



North American Average Total Earnings

The primary reason 17% of USANA independent business owners join the company is to improve their financial future. 21% of that group earns a cheque at least once a month. Of those whose primary reason is to earn enough to replace a full-time income, 41% have been Associates for at least one year and 56% are full-time Gold Directors and above.¹

The following chart demonstrates the wealth many Associates² are creating with the USANA opportunity:

Rank	% of Active	% of Everyone	Weekly Average	Annual Low	Annual High	Annual Average (Wkly Avg x 52)
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FULL-TIME ASSOCIATES						
Star Director	4%	< .1%	\$ 21,138	\$ 643,519	\$ 2,213,987	\$ 1,099,199
Diamond Director	6%	< .1%	\$ 16,148	\$ 370,815	\$ 1,306,825	\$ 839,696
Emerald Director	10%	< .1%	\$ 6,897	\$ 215,318	\$ 797,534	\$ 358,664
Ruby Director	15%	< .1%	\$ 4,556	\$ 151,050	\$ 363,327	\$ 236,872
Gold Director	66%	.1%	\$ 2,388	\$ 54,543	\$ 289,325	\$ 124,219

PART-TIME ASSOCIATES						
Silver Director	< 1%	.1%	\$ 1,784	\$ 65,405	\$ 157,232	\$ 92,752
Bronze Director	< 1%	.1%	\$ 1,184	\$ 41,869	\$ 97,226	\$ 61,627
Director	1%	.1%	\$ 899	\$ 12,825	\$ 64,714	\$ 46,763
Achiever	1%	.2%	\$ 608	\$ 10,565	\$ 54,949	\$ 31,626
Builder	4%	1%	\$ 318	\$ 3,240	\$ 48,684	\$ 16,550
Believer	63%	19%	\$ 144	\$ 1,682	\$ 29,089	\$ 7,487
Sharer	32%	10%	\$ 70	\$ 864	\$ 22,743	\$ 3,635

BREAKDOWN OF CANADIAN DISTRIBUTORS		
Earnings (CAN)	Count	Per cent
0-100	1,891	15%
101 - 500	5,742	44%
501 - 1 000	1,949	15%
1,001 - 2 000	1,271	10%
2,001 - 5 000	1,102	8%
5,001 - 50 000	933	7%
50,000+	117	1%
TOTAL	13,305	100%

¹ According to results from in-house survey taken between 2004 and 2006.

² Calculations based on earnings between February 2008 and January 2009. To be considered in a rank's earnings, Associates must have earned cheques at a median rank for at least 16 weeks.

\$121,125 is the average annual income for established, full-time USANA Associates. \$33,203 is the average annual income for Associates who earn as few as one commission cheque a month. Total includes all earnings from the compensation plan, Leadership Bonus, and contests and incentives. Calculations based on earnings between February 2008 and January 2009. Figures should not be considered as guarantees or projections of actual earnings, which result only from consistent, successful sales efforts. To be considered in a rank's earnings, Associates must have earned cheques at a median rank for at least 16 weeks. The number of Gold Directors and above who have maxed at least 1 Business Centre during the year equals less than 1% of all Associates. Those earning as little as one cheque a month equal approximately 3% of all Associates. The average annual income for all 158,934 USANA Associates, including those who are brand new or who are not actively building a business, is \$881.43, with nearly one in three earning a cheque. To date, USANA has more than 130 Million Dollar Club members.



With 131 Million Dollar Earners, it's no wonder USANA Health Sciences has been voted the **#1 Distributor's Choice** "Best Company" for **10 consecutive years** in *NetWork Marketing Today* & the *MLM Insider Magazine*.