

# USANA® ESSENTIALS vs. Retail Competitors

In a recent independent marketing analysis, USANA Health Sciences and its renowned ESSENTIALS nutritional supplement went head-to-head with several major retail competitors comparing, among other things, the product cost per month, potency of the products, and customer service support.

The results were, in a word, remarkable. As you can plainly see, USANA remains the nutritional supplement manufacturer you can trust with your health—and your pocketbook. USANA Health Sciences is leading the way and setting the standard in the quest for optimal health.



Cost per month  
**\$39.95 US**  
 (Based on Autoship price)



Cost per month  
**\$67.76 US**  
 (Based on Autoship price)



## USANA® HEALTH SCIENCES

- ✓ Laboratory tested and carries unconditional guarantee of purity and potency
- ✓ Follows the strictest standards for Good Manufacturing Practices (GMP) for dietary supplements
- ✓ Contains full supply of essential vitamins, minerals, antioxidants, and other important nutrients
- ✓ Contains exclusive active ingredients, such as POLY C®, a unique bioflavonoid complex, and patented Olivol® olive-fruit extract not available in any other multivitamin product
- ✓ Customer service and product support available from one company



## THE OTHERS

- ✓ Stated potency and guarantee varies by product and manufacturer
- ✓ Manufacturing processes not known
- ✓ Quantity of supplements will vary in order to obtain the full supply of essential nutrients
- ✓ No retail products contained the same antioxidant blends
- ✓ Customers would need to contact multiple companies for support and/or questions

To create research validity and high confidence in this comparison, a retail multivitamin was first compared to the ESSENTIALS products. Consumers are far more likely to purchase a multivitamin and then supplement it with additional items, rather than buying each individually. After the multivitamin was compared to the ESSENTIALS, additional retail products were purchased to fill the difference between the ESSENTIALS and the generic multivitamin. In nearly all cases, the generic multivitamin had significantly lower levels of each supplement ingredient and needed to be generously supplemented with other retail products to equal the similar level of ingredients provided in the ESSENTIALS.

Costs of the retail products were recalculated to the actual per-month price based on a 28-day supply. This subsequently decreased overall retail costs (when compared to the last USANA vitamin comparison), but facilitated greater research accuracy. However, upfront costs were considerably higher and for this comparison required 17 bottles at a cost of \$234.82.

\*All prices are based on US Dollars (Canadian costs were converted, based on exchange rates of May 15, 2007—1.0980 rate). Selection time, pricing, and retail products may vary depending on retailer.



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.