

# truehealth

Revolutionary News on Finding True Health and the Financial Freedom to Enjoy It



The  
**Health Challenge**  
why "old" does not equal "sick"

How one man's passion  
leads him to rewrite the  
standard of excellence  
in an industry

Health & Freedom  
Newspaper PHILIPPINES



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# The Health Challenge

The world's most damaging health conditions today are not those caused by germs and viruses. The decline in our health is a result of accumulated damage and degeneration of our cells. Public health scientists have found new evidence that the air we breathe, the water we drink, even the foods we eat, contain substances that may damage our cells.

## No Effective Cure

At its annual report, the World Health Organization warns that major chronic conditions, which already kill more than 24 million people a year, will impose an increasing burden on hundreds of millions of others.

## A Healthy Lifestyle

Many people still think of degenerative health conditions as unfortunate but inevitable results of old age. We now know that "old" does not equal "sick". Balanced nutrition, physical activity, and a healthy lifestyle give us an excellent chance of avoiding chronic health conditions, and lead us to a healthier life.



## Healthy Aging

How many of the people we know and love will spend their golden years living their dreams in health and happiness?

How many more will live through years of suffering and pain because of poor lifestyle choices in their early years?





# The Science Behind a Lifetime of Health

## How our cells are damaged

Free radicals are highly destructive molecules. Because they are missing an electron, they destroy healthy molecules by stealing their electrons and making them into free radicals too. This causes a chain reaction of damage to various parts of our cells.

Free radicals can result from our environment. Free radicals are also produced by our body in the process of burning food for energy. We cannot avoid them, but we can neutralize their action.



**Healthy Atom**  
(paired electrons)



**Free Radical**  
(missing one electron)

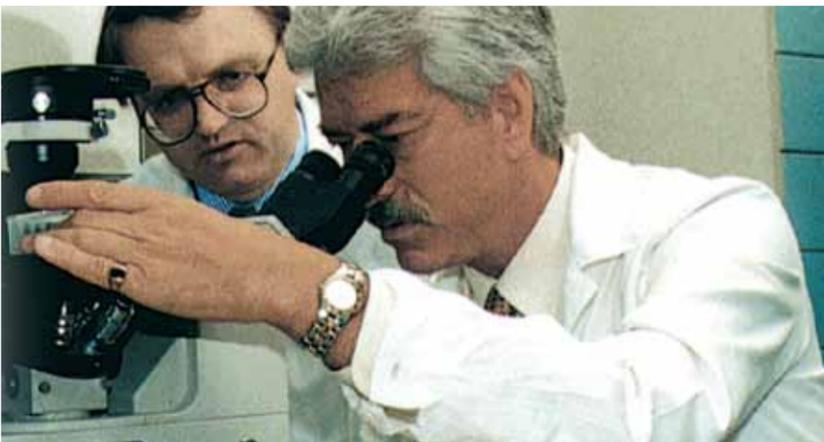
## Why a healthy diet helps

Food, particularly fruits and vegetables, supplies many types of antioxidants, which “donate” their extra electrons to neutralize free radicals. Eating a variety of healthy food also gives our body the nutrients it needs to repair and regenerate damaged cells. But maintaining a healthy diet is difficult. Researchers believe that supplementary antioxidants are necessary for combating free radicals in addition to the body’s normal defense systems.

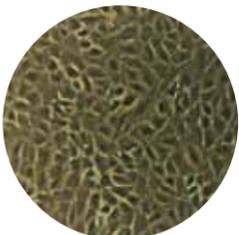


**Antioxidant**  
(extra electrons)

## Seeing Is Believing

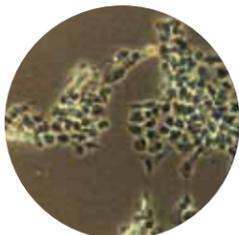


Dr. Myron Wentz, an expert on human cell culture, demonstrated the harmful effects of our environment and certain unhealthy foods on human cells.



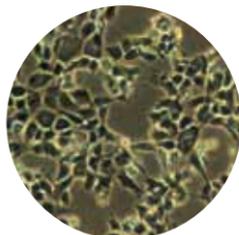
### Healthy human cells in culture

Laboratory experience and analysis indicate that certain types of healthy cells in culture may survive indefinitely when “nutriented” properly and protected from harmful toxins.



### Cells after adding digested products from a fatty meal

Cellular damage is caused by oxidized lipids from fatty food. Consider that such damage could occur throughout the body.



### Similar cells when antioxidants are included

Antioxidants provide a marked improvement in inhibiting cellular damage from oxidizable foods. Healthier eating habits are your first line of defense.

## By Chance or by Choice?

Nothing is more valuable than your health – not your spouse, not your friends, not even your family – because when you lose your health, everyone you respect or love suffers with you. Are you maintaining your health by chance or by choice?



# One...

... of these two people can represent your future. Are you content to leave it to a roll of the dice?

# But I Eat Fruits and Vegetables!

## Easier Said Than Done

With an increasingly hectic lifestyle and more and more families with both parents working full-time, we know how difficult it is to provide three fresh, balanced meals each day for our family. Many people continue to believe that “we can get everything we need from food,” but with convenience starting to play a bigger role in our food preparation, can that really be true?

In practice, even very careful eaters find it difficult to ensure that they receive the range of essential vitamins, minerals, and phytonutrients in their daily diet. Here are some reasons:

### 1. Food Choice and Habit

They say variety is the spice of life, but the fact is, most people’s diets are pretty boring. We don’t eat sufficiently wide in variety, often sticking to the few types of food that we like. Spinach may be full of nutrients, but Popeye isn’t necessarily healthy if that’s all he eats.

### 2. Over Cooking

Heat destroys many valuable food nutrients. But for the sake of taste, we continue to boil, fry, roast, and grill the goodness out of our food.

### 3. Variation in Nutrient Content

The same food – cultivated in different locations, planted in different seasons, or processed to different degrees – can end up containing very different nutrient profiles. How can you be sure that you’re really getting the amount of nutrients your body needs?



## The Orange Question

Good, you’ve eaten a fresh orange. But one orange can have five times more nutritional value than another.

Which one did you just eat?

# Should We Take a Nutritional Supplement?



## Docs Nod



“One important way to effectively maintain health is to supplement our diets with a full range of vitamins, minerals, and antioxidants.”

Ladd McNamara, M.D., author, and international speaker



“In my opinion, . . . vitamins and minerals should be used in addition to a healthy diet.”

Christine Wood, M.D., practicing pediatrician, and author of *How to Get Kids to Eat Great and Love It!*

Research has shown that many people simply may not follow the recommended guidelines for healthy eating. Fast-food and convenience-food consumption, snacking, and soft-drink use have all increased, and it has been shown that many people may not meet even the basic RDAs for key nutrition. A nutritional supplement does not replace a healthy diet. But proper supplementation can bridge the gap between what our body needs in optimal nutrition and what most of us actually get from food.

# Not All Supplements Are Created Equal

Five level-headed questions you should ask when selecting a nutritional supplement



## 1. Complete?

**“A little of every nutrient is better than lots of one or two”**

A good supplement provides a broad spectrum of essential nutrients – vitamins, minerals, and a variety of antioxidants such as bioflavonoids, alpha lipoic acid, and coenzyme Q10. Many “multi” formulas miss out on the more costly nutrients.

## 2. Balanced?

**“Nutrients work best together, in synergy – not alone”**

A good supplement delivers nutrients in balance, so our body can enjoy their synergistic benefits. Unbalanced formulations may be harmful, as excessive amounts of one nutrient can sometimes hamper the body’s absorption of another.

## 3. Potent?

**“Too much of any is harmful. But too little is ineffective”**

The amount of each micronutrient we need is very small (often in thousandths of a gram a day). However, a good supplement provides sufficient amounts for optimal health. These amounts are often higher than the RDAs

(Recommended Dietary Allowances), which are minimum levels to prevent deficiency diseases.

## 4. Bioavailable?

**“What doesn’t get absorbed and used is wasted”**

Vitamins and minerals can come in various forms, some more easily absorbed and used by the body than others. A good supplement always uses the most bioavailable form. For example, chelated minerals, i.e., those bonded to amino acids, are more readily absorbed than mineral salts.

## 5. Safe?

**“Above all, do no harm”**

A good supplement avoids nutrients like iron and preformed vitamin A, which can be harmful with long-term use. It is also manufactured to more exacting standards to ensure purity and uniformity in every tablet. Products that are made to pharmaceutical standards are best.

## Of Folklores & Miracle Pills

Herbs from the mountain peak; algae from the deep sea; roots from virgin forests... the search goes on for the nutritional magic bullet.

Such supplements, like herbal medicines, can benefit some people in addressing specific health issues. But no folklore medicine can provide the variety of vitamins, minerals, and antioxidants in optimal amounts and balance. Therefore, they do not replace a good, broad-spectrum nutritional supplement that we should take each day.

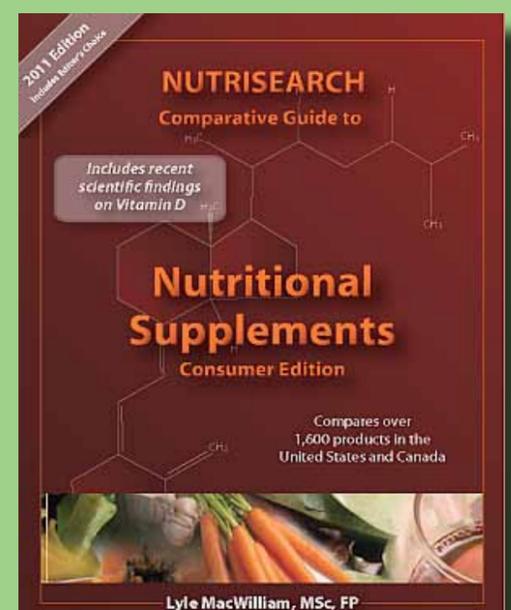
“Can a single food source provide all the nutrients our body needs?”

## “Best of the Best” Among 1,500 North American Products

Canadian biochemist, educator, and author Lyle MacWilliam’s *Comparative Guide to Nutritional Supplements* rates over 1,500 nutritional supplements in North America on 18 criteria. It is arguably the most comprehensive and authoritative survey of its kind.

An ex-member of parliament, MacWilliam served as an expert advisor at the behest of Canada’s Federal Ministry of Health. “Most consumers are not trained in nutrition. In publishing this book, I hope to help them separate the wheat from the chaff,” says MacWilliam.

USANA Health Sciences’ **Essentials™**, a balanced multi-vitamin, multi-mineral, and multi-antioxidant formula\*, were ranked “best of the best” in the latest (4th) edition of MacWilliam’s guide. The product is one of four to receive the guide’s highest Gold Medal rating.



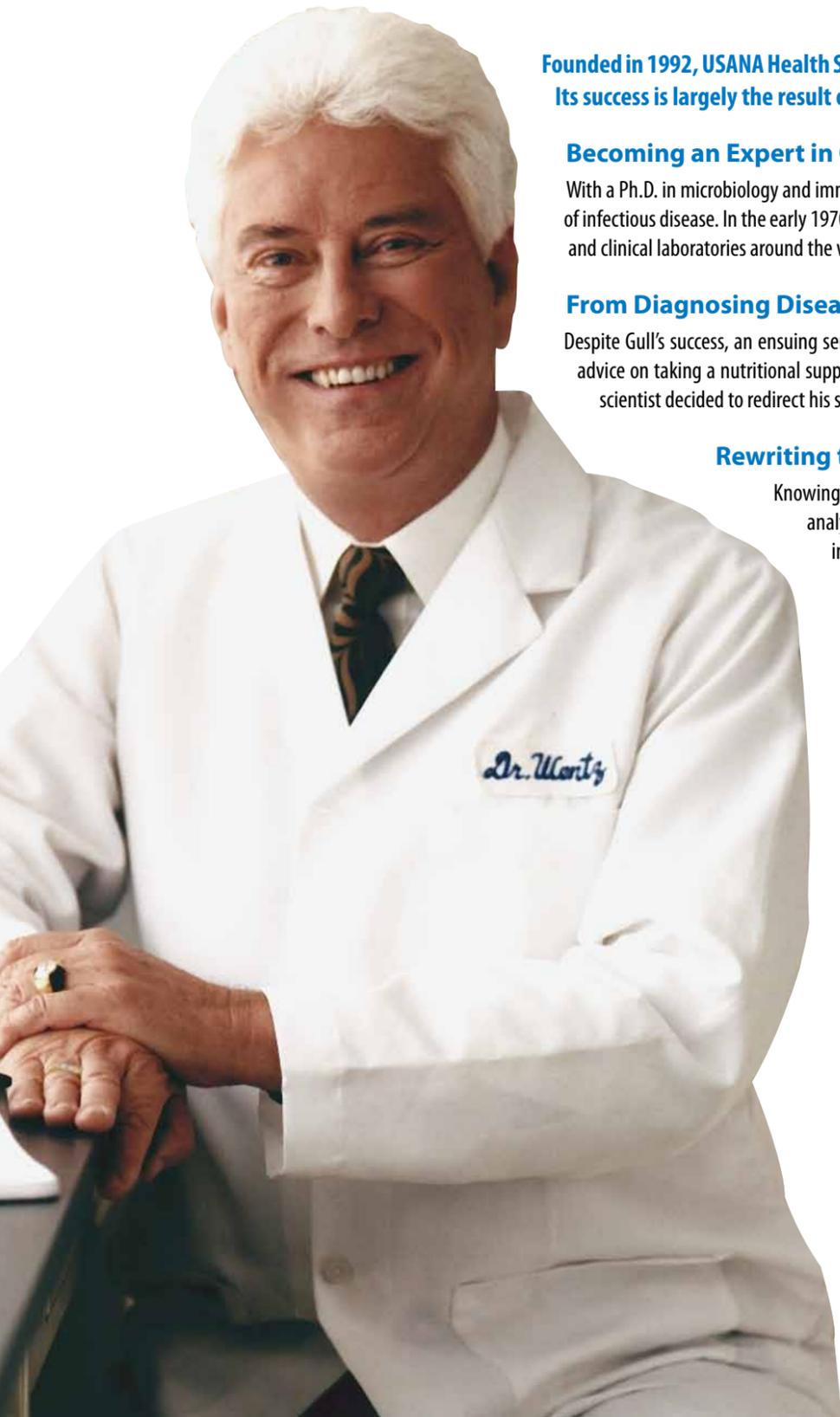
2011 Edition



\*U.S. / Canadian formulations

## The USANA Story

# One Man's Vision & Passion



Founded in 1992, USANA Health Sciences has grown to be a highly respected manufacturer and marketer of nutritional supplements. Its success is largely the result of its founder and chairman Dr. Myron Wentz.

### Becoming an Expert in Growing Cells

With a Ph.D. in microbiology and immunology, Dr. Wentz is an internationally recognized pioneer in the use of human cell culture technology for the diagnosis of infectious disease. In the early 1970s, Dr. Wentz founded Gull Laboratories and spent 20 years developing diagnostic products that would be used in hospitals and clinical laboratories around the world. In the process, he became an expert in growing healthy human cells.

### From Diagnosing Disease to Maintaining Optimal Health

Despite Gull's success, an ensuing sense of discontent and growing personal health problems influenced the next phase of Dr. Wentz' career. A good friend's advice on taking a nutritional supplement became the turning point. Recalling that both his parents died of degenerative diseases, the North Dakota-born scientist decided to redirect his scientific expertise from diagnosing diseases to promoting health.

### Rewriting the Standard of Excellence

Knowing the importance of good nutrition for optimal cell function, he began to test available nutritional supplements in his analytical laboratory, and found them inadequate – with nutrients in inappropriate amounts and balance. He also saw that ingredients were of poor quality and low bioavailability. He founded USANA in 1992 with a personal commitment to develop a line of supplements that will rewrite the standard of excellence in the nutritional industry.

### Sharing a Vision of Health

"My father started USANA Health Sciences with a focused vision," says Dave Wentz, son of Dr. Wentz and CEO of USANA. "He envisioned a world where people experienced physical health, emotional well-being, and financial stability. He wanted to give his family and families of thousands of others the means to enjoy life to its fullest in happiness and health. To accomplish this, he enlisted the help of many Distributors who shared USANA's vision and wanted to help make the world a healthier place."

Today, hundreds of thousands of people around the world share Dr. Wentz' vision of maintaining good health through good nutrition, and trust their families' well-being to USANA products. Dr. Wentz' passionate dream led him to establish the state-of-the-art Sanoviv Medical Institute in Baja, Mexico, as well as the Wentz Medical Centres for children in Uganda and Cambodia.

"With the right combination of all the nutrients essential for life, I could maintain human cells in a healthy state almost indefinitely, without any signs of degeneration."

### Dr. Myron Wentz,

Recipient of the prestigious Albert Einstein Award for Outstanding Achievement in the Life Sciences 2007  
Utah Business Magazine "100 Most Influential" 2004  
Ernst & Young Entrepreneur of the Year 2003

## Listed in Medical Professional References

The *Physicians' Desk Reference* (PDR) and the *Master Index of Medical Specialties* (MIMS) are the most widely-used compilations of prescribing information for physicians in the United States and Asia respectively.

Having USANA products listed in the PDR and the MIMS helps USANA earn the trust of doctors and health professionals in many parts of the world.

## NSF Certification: USANA Now Certified for Sport™

NSF International has certified USANA's manufacturing facility to be in compliance with GMP requirements for dietary supplements. The former is an independent, not-for-profit organization that helps protect public health by writing standards for food, water, air, and consumer goods.

Even more, USANA most recently received certification of six of its products through NSF International's Certified for Sport™ program. NSF's independent certification helps athletes make educated decisions about the safety of the dietary supplements they choose to take.

## Best of State

USANA has received five annual Utah Best of State Awards for Dietary Supplements (Utah Best of State, 2009, 2008, 2007, 2006, 2004, 2003). With close to 100 nutritional supplement manufacturers in the state of Utah, USANA stands out as one that earns high respect from the state's business community year after year.





## Zero Tolerance for Error

USANA's 350,000-square-foot facility in Salt Lake City is designed to meet **Pharmaceutical** Good Manufacturing Practices (GMP).

### State-of-the-art Analytical Laboratory

USANA's Analytical Laboratory is one of the best equipped in the industry, with cutting-edge tests for potency, contamination, stability, and dissolution. For example:

- High Pressure Liquid Chromatography (HPLC) ensures proper vitamin concentration
- Inductively Coupled Plasma (ICP) analysis is used to test mineral content and heavy metal contaminants
- Cyclical Dissolution Baths mimic the stomach to assess dissolution and bio-availability

### Microbiology Laboratory

Every batch of quarantined raw material is tested for biological contamination such as Total Aerobic Plate Count (TPC), molds, and yeast, and pathogens known to harm humans such as *E. coli*, *Salmonella*, and *Staphylococcus aureus*. Only pure and potency-assured raw materials are allowed into the main manufacturing area. Finished tablets are tested again for any in-process contamination.

## Pharmaceutical Quality System

**Not all manufacturing quality standards are the same**

Under US laws, supplement manufacturers are required to adhere to dietary supplement Good Manufacturing Practices. USANA, however voluntarily adheres to the stricter pharmaceutical quality standards, which ensure that its products are free from contaminants, its raw materials are of assured potency, every tablet contains the amount of each ingredient as stated on the label, and each tablet dissolves completely for absorption.

**"Tablets are tested every 15 minutes..."**



### In-process Test Procedures

USANA tests tablet samples every 15 minutes during a manufacturing run. The tablets are measured for hardness, thickness, and weight to ensure the quality and dosage meet specification.

### The Human Factor

Instruments and machines apart, highly trained scientists enforce a standard of research and quality control second to none. Every step in manufacturing follows a written, detailed procedure with a zero tolerance for error. Nothing is left to chance.

## USANA Foods for Healthy Weight Management

The five-day **Reset** program is a nutritionally balanced program of macronutrients (high quality protein, good carbohydrates and healthy fats) and micronutrients (vitamins, minerals, and anti-oxidants). With the use of the **Nutrimeal**, a meal replacement shake together with our nutritionals, you can achieve your ideal and healthy weight.

### Control the cravings

Nutritional science has linked high-glycemic foods to the incidence of obesity, insulin resistance and type 2 diabetes. All of the USANA Foods in RESET is guaranteed to be low glycemic. These release energy slowly and do not cause drastic blood glucose spikes and crashes. Therefore, you don't feel hungry as quickly, so you don't feel an overwhelming need to eat, which may help you lose weight.

### Lose the pounds

The five-day **Reset** program is not about starvation. It is a nutritionally balanced, low-calorie system to help you lose the first few pounds and find motivation to keep working towards your ideal weight loss goal.

### Find the new you

After you have completed the first five days with the 5-Day Reset program, make the new healthy habits as part of your lifestyle by choosing the next phase that is right for you.

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### Why choose low glycemic foods?

*Low glycemic foods provide greater satiety. They convert to sugars more slowly and steadily, reducing the huge swings in our blood sugar level after a meal. They are the ideal choice. Visit [www.usana.com/reset](http://www.usana.com/reset) for a list of low glycemic snacks and meals..*

Meals	5-day RESET	TRANSFORM PHASE	MAINTAIN PHASE
Breakfast	Nutrimeal + Essentials + 2 Proflavanol + Fruit/Vegetable	Nutrimeal + Essentials + 2 Proflavanol	Nutrimeal + Essentials + 2 Proflavanol
Snack	Fruit/Vegetable	Fruit/Vegetable	Fruit/Vegetable
Lunch	Nutrimeal + Essentials + Fruit/Vegetable	Nutrimeal + Essentials	Low glycemic meal with plenty of fresh vegetables and fruits + Essentials
Snack	Fruit/Vegetable	Low glycemic snack	Low glycemic snack
Dinner	Nutrimeal + Essentials + 2 Proflavanol + Fruit/Vegetable	Low glycemic meal with plenty of fresh vegetables and fruits + Essentials + 2 Proflavanol	Low glycemic meal with plenty of fresh vegetables and fruits + Essentials + 2 Proflavanol

# Nutritionals You Can Trust

In USANA you will find the finest nutritional supplements designed for your health.

- When taking nutritional supplements, you want to start with a firm foundation. **The Essentials™** vitamin & mineral supplements provide the optimal amounts of a comprehensive range of micronutrients in their most bioavailable forms.
- Once your foundation is established, a range of add-on **Optimizers** supplement products enables you to customize a nutritional program to meet your specific needs.
- USANA Foods are also very important to one's diet because they provide a healthy solution to eating right. These are formulated to be low glycemic meaning they provide greater satisfaction as well as sustained energy.



## Foundation of Nutritional Supplementation



The **Essentials™** vitamin & mineral supplements for adults are a combination of two products: **Mega Antioxidant™** and **Chelated Mineral™** food supplements. Together, they provide a broad spectrum of vitamins, minerals, and other plant nutrients that form the foundation of USANA's nutritional system. They have the advantage of USANA's patented **Olivol™** olive fruit extract that provides the nutritional benefits of the Mediterranean diet.  
112 Tablets/Bottle • Item# 101

## For Cardiovascular Health

The **Proflavanol™** supplement supplies powerful bioflavonoids from exceptional-quality grape-seed extract, which is clinically proven to sustain sound cardiovascular health. **Proflavanol™ C100** is also a powerful bioflavonoid supplement that combines the highest quality grape-seed with added antioxidant protection of high potency Vitamin C using the Hybrid Technology. Both also maintains a balanced immune function and healthy, younger-looking skin. 90 Tablets/Bottle • Item# 133 • Item# 110



## For Heart Health

The **CoQuinone™ 30** supplement supplies an advanced amount of coenzyme Q10 (CoQ10), which is vital for cardiovascular health, sound muscle function, and healthy nerve function. 56 Tablets/Bottle • Item# 123

## Healthy Oil

The **BiOmega™** supplement supplies pure, natural fish oil rich in omega-3 fatty acids that are essential for optimal health and wellness. In particular, they support a healthy heart and joints.  
56 Capsules/Bottle • Item# 122



## For Liver Health

The **Hepasil DTX™** supplement supplies important nutrients that support the liver and balance the detoxification processes within the body. 84 Tablets/Bottle • Item# 135

## For Bone Health

The **Active Calcium™** supplement supplies nutrients that work together to promote strong, healthy bones. It also supports healthy muscle function and strength.  
112 Tablets/Bottle • Item# 120



## For Healthy Joints

The **Procosa™ II** supplement supplies an advanced dosage of nutrients that support and maintain the cartilage in your joints. 120 Tablets/Bottle • Item# 131

## For Eye Health

The **Visionex™** supplement provides a comprehensive array of powerful antioxidants that protect the eyes, promote healthy eye function, and resist against potentially damaging environmental factors to help maintain healthy vision. 56 Tablets/Bottle • Item# 134



## For Healthy Weight Management

The **Nutrimeal™** meal replacement drink mix is a low glycemic, balanced meal-replacement drink that includes quality proteins, carbohydrates, dietary fiber, and many micronutrients.  
Net Wgt 531 grams /Gusset • Item# 210- Dutch Chocolate, Item# 212- Wild Strawberry

## For Healthy Skin

The **Sense** products are designed to revitalize cells, where healthy, beautiful skin begins, so skin looks younger and healthier. Sense products use patented Self-preserving Technology that combines purifying botanicals in protective liquid crystals so products stay fresh naturally.

Item# 300 - Gentle Cleanser | Item# 301 - Hydrating Toner | Item# 302- DPE Sunscreen | Item# 303- Night Renewal | Item# 305- Perfecting Essence



There are NO APPROVED THERAPEUTIC CLAIMS for UHS Essential Health Philippines, Inc. nutritional supplements in the Philippines.