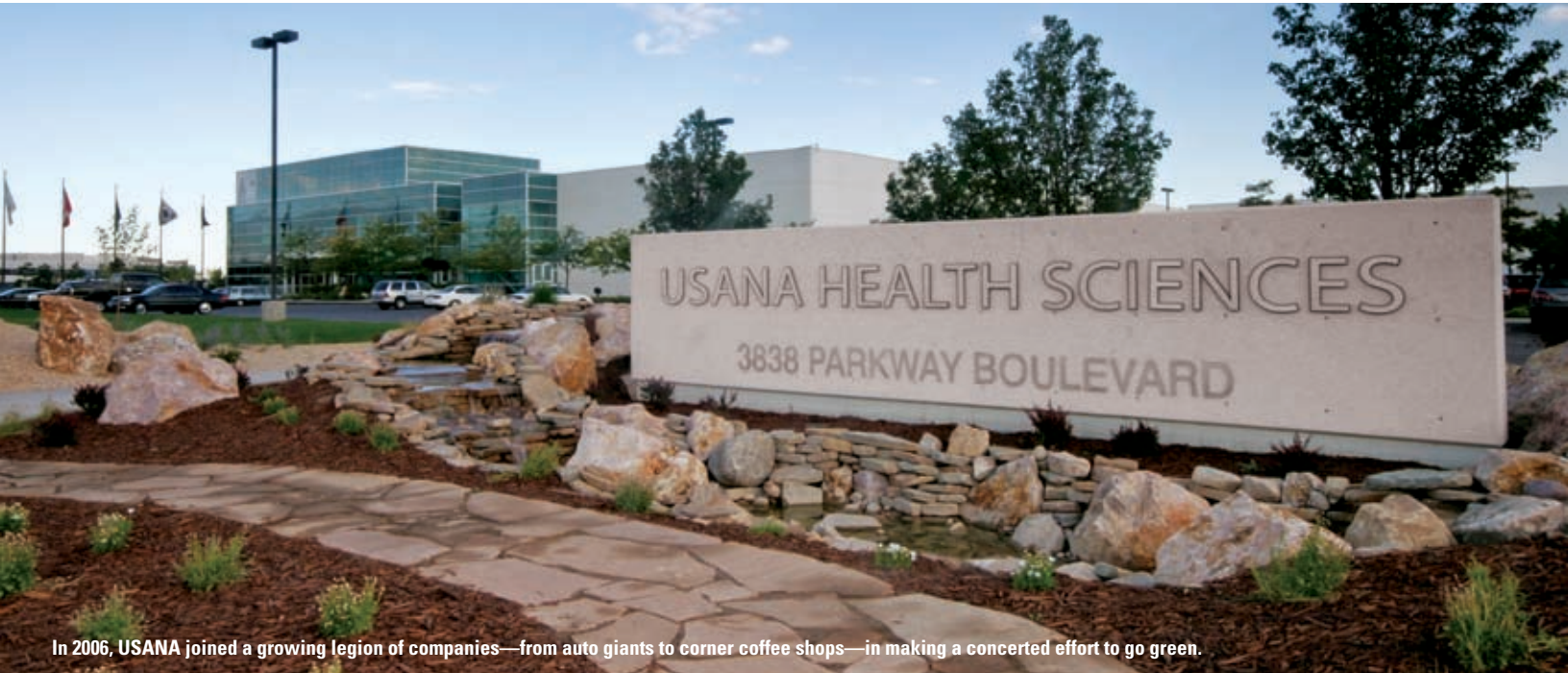


Direct Selling *News*

Serving the Direct Selling and Network Marketing Executive

Volume 4, Issue 2

February 2008



In 2006, USANA joined a growing legion of companies—from auto giants to corner coffee shops—in making a concerted effort to go green.

TOP DESK: USANA GOES GREEN

by Dave Wentz



USANA Health Sciences associates and employees frequently use the phrase *Health & Freedom* to describe what our company offers. I've always believed in these words and what they represent.

So when my conservationist sister came to me two years ago with a challenge to expand on this belief, I took notice. "How can you speak of health and freedom," she asked, "without making the environment part of your message?" It was hard to argue with her logic.

My father, Dr. Myron Wentz, founded USANA with the vision of creating superior science-based nutritional products. That vision became a reality, and together we've made an impact on thousands of people around the world. Yet it has become increasingly apparent that in any discussion of health and nutrition, we must take the health of our environment into consideration. Toxic chemicals, polluted air and natural resource degradation has a direct impact on our ability to stay healthy.

USANA's second focus is offering our associates an exceptional entrepreneurial opportunity. They often have the goal of creating a better future for themselves, their children and their grandchildren. All would agree that their vision of a "better

future" is one of not just financial freedom but also the freedom to live in a nontoxic world.

It is clear that health and freedom cannot fully exist in a polluted environment. My sister's call to action that day was one that I needed to hear, and it was a challenge our company was eager to meet.

Getting Started

So in 2006, USANA joined a growing legion of companies—from auto giants to corner coffee shops—in making a concerted effort to go green. We'd made small steps in the past, of course, but the time had come to make dramatic changes. Fortunately, we had employees who were excited to take on the challenge. A USANA Green committee was formed, made up of employee volunteers from a range of departments. Their task was to create an environmental policy statement and develop programs to put that policy into action.

Tim Wood, USANA's Executive Vice President of Research & Development, led the charge. He worked closely with our state's department of environmental quality to write a sweeping plan for our company. Under Tim's leadership, USANA pledged to:

- Implement an Environmental Management System (EMS) that is a model for our industry.
- Ensure that our EMS meets or exceeds all relevant environmental regulations.

Direct Selling *News*

Serving the Direct Selling and Network Marketing Executive

Volume 4, Issue 2

February 2008

- Train our employees as to their roles and responsibilities in carrying out our environmental policies and provide incentives for them to do so.
- Promote energy efficiency in the design and operation of our facilities, manufacturing systems and shipping operations.
- Use innovative technologies to improve the efficiency with which we use and recycle raw materials and natural resources.
- Develop and upgrade our products with the goal of minimizing their environmental impacts throughout their product life cycles.
- Continuously refine and improve our EMS to align it with advances in environmental science, environmental engineering and our evolving business needs.
- Communicate our environmental policies to employees, suppliers, customers, and community members, urging them to join us in our efforts to protect, preserve and promote the environment.

They are big promises, and we are still working to fulfill many of them. But we realize that even little changes can make a significant impact.

One of the first steps we took was to become a Visionary Partner with Rocky Mountain Power. Simply by purchasing 750 blocks of wind energy each month, USANA eliminates an estimated 800 tons of carbon dioxide emissions in the air, the equivalent of planting 176,775 trees a year.

We also began to encourage a paperless environment, using Web conferencing, e-mail, and other technologies to allow employees to run paperless meetings. While we've had a recycling program for years, we made it easier for employees to participate by placing blue recycle paper bins near every desk and offering online recycling training to all employees. USANA also hosted an electronics recycling fair for employees to safely dispose of home computers, mobile phones and other electronics.

Most recently, we became a Founding Reporter of The Climate Registry, a nonprofit organization established to measure and publicly report greenhouse gas emissions. As a Founding Reporter, USANA has agreed to measure, independently verify and publicly report our greenhouse gas emissions annually.

Building Green

Fortunately for USANA, we took on this new environmental initiative at a time of major expansion at corporate headquarters. This gave us a chance to make our building and the surrounding grounds more energy efficient and environmentally friendly. We held a ribbon-cutting ceremony in August 2007 for a 75,000-square-foot office tower addition, a new parking structure and newly xeriscaped grounds.

In our new office tower we installed high-efficiency windows to minimize glare, prevent heat loss in winter and help the building stay cooler in summer. Motion sensors in all offices now turn off the lights when occupants are away. And photo sensors in larger spaces dim or brighten the lights depending on the amount of natural light in the room. Plans are also under way to install solar panels on the roof of our new warehouse, which will provide even more green power to our

building. With our cooling, heating and lighting needs reduced, we're responsible for fewer toxic emissions from power plants. And it all means lower energy bills for USANA, which keeps our shareholders and our profit-sharing employees happy.

Xeriscaping the 3.25 acres around USANA's headquarters was another exciting project. For years our building was surrounded with what can only be described as a boring suburban lawn. It required nearly constant watering in Utah's desert climate and was rarely used.

Today, USANA's property is a beautiful landscape of rocks, native trees and shrubs, low-water plants and flowers, a replicated dry streambed, walking trails and—my personal favorite—a sand volleyball court. Many USANA employees worked with environmentally friendly landscape specialists to plan our new look, and they succeeded in every way. The results are visually stunning, the volleyball court has already played host to corporate tournaments and, best of all, we estimate this project will save approximately 750,000 gallons of water each year.

USANA is currently working toward a silver certificate with the Leadership in Environmental Design (LEED®) Green Building Rating System™. LEED is the nationally accepted benchmark for the design, construction and operation of high-performance green buildings. It's not an easy certification to get, but we are hopeful that we will receive the rating sometime this year.

Involving Associates

As we rolled out many of these environmental initiatives, we wondered if our associates would take notice. After all, they have plenty to keep them occupied between raising families, working in other careers and building their USANA businesses. So it was a rewarding moment at our 2007 International Convention to see thousands of USANA associates rise to their feet when I officially announced the USANA Green program.

USANA Green was a message our associates were obviously waiting for. They knew it aligned with USANA's mission as well as their personal goals of health and freedom. Nearly 2,000 associates stopped by our USANA Green booth that week to learn about the program. They took online training about going green, and they offered their own ideas for cutting energy and reducing waste. We look forward to working with them on further green projects in the coming year.

Looking Ahead

It has been an exciting time for USANA Health Sciences and a personally gratifying time for me to see the enthusiasm of our employees and associates. What began as a personal challenge from a family member has become a group undertaking that has already made a significant difference. I'm grateful we took on what is a growing corporate responsibility. It enhances our standing in the public eye; it makes good financial sense; and it's simply the right thing to do.

USANA will continue to look for ways to protect, preserve and promote our environment. Together, we will work to create a healthier planet for ourselves and future generations. 🌱

Dave Wentz is President of USANA Health Sciences Inc.