all the time in the world to do that which they've always intended. They shy away from the supposed danger of possibility in favor of the safety of monotony.

For the Paus, however, life is an adventure. They'll try almost anything at least once and attack each new day with reckless abandon.

They recognize that we only get so many choices to make in life, and because our time is limited, our journey shouldn't be hindered by indecision.

In the end, we're always just one simple choice away from bridging the gap from where we are to where we truly want to be.

When that bowl of snake soup is in front of you, what will you choose? Because how you respond when that choice comes, just might determine where you'll be tomorrow. You can run from the opportunity presented before you, or you can make a choice that just might change your life, forever.





Moving the USANA Corporate Headquarters in 1996 to what is now an 80,000 square-foot facility.

Opening the Canadian market in 1996. This was the start of USANA's international expansion.

Receiving a patent for Olivol® in 2002, submitted by USANA scientists Dr. John Cuomo and Dr. Alexander Rabovsky.

Launching USANA in Hong Kong in 1999. This was USANA's introduction to the Asian markets.

Product launches such as MyHealthPak in 2007 and Rev3 Energy™ in 2008.



The creation of the Independent Distributor Council (IDC) in 2001.

The Matching Bonus, Elite Bonus, and PaceSetter programs.

Forbes.com naming Dave Wentz one of America's 20 Most Powerful CEOs 40 & Under in 2009.

The Healthy Home, a New York Times bestseller written by Dr. Wentz and Dave Wentz in 2011, which gave USANA's founder and CEO even more credibility and recognition.



Expanding into Australia and New Zealand in 1998, which required TGA approval and meeting pharmaceutical-based GMPs. This was USANA's first outside audit and certification of our manufacturing.

Charitable giving by the company, Associates, and employees for more than a decade. Starting with Children's Hunger Fund, the USANA family's charitable efforts have now transformed into a worldwide non-profit organization, the USANA True Health Foundation.

When Associates began reaching the incredible milestone of earning one million dollars in their USANA businesses, which brought about the exclusive Million Dollar Club.



USANA becoming the WTA's Official Health Supplement Supplier in 2006.

Becoming a sponsor for the U.S. and Canada speed skating teams in 1999 and starting the Athlete Guarantee Program.

20

EVENTS THAT CHANGED

USANA



The opening of Sanoviv Medical Institute in 2000—just one more extension of Dr. Wentz' dream of creating a world free from pain and suffering.

USANA's relationship as a proud national sponsor of HealthCorps, founded by Dr. Mehmet Oz.



Having the Highest Commission Percentage Payout among its competitors.

The 2010 expansion into China making USANA one of only 25 direct-selling companies legally operating there.

You, the Associate, for being part of the USANA family.

Sensé™—the re-launch included patented Self-Preserving Technology (and of course, Dave in his Sensé body suit).

HOW WILL THE NEXT 20 YEARS OF USANA CHANGE YOU?

Supplemental Facts

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

Host of the Daytime Emmy award-winning *The Dr. Oz Show* and one of the most well-known cardiac-thoracic surgeons currently practicing in the United States, Dr. Mehmet Oz has authored more than 400 original publications, book chapters, and medical books—all while performing more than 100 heart surgeries each year. Here Dr. Mehmet Oz takes a moment to reflect on his beautiful wife Lisa, integrity, and Batman.

What is your idea of perfect happiness?

Happiness is all about gratitude—being on a cookout with the kids and Lisa makes me grateful for everything in my life.

What is your greatest fear?
Like everyone else, failure.

Which historical figure would you most like to meet?

Mustafa Kemal Atatürk, the father and first president of modern Turkey.

Which living person do you most admire?

My father-in-law Gerald Lamole, who found balance in a busy life.

What is one of your biggest pet peeves?

The snakes my son Oliver keeps at home.

What do you like most about your appearance?

My protruding chin.

Which phrase do you most overuse?

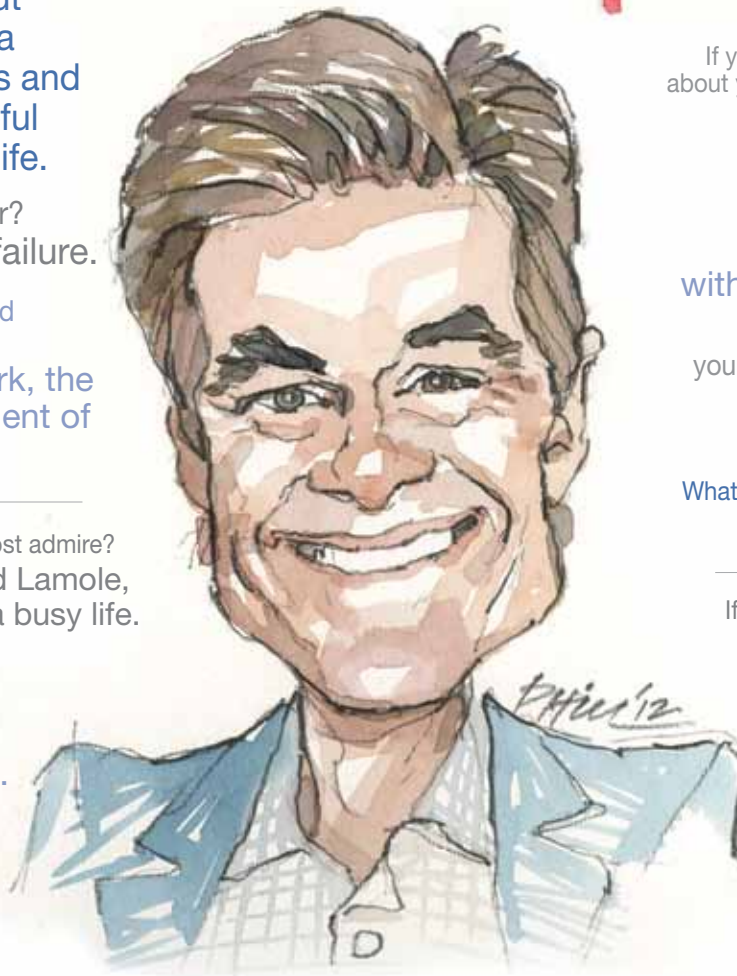
“Come play with me!”

Who is your favorite hero of fiction?

Batman.

Which talent would you most like to have?
Singing.

What do you most value in your friends?
Integrity.



Dr. Mehmet Oz

Two-time Emmy® Award-winning host of the Emmy® Award-winning *The Dr. Oz Show*

What is your current state of mind?

Bliss.

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

Learn to smell the coffee better.

Who is your hero?

Lisa for putting up with my eccentricities.

What do you consider your greatest achievement?

Being a father in a close-knit family.

What is it that you most dislike?

Pessimists.

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

My dog Rosie, who lives a charmed life.

Where would you most like to live?

Wherever Lisa is.

What is your motto?

Bring light to life.

What is your most distinctive characteristic?

My passion.

What is your most treasured possession?

My wedding ring.

What is your favorite book?

Ernest Hemingway's *A Farewell to Arms*.



Health and Happiness Summit with Dr. Oz

On February 25, 2012, Dr. Mehmet Oz, along with some of the greatest minds in the fields of health, nutrition, sleep, and happiness, gathered at the New York City Radio City Music Hall to spread a message of health and happiness to a crowd of 6,000 excited Associates and guests. Dave and Dr. Myron Wentz shared the stage with Dr. Mehmet Oz and his invited guests to give new meaning to health and happiness at the Health and Happiness Summit with Dr. Oz, and shared the USANA family's own unique perspective on how to live in true health and happiness.

Written by Patrick Kibbie
Photography by Kelly Brannan

Dr. Mehmet Oz is on a mission. That mission is to spread health and happiness—and the idea that the two concepts are intertwined—around the world. So he gathered experts and close friends representing a wide range of health-related specialties for the Health and Happiness Summit with Dr. Oz.

From advice on children's eating habits, women's health, healthy sleeping patterns, and reducing inflammation, to finding simple ways to create a healthy home environment, Dave, Dr. Myron Wentz, and Dr. Mehmet Oz and his invited guests educated and entertained the audience about the importance of living a healthy lifestyle.

"We needed to talk about happiness and health," said Dr. Mehmet Oz. "I think it's a connection a lot of us forget about. Each of us got into this field because it makes us happy, and we're celebrating people being healthy."

Dave and Dr. Myron Wentz shared the stage with some of the world's finest doctors and experts: Lisa Oz, relationship expert; Dr. Michael Breus, The Sleep Doctor; Dr. Ro, nutrition and weight-loss expert; Dr. Nicholas Perricone, renowned dermatologist; Dr. Christiane Northrup, women's health expert; and, of course,

Dr. Mehmet Oz, cardio-thoracic surgeon and television personality. And special guest William Shatner even attended!

"This was a very unique experience. USANA was approached by Dr. Mehmet Oz to do an event that we've never done before to share health and happiness with people," said USANA Chief Communications Officer Dan Macuga.

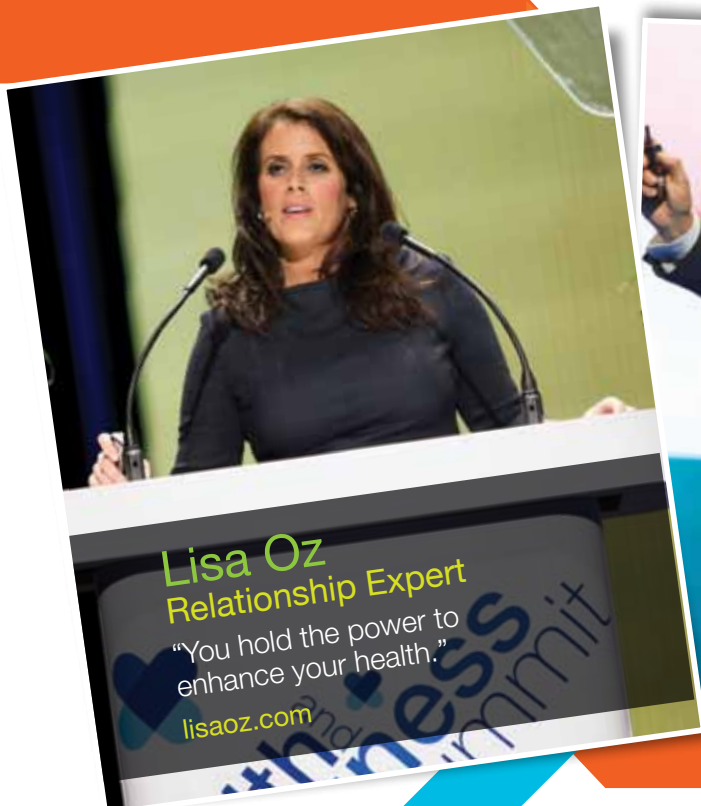
Dr. Mehmet Oz agreed. "I'm so impressed with the work USANA has done, and how together we can make a difference in the health of people all over the world."

A lucky group of USANA Associates and guests attended the event. "This was absolutely inspiring," said John and Susanne Cunningham, USANA 2-Star Diamond Directors. "It was a collective group of incredibly intelligent speakers giving great practical advice we can use every day."

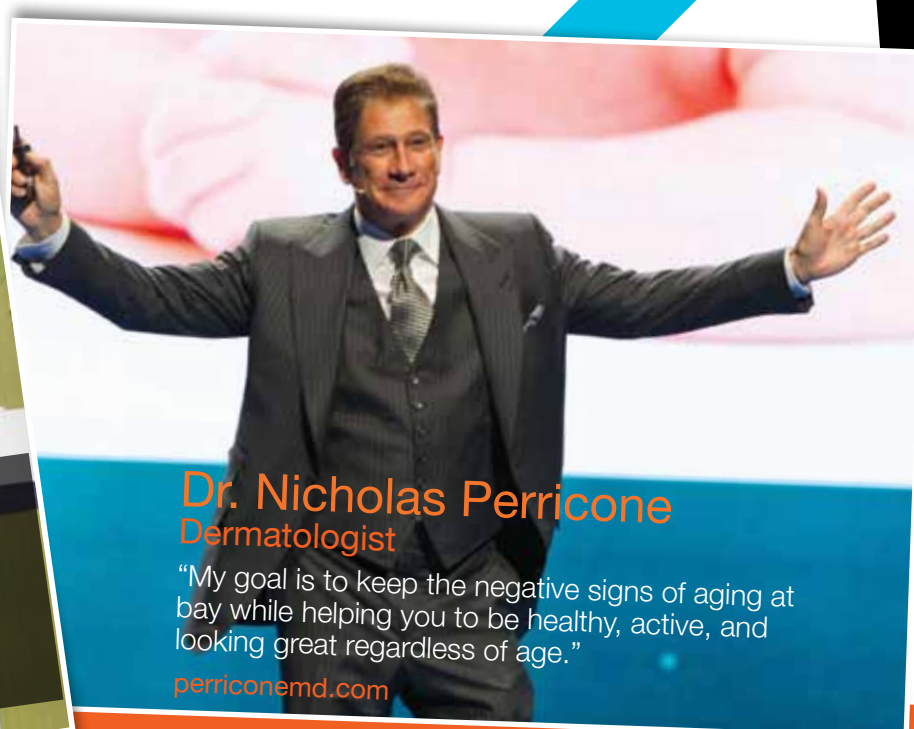
"This was over-the-top amazing," said Lorie Mulhern, USANA Diamond Director. "I can't wait to take this information and these new exciting relationships home to my prospects. They will be blown away."



Dr. Mehmet Oz
Cardio-Thoracic Surgeon
"The business of change,
that's my job."
doctoroz.com



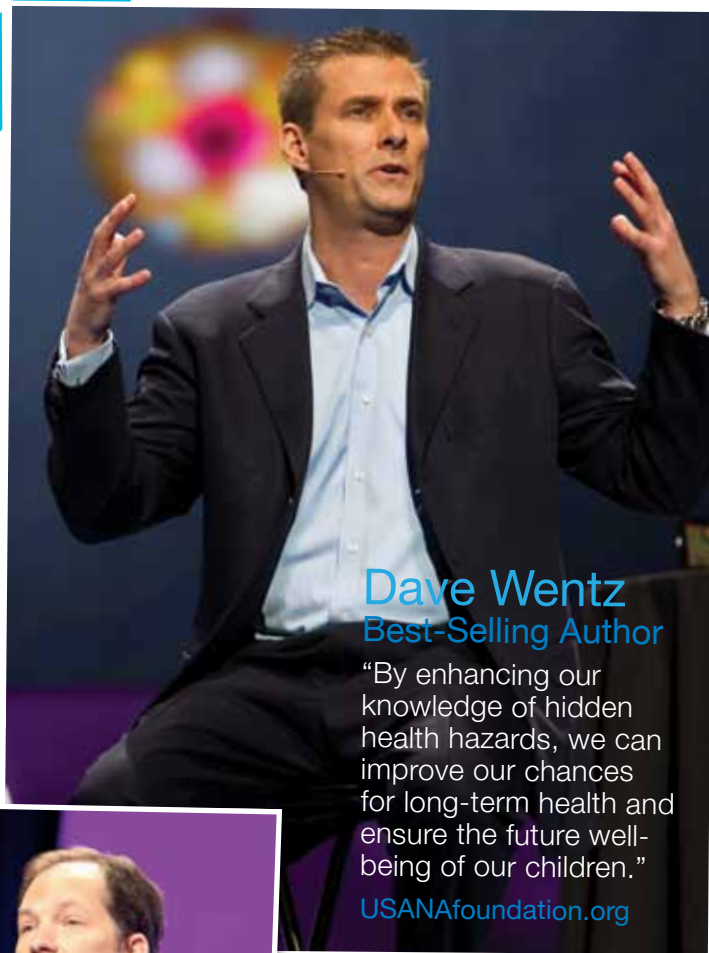
Lisa Oz
Relationship Expert
"You hold the power to
enhance your health."
lisaoz.com



Dr. Nicholas Perricone
Dermatologist
"My goal is to keep the negative signs of aging at
bay while helping you to be healthy, active, and
looking great regardless of age."
perriconemd.com



Dr. Ro
Nutrition & Weight Loss
"You can de-stress your life by practicing effective coping skills and by eating a nutrient-dense, reduced-calorie diet."
doctoroz.com



Dave Wentz
Best-Selling Author
"By enhancing our knowledge of hidden health hazards, we can improve our chances for long-term health and ensure the future well-being of our children."
USANAFoundation.org



Christiane Northrup, MD
Women's Health

"When we find the connection between our thoughts, beliefs, physical health, and life circumstances, we find that we are in the driver's seat of our lives."
drnorthrup.com



Dr. Michael Breus
The Sleep Doctor
"Understanding sleep and learning as much as possible about how to get the sleep we all need leads to improved health and quality of life."
thesleepdoctor.com



Dr. Myron Wentz
Immunologist & Virologist
"I believe nutrition is the most important science in all of medicine."
drwentz.com



3-Star Diamond Director — February 5–March 31, 2012

Conchita Vargas Lugo

Querétaro, México



“Success and making a difference aren’t options—they are things you are committed to achieving.”

Conchita Vargas Lugo’s advancement to 3-Star Diamond Director couldn’t have come at a better time. “I officially advanced during the middle of the México XRC,” she says with a smile. “There was such a feeling of pride for me and my team.”

Since advancing, Conchita’s team has continued to achieve success at an impressive rate. “We already have four additional Silver Directors. We also have a new Gold Director and a new Emerald Director, with a Ruby in progress. It’s amazing what people can achieve with teamwork,” she says proudly.

Conchita is one of USANA’s most recognized and respected leaders, not only in her home country of México, but within the entire USANA family as well. Her list of accolades is extensive—she is a member of the Million Dollar Club and has been a member of both the Fortune 25 and Growth 25. Growth has always been a priority to Conchita, and she looks forward to working toward future advancements. “I have always wanted to reach 5-Star Diamond Director,” she explains. “I am ready for the challenge!”

Being part of USANA has been, and will continue to be, an honor for Conchita. USANA holds a special place in her heart, and she feels blessed to know that she is paving the way for her family’s future well-being. “From the very beginning I have viewed USANA as something I am committed to for life, and this is just the beginning,” she says. “This is something I can pass along to my family.”

Each Associate has their own “why” when it comes to USANA, and Conchita is no different. For her, it’s all about belief. “I believe Dr. Wentz’ vision is excellent. I believe in his endorsement and the extraordinary compensation plan,” she says.

Above all, Conchita is grateful to the company that has allowed her to pursue her own dreams, and she is humbled at the opportunities given to her. “I thank the Lord for His love and grace that has allowed me to be where I am,” she concludes.

Written by Suzanne Houghton

\$91,000 is the average yearly income for an established, full-time USANA Associate. \$24,000 is the annual average of those who earned as little as one commission check each month. Total includes all earnings from the Compensation Plan, Leadership Bonus, Matching Bonus, contests, and incentives. Calculations based on earnings for fiscal year 2010. 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 20 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, 90% have been Associates for at least one year and 57% 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. If you include all 146,714 with the title of Associate, which includes Associates not actively building a business (acting as wholesale buyers), Associates who just joined (as little as one day), and those who are just beginning to build their customer base, the average yearly income is still \$656.77 with nearly one in three earning a check. To date, USANA has more than 170 Associates who are lifetime Million Dollar Club members.

Wish you were here!



New Markets

USANA is growing faster than ever! With the recent new market openings of Thailand, France, and Belgium—along with several countries in the European Union open to enrolling Preferred Customers (PCs)—there has never been a better time to be with USANA.

We are having a great time here and only wish you could be here with us! Even if a trip to Bangkok, Brussels, Berlin, or Barcelona isn't in your future, you can still work with your downline or upline to take advantage of these great opportunities, no matter where you are.

THAILAND



Thailand – สวัสดี (Sawadee!)
The USANA Thailand office is located in Chamchuri Square in the heart of Bangkok's commercial center. Thailand opened with an unprecedented line of 15 USANA products and even more products will soon be available.

BELGIUM



Belgium – Goeiedag!
Nestled between France and the Netherlands and with French and Dutch as its official languages, Belgium has a strong connection to all the other countries in the European Union. Look for sales tools and USANA websites to be available in Dutch soon!

France



France – Bonjour!
With an office located right on the Champs-Élysées, one of the most famous streets in the world, the Paris office serves as the central hub for all of USANA's European expansion.



PC Markets

USANA Associates can also now enroll PCs in six markets across the European Union with even more PC markets opening up soon. Spread the USANA vision by sharing USANA's products! And, if a PC market becomes successful, it could be eligible to open as a full-fledged new market, open to enrolling Associates as well as PCs.

Germany – Guten Tag! Austria – Gruss Gott!
Spain – ¡Buenos días! Italy – Ciao!
Luxembourg – Gudde Moien!
Ireland – Dia dhóibh!



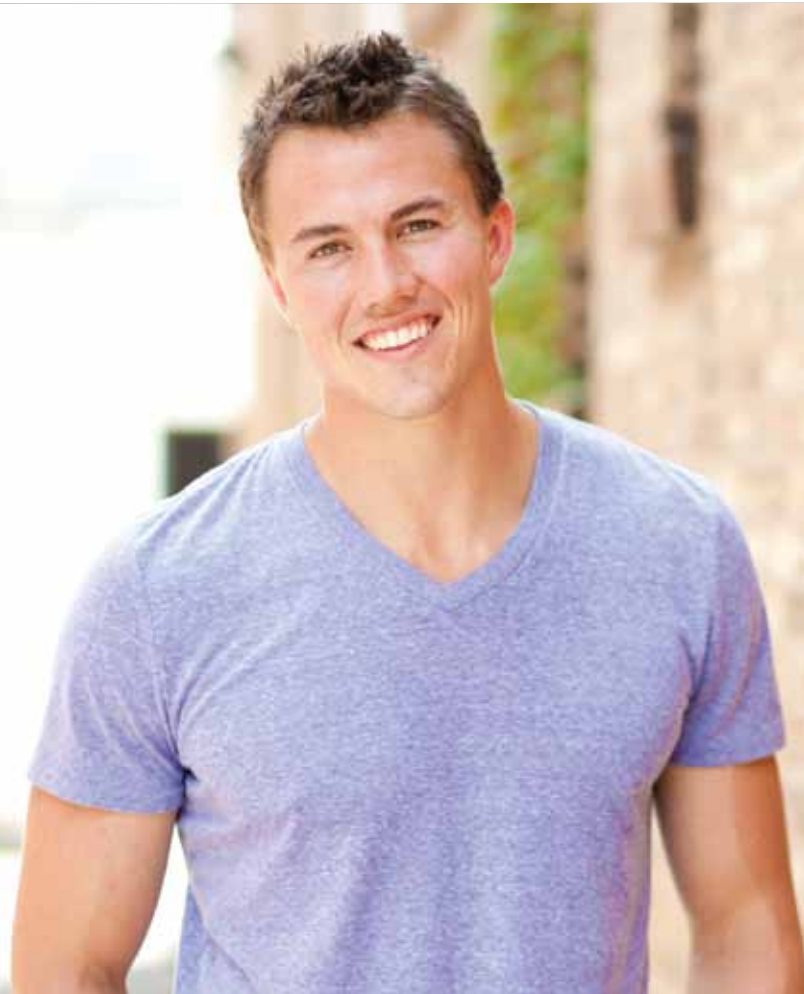
For more information on USANA's new markets, see the "New Market Information" box on USANAtoday.com.





Jordan Kemper

Illinois, USA



"My deepest desire is to do the will of God and please Him every day."

Timing in life is everything—Diamond Director Jordan Kemper can surely attest to that.

Following a successful run to Emerald Director late last year, Jordan was pleased, but felt his advancement could be the gateway to something even greater. "I sent an e-mail to my team wanting to know their feelings on timing and my making a run toward Diamond," he recalls. Jordan was humbled by the overwhelming support and encouragement he received.

Being a Diamond Director has been a goal for Jordan ever since he joined USANA in 2007. But during his actual Diamond run he realized it wasn't the end goal that excited him—it was the experiences he was having along the way. "Hitting Diamond made me feel like I had just won a huge athletic game," Jordan explains. "It's a game I had trained for, and getting there with the help of my teammates was thrilling."

Creating leaders who are willing to go the extra mile for one other has always been a passion for Jordan, and it's apparent when he talks about his team. "I understand the importance of creating momentum within your team," he says. "My team is a group of individuals who will work harder for the greater good of the team than themselves."

One of the greatest rewards of being a leader is seeing your teammates succeed, and Jordan was fortunate enough to see his own brother and teammate, Conn Kemper, advance to Gold Director while in the midst of going Diamond himself. "That was such an incredibly special part of my own run," he says.

As Jordan continues to develop into one of USANA's most recognized leaders, he is committed to the USANA vision and helping others achieve what they don't even realize is possible. "I am looking forward to International Convention and bringing so many of my new teammates with me," he says. "I am excited to see where things are going and what USANA has in store for us."

Written by Suzanne Houghton

\$91,000 is the average yearly income for an established, full-time USANA Associate. \$24,000 is the annual average of those who earned as little as one commission check each month. Total includes all earnings from the Compensation Plan, Leadership Bonus, Matching Bonus, contests, and incentives. Calculations based on earnings for fiscal year 2010. 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 20 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, 90% have been Associates for at least one year and 57% 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. If you include all 146,714 with the title of Associate, which includes Associates not actively building a business (acting as wholesale buyers), Associates who just joined (as little as one day), and those who are just beginning to build their customer base, the average yearly income is still \$656.77 with nearly one in three earning a check. To date, USANA has more than 170 Associates who are lifetime Million Dollar Club members.



The **a****B****C**s of Healthy Aging

Written by Emily Alaniz



It's never too late to learn how to age gracefully, and it's never too early to lay the proper foundation for maintaining your youthful radiance. As USANA enters its second decade, it's time to remind ourselves of the basics of healthy aging. With a few simple tips and the right USANA products for your body's needs, it's as easy as ABC.

Antioxidants

Free radicals can take quite a toll, and as you age, your body needs all the help it can get to fend them off. Antioxidants are a powerful way to defend your cells, so load up your plate with lots of fresh, colorful veggies and fruits.

Bones

The older you get, the more support your bones need. To show your skeleton you care, eat calcium-rich foods, take **Active Calcium™**, and incorporate weight-bearing exercises into your workouts.

Vitamin C

Whether it's in your diet or on your skin, vitamin C can help you maintain a youthful glow. Take **Proflavanol® C100** to get the benefits of this amazing antioxidant combined with the power of grape-seed extract, and use **Sensé™** for its revitalizing Proteo-C™ Vitamin C Complex.

DSR™ (Dermal Surface Removal) Technology

Another wonderful aspect of Sensé is the line's DSR Technology, which reduces the appearance of fine lines and wrinkles and makes the skin look more radiant. Now that's beautiful science!



The USANA® Essentials™

Though your nutritional needs may change as you grow older, the same supplements you took 20 years ago—the **Essentials**—remain the best way to supplement with the vitamins, minerals, and antioxidants your cells crave.



Firming Body Nourisher

Lots of people worry about wrinkles, but there are more subtle signs of wear and tear as your skin ages, such as a loss of elasticity. Luckily, you can always turn to **Firming Body Nourisher** formulated with Ceramide 3 to firm and tone your skin.

Ginkgo-PS™

Maintaining mental acuity as we age is a priority for many. **Ginkgo-PS** is a great way to support memory and cognitive function.

H₂O

Dihydrogen monoxide—otherwise known as plain old water—is vital for digestion, glowing skin, and for the function of every single one of your cells. So drink up!

Intensive Hand Therapy

Years of exposure to the elements can take a toll on your hands. Protect them from any further environmental damage with **Intensive Hand Therapy**.

Joints

Just because you're not as young as you used to be doesn't mean you can't stay active! Take care of your aging joints with a daily dose of **Procosa®** so you'll never have an excuse to stay on the couch.



Kathy Kaehler

For tips on staying active, look no further than celebrity trainer and fitness expert Kathy Kaehler! She suggests scheduling your workouts like appointments so you have to stick to them, and exercising in the morning to start the day off right.

Laughter

No matter who you are, you could probably use a big belly laugh. It's good for your mood, it's good for your heart, and with enough laughter and happiness, you just might feel a little younger. So consider this your excuse to talk to an old friend who always makes you chuckle, or just watch a few funny videos online.

Me Time

Growing older can mean more responsibilities—and more stress. That's why it's important to dedicate at least a few minutes a day to "me time." Whether that means relaxing with a cup of tea or sitting down with that novel you've been meaning to finish, don't forget the value of spending time with yourself.



Nutrimeal™

The older you get, the harder it can be to lose weight, so stick with stuff you know is loaded with healthy fats, protein, and nutrients—like **Nutrimeal**. This recipe combines the adaptable vanilla flavor with some nutritious weight-loss superfoods.

Steel-Cut Oatmeal with Nutrimeal

Serves: 2–4

Ingredients

3 cups water

1/4 teaspoon salt

1 cup steel-cut oats

2 tablespoons almond milk

1–2 tablespoons Vanilla Nutrimeal

2 teaspoons ground flaxseed

1 teaspoon cinnamon (optional)

1/2 cup fresh blueberries (optional)

1/4 cup almonds, sliced or slivered (optional)

2 teaspoons honey or agave nectar (optional)

Preparation

1. Boil 3 cups water in a medium saucepan; add salt and oats to boiling water, then cover and turn down to a simmer for 25 minutes.
2. Add almond milk and Nutrimeal to saucepan, stir, then pour the oatmeal into serving bowls.
3. Top with ground flaxseed, cinnamon, blueberries, almond slivers, and sweetener, if desired.

Check out The USANA Test Kitchen series on whatsupUSANA.com for more healthy USANA recipes.

Omega-3

BiOmega™ is a fish oil supplement packed with omega-3 fatty acids, which are your new best friends for supporting your cardiovascular system, neural function, and even joint health. What's not to love?

PhytoEstrin™ and Palmetto Plus™

Even though you may still feel young, if you're over the age of 40, your nutritional needs may have changed. Women who want an easier transition into menopause may find relief with **PhytoEstrin**, and men who want to maintain a healthy prostate should check out **Palmetto Plus**.

CoEnzyme Q10

CoQ10 is vital for cellular energy and is particularly important for the heart and brain. Unfortunately, as we age, the amount of CoQ10 we produce naturally declines. To help maintain healthy levels of this powerful nutrient, take **CoQuinone® 30**.

Regenisomes™

If your skin tone isn't as clear and even as it used to be, try applying a healthy dose of **Perfecting Essence** to your skin. This refining treatment contains Regenisomes, which are oceanic enzymes that help boost skin's response to environmental damage and mend the look of aging.

Serum Intensive

Minimize fine lines and wrinkles and flaunt your skin's assets with **Serum Intensive**. This age-defying serum will help enhance everything you love about your face, and let you ignore the creases you'd rather forget.

Teeth

With the right toothpaste, you don't have to worry about your teeth yellowing with age. Try USANA's **Natural Whitening Toothpaste** for a pearly white smile and minty fresh breath.

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.

UV Protection

While a little sun can be good for you, too much is definitely dangerous—and it can make you look older. Be sure you get UV protection by using **Daytime Protective Emulsion** as the finishing touch to your morning routine.

Vision

As you grow older, it's even more important to take care of your eyes. **Visionex®** can help maintain healthy visual performance and help protect delicate eye tissues.



Wrinkles

No one likes wrinkles, but there are steps you can take to smooth out your skin. One of the best things you can do is to use a high-quality skin care line such as Sensé, which will effectively moisturize your skin and minimize the appearance of imperfections.

Hepasil DTX™

Your body is bombarded by toxins every day, and your liver is one of the first lines of defense against the onslaught. Take care of your liver and help support your body's detox mechanisms with **Hepasil DTX**.

Youth

One of the most important aspects about healthy aging is your mindset. It may sound cliché, but it's true—you're only as old as you feel. If you keep a youthful outlook and take care of your body, age is only a number.

Zzzs

Getting enough sleep is critical for long-term health, but as we age it can be more difficult to get restful sleep. Try natural ways to fall asleep, such as making sure your bedroom is completely dark when you head to bed. For nights when you really can't get to sleep, try **Pure Rest™**, which uses melatonin to help regulate the sleep-wake cycle.



Paulina Septién Lomelí & Armando Gómez

Querétaro, México

Sometimes the best things in life are unexpected. USANA leaders Paulina Septién Lomelí and Armando Gómez certainly understand that concept. "The truth is, we weren't necessarily expecting to advance to Emerald, but after one week we had qualified, and that's when we knew the timing was right," they say.

Paulina and Armando knew they could count on support from their downline during their run. In fact, the whole experience turned out to be a victory for their entire team. "We not only had a successful run, but our team also had numerous rank advancements," they say. "That has been the best part of this whole experience."

Perseverance is absolutely vital to building a successful business, and Paulina and Armando are passionate about staying focused on their goals. "That's the one thing we stress," they say. "You must absolutely never give up."

Paulina and Armando are grateful for their business with USANA, but it has become much more than just a source of income for them. "USANA is our life project, and we are so very grateful for this," they say. The couple finds motivation in their team, in the USANA vision, and now, they have a whole new reason to work: their new son, Paulo. "He is absolutely our driving force," they say with a smile.

See income disclaimer on page 20.



We provide the most critical human necessities—nutrition, clothing, shelter, medical assistance, and health education—to those who are suffering or in need.

helping humanity

"USANA is about changing lives! I use this statement daily to show our guests our products, our business model, and our company. But nothing I can say is as powerful as our proof! The USANA True Health Foundation is proof that the USANA family is a group of individuals who are committed to making a difference around the world, and we truly care about children, families, and individuals everywhere! Together, we can change the world!"

—Patti Roney

Ruby Director,
Million Dollar Club member,
2009 Dr. Wentz Vision Award Winner,
USANA True Health Foundation donor



Become part of the greater good with the USANA True Health Foundation.
Visit www.USANAFoundation.org to donate.



**CHOOSE YOUR CAUSE...
BECOME A**

CHAMPION FOR CHANGE

**APPROACH THE START LINE. TIE YOUR SHOELACES.
ANTICIPATE THE SIGNAL. BECOME A CHAMPION.**



THE INAUGURAL USANA CHAMPIONS FOR CHANGE 5K WILL BE HELD ON SATURDAY, AUGUST 18, 2012, AND THE TIME TO REGISTER IS NOW! THIS 5K IS YOUR CHANCE TO SUPPORT THE USANA TRUE HEALTH FOUNDATION'S MISSION TO HELP THOSE IN NEED.

START YOUR LAST DAY AT INTERNATIONAL CONVENTION AND BE A **HERO BY RUNNING, WALKING, OR EVEN LEAPING TALL BUILDINGS IN A SINGLE BOUND FOR A CAUSE. SHOW YOUR COMMITMENT TO CHANGING THE WORLD.**

**WANT TO BE A CHAMPION? IT'S SIMPLE!
VISIT USANAFoundation.org TO GET STARTED.**



"USANA's 5K annual walk is always one of my favorite moments during the International Convention. It gives me time to unite with the USANA family to raise money for a worthy cause. This year we are excited to have our first ever USANA Champions for Change 5K, where your registration fee and all of the money we raise will be donated to the USANA True Health Foundation. Please join me and other management team members as we run and walk to make a positive difference in the world."

—Dave Wentz, USANA CEO





Stay Informed. Get Involved.

It's an election year. What better time than now to think about politics? With USANAtoday.com, it's easier than ever to stay up to date on information directly affecting the network marketing industry. **USANA's Political Action Center** is a nonpartisan website where you can find information that impacts your USANA business.

What Impacts You?

The tabs on the left side of the page, "Top Issues" and "Take Action," are two useful tools for Associates.

Top Issues explains proposed legislation that may have an affect on supplements, direct selling, or other important topics related to USANA's business. Check here to see what USANA has its eye on.

Take Action is the place to go if USANA needs Associates and employees to do just that: take action. This usually means contacting your elected officials regarding a specific proposed law. No need to check the site every day—USANA will send an e-mail if action is requested.

Power of the Vote

USANAtoday.com

makes it easy for you to find your elected officials, register to vote, and get election information. Accessing your state's Democratic and Republican party websites is also a breeze through the "State Parties Map" tab. Look up political news and government links on the Center's website.



To access the Political Action Center, visit USANAtoday.com and click on the "Political Action Center" tab at the top. There you will find background information, a link that takes you to the Political Action Center, and FAQs.



"USANA has created our very own Political Action Center website to help our independent Associates and employees get more involved in the political process, especially when it relates to issues that directly affect our industry and our livelihood. The Center is not designed to support any political campaign, party, or candidate, but rather we developed the site to give Associates and employees a one-stop location where they can find information about issues, candidates, elected officials, and legislation and regulation that could impact our industry and the businesses of our independent Associates. Our goal in developing the Political Action Center was not to turn people into political junkies or newshounds, but to empower our field and our employees to make positive changes through the political process by giving them accurate information on the issues that affect our business."

—Kevin McMurray,
USANA Deputy General
Counsel, International

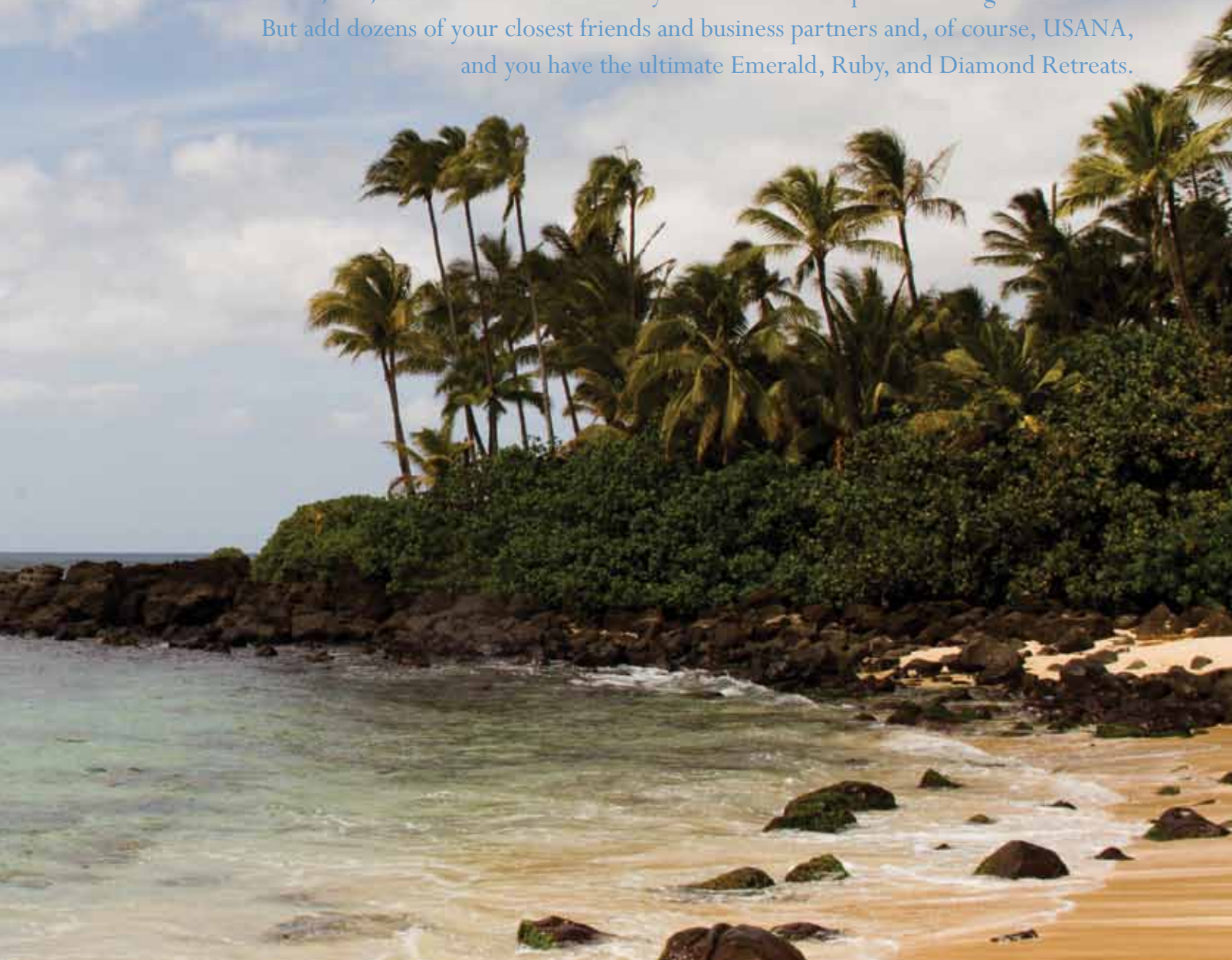
Make visiting USANAtoday.com part of your daily routine in 2012!

Living the Precious Life

Written by Suzanne Houghton

USANA's Ruby,
Emerald, and
Diamond Directors
celebrate in style
at the 2012 retreats.

Clear blue skies, sun, and ocean air. You could say these are the components to a great vacation. But add dozens of your closest friends and business partners and, of course, USANA, and you have the ultimate Emerald, Ruby, and Diamond Retreats.



Emerald Ruby Retreat

Los Cabos, México

The week got off to a relaxing start with an event for those Associates who were celebrating their advancement to Emerald Director. The “Barefoot Experience” included a foot, neck, and head massage right on the beach. Following that luxurious experience, the Associates were treated to a dinner under the stars.



USANA Diamond Director and IDC member Germain Lafortune provided an amazing training with information the Associates were excited to implement in their own businesses. By using a deck of cards, Germain demonstrated that sometimes you are going to have to flip through the entire stack before finding that ultimate card—or ultimate leader—represented by one of the two jokers in the deck.



“One of the aspects we love about USANA events is the renewed energy we get from being around people who are passionate about what they do. You leave the events with a sense that you can do this.”

— Brett & Melanie Ethridge
Ruby Directors



From submarines to whale watching and scuba, Associates had a chance to find their own adventure in México. Combined with fabulous dinners on the beach, the whole retreat was an opportunity for Associates to network and develop new, long-lasting relationships with one another.

Diamond Retreat

Oahu, Hawaii

When the sun sets in Hawaii, the energy is still red hot! Tropical lounges and luaus allowed these Diamond Directors to network and celebrate their accomplishments.



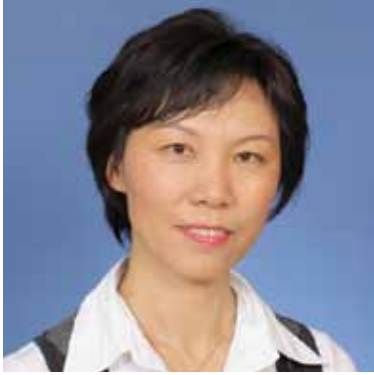
"Each person here has a story to tell, and they are wonderful. I am happy I got to know as many people as I could. We made lots of new friends and were inspired."

— Dr. Alberto Peña del Moral & Brenda Alcaráz, Diamond Directors

The USS Missouri is a special part of history, and it holds a special place in the hearts of thousands. A beautiful gala dinner was held there, and Associates had the chance to create their own USANA memories with one another.

Hawaii is one of only a few locations on earth where one can experience ultimate paradise. The sunrises and sunsets provide the most beautiful sights imaginable. The islands are lush and green, and the ocean is beautiful and blue, stretching as far as the eye can see. This year's Diamond Retreat was truly a chance for these Associates to celebrate their hard work in a tropical destination.





Rosa Liang British Columbia, Canada

Rosa Liang takes her role as a team leader very seriously, so it comes as no surprise that it's one of the driving forces behind her Ruby advancement. She's constantly concerned for the well-being—both personally and professionally—of her downline. And now that she's achieved her new rank of Ruby Director, Rosa has set the wheels in motion for even more successful advancements within her team.

"I felt responsible to show them the possibilities USANA offers," Rosa says. "And now that I've gone Ruby, everyone is moving so fast! So many are now approaching Gold because of what I've done."

Rosa's hard work has paid off, but she's not stopping anytime soon. "My new goal is to go Emerald as quick as possible," she says, "because if I don't have a goal in mind, neither will my team."

Premruedee Tungmonkong California, USA

Before Premruedee Tungmonkong became an Associate, she and her bother were seeking the highest-quality supplements available for their family. This is how she discovered USANA. Premruedee tried the supplements, and the immediate change in her health was evidence enough for her to trust USANA's products.

Eventually, this trust led to a partnership, as Premruedee signed on as an Associate and quickly began building the successful team she now leads. Her most recent Ruby advancement has motivated every member of her team, and it only adds more validity to the claim Premruedee commonly expresses: "You will be the way you think."

Premruedee also tells her team how lucky they are to have joined USANA. "As long as they do not stop taking the products, they will be truly healthy. And as long as they do not stop their business, they will be truly wealthy as well."



Philip Yang British Columbia, Canada

Philip Yang yearned for financial freedom. Through determination, hard work, and overcoming an initial prospecting slump, Philip has managed to achieve his goal—and more—with a recent advancement to Ruby Director. "We found that only looking for new prospects was not the way to reach our goals," he recalls. "We had to cultivate the new Associates and guide them to be successful. This is really key in advancing and is the base of the USANA business."

Philip appreciates how USANA allows its Associates to develop freely, while also offering the guidance needed to prosper. "This is a sharing business," he says. "The mutual relationship between upline and downline determines the need to cooperate with each other. The upline members are eager to teach their downline tips and techniques so everyone has a chance to succeed."

See income disclaimer on page 20.

LIFETIME

of Benefits

USANA'S NEW AND IMPROVED MATCHING BONUS PROGRAM

Written by David Baker

HERE'S THE SITUATION: A WELL-DRESSED WOMAN APPROACHES YOU ON THE STREET. SHE SAYS SHE WANTS TO GIVE YOU MONEY—NO STRINGS ATTACHED—BUT YOU HAVE A CHOICE TO MAKE. WOULD YOU RATHER HAVE \$100 A WEEK FOR HALF A YEAR, OR \$15 A WEEK FOR A LIFETIME?

WHAT DO YOU CHOOSE?

Questions of this well-dressed stranger's motives aside, you probably go with the latter, right? It's not even a hard decision. A lifetime of future earnings provides a combination of security and possibility the half-year amount just can't produce. Put simply, in the end, you'll get a lot more money.

That's why USANA improved the old Matching Bonus program. Gone are the 26 weeks. Taking their place is a new Lifetime Matching Bonus, where you will receive a percentage of the Commission Volume Points (CVP) your personally sponsored Premier Platinum PaceSetters and Premier PaceSetters earn for as long as they stay with USANA. It's the ultimate in long-term residual income, and another way USANA is helping you build a stable, lucrative business you and your family can count on for years to come.

CHANGE YOUR WALLET CAN BELIEVE IN

The new Lifetime Matching Bonus lengthens the time you can earn a match on personally sponsored Premier Platinum PaceSetters and Premier PaceSetters. That means you can earn up to 15 percent for as long as you remain commission qualified and your new Associate remains with USANA. This gives you the ability to make more money. A lot more.

Not only is USANA lengthening the amount of time you can earn Matching Bonus, but we're also broadening the base of Matching-Bonus-eligible Associates. Now, you can also earn a match from your new, personally sponsored Premier PaceSetters for as long as they're with USANA.



TIME IS ON YOUR SIDE

FOR MORE INFORMATION—INCLUDING RULES AND FAQs—ON THE NEW LIFETIME MATCHING BONUS, GO TO USANATODAY.COM.

Matching Bonus used to be all about the ticking of the clock as it counted down your 26 weeks, signaling the end of what you could earn on a new Associate.

Time is no longer the enemy. Each tick of the clock, each week, month, and year that passes is a welcome reminder of what you can receive from Lifetime Matching Bonus, and the extra income waiting in your future.

Here's another situation: You approach a well-dressed woman and start a conversation about USANA. She falls in love with the products, the vision, and the opportunity to change her life. She becomes a Premier Platinum PaceSetter and steadily builds a solid business until she becomes a perennial member of the Fortune 25.

Would you rather earn a 100 percent match for what she makes over her first 26 weeks, or 15 percent of her CVP as she climbs to 8-Star Diamond and makes USANA an integral part of her life? ■



BENEFITS AT A GLANCE

- EARN LONG-TERM RESIDUAL INCOME
- AMOUNT OF BONUS PAYOUT NO LONGER CAPPED AT 10 PERCENT OF GROUP SALES VOLUME
- ENCOURAGES LONG-TERM MENTORSHIP AND INCREASED TEAMWORK
- INCLUSION OF PREMIER PACESETTERS MEANS AN EXPANSION OF BONUS ELIGIBILITY
- OPPORTUNITY TO BUILD A SOLID, STABLE BUSINESS THAT CAN LAST FOR YEARS TO COME

THE CHART BELOW OUTLINES THE LIFETIME MATCH PERCENTAGES.

IF, AT THE TIME OF YOUR NEW ASSOCIATE'S ENROLLMENT, YOU ARE A(N):	AND YOUR NEW ASSOCIATE BECOMES A:	
	PREMIER PLATINUM PACESETTER	PREMIER PACESETTER
PLATINUM PACESETTER	15%	10%
PACESETTER	10%	5%
ASSOCIATE	5%	2.5%

THE TOP 20 REASONS TO COME TO CONVENTION

20 There's so much going on at Convention this year, even *we* don't know everything that's going to happen!

"We love going to Convention to experience the unexpected. Whether it's Dave Wentz on stage in a white Sensé body suit [editor's note: see page 15] or Denis Waitley rapping like he's 20 years old, there's always something going on to show how much fun this company truly is!"
—Brett & Melanie Ethridge, Ruby Directors



19 Four precious words: Free **Rev3 Energy**® samples.



18 Join the conversation on Twitter with **#USANA12** and finally understand what everyone is talking about!



17 Participate in the **5K** and try to outrun Dave Wentz... and raise money for the USANA True Health Foundation.

16 **Go nuts for our new product announcements!**

15 Reunite, reconnect, and reenergize with your USANA family.



"Come to Convention to experience what it feels like to spend four days with the healthy, happy, positive, motivated, service-oriented people who make up USANA corporate and the USANA Associates." —Kate Northrup Moller, Gold Director

14 Add "attending the Best Live Event in America" to your new Facebook timeline.



13 "Get knocked out by our world-class athletes!"
—Dan Macuga, USANA Chief Communications Officer

12 Show your friends and family how cool you are by getting a photo with **Dr. Mehmet Oz**.



11 Check out the newest tourist attraction in Salt Lake City: **City Creek Center**, the upscale shopping extravaganza. Oh, and while you're here, try some fry sauce and find out what it really tastes like.

10 Get your hands on USANA products and logo gear only sold at Convention!



9 See USANA's superstars in amazing training sessions aimed at giving you the inspiration and knowledge you need to succeed.

8 Take a tour of the Home Office *and* see the new in-house **Sensé™** manufacturing facility.



"The tour of the USANA Home Office is *amazing*. It gives you confidence in the products because you can see first-hand where and how the products are made. You always hear about it as a new Associate, but to actually see it is *awesome*." —Conn Kemper, Gold Director

7 USANafest: **80 times** better than ever and it's at the USANA Amphitheatre this year!

6 "To hear from John C. Maxwell, author of the book that's changed my life: *The 21 Irrefutable Laws of Leadership!*"
—Soomin Kim, Ruby Director



5 Be recognized for your achievements and connect with others who might just help you reach that next pin level you've been dreaming about.

"Come to Convention to stay plugged in and pumped! Every year my business has the most growth immediately following Convention!" —Lora Ulrich, Gold Director



4 You know your Nutrimeal™ kitchen creation can totally beat out the competition in the **Shake It Up** contest on the store stage.

3 It's our first and only **20th** anniversary!

2 **EVERYTHING** is going to change.

1

Everyone has a reason for coming to Convention. What's yours?
Visit us on Facebook at facebook.com/USANAhealthsciences and let us know: Why are *you* coming to Convention this year?



Ask the Scientists

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

Q. What is Body Rox™, and what is the recommended age for use?

A. **Body Rox** is a comprehensive vitamin, mineral, and antioxidant supplement specifically formulated for adolescents who are 13–18 years old. This is the time in life when there is an increased demand for optimal nutrition to support the significant changes in physical growth and development, yet teens often have poor eating habits.



Only small portions of adolescents meet the basic dietary recommendations in many food groups, including vegetables, fruits, and calcium-rich foods. Poor nutrition during this stage of life can have lasting consequences on cognitive and physical development and may impact learning ability and physical performance.

Body Rox provides a broad range of nutrients to support the physical and biochemical changes that occur during this developmental stage. The recommended daily dose of three tablets provides advanced levels of vitamin A (as

beta carotene) and vitamins D, E, and C, as well as B vitamins, zinc, and selenium to support physical growth, intellectual development, healthy skin, and overall health.



Ask Andy

Ask Andy answers your business-related questions.

Q. How soon does a newly enrolled Associate gain access to The Income Maximizer™ or other online services?

A. Associates gain access to USANAtoday.com and other online services upon the first system update, which can take up to 24 hours. Please be aware that one or more of the following criteria must apply to the new Associate in order for their account to become active:

- Enrolled as a new Associate
- Purchased a Business Development System (BDS)
- Activated at least one Business Center
- Placed an Autoship order of at least 100 Sales Volume Points

Make sure the Associate fulfills at least one of these requirements before attempting to access their account on USANAtoday.com. If it has been more than 24 hours and they are still experiencing difficulties, please contact customer service at distserv@usana.com or by calling 801.954.7200.

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.



USANA'S WOMEN MEAN BUSINESS

Written by Emily Alaniz

- They are determined to achieve everything they want out of life. And by partnering with USANA, they've found a way to pursue their interests, meet their personal and financial needs, and utilize their incredible ability to connect with others, all with one life-changing opportunity.



“Women love to tell their stories,
and stories sell.”

Helen Yoshihara, 1-Star Diamond Director,
California, USA



— Women Rock at Network Marketing

According to the Direct Selling Association, women make up 82 percent of the network marketing industry—and to women themselves, this probably comes as no surprise. They already have the skills necessary to excel at direct selling.

For starters, women are great at multitasking. They're able to devote themselves to many different responsibilities at once, which is critical for anyone who wants to coach a team, find new prospects, and work on personal development all in the same week. Women are also resourceful, which makes them great at prospecting. They know how to think outside the box when it comes to meeting new people, they aren't afraid to strike up conversations with strangers.

Another great advantage women have in this realm is their strong communication skills. The driving force behind network marketing is communication—direct selling relies on the individual connection between salesperson and prospect. Women are excellent at forging new relationships and sharing their own personal stories to make these vital connections.

Women Want What USANA's Got

To allow women to take full advantage of their inherent network marketing skillset, USANA's business opportunity offers incredible flexibility. Women can choose to work their businesses full time or part time depending on their personal needs, they make their own hours so they'll always have time for what's most important to them, and they can work from home so they never have to be far from their families.

USANA's vision of true health also gives women a cause to believe in—a goal they can strive for every day, and a sense of

purpose in their day-to-day lives. It also encourages women to take care of their personal health and overall well-being.

Additionally, many women prefer to have things exactly their way—which is why they appreciate USANA's customizable approach to supplements, diet, and skin care. No woman ever has to compromise her specific needs when it comes to USANA.

Most importantly, women want to feel appreciated for their efforts. Since USANA has one of the best compensation plans in network marketing, women can reap significant rewards for their hard work and dedication to sharing the products they already use and love.

Show Women the Value of USANA

You don't have to be a woman to be successful at prospecting to women. All you have to do is present the USANA opportunity while keeping women's needs in mind.

Women want to be empowered. This means that, among other things, financial security is important to them, so emphasize financial freedom in your presentations. Women also understand the importance of time freedom—let them know that they'll be able to devote themselves to their business as well as the other things they care about.

Share your own USANA story. If you are honest about your experiences and share specific details about your business and your lifestyle, you'll create a personal connection with her.

Emphasize that running a USANA business can be fun. Network marketing provides a unique opportunity for women to make the most out of all their personal strengths while earning additional income and enjoying themselves in the process. ■

“The network marketing industry is a perfect fit for women. We are nurturing and caring, and we look after each other. These qualities give us the advantage.”

—Ellis Ninonuevo,
Emerald Director,
California, USA

USANA held its first-ever

Sweet

Successful Women Empowering Entrepreneurs Together

RETREAT



event by women for women on May 18 and 19 in sunny Orange County, California.

Written by Missy Bird

HOSTED BY MICHELLE MERRIWETHER, USANA vice president of U.S. field development, and Lori Truman, USANA executive director of U.S. field development, the lineup of keynote speakers was motivating and eclectic: Nicki Keohohou, CEO and co-founder of Direct Selling Women's Alliance; Jen Groover, media mogul and business expert; Patrice Dunkley, career and life coach; and Kathy Kaehler, USANA spokesperson, fitness expert, and celebrity trainer.

Other speakers included incredibly successful USANA leaders and executives who shared their own stories and insights on how to grow and develop—personally and professionally—in life, USANA, and the direct-selling industry. Their inspirational words flowed through the packed audience of Associates, impacting each woman differently. Yet there was an undeniable common theme of sisterhood, service, and skill development—and, of course, success. ■

"SWEET Retreat is about inspiring, empowering, and connecting women. It's about sharing stories and being real. It's not just about business, but about who we are. That's what I love about SWEET Retreat—it's that our stories can inspire, empower, and encourage other women."

—Helen Yoshihara, 1-Star Diamond Director,
California, USA

"I've always enjoyed female mentors as their hopes, dreams, and challenges are very similar to mine. Women-focused events give women a chance to learn about topics that are most important to them."

—Carmen Marshall, Diamond Director, California, USA

Read more about the SWEET Retreat
on USANAtoday.com
and whatsupUSANA.com.

Message From Kathy Kaehler

Tips from Celebrity Trainer and USANA Spokesperson

Your Summer List

Many of us have already started counting the days until summer vacation. Others are still working hard to get in tip-top shape for the upcoming season and may be wishing for a few more months of sweating. Regardless, the dog days of summer are right around the corner, and we need to be prepared.

It's important for everyone in your family to eat right, exercise, and make good choices. Vacations, reunions, weddings, weekend barbeques, and other warm weather activities make it easy for us to forget about our healthy habits. This can cause a host of unwelcome experiences: sunburns, weight gain, dehydration, constipation, food poisoning, wrinkles, sore muscles...did I mention weight gain?

What is the best way to reduce the risk for these annoying problems this summer? Make a list. A list allows you to see what you need to do, and then you can check your tasks off as you complete them. Once it becomes part of your lifestyle, this to-do list will become just as routine as brushing your teeth.

1. EAT REAL: Summer provides us with some of the most ideal health foods, so make sure you include them in your diet. Peaches, plums, and all berries have healthy properties and should be included in your salads, on the grill, or simply in your hand. Eating watermelon, mango, and papaya can cool your body as well. Start your days with a vanilla USANA **Nutrimeal™** blended with frozen fruit and feel full and energized without a lot of calories.

2. DRINK UP: In the heat, your body loses essential minerals due to sweating. These fluids need to be replaced or you will experience heat exhaustion and cramps. Drink filtered water throughout the day. Fill a large pitcher of water in the morning and make sure you finish it by the end of the day. Make your own ice cubes with filtered water, and add a berry or two in each for some added flavor.

3. GO RAW: Who wants to cook during the summer? Instead, enjoy as many raw foods as possible. Raw salads and smoothies are easy to make with the abundance of available seasonal fruits and veggies. A greater variety of fruits and vegetables will also mean more nourishment for your body. Prep all of your fruits and veggies ahead of time, just like I teach in Sunday Set-Up™.

4. BREAK A SWEAT: Summer is the time to get outside. Even if you didn't get to your goal weight before the hot weather, add some effective exercise habits into your routine to improve your fitness level. Pick outdoor activities like hiking, throwing a Frisbee, cycling, roller blading, swimming, or walking. And remember, the family that plays together stays together...and gets fit together.

5. ZZZs: Resist the urge to stay up late during long summer days. Instead, create a sleep routine. Keep the same bedtime and wake-up schedule, and avoid drinking alcohol within three hours of bedtime. Wear a sleep mask to cut out the light from your TV, clocks, and computers. And don't forget to bring a bottle of USANA's **Pure Rest™** on your vacation.

Print this list and post it in your home so you are reminded of these simple routines every day. Your summer will be full of fun, your body will thank you, and you will feel fantastic.



Are you a Facebook fanatic? Visit my page and get great tips on how you can lead a healthy, active, and energetic life!

<http://www.facebook.com/kathykaehler>



“What is the best way to reduce the risk for these annoying problems this summer? Make a list. A list allows you to see what you need to do, and then you can check your tasks off as you complete them.”



A LIFE TRANSFORMED

Written by Teresa Elias

Hattie Montgomery felt like there was a person inside of her, trying desperately to get out.

This person was an athlete. This person was strong, and this person lived life to its fullest. This person had a list of things to accomplish and an insatiable drive for new experiences.

But she wasn't that person. At 530 pounds, Hattie was trapped in her own body, insulating herself from the world around her. Food was a comfort, and while it was her friend, it was also her enemy. Three years ago, with her body literally shutting down around her, Hattie had an epiphany.

"I decided I didn't want to die."

FINDING USANA, FINDING A WAY

When your life is on the line, weight loss suddenly has nothing to do with looking good. It's not about fitting into your skinny jeans, and it's not about losing a few pounds to look good at your high school reunion. It's about living. And in that moment of realization, something profound happens.

"In weight loss and other traumatic situations, a feeling comes over you," Hattie explains. "When your will to live kicks in, you become unstoppable."

And Hattie was unstoppable. In one year, she dropped 180 pounds. It wasn't easy. She still wasn't able to exercise, and she was on an extreme calorie-reduced diet. But she battled through her toughest days, in part, with the help of her family and friends. "Your support system is key," Hattie says. "Losing a lot of weight is difficult, and sometimes it becomes overwhelming. It's hard to ask for help, and it's hard to lean on people, but it's also important to have those people who you know will always be there for you."

Then Hattie hit a wall, a plateau that even her strong support team couldn't help her break through. She also realized her diet wasn't sustainable. But she still had a long way to go to get healthy.

"At that point in my weight-loss journey, I was already researching supplements, buying protein shakes and meal replac-

ement bars at the grocery store, and trying to find something that worked," she explains. "But all those products left me feeling awful. One minute I would feel hyper, and the next, I would crash. I was just looking for something useful."

That's when she found USANA. Or rather, her dad found USANA, through his neighbor and Associate, Matt Ryan.

Hattie's dad offered her the USANA weight-loss solution: the **RESET™ weight-management program**. "I completed the Jumpstart **5-Day RESET™ Kit**, and I didn't have any spikes or crashes in my energy level," she says.

Not only did Hattie end up losing eight pounds and breaking through her plateau with Jumpstart, but she had unknowingly also found her way to sustainable long-term weight loss and health.



A Week in the Life of Hattie: Eating Plan

Breakfast 8:00 a.m.

AM HealthPak™
12 ounces almond milk,
Chocolate Whey Nutrimeal™,
Fibergy® Plus, and 1 cup frozen
blueberries, blended

After-workout Snack: 10:30 a.m.

1 cup low-fat cottage cheese
1 small apple

Lunch: 1:00 p.m.

12 ounces water
Dutch Chocolate, Wild
Strawberry, or French Vanilla
Nutrimeal

Afternoon Snack: 3:00 p.m.

Rev3 Energy® Drink
Peanut Butter Crunch or
Oatmeal Raisin Nutrition Bar
A serving of edamame, carrots,
or celery

Dinner A: 6:00 p.m.

PM HealthPak
Salad: sautéed mushrooms,
onions, tomatoes, and chicken
over field greens, spinach, non-fat
feta cheese, and black beans with
a low-fat vinaigrette

Dinner B: 6:00 p.m.

PM HealthPak
Egg white scramble: sautéed
mushrooms, onions, and
tomatoes with egg whites,
spinach, and non-fat feta cheese

Dinner C: 6:00 p.m.

PM HealthPak
My healthy version of chili:
Lean ground turkey, sautéed
mushrooms, onions, celery, and
peppers (add in black beans and
tomatoes for some spice)

Dinner D: 6:00 p.m.

PM HealthPak
Hamburger night: Lean, sirloin
patty cooked with mushrooms
and onions, tomato slices on
side and served with small field
green salad

DISCOVERING TRUE HEALTH

Hattie transitioned from the RESET Jumpstart Phase to the Transform Phase for the next year of her weight-loss journey. The ease of USANA's **Nutrimeal™** shakes and bars helped her establish an eating routine, which included healthy, low-glycemic dinners. This allowed her to forget about food and focus on herself. "When you're trying to lose weight, you don't want to have to think about or worry about your meals," Hattie says. "With USANA, everything is laid out for you. You know what you can have. This allows you to remove the

emotional impact food usually has. Food doesn't have the power: you do."

But like any other healthy lifestyle plan, Hattie knew RESET could only help her so much. She started taking the **HealthPak™** to make sure she was getting the vitamins and minerals her body needed for optimal health, and she joined a gym and hired a trainer, Ray, to help her find the right exercise routine.

Following the Transform Phase for the past two years, Hattie has lost an additional 140 pounds, taking her down to 208 pounds. Her life now revolves around all the opportunities she has and all of the things she can do. She's no longer trapped—quite the opposite.

At the end of January, Hattie completed her first indoor triathlon and proudly displayed the strong, confident, athletic person she always knew she was.

Today, Hattie feels lucky to have found USANA, and not just because RESET helped her become a healthier person. To her surprise, in finding USANA, she also inherited the largest support system she's ever known. "The USANA family is incredible," she says. "The people I've met through USANA have been so uplifting. It's one thing to have people create a product that really works, like RESET. But to have these same people actually care about the person who uses it? It's amazing." ■

**Want to know more about Hattie?
Look for her upcoming blogpost
on whatsupUSANA.com.**



A Week in the Life of Hattie: Fitness Routine

Monday

1 hour leg resistance training w/ Ray, 1 hour evening walk

Tuesday

Rest day, 1 hour walk

Wednesday

1 hour upper body resistance training w/ Ray, 1 hour evening walk

Thursday

Cardio at gym (20 min. stairs, 20 min. run, 20 min. row), 1 hour evening walk

Friday

1 hour total body workout w/ Ray, 1 hour evening walk

Saturday

Cardio at gym (20 min. swim, 20 min. bike, 20 min. run), 1 hour evening walk

Sunday

Light cardio (rotation among walking, jogging, swimming), 1 hour morning and evening walk

It is suggested that you take these products to your physician and secure his or her advice if you intend to change your diet, begin an exercise program, are pregnant or lactating, have allergies, are taking medications, or are under the care of a physician. The components of the USANA RESET 5-Day Kit are FOODS, not DRUGS. As with any health or fitness program, a sensible eating plan and regular exercise are required in order to achieve long-term weight loss results. Results will vary. Results not typical. The average weight loss with RESET is 4.5–5 lb. in five days.

“Teamwork means everything! It makes any goal look like a challenge you can overcome. If there are 180 people focused on the same goal and each of them contribute, you don’t have to carry the challenge all by yourself. I am thankful for those who have fought for and believed in me.”



Paloma Cabrera & Sergio Chagoyán Gómez

Querétaro, México



Jennifer Chang

British Columbia, Canada

“USANA has changed my life. I am healthier and have more financial freedom. I’m now able to work for myself and also help people see their dreams come true. I believe that if you use your heart to help others, the reward is unlimited.”

“I love the USANA products, which I believe bring health to me and my family. I am passionate about Dr. Wentz’ vision and I am honored to share that message with others.”



Wei Chen

British Columbia, Canada



Alice Choi

British Columbia, Canada

“In order to be successful, we need to grasp opportunities and adhere to our targets. We need to be strong, just like we are in a marathon—especially when we are faced with difficulties and frustration. I am honored to become a Gold Director and I am so grateful for my team’s support.”

See income disclaimer on page 20.



Judie Harvey
Maryland, USA

“Advancing to Gold Director still seems somewhat unreal. I’m associated with an incredible company, have met some truly special people, and will have something solid to count on when I retire.”



Cui Ting Huang
Oregon, USA

“Joining the USANA family was one of the best decisions of my life. I believe my success can be attributed to the small accomplishments I reach on a daily basis. I’m able to strive for success because of my passion and perseverance.”



Conn Kemper
Illinois, USA

“USANA has changed my life. I never thought I would have the opportunity to not only help people with health, but with their finances as well. USANA has given me the chance to pursue these dreams. Thank you Dr. Wentz!”



Jinke Kuang
Oregon, USA

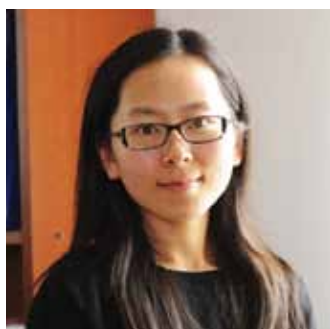
“The USANA products have significantly improved the health of not only myself, but my family. As long as I never give up and continue to use the products, I know I will obtain true health and freedom.”



“Having knowledge about our products is so incredibly important. If you know our company and products, you will be more successful in sharing the right message with your prospects. The more confident you are, the more motivated you will be.”



Angela Po Yee Li
Ontario, Canada



“The USANA vision runs parallel to my own vision and my life. I feel so happy knowing that my family and friends can potentially benefit from these products and this opportunity. Every day is a great day with USANA.”

Wenxiao Shen
British Columbia, Canada

“My run to Gold Director was certainly an adventure. It was the best example of teamwork that I have ever experienced. Looking back, it brought a whole new meaning to the statement, ‘It’s not all about me.’”



Martha Spinler
California, USA

New Gold Director Not Featured:
Hataiwan Tungmonkong, California, USA

See income disclaimer on page 20.

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USANA's Cross-Regional Conferences (better known as XRCs) are created with you in mind. With expansive networking opportunities, exclusive events, and insider examples on how to be successful in your USANA business, any experienced Associate will tell you—XRCs are the place to be. Not only are they a great way to put some excitement back into your business, but they will also help explain USANA's extraordinary opportunity to your guests. And that will definitely help expand your business expertise.

If you weren't able to attend your XRC in 2012, make plans now to experience it next year.

Here are some examples of what you've missed:

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Canada



Toronto
February 16–18, 2012

Guadalajara
March 1–3, 2012



México



San Antonio
April 13–14, 2012

United States



XRCs coming in 2013:

Montréal, Canada – March 7–9

Querétaro, México – March 15–16

Chicago, USA – April 19–20, 2013

Alejandra Ceballos Alba &
Luis Álvarez,
Querétaro, México

Ricardo Javier
Ramírez Almaraz,
Jalisco, México

Rubén Sotelo de Anda,
Jalisco, México

Catherine Anderson,
British Columbia, Canada

Saman Anothai,
California, USA

Jamie Beachy,
Tennessee, USA

Pranit Boonjaraun,
California, USA

Linda Bourdelaise,
Maryland, USA

Mario Moreno Casas,
Guanajuato, México

Chyu-Chyn Aegean Chen,
Texas, USA

Min Hong Chen,
Oregon, USA

Hui Ling Chien,
New York, USA

Gerald Cruz,
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Jing Shi Dai,
Texas, USA

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Ontario, Canada

Adam Du,
British Columbia, Canada

Regina Eicher,
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Susana Esquivel,
Querétaro, México

Lane Ethridge,
California, USA

Julie Chariz Everett,
California, USA

María Eugenia
Talamantes Guzmán,
Querétaro, México

Justin & Erin Hearn,
Texas, USA

Kev Hsu,
British Columbia, Canada

Praphaporn Inlowyai,
California, USA

Stephanie Jacques,
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Praphawarin Jaiton,
California, USA

Kunnakhon Jariyaworakul,
California, USA

Xiao B. Jin,
British Columbia, Canada

Jeremy Jones,
Illinois, USA

Jeffrey W. Jordan,
Texas, USA

Tim & Carmen Koebke,
Texas, USA

Christina Lau,
California, USA

Nghia Le,
California, USA

Jack Ken Lee,
Oregon, USA

Juno Leung,
British Columbia, Canada

Benson Li & Rebecca Hu,
British Columbia, Canada

Wan Li,
British Columbia, Canada

Dong Qi Liao,
British Columbia, Canada

Danny Liu,
New Jersey, USA

Hui Yuan Liu,
New York, USA

Qing Liu,
British Columbia, Canada

Oscar Lostanau,
California, USA

Ana Mancini,
California, USA

Yaniv Moreno Nava,
Baja California, México

Diana Paulina González Olvera,
Querétaro, México

Ma Pak,
British Columbia, Canada

Tony Pham,
California, USA

Queenie Poon,
Ontario, Canada

Supawan Pornwattana,
California, USA

Gelines Griselda Almada Real &
Francisco Martínez,
Sonora, México

Ana Gabriela
De La Huerta Sáenz,
Jalisco, México

Zaydent Salazar,
Jalisco, México

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Baja California, México

Monika Shen,
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Rinrudee Singharad,
California, USA

Haiyan Song,
British Columbia, Canada

Rattana Thachina,
California, USA

Brian Vaisnoras,
Illinois, USA

Chris Vaisnoras,
Illinois, USA

Oscar David
Rodríguez Vázquez,
Querétaro, México

Duangkhae
Wanchaitanawong,
California, USA

Linda Watson,
Texas, USA

Betty Wee,
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Amy Wong,
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Message



Who: [USANA Social Media](#)

What: [USANA International Convention 2012](#)

Where: Salt Lake City, Utah

When: August 15–18

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USANAFest



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USANA shared [What's Up, USANA?](#)

12 hours ago

Can you imagine the looks we'd get from Associates if there were a social media booth set up at USANA's very first Convention? Back then, Associates were doing all sorts of crazy things: calling prospects on the phone, driving to weekly appointments, and holding team meetings...IN PERSON! (Shocking—I know.) Sure, people still do that. But social media has forever changed the ways in which people market themselves and their businesses.

With convenient, effective social media tools like Facebook, Twitter, Skype, Blogger, Pinterest, and more, people can connect virtually anywhere, anytime. How much could you accomplish with such power? You might not even be aware of the influence you can have with a strong online presence.

This is where USANA's social media pros come in. You didn't think the social media team would miss out on USANA's biggest party EVER, now did you? Of course not! You'll be able to find the pros workin' the social media booth day in and day out. So come to Convention with all your social media questions and concerns. They'll address any issues you've come across and even get you set up on sites you have yet to discover. You'll be #hashtagging before you know it!

6 Social Media Pros/Friends



Tim Haran



Mallory Moger



Diana Yin



Allie Henderson



Jessica Whiting



Boyd Bastian



Ashley Collins



Nick Peterson

Recent Posts by Others on USANA Social Media [See All](#)



[Kate Northrup Moller](#) mentioned:

I'm setting a goal right now to make #USANA12 a trending topic during Convention! Who's with me? #USANA12



[Tim Haran](#) mentioned:

May 4, 2012 *

Make sure to follow USANA on Twitter (@USANAinc) and the rest of their social media sites. As we near Convention, it's the best—and quickest—way to stay informed. There might even be a contest or two—before and during Convention!



Jenna Templeton,
USANA R&D lab associate.
USANA's R&D department
has 15 scientists on staff.

ASSOCIATE WITH SMART.

SCIENTISTS ARE SMART.

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

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

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

Visit USANA.com.

ONE STAGE HUNDREDS OF AWARDS

—RECOGNITION WITH YOU IN MIND—

Written by Nick Peterson

Attention all award-seeking Associates: we've got some exciting news. Due to the enormous amount of recognition our Associates have earned, we will be handing out a different award in *every* general session at Convention! It's a strategic move on our part to make each award recipient's winning moment as special as it should be.

It's important for you to focus on what the awards mean and how you can earn one. After all, how can you be expected to win an award you know hardly anything about? That's why we've assembled this nifty guide, which covers the basics of each award and how you can win one.

Here's a closer look at the awards often referred to as "The Big 5":



Distributor of the Year

If you're an Associate looking to rack up as many USANA accolades as possible, this award should be your end goal. If you end up on the Convention stage accepting this award, you *know* you're the best. This award recognizes USANA's Top Income Earner who demonstrates vision and dedication in sharing the message of true health and true wealth.

2011 recipient: Rita Hui, 11-Star Diamond Director
"Now that my team has developed maturely throughout various countries, I am able to enjoy my harvest by relishing my free time and traveling the world with my family."



Dr. Wentz Vision Award

When Dr. Wentz created USANA, he had a very specific vision of a world free from suffering and disease. So if you want this award, you *really* have to act as a catalyst, putting this vision into action.

2011 recipient: Dean, Sherri & Matt Chionis, 1-Star Diamond Directors
"This amazing company has changed our lives so much over the years for the better. We get to help people improve their lives and make friends along the way. It is one big USANA family."



President's Award

The President's Award. Sounds special, right? Well, it *is*! And if you're dying to clench this shiny trophy one day, you'd better hope you've got business savvy. This accolade is reserved for the Top Growth Earner who continually shares the USANA opportunity and the benefits of financial freedom with others.

2011 recipient: Mei Huang, 3-Star Diamond Director
"I plan on spreading the vision of health and freedom for the rest of my life."



Rookie of the Year

If you're an Associate just getting started with USANA, pay attention. Just because you're a "newbie" doesn't mean you can't start earning a decent paycheck, attending Convention, and—most importantly—winning awards! With the Rookie of the Year award, make sure you're the no. 1 Associate out of USANA's "Rising Stars," and you'll be on the Convention stage with the veterans.

2011 recipient: Dongxu Gao, Gold Director
"The work I've done has been recognized, and this has galvanized me to work harder on USANA in the days to come. I strongly believe the universe rewards action."



Top Associate Enroller

The name of the award says it all. You want it? Enroll more Associates than anyone else in the company. Simple as that! Fair warning though: it's much easier said than done.

2011 recipient: Alma Corres Zíncúnegui, Gold Director
"My potential Associates notice that I truly believe in USANA's products and share the vision and dream of Dr. Myron Wentz."

Getting in on one of the “Big 5” awards is a *big* deal. But those awards aren’t the end all, be all. Take a look at the other nine categories that are recognized. Once you see just how much recognition there is to be earned, we hope you’ll take the first step toward winning your own accolade.



Million Dollar Club

This club is “members only.” And the only way you become a member is by hitting the \$1 million mark in your USANA business. It probably sounds like an unattainable number, but you’d be surprised at how many people reach this level of success simply by keeping a reasonable and consistent flow of income over many years. What we’re saying is: you *can* reach that magical number!



Fortune 100

This group consists of USANA’s top 100 income earners worldwide. The top 25 are designated as the Fortune 25 and qualify for an all-expense paid vacation. The top earner out of the Fortune 100 is named Distributor of the Year.



Growth 100

This group consists of USANA’s top 100 North American Associates who have increased their business in absolute Commission Volume Points (CVP) the most. The top 25 are designated as the Growth 25 and qualify for an all-expense paid vacation.



Rising Stars

“Rising Stars” are the top 25 income earners out of all new Associates. The top Associate in this group is recognized as Rookie of the Year.



PaceSetter Creators

Associates in this group personally sponsor individuals and help them become Platinum PaceSetters or PaceSetters.



Top Associate Enrollers

The top 25 Associate Enrollers are recognized at Convention.



Top PC Enrollers

The top 25 Preferred Customer Enrollers are recognized at Convention.



Teamwork

Teamwork awards are given to Silver Directors and below who have gone above and beyond to help their team find success.*



Children’s Champions

This group consists of Associates whose compassion and contributions have helped children in need around the world.*

There you have it! If you were keeping tally, there were more than 300 awards listed after “The Big 5.” Now that’s a lot of opportunity for success! So what’s stopping you? We’ve laid out your road map with directions to every Convention award. Only you can determine the route you’ll travel and which awards you’ll win. Just know we’ll be with you every step of the way—including the day you finally find yourself accepting that big award on the Convention stage. See you there! ■

If you’d like even more information on the awards, you can visit the Convention website at www.convention.USANA.com. From there, you can check out the “awards” section for the most up-to-date information on anything and everything awards.

*Recipients are selected based on nominations submitted by other Associates. All nominations should be submitted through the Convention website.



notable numbers

Clever conversation starters



The number of years our operations team has remained “accident free.” USANA is constantly working to provide the safest, securest work environment to ensure the well-being of our employees and the quality of our products.

21,768

Ounces of Rev3 Energy® that would be consumed by someone if they were to drink one a day, starting August 27, 2008—the day USANA launched the energy drink at the 2008 International Convention—until August 15, 2012, the first day of the 2012 Convention.

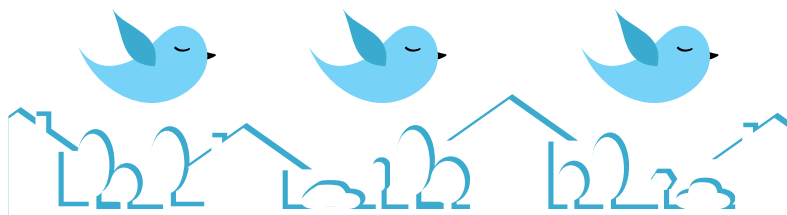
That's more than 170 GALLONS of Rev3!



89

The number of Associates who advanced to Silver Director in the first quarter of 2012.

(Good job!)



9,955...and counting

The number of people who follow USANA (@USANAinc) on Twitter.

22



The number of medals won by USANA athletes at the 2010 Vancouver Winter Olympics. (Six gold, eight silver, eight bronze.) If USANA were a country, we would've finished 5th in the world medal count. Keep an eye out for other USANA athletes in London at this summer's Olympic Games!

51

The number of times “20” appears in this volume of the USANA magazine. (Don't believe us? Count for yourself!)

BAGGAGE CHECK!



For the biggest movers and shakers, travel is a way of life. Whether traveling for business or pleasure, pack these essential products to reach your destination safe and healthy.



+ **PROFLAVANOL® C100**
Delivers a powerful, grape-flavored dose of immune support.

+ **HEPASIL DTX™**
Supports liver health when a hectic schedule and limited dining options alter eating habits.

+ **SENSE™ FACIAL & BODY CARE PACKS**
Refreshes and revitalizes your skin with the same products you love using at home.

+ **REV3 ENERGY® SURGE PACKS**
Helps you keep up with your busy travel itinerary with a healthier source of energy.

+ **USANA® PROBIOTIC**
Supports healthy digestion and promotes regularity.

+ **USANA® NUTRITION BARS**
Provides delicious, on-the-go nourishment.

+ **ACTIVE CALCIUM™ CHEWABLE**
Works great as an antacid.

OTHER HEALTHY TIPS.
Drink plenty of water. • Wash your hands often. • Plan ahead. Get sufficient 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.

ASIA-PACIFIC ADVANCEMENTS

USANA Health Sciences would like to congratulate all of our Asia-Pacific Associates who advanced from February 5–March 31, 2012.

DIAMOND

2-Star Diamond

Zhao Minghui & Wang Rongmin,
Hong Kong (Not pictured)
Bing Wong, Hong Kong

1-Star Diamond

Ping Gao & Hao Chuan Zhang, Australia

Diamond

Tsai Su Bi & Chen Yi Chung, Taiwan
Duard & Rosanne Ricalde, Philippines



EMERALD

Changjie Ge, Hong Kong
Yuen Wah Leung, Hong Kong
Emily Siu, Hong Kong
Haicheng Wang, Hong Kong
Dr. Wei Wu & Hong Yan Li, Australia
Li Zhang, Australia

RUBY

Clark de Guzman, Philippines
Qian Jing, Hong Kong
Hirofumi Kurasaki, Japan
Siew-Lan Li, Australia
Fan Shufen, Hong Kong
Sun Xiaofeng, Hong Kong
Kuanming Zeng, Hong Kong

GOLD

Yun Ai, Hong Kong
Ricky & Rose Alqueza, Philippines
SoYeon Bae, Korea
Xiangying Bao, Hong Kong
Rey & Jovelyn Bautista, Philippines
Ice Casasola, Philippines
Xiaofu Chen, Hong Kong
Zhan Chen, Hong Kong
Tsai Han Chu, Taiwan
Diana Margareth Dimatera,
Philippines
Hai Ying Ding, Hong Kong
Ru Xin Ding, Hong Kong
Linmei Du, Singapore
Yuze Du, Hong Kong
Bren Evangelista & Phoebe Ngan,
Philippines
Linhai Fan, Hong Kong
Anthony James R. Fauni, Philippines
Mingxian Fu, Hong Kong
Wang Fudi, Hong Kong
Ronald Brian Guinto, Philippines

Jie Guo, Hong Kong
Xiamei Guo, Hong Kong
Zheng Guojun, Hong Kong
Ning Han & Shanyue Zheng,
Australia
Gai Hong, Hong Kong
Zhu Hong, Hong Kong
Changming Huang, Hong Kong
Hui Huang, Hong Kong
Ru Huang & Huan Yan, Australia
Ying Huang, Hong Kong
Lai Yao Kai, Taiwan
Keishi Kobayashi, Japan
Deqiang Kong, Australia
HyunJin Kwon, Korea
Paul Lai, Taiwan
Jie Li, Hong Kong
Min Li, Hong Kong
Wang Lin, Hong Kong
Chunzhi Liu, Hong Kong
Yulan Liu, Hong Kong
Yu Ma, Hong Kong

Chunhua Niu, Hong Kong
Haiying Ou & Jian Ping Sun,
Australia
Rongyan Pang, Hong Kong
Mark Arthur Pasco, Philippines
Shu Qingfei, Hong Kong
Franklin O. Que, Philippines
May & Joy Razon, Philippines
Cuitao Ren, Hong Kong
Jever Lee Santos, Philippines
Shuwei Sun, Hong Kong
Zhihui Sun, Hong Kong
Min Wang, Hong Kong
Yuhua Wang, Hong Kong
Zhendong Wang, Hong Kong
Wang Wei, Hong Kong
Lin Ya Wen, Taiwan
Jing Xiao & Da Wei Cao, Australia
Jianping Xia, Hong Kong
Yan Xiao, Hong Kong
Bin Xie, Australia
Guanxing Xu, Hong Kong

Xinyou Xue, Hong Kong
Qingfen Yang, Hong Kong
Sun Yingli, Hong Kong
Chongli Zeng, Hong Kong
Aijuan Zhang, Hong Kong
Liqiao Zhang, Hong Kong
Ruiqing Zhang, Hong Kong
Xianghua Zhang, Hong Kong
Xiuping Zhao, Hong Kong
Yihong Zhong, Hong Kong
Fupeng Zou, Hong Kong

CONGRATULATIONS ALSO TO OUR 412 NEW SILVER DIRECTORS FROM OUR ASIA-PACIFIC MARKETS.

Top ASSOCIATES

February 4th-March 30th, 2012



**Top North
American
Growth Earners**

**Top North American
Associate Enrollers**

**Top Global
Income Earners**

**Top North American
Preferred Customer
Enrollers**

Dear USANA family,

I recently read an interesting business article. The article referenced an alleged statement made by former president of IBM, Thomas J. Watson, in the 1940s. He said there would only be seven computers created that year, alluding to an extremely low demand. Can you imagine? Of course, as we all now know, with the creation of Apple and other key players in the computer industry, that prediction was proven completely, utterly, unmistakably false.

This unbelievably huge miscalculation made me stop and reflect on how we view our businesses. As you are growing, what predictions are you making? It is vital that you set goals and expectations for yourself, but never let those expectations get in the way of something even greater. Like Thomas Watson, you could be limiting yourself, your market, and your potential as an Associate and a business owner without even realizing it.

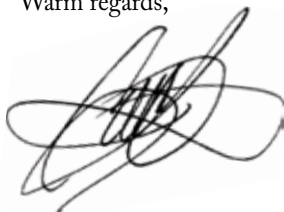
Here are a few key things to remember as you plan your future and create expectations for your success.

1. Everything, and everyone, has the potential to change. Never take anything for granted, because you never know what the future holds.
2. Celebrate your victories because you have worked hard and deserve them, but never let them become more important than the work you do.
3. Intelligence is more than being book smart. It's also the ability to understand your environment and adapt to others around you.

We often fear change because not knowing what the future holds can be scary. But change will always be present in our lives, and we can't avoid it. Remember that you still have power in those situations. You decide how you are going to react to change, and how you react could be the difference between stagnation in your business and enormous success.

While change is inevitable, and even the brightest of us don't always predict the future correctly, you can always be assured of one thing: USANA's values. We are absolutely devoted to you and your success. We are in awe of your commitment to spreading USANA's vision. Together, we are changing lives for the better. And that is one thing that will never change.

Warm regards,



Carlo Ledezma
General Manager of México

Top North American Growth Earners

Top North American Growth Earners were determined by comparing the "Top Associate" time period below.
December 9, 2011–February 3, 2012 to February 4, 2012–March 30, 2012

Associate Name	Region
Conchita Vargas Lugo & Paola Vargas Lugo	Querétaro, México
Lise Diamond	Québec, Canada
Lei Zhu	New York, USA
Stephanie Ho	New York, USA
Verónica Ramírez Lomelí	Querétaro, México
Paulina Septién Lomelí & Armando Gómez	Querétaro, México
Po Yee Li	Ontario, Canada
Elizabeth Rider	Colorado, USA
Sergio Chagoyán Gómez	Querétaro, México
Martha Spinler	California, USA
Alice Choi	British Columbia, Canada
Mark & Lynette Mast	Georgia, USA
Conn Kemper	Illinois, USA
Pablo Macías Ramírez	Jalisco, México
Crystal Yoder	Georgia, USA
Stephen Makanju	Texas, USA
Chris Vaisnoras	Illinois, USA
Yaney Gao	Louisiana, USA
Karen Lu Yan	New York, USA
Wenxiao Shen	British Columbia, Canada
Majid & Kahnoush Mokhbery	California, USA
Tracy Wenkman	Florida, USA
Hong Mei Xu	British Columbia, Canada
Alice Xu	British Columbia, Canada
Fabio Rodríguez & Sandra Zuluaga	Jalisco, México
Lili Wu	British Columbia, Canada
Lillian Wong	British Columbia, Canada
Maria Eugenia Álvarez	Querétaro, México
Philip Yang	British Columbia, Canada
Ivonne Reyes Vera	Jalisco, México
Xiao Yan Gong	New York, USA
Hataiwan Tungmonkong	California, USA
Wei Liang	New York, USA
Carl Berthelette	Québec, Canada
Casey Liang	Illinois, USA
Wei Chen	British Columbia, Canada
Anny Lapierre	Québec, Canada
Brian Knapp	United Kingdom
Carlos Olivas & Deidra Robledo de Olivas	California, USA
Denise Huang	British Columbia, Canada
Min Cheng	British Columbia, Canada
Jinke Kuang	Oregon, USA
Imma Afi Souka-Adenka	Québec, Canada
Poompaka Komolvasri	Florida, USA
Romina Poletti	Ontario, Canada
Chui Ping Leung	British Columbia, Canada
Guadalupe Santillán	Querétaro, México
Tete De La Torre	California, USA
Stacy Christensen	Utah, USA

Top North American Associate Enrollers

Based on the number of personally sponsored downline members enrolled. February 4–March 30, 2012

Associate Name	Number Enrolled	Region
Robin Tremblay	20	Québec, Canada
Cordia Leung	19	Texas, USA
Dra. Noemí A. Díaz de León Martínez	17	San Luis Potosí, México
Paulina Septién Lomelí & Armando Gómez	15	Querétaro, México
Jocelyn De La Torre	11	California, USA
Kate Northrup Moller	10	New York, USA
Rebecca Chai	10	Texas, USA
Lei Zhu	10	New York, USA
Christina Tin	10	New York, USA
Conchita Vargas Lugo & Paola Vargas Lugo	9	Querétaro, México
Barbara & Dr. Norman Dawson	8	New Mexico, USA
Imma Afi Souka-Adenka	8	Québec, Canada
Wang Tong Bo	8	California, USA
Ana Gabriela De La Huerta Sáenz	8	Jalisco, México
Ratthaphat Booncharoen	8	California, USA
Wang Dan Yang Helen	8	California, USA
Lillian Hernandez	8	New York, USA
Dan Micheli	7	Utah, USA
Jim & Dian Fawver	7	New Mexico, USA
Dennis Chen & Sheila Xiao Nan Wang	7	California, USA
Lily Song & Ivan Li	7	British Columbia, Canada
Patrice Tremblay & Karyne Drolet	7	Québec, Canada
Elizabeth Crespo Palomera	7	Jalisco, México
Tony Jeffries	7	California, USA
Hsiu Wen Tseng	7	British Columbia, Canada
Alejandra Arce Gómez	7	Querétaro, México
Pablo Macías Ramírez	7	Jalisco, México
Annette & Victor Que	6	British Columbia, Canada
Jorge Vázquez	6	California, USA
Simon & Kelly Chan and Scott McGee	6	California, USA
Santiago Hurtado Gómez	6	Michoacán, México
Marcela González & Luis Vizcaino	6	Jalisco, México
Theresa Haney & Pepi Diaz-Salazar	6	New York, USA
Pat L. Birnie	6	Ontario, Canada
April Rutka	6	Ontario, Canada
Brandi Bishop	6	Utah, USA
Ana Paula & Carlos Ayala	6	Jalisco, México
Lei Zhu	6	New York, USA
Dra Adriana Gutiérrez & Carlos Pérez	6	Jalisco, México
Christa MacLellan	6	Ontario, Canada
Jinny Maltais	6	Québec, Canada
Joshua McGowan	6	California, USA
Lillian Wong	6	British Columbia, Canada
Brian McDonald	6	Texas, USA
Edith Courtois	6	Québec, Canada
Vea Resurreccion	6	Alberta, Canada
Dongmei Zhang	6	British Columbia, Canada
Marne Muchmore	6	Utah, USA
Gloria Castillo García	6	Guanajuato, México
Bimbou Jung	6	California, USA
Yaniv Moreno Nava	6	Baja California, México

Top Global Income Earners

Determined by the total commissions earned.

February 4–March 30, 2012

Associate Name	Region
Rita Hui	Hong Kong
Vincent, Mable & Adrian Chan	British Columbia, Canada
Jeremy Stansfield	Utah, USA
Queen & Alan To	Hong Kong
Collette Larsen & Zachary Ross	California, USA
Connie Yao & Jim Barabe	British Columbia, Canada
Conchita Vargas Lugo & Paola Vargas Lugo	Quéretaro, México
Bill & Jenny Huang	New Zealand
Liu Tang Jung & Pan Hsiu Jou	Taiwan
Tina Tao Pang & Ted Chun Yong Liu	Maryland, USA
Dr. Wen Chi Wu & Zang Houng Wu	New Jersey, USA
Mei Huang	New York, USA
Peter & Bibiana Pau	Washington, USA
Dennis Chen & Sheila Xiao Nan Wang	California, USA
Annette & Victor Que	British Columbia, Canada
Steven Chen & Zhi Xian Jin	Australia
Chiu Liang Yin & Kung Bing Feng	Taiwan
Bob, Mary, Amy & Xian Lin	Australia
Zhao Minghui & Wang Rongmin	Hong Kong
Bryan & Monica Penrod	Texas, USA
Bing Wong	Hong Kong
Bryan Morris	Texas, USA
Zhang Baowen & Sheng Weiping	Hong Kong
Lin Shi & Meiqin Jiang	Australia
Frank Feng & Bin Yang	Australia
Simon & Kelly Chan and Scott McGee	California, USA
Chun-Ming Chang & Aileen Zhou	Australia
Daniel & Dr. Paige Hunter	Texas, USA
Feng Ye & Jian-Qin Gu	Australia
Wang Ying Chiao & Lin Sen Chi	Taiwan
Wu Shiao Chen & Lai Feng Yu	Taiwan
Ping Gao & Hao Chuan Zhang	Australia
ChangJin Lee & JaeYun Jung	Korea
Dean & Sherri Chionis & Matt Chionis	Illinois, USA
Wendy Wu & Michael Zhang	Australia
Susanne & John Cunningham	Manitoba, Canada
Carmen Marshall	California, USA
Matt & Shanna Ryan	Texas, USA
Jordan Kemper	Illinois, USA
Cai Junfen	Hong Kong
Sterling & Mary Ottesen	Utah, USA
MaengJa Lee & BongKi Kim	Korea
Dr. Steve & Andrea Hryszczuk	Illinois, USA
Ada Chai & Jeff Ng	Hong Kong
Penny & Phil Kirk	Arizona, USA
Terry Wang & Linda Ju	Hong Kong
Michael Callejas	California, USA
Peter & Dora Zdanis	Pennsylvania, USA
Karen Shumka	British Columbia, Canada

Top North American Preferred Customer Enrollers

Calculated by the total enrolled Preferred

Customers who purchased a minimum of 25 points.

February 4–March 30, 2012

Associate Name	Number Enrolled	Region
Tracy Wenkman	50	Florida, USA
Conrad Deschenes	37	Québec, Canada
Ning Lu	28	California, USA
Karin Henderson	25	British Columbia, Canada
Alma Corres Zíncúnegui	23	Jalisco, México
Hanna Orines	19	California, USA
Hongwei Shen	18	California, USA
Thi Phuong Nghi Vu	18	Québec, Canada
Moir Griesser	17	Ohio, USA
Melissa Gansereit	17	Georgia, USA
Brian McDonald	16	Texas, USA
Serge & Diane Deslongchamps	15	Québec, Canada
Janice F. Moranz	15	New México
Soraya Abawi	15	California, USA
Zora Pesio	15	Washington, USA
Rani Sharan	15	California, USA
Gregory Borelli	13	Québec, Canada
Michelle Ray	13	Ontario, Canada
Gemma Hughes	13	West Virginia, USA
Astrid Cuevas	13	Jalisco, México
Stephane Tousignant	12	Québec, Canada
Eligia Barrios & Benjamín Morales	12	México State, México
Dr. Karen Wolfe	12	California, USA
Clive Francis	12	United Kingdom
Wang ShuJun	12	California, USA
Christine Fikany	12	Illinois, USA
Nathalie Labonté	12	Québec, Canada
Adam Goerlitz	12	Ohio, USA



“Preferred Customers can be such an important component to building a strong foundation in your USANA business. The Autoships from a strong Preferred Customer base can help you earn a consistent paycheck while you are growing your business. A happy customer will maintain their Autoship, refer new customers, and many times, end up becoming an Associate themselves.”

Tracy Wenkman
Florida, USA
Gold Director

Message From Denis Waitley



"USANA produces the greatest Conventions and other events. No wonder so many other companies try to crash our parties."

My Top Twenty Reasons to Celebrate USANA

1. **Branded as the Best**—I always strive for the best. Just as I would choose the best home environment, education, role models, and health for my family, so I have chosen USANA as my personal nutrition company.
2. **Integrity of the Vision**—Dr. Wentz walks his talk 24/7. USANA's research, development, and science-based products reflect that to the core.
3. **Legacy**—Dave Wentz is not CEO because he is the founder's son. Dave was chosen because of his experience, his ability, and his commitment to grow USANA into a "legacy company."
4. **Global Leadership**—I have never known another company so deep in talent. Every member of the USANA team is a proven leader.
5. **Quality of Associates**—Excellence attracts excellence. USANA attracts top individuals dedicated to help others enhance their health and freedom.
6. **Personalized Products**—The world is rapidly moving away from mass marketing to personalization. "Having it your way" is the wave of the future. USANA will continue to lead the way in nutrition through customization.
7. **Sales Tools**—They weren't created just to win awards. They win awards because they tell our story better than other companies tell their stories.
8. **Compensation Plan**—The payout to Associates is the best in the industry. Enough said.
9. **Icons**—Big consumer companies pay a lion's share of their marketing budgets getting celebrity endorsements. USANA earns its endorsements through the performance of its products and its dedication to product purity. Olympians and world-class athletes need that absolute assurance.
10. **Third-Party Relationships**—As with Olympians, organizations like The Linus Pauling Institute and major universities only work side by side with companies who have proven track records of success and credibility.
11. **Technology**—USANA is constantly reinventing its online experience. No other direct selling organization does it better, faster, and more effectively.
12. **Support Staff**—These are the unsung heroes; the wind beneath our wings.
13. **Meetings**—USANA produces the greatest Conventions and other events. No wonder so many other companies try to crash our parties.
14. **Bonuses**—USANA has so many ways to earn extra cash, and they're much more fun than scratching off a winning ticket.
15. **Recognition**—Fortune 25, Growth 25, retreats, and Million Dollar Club—nobody does it better than USANA.
16. **Residual Income**—No other business I know of offers the potential to outlive ourselves in terms of financial security. If we put in the effort, it will give us the rewards.
17. **Friendships**—My very best lifetime friends are all involved in USANA.
18. **Family**—Many companies attempt to build a family-like environment to get more productivity. The USANA family is the real thing for reasons beyond profit.
19. **Fun**—I have never laughed so much.
20. **Twenty Years Young**—I am proud of USANA's successful 20-year history. However, the next 20 years will make the first 20 seem like a dress rehearsal. The best is yet to come!

—Dr. Denis Waitley

Life trainer of Super Bowl and Olympic athletes, Apollo astronauts, and Fortune 500 executives; motivational speaker; best-selling author



USANA HEALTHY LIVING SUMMIT

At the intersection of Hollywood and Highland, you'll find the names of hundreds of on-screen legends lining the walkways. Celebrities stroll down the red carpet here during every awards season. So it only makes sense that USANA's Healthy Living Summit, which boasted celebrities and legends all its own, took place in this very same spot.

More than 2,000 people came to Hollywood to listen to the lineup of incredible speakers who shared ways they have found to live happier, healthier lives. Headlining the event was Dr. Mehmet Oz, a renowned cardio-thoracic surgeon, author, and two-time Emmy® award-winning host of the Emmy® award-winning *The Dr. Oz Show*. Dr. Mehmet Oz educated the large audience on everything from the best way to breathe to the best foods to eat. His message, which he said "aligns exactly with Dr. Wentz' vision," is to help educate people to live happier, healthier lives.



Speakers at the USANA Healthy Living Summit, from left to right:

Emerald Director Dr. Ladd McNamara, Dave Wentz, Dr. Mehmet Oz, Dr. Myron Wentz, Kathy Kaehler, 10-Star Diamond Director Collette Larsen, Dr. Christine Wood, Dr. Denis Waitley, Diamond Director Jordan Kemper.



UPCOMING EVENTS

2012

**July
6**

Last day to qualify
for rank advancement
recognition at the USANA
International Convention



THERE'S STILL TIME
TO QUALIFY FOR
THE TRIP OF A LIFE-
TIME IN EITHER
PARIS, FRANCE
OR THE
**DOMINICAN
REPUBLIC**
AS A MEMBER OF
THE **FORTUNE 25**
OR **GROWTH 25**.
DO WHAT IT TAKES
TO ENSURE YOUR
SPOT AND TRAVEL
TO ONE OF THESE
BEAUTIFUL LOCA-
TIONS THIS YEAR.



August

15-18

**2012 International
Convention**

Salt Lake City, Utah

24

Qualification ends

to attend the
Fall Gold Retreat

Don't wait for
success to find you.
Work hard now
to be recognized
for your efforts
on stage at this
year's Convention.
Qualification for
rank advancement
ends July 6.

September

18-23

Fortune 25

Paris, France



October

11-14

Fall Gold Retreat

The Canyons Resort Utah



November

8-12

Growth 25

Dominican Republic

Remember,
informative
conference calls
are held each
Wednesday at
7:00 p.m. MDT.

Check
USANAtoday.com
for details.

Location:

CULTURE

Punta Cana, Dominican Republic



Location:

LUXURY

Paradisus Palma Real Resort



Location:

REWARDS

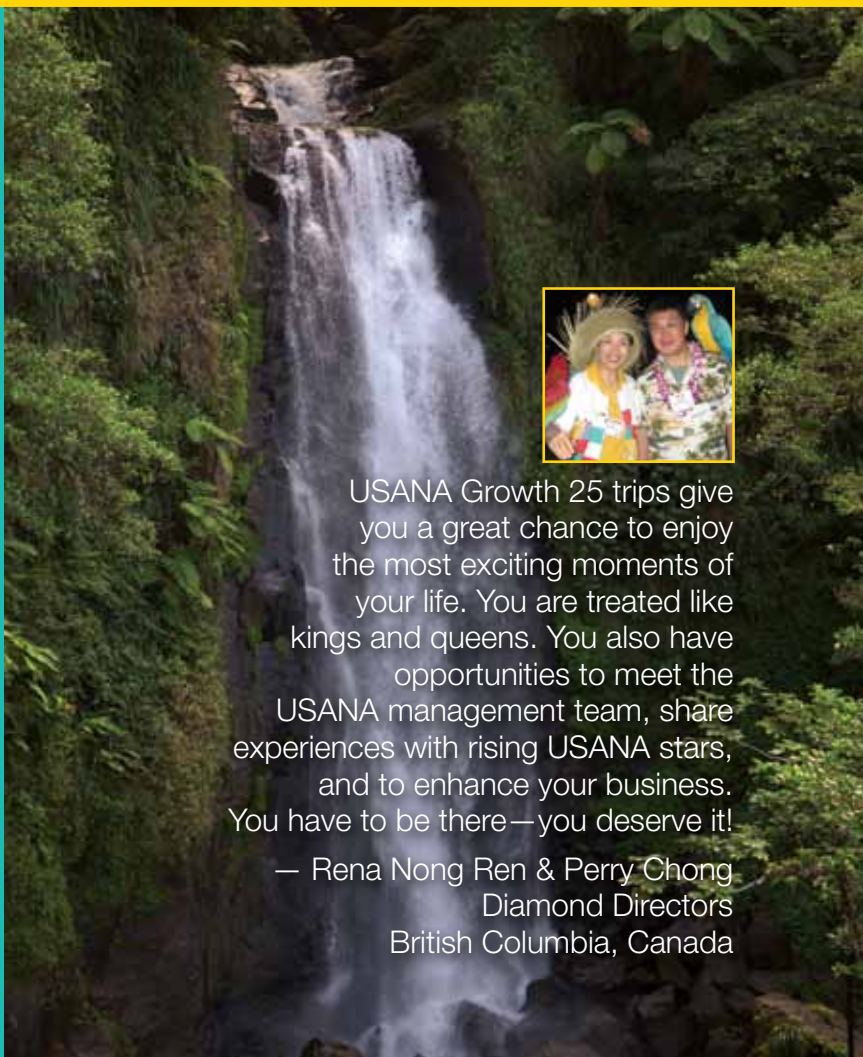
November 8-12, 2012



Bordering Haiti and lying between the Atlantic Ocean and the Gulf of México, the Dominican Republic is a product of its history. This nation was home to the first Spanish colony in the New World, and today, the vibrant mixture of Taíno, African, and Spanish cultures produces a traveling experience unlike any other. On November 8–12, 2012, USANA's Growth 25 will discover that the Dominican Republic is where ease and tranquility joins excitement and discovery.

Find full details and qualifying rules for the Growth 25 at USANAtoday.com.

USANA
25
GROWTH



USANA Growth 25 trips give you a great chance to enjoy the most exciting moments of your life. You are treated like kings and queens. You also have opportunities to meet the USANA management team, share experiences with rising USANA stars, and to enhance your business. You have to be there—you deserve it!

— Rena Nong Ren & Perry Chong
Diamond Directors
British Columbia, Canada

USANA Health Sciences
3838 West Parkway Blvd.
Salt Lake City, UT 84120
USA



CELEBRATE **USANA'S 20TH**
ANNIVERSARY AT **USANAFEST 2012!**

USANAFEST **2012**

Eddie Money

Belinda Carlisle

Tommy Shaw

Kenny Loggins

DRESS UP IN YOUR '80S GEAR AND PARTY ALL NIGHT!

Wednesday, August 15
USANA Amphitheatre

Want to know more about Convention?
Visit www.convention.USANA.com!