

Superior Savings—Unparalleled Value



The USANA ESSENTIALS™ not only provide you with the nutrients you need for optimal health, they also offer a number of other benefits not available with other products. See the USANA Difference for yourself. Along with health benefits of ESSENTIALS, you'll also receive considerable cost savings.



monthly supply* = **\$39.95 US** ←→ **\$279.43 US** = monthly supply
 (\$57.50 CAN) (*4 weeks) (\$323.92 CAN)

USANA® ESSENTIALS

THE OTHERS

✓ Selection time = 0 hours, delivered directly to your door

✓ Selection time = over 2.5 hours plus cost of time and travel to purchase

✓ Cost efficient—\$39.95 US (\$57.50 CAN) for a four-week supply

✓ Multiple bottles from different manufacturers costing at least \$279.43 US (\$329.55 CAN) for a four-week supply

✓ Laboratory tested and carries an unconditional guarantee of purity and potency



✓ No clearly stated potency or purity guarantee

✓ Premium grade of raw materials used to ensure maximum bioavailability, effectiveness, and safety



✓ Quality of raw materials unknown

✓ USANA's balanced formulas containing a full complement of essential vitamins, minerals, antioxidants, and other important nutrients associated with long-term health

✓ Mostly single-ingredient formulations with no balance of nutrients, which may present a risk of overconsuming on certain nutrients and lowering the effectiveness of others

✓ Contains exclusive active ingredients, such as POLY C®, a unique bioflavonoid complex, and patented Olivol™ olive-fruit extract not available in any other product



✓ No other manufacturer supplies the same potent antioxidant blends found in USANA's innovative formulations

✓ Customer service and product support from one company

✓ Would need to contact 30+ companies for customer service and product support

To get the recommended 400 International Units (IU) of Vitamin E every day, you could take one daily dose of the ESSENTIALS™ or consume several servings of foods rich in Vitamin E:

FOOD	TO OBTAIN 400 IU IN	
	CUPS	POUNDS
Wheat germ (Vitamin E fortified)	13.8	3.5
Almonds, dry roasted, without salt	7.5	2.3
Spinach, cooked, boiled, drained, without salt	72.6	28.8
Safflower oil	3.6	1.7

“After the USANA® Nutritionals helped me with my health, I was curious to see if I could find the equivalent of USANA's Essentials™ in supermarkets and health food stores. Two-and-a-half hours later, with a total of 35 bottles costing \$27943 US, I finally came close to what is found in the USANA Essentials. However, there was no guarantee of potency or purity, and now with Olivol extract, there is no equal. USANA uses the best and most bioavailable ingredients that you just can't find in the supermarket. My findings convinced me of the great value and superior quality I've discovered in USANA.”

Elizabeth Strand
 South Dakota, United States