

# Health & Freedom

*your path to independence*



## Global Health Company

An industry leader in the field of science and nutrition

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## What's Good For You?

Discover your needs and customise your nutritional program

PAGE 6



## Work Life Balance

Read about real people who love what they do

PAGE 10



For more information contact:

## Healthy Lifestyle & Financial Freedom

USANA Health Sciences is one of the world's leading companies in the field of health and cellular nutrition. Founded by Dr. Myron Wentz in 1992, USANA develops and manufactures high-quality nutritional supplements, energy, skin-care, and weight-management products that are distributed by independent Associates in 14 countries worldwide.

Opening in 1998, USANA has experienced over a decade of solid business growth in Australia and New Zealand and continues to be a benchmark industry leader in health and nutrition in the network marketing industry. USANA's award-winning products and business opportunity has seen families across Australia and New Zealand create a healthy lifestyle and achieve financial freedom.

A member of the Direct Selling Association (DSA, DSAA), USANA is a dynamic company that has attracted people of all ages, genders, and education levels from across the globe. World-class athletes, best-selling authors, respected scientific institutions, leading health and wellness experts, and experienced business professionals have all recognised USANA's commitment to excellence.

With products that provide better health and a business opportunity that offers security and limitless growth, there's never been a better time to become an independent USANA business owner.

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*When it comes to your health...*

**Why trust anyone else?**

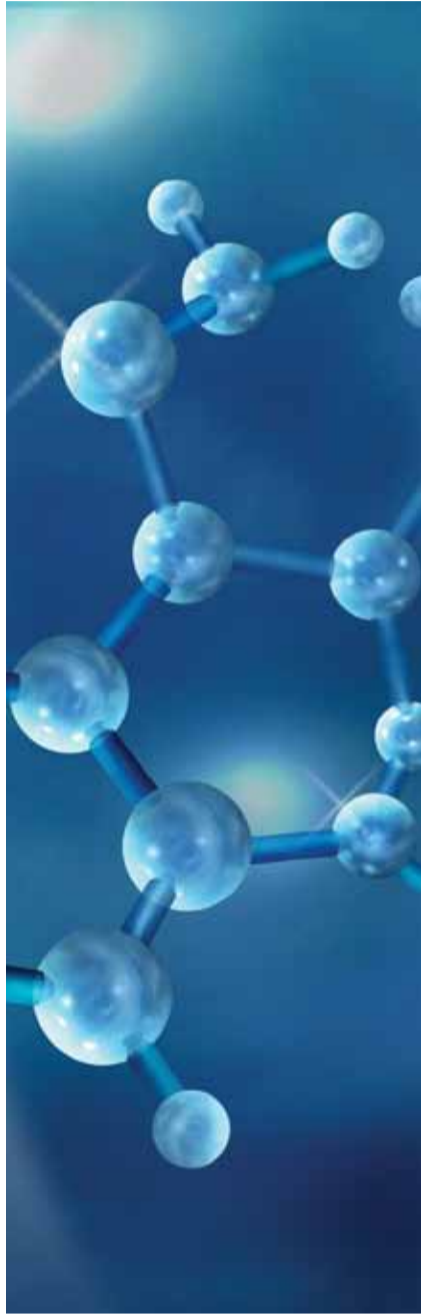


14 Pack  
Item# 500.030114  
Rev. 08/10

Get Started Today: Discover the USANA Difference

# The Science Behind USANA

Protect Your Cells with Antioxidants



Public health scientists have found new evidence of the threats that our toxic environment pose to our cellular health. The air we breathe, the water we drink, even the 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, is especially vulnerable.

Myron Wentz, Ph.D. (immunology and microbiology), founder and chairman of USANA Health Sciences, hypothesises that foods with high peroxide values, especially processed, fatty foods, generate “free radicals” that in turn damage healthy cells. Researchers believe that supplementary antioxidants are necessary for combating these free radicals in addition to the body’s normal defence systems.

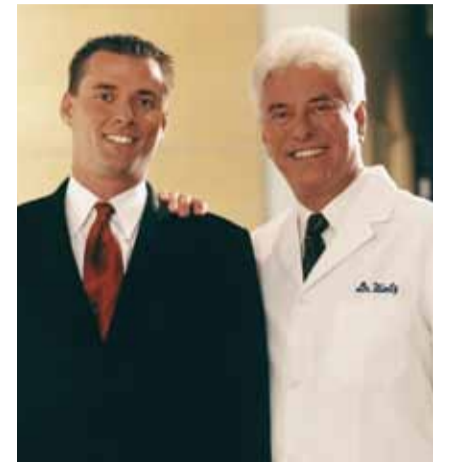
“The human body is made of cells, and those cells work together to sustain your life,” Dr. Wentz says. “Taking antioxidants with food may help reduce the formation of oxidised lipids.”

With a family of tens of thousands currently supplementing their diets with USANA products, science has been—and always will be—the primary focus of USANA Health Sciences. USANA is able to confidently assure every customer that its products are of the highest quality.

Led today by Dr. Wentz’ son and protégé, Dave Wentz, as well as a highly skilled management team,

USANA continues to expand throughout the world, improving the lives of countless numbers of individuals in the process.

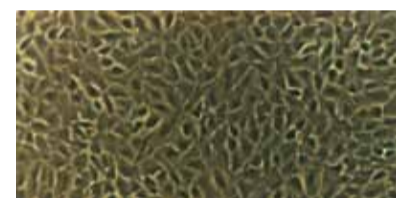
“My father started USANA Health Sciences with a focused vision of freeing the world from pain and suffering,” Dave declares. “He envisioned a world where people experienced physical health, emotional well-being, and financial stability. He wanted to give his family and families of thousands of others the means to enjoy life to its fullest in happiness and health. To accomplish this, he enlisted the help of many Associates who shared USANA’s vision and wanted to help make the world a healthier place.”



Dave Wentz, Chief Executive Officer & Dr. Myron Wentz, Founder & Chairman of the Board

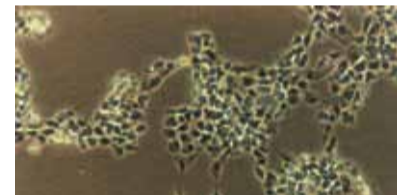
### Healthy human cells in culture

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



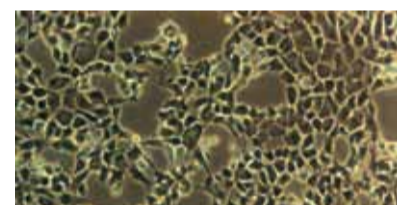
### Cells after adding digested products from a fatty meal

Cellular damage is caused by oxidised 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 oxidisable foods. Healthier eating habits are your first line of defence.



## USANA Supports Clinical Studies

USANA **Essentials™** vs. Four Select Competitor Products

A simple way to examine the quality of a nutritional supplement is to examine its bioavailability. Bioavailability is defined as the degree and rate at which a substance is absorbed by the body. What good does it do to take a supplement if it is not effective due to either low amounts of nutrients or poor bioavailability?

USANA conducted an in-house clinical study<sup>1</sup> to assess the bioavailability of five diverse dietary supplements, including the USANA® **Essentials™** vitamin, mineral, and antioxidant supplement\*, in

comparison to four other brands on the market:

- 1) a plant-sourced vitamin/mineral supplement;
- 2) a food-based supplement;
- 3) a leading one-a-day vitamin/mineral supplement;
- 4) a gel-based vitamin/mineral supplement.

**THE RESULTS:** For every nutrient examined, the USANA **Essentials** had the best bioavailability profiles. The USANA **Essentials** outperformed the other products tested by providing the highest levels of key nutrients most effectively. Therefore, it appears that

the USANA **Essentials** provides optimal levels of bioavailable nutrients to obtain blood levels significantly higher than can be achieved from four other competitors’ products. Thus, if taken twice daily, one could expect to maintain elevated levels of these nutrients throughout the day to help obtain optimal nutritional status.

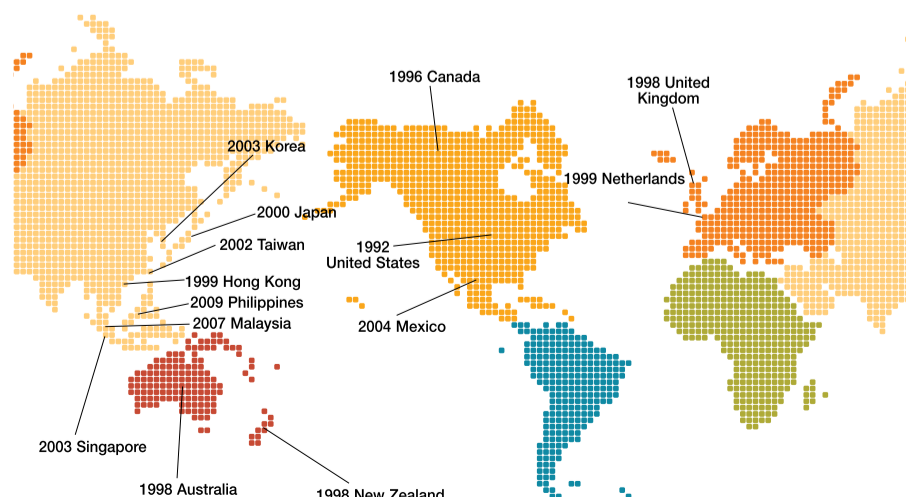
For more information on this study and other clinical studies, visit [http://www.usana.com/dotCom/difference/hir/sci\\_crb](http://www.usana.com/dotCom/difference/hir/sci_crb)

## USANA Family Grows Worldwide

USANA is a growing worldwide organisation, operating successfully in 14 countries and most recently opening its doors in the Philippines. You too can become successful regardless of your experience, race, sex, education, or business background. Plus, you can build your business internationally from the comfort of your own 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, sharing training tips and business-building ideas.



1. Natalie Eich, Erik Schneider, Toni McKinnon, Brian Dixon, John Cuomo, Tim Wood; USANA Health Sciences, Inc., Salt Lake City, Utah  
\* US formula

Find out more at [www.usana.com](http://www.usana.com)



# 5 Reasons You Can Trust Your Health to USANA

## Nutritionals You Can Trust

### Award-winning Products

USANA Products Receive Gold Medal and Awards

USANA receives a five-star rating in Lyle MacWilliam's Comparative Guide to Nutritional Supplements (ANZ Consumer edition, 2009), which evaluates over 200 broad-spectrum multi-vitamin/mineral supplement products in Australia and New Zealand. USANA is awarded the Gold Medal, recognising product excellence and the Editor's Choice Award for Nutritional Manufacturers.



USANA is the 2010 winner of two Australian Business Awards: **Essentials™** for Product Excellence and **BDS eApprentice** for Best E-Business Product.



These independent evaluations give consumers the confidence that they have indeed chosen the "Best of the Best".



### Strict GMP Compliance

USANA Follows Good Manufacturing Practices

USANA follows pharmaceutical-grade Good Manufacturing Practices (GMP) for all its nutritional supplements.

USANA is one of the few companies that owns and operates its own manufacturing facility, located in Salt Lake City, USA. It is a TGA (Therapeutic Goods Association)-approved facility with strict compliance to TGA manufacturing standards which are amongst the strictest in the world.



### NSF Certification

USANA Certified for Sport™



The NSF Certified for Sport program was developed to meet the growing demand of athletes, coaches and all others concerned about banned substances. The NSF Certified for Sport Mark helps consumers know that USANA products and Salt Lake City manufacturing facility have met NSF's stringent independent certification guidelines.



GMP Registered

### 1 Groundbreaking nutritional research

USANA invests significant time and money in extensive scientific operations, information systems, research services, worldwide scientific alliances, and technical support. 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 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 will receive in the product.

### 4 High-quality manufacturing

USANA's quality program for nutritional products is modelled after the pharmaceutical industry. A variety of government agencies conduct periodic inspections, requiring strict control of procedures and documentation.

### 5 Confidence of top athletes

For more than 15 years, athletes from around the globe have trusted their health to USANA. Following pharmaceutical-grade Good Manufacturing Practices to ensure the safety and quality of each product, USANA products have been proven effective and free of contaminants. Elite athletes of the Sony Ericsson WTA Tour and a myriad of other professional athletes worldwide trust their health to USANA.

## Health Assessment and Advisor



*It takes only a few minutes to complete, but the results can last a lifetime.*

When it comes to nutrition there are general guidelines that apply to all of us. We need to complement a healthy diet with quality nutritional supplements. However, our nutritional needs vary with age, gender, and lifestyle.

USANA's Health Assessment and Advisor is an online tool that incorporates the latest nutritional science to generate optimal product recommendations, customised to meet your unique nutritional needs. It also advises steps you can take to refine your diet, exercise regimen and other lifestyle habits.

Take the Health Assessment and Advisor yourself. All you have to do is go to [www.usana.com](http://www.usana.com), click on the icon and begin.

Get Started Today: Discover the USANA Difference

# The USANA Essentials™

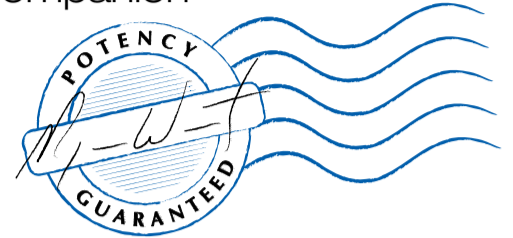
The Most Complete Multivitamin System on the Market



# HealthPak™

Your Ultimate Travel Companion

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



## HealthPak™ (Essentials/Optimizers)™~

**Active Ingredients:** Each packet contains active ingredients as in: **Mega Antioxidant, MultiMineral, Active Calcium Plus, AO Booster** [Exclusive to **HealthPak** containing: Alpha Lipoic acid, plant extracts from Green tea, Grape seed (*Vitis vinifera*) and Japanese knotweed (*Polygonum cuspidatum*) containing resveratrol].



The USANA **Essentials™** vitamin, mineral and antioxidant supplement, which include **Mega Antioxidant** and **MultiMineral**, 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 various aspects 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. The phenolic compounds, a group of structurally distinctive antioxidants, are less common in the modern western diet, but are rich in olives that have been the staple food in Mediterranean culture.

The benefits of olive fruit and olive oil consumption are extensive. USANA's exclusive patented olive fruit extract (**Olivol™**) is a rich source of phenolic antioxidants.

### Advanced Doses

The USANA **Essentials** contains advanced levels of almost all the essential vitamins and minerals listed in the NHMRC (National Health & Medical Research Council) RDI (Recommended Dietary Intake), providing levels associated with optimal health.

### Balanced Formula (A Synergy of Nutrients)

The formulations of the USANA **Essentials** are painstakingly designed to allow components to work in union to achieve a synergy of optimal health benefits.

### 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.

The **Essentials** are the only products on the market that contain USANA's patented olive-fruit extract\*.

### Mega Antioxidant\*

**Active Ingredients:** Betacarotene, Vitamin C (as **Poly C™** from calcium ascorbate, potassium ascorbate, magnesium ascorbate monohydrate, Zinc Ascorbate), Vitamin D3 (Cholecalciferol), Vitamin E (d-Alpha tocopheryl acid succinate), Natural mixed tocopherols, Vitamin K (Phytomenadione), Vitamin B1 (Thiamine hydrochloride), Vitamin B2 (Riboflavin), Nicotinamide, Vitamin B3 (Nicotinic Acid), Vitamin B6 (Pyridoxine hydrochloride), Folic Acid, Vitamin B12 (Cyanocobalamin), Biotin, Calcium pantothenate, Rutin, Quercetin, Citrus bioflavonoids extract, Herbal extracts [from Olive fresh fruit\*, Green tea (Camelia sinensis), Bilberry (Vaccinium myrtillus), Pomegranate (Punica granatum), Cinnamon (Cinnamomum cassia)], Curcumin, Lutein, Lycopene, Broccoli (Brassica oleracea), Inositol, Choline bitartrate, Cysteine hydrochloride, Bromelains, Alpha lipoic acid, Ubidecarenone (Coenzyme Q10)

### MultiMineral-

**Active Ingredients:** Calcium (from calcium citrate hydrate and calcium carbonate), Magnesium (from magnesium citrate and magnesium amino acid chelate), Potassium iodide, Zinc citrate dehydrate, Selenomethionine, Copper gluconate, Manganese gluconate, Chromium (from chromium chloride and chromium picolinate), Molybdenum trioxide

## Unrivalled Nutrition, Unmatched Value

The **Essentials™**—multivitamin and mineral supplement, provide a broad spectrum of vital vitamins, minerals, and antioxidants—more than can easily be obtained from the average modern 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 \$50 to fill your grocery cart with the items needed to obtain these nutrients. The **Essentials**, meanwhile, cost just \$0.33AU / \$0.38NZ per tablet—or \$2.67AU / \$3.04NZ per day. That's a difference of more than \$47 per day or \$1316 a month!

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



Vitamin supplements should not replace a balanced diet. USE ONLY AS DIRECTED. ALWAYS READ THE LABEL.

\* USANA Olivol™ Protected Under US Patents 6,358,542 Or 6,361,803

^ Do not take while on Warfarin therapy without medical advice. Contains sorbic acid and sodium benzoate.

~ This product contains Selenium, which is toxic in high doses. A daily dose of 150µg for adults of Selenium from dietary supplements should not be exceeded.

Find out more at [www.usana.com](http://www.usana.com)

# Children's Health

Your Child's Health and Nutrition: Establishing a Healthy Foundation for Life

Research clearly shows that many children do not get the proper nutrition they need. Poor nutrition can lead to health problems such as diabetes and osteoporosis later in life and retard growth and delay maturation.

Good nutrition helps create a foundation for good health. For adequate amounts of all the essential nutrients, your child should follow a well-balanced, proactive nutritional plan that includes high-quality vitamin and mineral supplementation in addition to eating a healthy diet.

## Nutrition for Toddlers 1-4 years

When making dietary decisions early in your child's life, your primary focus should be on good nutrition. This is a good time to introduce your child to healthy eating habits and well-balanced meals and snacks. Ensure your child is getting a balance of fats, protein, carbohydrates, vitamins, and minerals that can promote growth.

## Nutrition for Primary Schoolers 5-12 years

Nutrition is important to normal growth processes, and thus you should make an effort to ensure that your child consumes a well-balanced diet. Your child's need for calories rises during times of rapid growth and gradually increases as they move through childhood into their teenage years.

## Nutrition for Teenagers 13-18 years

Good eating habits are often a challenge for teenagers. During adolescence your child needs to become conscientious about eating a healthy diet. A well-rounded diet should deliver sufficient amounts of all the essential vitamins and minerals, including calcium, iron and zinc.

## Calcium for Healthy Teeth & Bones

Whatever their age, young people need calcium to help build strong bones and teeth. Make sure your child gets enough calcium-rich foods.

## Recommended Dietary Intake (RDI):\*

4-8 years: 700 mg/day  
9-13 years: 1,000-1,300 mg/day  
14-18 years: 1,300 mg/day

# USANA for all Generations



## Usanimals™

Great-tasting Usanimals™ help make nutrition fun.

Usanimals provide a full array of nutrients such as vitamins, minerals, and antioxidants in amounts designed especially for children. Usanimals include advanced levels of vitamins C and E, two of the most powerful antioxidants and a phytonutrient blend of blackberry, cranberry, raspberry, and wild blueberry fruit powders. Your children will love the natural blend wild berry flavour and animal shapes. USANA uses only natural flavours and sweeteners.†

**Active Ingredients:** Betacarotene, Vitamin C (from ascorbic acid and sodium ascorbate), Cholecalciferol (Vitamin D3), d-alpha-tocopheryl acid succinate, Vitamin K (Phytomenadione), Thiamine mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Nicotinamide, Calcium pantothenate, Pyridoxine hydrochloride (Vitamin B6), Cyanocobalamin (Vitamin B12), Folic acid, Biotin, Inositol, Antioxidant Phytonutrient Complex [containing fruit powders from Rubus fruticosus (blackberry), Rubus idaeus (Raspberry), Vaccinium macrocarpon (Cranberry), Vaccinium myrtillus (blueberry)], Calcium (as calcium carbonate), Magnesium (from magnesium citrate, magnesium amino acid chelate, and magnesium oxide), Potassium iodide, Zinc amino acid chelate, Selenomethionine, Cupric citrate, Manganese gluconate, Chromium (as chromic chloride)



## Body Rox™

Body Rox™ is specifically formulated to meet the nutritional demands of growing adolescent bodies and provides a combination of antioxidants that help young bodies maintain ideal health, including rutin, grape-seed extract, green-tea extract, turmeric extract, lutein, and lycopene.^



### Active Ingredients:

Betacarotene, Vitamin C (as calcium ascorbate), Cholecalciferol (Vitamin D3), d-alpha-tocopheryl acid succinate, Vitamin K (Phytomenadione), Thiamine hydrochloride (Vitamin B1), Riboflavin (Vitamin B2), Nicotinic acid (Vitamin B3), Nicotinamide, Calcium pantothenate, Pyridoxine hydrochloride (Vitamin B6), Cyanocobalamin (Vitamin B12), Folic acid, Biotin, Choline bitartrate, Inositol, Cysteine hydrochloride, Antioxidant Phytonutrient Complex [containing: Rutin, Citrus bioflavonoids, Grape seed extract (Vitis vinifera), Green tea extract (Camellia sinensis), Turmeric extract (Curcuma longa)], Lutein, Tomato fruit extract (Solanum lycopersicum), Broccoli flower powder (Brassica oleracea), Calcium (from calcium citrate, calcium ascorbate, and calcium carbonate), Magnesium (from magnesium citrate, magnesium amino acid chelate, and magnesium oxide), Potassium iodide, Zinc citrate, Selenomethionine, Copper gluconate, Manganese gluconate, Chromium (from chromic chloride and chromium picolinate)



# USANA Supported Clinical Study:

## Improved Bone Health in Young Girls

A third-party clinical study led by Dr. David Greene at Australian Catholic University (ACU National) found that use of USANA's **Active Calcium™ Chewable** supplement improves bone health in young girls.

The double-blind, placebo-controlled study involved 20 pairs of identical twin girls, ages 9-12 years old, who

were randomly assigned to receive USANA's **Active Calcium Chewable** or a matching placebo. The results of the study found that after six months of supplementation, **Active Calcium Chewable** improved measures of bone mineral content, bone mineral density, and bone strength in these girls.

Results of this study are particularly

significant, because young women accumulate bone mass most rapidly during adolescence, and ideal skeletal development can only be achieved when dietary intakes of calcium, vitamin D, and magnesium are optimal during this period. Dr. Greene of ACU National said maximising bone during the growing years was essential to offsetting the effects of osteoporosis in later life.

"It is estimated that only 10 to 25 percent of children and teens get adequate amounts of calcium and vitamin D," said Dr. Christine Wood. "My own experience as a paediatrician confirms this when I question my patients about their calcium intakes. Parents and teens need to understand the potential long-term risks of chronic calcium and vitamin D deficiency during adolescence. We can't turn back the clock as these children age into adults".

Dr. Christine Wood is an expert in nutritional medicine for children and speaks on healthy lifestyles to parents worldwide. She is also a member of USANA's Scientific Advisory Council.

## Help Kids to Eat Great & Love It!

### Christine Wood, M.D., FAAP

Dr. Christine Wood is a practicing paediatrician and author of *How to Get Kids to Eat Great & Love It!* Dr. Wood is an expert in nutritional medicine for children and speaks on healthy lifestyles to parents worldwide. She has been featured in several magazines, television, and radio programs; and she is active in addressing childhood obesity with schools, parents, and health professionals. Dr. Wood is currently chairperson of USANA's Medical Advisory Board.



"Parents need to realise what an important job they have to teach their kids healthy eating habits, to use proper nutritional supplementation and to participate in regular physical activity. Parents must start today and model a healthy lifestyle and do all they can to create children who will eat healthy and be active. The gift of health is perhaps the greatest gift we can give."

Get Started Today: Discover the USANA Difference

# USANA® Optimizers

An Extensive Selection of Products to Customise Your Nutritional Program

Visit Health Assessment and Advisor at [www.usana.com](http://www.usana.com) to Discover Your Unique Needs

## USANA Probiotic

**USANA Probiotic** is a unique 50/50 mixture of Bifidobacterium, BB-12® and Lactobacillus rhamnosus GG, LGG® – two strains of probiotic bacteria that have been clinically proven to survive transit through the acidic environment of the stomach, and promote a natural balance of beneficial microflora in the gut.\* This unique formula also guarantees you receive billions of viable bacteria per serve throughout the shelf life when stored at room temperature.



**Active Ingredients:** Glucose, Inulin, Sucrose, Maltodextrin, Lactobacillus rhamnosus GG (LGG®) and Bifidobacterium, BB-12® strains, Silicon Dioxide.  
\* BB-12® is a registered trademark of Chr. Hansen. LGG® is a registered trademark of Valio Ltd.

## CoQuinone™ & CoQuinone 100™\*

The USANA commitment to quality, using only the best ingredients in the right amounts and proper formulations for optimal bioavailability can be seen at its best in **CoQuinone™**. **CoQuinone** is clinically proven to be more bioavailable than some other CoQ10 products. **CoQuinone** contains 30 mg of CoQ10 and 12.5 mg of alpha lipoic acid per soft gel capsule.



**CoQuinone 100™** contains 100mg of CoQ10 and 40mg of alpha lipoic acid per capsule. It provides more than three times the strength of regular CoQuinone in one convenient dose.



USANA's unique formulation helps to support normal healthy heart function, optimum physical performance and stamina.

**Active Ingredients:** Coenzyme Q-10, Alpha lipoic acid.  
\* Do not take with Warfarin therapy without medical advice.

## Garlic EC™

**Garlic EC™** provides you with the full benefits of garlic in a high quality and highly-bioavailable form. The active compound of each garlic tablet is protected with an enteric coating, which helps to minimise garlic odour. **Garlic EC** may provide temporary relief of mild upper respiratory infections, such as colds and bronchitis\*, and helps maintain general well-being.



**Active Ingredients:** Garlic powder.  
\* If symptoms persist see your health care practitioner. Not to be used in children under two years of age without medical advice.

## OptOmega™

**OptOmega™** is a certified organic, all-vegetarian product designed to re-establish an optimal ratio of essential omega-3 and omega-6 fatty acids in your diet. With a unique blend of cold-pressed flax, sunflower, pumpkin seed, and extra virgin olive oils, **OptOmega** is an excellent way to supplement these important essential fatty acids that are often scarce in the modern western diet.

## BiOmega™ III

**BiOmega™ III** is a high potency natural fish oil supplement encapsulated in convenient gel capsules. With a higher level of total omega-3 essential fatty acids per capsule, USANA **BiOmega III** offers almost double strength potency compared to the standard fish oil products currently available, providing 320 mg of eicosapentaenoic acid (EPA) and 230 mg docosahexaenoic acid (DHA). These nutrients help to support healthy cardiovascular function, maintain good joint health, and are important for brain and eye health. **BiOmega III** is also fortified with



vitamin D and flavoured with natural lemon oil.

**Active Ingredients:** Concentrated omega-3 triglycerides natural fish oil containing EPA and DHA, Cholecalciferol (vitamin D3).

## E-Prime™

The USANA **E-Prime™** supplement is a premier vitamin E product for those who wish to increase their vitamin E intake and enhance their antioxidant protection. The USANA **E-Prime** uses state-of-the-art liquid hard-shell encapsulation technology, further enhancing the bioavailability of **E-Prime**. The result is a potent and complete vitamin E formulation.



**Active Ingredients:** Natural vitamin E (as d-alpha-tocopherol)

## Poly C™

Formulated with a unique blend of highly bioavailable mineral ascorbates providing potent vitamin C activity, **Poly C™** maintains higher blood levels of vitamin C than ascorbic acid alone. **Poly C** also contains a bioflavonoid complex from hesperidin, rutin and quercetin for maximum antioxidant activity and



bioavailability, and to assist in the improvement of general well-being.

**Active Ingredients:** Vitamin C (as **Poly C™** from calcium ascorbate, potassium ascorbate, magnesium ascorbate, zinc ascorbate), Citrus bioflavonoids, rutin, quercetin.

## Active Calcium Plus™

**Active Calcium Plus™** provides comprehensive nutritional support for optimal bone development and maintenance throughout all stages of life. **Active Calcium Plus** is carefully formulated with an optimal dosage of calcium, magnesium, and vitamin D to offer a superb nutritional supplement for the maintenance of strong, healthy bones. Supplementation of calcium is one of the keys to help reduce the risk of developing osteoporosis and increase quality of life.



**Active Ingredients:** Calcium (from calcium citrate hydrate, calcium carbonate), Magnesium (from magnesium citrate, magnesium amino acid chelate, magnesium oxide), Cholecalciferol (vitamin D3).

## Active Calcium™ Chewable\*

**Active Calcium™ Chewable** is a great-tasting chewable calcium supplement for kids, teens, or anyone who prefers a chewable tablet. It is formulated with the same amount of calcium, magnesium, and vitamin D as in the **Active Calcium Plus™** tablet. **Active Calcium Chewable** has been



Find out more at [www.usana.com](http://www.usana.com)



Part of a lifelong program of good nutrition is recognising that we all have different nutritional needs and that our individual needs change as we move from one stage of life to the next.

For each of us, a unique combination of age, gender, lifestyle, and other considerations demands a nutritional program that is both flexible and customised.

For this reason we have created the Optimizers, an extensive collection of state-of-the-art nutritional products that enable you to customise your nutritional program to meet your individual needs.

shown to improve bone mineralisation in preadolescent girls<sup>†</sup>, and is an effective way to increase dietary calcium.

**Active Ingredients:** Calcium (from calcium citrate hydrate, calcium carbonate), Magnesium (from magnesium citrate, magnesium oxide), Cholecalciferol (vitamin D3).  
\* Contains sugars. Not suitable for infants under the age of 12 months.

† Wood T, McKinnon T.; USANA Clinical Research Bulletin; Feb 2001, No 8; <http://www.usana.com/>

### Procosamine® II

Feel the difference with the advanced USANA **Procosamine® II** supplement that offers a daily dose of 2,000 mg of glucosamine sulfate\* for the support and maintenance of healthy cartilage and joints. **Procosamine II** also contains turmeric extract, vitamin C, and manganese, which work together with glucosamine sulfate to provide temporary relief of the pain of osteoarthritis and to help reduce joint swelling associated with arthritis<sup>†</sup>.

**Active Ingredients:** Glucosamine sulfate, Calcium ascorbate, Manganese Gluconate, Curcuma longa (turmeric) extract.  
\*Derived from seafood.

†If symptoms persist see your health care practitioner.

### Visionex™

This comprehensive formula is designed to maintain long-term eye health with two of the most powerful free-radical scavenging antioxidants – lutein and zeaxanthin. Our eyes are constantly exposed to harsh environmental factors such as air pollution, dryness, and oxidative damage from sunlight. The extra nutritional support you'll receive from **Visionex™** will go a long way toward maintaining your healthy vision. **Visionex** contains guaranteed levels of lutein and zeaxanthin, as well as vitamin C, zinc, and bilberry extract to support healthy eyes and acute vision.

**Active Ingredients:** Vitamin C (as Poly C™ from calcium ascorbate, potassium ascorbate, magnesium ascorbate, zinc ascorbate), Zinc citrate, Vaccinium myrtillus (bilberry) extract, Lutein, Zeaxanthin.

### Ginkgo-PS™

**Ginkgo-PS™** contains a combination of ginkgo biloba extract,

phosphatidylserine (PS)-enriched lecithin to assist in the maintenance of peripheral circulation and the improvement of general well-being.

**Active Ingredients:** Ginkgo biloba extract, Lecithin.  
\*Contains sugar.

### PhytElle™

**PhytElle™** is a combination of soy isoflavones combined with herbal extracts from black cohosh, dong quai, licorice root, and chasteberry fruit powder. It helps in the relief of symptoms associated with women's health such as PMS and menopause.<sup>†</sup>

**Active Ingredients:** Glycine max (soybean), Herbal extracts from Cimicifuga racemosa (black cohosh), Glycyrrhiza glabra (licorice), Vitex agnus-castus (chasteberry), and Angelica polymorpha (dong quai).

\* Warning: In very rare cases, black cohosh has been associated with liver failure. If you are experiencing yellowing of the skin or whites of the eyes, dark urine, nausea, vomiting, unusual tiredness, weakness, stomach or abdominal pain, and/or loss of appetite, you should stop using this product and see your doctor.  
† If symptoms persist see your healthcare practitioner.

### Palmetto Plus™

**Palmetto Plus™** is a comprehensive formulation that provides powerful support for the male physiology and function. It contains all-natural botanical components guaranteed for potency, and furnishes a comprehensive, unique formulation with extracts from saw palmetto, tomato, and soy isoflavones.

**Active Ingredients:** Extracts from Serenoa serrulata (Saw Palmetto), Solanum lycopersicum (tomato), Glycine max (soybean).

### Vitamin D

USANA's Vitamin D contains 1000IU of vitamin D in each tablet. This has been based on years of reports showing prevalence of vitamin D deficiency around the world with potentially severe repercussions for overall health. USANA's Vitamin D supplement is formulated with maximum strength vitamin D to ensure you get the vitamin D you need.

**Active Ingredient:** Vitamin D3 (Cholecalciferol).

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

**Proflavanol® C<sup>100</sup>** provides superior antioxidant protection with a synergistic blend of grape seed extract and **Poly C™** – with procyanidins that appear to be some of the most powerful free radical scavengers yet discovered. **Proflavanol C<sup>100</sup>** employs USANA's breakthrough **Nutritional Hybrid Technology**. This enhanced formulation supports cardiovascular health, overall immune and assists improved skin appearance.

**Active Ingredients:** Vitis Vinefera (grape) seed extract, Vitamin C (as Poly C™ from calcium ascorbate, potassium ascorbate, magnesium ascorbate monohydrate, and zinc ascorbate).

### HepaPlus™ HYBRID

**HepaPlus™** is a potent liver tonic with a powerful blend of antioxidants including high quality botanic extract from milk-thistle, green tea, turmeric, and broccoli concentrate. **HepaPlus** also contains cysteine, choline and alpha lipoic acid to provide comprehensive support for healthy liver function and normal detoxification process. It has additional supporting ingredients such as Olivol and choline.

**Active Ingredients:** Herbal extracts from Silybum marianum (milk thistle), Olea Europaea (Olivol), Camellia sinensis (green tea), Curcuma longa (turmeric) and Brassica oleracea (Broccoli), Choline Bitartrate, Cysteine, Alpha Lipoic Acid, Inositol and Biotin.

### Rev3 Energy Surge™ Pack

The healthy alternative energy drink

**Rev3™** provides consistent and long-lasting energy boost, without the exhaustion and crash that follow high sugar energy drinks. Packed in a delicious beverage, it is an advanced formula of antioxidants and other important nutrients necessary for maintaining healthy and efficient energy levels.

Contains no artificial flavours, colours, sweeteners or preservatives. Made from all-natural sources of caffeine, including white, green and black teas to support mental alertness and stamina. Korean ginseng and rhodiola rosea are added to help the body's response to stress and fatigue.

- Low in calories at only 10 Cal (41.8KJ) per serving
- Low in sugars at only 2g per serving

## USANA Employs Break-Through Nutritional Hybrid Technology

USANA is the first nutritional supplement manufacturer to use this latest breakthrough in supplement innovation, Nutritional Hybrid Technology. This technology allows the combination of two formulations into one bilayer tablet, keeping the formulations distinctly separate. By combining two formulations into one, you can simplify your nutritional regimen by decreasing the number of tablets you need to take everyday. This technology also supports product stability and opens the doors to more formulation innovation.

Get Started Today: Discover the USANA Difference

# USANA® Foods

Great Tasting Nutritious Alternatives as a Daily Snack or Meal Replacement Drink



## USANA Nutriméal™ Independently Tested as Low GI

Backed by the Glycemic Index Foundation, a collaboration between the University of Sydney, the Juvenile Diabetes Research Foundation of Australia, and Diabetes Australia, the GI Symbol Program leads the way in helping consumers make healthier food choices every day for every meal for their long term health and well being.

If a food carries the GI Symbol it means its GI value stated near the Nutrition Information Panel is accurate and that it is an overall healthy choice within its food group. This is because to carry the GI Symbol on the label, a food not only has to be low GI tested using standardised methods, it must also meet our strict nutrition criteria for energy (calories/kilojoules), fat, saturated fat, sodium, and where appropriate, fibre and calcium.

USANA Nutriméal shakes are the first meal replacement products to carry the coveted GI Symbol\*. They have been independently tested as low GI and are an all-round healthy choice within its category.

Further information about the GI and the GI program, including a database of foods and their GI value, is available at [www.glycemicindex.com](http://www.glycemicindex.com) and [www.gisymbol.com](http://www.gisymbol.com).



*Dr Alan Barclay is the Vice President and Chief Scientific Officer for Glycemic Index Foundation, and co-author of Diabetes and Pre-Diabetes Handbook.*



### Nutriméal™ (GI=25, low)

Nutriméal™ is a low GI, formulated meal replacement shake that provides complete nutrition including proteins from both soy and whey, carbohydrates, dietary fibre, and many other vital nutrients. With only 239-240 Calories (1000-1004KJ), a delicious glass of Nutriméal will satisfy your hunger while helping you maintain a healthy weight. Nutriméal is available in French Vanilla (now formulated without gluten), Dutch Chocolate, and Wild Strawberry flavours.

### Chocolate Whey Nutriméal™ (GI=28, low)

Chocolate Whey Nutriméal is USANA's low GI formulated meal replacement shake without soy protein. Formulated without

gluten\*, Chocolate Whey Nutriméal expands the USANA Foods range as another exceptional nutritious alternative for sustained energy throughout the day.

### **NEW!** Fibergy™ Plus (Low GI)

Fibre is one of the key ingredients to a healthy diet, and Fibergy™ Plus drink mix provides 12 grams of dietary fibre in each serving. It also contains psyllium and inulin. Inulin is a dietary fibre that is sometimes regarded as prebiotic. Fibergy Plus now is flavourless, which makes it an easy addition to any drink. It contains natural ingredients and is formulated without gluten.\*

### SoyaMax™

Each serving of SoyaMax™ contains 24 grams of soy protein and is an outstanding source of low-fat,

cholesterol-free, non-animal protein. SoyaMax is formulated with soy protein isolate providing essential amino acids.

### Nutrition Bar (Low GI)

A delicious, low GI nutritious snack, Nutrition Bars provide a balanced ratio of healthy carbohydrates, proteins, and fats. Nutrition Bars are available in two delicious varieties: Peanut Butter Crunch, and Chocolate Fusion.

- Peanut Butter Crunch, with a chocolate coating and peanut centre, provides all of the benefits of soy protein, which contains the essential amino acids for building a healthy body.
- Chocolate Fusion is a nutritious treat packed with protein, providing you sustained energy in a delicious snack bar.

## RESET™ Weight Management Program



Resetting your body has never been easier! USANA's 12-Week RESET™ Weight Management Program is a science-based, nutritionally balanced

program. It will lead you on the path to long-term weight management and healthier way of living. Maximise your success with the support of the online **Healthy for Life ANZ Program**. For more information, visit [www.usana.com/resetanz](http://www.usana.com/resetanz) or <http://www.healthyforlifeanz.com>

### RESET™ Program at a Glance

RESET combines the benefits of a low GI diet, complete nutrition and active lifestyle in three easy-to-follow phases. The **5 Day Jump Start** is an intense phase to kick off the program. Progress to **Phase 1 Transform** for continued improvement, and then **Phase 2 Maintain** to consolidate your new, healthier lifestyle.

RESET is a science-based, nutritionally balanced alternative to fad diets. It promotes healthy eating, sound nutrition, and regular exercise. Enhance your health and wellbeing, and benefit from sustainable long-term weight management with proven results.

### Success stories†

*"RESET was most effective in assisting me to break bad eating habits. The most consistent and satisfying weight management program I have ever undertaken."*  
– John, VIC Australia

*"RESET has given me an ideal weight and the energy level that I have not experienced for many years."*  
– Tim, Wellington New Zealand



## Forget the Low-Carb Diet, Go Low-Glycemic

Ray Strand, M.D., author of several books, including *What Your Doctor Doesn't Know About Nutritional Medicine & Healthy for Life*

"As long as you continue to abuse your insulin by eating high-glycemic foods, you are trapped and not free to make healthy choices. Learning to choose what you do and do not want to eat is truly the desired goal. Otherwise, you are held captive by the body's overwhelming demand for highly processed carbohydrates and sugar."

\*Products are produced in a facility that manufactures other foods that do contain gluten.

†As with any health or fitness program, a sensible eating plan and regular exercise are required in order to achieve long-term weight management. Results will vary.

\*GI Symbol: © & ™ The University of Sydney, used under licence. The new GI Symbol is an independently certified low-GI logo by GI Foundation, and will be appearing on all USANA Nutriméal packaging from mid-2010.

Find out more at [www.usana.com](http://www.usana.com)



**sensé**  
beautiful science™



May Tan,  
Diamond Director,  
NSW Australia.

## My Skin-Care Secret

I am eager to tell my friends and boast about my skin-care secret – USANA's **Sensé™** range of skin-care. Within days of using **Sensé Blanc Balance Brightening Radiance Serum**, a friend of mine noticed the dramatic improvement in my skin's appearance and wanted to know my "new skin-care secret?"

The new **Brightening Serum** has helped reduce the fine lines around my eyes significantly. My skin is more firm and feels softer. I look more radiant and feel more confident. It can produce such dramatic results, it is really amazing.

I have been in the beauty business for 10 years and tried a lot of products. **Sensé** is the product that beauticians are looking for!

With these wonderful additions to the **Sensé** range, I will be able to help more people achieve health, beauty, wealth, and freedom.

## The Science of Being Beautiful with Sensé™

### theBasics

The daily 3-step program for healthy-looking skin

#### Step 1: Cleanse with Gentle Daily Cleanser – AM and PM

**Gentle Daily Cleanser** is a mild soap-free formula. Wash away surface dirt and impurities without drying or irritating your skin defending against harsh environmental elements.

#### Step 2: Tone with Hydrating Toner – AM and PM

**Hydrating Toner** restores your skin's pH balance while removing any lingering surface impurities. It refines and brightens skin's appearance.



#### Step 3: Replenish with Daytime Protective Emulsion – AM

**Daytime Protective Emulsion** hydrates and delivers intensive all day moisture while the SPF protects against sun damage. It also supports the skin's natural cell renewal.

#### Restore with Night Renewal – PM

**Night Renewal** moisturiser hydrates overnight and improves moisture levels in your skin. It helps combat the signs of ageing while visibly refining the skin. Wake up to vibrant looking skin.



### theEnhancers

Targeted solutions for your skin's individual needs

#### Serum Intensive

If you are worried about fine lines, wrinkles and loss of elasticity try **Serum Intensive**. It reduces the look of fine lines and wrinkles while boosting skin firmness and unclogs pores. It is ideal for oily skin.

#### Perfecting Essence

If you are concerned about loss of radiance and blotchiness try **Perfecting Essence**. It brightens, smoothes and refines your skin while reducing uneven skin tone. Gentle enough for sensitive skin.

#### Eye Nourisher

If you have concerns with crows feet and dark circles try **Eye Nourisher**. Minimise the appearance of fine lines and wrinkles while reducing the look of dark circles around your sensitive eye area.

#### Rice Bran Polisher

If you have dull, uneven texture, try **Rice Bran Polisher**. Use 3 times a week to gently exfoliate and remove dead skin cells and enjoy the benefits of a fresh radiant complexion.

#### Nutritious Crème Masque

If you are experiencing clogged pores or dry skin try **Nutritious Crème Masque**. For best results use 3 times a week as a facial treatment to deeply cleanse and moisturise, removing impurities and oils from your skin and leaving your skin feeling firm.

#### NEW! Blanc Balance Brightening Radiance Serum

This brightening serum significantly improves the three most important aspects of your skin's appearance - skin tone, texture, and complexion, to reveal brighter, firmer, nourished skin.

#### NEW! Blanc Balance Brightening Moisture Masque

This masque is designed to complement and prolong the benefits of the Brightening Radiance Serum. Use the two products to achieve the best results for your skin.



### Personal Care

Personal-care products for the entire family

#### Firming Body Nourisher

Sweep away dry skin and help maintain skin elasticity with this firming moisturiser.

#### Energizing Shower Gel

This soap-free shower gel gently cleanses the skin without drying. Infused with botanical extracts, Jojoba seeds, avocado oils, Irish moss, and mallow to moisturise and soften the skin.

#### Revitalizing Shampoo\*

Restore the natural softness, body and shine of your hair with wheat protein, panthenol and Vitamin E. **Revitalizing Shampoo** helps maintain a healthy scalp and provides penetrating moisture.

#### Nourishing Conditioner\*

Enriched with vitamins C and E, this nourishing conditioner moisturises, protects and strengthens hair. It also provides great manageability and shine while mending split ends.

\*Safe for all hair types, including chemically processed and colour-treated hair.



#### Natural Whitening Toothpaste

This fluoride-free toothpaste contains green tea extract, silica, Vitamin C, natural spearmint and peppermint flavours, xylitol, and bicarbonate to give you healthy teeth and gums the safe and effective way. Smile brighter with this gentle, all-natural formula.

## Exclusive Patented Self-Preserving Technology

**Sensé beautiful science™** is a complete line of skin-care products without added chemical preservatives or parabens for healthy-looking skin and a healthier you. Using patented Self-Preserving Technology that combines purifying botanicals in protective liquid crystals, each product stays fresh naturally. With pure-plant bioactives and exclusive nutrient complexes, the products are designed to help revitalise each cell, where healthy skin begins, so skin looks younger and healthier.

Your skin deserves the best. Take care of yourself with the best nutrition and skin-care products available.

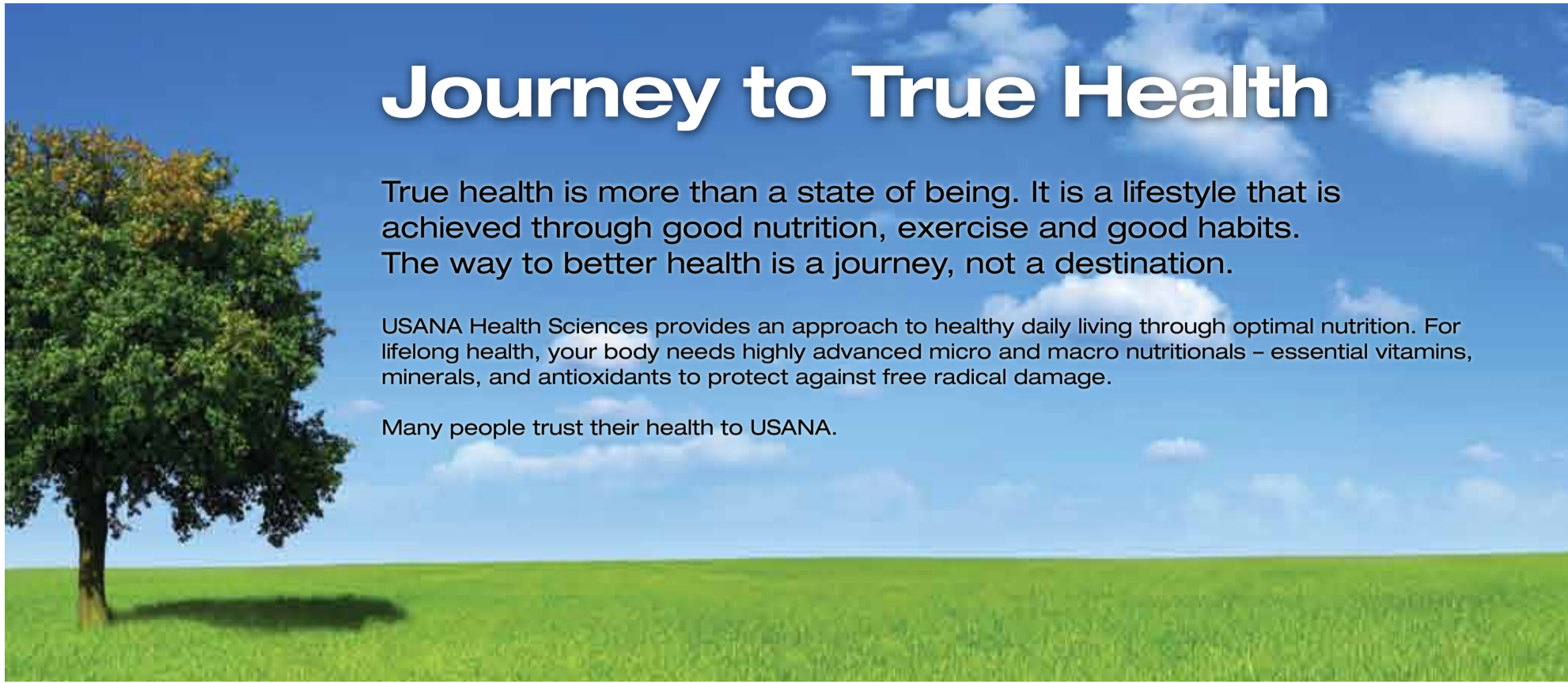
Get Started Today: Discover the USANA Difference

# Journey to True Health

True health is more than a state of being. It is a lifestyle that is achieved through good nutrition, exercise and good habits. The way to better health is a journey, not a destination.

USANA Health Sciences provides an approach to healthy daily living through optimal nutrition. For lifelong health, your body needs highly advanced micro and macro nutritional – essential vitamins, minerals, and antioxidants to protect against free radical damage.

Many people trust their health to USANA.



**Jo & Warren Naseby,  
WA Australia**

After ten years with USANA, we know that nothing is more important or valuable than your health. Money, prestige and status are meaningless if your health, or that of your loved ones, fails you.

We love to travel and live life to the fullest, thanks to the good health we have achieved through USANA products and the knowledge we have

gained while working with this great company.

We trust our health to Dr. Wentz and his team of world-class scientists, and look forward to many more years of good health and a great lifestyle. We will continue to spread Dr. Wentz' vision wherever we are in the world.



**Bin Yang & Frank Feng,  
NSW Australia**

I was a surgical doctor with over 30 years' medical experience when my husband and I were introduced to the USANA opportunity. USANA products have not only brought our family and friends true health, but the business opportunity has also helped us achieve freedom while sharing Dr. Wentz' vision. We have found a business with more value than being a surgeon for the remainder of my life. Over the past eight years we have experienced better health and greater financial security. We couldn't have asked for more!



**Di & Steve Hamilton,  
WA Australia**

We immigrated to Australia in 1999 with our three sons for health reasons. How fortunate are we that because of the wonderful vision of Dr. Myron Wentz someone saw our plight and took it upon themselves to open our minds to what the USANA products could do for us.

We are a living example of how these wonderful products are truly life changing. I [Di Hamilton] have just

celebrated my 50th birthday and have more energy and vitality today than I did 20 years ago.

We are truly blessed to be a living example of what cellular nutrition can do for one's body and all the knowledge we have learnt since joining USANA in January 2005. We believe that you are what you think and what you put in your body.

<b>1992</b> Dr. Wentz opens USANA Health Sciences for business	<b>1996</b> Opens the doors of custom-designed 98,000-square-foot world headquarters in Salt Lake City, USA	<b>1997</b> Opens in Caribbean	<b>1998</b> Opens in Australia & New Zealand	<b>1999</b> Opens in Netherlands	<b>2000</b> Opens in Japan	<b>2001</b> Constructs a 100,000-square-foot warehouse and shipping area adjacent to world headquarters	<b>2002</b> Dave Wentz appointed President of USANA Health Sciences, Inc.	<b>2002</b> Introduces <b>Sensé—beautiful science™</b>	<b>2003</b> Opens in Korea	<b>2003</b> Establishes Athletic Advisory Council	<b>2003</b> Wins Utah Best of State award for dietary supplements
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<b>1992</b>	<b>1995</b> Enters first international market with USANA Canada	<b>1997</b> Introduces the Preferred Customer Program	<b>1997</b> Opens an additional customer service centre in Tooele, Utah	<b>1998</b> Opens in United Kingdom	<b>1999</b> Opens in Hong Kong	<b>2001</b> Partners with Children's Hunger Fund as its charitable organisation of choice	<b>2002</b> Opens in Taiwan	<b>2002</b> Receives two U.S. patents for <b>Olivol™</b>	<b>2003</b> Opens in Singapore	<b>2003</b> Sponsors the USANA Amphitheatre in Salt Lake City, USA	<b>2003</b> Dr. Wentz named Utah 2003 Ernst & Young Entrepreneur of the Year
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Find out more at [www.usana.com](http://www.usana.com)

# Journey to Freedom

Freedom is more than the achievement of financial wealth. It is an abundance of precious time you need to live life and enjoy it.

USANA Health Sciences provides an award-winning business opportunity, business building tools and compensation plan that is available to everyone. USANA gives you an opportunity to invest in yourself and experience the life changing benefits of true health and freedom.

Many people have taken control of their future by building a business with USANA.

Thank you to the following individuals who lead by example and share their journey to true health & freedom.



**John Qu, Lisa Li & Louie Qu, VIC Australia**

We were introduced to USANA through the products, and the amazing health benefits it has brought to our whole family. Equally as important is the great business opportunity USANA presented to our family.

Coming from a modest family of immigrants, we have strived to find our place in a new country, endeavouring to create our dream

and write our own future. After years of hardship, USANA was the opportunity which finally allowed us to achieve our dreams. We now run a successful business in many countries, focusing on helping others achieve the health and wealth freedom presented to us, thus continuing to spread Dr. Wentz' magnificent vision.

**Fiona Jamieson-Folland & Chris Folland, Auckland New Zealand**

Life is very different for us since we began our USANA business in 2003. Having worked as employees and previously run traditional businesses [Fiona ran a corporate wellness business and Chris was a lawyer and business consultant] we were excited about the potential residual income available with our new USANA business and the freedom it held.

In the early stages we trusted that the USANA system, which worked for others, would work for us too. Our trust paid off. Today we own our own lives! We don't have to commute to an office and we get to work together as a couple and travel the world, visiting places we'd only dreamed of.

We're grateful for the improved health we've achieved since using the USANA products. The best part is we now get to help others access a way to increase their health both physically and financially!



**Meir Tang & Raman Chen, NSW Australia**

As a student starting university, I started looking for options other than the usual nine-to-five pay cheque. When I was at that fork in the road my mother introduced me to USANA. USANA ticked all the boxes; it was my own business, the start-up cost was low, I could learn all the necessary skills as I worked, and I had the support of my sponsor. Studying full-time and building USANA part-time, I was able to grow my business to a considerable size.

I've had the opportunity to travel, learn and meet some of the most amazing people – but best of all I gained the ability to live my life by design and not by default. USANA has completely changed my life and what I've achieved cannot be measured with numbers. The USANA opportunity is priceless. I wake up each day with a smile on my face and life is fantastic. I owe a very large part of that to USANA.

**2004** Opens in Mexico



**2004** Offers US \$1 million guarantee to athletes in Canada

**2004**



President Dave Wentz elected to the executive board of the Direct Selling Association (DSA)

**2005** Receives acclaim from national publications, including Forbes and Business Week

**2005** Becomes official health supplement supplier of the Sony Ericsson WTA Tour

**2006** Holds first Asia Pacific Convention in Singapore

**2006** Wins Utah Best of State award for dietary supplements for the 3rd year

**2008**

Completes a 190,000-square foot global expansion, including the construction of a new office tower and warehouse at world headquarters, a distribution centre in Hong Kong, and a new regional office in Australia



**2008**

USANA rated #1 Distributor Choice for 10 years by NetWork Marketing Today & The MLM Insider Magazine

**2008** Dave Wentz elected chairman of the Direct Selling Association (DSA) Board of Directors (US)

**2009** Opens in Philippines



**2010** USANA acquires BabyCare Ltd. in China.

**2004**

**2004** Acquires FMG Productions

Surpasses half-a-billion US dollars paid in commissions to Associates since inception

**2004**

**2004** Wins a 2nd Utah Best of State award for dietary supplements

Launches the reformulated patent-pending, self-reserving **Sensé™** line

**2005**

**2005** Exceeds \$300 million in sales

Named People's Choice by NetWork Marketing Today & The MLM Insider Magazine for the eighth year

**2006**



Dr. Myron Wentz receives Albert Einstein Award for Outstanding Achievement in the Life Sciences

**2007**

**2007** Opens in Malaysia

Wins Utah Best of State awards for Dietary Supplements (4th year) and Personal-Care Products

**2008**



Wins Utah Best of State award for Dietary Supplements (5th year), Personal-Care Products (2nd year), and Overall in Merchandising & Consumer Services

**2009**



Receives 5-star rating and Gold Medals of Achievement from NutriSearch Comparative Guide to Nutritional Supplements\*

**2010**



Wins Australian Business Awards for Product Excellence: **Essentials™** and Best eBusiness: eApprentice

Get Started Today: Discover the USANA Difference

# Why Network Marketing?

Imagine Having the Time and Money to do the Things You Have Always Wanted to do



## It's time to take a look at a different kind of business – network marketing.

Network marketing is a worldwide, billion dollar industry. Some of the world's greatest business experts and entrepreneurs have all had a share, including Richard Branson, Donald Trump and Robert Kiyosaki.

Sales by network marketing members have reached \$US1.2 billion annually in Australia and \$180 million in New Zealand. More than 620,000 Australians and 115,000 New Zealanders have some involvement in the industry. With a long and proven record, direct selling is an obvious alternative to conventional retailing.<sup>1</sup>

Unlike a traditional business, network marketing allows you to enjoy significant financial advantages, without substantial start-up costs,

operational costs and overheads. Network marketing offers you an opportunity to start your very own business from home and live the life you desire.

Providing flexible working times and hours, you can build your own network marketing business around your current job commitment. The success of your business is in proportion to your input and effort. Motivated individuals can even replace the average Australian and New Zealand weekly income.

Whether you choose to work part- or full-time, you're the boss of your own business. You choose the hours you want to work. It means no more rushing out the door in the morning and daily commute in peak-hour traffic.

By generating an additional income you can pay off your mortgage sooner,

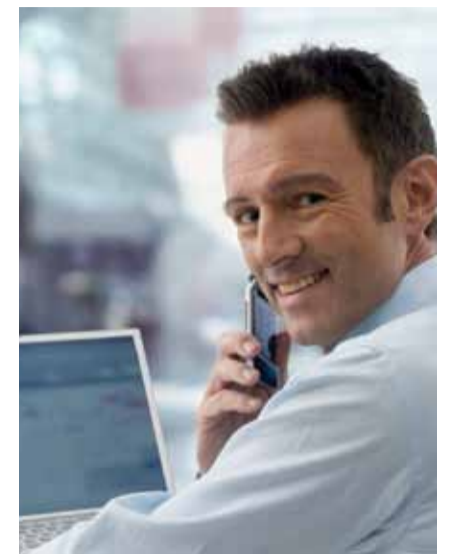
top up your super, or just pay for the weekly groceries. Network marketing enables mothers on maternity leave to stay at home longer, or leave full-time work to spend time with their children. It allows students to build a significant income through social networking and never have to apply for a traditional job.

There can be financial benefits to starting your own business. The potential tax advantage alone could make a home-based business the single best financial move you could ever make.<sup>2</sup> Other advantages are the marketing and warehousing is all done for you. Products are shipped directly to your customers' door at a minimal cost and you can offer your customers a 30-day money back guarantee.<sup>3</sup> You also have the opportunity to further your skills and gain excellent training in sales and communication.

As you build your network marketing business, you build a team of people, making friends and having fun along the way. Top business builders are rewarded with recognition, travel and all-expenses paid trips.

## Network Marketing Definition:

Network marketing is a unique business model in which a distributor network is needed to build the business. It is a business opportunity that offers you both a part-time or full time flexible business. It allows you to earn an income multiple ways. Network marketing business feature a low start up cost and the opportunity to sell a product line directly to friends, family and other personal contacts.



## Why USANA?

### 1 The People's Choice

USANA's compensation plan has been the people's choice for more than 10 years and has been voted the #1 distributor choice company by Network Marketing Today and MLM Insider Magazine from 1997-2008.

### 2 Consumable Product Range

- Rated 5-Star Supplement in Australia and New Zealand<sup>4</sup>
- Exclusive, self-preserving technology in every skin-care product
- Backed by an accredited team of scientific experts
- Exceptional in-house manufacturing
- Adheres to pharmaceutical-grade GMPs (Good Manufacturing Practices)
- Offers 100% potency guarantee in all nutritional products

### 3 Market Trends and Timing

USANA operates in 15 countries and continues to grow worldwide.

### 4 More Ways to Earn Income

USANA gives you **six ways to earn income**. Matching Bonus and the Platinum PaceSetter program makes earning potential even easier.

### 5 Systems, Training and Support

Receive training and support from USANA corporate, including – access to USANA Associate website ([www.USANAtoday.com](http://www.USANAtoday.com)) and its award winning training program eApprentice; professional publications; effective business building tools; Business Development System; professional training and training events throughout the year; regional and international conventions.

\*USANA ANZ Essentials™ and HealthPak™ are ranked number one supplement in the Comparative Guide to Nutritional Supplements (MacWilliam, L.2009, Consumer Ed).

## Member of the Direct Selling Association

As an active member of the Direct Selling Association (DSA), USANA is recognised industry wide for its dedication to ethics. USANA Australia & New Zealand General Manager, Gill Stapleton, is on the board of directors for DSA Australia. Marissa Penfold, Business Manager for USANA New Zealand represents USANA on the DSA NZ board. USANA CEO Dave Wentz is Vice President of DSA US. "I am so pleased to be associated with the DSA because of its strong commitment to ethical business practices," says Dave Wentz.



*"Direct selling companies are known to thrive in difficult economic times. Many Australian companies report increasing numbers of people joining the industry and improving sales over the past twelve months. Direct selling is a retail channel that offers real reward for effort with none of the establishment cost of other small businesses. On top of that it's a channel for distributing quality products by people who know their product, enjoy consumer confidence and trust, and genuinely believe in customer service. With these qualities direct selling has a bright future."*

**John Holloway,**  
Executive Director,  
Direct Selling Association of  
Australia (DSAA)

*"Network marketing provides the opportunity to build a business without the burden of debt, high entry costs and high running costs, making it the most effective business option available to the average New Zealander. You do not need to be highly educated, come from an elite school or be of a particular gender to succeed. You just need to put in the time and effort with enthusiasm to get rewards, and the level of those rewards is directly related to that effort that you make. After all, the only place that 'work' follows 'reward' is in the dictionary!"*

**Garth Wyllie,**  
Executive Director,  
Direct Selling Association of  
New Zealand

1. Source: [http://www.wfdsa.org/statistics/index.cfm?fa=display\\_stats&number=1](http://www.wfdsa.org/statistics/index.cfm?fa=display_stats&number=1)

2. Independent, detailed and professional advice should be sought from your accountant or tax advisor on the deduction available on an individual basis.

3. If an Associate elects to cancel his/her Associateship during the thirty (30) day period immediately following his/her enrolment, USANA will refund 100% of the price of products purchased as part of the Associate's initial order (excluding shipping) provided they are resalable. For every order thereafter, USANA will refund 90% for returned products within 12 months of purchase if product is resalable.

Find out more at [www.usana.com](http://www.usana.com)

# USANA is for Everyone

USANA Offers a Way to Health and Freedom for Everyone

People around the world appreciate what USANA offers: premium products and a business opportunity that is second to none.

No matter what your age, background, or current situation, USANA gives you the choice to make a difference now and for your future.

You can invest a relatively small amount now and stay in good health with more time to do the things you love. Or, you can pay a huge amount later to treat disease and spend your time working to pay the ever-increasing bills. It's your choice.

Enjoy optimal health and a life of freedom with USANA.



## Incredible Success: All in the Family

**Bob Lin, Mary Ma & Sophie and Amy Shen & Xian Lin, NSW Australia**

This growing family; Amy and Xian, their son Bob and his wife, Mary have worked hard to build their business in Australia and overseas. Amy believes the qualities for success are hard work and perseverance, "Some have quit this opportunity early, without realising the amazing potential."

As a family, they all have time-freedom to pursue their interests, from photography to travelling the world. "You need to enjoy what you are doing," says Bob. He loves spending time with his wife Mary and their daughter, Sophie. "Life is very enjoyable – USANA doesn't feel like working."

Amy is proud of her family and the close connection they share. "With USANA, the whole family has been brought closer together."

## Why the USANA Opportunity is the Right Choice

**Denis Waitley, Ph.D.**

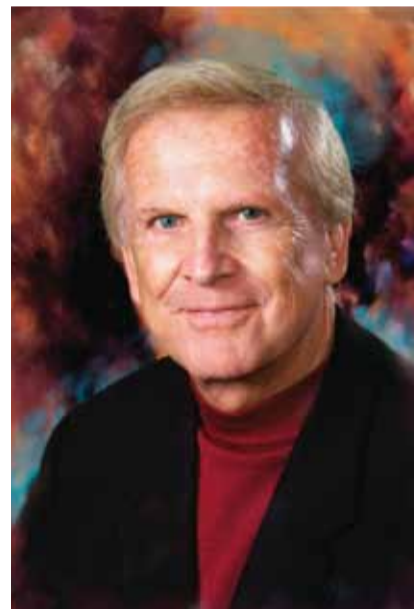
The kind of professional career and business each of us needs to be looking for is an organisation that offers the following:

- A clear and elevating mission to help improve quality of life
- The finest quality products or services in the industry it serves
- An environment that fosters empowerment
- The opportunity to succeed on one's own merits and efforts
- A growth opportunity that is soundly

capitalised, with staying power, resources, and integrity weighed before profit as the ultimate bottom line

USANA offers all of that, plus the only consumer approved network marketing model. If you want to jump into the 'entrepreneur reality,' I encourage you to consider the USANA opportunity.

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



## Fulfilling Our Dreams

**Aileen Zhou & Chun-Ming Chang, NSW Australia**

After considering and comparing many business opportunities, we found USANA to be the most suitable business for us. Our efforts to build a USANA business have helped us achieve our dreams of greater health, wealth and freedom. Our improved quality of our life means every day is a joy. USANA helps us to live better, secure financial support for our children's future and travel around the world. We want to help more people fulfil their dreams for the future!



**Karen Chen & Anthony Ng, VIC Australia**

## Joy in life - Achieving Success by Helping Others!

Like most young people, we were always looking for new opportunities and challenges. We wanted to achieve financial freedom, travel around the world and spend more time with our family. We knew working for others would never make our dreams come true.

When the USANA opportunity came up for us, we joined without any hesitation because we realised that this is what we were looking for. It is an amazing journey working with many talented leaders from

different backgrounds, different cultures and different walks of life.

In USANA, we've not only built the business, but we've also made many lifelong friends and had a lot of fun! USANA is changing our life and gives us the ability to live the lifestyle we want.

Whatever your age the key to success is to truly believe in yourself, that teamed with the best company and the best products in the world is an unbeatable combination.



Get Started Today: Discover the USANA Difference

# Online Tools and Technology

Get Connected with USANA and Build Your Business with the Power of Technology

## eApprentice

### Your Ultimate Online Training Program



USANA eApprentice is one of the greatest advancements to training. Complementing the weekly training offered by upline leaders, eApprentice is an easy-to use, online training experience learning from expert leaders across Australia and New Zealand. You can start the training immediately and work at your own pace. USANA eApprentice gives you the confidence to be able to answer almost any question about the products or business.

#### Features

1. USANA vision
2. Setting up your Business
3. Prospecting
4. Compensation Plan
5. Policies and Procedures
6. Duplication and Enrolment
7. Personal development
8. Business Lab

#### To Get Started on USANA eApprentice

- Go to [www.USANAtoday.com](http://www.USANAtoday.com)
- Click on the Training Tab
- Scroll to BDS eApprentice Training and get started



## eApprentice is a Winner

### USANA wins Australian Business Awards, 2010 – Best E-Business for eApprentice

Australian Business Awards is a national awards program that recognises success, innovation and ethics of Australian companies and organisations. Conducted annually, it honours industry leaders through the acknowledgment of innovative business processes, product development, enterprise, sustainability and overall business success. The most comprehensive Awards program of its kind in Australia, Australian Business Awards is open to all companies and organisations, public or private.



### THE INCOME MAXIMIZER™

#### Essential Online Business Tool Package

**Income Maximizer™** is your online business service, an efficient package of essential online business tools that gives you the power to develop your USANA business. New Associates receive this service FREE for their first three months\*. As you grow your business this subscription-only service provides four key tools: DLM (Downline Management), Web Hosting / Web Conferencing, e-Cards, and Business Advantage.

\*Income Maximizer is free for the first three months providing 100 point Autoship is met.



[www.USANAtoday.com](http://www.USANAtoday.com)

#### Operate Your Business Wherever You Are

USANAtoday.com is your virtual office, allowing you to manage shipments, orders and enrolments. You have the ability to operate your business from almost any location and provide a quality service with attention to detail – saving on costs and time.



## USANA Social Networking

#### Connecting with Others

Social networking sites such as Facebook, Twitter, Blogger, and many others provide an effective and convenient way to connect with others.

USANA administers several social media sites and blogs to help you not only connect and interact with people interested in USANA's high-quality nutritional supplements, but also to help you identify entrepreneurs eager to pursue USANA's business opportunity.

Join the official USANA Health Sciences networks today and start building your own social and business-related networks. Connect with USANA today.

Facebook is a registered trademark of Facebook, Inc.



<http://www.facebook.com/usana.anz>



[http://twitter.com/USANA\\_ANZ](http://twitter.com/USANA_ANZ)



Follow our Blog:  
<http://usanablognz.blogspot.com/>

## Taking it Online



**Robin Ellis,**  
USANA Australia and  
New Zealand IDC President

In taking my business online I use USANA's toolbox – USANAtoday.com to give me an advantage over the competition. With a complete array of online tools, if I want a multimedia presentation or cutting edge information, I go straight to Media Centre. If I track my business, I have Income Maximiser – with so many reports available that provide an in-depth and accurate account of the health of my business. The online Personal Assistant is like having your own business adviser at the press of a button. It's all there!

USANAtoday is my online resource and essential 'app' for building my business.

Find out more at [www.usana.com](http://www.usana.com)



# 6 Ways to Earn Income with USANA

## 1 Retail Sales

Earn profits on the difference between wholesale and retail.

## 2 Incentives

Be rewarded with luxury travel, prizes, and even extra cash through USANA's generous incentive programs.

## 3 Weekly Commissions

Earn a starting commission up to 20% from your customers and sales volume of your team.

## 4 Leadership Bonus

Participate in USANA's 3% worldwide weekly bonus pool.

## 5 Matching Bonus

Receive up to 100% matching bonus for 6 months (26 weeks) on the commissionable volume of Associates you personally sponsor who become Premier Platinum PaceSetters.

## 6 Elite Bonus

Enrich your income with USANA's 1% quarterly bonus shared among the top 25 income earners.

## The PaceSetter Program and Matching Bonus

The PaceSetter Program and Matching Bonus makes earning potential even easier. Alongside USANA's award-winning compensation plan, these enhancements remain unrivalled in the industry.

### The PaceSetter Program

Our research proves beyond doubt that Associates who qualify as PaceSetter have a much greater chance of success. Increase your earning potential by becoming a Premier Platinum PaceSetter and creating Premier Platinum PaceSetters.

#### To qualify as a Premier Platinum PaceSetter:

A new Associate must personally sponsor four or more new Associates, who collectively generate 1600 SVP within your first eight weeks.

There are no limits on the number of Premier Platinum PaceSetters you can sponsor and the more Premier Platins you create the more you can earn. Associates who get started as soon as they enrol are the ones with the best chance of success.

Set the pace for success in your first eight weeks.

#### To qualify as a Premier PaceSetter:

A new Associate must personally sponsor two or more new Associates who collectively generate 800 SVP within your first eight weeks.

### Get Started Right



Karen St. Amand,  
Queensland Australia

Getting started right is important for your new Associates. Our team focuses on helping our new Associates achieve Premier Platinum PaceSetter status, the first step towards a successful USANA journey. We work together to mentor our new Associates so that by the end of their first eight weeks they have learned the simple USANA system and use the USANA tools. Duplicating is the key to our team's success and creating Premier Platinum PaceSetters teaches the team to duplicate, create momentum and grow.

### Incredible Rewards



Mike Harris,  
Christchurch New Zealand

The USANA business model was already the best 'win win' concept for making money I had seen. Matching Bonus is the icing on the cake. By helping others achieve fast success and boosting their bank account you boost yours. What an incredible reward!

### Matching Bonus

Receive up to a 100% matching bonus for six months (26 weeks) on the sales volume of Associates you enrol who become Premier Platinum PaceSetters (i.e. you help them to personally sponsor four new Associates within their first eight weeks of joining USANA who collectively generate 1600 SVP).

### For each Premier Platinum PaceSetter you sponsor, you receive:

100% Matching Bonus, if you are a Premier Platinum PaceSetter or a Platinum PaceSetter

50% Matching Bonus, if you are a Premier PaceSetter or a PaceSetter

25% Matching Bonus, if you are an Associate



Get Started Today: Discover the USANA Difference

**USANA's  
Income-Producing  
Business Plan  
Is Revolutionising  
How People  
Create Wealth**



**The USANA Binary Compensation Plan**

The USANA Binary Compensation Plan is a binary system in which you build balanced left-side and right-side downline organisations 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 organisations.

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 organisation of Associates who, like you, retail to their customers and build an organisation of Associates.

**Starting a Business Centre**

Your sponsor places you in an open position in his or her sales organisation (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 (BDS). If you fill out and sign an application manually you can have a 21-day temporary status by calling USANA Customer Service or enrolling online while you wait for USANA to receive the written copy.
- Order USANA products that total 200 points, or 400 points with 3 Business Centres, in Personal Sales Volume (PSV). 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 PSV (or 200 PSV for 3 Business Centres) for personal use and resale every four weeks.

**How Business Centres Work to Provide Income for You**

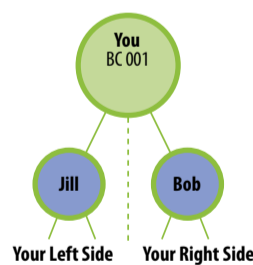
As you begin to build your downline, you have the option to start with 1 Business Centre or 3 Business Centres. One Business Centre gives you direct income

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 organisation because new Associates are always added 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 organisation.

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 organisation, 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.

FIGURE 1: Each Business Centre can only have 2 legs



**Calculating Commissions**

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

FIGURE 2: Commission Payout Schedule

Group Sales Volume Points (GSV)		Commission Points	Commission AUS	Commission NZ\$
Left	Right			
250	250	40	63.60	73.60
500	500	100	159	184
1,000	1,000	200	318	368
2,000	2,000	400	636	736
3,000	3,000	600	954	1,104
4,000	4,000	800	1,272	1,472
5,000	5,000	1,000	1,590	1,840

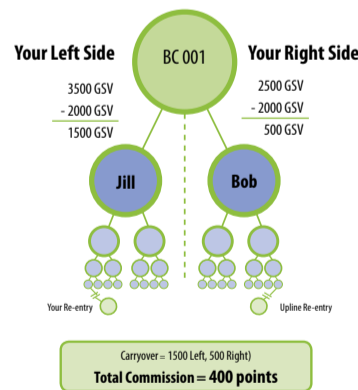
**Calculating Commissions with 1 Business Centre**

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.

**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, equaling 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.

FIGURE 3: Carryover and Re-entry



**Preferred Customer**

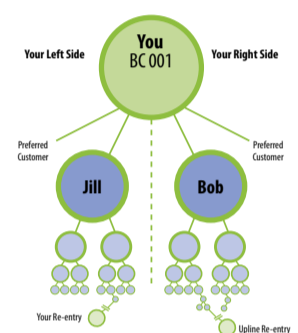
Another way to accumulate GSV is to add Preferred Customers to the left and right side of your Business Centres (Figure 4). Preferred Customers can order USANA products at Associate prices, but they do not accumulate PSV, nor are they paid commissions. Although you do not earn retail commissions from 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).

**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 maximise 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.

FIGURE 4: Preferred Customers and Re-entry

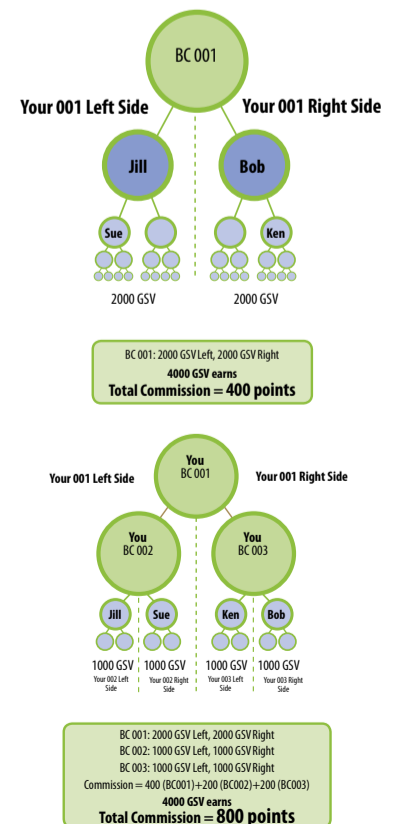


**Doubling Commissions with 3 Business Centres**

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 Weekly 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 one Business Centre on the top of Figure 5. That's an 800-point commission for you—twice the commission for the week.

FIGURE 5: How 3-BC doubles your commission for the same GSV



The earnings portrayed in this literature are not necessarily representative of the income, if any, that a USANA Associate can or will earn through his or her participation in the USANA Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with USANA results only from successful sales efforts, which require hard work, diligence and leadership. Your success will depend on how effectively you exercise these qualities.

Find out more at [www.usana.com](http://www.usana.com)

# What would you rather be doing?

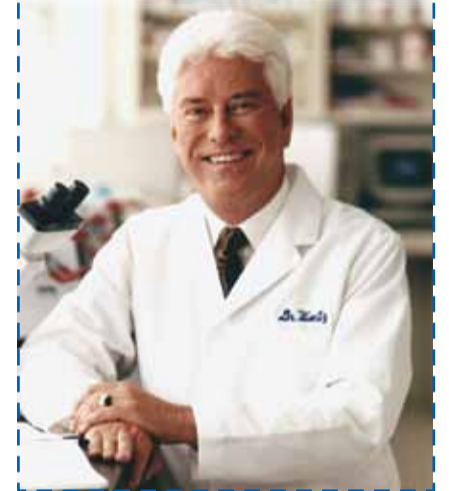
USANA Rewards Growth, Success, and Leadership

USANA offers every Associate an opportunity to attend a range of events, seminars and trainings, whatever your level. From the annual Celebration in Sydney and Auckland to International Conventions in Salt Lake City and Hong Kong, attend the next USANA event and experience the USANA difference.



**“Love life,  
and live it to  
its fullest in  
happiness and  
in health.”**

- Dr. Myron Wentz,  
USANA Founder and  
Chairman of the Board



*“USANA Australia and New Zealand holds an extraordinary range of events, promotions, and travel incentives throughout the year. At USANA, we want to show appreciation, reward our Associates, and recognise growth. We want to help every Associate achieve true health and true wealth and enjoy the trip along the way.”*

- Gill Stapleton, General Manager  
USANA Australia & New Zealand



*“USANA’s Asia Pacific (AP) Growth 25 celebrates Associates in the Asia Pacific region who have made the largest increase in absolute commission points (CVP) for the year. USANA’s AP Growth 25 is a distinguished group of people who have risen to the challenge of building a thriving business and committed themselves to spreading the vision of true health and freedom around the world.”*

- Mark Wilson, USANA Executive  
Vice President of Sales



USANA  
**Fortune 25**  
LIVING THE DREAM



*“The Fortune 25 includes some of USANA’s most successful Associates. These enterprising individuals have worked diligently to become the top 25 income earners in the company. This diverse group has an incredible dedication to the USANA vision, an unwavering drive to succeed, and a desire to attain true health and freedom.”*

- Dave Wentz, USANA Chief  
Executive Officer

USANA  
**25**  
GROWTH  
ASIA PACIFIC

Every year a unique and remarkable destination is chosen. Previous destinations include Hawaii, Bali and Thailand.



USANA  
HEALTH SCIENCES

*Annual Leadership Seminar*  
AUSTRALIA & NEW ZEALAND

Annual Leadership Seminar (ALS) is USANA Australia and New Zealand’s most prestigious annual event held in exclusive, five-star destinations. Previous locations have included Northern Territory, Port Douglas, and Queenstown New Zealand.

*new*  
**GOLD**  
Directors Seminar

USANA  
HEALTH SCIENCES



New Gold Directors Seminar is an inspiring and rewarding event held every year in Sydney, Australia. Open to USANA Associates who achieve the level of Gold Director, this invite-only, all-expenses-paid seminar is held in an intimate, beautiful setting overlooking Sydney Harbour. Over the course of four days – experience individual training; learn business tips from Diamond Directors and USANA management; gain insight into your business; take a behind-the-scenes tour of the Regional Office; enjoy networking and rewards.



Get Started Today: Discover the USANA Difference

# Recognised for Success and Rewarded for Growth



## Leadership Levels

USANA has created leadership levels to help direct your short-term goals and establish milestones to help you measure your progress as you work toward your ultimate goal. Each leadership level is earned as you produce specific volume requirements. Upon reaching a determined level, you will receive a lapel pin. A stylish lapel pin helps you proudly tell the world of your achievements.

Successful Associates have their stories and photos published in the quarterly USANA Australia and New Zealand Magazine.\*

As you grow in USANA and reach another leadership level, you will be recognised for your achievement and rewarded for your efforts. USANA not only celebrates the dedication of Associates through leadership levels but also through unique awards that recognise business-building efforts, teamwork, leadership, and charity.

To be eligible for advancement, the following criteria must be met:



**Diamond**  
Maximise 4BCs for 4 consecutive weeks.



**Silver**  
Maximise 1BC. (Have 5,000 GSV on the left and right legs)



**Builder**  
Have 1,000 GSV on the left and right legs.



**Emerald**  
Maximise 3BCs for 4 consecutive weeks.



**Bronze**  
Have 4,000 GSV on the left and right legs.



**Believer**  
Have 500 GSV on the left and right legs.



**Ruby**  
Maximise 2BCs for 4 consecutive weeks.



**Director**  
Have 3,000 GSV on the left and right legs.



**Sharer**  
Have 250 GSV on the left and right legs.



**Gold**  
Maximise the same BC for 4 consecutive weeks.



**Achiever**  
Have 2,000 GSV on the left and right legs.



## Australia and New Zealand

The Million Dollar Club is a distinguished group of USANA Associates worldwide who have earned at least US one million dollars in commissions.† New inductees who achieve this milestone within ten years and have a solid business experience the reward of a lifetime, and are treated to a Million Dollar Day in Salt Lake City, USA.\*\* The day includes a red carpet arrival in a stretch limousine with full police escort, behind-the-scenes tour of the corporate facilities, one-on-one meetings with members of USANA's management team, and an indulgent leisure afternoon.

### Million Dollar Club Members:

- |   |  |
|---|--|
| 1. Ron McDiarmid, QLD AU                                | 12. Jerry & Fiona Clayton, Napier NZ               |
| 2. Kevin & Gaewyn Goodwin, Auckland NZ                  | 13. Feng Ye & Jian-Qin Gu, NSW AU                  |
| 3. John Appleton, WA AU                                 | 14. Bill & Jenny Huang, Auckland NZ                |
| 4. Dr. Eric Davis & Dr. Roger Piasecki, QLD AU          | 15. James & Rajamma Fernandez, VIC AU              |
| 5. Steven Lu, VIC AU                                    | 16. Alice Hsieh, Auckland NZ                       |
| 6. Virend & Yogandrie Singh, NSW AU                     | 17. Chun-Ming Chang & Aileen Zhou, NSW AU          |
| 7. Frank Feng & Bin Yang, NSW AU                        | 18. Monica Lewis, NZ                               |
| 8. Bob, Mary, Amy & Xian, NSW AU                        | 19. Jo & Warren Naseby, WA AU                      |
| 9. Steven Chen & Zhi Xian Jin, NSW AU                   | 20. Nick & Christine Reditis, NSW AU               |
| 10. Fiona Jamieson-Folland & Chris Folland, Auckland NZ | 21. David Hu, NSW AU                               |
| 11. Robin Ellis, NSW AU                                 | 22. Wei-Ching Ko and Jia-Chien Shieh, Auckland, NZ |

\*Photos from leadership level Bronze and above are published. Stories from leadership level Gold and above are published.

†Based on earnings throughout the course of their USANA career. \*\*Subject to availability.

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## Dr. Wentz Vision Award

For sharing the vision of USANA Founder Dr. Myron Wentz



The Dr. Wentz Vision Award honours Associates who endeavour to improve the health and reduce the mental and physical suffering of everyone they meet. The recipient works to make the world a better place by sharing the vision of Dr. Wentz using every available opportunity to present possible solutions to health problems.

## Million Dollar Earners: Bill & Jenny Huang

### Auckland New Zealand

When we arrived at Salt Lake City airport, we received a warm welcome by USANA's international team with a limousine waiting to take us to the office. We were so surprised and excited to see our big picture hanging up outside USANA's headquarters. We walked along a red carpet, escorted by police and military personnel, up to the doors of USANA Head Office. We were greeted by the cheers and applause of USANA staff. USANA President and Chief Operating Officer Fred Cooper welcomed us with the words, "You are home!" Amazed and inspired, we knew once again that we made the right decision and chose the right company. We felt more than ever that our personal life goals and our efforts over the past few years have been worthwhile.

Achieving our place in the Million Dollar Club makes us appreciate our dedicated and hard-working team who have worked diligently with their ideals and dreams to change their lives. Our achievements are tied up with their efforts. We appreciate the support of USANA corporate and all of our friends and business partners. We will spread Dr. Wentz' vision of true health and wealth to the world!



Find out more at [www.usana.com](http://www.usana.com)

## Children's Hunger Fund

As part of its mission to improve the health of people throughout the world, USANA is a long-standing supporter of Children's Hunger Fund (CHF) and its mission to serve children in need. CHF works to provide food and other aid to children who are victims of hunger, malnutrition, poor medical care, abandonment, or abuse.

More than 99 percent of CHF revenue goes directly to serving children in need. The organisation not only provides much-needed food and medical care to malnourished children, but it also distributes **Usanimals™** to children in many impoverished areas, including

Mexico, Eastern Europe, Cambodia, Thailand, Peru, India, and Indonesia.

Through this lasting partnership, thousands of children have received daily nourishment, medical care, and a renewed sense of hope. The USANA family has donated more than US \$8 million in nutritional products and monetary contributions to CHF.

Further to CHF, Dr. Wentz has opened state-of-the-art Wentz Medical Centres in Uganda and Cambodia, by serving children affected by diseases such as malaria and HIV.



USANA Health Sciences recognises that human health and environmental health go hand-in-hand. USANA's mission to develop and manufacture the highest quality, science-based health products possible carries with it the responsibility to do so in ways that protect, preserve, and promote the integrity of our environment.

USANA strives to reduce its environmental impact through the USANA Green program.



## Working in Partnership to Support Children with Heart Disease

### Research, Support, Awareness, Advocacy

HeartKids Australia strives to offer support, encouragement and hope to families of children born with Heart Disease, while raising awareness and vital funding into the causes of these conditions.

Heart disease is the most common birth abnormality, affecting one in every hundred children. It is also the leading cause of infant death in

Australia, accounting for more than 30% of all childhood deaths. In New Zealand, twelve babies are born every week with a heart defect.

USANA is aiming to work with and support this special organisation with the services they provide.

For more information on HeartKids Australia visit: [www.heartkids.org.au](http://www.heartkids.org.au)



## 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, they provide USANA with valuable insights into product applications and efficacy.



"When I found USANA 11 years ago I was running my own medical practice. I was impressed by how the products changed my life. With USANA I can continue to help people for the rest of my life."

**Dr. Monica Lewis,**  
Auckland, New Zealand

Co-author of the series *Fad, Fable or Fact?* and *Dietary Supplements, Your Heart—An Owner's Manual* with husband and cardiologist, Dr. Gerald Lewis



**Dr. Peter W. Rugg**  
(Chair)

Assistant Professor, University of Massachusetts Medical School; Diplomate, American Board of Internal Medicine; and Fellow, American College of Emergency Physicians



**Dr. Bart Moore**

Diplomate of the American Board of Anti-Aging Medicine and is board certified as a physician nutrition specialist



**Dr. Heather Tick**

Leading physician, speaker, and researcher specialising in holistic approaches to treating chronic pain and promoting healthy ageing; author of *Life Beyond the Carpal Tunnel*



**Dr. Ray Strand**

Dr. Strand focuses his private practice on preventive and nutritional medicine. He is the author of several books, including *What Your Doctor Doesn't Know About Nutritional Medicine and Death by Prescription*



**Dr. Christine Wood**

Dr. Wood is a practicing paediatrician with expertise in nutritional medicine for children. She is author of *How to Get Kids to Eat Great and Love It*

## USANA Athletic Advisory Council

USANA's Athletic Advisory Council includes top Olympic athletes, world-renowned coaches, and sports science professionals from a variety of disciplines. They are dedicated to educating athletes and the public about the health-enhancing properties of nutritional supplements and issues related to banned substances. This advisory council is another benchmark illustration of the USANA Difference.

**Denis Waitley, Ph.D. (Chair)**

**Jennifer Azzi**

**Derek Parra**

**Jose Antonio Rivera**

**JoAnn Dahlkoetter, Ph.D.**

**Don Beebe**

**Arif Khatib**

**Dr. Jeff Schutt**

**Richelle Lund**

**Joanne McLeod**



## USANA Partners with Linus Pauling Institute



In an event that will be heralded as one of the most pivotal in the company's history, USANA Health Sciences and the Linus Pauling Institute (LPI) have formed an alliance that will help expand Dr. Wentz' vision by better determining the role that vitamins, minerals and antioxidants play in promoting optimal health. For over a decade, LPI, one of the first Centres of Excellence for Research on Complementary and Alternative Medicine in the USA, has been a world leader in the science of micronutrition. USANA will contribute US \$5,000,000 to LPI's research programs over 10 years. In particular, USANA hopes to foster LPI's clinical research efforts aimed at defining the true benefits of supplemental vitamins, minerals, and antioxidants for human health and ageing.

Get Started Today: Discover the USANA Difference

# USANA in the News

USANA Australia and New Zealand is continually recognised for having award winning products, exceptional people and service, and outstanding business opportunity. It's great to see independent, third-party endorsement of USANA.

## Body+Soul Newspaper Lift-out, March 2010

USANA Peanut Butter Crunch **Nutrition Bars** are tried & tested, receiving 4 out of 5 stars!



## Australia Men's Fitness Magazine, August 2010

A great post-work out snack: USANA **Nutrition Bars**



## 2UE Radio Sydney June 2010

Interview with USANA Associate Collette Larsen by Steve Liebmann on 2UE about her inspirational business success story.



## Men's Fitness Magazine, January 2010

A great source of protein intake: USANA **SoyaMax™**



**Yahoo!7 Finance, June 2010**  
Collette Larsen shares her top secrets for success and business tips on how to succeed against all odds.

**Women's Weekly NZ, February 2010**  
USANA's **Rev3™**: Do you want an energy drink that is good for you?

## Health Report on Sky Business TV, October 2009

Interview with Dr. Tim Wood, USANA Executive Vice President of Research and Development on the importance of vitamin D.



# Ask the Scientist



Ask the Scientist is a free service provided on [www.usana.com](http://www.usana.com) to help you find technical questions about USANA products. USANA's in-house scientist provides the most updated and evidence-based scientific information to support, educate and inform USANA Associates and customers in the Australia and New Zealand region. If you have questions about which products to use, please use the **Health Assessment and Advisor** tool on [www.usana.com](http://www.usana.com).

## Myth #1: All vitamin/mineral supplements are the same.

A study published in the Journal of Pharmaceutical Sciences investigated the disintegrating properties of various vitamin and mineral tablets and capsules commercially available on the Canadian market, including USANA's **MultiMineral Plus**.

Researchers found that more than half of the nutritional supplements tested did not disintegrate properly. Of the 39 tablets tested, only 18 products, including USANA's **MultiMineral Plus**, disintegrated fully at the first stage.<sup>1</sup>

## Myth #2: I get all the vitamins I need from my food.

Research has shown that many people simply may not follow the recommended guidelines for healthy eating. Fast-food and convenience-food, snacking, and soft-drink consumption have all increased, and it has been shown that many people may not meet even the basic RDIs for certain key nutrients.<sup>2</sup>

## Myth #3: I get enough vitamin D from the sun.

Recent studies show an alarming vitamin D deficiency in Australia and New Zealand. Even if you spend time in the sun, some of the underlying factors of vitamin D deficiency involve using sunscreens, wearing a hat and protective clothing for sun protection, to prevent skin cancer. Sunscreens with an SPF of 15 reduce the capacity of the skin to produce vitamin D by about 98%. This shows the need for effective vitamin D intake from sources other than the sun.<sup>3</sup>

1. Investigation of vitamin and mineral tablets and capsules on the Canadian Market. J Pharm Pharmaceut Sci ([www.cspCanada.org](http://www.cspCanada.org)) 9(1):40-49, 2006  
2. Kant AK. Consumption of energy-dense, nutrient-poor foods by adult Americans: nutritional and health implications. The Third National Health and Nutrition Examination Survey, 1988-1994. Am J Clin Nutr 2000 Oct; 72(4):929-36.  
3. Shrapnel W. et al. Nutrition & Dietetics 2006; 63:206-212. Vitamin D and adult bone health in Australia and New Zealand: a position statement; MJA 2005; 182 (6):281-285

# USANA Acclaimed throughout the Scientific & Business Community

USANA awarded with two national awards –  
**Australian Business Awards, 2010**  
Best E-Business Product: **BDS eApprentice**  
Product Excellence: **USANA Essentials™**



USANA named Editor's Choice and two of its products receive top **5-star rating** and **Gold Medals of Achievement™** from Nutriscience Comparative Guide to Nutritional Supplements Consumer Edition 2009 (**Essentials™** and **HealthPak™**)



2009 **Scientific Achievement Award** by Nutrition Business Journal (February 1, 2010)

USANA awarded **two bronze OMNI Awards** for education and programming for online training program, **BDS: eApprentice (2010)**

USANA CEO Dave Wentz named one of **America's Powerful CEOs 40 and Under** (Forbes.com, Jan. 14, 2009)



USANA Founder Dr. Wentz receives **Albert Einstein Award** for Outstanding Achievement in the Life Sciences



USANA achieves dietary supplement certification, Good Manufacturing Practices registration, and certification for sport through NSF International

USANA **rated #1 Distributor Choice** for 10 years (Network Marketing Today / The MLM Insider)



USANA products **independently tested** and found to **meet the stringent requirements of Informed-Choice and HFL**

Cumulative Sales Surpass **US \$3 Billion (2009)**

**Official health supplement supplier of the Sony Ericsson WTA Tour, US Speed Skating Team, Speed Skating Canada, Biathlon Canada, Cross Country Canada, USA Luge, USA Team Radcliff, and AFC Bornemouth**



**Best Dietary Supplements** (Utah Best of State, 2008, 2007, 2006, 2004, 2003)

**Best Personal-Care Products** (Utah Best of State, 2009, 2008, 2007)

**Best Health & Nutrition Beverage for Rev3 Energy™** (Utah Best of State, 2009)

**Best of State** Overall in Merchandising & Consumer Services (Utah Best of State, 2008)

