



# HEALTH & FREEDOM

USANA *FAST FACTS*

## **THIS INFORMATION COULD CHANGE YOUR HEALTH AND FINANCIAL SITUATION FOREVER.**

*Please read this information carefully.*

In the following pages you will discover:

- 1) How one company, USANA Health Sciences, is changing the way the world looks at nutrition.
- 2) Nutritional products based on years of scientific research and sound formulation by some of the world's top scientists. USANA® products can make a significant difference in your health.
- 3) An opportunity for YOU to secure your future and earn a lucrative income with USANA's award-winning compensation plan.
- 4) How you can have the freedom to do what you want, when you want, and enjoy the lifestyle of your dreams.

**SEPTEMBER 2008**

# Creating a Successful Business

"Have you ever clawed your way up the corporate ladder and then realized the ladder was leaning on the wrong building? That's the best way I can describe how I felt with my corporate job 13 years ago before USANA came into my life. I originally joined USANA for the products. I was exhausted and worn out and needed to rebuild my strength. After starting on the nutritionals, I very quickly realized I had never felt better, and I was inspired to share my experience with family and friends.



beautiful daughters and enjoy the financial and time freedom only a USANA business can provide. Today, my business has grown into an international organization with thousands of Associates and Preferred Customers. The key is to follow a duplicable system. When you join USANA, you purchase such a system—the Business Development System.

Following this system has enabled me to speed up the learning curve and enjoy success and income in record time."

—Sheila Dancho, Manitoba, Canada

"My business grew very quickly, and within three years, my part-time USANA business income surpassed my full-time career income. So when my third child was born 10 years ago I chose to walk away from my corporate career to become a full-time mother to three

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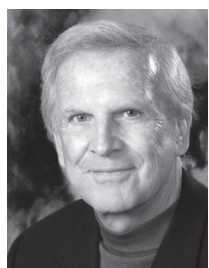
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# Expert in Personal Development, Dr. Denis Waitley says USANA Health Sciences Provides the Way for True Health and Real Opportunity



by Denis Waitley, voted "Outstanding Platform Speaker of the Year" and trainer of Super Bowl and Olympic athletes, Apollo astronauts, and top Fortune 500 executives

As a speaker and consultant over the years, I have been invited to associate myself with dozens of companies. Until now I have always chosen to remain unaffiliated with any of them, yet with USANA, I saw an opportunity that met and exceeded my expectations regarding network marketing.

In a world cluttered by marketers, USANA Health Sciences has a clear message of health and wealth to those who join in sharing the vision of Dr. Myron Wentz. The company manufactures most of its own high-quality health-care products and employs some of the industry's most outstanding scientists. Because of the quality of their work, USANA provides its independent business partners the ability to achieve financial security, freedom to do what you want when you want, and a

lifestyle that you have probably only dreamed of. And the best part is, you can have a successful USANA business on a full- or part-time basis. Anyone can succeed in this business if he or she puts in the effort.

I've never seen a company that has excited me as much as USANA. They combine the grandest vision and the power of teamwork with the best products. They have the most integrity and forward-thinking leadership of all the top multinational corporations that I have worked with. I believe that is why USANA made *Forbes'* 200 Best Small Companies list in 2004, 2005, and 2006, and why you owe it to yourself to look deeper into this exciting opportunity. Take the time now to carefully read this entire document and learn for yourself how USANA Health Sciences can offer you true health and true wealth.

\$98,803 CAN is the average annualized income for an established full-time Distributor and \$33,096 CAN is the annualized average for all Distributors earning any commission cheque each month. (83% of Distributors reported they joined "to improve their health"). 79% of those remaining earned less than one cheque a month. Alternatively, of those that remain, 56% reported that they were not joining USANA "to earn enough money to replace their full-time income". Of these distributorships, 62% are not considered full-time, having maxed a business centre during the year. When all 126,146 Distributors are considered, the yearly average income is \$1,046 CAN with more than one of every three earning a cheque.

# USANA'S MISSION

To develop and provide the highest quality, science-based health products, distributed internationally through network marketing, creating a rewarding opportunity for independent Associates, shareholders, and employees.



Myron Wentz, Ph.D., is a world-renowned scientist in the field of disease diagnosis and nutrition.

- An internationally recognized pioneer in the use of human cell culture, Dr. Wentz has continued his devotion to developing state-of-the-art scientific products to improve the lives of many people, both physically and financially.
- In the early 1970s, Dr. Wentz founded Gull Laboratories and spent 20 years developing products that would be used to accurately diagnose viral and other infectious diseases, including the first Epstein-Barr virus detection test.
- After extensive research into the quality of health supplements, he made a commitment to provide himself and his family with the highest level of nutrition possible. In 1992, he founded USANA.
- Dr. Wentz developed a line of dietary supplements that rewrote the standard of excellence in the nutrition industry. It is in part because of these products that Dr. Wentz was named Utah 2003 Ernst & Young Entrepreneur of the Year and awarded the Albert Einstein Award in 2007.

## Nutrition for the Cells

By Dr. Myron Wentz, Founder & Chairman, USANA Health Sciences

For the most part, as North Americans, we deny our bodies the proper nutrients to maintain health. We are overfed yet undernourished.

The researchers at USANA Health Sciences and I have known for a long time that nutrition plays an important role in maintaining health, and we feel that its significance needs to be emphasized.

### Can we have optimal health?

I founded USANA Health Sciences because it became increasingly apparent to me that the nutritional requirements of the human body were not being met in today's environment. I knew that our knowledge and expertise in growing human cells could be used to design an advanced nutritional system that could maintain people's health and quality of life.

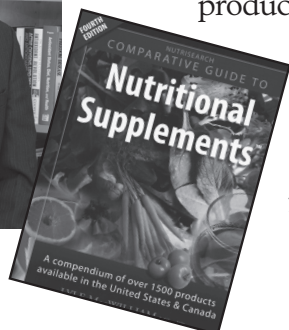
Our vision for USANA Health Sciences is to use our research and technology to change the health of people in North America and throughout the world.

Today we know more about what causes poor health. However, until now, no one has taken the initiative in the field of medicine to the extent that we have to use the technology and knowledge we have today to make products that allow us to take control of our health.

**Share the USANA vision.**



## USANA's Products Offer Remarkable Consumer Value

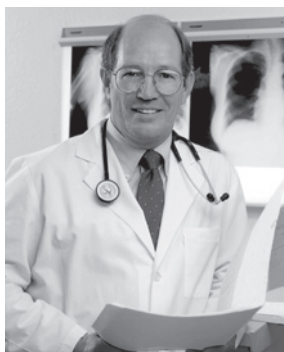


"I discovered USANA while on a journey to find a quality supplement to help deal with a personal health challenge. A scientist by training, I felt compelled to investigate and compare the wide variety of nutritional products available in order to seek out the best.

With over 1,500 nutritional supplements evaluated, USANA's Essentials™ supplements continue to set the gold standard, earning the NutriSearch Gold Medal of Achievement™ for proven product excellence."

—Lyle MacWilliam,  
BSc, MSc, FP

# Health-care Providers Place Their Trust and Professional Credibility in USANA



*"The results that I have observed in my patients since recommending the USANA® Nutritionals has been nothing short of amazing. USANA has taken the sophisticated science of cellular nutrition and produced products that I believe will help change the health of this world."*

—Ray Strand, M.D., Family Practice

*"I love the integrity of the people who are doing research for us in USANA... I have been impressed with the results I have seen with friends, patients, and my own family."*

—Christine Wood, M.D., Pediatrics



*"USANA's products are listed in the Physicians' Desk Reference (PDR). The PDR has been an excellent aid in promoting USANA to other doctors, many of whom now also recommend USANA to their patients."*

—Wen Chi Wu, M.D.



*"It is becoming increasingly clear amongst scientists and health-care providers that nutritional supplementation plays a key role in achieving optimum health. All nutritional supplements are not created equal; my recommendation is the USANA products. They have been formulated as a result of years of cellular research by Dr. Myron Wentz, and they have been engineered to provide optimal nutritional support at the cellular level. It is prudent that we become proactive and protect our health... It is much more difficult to try and regain it once we have lost it."*

—Lynese L. Lawson, DO  
Board Certified Anesthesiologist,

## USANA Offers its Athletes Nutritionals You Can Trust™

In a time when athletes are concerned about the quality of their nutritional supplements, USANA created a powerful athlete guarantee with its Nutritionals You Can Trust™. The guarantee, first offered to select Canadian Olympic athletes, offered an athlete up to two times their annual income from

their sport, to a maximum of \$1 million, if they tested positive for a banned substance as a result of taking USANA products. Once again, USANA is proving its commitment to athletes and confidence in its products by offering the same guarantee to the elite tennis players of the Sony Ericsson WTA Tour.

With hundreds of vitamin supplements and other health products in the marketplace...

## Why Do People Choose USANA® Products?

Dr. Myron Wentz is a world-renowned expert in human cell culture and disease detection technology. Over the years he has observed and applied the nutrient balance and dosage requirements for cells to grow, multiply, and maintain optimal health.

Dr. Wentz has used his expertise in cellular nutrition to develop the USANA Nutritionals to help you maintain good health.

### Nobody Knows Nutrition Like USANA

Every ingredient in USANA's products have been exhaustively researched and analyzed to determine optimal effectiveness and ready absorption.

USANA's research and scientific excellence provides you with the confidence that you are following a nutritional and wellness program that truly works.



## USANA Products—Nutritionals You Can Trust™



Nutrition is the cornerstone of optimal health. Your daily diet must provide the essential nutrients for cells to function properly. That's where USANA Health Sciences can help.

USANA's high-quality products are broken into three product lines—USANA Nutritionals, USANA® Foods, and Sense™ skin-care products. In the following pages, you will learn about each product line and how they are designed to satisfy your nutritional and personal-care needs.



Superior ingredients, balanced formulas, and exceptional in-house manufacturing—all ingredients that make USANA's products some of the best in the market. With a potency guaranteed label on all of USANA's nutritionals, you know you are getting superior products with standards much higher than most other nutritional products. USANA truly is nutrition you can trust.



## Essentials

The Essentials supplements, including **Mega Antioxidant**, **MultiMineral Plus**, **Body Rox™** (for teens), and **Usanimals™** nutritionals are USANA's flagship products. They offer advanced daily nutritional formulas that supply the right ingredients, in the correct amounts, in a precise balance. In addition to the essential vitamins and minerals needed by the body, USANA has added its patented **Olivol™** olive fruit extract, to **Mega Antioxidant**. The polyphenolic antioxidants in Olivol complement the already diverse assortment of vitamins, bioflavonoids, and phytonutrients in the **Essentials**. No other company offers the unique formula of phenolic antioxidants found in Olivol, and few offer such a complete, biodiverse assortment of antioxidants, reestablishing the **Essentials** as a premier product.



## Optimizers

**O**ptimizers nutritionals are an extensive array of state-of-the-art products that enable you to customize your nutritional system according to your individual needs.



### ESSENTIALS

#### Essentials for Adults

*Essentials™*

#101 • Autoship\* \$57.50 CAN

*HealthPak 100™*

#100 • Autoship \$152.49 CAN

*Usanimals™*

#105 • Autoship \$18.25 CAN

#### Essentials for Teens

*Body Rox™*

#104 • Autoship \$25.95 CAN

### OPTIMIZERS

#### Cardiovascular Health

*Proflavanol® C*

#133 • Autoship \$28.80 CAN

*Proflavanol® 90*

#132 • Autoship \$52.50 CAN

*CoQuinone™*

#123 • Autoship \$53.95 CAN

#### Cellular/Metabolic Health

*Optomega®*

#127 • Autoship \$16.95 CAN

*BiOmega™*

#122 • Autoship \$26.95 CAN

*E-Prime™*

#124 • Autoship \$23.18 CAN

#### *Poly C®*

#130 • Autoship \$18.90 CAN

#### Skeletal/Structural Health

*Active Calcium Plus™*

#120 • Autoship \$25.49 CAN

*Active Calcium Chewable™*

#121 • Autoship \$25.49 CAN

*Procosa® II*

#131 • Autoship \$34.49 CAN

#### Endocrine Health

*PhytoEstrin™*

#129 • Autoship \$28.80 CAN

*Palmetto Plus™*

#128 • Autoship \$28.80 CAN

#### Brain/Nervous Health

*Ginkgo-PS™*

#126 • Autoship \$47.70 CAN

\*All prices listed are the Autoship price. Autoship customers receive 10% off the member price.

To achieve and maintain a healthy body, your cells need specific nutrients (high-quality protein, varied fibre sources, low-glycemic carbohydrates, beneficial fats, vitamins, and minerals). When your body's cells lack these vital nutrients, they do not function properly.

**USANA® Foods** were developed to provide great-tasting, high-quality macronutrients your body needs to maintain health and feel great. These convenient, low-glycemic foods can be used along with the **Essentials** and **Optimizers** to complete your healthy diet.

Many **USANA Foods** contain beneficial ingredients like dietary fibre, soy and whey proteins, and potassium to promote lifelong good health.



## USANA® Foods

**USANA Foods**, have been developed by USANA's team of scientists to help take the guesswork out of proper nutrition. **SoyaMax™** soy protein drink mix, based on high-quality soy protein, provides complete and balanced amino acids. And some **USANA Foods**, such as **Fibergy®** fibre drink mix and **Iced Lemon Fibergy Bars**, are low-fat, high-fibre foods. These precision formulations not only provide a healthy balance of beneficial carbohydrates, proteins, and fats, they also taste great and are convenient. More importantly, they will help you build a lasting foundation for true health tomorrow.



**MACRO-OPTIMIZERS**  
**Fibergy®**  
*Almond Crème*  
 #220 • Autoship\*  
 \$26.45 CAN  
*Peach Mango*  
 #221 • Autoship  
 \$26.45 CAN

**Fibergy Bar®**  
*Iced Lemon*  
 #222 • Autoship  
 \$26.45 CAN  
**Nutrimeal™**  
*French Vanilla*  
 #211 • Autoship  
 \$27.00 CAN  
*Dutch Chocolate*  
 #210 • Autoship  
 \$27.00 CAN

*Wild Strawberry*  
 #212 • Autoship  
 \$27.00 CAN  
**Nutrition Bar**  
*Peanut Butter Crunch*  
 #230 • Autoship  
 \$35.95 CAN  
*Oatmeal Raisin*  
 #232 • Autoship  
 \$33.00 CAN

**SoyaMax™**  
*Mild Vanilla*  
 #200 • Autoship  
 \$35.95 CAN  
**RESET Kit**  
 #251 • Autoship  
 \$137.95 CAN

\*All prices listed are the Autoship price. Autoship customers receive 10% off the member price.

**Sensé** skin-care products are free of added chemical preservatives and parabens—a formula breakthrough so advanced, it's patented. And exclusive Proflavanol-T™ and Proteo-C™ topical nutrition complexes combat the damaging effects of the environment to help maintain healthy-looking skin from the inside out. Using the pure and healthy **Sensé** formulations, soon you'll see smoother, more radiant-looking skin.



## Sensé beautiful science®

USANA Health Sciences has brought together its esteemed team of scientists to create the revolutionary **Sensé beautiful science®** skin-care line of products. **Sensé** skin care consists of the Basics—a daily 3-step program for promoting healthy-looking skin—and the Enhancers—a series of advanced skin treatments targeting specific beauty concerns. **Sensé Splash™** products feature luxurious hair- and body-care products. Combined with USANA's internal nutritional supplements **Sensé** will help you radiate that outer glow of health.



### Basics

#### Basic Pack

#351 • Autoship\* \$99.95 CAN

#### Gentle Daily Cleanser

#300 • Autoship \$20.95 CAN

#### Hydrating Toner

#301 • Autoship \$18.95 CAN

#### Daytime Protective Emulsion

#302 • Autoship \$45.95 CAN

#### Night Renewal

#303 • Autoship \$41.95 CAN

### Enhancers

#### Serum Intensive

#304 • Autoship \$52.95 CAN

#### Perfecting Essence

#305 • Autoship \$59.95 CAN

#### Eye Nourisher

#306 • Autoship \$30.95 CAN

#### Rice Bran Polisher

#307 • Autoship \$18.95 CAN

#### Nutritious Crème Masque

#308 • Autoship \$22.95 CAN

### Sensé Splash

#### Energizing Shower Gel

#311 • Autoship \$17.95 CAN

#### Firming Body Nourisher

#314 • Autoship \$27.95 CAN

#### Intensive Hand Therapy

#315 • Autoship \$17.95 CAN

#### Revitalizing Shampoo

#312 • Autoship \$17.95 CAN

#### Nourishing Conditioner

#313 • Autoship \$20.95 CAN

### Natural Toothpaste

#399 • Autoship \$10.95 CAN

#### Deluxe Pack

#350 \* Autoship \$199 CAN

\*All prices listed are the Autoship price. Autoship customers receive 10% off the member price.

# Why a Home-based Business Makes So Much “Cents”

by Sandy Botkin, CPA, attorney, and former trainer of IRS attorneys



There are many reasons why so many people favour home-based businesses over something more traditional. There is no commute, no boss, lower overhead, few employees if any, and far fewer government restrictions. In fact, many of the laws don't apply to small firms that have few or no employees. In addition to all the benefits mentioned above, if your home-based business produces a tax loss in the first year or so,

you can use that tax loss against any other income you have. It can be used against wages earned as an employee, dividends, pensions, or interest income—or you can use the loss against your spouse's earnings if you file a joint return.\* The light at the end of the tunnel, for you and millions of others today, is the financial opportunity that starting your own business offers. The tax advantage alone can make a home-based business the single best financial move you've ever made.

*\*Please consult your legal or tax advisor for specific information pertaining to your personal situation.*

## Why People Love USANA

### Finding Success through Helping Others

After being let go from what he thought was a very secure job, Hitesh Gupta found himself back at square one, looking for a new source of income. “It was lucky that I came across USANA!” Hitesh says. “It seemed too good to be true at first. But after doing a bit of research, I found strong leadership; a visionary founder; and a very secure, stable, and duplicable compensation plan all in one company. I started taking the products and saw a difference in my health after just a few weeks. It wasn't long before I started sharing my excitement with others, and soon I started receiving cheques every Friday! I am very happy to have found USANA and thankful to all the USANA team for helping me win in spite of the odds.”

—Hitesh Gupta, British Columbia, Canada

### Uncovering Hidden Talents

“I love USANA because it gives me peace of mind about my future. It is a vehicle that allows me to contribute and have true flexibility in my life. It is a place where I can work as hard and smart as I want with great people. I like the fairness—there is no glass ceiling, and I can earn as much as I want. Where else can I live a healthy lifestyle, share the vision, and get paid for it?”

“What a privilege to be associated with an organization that cares and conducts business with integrity. USANA leaders inspire me to keep growing myself and my team, stand in my greatness, and live my life to its fullest. The best gift of all is that opportunities and support that are available to me are also available to everyone with whom I share the gift of USANA.”

—Victoria Voon, Alberta, Canada

### Improving Lives

Priceless is the word Dave Li uses to describe the time freedom he has to spend with his family. After joining USANA 10 years ago, Dave discovered that after just 14 months he was able to stay home and take care of his two boys (ages 10 and 6 at the time). “Working as a realtor and business owner, time with the family was a challenge,” Dave recalls. “USANA provided me with products to keep my family healthy and an opportunity to build an international business with ongoing income. Now, I have the time and money to do the things I love to do with my family.”

—Dave Li, British Columbia, Canada

### Working Closely Strengthens Relationships

For Lynne Motkoski, the reasons she loves USANA are almost too many to count. First and foremost, Lynne loves being able to work from home. “I am always here when my family needs me,” she says. She also loves the possibility of helping others achieve the same lifestyle she has created for herself thanks to her home-based business. “USANA gives us a huge channel of distribution to touch people's lives,” Lynne states. “We can truly help other people with their health as we share Dr Wentz' vision. We also offer others an opportunity to improve their finances. I now travel with purpose making wonderful new friends. At a time in my life when I could be slowing down, I am challenged daily to learn leadership skills as I grow my team into an international organization. I am just getting started!”

—Lynne Motkoski, Alberta, Canada

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## LINEAR INCOME vs. RESIDUAL INCOME

How many times do you get paid for each hour you work?

### Linear Income:

One hour of work = X dollars

### Residual Income:

Income from your efforts and the efforts of others.

Learn how to leverage your income. Let USANA allow you to earn a stream of weekly residual income.

## You and USANA

For those who are willing to look beyond the traditional, there is a method of earning income that not only features all the advantages of self-employment, but also has the possibilities of yielding high returns.

### Your health and financial goals are #1 priorities with USANA

As a science-based nutrition company, USANA Health Sciences is one of the world's fastest-growing network

marketing companies. The two main reasons are: 1) a superior product line that you can always trust; and 2) an innovative marketing program that amply rewards both the average and the ambitious Associate. Benefit from the advantages of self-employment with a company that is soundly capitalized, has staying power, resources, and integrity weighted before profit as the ultimate bottom line.

## YOU'RE IN GOOD COMPANY

Olympic and professional athletes choose USANA



**Derek Parra**  
2002 Olympic gold medalist & world record holder—1500 meters



**Jennifer Heil**  
Canadian freestyle mogul skier, four-time World Cup champion, 2006 gold medal Olympian



**Jason Parker**  
2006 Olympic silver medalist



**Jose Antonio "El Gallo" Rivera**  
Three-time world boxing champion



**Werner Berger**  
Oldest North American to ever climb Mount Everest, oldest person in the world to have climbed the seven highest mountains on the world's seven continents



**Jennifer Azzi**  
Olympic gold medalist, WNBA All-Star

USANA is the official nutritional supplement supplier of the U.S. and Canadian Speedskating Teams

## What USANA Can Offer You

- A simple, **duplicable** training system that allows you to build a strong business
- **Consumable**, high-quality products to help you get paid every week based on commissions you earn
- Rated **Distributor Choice** network marketing company for 10 straight years (Selected by *Network Marketing Today* & *The MLM Insider Magazine*.)
- In-house manufacturing and development of many of USANA's products, ensuring **quality control**
- The opportunity to take advantage of potential **tax advantages** and put money back into your pocket at the end of the year
- An Autoship program that not only **saves you 10%** on each product order but **automatically** delivers products directly to your door each month
- **Business trainings** to help you build your business organization worldwide, including techniques from USANA's top leaders
- **Over 150 representatives** in the customer relations department who speak English, Spanish, French, Dutch, Chinese, Korean, and Japanese, all waiting to take your order or answer your questions
- The opportunity to open your own e-business with a **personalized** Web site for your customers and Associates
- The ability to work with a team of **motivated** Associates from around the world who all share a common goal
- The assurance of working with a company listed on *Forbes'* 200 Best Small Companies list in 2006, 2005, and 2004

# Why USANA's Income-producing Business Plan Is Revolutionizing the Way People Create Wealth

The incredible opportunities at USANA come from the strength of the company's organization and the principles guiding it. Because of its executive management team, highly experienced scientists, researchers, business experts, and Associates around the world,

USANA has emerged as one of the fastest-growing network marketing organizations in the world.

The income you receive from USANA will be in direct proportion to your ability to recommend the USANA products to your customers and your ability to build an

organization of Associates who, like you, build a customer base along with an organization of Associates.

USANA's business plan is revolutionizing the entrepreneurial landscape today, and it is changing how people create long-term wealth.

## Business Centres—The Basic Building Blocks

### The USANA Binary Compensation Plan

The USANA Binary Compensation Plan is a system in which you build balanced left-side and right-side downline organizations for the purpose of selling USANA's nutritional, skin-care, and weight-management products. The weekly commissions you earn are based on the balanced Group Sales Volume (GSV) points accumulated in your left-side and right-side downline organizations.

USANA Business Centres are designed to pay you weekly commissions on sales volume with no limit to the number of levels from which you can earn your commissions. In addition, a USANA Business Centre allows you to be paid on the sales volume created by your downline Associates and Preferred Customers.

Another powerful advantage of USANA's program is that there are no monthly group volume requirements.

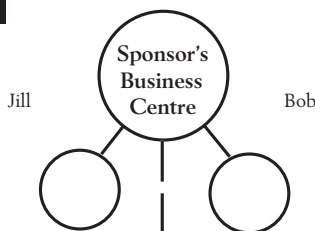
The income you receive from USANA will be in direct proportion to your ability to retail USANA's products to your customers, as well as your ability to build an

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

### Starting a Business Centre

Your sponsor places you in an open position in his or her sales organization (Figure 1). This open position is called a Business Centre (BC). Each Business Centre has left and right sides in which sales volume accumulates.

Figure 1



You activate and earn commissions on 1 or 3 Business Centres by following a few simple steps:

- A. Complete an Associate Application form and purchase a Business Development System. This is the only requirement to become an Associate. If you fill out and sign an application manually, you can have a 21-day temporary status by calling USANA Distributor Services or

filling out the online form while you wait for USANA to receive the written copy.

- B. Order USANA products that generate 150 points or 450 points with 3 Business Centres, in Personal Sales Volume (PSV). These products are for personal and for retail sale and may be ordered in a single order or accumulated over time.
- C. Order USANA products that generate 100 or 200 Personal Sales Volume (PSV) points for 3 Business Centres for personal use and resale every four weeks.

### How Business Centres Work to Help you Earn Income

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 leveraged income from group volume in 1 Business Centre, whereas 3 Business Centres give you leveraged income from group volume in all three.

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

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of the binary compensation plan is that you and everyone in your upline are able to build your downline organization because new Associates are always added 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 organizations.

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

### Calculating Commissions

Commission points are awarded based on sales volume generated and are converted to the Associates' local currency. Commissions are paid on whole increments of balanced Group Sales Volume (GSV) accumulated in your left and right side organizations (Figure 2). Extra GSV, up to 5,000 points on each side, is carried forward—it's like money in the bank.

### Calculating Commissions with 1 Business Centre

Assume that your 001 Business Centre is active and has 100 points in PSV within the current week. To determine the GSV, which is the combined PSV of your downline from which your commission for the week is calculated, you total the points in PSV generated during the current week from every Business Centre in the left and right side of your 001 Business Centre. For example, if you have generated 2,000

**Figure 2 Weekly Payout Schedule**

Payout will be based on U.S. dollars

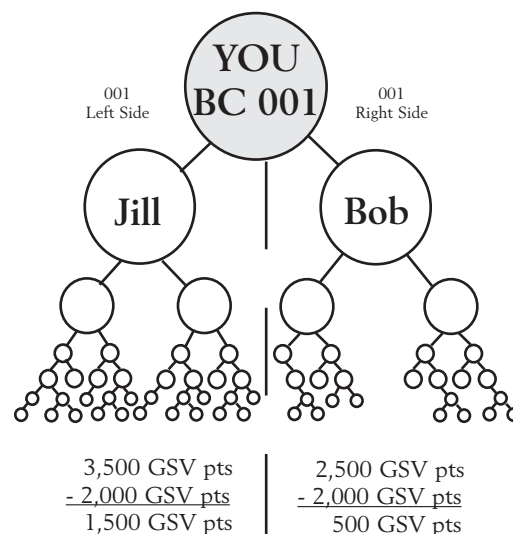
Group Sales Volume Points		Commission Points
Left	Right	Points
250	250	40
500	500	100
1,000	1,000	200
2,000	2,000	400
3,000	3,000	600
4,000	4,000	800
5,000	5,000	1,000

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.

**Figure 3 Carryover**



CARRYOVER = 1,500 LEFT 500 RIGHT  
Total Commission Points = 400 pts.

The extra GSV would carry forward up to 5,000 points as long as you remain active, and you would start the next week with 1,500 points in

## Five reasons USANA was voted #1 Distributor Choice for 10 years in a row

OTHER NETWORK MARKETING PLANS	THE USANA BINARY PLAN
Statistics show that a distributor will personally sponsor between two and three people. Other plans require a person to sponsor many more distributors in order to earn a reasonable income.	<b>VS.</b> THE USANA BINARY PLAN allows Associates to <b>BECOME SUCCESSFUL BY FINDING CUSTOMERS AND PERSONALLY SPONSORING AS FEW AS TWO PEOPLE.</b>
Other plans only pay distributors approximately 5% on breakaway volume and limit the number of levels from which you can earn commissions.	<b>VS.</b> THE USANA BINARY PLAN pays Associates fairly and is <b>NOT LIMITED TO LEVELS.</b>
Most other plans require distributors to generate a monthly group volume of between \$1,000 to \$3,000 in order to maintain their organization.	<b>VS.</b> THE USANA BINARY PLAN has <b>NO GROUP VOLUME REQUIREMENTS.</b>
In other plans, the reward is too far removed from the work, with commissions being paid the following month.	<b>VS.</b> THE USANA BINARY PLAN <b>PAYS ASSOCIATES WEEKLY.</b>
When your upline sponsor personally sponsors another Associate, that person is generally placed on your sponsor's first level, and you receive no benefit.	<b>VS.</b> THE USANA BINARY PLAN is designed so that <b>EACH ASSOCIATE ONLY HAS TO SPONSOR TWO FIRST-LEVEL ASSOCIATES PER BUSINESS CENTRE.</b> All others must be placed somewhere in the downline, possibly below you.

\$98,803 CAN is the average annualized income for an established full-time Distributor and \$33,096 CAN is the annualized average for all Distributors earning any commission cheque each month. (83% of Distributors reported they joined "to improve their health"). 79% of those remaining earned less than one cheque a month. Alternatively, of those that remain, 56% reported that they were not joining USANA "to earn enough money to replace their full-time income". Of these distributorships, 62% are not considered full-time, having maxed a business centre during the year. When all 126,146 Distributors are considered, the yearly average income is \$1,046 CAN with more than one of every three earning a cheque.

GSV on your left side and 500 points on your right side.

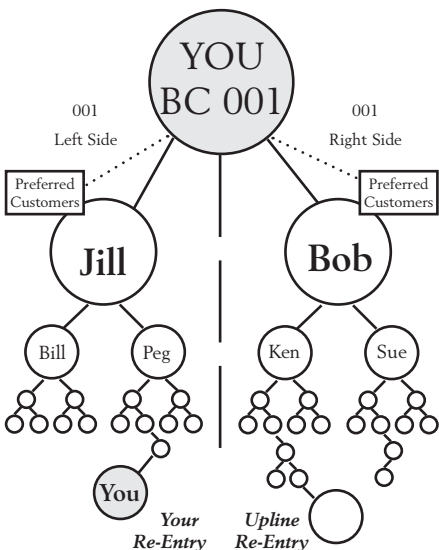
### Preferred Customer

Another way to accumulate Group Sales Volume 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 Personal Sales Volume, nor are they paid commissions. Although you do not earn retail commissions from the orders of Preferred Customers, their orders earn points, which are added to your GSV total for the side in which they are placed (left or right). Those Associates who choose not to be Distributors, and thus do not retail products, fulfill their sales requirements through Preferred Customers.

### Additional Income Potential

As you become increasingly successful selling USANA's nutritional and personal-care products, you can qualify too for Re-Entries, which allow you to increase your number of Business

**Figure 4** Preferred Customers and Re-Entry

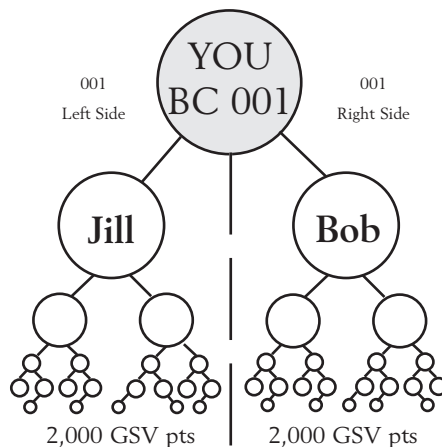


Centres and your income potential. Whenever you maximize a Business Centre (accumulate 5,000 points in GSV, current and carryover, in both your left and right sides in a single week), a Re-Entry Certificate is earned in your account (Figure 4).

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 must send a written request to USANA with placement information and generate 150 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

**Figure 5** 1 Business Centre

Direct income from Group Volume



2,000 Left 2,000 Right GSV BC001  
4,000 GSV earns 400 pts.

Business Centre, and no matter how many Business Centres you activate, it only takes 200 points in PSV in your 001 Business Centre within each four-week period to keep all of them active.

### Doubling Commissions with 3 Business Centres

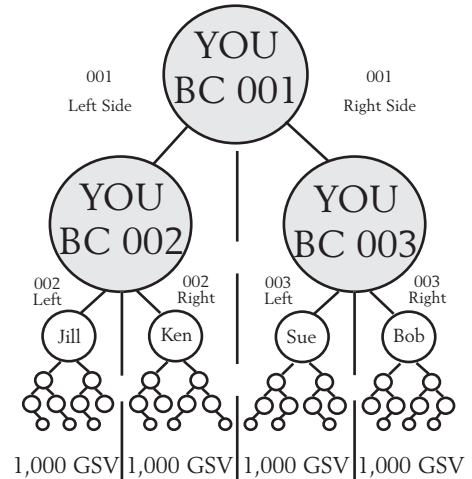
As illustrated in Figure 5, you can see the difference between building a business with 1 Business Centre versus 3 Business Centres. As you build Business Centres 002 and 003, you are simultaneously building Business Centre 001 without additional effort. With 3 Business Centres, you build balanced legs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

On the right side 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 left side of Figure 5. That's an 800-point commission for you—twice the commission for the week.

**3 Business Centres**

Leveraged income from Group Volume



2,000 Left 2,000 Right GSV BC001=400 pts.  
1,000 Left 1,000 Right GSV BC002=200 pts.  
1,000 Left 1,000 Right GSV BC003=200 pts.  
4,000 GSV earns 800 pts.

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# Dreams Are Becoming Reality



*"Thanks to USANA, we are able to spend more time together as a family doing the things we enjoy," Suzanne and Michel Lavoie say. "We can take a long vacation or just spend three or four days in the mountains backpacking, hiking, and camping" The Lavoies are equally grateful for the financial freedom they have found.*

*"Our financial freedom has given us the ability to donate more often to our favourite charities," Michel says. "We're grateful to be able to do that." But one of the things they like best about their USANA business has been the opportunity to live and work in Mexico. "All four of our children are now fluent in Spanish," Suzanne says. "Living in Mexico is an experience our children will never forget."*

— Suzanne & Michel Lavoie, Québec, Canada



*Jean-François St-Laurent, who met Emmanuèle Larose through USANA, describes being filled with "a clear dedication" to see his business succeed when he first learned about USANA. Unlike Emmanuèle, Jean-François initially joined USANA for the products alone. It was only after seeing the*

*success that others were able to achieve that he understood that he, too, could obtain "a level of accomplishment and satisfaction without equal."*

*The couple admits that the myriad of things they have learned since becoming Associates are too many to list. They aptly sum it up with this: "USANA is the biggest and most beautiful university, as much for health as for business development, personal growth, and improvement."*

—Emmanuèle Larose & Jean-François St-Laurent, Québec, Canada



*Having recently sold her traditional retail business, Carrie Greschner appreciates the time and financial freedom USANA allows her to pursue her interests. "This is heaven," she says. "No employees, no rent, no inventory!" As a proud mother of five children, she is a passionate advocate for children with special needs. One of her long-term goals is to establish a foundation for adults living with fetal*

*alcohol spectrum disorders. Carrie takes an active role in her community, promoting the arts and supporting restorative justice, an innovative response to crime that involves the community. She now has more time for outdoor activities, spinning, writing, and travel. "I travel with my husband and do my USANA business wherever I go," she notes. "I am really thriving on the feeling of freedom."*

—Carrie Greschner, British Columbia, Canada



*Being a free spirit, Bee Drachenberg left school in ninth grade. Enticed by a world of jobs and paycheques, she worked her way up the corporate ladder. Her passion, however, wasn't discovered until she and her husband had their first baby and Bee became a full-time mother. After the birth of their fourth child, financial pressures forced Bee to decide between sending*

*her children to daycare and trading time for money or sharing USANA. Ultimately Bee chose USANA, and now her motto is "You can work harder or smarter."*

*"Kids grow up way too fast!" Bee says. "When time is of the essence, a person needs to work smarter and make the most of the precious gifts we've been given. If a ninth-grade dropout, full-time mother of four can succeed, anyone can!"*

—Bee Drachenberg, Alberta, Canada



## Where do you see yourself?

1. Ready to get started.
2. Interested and need more information.
3. Thanks, but no thanks. (Try the products?)

*"All our dreams can come true, if we have the courage to pursue them."*

—Walt Disney

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