



# Health & Freedom

*your path to independence*

Revolutionary News on Finding True Health and the Financial Freedom to Enjoy It

True Wealth

**Online  
Advantages**  
*How can you benefit?*

**A Company with  
Heart & Purpose**

**Time is Ticking**  
*Worrying about money related issues*

*USANA has been voted  
#1 Distributor's choice  
every year since 1997 by  
Network Marketing Today  
& MLM Insider Magazine.  
USANA is a top-ranked  
direct selling company  
in Forbes.*

For more information contact:



**MEMBER**  
Direct Selling Association  
of New Zealand





# Time is Ticking

**Countless numbers of people lie awake at night worrying about money-related issues.**

We live in a time where for the employed and unemployed alike, life has become increasingly difficult and uncertain; and a reasonable lifestyle and a secure future may seem more remote than ever.

Adding to our sense of uncertainty about future personal security, employment, financial and relational insecurity, are factors such as

economic downturn, erosion of savings, loss of superannuation funds and job downsizing.

But what will help us overcome these uncertainties? Financial freedom and multiple sources of income to supplement or replace existing incomes, are ways which can improve our lifestyle and secure our future both now and into retirement. So how can you achieve financial freedom?

Many Australians and New Zealanders are shunning their jobs in favour of home-based businesses where they have the time, freedom and true wealth they are seeking within their lifestyles. ■



## Family Ties

**Families are an important part of our lives and can be the best source of support, love and fun...**

The 'good old' days where one income would provide sufficiently for a family is ancient history for many Australian and New Zealanders. Many now spend the majority of their waking hours on the job. Some of us live and breathe our work; others to pay mortgages.

At the same time, growing numbers of us feel that work, with its grueling hours and traffic-snarled commutes, is taking over our lives and

depriving us of time with family, friends and community.

In many cases, both parents work to cover the increasing cost of living; which limits the quality time with children and puts pressure on the family as a whole, leaving families to rely on childcare centres and nanny services to nurture and support our children.

Can life be better than this? ■

*What would you do differently today.... if time and money were of no object?*

## What Do You Want To Be When You Grow Up?

Ask any group of children what they want to be when they grow up and the answers haven't changed much since we were their age. Doctors, Nurses, Teachers, Firemen or Lawyers are the common answers, though when you look behind these dreams, it is normal to find that the desire is often fuelled by the nature of many careers as depicted in movies and on television. Children grow up with the idea that these professions offer the ultimate lifestyle.

A few years on and many children, now adults in a career, know that the realisation of entering any profession does not necessarily provide the lifestyle they wanted; a living perhaps, but not a life. If you were to interview any professional and ask them if their career has met their expectations in terms of lifestyle,

it is likely many would say that they are still seeking a balance in their lives between freedom, independence and financial security.

The reality for many people is that what appears rewarding to outsiders comes at a high price in terms of long work hours, high stress levels and a high cost of living.

There are many opportunities in the world which can be explored by the open-minded if you truly want the lifestyle you seek.

The good news is that it is never too late! ■





# A Smarter Way to Earn a Living

*Thousands of People are "Firing" their Boss.*



**Think outside the square of 9 to 5 and take control of your destiny. Become your own Boss and take back your life with a home-based business.**

Starting a home-based business from the comfort and security of your own home has many advantages. Work when you choose, allowing you the flexibility to suit your family and lifestyle—no longer will you need to miss the significant moments in your family and friends lives; be your own boss and decide for yourself what work is important and when; secure your own future and be rewarded for your efforts. There are also tax advantages from which you can benefit, putting more money back in your pocket \*.

While there are many opportunities for

home-based business such as franchises and contracting work across many different industries, the growing sector for home-based businesses is within the Network Marketing industry. The Network Marketing industry provides many of the benefits people are seeking for their lives: independence, financial freedom, legitimacy, recognition and lifestyle.

As many begin to think 'outside the square' and realise the significant advantages available in this industry, not only can you leverage the same advantages of a traditional home-based business, but you will also receive ongoing passive income from developing a network which you build.

Your time is your freedom, what will you do with yours? ■

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

## Network Marketing

*It's Already a US \$100 Billion Industry!*

**Will you take your slice of the pie?**

In essence, Network Marketing companies take advantage of the ever increasing costs of traditional advertising and methods of product distribution, and present a viable alternative that also rewards and compensates individuals & partnerships for promoting their products through word-of-mouth.

A successful Network Marketing company such as USANA Health Sciences provides a legitimate home-based business that provides a real income opportunity and an excellent leveraged income through your team.

Quality products, a stable foundation, advanced online services and a unique compensation plan have made USANA Health Sciences the #1 Peoples Choice Network Marketing Company for nine years straight! ■



## When Opportunity Knocks

Have you ever wondered why some people seem to accomplish so much with their lives while others appear to wallow in a perpetual state of discontent? The difference in those who achieve much in life is that they live life by design, not by default—taking charge rather than allowing themselves to be victims of circumstance.

Most of us were conditioned to believe that if we went to school and got an education, we would get a job in our chosen field, work for 40 years, climb the ladder of success and then retire in comfort. Unfortunately, that is not how it usually works out. The average person will change jobs seven times during his or her working life; and we all know that in our modern world, there is no such thing as job security when you're working for someone else. We live in turbulent economic times; the information age has revolutionised the way we do business and the employment landscape continues to change and adapt to new technologies. This has a major impact on us all and those who have recognised the trends realise that our financial security lies in our own hands, not in those of an employer. ■



**Bill Duncan**  
Vice President,  
USANA Australasia.  
Chairman of the DSAA  
Direct Selling Association  
of Australia.



## The Wellness Boom

*Are you Capitalising on the Next Trillion-Dollar Industry?*

**The ageing of baby boomers worldwide is leading to a boom in the Health and Wellness industry.**

World-renowned economist and trend forecaster Paul Zane Pilzer predicted, "When I look forward to the year 2010, I see a clear one-trillion dollar business just in the growth

of the existing products and services in the Wellness industry".

In starting a business, the wise people go with a world-class product or service in a fast growing category. USANA Health Sciences and its Associates are ideally placed to reap the rewards of this industry with a strong background, devotion to quality and 'Gold Standard' products. ■



# Benefits of a USANA Business Opportunity

*USANA is attracting people from all walks of life and in international markets across the globe.*



## The Company

USANA was founded in 1992 by Dr. Myron Wentz, a world-renowned pioneer in cell-culture technology. USANA's primary focus is to develop and market scientifically advanced nutritional products to help prevent degenerative diseases and promote optimal health. Today, USANA's products are on the leading edge of providing adequate cellular level nutrition and antioxidant protection for our bodies. USANA's products are sold through a Binary Compensation Plan to Preferred Customers and business builders worldwide.

## The Product

USANA produces the highest quality nutritional and personal-care products available. Whether it's a complete, balanced spectrum of nutrients and antioxidants to protect our bodies from free radicals or science-based personal-care products that replenish and rejuvenate skin and hair, USANA's premier products simply make you feel and look wonderful. USANA understands the importance of the right ingredients—in the correct amounts, in the right balance, and in the correct forms—for all age groups.

## The Business

USANA is attracting people from all walks of life and in international markets across the globe. These people are using the USANA Binary Compensation Plan to build independent USANA businesses that generate substantial earning potential. With the USANA Binary Compensation Plan you can earn an income and other benefits through:

- Weekly Commissions
- Leadership Bonuses
- Incentives and Promotions
- Leadership Focussed Seminars
- Retail Sales
- National and International Events

## The Training

The success of your USANA business depends greatly on your ability to keep your downline members active, motivated, and well informed. USANA offers and supports training in the form of Health & Freedom Thursdays, Super Success Seminars, Diamond University, Leadership Seminars and Business Opportunity Meetings (BOMs). ■

# Online Business

## Embracing Technology just for You!

Like all businesses, achieving success with a USANA distributorship takes an investment of time, money and hard work. As an Associate of USANA Health Sciences you truly are in business for yourself, but not by yourself.

With USANA you have countless business-building resources at your disposal – from award-winning sales tools to inspiring and educational events as well as USANA's most proven resource, our Associate website, USANAtoday.

Utilising state-of-the-art technology, USANAtoday provides real-time information 24 hours a day, 7 days a week; helping you build, grow and manage a solid business both locally and globally. With some of the best training, tools and support in the industry, USANAtoday is available online just for you! ■



## Advantages of Being Online

- **Powerful, fast and efficient communication tool.**
- **A better, more efficient way of reaching your customers.**
- **Freedom to live and work where you like. You can be travelling while running your online business!**
- **Minimal startup time and investment.**
- **Office and transportation cost savings.**
- **Global presence 24 hours / 7 days.**
- **A sign of professionalism.**
- **Improved quality of customer service.**
- **The most environmentally friendly way to run a business.**

# A True Industry Leader

## Devotion to Quality:

**USANA® products are formulated and manufactured to standards that exceed many nutritional products on the market.**

- # 1 Nutritional Supplement in Australia and New Zealand – Comparative Guide to Nutritional Supplements, 2005
- Best Dietary Supplement – Best of State Awards (Utah, US), 2003, 2004, 2006, 2007
- Best Personal Care Products/Cosmetics – Best of State Awards (Utah, US), 2007
- Good Manufacturing Practices (GMP) Registration through NSF International's Dietary Supplement Certification program, this means that USANA successfully met all requirements included in NSF's GMP Registration Program. The **ESSENTIALS™** (MEGA ANTIOXIDANT and CHELATED MINERAL), **PROFLAVANOL® 90**, and the **HEALTHPAK 100™** (US Product) were run through intensive testing by NSF and found to contain all ingredients declared on product labels at the listed amounts through NSF International's Dietary Supplement Certification program."

## A Binary Compensation Plan that Builds Real Residual Income:

**Many network marketing opportunities pay a lot to the fortunate few at the top of the hierarchy. The USANA Binary Compensation Plan is unique, it promotes a stable income by helping the average person to achieve their goals.**

- # 12 on Forbes' 200 Best Small Companies list in 2006, and the only direct sales company to make the top 20 each of the last three years – Forbes Oct. 30, 2006; Oct. 31, 2005; Nov. 1, 2004
- Listed in The Wall Street Journal's "Smart Money Stock Screen/Efficiency Experts" – The Wall Street Journal, April 20, 2006
- Best Company in Network Marketing – MLM Insider, 1997–2006
- Top ranked network marketing company on "Annual List of 100 Hot Growth Companies" – Business Week, 2004–2005

## Timing Couldn't Be Better:

**USANA Associates enjoy the benefits of reward and recognition.**

- Over 75 Associates worldwide have become members of the prestigious Million Dollar Club – Million Dollar Club, 2006
- USANA featured in Success from Home magazine – November, 2006

## Record of Financial Strength:

**Few network marketing companies show as consistent a growth or as stable a financial position, as USANA.**

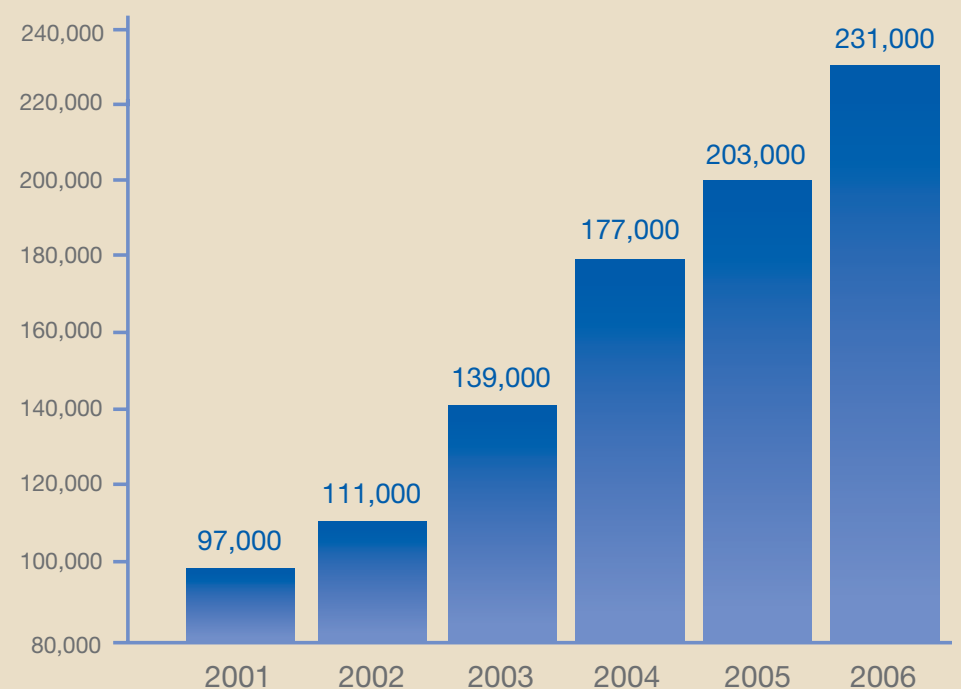
See FIGURE 1.

- Listed on the NASDAQ, USANA is a member of the Russell 3000 Index and S&P Small Cap 600 Index.
- The company is debt-free and records consistent sales and profit growth.

FIGURE 1: Enrolled Associates and Preferred Customers.



## Total Active Customers\*



# USANA is the People's Choice

**USANA Has Been Voted #1 People's Choice From 1997-2006**

**The Binary Compensation Plan Has Also Been Ranked #1 People's Choice**





# The Compensation Plan that is Revolutionising how People Create Wealth

## 10 Reasons ‘WHY’

1. Easy Start - everyone can join.
2. Become your own business.
3. USANA pays commission weekly.
4. You benefit even if volumes are generated deep within your downline.
5. An international seamless compensation plan greatly extends your network’s growth potential.
6. Unpaid sales volumes up to 5,000 points carries over indefinitely if your BC remains active.
7. It’s fair - Associates take turns of being both upline and downline to one another.
8. As the number of shares increases, leadership bonuses offer exceptional income.
9. You help others in your downline as you help yourself. Many pay plans pay when you place everyone you personally sponsor directly with you.
10. You can choose to fast-track your business and income from USANA with the 3-BC option.

The USANA Compensation Plan encourages teamwork and ensures a fair distribution of income amongst Associates; so you can build a stable source of income as your downline organisation grows.

### Starting Your USANA Business

You start by purchasing a Business Development System and completing an application form. You then activate your Business Centre (BC) and become eligible to earn commissions by **accumulating 150 points** Personal Sales Volume (PSV) through orders for your customers and for your personal use. As an Associate, you may retail products to your friends; or sponsor them into your downline network by placing them on the left or right side of your organisation (**FIGURE 1**). You build **only two legs**. If you personally sponsor more than two people, you would help Jill or Bob by placing the new people under them.

### Three Ways to Earn

You earn (1) a retail profit, and (2) a weekly commission, which is based on the Group Sales Volume (GSV) points generated on sales of products by people you sponsor, and also by all those of your downline organisation. You can also enjoy (3) a weekly Leadership Bonus when you advance to the rank of Gold Director.

#### 1. Retail Profit

You earn a retail profit by selling USANA products to your customers at the recommended retail prices. Your retail profit is the difference between what your customer pays and your Autoship\* price.

\* You pay Autoship price, which is 10% off Order Value Price, if you sign up on USANA’s Autoship Program.

#### 2. Commission

You earn **weekly** commissions based on “balanced” GSV of your downline organisation, according to the Commission Payout Schedule (**FIGURE 2**). The GSV is the sum of all Sales Volume points from ALL the Associates and Preferred Customers down your organisation, **irrespective of how many levels** of referrals and **no matter where in the world** they enrol.

#### Carryover

If your left and right GSVs are not balanced, USANA pays out on what you balanced and carries forward unpaid GSV to the following week. In the example in **FIGURE 3**, you are paid 400 commission points (\$660 AU / \$760 NZ) for the week and you will start off the following week with 1,500 GSV on your left and 500 GSV on your right. GSVs up to 5,000 points **carry over indefinitely**, as long as your Business Centre remains active.

#### Re-entry

When you achieve 5,000 GSVs on both your left and right side in a week, you have maximised your Business Centre. To earn commission beyond 1000 commission points (\$1,650 AU / \$1,900 NZ) a week, you start an additional Business Centre by re-entering it in an open position down your organisation. By re-entering, your new business centre will be downline of those who were previously downline of you! Similarly, a successful person upline can **become downline of you** upon re-entry.

#### 3. Leadership Bonus

Each week, 3% of the global GSV is divided among qualifying Gold Directors and above. Your actual share of the pool depends on the number of Business Centres you “maximised” the previous week as shown below.

Maximised BCs	How Your Share is Calculated	Your Share
1	1 =	1
2	1+2 =	3
3	1+2+3 =	6
etc.	:	unlimited

FIGURE 1: Each Business Centre can only have 2 legs

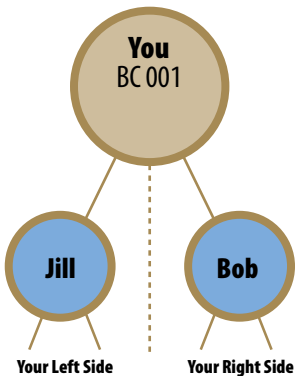


FIGURE 3: Carryover and Re-entry

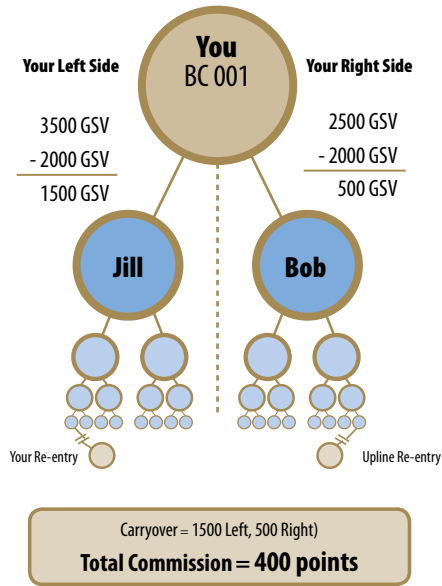
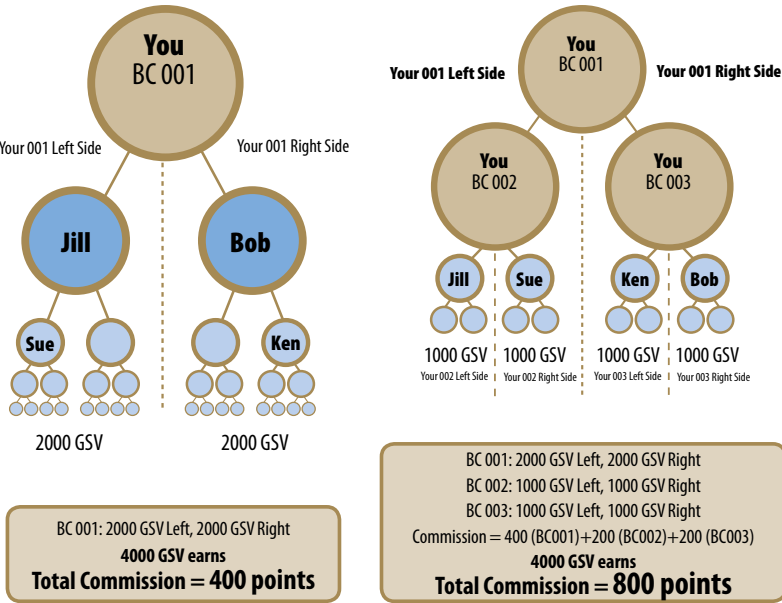


FIGURE 2: Commission Payout Schedule

Group Sales Volume Points (GSV)		Commission Points	Commission AU\$	Commission NZ\$
Left	Right			
250	250	40	66	76
500	500	100	165	190
1,000	1,000	200	330	380
2,000	2,000	400	660	760
3,000	3,000	600	990	1,140
4,000	4,000	800	1,320	1,520
5,000	5,000	1,000	1,650	1,900

FIGURE 4: How 3-BC doubles your commission for the same GSV



## Keeping Your Business Centre(s) Active

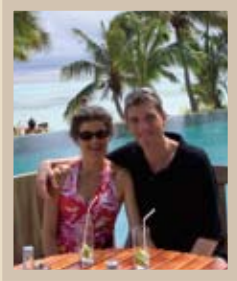
To remain eligible to earn Commission and continued carryover, all you do is generate

- **100 PSV** every four weeks (on a rolling basis) for one BC
  - **200 PSV** every four weeks (on a rolling basis) for more than one BC
- There is no Group Sales Volume requirement.

## Doubling Your Commission with the 3-BC Option

You may start your USANA business with 3 Business Centres instead of one. As **FIGURE 4** illustrates, this option can **double your commission potential** for the same amount of work. To opt for 3-BC, you generate 450 PSV within the first six Fridays of enrolment.

# Network Marketing - *Living the Dream*



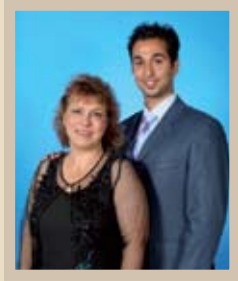
**Fiona Jamieson-Folland and Chris Folland**

Fiona is a former practitioner of Osteopathy, and Chris is a qualified Lawyer, Business Consultant and Property Investor who have created their financial freedom and now help others do the same.



**Frank Feng and Bin Yang**

Bin Yang was a Surgeon in China who did not believe in nutritional supplements. Frank and Bin Yang have been with USANA for five years and the vision of a healthier lifestyle and financial freedom is the reason why they share their passion with others.



**MVM Limited**

Their goal is to reach Diamond Director in the next 12 months. Working in the rat race for over 30 years convinced Zahra (pictured above left) that there is more to life than the conventional job. Their business tip is: Learn the system - Work the system - Don't re-invent the wheel.



**Fiona and Jerry Clayton**

The Clayton's lifestyle is quite a change from when they were working 18 hour days. Fiona was an Accountant and Jerry was a Publisher. Since joining USANA, Fiona and Jerry have more time to enjoy their hobbies and put their feet up while travelling.



**Warren and Jo Naseby**

A home-based business owner with two additional secretarial jobs and a business graduate working in property and IT, found a way to secure their family's future and pursue their love for travel.



**Helen and Chris Bolton-Jamieson**

Former owner of a corporate wellness business and former teacher, Helen and Chris love to spend their time with incredibly motivated people who are positive and want to make a change in their lives. The USANA family is just that.



## Thriving in the 21st Century

**The 21st century is unlike anything any of us could have imagined, even in our wildest dreams. Discover ideas on how to make your career fireproof, how to go from employee to owner, from frustration to motivation, how to make change work for you rather than against you, and how to take charge of your health and your life.**

You will learn about the best win-win opportunity I've come across to create a new source of income and financial security for yourself, your family, and your friends—something that is vital in this time of change.

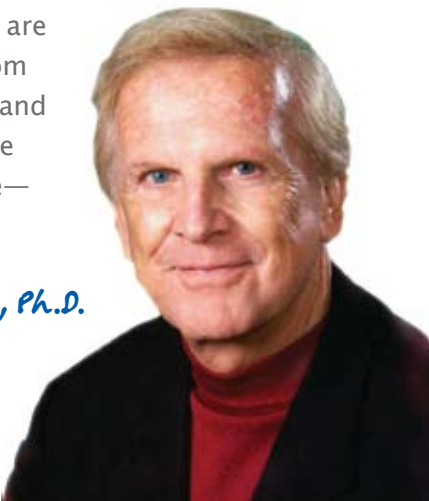
**The kind of professional career and business each of us needs to be looking for is an organisation that offers the following:**

- A clear and elevating mission to help improve the 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
- And finally, 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. You'll find that through USANA your state of mind, state of health, and state of lifestyle will accelerate in fast-forward to a level enjoyed only by those who become the CEOs of their own lives. These are the people who go from employees to owners and from victims of change to victors over change—starting now.

*by Dr. Denis Waitley, Ph.D.*



Dr. Denis Waitley is a recognised expert on personal career development and is the author of 15 non-fiction books along with his newest release 'Safari to the Soul'. In addition, he has trained leaders in every field, from Super Bowl and Olympic athletes to Apollo astronauts and Fortune 500 executives, and is Chairman of the USANA Sports Advisory Board.



## A Company with Heart & Purpose



**My father, Dr. Myron Wentz, started USANA Health Sciences with a strong vision—True Health and True Wealth.**

With a family of tens of thousands depending upon USANA for their health, science will always be the focus of USANA. By following pharmaceutical-grade Good Manufacturing Practices and offering a potency guarantee, every customer can be assured that our products are of the highest possible quality.

The quality and value of our products also provides a stable foundation for Associates to create a solid, home-based business. With technically advanced online services, a unique and lucrative compensation plan, significant tax benefits, and expanding international business prospects, USANA is a great opportunity for part-time or full-time income.

We hope that you have found what you are seeking in USANA. Now is a great time to join us in our mission of True Health and True Wealth for all.

*Live well,*



**Dave Wentz**  
*President*

## USANA's Mission

**At USANA Health Sciences our mission is to develop and provide the highest quality, science based health products, distributed internationally through network marketing, creating a rewarding financial opportunity for our independent Associates, shareholders and employees.**

## Committing to Ethical Practices



USANA is recognised in the industry for its dedication to ethics. Dave Wentz was recently elected as Vice President of the US Direct Selling Association.

"I am so pleased to be associated with the DSA because of its strong commitment to ethical business practices. By serving on the Executive Board, I can help USANA remain on the forefront of the industry as our company moves into its second decade of business," says Dave Wentz.



To continue the same dedication and commitment to ethics, Bill Duncan, Vice President, Australasia, has been elected Chairman of the Direct Selling Association of Australia. Bill was elected to this prestigious industry position by an overwhelming majority. His appointment to this position will certainly see the industry develop new initiatives and move forward on a number of areas and raise the profile of USANA in Australia and New Zealand.

## USANA's Commitment to the Community

USANA Health Sciences is playing a large role in assisting malnourished children who are suffering from hunger around the globe. USANA Health Sciences has teamed up with the Children's Hunger Fund to provide supplements to children in need of proper nutrition. USANA stresses the importance of beginning proper nutrition at a young age.

The USANA family has contributed US\$2.447 million to the Children's Hunger Fund since

2001. Through these donations, there is potential for a healthy, productive life now and in the future.

USANA Australia and New Zealand continue this commitment to the community by supporting charities such as the Stephen Sanig Foundation, World Vision, Lifestart and many more. We hope our support brings a smile to those in need.

