

WHAT IS POOR NUTRITION COSTING YOU?



INVEST IN YOUR HEALTH. CHOOSE USANA.



At less than **\$3.00** per serving,
the USANA® foods are
nutritiously satisfying
meals or snacks that
help keep you looking
and feeling great.

Contact me to learn how to
save money
and stay healthy
with USANA products!

Associate Name:

Phone:

E-mail:



How to Use the Redirectional Spending Flyer

One of the most common objections prospects mention when looking at the USANA Macro-Optimizers is price. As an Associate, it is your job to explain to them why they will not, in fact, be spending any more money and why the Macro-Optimizers are a much better choice for their health. This flyer will allow you to **open a conversation about the cost of the product** compared to what the prospect is already spending. It will also give you a natural introduction into the **benefits of low-glycemic foods and healthier lifestyle habits.**

The flyer illustrates how much a meal on the go can cost on average. **Ask your prospects about their spending habits**, for instance if they buy breakfast from the local coffee shop or if they regularly eat out for lunch. You may even want to calculate how much, on average, they could be spending a month on food and then **show them how much they would spend for USANA products** using the Phases Flyer, which is also available on Online Business Manager.

Very often, your prospects will discover that purchasing USANA foods is not as expensive as they thought. **You are simply asking them to “redirect” their spending** to something that is just as convenient as what they have been eating and is also low-glycemic and full of beneficial fiber, protein, and vitamins that will **help them maintain their health and help keep them from gaining weight.*** In addition, if the prospect becomes an Associate, they will actually earn Sales Volume Points from the money they spend on USANA foods. They will become a **“prosumer.”**

Convenience Foods

- Full of fat, sugar, calories
- High-glycemic foods lead to blood sugar spikes and crashes that cause energy highs and lows, which makes you hungry sooner, possibly leading you to eat more
- Often are nutritionally deficient
- Easy to overeat
- Traditional consumers pay for foods that could be costing them their health (lead into costs of health care)

USANA® Foods

- Full of beneficial fats, low in saturated fat, zero trans fats, low in sugar and calories, source of fiber and/or protein
- Low-glycemic foods cause fewer energy highs and lows associated with blood sugar spikes and crashes, which will keep you satisfied longer so you don't eat as much
- Provide vitamins and minerals that are good for the body
- Controlled portions
- Smart prosumers earn Sales Volume Points for making healthy food choices