

# HEALTH & FREEDOM



## USANA: ONE MAN'S VISION, Countless Lives Touched



USANA Health Sciences was founded on a man's vision of a world free from pain, suffering, and disease. Since 1992, the company's mission has remained the same: Spread that vision by developing and manufacturing high-quality nutritional supplements that provide optimal nutrition at the cellular level.

USANA has grown into an industry leader, with more than 200,000 Independent Distributors worldwide providing hundreds of thousands of families with award-winning nutritional supplements. But all of USANA's successes—everything from product awards to record sales year after year—can be attributed to people sharing that one man's vision.

This man is Dr. Myron Wentz, internationally recognized microbiologist, immunologist, and pioneer in the development of human cell culture technology and infectious disease diagnoses.

The seeds of USANA's founding were planted when Dr. Wentz chose life sciences over music and started on the path to a Ph.D. in microbiology and immunology from the University of Utah in Salt Lake City. After three years of clinical experience in Peoria, Illinois, Dr. Wentz launched Gull Laboratories as a one-man operation in 1974, developing viral diagnosing assays—several of which were FDA-approved and ready for market by 1977. He also developed the first commercially available test for diagnosing infection of the Epstein-Barr virus.

The tests weren't the only things developed during Dr. Wentz' years at Gull. Working with human cell cultures taught him the importance of cellular nutrition. Cell cultures in the lab received all the essential nutrients in the right forms, in the right balance, and were protected from toxic substances. Under these conditions, these cells remained healthy and free from degeneration for decades. During his time at Gull, Dr. Wentz also had a realization that his expertise could be applied to preserving health, and not just diagnosing disease. The combination of these experiences pushed him to found USANA Health Sciences in 1992.

"I remember that fateful day when I became aware of what was available, what was being provided in the form of nutritional supplements for humans to augment nutrition to their body," Dr. Wentz says. "And when I realized how inadequate it was compared to the kind of nutrition we were supplying to the cells in culture at our laboratory, I knew something had to be done. That was the birth of USANA."

Nearly two decades later, solid science, high-quality manufacturing, and Dr. Wentz' vision remain at the core of everything USANA does. An emphasis on research and development, coupled with adherence to manufacturing processes patterned after the pharmaceutical industry, has made USANA products the best in the world. Recently, USANA was once again awarded the Gold Medal of Achievement™ and named Editor's Choice by the *NutriSearch Comparative Guide to Nutritional Supplements*. *(continued on page 2)*

***"I dream of a world free from pain and suffering. I dream of a world free from disease. The USANA family will be the healthiest family on earth. Share my vision. Love life and live it to its fullest in happiness and health."*** —Dr. Myron Wentz, Founder & Chairman, USANA Health Sciences

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## Five Reasons You Can Trust Your Health to USANA

- 1** Groundbreaking nutritional research—USANA invests significant time and money in extensive scientific operations, information systems, research services, worldwide scientific alliances, and technical support. We believe that USANA experts are at the forefront of nutritional science.
- 2** First-class ingredients—USANA's unique ingredient formulas are based on sound, scientifically validated research and tested ingredients.
- 3** Guaranteed potency—USANA guarantees the claimed potency of its products. Most of USANA's nutrient formulations are manufactured in-house, following stringent analytical and quality control procedures. USANA verifies each production batch so that what you read on a product label is what you'll receive in the product.
- 4** High-quality manufacturing—USANA's quality program for nutritional products is modeled after the pharmaceutical industry. A variety of government agencies conduct periodic inspections, requiring strict control of procedures and documentation.
- 5** Confidence of top athletes—USANA's Good Manufacturing Practices ensure the safety and quality of each product—products that have been proven so safe, effective, and free of contaminants that renowned organizations such as U.S. Speedskating, Speed Skating Canada, Biathlon Canada, the elite athletes of the WTA, and a myriad of other professional athletes worldwide, trust their health to USANA.

## Nutritionals You Can Trust™

### NSF Certification: USANA Now Certified for Sport™

USANA's Salt Lake City, Utah, manufacturing facility has been certified to be in compliance with GMP requirements set forth for dietary supplements by NSF International, an independent, not-for-profit organization that helps protect public health by writing standards for food, water, air, and consumer goods.

Even more, USANA recently received certification of six of its products through NSF International's Certified for Sport™ program. NSF's independent certification helps athletes make educated decisions about the safety of the dietary supplements they choose to take.



\*US products shown

(Dr. Wentz continued from cover)

"With my belief that nutrition is so important and is the answer to preserving and maintaining health, USANA's nutritional supplements had to be the absolute best they could be," Dr. Wentz says. "They had to pass the tests of bioavailability, of purity, of being in the right form, in the right concentration, and ratio. Nothing could be sacrificed in creating, developing, and manufacturing these products. And that's the basis of USANA."

This foundation helped Dr. Wentz grow USANA into an engine for positive change around the world. Now, people in all of USANA's 18 markets are using the company's nutritional supplements, foods, and personal care products to find true health. And through an innovative network-marketing program, countless USANA Associates have found true wealth in the time freedom and residual income the company's fair and balanced compensation plan can provide. USANA has also strived to further the science of cellular nutrition through research partnerships around the

globe, including the Linus Pauling Institute at Oregon State University. And in 2000, Dr. Wentz opened Sanoviv Medical Institute—a cutting-edge medical facility that combines state-of-the-art technology with a holistic approach to healing.

In 2002, USANA partnered with Children's Hunger Fund (CHF) to affect more positive change—this time in the lives of disadvantaged children. USANA and its Associates have provided more than \$11.1 million in product and financial support to children around the world. For these efforts and more, Dr. Wentz received CHF's Children's Champion Award in 2006. A year later, Dr. Wentz' life's work was recognized with the Albert Einstein Award for Outstanding Achievement in the Life Sciences.

Dr. Wentz transitioned into the chairman's role in July 2008, but left USANA in good hands—those of his son, USANA CEO Dave Wentz. Although he is still heavily involved in the



development of USANA's product line, Dr. Wentz now has more time to pursue philanthropic endeavours.

The years since 2008 have been witness to USANA's continued growth—setting new sales records and touching the lives of more and more families around the world with the message of true health and true wealth. With the solid foundation of science, a strong sense of mission, and the guidance of Dr. Wentz' vision of a world free from pain, suffering, and disease, USANA will continue into the future as your partner in making the world a healthier place.



**Ellen & Paul Dueck**  
Manitoba, Canada

"In this industry of direct selling, you're typically going to find businesspeople who have a marketing plan. Then they would likely go hire a few doctors, develop a product, and sell that product to a specific target and go from there. But what struck me right from the beginning is that Dr. Wentz is a scientist who created these products and then worked to develop a way to market them. That fact is very important when convincing others to help me to expand my business.

"This is what truly sets USANA apart from other companies. No other company has Dr. Wentz at the head of their company. These are the things that someone like myself considers important, and they make me want to be involved with the company long term."



**Connie Yao & Jim Barabe**  
British Columbia, Canada

"Some of what we found most compelling about Dr. Wentz' story is that fateful day when he concluded that human nutritional needs were not being met by the various inferior nutritional supplements available prior to his founding of USANA.

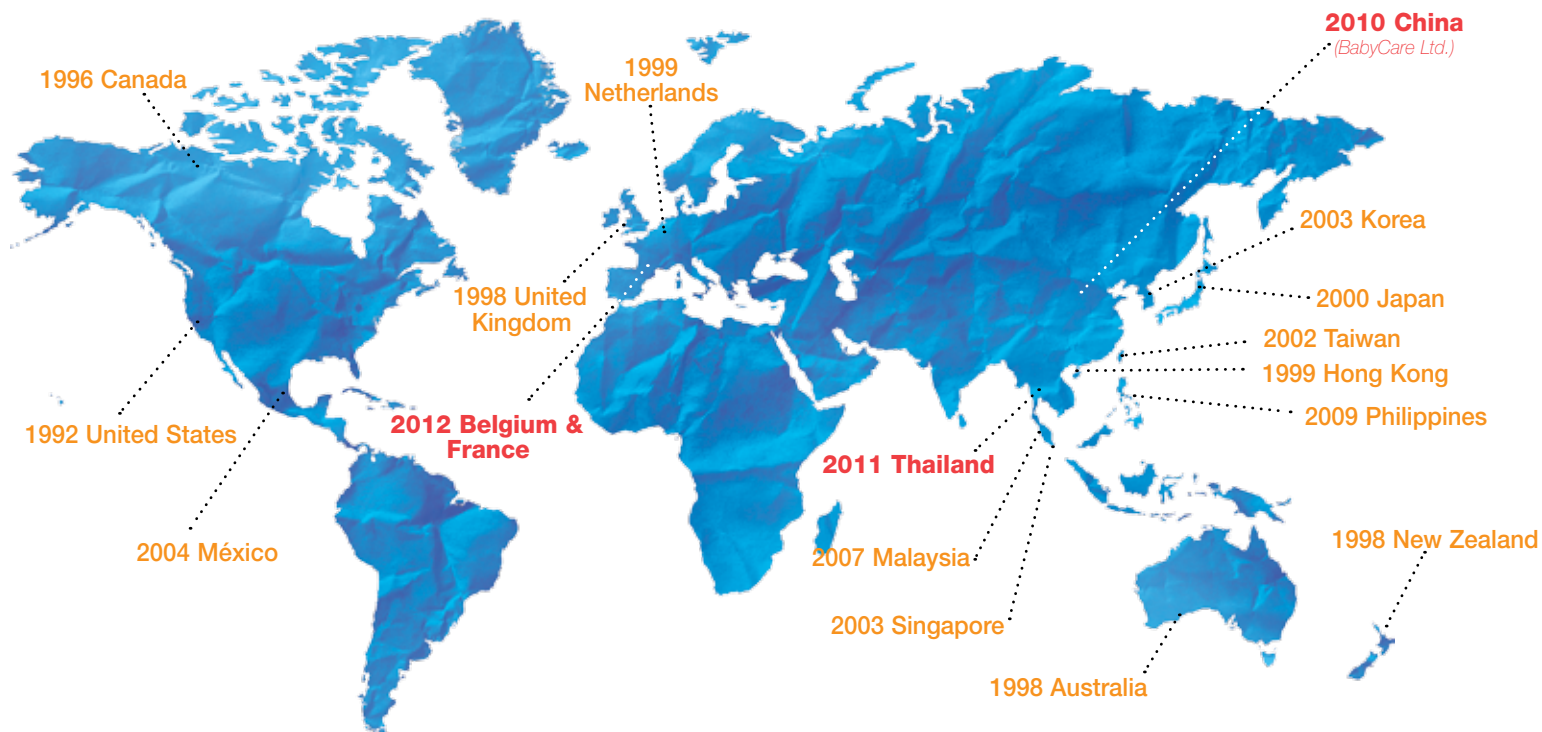
"He then decided to change his focus from disease detection to health maintenance. This change in direction has improved the lives of many thousands of people around the globe.

"The fact that Dr. Wentz is a renowned scientist and pioneer in human cell research is a crucial part of the USANA story that we tell to everyone. This part of the story alone has helped us develop our USANA business. We are so fortunate to have him as the head of USANA, a dedicated and devoted scientist with a very noble mission in life."

## USANA Family Grows Worldwide

As you can see from this publication, USANA is literally a worldwide organization, opening its doors in Thailand in late 2011, along with Belgium and France in the first quarter of 2012. You, too, can become successful regardless of your experience, race, sex, education, or business background. And, you can build your business internationally from the comfort of your home.

When you join USANA, you are never alone in building your business. The person who gave you this publication has a very tangible interest in your success. His or her success depends directly upon your success. So instead of a competitive arena, the USANA family works together, supporting one another and sharing training tips and business-building ideas.



# WORLD-CLASS ATHLETES CHOOSE USANA

Whether looking to increase their energy or maintain their health, athletes around the globe trust USANA Health Sciences for their nutritional supplement needs. The quality nutrition they get from USANA products comes with a guarantee that what's on the label is in the product—and nothing else.

**New Additions in 2011:**



TEAM USANA



## USANA Sponsored Athletes



**Todd Suhn, Steer Wrestler**  
Suhn is a professional steer wrestler and member of the Professional Rodeo Cowboys Association. He's qualified for the National Finals 14 times.



**Jennifer Heil**  
Heil is a decorated freestyle mogul skier, collecting four consecutive World Cup titles, two World Championships, and an Olympic gold in 2006 and silver in 2010.



**Lindsey Van**  
In 2009, Van became the first women's ski jumping world champion. She has won 15 national titles, and has eight Continental Cup wins.



**Steve Hooker**  
Hooker won a gold medal in pole vault at the 2008 Beijing Olympics. He's the first Australian man to hold both the Olympic and world titles at the same time.



**US Speedskating**  
The US Speedskating team took home more gold, silver, and bronze than any other US team in the most recent Winter Olympics, winning a total of 10 medals in Vancouver.



**AFC Bournemouth**  
AFC Bournemouth finished as the winner of England's League Two in 2009–10, and ended 2010–11 the runner up in League One.



**Timothy Bradley**  
Bradley is the WBO and WBC light welterweight title holder. He's 27–0 with no draws and 11 knockouts in his career.



**Jennifer Azzi**  
Azzi is an Olympic gold medalist, NCAA champion, and WNBA All-star. She is currently the coach of women's basketball at the University of San Francisco.



**Derek Parra**  
Parra is an Olympic gold medalist and two-time speed skating world champion.



**Andy Studebaker**  
Studebaker is in his fourth season as a linebacker for the NFL's Kansas City Chiefs. He had 28 total tackles and 2.5 sacks in 2010.



**Speed Skating Canada**  
Canada's speed skating team members have been consistent medal contenders. With the home court advantage during the most recent Olympics, they earned 10 medals for their country.



**Melanie McQuaid**  
McQuaid is a three-time XTERRA professional world champion, and the 2011 ITU cross triathlon world champion.

## USANA and the WTA: A Perfect Match

The Official Supplement Supplier of



**Zheng Jie**  
Jie has taken home three singles titles and 14 doubles titles—including one from the Australian Open and one from Wimbledon.

**Aleksandra Wozniak**  
Wozniak turned pro in 2005. She has already recorded her first career singles title on the WTA Tour.

**Samantha Stosur**  
Stosur has won a total of 25 titles, two singles and 23 doubles—with several wins at Grand Slam events—during her 12 years on tour.

**Liezel Huber**  
Huber has long been one of the best doubles players in the world. She's won 44 doubles titles, including 17 Grand Slams.

**Kim Clijsters**  
Clijsters is the 2011 Australian Open champion, and has won 41 singles titles, including back-to-back US Open wins.

**Melanie Oudin**  
Oudin was named the WTA Newcomer of the Year in 2009. She turned pro in 2008, and is just 20 years old.



\* Win totals and stats current as of May 2011.

## USANA Partners with Linus Pauling Institute

USANA Health Sciences and the Linus Pauling Institute (LPI) have worked together to better determine the role that vitamins, minerals, and antioxidants play in promoting optimal health. LPI, one of the United States' first Centers of Excellence for Research on Complementary and Alternative Medicine, has been a world leader in the science of micronutrition. USANA hopes to continue to support research at LPI to leverage the true synergy between basic and applied research in human nutrition.



## USANA & Children's Hunger Fund: A Partnership for Change

USANA's vision of true health extends to all people, especially children, which is why it has formed a partnership with Children's Hunger Fund (CHF). This organization has provided more than \$927 million in aid to needy children and families, and *Forbes* magazine named it as one of the nation's most cost-effective charities, with more than 99 cents of every dollar going directly to those in need. To date, USANA Associates, employees, and corporate leaders have donated more than \$11.1 million in products and financial support. In addition, Dave Wentz and Dr. Myron Wentz are donating 100 per cent of the author proceeds from their best-selling book, *The Healthy Home*, to support CHF.

In the 10 years USANA and CHF have worked together, thousands of children have received daily nourishment, medical care, and a renewed sense of hope, particularly through the Wentz Medical Centres in Uganda, Cambodia, and soon Malawi, by serving children affected by diseases such as malaria and HIV.

## Teaming Up with TOSH for Better Health

With two grants from The Deseret Foundation, USANA Health Sciences has teamed up with TOSH, The Orthopedic Specialty Hospital in Murray, Utah, to examine the effects of supplements in three different studies. The first study will examine muscle strength and recovery following exercise with and without vitamin D in physically active individuals. The second and third studies will identify the influence of both vitamins E and C, as well as USANA® **Essentials**™ vitamin, mineral, and antioxidant supplements, on strength recovery following ACL and knee reconstructive surgery. USANA and TOSH have several more studies planned for the future.



## BEST OF STATE

Dietary Supplements  
7th win since 2003

Personal Care Products/Cosmetics—Sense™  
4th win since 2007

Health/Nutrition Beverage—Rev3 Energy™  
3rd win since 2007



MLM INSIDER NAMES USANA

**BEST**  
Nutritional Company  
in Network Marketing &  
Weight Loss Company  
in Network Marketing 2010

NSF International certifies USANA Good Manufacturing Practices (2007)

*NutriSearch Comparative Guide to Nutritional Supplements*, Consumer Edition names USANA an Editor's Choice; USANA® Essentials and HealthPak™ each receive 5-star ratings and gold medals of achievement

USANA Named One of America's Best Companies to Work For (*Outside* magazine, 2010, 2009)

2011 Gold Communicator Award:  
USANA 2010 Convention (Social Media)

Six 2011 Silver Communicator Awards:  
Health & Freedom Solution  
USANA Corporate Magazine  
USANA Influencer Magazine  
USANA Afloat Ad (Magazine Ad)  
USANA Afloat Ad (Design)  
What's Up, USANA?

Stevie Award Winner: Best Live Event, International Convention (2nd win since 2009)

Telly Award: Nutritional Video  
PR News Digital Awards: Digital Communicator  
W3 Award: Business Blog, What's Up USANA?  
PR News Award: Blogger of the Year, Tim Haran

USANA has been a member of the Council for Responsible Nutrition since 2009

MountainWest Capital Network named USANA the #11 Top Revenue Growth Company in 2010 (our 6th time on the list)

*Utah Business* magazine named USANA to the Fast 50 for its revenue growth

*And the list goes on...*

USANA VOTED  
**BEST**  
NETWORK  
MARKETING  
COMPANY

by MLM INSIDER  
(11th win since 1997)

**BEST**  
Summit International Award (SIA), 2011  
Health & Freedom Solution  
**VIDEO**

★★★★★  
5-Star Award

Dr. Myron Wentz  
Multi-Level Marketing  
International Association, 2011

Stevie Award Winner:  
Best Live Event,  
International Convention  
(2nd win since 2009)

Dr. Myron Wentz receives the

**ALBERT EINSTEIN AWARD**

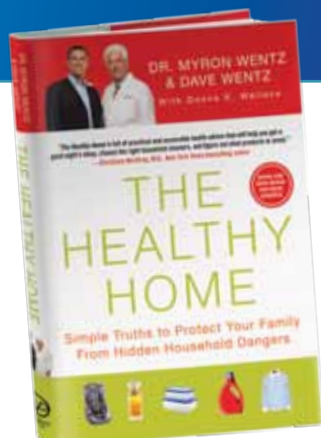
for Outstanding Achievement  
in the Life Sciences, 2007



USANA products meet the stringent requirements of *Informed-Choice* & *HFL Sport Science*

## The Healthy Home

The best-selling book, co-authored by USANA CEO Dave Wentz and USANA Founder Dr. Myron Wentz, highlights hidden household toxins, and offers simple ways to make your home a healthier place for you and your family.



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

- Publicly reporting greenhouse gas emissions as a Founding Member of The Climate Registry
- Moving to recyclable materials in product packaging
- Cutting energy use in company facilities and operations
- Recycling efforts to include sorting and recycling of USANA's solid waste
- Saving more than 11.4 million litres of water with xeriscaping





# HEALTH

## Take Charge of Your Health USANA OFFERS THE CHOICE OF A HEALTHIER LIFESTYLE

### THERE'S TRUTH TO THE SAYING, "YOU'RE ONLY AS OLD AS YOU FEEL."

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

These positive health choices take on more importance when we're confronted with the realities of the world around us. Public health scientists have found new evidence of the threats to our cellular health posed by our toxic environment. The air we breathe, water we drink, and foods we eat contain substances that may be damaging to our cells. Any tissue that is exposed to the environment, including the skin and the linings of the respiratory and gastrointestinal passages may be especially vulnerable.

"The human body is made of cells, and those cells work together to sustain your life," USANA founder and chairman Dr. Myron Wentz says. "Taking antioxidants with food help maintain healthy cholesterol levels in the normal and desired range." Other medical professionals concur on the importance of supplementation. Many researchers believe supplementary antioxidants are necessary for aiding the body's normal defence systems in combating free radicals.

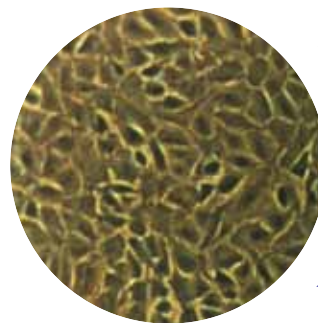
"My father started USANA Health Sciences with a focused vision of freeing the world from pain and suffering," USANA CEO Dave Wentz says. "He envisioned a world where people experienced physical health, emotional well-being, and financial stability. He wanted to give his family and families of thousands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



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

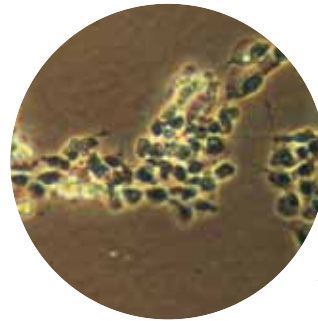
### UNDER THE MICROSCOPE

#### Healthy human cells in culture



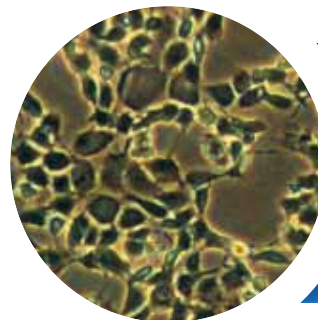
Laboratory experience and analysis indicate that certain types of healthy cells in culture may survive indefinitely when "nutriented" properly and protected from harmful toxins.

#### Cells after adding digested products from a fatty meal



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

#### Similar cells when antioxidants are included



Antioxidants provide a marked improvement in inhibiting cellular damage from oxidizable foods. Healthier eating habits and proper nutrition are your first line of defence.

*USANA helps spread the vision of Dr. Wentz by developing and manufacturing the highest quality, science-based health products.*

## USANA Scientific Advisory Council

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



**Dr. Peter W. Rugg (Chair)**  
Diplomate, American Board of Internal Medicine; and Fellow, American College of Emergency Physicians.



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



**Dr. Bart Moore**  
Board certified in Family Medicine and as a Physician Nutrition Specialist, Dr. Moore is a Diplomate of the American Board of Anti-Aging Medicine, with a private practice emphasizing nutrition and prevention.



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



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



**Dr. Tim Wood**  
Executive vice president of Research and Development at USANA, Ph.D. in biology from Yale University, Dr. Wood spent more than 25 years managing research and development programs.



# The USANA® Essentials™ WITH PATENTED OLIVOL™: The Most Complete Multivitamin System on the Market

The USANA Essentials, which include **Mega Antioxidant** and **MultiMineral Plus** supplements, form the basis for the entire USANA nutritional system.

## The Right Ingredients (Comprehensive Formula)

USANA has redefined the meaning of essential nutrients to include not only those that are required to prevent acute nutrient deficiency, but also nutrients that have been linked in recent research to the maintenance of optimal health.

## The Heart of the Olive™

Many dietary antioxidants, such as vitamin C, vitamin E, bioflavonoids, carotenoids, and proanthocyanidins, are present and numerous in many dietary sources. But unlike these readily available antioxidants, the phenolic antioxidants concentrated in Olivol™ olive fruit extract are found only in olive fruit. Because olives provide the only dietary sources of these powerful antioxidants, the benefits of olive fruit and olive oil consumption are extensive.

## Advanced Doses

The USANA Essentials daily vitamin, mineral, and antioxidant supplements contain higher levels of almost all the essential vitamins and minerals listed in the Canadian RDI (Recommended Dietary Intake), providing levels associated with optimal health.

## Balanced Formula (A Synergy of Nutrients)

The formulations of the USANA Essentials were painstakingly designed to allow the components to work in concert to achieve a synergy of optimal health benefits and safety.

## The Correct Form (Highly Bioavailable)

At USANA, every effort is made to obtain the highest quality ingredients with dependable levels of potency. In addition, every step of the manufacturing process is subject to exacting quality control. All this ensures that the full benefits of these essential nutrients are available to the user.

**UNRIVALED NUTRITION,  
UNMATCHED VALUE**  
**Save \$1,200 a month  
with USANA's Essentials**



The Essentials—Mega Antioxidant and MultiMineral Plus—are the only products on the market that contain Olivol, USANA's patented olive-fruit extract.

The Essentials provide a broad spectrum of vital vitamins, minerals, and antioxidants—more than can easily be obtained from the average Canadian diet. Take a look at the food—about 22,000 calories worth—you'd have to eat to get the same nutrients found in a daily dose of the Essentials. Plus, it would cost you more than \$44 to fill your grocery cart with the items needed to obtain these nutrients. The Essentials, meanwhile, cost

just 26 cents per tablet—or \$2.10 per day. That's a difference of more than \$40 per day or \$1,200 a month!

While USANA supplements are not a replacement for eating a balanced diet, they do provide a convenient way to supplement your diet to help ensure you get the nutrients you need to maintain optimal health.



## HealthPak™

WITH PATENTED  
Olivol™  
The Heart of the Olive™

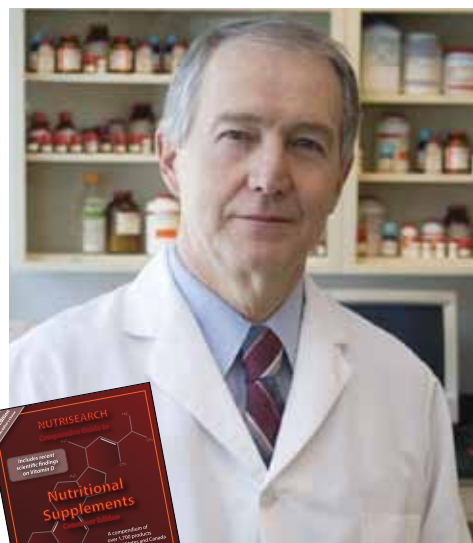


## The most convenient way to get your daily dose of nutrition

USANA's HealthPak daily supplement pack offers a comprehensive daily supplement regimen with a full daily dose of the Essentials, bone-supporting nutrients from Active Calcium Plus™ calcium supplement, and antioxidants in the exclusive AO Booster™ tablet. Each box contains 56 individually wrapped packets containing two Mega Antioxidant, two MultiMineral Plus, one Active Calcium Plus, and one AO Booster tablet, providing you with optimal and balanced antioxidant activity—day and night.

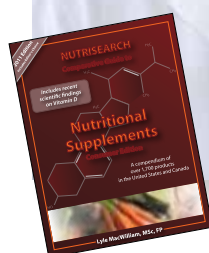
## USANA® Products Named Best of the Best

Now in its 5th edition, Lyle MacWilliam's *NutriSearch Comparative Guide to Nutritional Supplements* compares over 1,500 nutritional products in North America to an independent nutritional benchmark developed from the individual recommendations of 12 recognized nutritional authorities.



The *Comparative Guide to Nutritional Supplements* recently awarded USANA its highest distinction possible—the NutriSearch Gold Medal of Achievement™—and selected USANA as its Editor's Choice for the second time.

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



**One Happy, Healthy Family**  
**Craig & Becky Lawson**  
**Ontario, Canada**

"Prior to discovering the message of USANA, our lives were on an unhealthy track. We were following the wrong path based on a history of poor family health. Since discovering the power of optimal nutrition through supplementation, along with a healthy diet and exercise, we have drawn a line in the sand and are now taking control of our health and that of our children. We are confident, that since conception, our children have been given the best of nutrition. With this gift of health, we believe our future is healthy, bright, and energetic!

USANA has also allowed us to retire from our professional jobs as occupational therapist and physiotherapist; giving us the invaluable blessing of time freedom.\* We are both at home raising our young children together. We don't miss a tear or triumph.

We have recently moved into an oasis of a dream home that we as a family use to serve others and reach out to our community. The ripple effect of the blessings that USANA provides is immeasurable. Thank you USANA."



**Monique Richard**

Mountain Climber &  
 USANA Associate

"As an athlete, I wouldn't trust my health to anything other than USANA. For my cellular nutrition, I need the best quality available. I love how the **Nutrimeal™** shakes and **Nutrition Bars** are so convenient to take before and after my training and on my high-altitude climbs. Thank you USANA!"



\* Refer to Wealth page 3 for the Average Income Disclaimer

**Scientists Discover SOLUTIONS TO MAINTAIN Your Health**



Nutrition research is more than the study of nutrients. It also encompasses research in related areas. Dr. Wentz, in his vision to champion the science of nutrition, has gathered scientists from varying fields of expertise, most of whom have published numerous papers in their careers.

USANA's current scientific staff includes experts on human nutrition, cellular biology, biochemistry, natural product chemistry, and clinical research. Scientific results from a variety of sources, including published scientific literature, in-house laboratory research, and collaborative clinical studies, are all incorporated into product development and design.

**USANA For ALL GENERATIONS**

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



**Usanimals™**

**Usanimals** daily vitamin, mineral, and antioxidant supplement includes vitamins C and E, two powerful antioxidants, in addition to an antioxidant phytonutrient blend of blackberry, cranberry, raspberry, and wild blueberry fruit powders in a wild berry flavour and animal shapes. USANA uses only natural flavours and sweeteners.

**Body Rox™**

**Body Rox** daily vitamin, mineral, and antioxidant supplement is specifically formulated to meet the nutritional demands of young adults. It contains Olivol™, rutin, quercetin, hesperidin, grape-seed extract, green-tea extract, turmeric extract, lutein, and lycopene.

**Active Calcium Chewable™**

Because this product is chewable, it appeals to people who might not otherwise consider supplementing their diet with calcium. **Active Calcium Chewable** daily calcium supplement helps in the maintenance of healthy bones and teeth.



**Family Matters**  
**Shelly Matsos, Ontario, Canada**

In late 2008, Shelly Matsos, a commercial marketer, was looking for a way to boost her income potential. "I was looking for more income and trying to get away from a nine-to-five job," she says. "I was seeking other ways to make money."

Then, in January 2009, she decided to attend a "30 Days to Wealth" workshop hosted by USANA Associate Leanne Grechulsk. While she was inspired by Leanne's story, she first decided to try the products.

"I wanted to take USANA nutritionals to make sure I loved them," Shelly says. After they made a strong impression, she then realized she wanted to become a USANA Associate. It was a good choice.

Eventually, Shelly was able to quit her desk job and turn all of her focus and time over to her USANA business. "I was able to replace my full-time job with a full-time income," she says.

In addition to building a successful business, Shelly has also been thrilled to see many of her own family members benefit from taking USANA products. "One of my favourite things in USANA is that it's helped my family become healthier, and that's very important to me," she says. Even Shelly's mother is now dedicated to USANA products. "She doesn't go a day without taking USANA nutritionals."

Shelly says family plays a crucial part in not just her business, but throughout all of USANA. "It's just a great feeling to join a team," she says. "The company has worked really hard to create a family atmosphere, and USANA has done a great job creating one."

## Legend



According to the Canadian Institutes of Health Research, cardiovascular disease is the number one cause of death in Canada. USANA's heart health supplements are specially designed to support healthy heart function.



Omega-3 fatty acids have so many health-promoting benefits that they are a vital part of any diet. But even if you eat fish regularly, you still probably need to take a supplement to get the amounts needed for optimal health.



Make sure you're doing what you can to make the golden years the best they can be by pairing healthy foods and an active lifestyle with specialized nutritionals designed just for people over the age of 50.

### Ivy Prevost, British Columbia, Canada

"I think the quality of USANA products is crucial in helping Associates achieve the high level of success that so many do. I have been using these products for the past four years and am very impressed by their consistency.

"People can trust USANA's products and be confident they'll help them achieve results. I consider **Proflavanol C<sup>100</sup>** to be a highly effective supplement, and it's been very beneficial.

"The quality and reliability of USANA's products are based on the never-ending research of Dr. Wentz and USANA's strong scientific credentials."



# AN EXTENSIVE SELECTION OF PRODUCTS TO CUSTOMIZE Your Nutritional Program

## Cardiovascular



### Proflavanol<sup>®</sup> C<sup>100</sup>

Powerful bioflavonoid supplement that combines the highest-quality grape-seed extract with the added antioxidant protection of high-potency vitamin C

- Provides antioxidants for the maintenance of good health
- Helps the body metabolize fats and proteins



### CoQuinone<sup>™</sup> 30

Coenzyme Q10 supplement provides an optimal combination of Coenzyme Q10 and alpha-lipoic acid designed to deliver more CoQ10 to the bloodstream than competing products<sup>1</sup>

- Helps restore normal levels of Coenzyme Q10
- Helps support a normal healthy cardiovascular system

## Cellular Metabolic



### BiOmega<sup>™</sup>

High-quality, ultra-pure fish oil supplement fortified with vitamin D and enhanced with added lemon oil to reduce any fishy aftertaste

- Provides EPA and DHA, two long-chain omega-3 fatty acids that support healthy brain function
- Supports sound cardiovascular health
- Each capsule delivers 100 IU of vitamin D

## Endocrine



### PhytoEstrin<sup>™</sup>

Signature Optimizer supplement for women that is a combination of soy isoflavones combined with herbal extracts

- Can help provide relief from common menopausal symptoms
- Delivers a unique blend of phytoestrogens from five botanical sources



### Palmetto Plus<sup>™</sup>

Optimizer supplement designed for men concerned with maintaining sound prostate function

- Contains a unique blend of saw palmetto, lycopene, and soy isoflavones from standardized botanical extracts



### Pure Rest<sup>™</sup>

Melatonin supplement that supports the body's natural sleep and wake cycles

- Orange-flavoured tablet designed to support better sleep
- Sleep provides numerous health benefits, including defence against oxidative stress and maintenance of a healthy immune system
- Contains no animal ingredients

# HYBRID



USANA Nutritional Hybrid Technology

USANA is proud to be one of the first in the nutritional supplement industry worldwide to use Nutritional Hybrid Technology. This state-of-the-art manufacturing process features bilayer tableting, which allows two unique formulations to be combined into one tablet while remaining distinctly separated. This innovative technology opens the door to accelerate innovation in supplement design and manufacture.



<sup>1</sup> Cuomo J, Rabovsky A. Clinical Research Bulletin 2001, USANA Health Sciences.

## Brain/Nervous





- Visionex™  
- Advanced antioxidant supplement for eye health
- An antioxidant formula designed to help support healthy eyes
  - Reduces the risk of cataracts and age-related macular degeneration




- Ginkgo-PS™  
- Unique *Ginkgo biloba* formula helps to enhance memory in adults
- Formulated with the highest-quality *Ginkgo biloba* extract
  - Phosphatidylserine, or PS, plays an important role specific to brain function and enhances the formula's action

## Skeleton/Structural







- Active Calcium Plus™  
- Complete bone health formula for all adults that provides significant levels of calcium, magnesium, vitamin K, and vitamin D
- Helps maintain strong, mineral-rich bones and healthy teeth
  - Provides nutrients essential for daily, long-term health





- Procosa® 
- Glucosamine formula to support optimal joint health
- Helps to relieve joint pain associated with osteoarthritis
  - Meriva® bioavailable curcumin speeds the action to provide more immediate benefits




- Vitamin D    
- Supplement that provides a safe and easy way to get 1,000 IU of vitamin D to help in the development and maintenance of bones and teeth
- Vitamin D intake is necessary for normal bone mineralization and growth
  - Helps in the absorption and use of calcium and phosphorus
  - Helps to prevent vitamin D deficiency

## Digestion/Detox






- USANA® Probiotic  
- Digestive supplement that contains two specific strains of probiotic bacteria, delivered in a mildly sweet powder to support the digestive system
- Promotes healthy digestion and sound immune function
  - Clinically proven to survive the acidic environment of the stomach





- Digestive Enzyme 
- High-quality digestive supplement that supplies enzymes to assist in the digestion of foods containing lactose
- Helps prevent symptoms of lactose intolerance
  - Supports the body's natural detoxification processes



- Hepa Plus®   
- Comprehensive liver support formula that contains beneficial extracts from green tea, olives, and turmeric
- Milk-thistle extract helps support the liver by stimulating liver enzymes



- Fibergy® Plus  
- High-fibre blend that helps support a healthy digestive system
- 6 grams of fibre per serving
  - Gluten free, dairy free, and soy free\*
  - Promotes good digestive health

\*For our customers with sensitivity to dairy, soy, and gluten: No dairy, soy, or gluten-containing ingredients are used in this product. However, **Fibergy Plus** is produced in a facility that manufactures other foods that do contain dairy, soy, and gluten.



The brain is a complex organ that allows us to think, move, feel, see, hear, taste, and smell. USANA's Brain/Nervous supplements are designed to support healthy mental and cognitive function, and more.



Bones are our body's foundation. But as we age, a deficiency of minerals can contribute to accelerated bone loss and ultimately osteoporosis. Fight back by taking supplements with the essential building blocks of healthy bones and joints.



Good digestion provides our body with the foundation for true health. If we're not healthy in our gut, the probability of health issues throughout our body increases. Help maintain a healthy digestive system with USANA's Digestion/Detox products.



### A Product to Stand Behind April Rutka, Ontario, Canada

Selling quality nutritionals that provide real health benefits to her customers is April Rutka's favourite aspect of her business. And April and her customers are confident that USANA offers the best available nutritionals on the market. "Others may be less expensive," she says, "but you get what you pay for. And if Associates are working with a lower quality product, they won't succeed."

One of April's most popular products is **Procosa**. "People who use it have immediate results," she says. "Their joints feel great, which is especially important for athletes. The numerous runners who take it say they immediately notice a difference."

And USANA not only provides April's customers with quality products, but also helps April maintain her own good health. The quality of USANA's products, along with the company's customer service and strong standing in the nutritionals industry, are part of what April values most about the company. "I just feel so lucky and so blessed to be a part of USANA."

And, she adds, "I'm proud to have customers who absolutely love these products."

# USANA® Foods: SO GOOD, SO GOOD FOR YOU

## Nutrimeal™

Nutrimeal shakes are nutritionally balanced meal replacements that provide a healthy ratio of carbs, proteins, and beneficial fats to help maintain optimal health and an ideal weight. Their low-glycemic formulas are designed to deliver sustained energy levels and curb cravings. Try all three flavours!

- Each serving contains 4 grams of dietary fibre
- Each serving provides 15 grams of soy, whey, and other proteins
- Low in cholesterol



**Dutch Chocolate**  
(protein blend)



**French Vanilla**  
(soy blend)



**Wild Strawberry**  
(protein blend)

## Chocolate Whey Nutrimeal™

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

- Provides 15 grams of whey protein per serving
- Formulated without gluten and contains no soy protein
- All-natural flavours and sweeteners



## Chocolate Fusion Nutrition Bar

With a chocolate coating layered over a soft, fudge cookie centre, the **Chocolate Fusion Nutrition Bar** is sure to tantalize your taste buds and energize your body with excellent nutrition. So go on and indulge guilt-free.

- Each serving contains
- 12 grams of protein
  - Low glycemic index



## Oatmeal Raisin Nutrition Bar

The **Oatmeal Raisin Nutrition Bar** has a delicious, home-baked cookie taste without a lot of calories and fat. With zero trans fat and a low glycemic index, you can feel good about snacking on this treat!

- Each serving contains
- 9 grams of protein
  - 3 grams of fibre



## Peanut Butter Crunch Nutrition Bar

USANA's **Peanut Butter Crunch Nutrition Bar** is an easy grab-on-the-go healthy snack with a chocolate coating and a delicious peanut butter centre. This flavourful bar will control your hunger and give you the energy you need to get through your day.

- Each serving contains
- 10 grams of protein
  - Low cholesterol



# RESET™

## RESET WEIGHT-MANAGEMENT PROGRAM

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

The benefits of **RESET** go beyond weight loss. This program will not only help you shed pounds, but it will assist you in making positive changes to your overall lifestyle.† Resolve, renew, reinvent with **RESET**.



## BEFORE

## AFTER



USANA Associate Sherry Stolarski lost 19.5 pounds in 90 days with RESET.†



USANA Associates Pat and Cheryl O'Flynn lost a combined 57 pounds in 90 days with RESET.†



**Kathy Kaehler**  
Celebrity Trainer, Creator of Sunday Set-ups®, and USANA spokesperson

“Healthy living starts with what we put in our bodies. That’s why I rely on USANA Foods. From **RESET** to **Nutrimeal** and the bars, they’re scientifically developed with superior nutrition so you can live healthier.”

# Rev3 Energy™



## Rev3 Energy™ Drink

Cleaner. Smarter. Stronger. **Rev3 Energy** is all the power of an energy drink—refined. With an advanced formula of antioxidants and caffeine derived from green tea, **Rev3 Energy** is a superior alternative to the sugary, high-calorie, crash-and-burn energy drinks currently on the market. **Rev3 Energy** is a crisp-tasting energy drink with a light flavour. It is also formulated to be low glycemic for sustained energy.

- Cleaner—crisp, all-natural taste
- Smarter—smart source of nutrients
- Stronger—powerful, energy-producing ingredients



## Rev3 Energy Surge™ Pack

**Rev3 Energy Surge** is a refreshing lemon-tea flavoured powder that comes in a small, portable packet. Just grab your water bottle, add the powder to your water, and shake for a fast pick-me-up. The **Rev3 Energy Surge** features Korean ginseng and rhodiola rosea to improve the body’s response to stress and fatigue. It is also low-calorie, hydrating, and convenient to carry when you’re on the go.



**David Henrie**  
Actor on *Wizards of Waverly Place*

“Rev3 Energy gives me the boost I need without the crash, to keep me going throughout my day.”

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

# You take care of yourself.

YOU WANT THE BEST NUTRITION FOR YOUR BODY.

## Your skin deserves the best, too.

# sensé

beautiful science®

Sensé beautiful science is a complete face and body care collection without added chemical preservatives. Its patented Self-Preserving Technology combines purifying botanicals in protective liquid crystals, so each product stays fresh naturally. Formulated with exclusive Topical Nutrition complexes and Anti Aging Technologies, the products are designed to help revitalize each cell, where healthy skin begins. Skin looks younger and healthier.

**Capture the glow of health with Sensé™**

### BODY CARE FOR THE Entire Family

Radiate health from head to toe with the Sensé body care collection. Indulge and invigorate your senses with products designed to neutralize free radicals and brighten skin.



### The Foundation OF BEAUTY IS THE Health of Your Cells

Developed by USANA Health Sciences, Sensé products are formulated to properly nourish and hydrate your skin's cells, for younger looking, healthy skin. The Sensé beauty regimen is designed to be a comprehensive approach to skin and hair care, incorporating the latest developments in Topical Nutrition and Anti Aging Technology.



#### Topical nutrition

Proflavanol-T™ Antioxidant Complex

- whole-grape extract
- green-tea extract soothes irritated skin
- vitamin E maintains skin's moisture

Proteo-C™ Vitamin C Complex

- vitamin C brightens skin
- proline and glycine draw in moisture

#### Anti Aging Technologies

DSR™ (Dermal Surface Renewal) Technology

- marine-source ingredients reduce the appearance of fine lines and wrinkles and energize the skin
- skin brighteners counteract uneven skin tone
- MMP inhibitors minimize the visible effects of aging for smoother looking skin

Regenisomes™

- oceanic enzymes help boost skin's response to environmental damage and mend the look of aging

#### Deanne Dorosh British Columbia, Canada

"I see Sensé products as being for the whole family. With science proving that paraben preservatives that touch the skin can impact and settle into our tissues, there isn't any member of the family, young or old, that shouldn't be using these products, because they are paraben free."



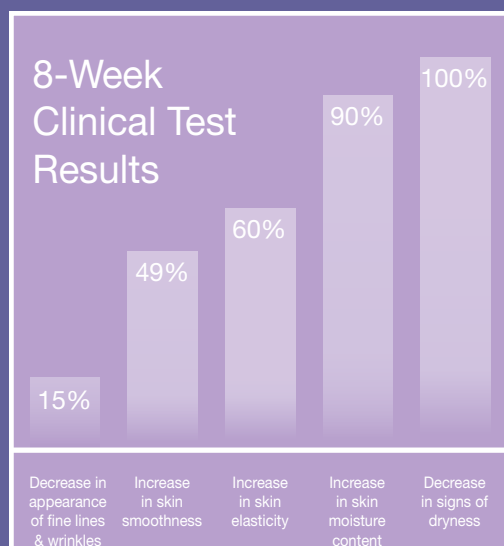
#### Ashlan Gorse E! Entertainment News correspondent

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

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

## Sensé. Science-Based. Results-Focused.

Sensé Deluxe Pack features all of the Sensé Basics and the Sensé Enhancers, a complete skin care regimen. In an eight-week clinical study, Deluxe Pack users experienced a decrease in the appearance of fine lines, wrinkles, and dryness, and increased smoothness, elasticity, and moisture. All that in just eight weeks, with visible results in as few as two.



**Regina Hamlin, M.D.,** has been a dermatologist for more than 30 years. She is Chief of Dermatology at four major hospitals in California, a clinical professor of medicine at UCSF Fresno, and a USANA consultant.

"As a dermatologist, I have tried a number of skin care lines. I recommend Sensé to my patients because it is free from added chemical preservatives and doesn't irritate the skin. Sensé products not only offer amazing results, they are gentler to your skin, leaving it calm, healthy, and radiant."





## Speed Skating Canada

"For many years Speed Skating Canada's unofficial motto has been 'The Relentless Pursuit of Excellence.' To achieve excellence means to be partnered with excellence, and Speed Skating Canada is proud to have USANA as an official supplier to our national team athletes. We thank USANA for continuing to be a critical partner in our successes and quest for excellence."

## ANOTHER STAMP OF APPROVAL



*Be Sure It's CL Approved*

ConsumerLab.com, an independent testing company, put the USANA® **Essentials™** through its stringent tests for ingredient quality and quantity, purity, and disintegration. And USANA's core products passed with flying colours.

top-rated athletes.  
top-rated nutritionals.  
a perfect match



### Kim Clijsters

4-time Grand Slam Champion &  
Winner of the 2011  
Australian Open

### USANA® Essentials™



Tested and approved by  
ConsumerLab.com



The Official Multivitamin of the



# Health Assessment and Advisor



USANA offers an individualized health assessment to analyze your biometrics, lifestyle, and health priorities, and define which USANA products are right for you. Get your personalized product recommendations at [www.USANAAhaa.com](http://www.USANAAhaa.com).



## Neighbourly Advice

**Bee Dracheberg**  
Alberta, Canada

When she first encountered USANA products in 2000, Bee Drachenberg was skeptical about the type of results she would see.

"My neighbour introduced me to USANA," Bee says. "Having experienced my share of health challenges, including allergies, I knew what it was like to feel exhausted and run down all the time. As a full-time mom, I was doing the best I could at the time while trying keep pace with my busy family."

And although Bee's neighbor tried to convince her that USANA's products were the best, Bee countered that she was already taking vitamins. "She just looked at me and said, 'I don't mean to be rude, but they just don't seem to be working for you.'"

Bee couldn't argue. She agreed to try the USANA products her neighbour recommended, although she admits her initial intention was to eventually return to using her old brand of vitamins. But, after taking them, she was hooked. "After using those products for just a few weeks, there was no going back," she says. "And now, in my 40s, I have more energy and my overall health is much better than it was 15 years ago, before USANA!"



# WEALTH

## WELCOME TO THE FUTURE Of Business

### The future of business is here.

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

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

Network marketing is the present and the future of business.

And there has never been a better time to start. The network marketing industry has been growing steadily, and there is still plenty of room for motivated individuals to experience a life of financial and time freedom. The World Federation of Direct Selling Associations (WFDSA) estimates worldwide retail sales for 2010 at \$117.5 billion, and puts the number of people participating in direct selling at 74 million. In North America alone, the WFDSA places sales figures at \$29.5 billion.

Those are staggering numbers. But the benefits the 74 million people are experiencing around the world are even more impressive. Consider that with network marketing, you have:

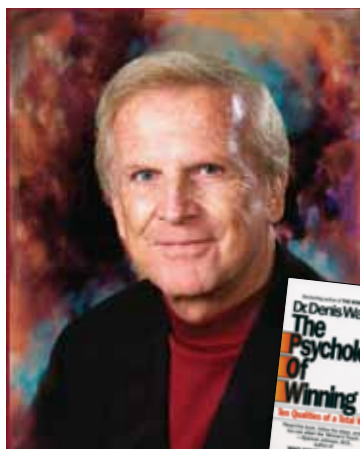
- Big opportunities for growth and profit with little start-up cost and virtually no overhead.
- No restrictions on education, experience, age, background, or financial status. The only restriction in network marketing is the amount of effort a given person is willing to put in.
- Residual income created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

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

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

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

### Why the USANA Opportunity Is the Right Choice



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

In my 30-year career of studying and counselling high-performance professionals and organizations, I have discovered specific criteria that drive the best of the best:

- A distinct quality advantage over competitors in products, services, and management
- An investment in research and development to stay on the cutting edge and maintain superiority
- A clear mission that inspires every team member to strive for excellence
- Compensation and rewards based on individual effort and productivity
- A rock solid, dynamic business with resources and staying power to thrive in a challenging, changing global market
- Growth and profitability achieved with integrity to create the ultimate bottom line

USANA offers all of that, plus a proven direct marketing model destined to be the world-class standard in the new era of professional and social networking. I encourage you to take control of your own future and consider the USANA opportunity.

### Six Ways to Earn Income with USANA

- 1 Retail Sales**  
Earn profits on the difference between wholesale and retail.
- 2 Weekly Commissions**  
Earn a starting commission of up to 20% from your customers and sales volume of your team.
- 3 Matching Bonus**  
Receive up to 100% Matching Bonus for half a year (26 weeks) on the sales volume of Associates you enroll who become Premier Platinum PaceSetters.
- 4 Incentives**  
Be rewarded with luxury travel, prizes, and even extra cash through USANA's generous incentive programs.
- 5 Leadership Bonus**  
Participate in USANA's 3% worldwide weekly bonus pool.
- 6 Elite Bonus**  
Enrich your income with USANA's 1% quarterly bonus shared among the top 25 income earners for each quarter.



### Jumping into Freedom Karen Shumka British Columbia, Canada

There are moments in life when it feels as if we're standing on the edge of something—possibility, potential, freedom. But we often find ourselves unwilling to jump because we lack the vision to see the life-changing opportunities waiting to catch us on the other side.

Karen Shumka spent far too long on that precipice of possibility.

*(continued on Wealth page 2)*



### Freedom to Live Leanne Grechulk, Ontario, Canada

Reflecting on her USANA career, Leanne Grechulk says she truly loves the time and freedom that comes with being a successful Associate. She also values the improved lifestyle that results from focusing on health.

Whether she's teaching yoga, going for a hike, or booking a last-minute flight to Europe for a dream vacation, Leanne says working for USANA has given her the freedom to do what she wants, whenever she wants.

If she wasn't a successful USANA Associate, Leanne says she definitely wouldn't enjoy the same quality of life. In just the past year, Leanne has travelled to France and Ireland and took most of last summer off—thanks to USANA.

"If I weren't with this company, I'd be working like a crazy person, trying to fit in all of these trips into just a few weeks a year," Leanne says. "And I wouldn't have the financial means that allow me to leave at the last minute."

Because of the success she's earned, Leanne says USANA offers her a degree of freedom and income that few other careers could provide.

*(continued on Wealth page 2)*

\* Refer to Wealth page 3 for the Average Income Disclaimer.

# USANA's Compensation Plan Puts FINANCIAL FREEDOM WITHIN REACH

The USANA Binary Compensation Plan is a binary system in which you build balanced left-side and right-side downline organizations for the purpose of selling USANA's nutritional and personal care products. The weekly commissions you earn are based on the balanced Group Sales Volume (GSV) points accumulated in your left-side and right-side downline organizations. USANA Business Centres are designed to pay you weekly commissions on Sales Volume with no limit to the number of levels from which you can earn

your commissions. In addition, a USANA Business Centre allows you to be paid on the Sales Volume created by your downline Associates and Preferred Customers. Another powerful advantage of USANA's program is that there are no monthly group volume requirements. The income you receive from USANA will be in direct proportion to your ability to retail USANA's products to your customers, as well as your ability to build an organization of Associates who, like you, retail to their customers and build an organization of Associates.

## Starting a Business Centre

Your sponsor places you in an open position in his or her sales organization (Figure 1). This open position is called a Business Centre (BC). Each Business Centre has left and right sides in which Sales Volume accumulates. You activate and earn commissions on 1 or 3 Business Centres by following a few simple steps:

- Complete an Associate Application form and purchase a Business Development System. If you fill out and sign an application manually, you can have a 21-day temporary status by calling USANA Distributor Services or enrolling online while you wait for USANA to receive the written copy.
- Order USANA products that total 200 points or 400 points in Personal Sales Volume (PSV) to activate 1 Business Centre or 3 Business Centres, respectively. These products may be for personal use and for retail sale, and may be ordered in a single order or accumulated over time.
- Order USANA products worth 100 or 200 PSV for 3 Business Centres, for personal use and resale every four weeks.

## How Business Centres Work to Provide Income for You

As you begin to build your downline, you have the option to start with 1 Business Centre or 3 Business Centres. One Business Centre gives you direct income from group volume, whereas 3 Business Centres gives you leveraged income from group volume.

With 1 Business Centre, as you sponsor Associates you place them in open positions in your downline (Jill and Bob, Figure 1), always remembering to keep the left and right sides balanced. A unique aspect of the Binary Compensation Plan is that you and everyone in your upline are able to build your downline organization because new Associates are always added to your downline. This structure creates a synergy wherein everyone benefits when new Associates are added. This translates into faster growth for you and for those in your downline organization.

If you choose to personally sponsor more people in USANA, you would place them in an open position under either Jill or Bob, which in turn will help their success. Plus, while you sponsor individuals in your sales organization, someone in your upline may also sponsor an Associate and position him or her on the left or right side of your Business Centre. However, your success in USANA comes by sponsoring people on your left and right sides, sharing the products with others, and teaching them to do the same.

## Calculating Commissions

Commissions are awarded first in commission points, which are converted to the Associate's local currency. Commissions are paid on whole increments of balanced GSV accumulated in your left- and right-side organizations (Figure 2). Extra GSV, up to 5,000 points on each side, is carried forward—it's like money in the bank.

## Calculating Commissions with 1 Business Centre

Assume that your 001 Business Centre is active and has 100 points in PSV within the current week. To determine the GSV, which is the combined PSV of your downline from which your commission for the week is calculated, you total the points in PSV generated during the current week from every Business Centre in the left and right side of your 001 Business Centre. In Figure 3, you have 2,000 points in GSV on your left side and 2,000 points on your right; your own PSV counts toward the GSV of your upline. According to the Weekly Payout Schedule (Figure 2), your highest balanced GSV is 2,000 on each side, which would earn you a commission of 400 points for the week.

Figure 1

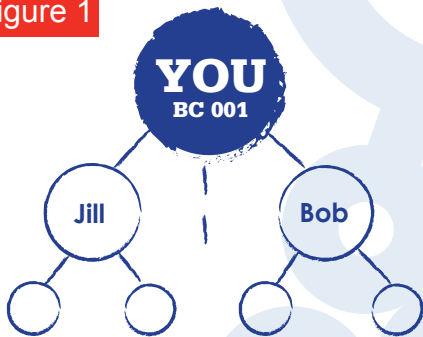
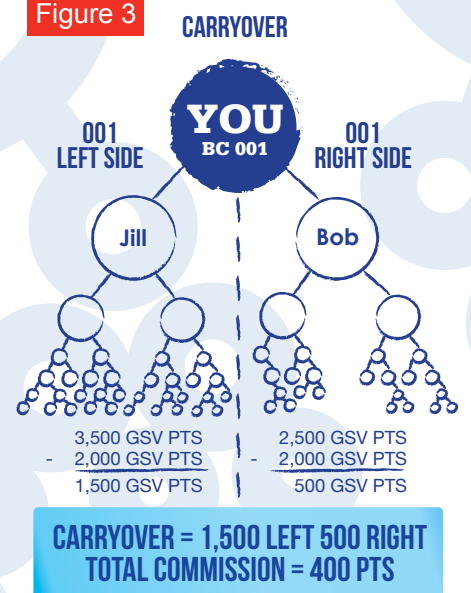


Figure 2

**WEEKLY PAYOUT SCHEDULE**  
Payout will be based on U.S. dollars

GROUP SALES LEFT	VOLUME POINTS RIGHT	COMMISSION POINTS
250	250	40
500	500	100
1,000	1,000	200
2,000	2,000	400
3,000	3,000	600
4,000	4,000	800
5,000	5,000	1,000

Figure 3



*(Jumping into Freedom, continued from Wealth front page)*

After six years as a USANA Preferred Customer—using the products, seeing positive results in the health of her family, and growing a belief in Dr. Wentz' vision—Karen became an Associate.

"It was a perfect fit—much like your favourite pair of shoes," she says. "My family's health had benefited from the products in remarkable ways. And then I saw it—the other shoe—a compensation plan designed for me. Designed for exactly what I do every day—refer people to products that I am passionate about and that I believe may benefit them."

That passion—and the shared vision of true health and true wealth—led to her leap, but it was the simplicity of USANA's compensation plan that allowed Karen to quickly turn opportunity and possibility into powerful, positive change in her family's lifestyle. In fact, she matched her husband, Tim's, full-time income in just seven months as a USANA Associate.\*

Now, from this vantage point, Karen has some encouragement for those standing on this same precipice of possibility.

"Put your toes on the edge of your future and jump," she says. "I said yes to this USANA opportunity and my family now dreams without limits. We design and live our reality daily. That's freedom. What's in your future?"

\* Refer to Wealth page 3 for the Average Income Disclaimer.

***"There is nothing else that can offer the time, health, and financial freedom that USANA does. I own my own time, and that is truly the most beautiful joy USANA has enabled me to have. To me, succeeding in this business is all about boosting your lifestyle."***

*-Leanne Grechulk*

*(Freedom to Live, continued from Wealth front page)*

"There is nothing else that can offer the time, health, and financial freedom that USANA does," she says. "I own my own time, and that is truly the most beautiful joy USANA has enabled me to have. To me, succeeding in this business is all about boosting your lifestyle."

In addition to her financial success, Leanne adds that the USANA products she's taken since joining the company in 2005 have helped her maintain her health. She also loves being part of the health industry.

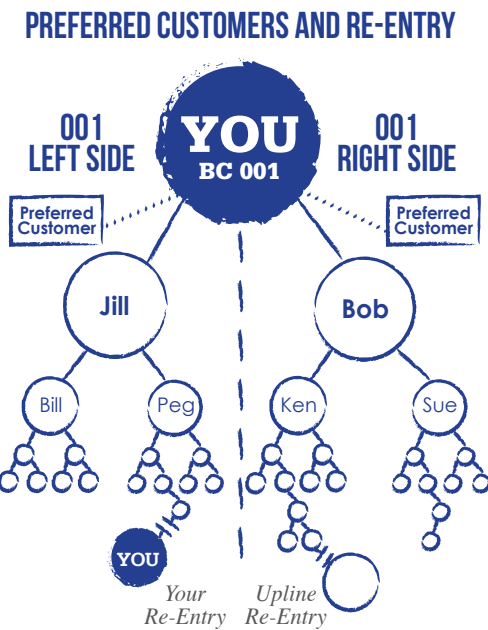
"Working for USANA, I've found that as your business grows, your health also improves," she says. "I love being an entrepreneur who is focused on health every day."

Along with her lifestyle, Leanne also enjoys the rewards that result from building a strong team.

"My philosophy has been, if I can assist people with their health and finances early on, then that allows them to spend a lot of years living their life and enjoying health and wealth," she says. "It's just incredible to watch rank advancements in your team. One of my favourite aspects of USANA is that as your business grows, your team comes along with you."

# USANA HAS THE HIGHEST PAYOUT PERCENTAGE FOR PROFITABLE REPORTING COMPANIES IN THE INDUSTRY.

Figure 4



## Carryover

In Figure 3, you have a total of 3,500 points on your left side and 2,500 points on your right. According to the Weekly Payout Schedule, your highest balanced GSV is 2,000 on each side, equalling 400 points for the week. The extra GSV would carry forward, and you would start the next week with 1,500 points in GSV on your left side and 500 points on your right side.

## Preferred Customer

Another way to accumulate GSV is to add Preferred Customers to the left and right side of your Business Centres (Figure 4). Preferred Customers can order USANA products at Associate prices, but they do not accumulate PSV, nor are they paid commissions. Although you do not earn retail commissions from the orders of Preferred Customers, their orders earn points, which are added to your GSV total for the side in which they are placed (left or right). Those Associates who choose not to be Distributors, and thus do not retail products, fulfill their sales requirements through Preferred Customers.

## Additional Income Potential

As you become increasingly successful selling USANA's nutritional and personal care products, you can qualify for Re-Entry Certificates, which allow you to increase your number of Business Centres and your income potential. Whenever you maximize a Business Centre (accumulate 5,000 points in GSV, current and carryover, in both your left and right sides in a single week), you earn a Re-Entry Certificate (Figure 4). A Re-Entry

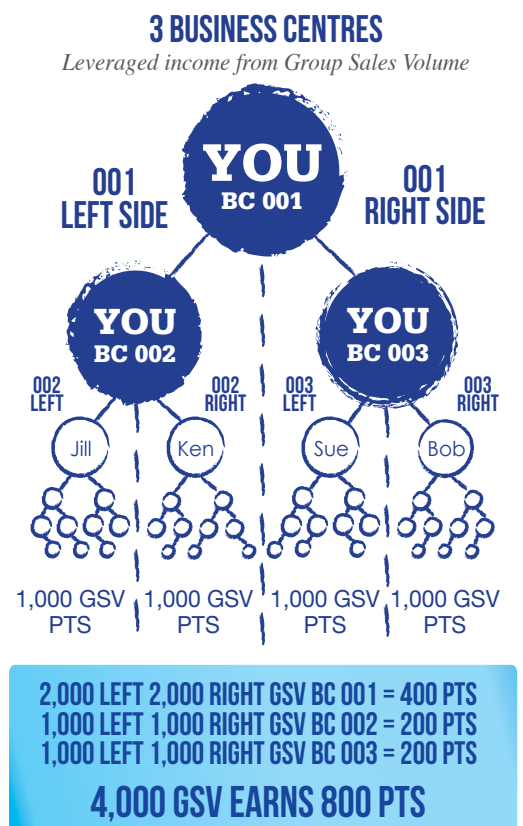
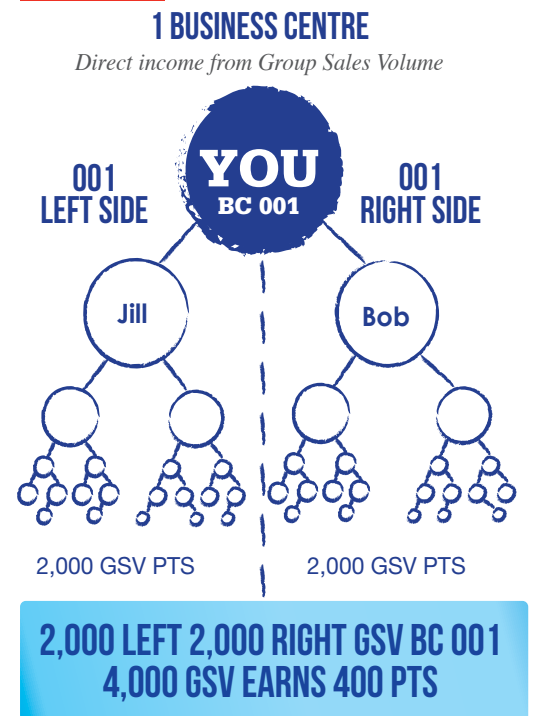
Certificate allows you to re-enter in your own downline with an additional Business Centre. To activate a Business Centre with a Re-Entry Certificate, you send a written request to USANA with placement information and generate 200 points in PSV at the time you place the new Re-Entry. The product order corresponding to the PSV generated must be attached to the placement information. You can earn up to two Re-Entry Certificates per Business Centre, and no matter how many Business Centres you activate, it only takes 200 points in PSV in your 001 Business Centre within each four-week period to keep all of them active.

## Doubling Commissions with 3 Business Centres

As illustrated in Figure 5, you can see the difference between building a business with 1 Business Centre versus 3 Business Centres. As you build Business Centres 002 and 003, you are simultaneously building Business Centre 001 without additional effort. With 3 Business Centres, you build balanced legs on two Business Centres and earn commissions on three.

At the bottom of Figure 5, you will see that your 002 and 003 Business Centres each have 1,000 points in GSV on the left side and 1,000 points on the right. According to the Commission Payout Schedule, the highest balanced GSV is 1,000, earning you 200 commission points for the week in the 002 and 003 Business Centres. Your 001 Business Centre would earn the same 400 points as compared to the 1 Business Centre on the top of Figure 5. That's an 800-point commission for you—twice the commission for the week.

Figure 5



*\$125,775 is the average yearly income for an established, full-time USANA Associate. \$33,170 is the annual average of those who earned as little as one commission cheque 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 cheques 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 cheque 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 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. 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 \$907.75 with nearly one in three earning a cheque. To date, USANA had more than 170 Associates who are lifetime Million Dollar Club members.*



## The Path to Success Lyne & Germain Lafortune, British Columbia, Canada

For more than two decades, Germain Lafortune and his wife Lyne worked in various nine-to-five jobs while wishing they could improve their lifestyle. They sought a way to blend work, leisure, business travel, and vacation into an incredible lifestyle.

"We tried different ventures, from real estate to retail and the stock market," Germain says. "Although we had some success, none of the ventures met our expectations—that is, until we were introduced to USANA's compensation plan. We were excited at the possibility of being able to work smarter rather than harder."

Germain believes the biggest advantage to the USANA compensation plan is that it's based on performance. "The system is brilliantly designed so that the success of new Associates does not depend on when they join the team or on their placement," he says. "That was both fair and very motivating for us, and remains true for anyone looking at USANA today."

The couple also likes USANA's compensation plan because it creates time freedom for hard-working Associates through the generation of leveraged and residual income. And they'll never go back to their nine-to-five jobs again. "Looking back at everything that we have seen, we can say in no uncertain terms that dollar-for-dollar, risk-for-risk, and reward-for-reward, nothing beats USANA's compensation plan," Germain says.



Photo features 2010 members of the Million Dollar Club

The Million Dollar Club is an elite group of over 170 Associates who have, throughout the course of their USANA careers, earned at least \$1 million in commissions.

Collette Larsen & Zachary Ross  
 Bud & Bunny Barth  
 April Fano  
 Susan Waitley  
 Lyndon Redman & Marie-France Morin  
 Jeremy Stansfield  
 Sterling & Mary Ottesen  
 Pete & Dora Zdanis  
 David & Falia Ledoux  
 Dan & Nanc Christy  
 Michael & Barbara Hollender  
 Terry Allen  
 Barbara Souther  
 Ursula Dowhey  
 Larry & Nancy Bunn  
 Mike & Jenny Larsen  
 Rick & Terri Young  
 Seta Der Artinian & Hubert Krause  
 Ron McDiarmid  
 Tom & Lorie Mulhern  
 Patti & Rik Jamieson  
 Susanne & John Cunningham  
 Liesbeth van Eerten  
 Tom & Ladawn Painter  
 Connie Cumming-Allen  
 Elizabeth C. Vine

William Ohochinsky & Donna Thrasher  
 Mable & Vincent Chan  
 John Kinnear  
 Brian & Jennifer Douglas  
 Deanna & David Waters  
 Sophia Marcoux & Jacques Fiset  
 Perfect Lifestyle Group  
 Jean & Peter Cheung  
 Paul & Leslee Maki  
 Bryan & Monica Penrod  
 Rita Hui  
 Dean & Sherri Chionis & Matt Chionis  
 Dan & Rebecca Brink  
 Patty & John Abraham  
 Connie Yao & Jim Barabe  
 Dixie Moore  
 John Ross Appleton  
 Vivian & Neil Reinhart  
 Kelli & Larry Lessie  
 Michel & Suzanne Lavoie  
 Penelope & Phil Kirk  
 Sven & Patricia Poulsen  
 Lyne & Germain Lafortune  
 Line & Luc Dubois  
 Dr. Eric Davis & Dr. Roger Piasecki  
 Dr. Wen Chi Wu & Zang Houng Wu

Jean-Pierre Gagné & Nicole Boulé  
 Steven Lu  
 David Herrick  
 Virend & Yogandrie Singh  
 Liu Tang Jung & Pan Hsiu Jou  
 Daniel & Dr. Paige Hunter  
 Frank Feng & Bin Yang  
 Matt & Shanna Ryan  
 Nathalie Deslauriers & Jean-Simon Marcoux  
 Rory Jones  
 Bob, Mary, Amy & Xian Lin  
 Terry & Terri Wright  
 Arnie & Linda Knight  
 Steven Chen & Zhi Xian Jin  
 Bryan Morris  
 Mario & Kveta Martucci  
 Annette & Victor Que  
 Queen & Alan To  
 Alandra McLaren  
 Terry Wang & Linda Ju  
 Janet L. Moore  
 Wang Bai Lu & Chiang Chun Tze  
 Tony & Tammy Daum  
 Carmen Marshall  
 Joanne Kotjan  
 Fiona Jamieson-Folland & Chris Folland

Robin Ellis  
 Josephine Shieh & Liu Bing Chuan  
 Wang Ying Chiao & Lin Sen Chi  
 Conchita Vargas Lugo & Paola Vargas Lugo  
 David & Tricia Delevante  
 Eduardo Barreto  
 Dustin & Melissa Fields  
 Ani Black  
 Anita Shu-Fang Lee  
 Gregory Stevens  
 Charles Stivers  
 CheBum An & JuHyun Yoo  
 Sheila & Garry Dancho  
 Luc Tremblay  
 Annette Sale Owens  
 Jerry & Fiona Clayton  
 Elaine Lee  
 Mike & Miriam Miller  
 Feng Ye & Jian-Qin Gu  
 J'en El  
 Colette Evans  
 Tonja & Wade Hillebrant  
 Faye & Ray Despins  
 Stephen Daniel  
 Hou Ya Chen & Joy C.I. Huang  
 James & Rajamma Fernandez

Bill & Jenny Huang  
 Madeleine & Jacques Marcoux  
 Louise Lagarde  
 Majid & Kahnoush Mokhbery  
 Kiichiro Tani  
 Alice Hsieh  
 Gong Zheng Fa & Zhao Qian  
 Patti Roney  
 Takashi Kakino  
 Jasmine Zhao  
 Chun-Ming Chang & Aileen Zhou  
 Monica Lewis  
 Dr. Christiane Northrup  
 Jo & Warren Naseby  
 Nick & Christine Roditis  
 Mark & Keri Mc Kee  
 Serge & Mado Morissette  
 Serge & Diane Deslongchamps  
 David Hu & Xie Huijian  
 Lee Cheng Yen & Lo Hui Ting  
 Lin Shi & Meiqin Jiang  
 Tina Tao Pang & Ted Chun Yong Liu  
 Peter & Bibiana Pau  
 Barbara & Dr. Norman Dawson  
 Kevin & Gaewyn Goodwin

## 2011 New Inductees:

**Wei-Ching Ko & Jia-Chien Shieh, New Zealand**  
**Ladd McNamara M.D., USA**  
**Jian-Guo Shen, Australia**  
**Dennis Chen & Sheila Xiao Nan Wang, USA**  
**Ryuji Kwon & Noriko Yamashita, Japan**

**Ginette Desjardins, Canada**  
**Justina Rudez & Darrell Coates, USA**  
**Will Johnson, Canada**  
**Karen Shumka, Canada**  
**Helen & Chris Bolton-Jamieson, New Zealand**

**Wu Li Mei & Han Te Ming, Taiwan**  
**Maeng Ja Lee & BongKi Kim, Korea**  
**Romela Lesleigh Quinn, New Zealand**  
**ChangJin Lee & JaeYun Jung, Korea**  
**Huang Lee Shin, Taiwan**

**Robert Groves, Canada**  
**Lisa Liming & Qi Sheng Jiang, Canada**  
**Shingo Otsuka, Japan**  
**Cynthia Li Zhang, USA**  
**Brenda Alcaráz & Dr. Alberto Peña, México**

**Salim Farah, México**  
**Mei Huang, USA**  
**Dave Steinhaus, USA**  
**Tseng Kui Mei, Taiwan**



“The Fortune 25 is filled with USANA’s most successful worldwide Associates. In this impressive group, you’ll find a variety of nationalities, backgrounds, and education, but they all share an unwavering commitment to the vision of true health and true wealth. Their hard work and passion for positive change have landed them in the top 25 income earners in USANA.”

—Dave Wentz, Chief Executive Officer



“USANA’s Growth 25 celebrates Associates in North America who have made the largest increase in absolute commission points (CVP) for the year and are not members of the Fortune 25. Each member of USANA’s Growth 25 has overcome challenges and pushed to build a thriving business, and in doing so, they’ve succeeded in bringing the message of true health and true wealth around the world.”

—Kevin Guest, President of North America

### Vincent & Mable Chan British Columbia, Canada

Back when Vincent Chan was working long hours as a pharmacist, he knew he needed to make a change. “I worked all the time in the store and people treated me like a piece of furniture,” Vincent says.

His decision to find a new way of life paid off.

Vincent joined USANA as an Associate, and because of his steady success in the business, Vincent was able to cut his workload at the pharmacy—from 80 hours a week to one day a week, and then to one day a month—before finally closing his drug store in 2009.

Now his lifestyle has changed completely—thanks to USANA.

“Being a member of the Fortune 25 has given me a better kind of life than I could even envision,” Vincent says. “It’s given me a 6,500-square-foot house I could have never dreamed of, with a backyard like a garden.”



### Susanne & John Cunningham Manitoba, Canada

“We are celebrating our 10th consecutive year in the Fortune 25. USANA has given us the gift of opportunity and possibility. We have grown with this company and have realized our goals of time freedom to travel, enjoy family and friends, give back, and experience the benefits of health and freedom.

“Our trips with USANA have all been wonderful, memorable experiences. Whether travelling to England, México, or the Philippines to start and support our teams, or experiencing Fortune 25 trips to ocean-side resorts or excursions to Switzerland, Ireland, and Argentina, we have enjoyed each adventure.

“We remain committed to assisting others in experiencing all that is possible for them as they grow their business. We’re always grateful that we’re able to be average people living an extraordinary life.”



\* Refer to Wealth page 3 for the Average Income Disclaimer.