



Health & Freedom

YOUR PATH TO INDEPENDENCE

USANA
HEALTH SCIENCES

TWO CHALLENGES FACING ALL GENERATIONS

1

FINANCES

Are you as
financially healthy
as you want to be?

2

HEALTH

Are you as
physically healthy
as you want to be?

1

TODAY'S FINANCIAL REALITY



Countless numbers of people lie awake at night worrying about money-related issues.

- Most people are living paycheck to paycheck.
- Total U.S. consumer debt is \$2.43 trillion as of March 2011.¹
- Many people work four to six months a year just to pay taxes.

1. Federal Reserve's G.19 report on consumer credit, May 2011

Do you have enough quality time for yourself, family, and friends?

Can you afford the lifestyle you want?

WHAT IS YOUR FINANCIAL REALITY?

THE POWER OF A USANA HOME-BASED BUSINESS

- No employees
- No boss, no set hours, no set workplace
- High income potential
- Potential tax advantages

“Half of all U.S. businesses are home-based.” —U.S. Census Bureau



“The light at the end of the tunnel... is the financial opportunity that starting your own business offers. Every North American taxpayer who works a full-time job and does not have a side business is probably overpaying taxes to the tune of \$3,000 to \$9,000 a year!”

—Sandy Botkin, CPA, former IRS tax attorney, founder of TRI

NETWORK MARKETING HAS COME OF AGE



- In 2010, more than 65 million people worldwide were involved in network marketing.¹
- Retail revenue worldwide has surpassed \$114 billion per year.¹
- North American sales have reached more than \$35 billion per year.¹

1. www.wfdsa.org

“I think network marketing has come of age. It’s become undeniable that it’s a viable way to entrepreneurship and independence for millions of people.”

—Dr. Stephen R. Covey, interview in *Network Marketing Lifestyles*

THE BENEFITS OF NETWORK MARKETING

What Network Marketing Can Offer You:

- Higher quality products
- A generous percentage of profits from product sales
- Time-leveraged, residual income
- Low start-up costs
- No inventory required
- International business you can operate from home



WHAT IS YOUR HEALTH REALITY?

2

TODAY'S HEALTH REALITY



Many Leading Causes of Premature Deaths are Degenerative Diseases:

- Cardiovascular disease (17 million*)
- Cancer (7.6 million*)
- Stroke (5.7 million*)
- Respiratory disease (3.9 million*)
- Diabetes (2.9 million*)

*Annual worldwide figures

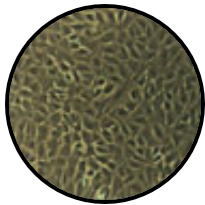
- World Health Organization. The World Health Report: 2004: Changing History. 2004. Retrieved online 21 June 2010 from <http://www.who.int/whr/2004/en/index.html>.
- Perez-Padilla R. Hidden respiratory disease-associated deaths. 2008. *Int J Tuberc Lung Dig* 12(4):458-64.
- Roglic G, Unwin N, Bennett P, et al. The burden of mortality attributable to diabetes. 2005. *Diabetes Care* 28:2130-5.



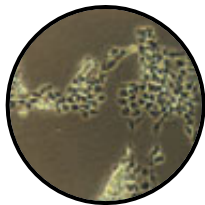
If current trends continue, 1 in 3 Americans will develop diabetes in their lifetime, and those with diabetes will lose, on average, 10-15 years of life.¹

1. http://www.cdc.gov/chronicdisease/resources/publications/aag/pdf/2010/diabetes_aag.pdf

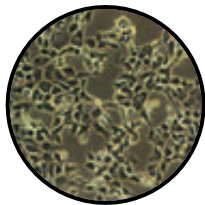
IF YOUR CELLS ARE HEALTHY, YOU ARE HEALTHY



Healthy human cells in culture



Damaged cells after adding digested products from a typical fast-food meal



Similar cells when oxidation defense mechanisms are included

- Our health starts with the health of our cells.
- Proper nutrition is essential to maintaining cellular health.
- Nutrients and antioxidants give our cells the boost they need to win the fight against free radicals caused by stress, radiation, toxins, and pollution.



ARE YOUR CELLS RECEIVING THE NUTRITION THEY NEED TO FIGHT FREE RADICALS?

AM I RECEIVING THE NUTRIENTS I NEED?

To get the recommended 400 International Units (IU) of vitamin E every day, you could take one daily dose of the **USANA® Essentials™** supplement or consume several servings of foods rich in vitamin E:

FOOD	TO OBTAIN 400 IU	
	CUPS	POUNDS
Wheat germ (vitamin E fortified)	13.8	3.5
Almonds (dry roasted, without salt)	7.5	2.3
Spinach (cooked, boiled, drained, without salt)	72.6	28.8
Safflower Oil	3.6	1.7

A USDA survey of almost 9,000 individuals showed that only a fraction of adults met adequate intake levels of essential nutrients such as vitamin E, magnesium, vitamin A, and vitamin C¹. Additionally, nearly two-thirds of children fail to get the Recommended Dietary Allowances (RDA) for vitamin E and zinc. Half do not meet the RDA for calcium, and close to one-third fall short of the RDA for iron and vitamin B6.²

1. Moshfegh A., et al. What We Eat in America, NHANES 2001-2002. USDA, ARS.
 2. "Food and Nutrient Intakes by Children 1994-1996, 1998." Food Surveys Research Group. USDA, ARS.

IS SUPPLEMENTATION A SOLUTION?

NUTRITIONAL SUPPLEMENTS

Are You Getting What You Pay For?

In a recent study, researchers discovered that 54 percent of the nutritional supplements tested did not disintegrate properly. This study illustrates that disintegration, one basic indicator of product quality, is still a concern for dietary supplements.¹

1. Löbenberg R, Steinke W. Investigation of vitamin and mineral tablets and capsules on the Canadian market. 2006. J Pharm Pharmaceut Sci 9(1):40-9.



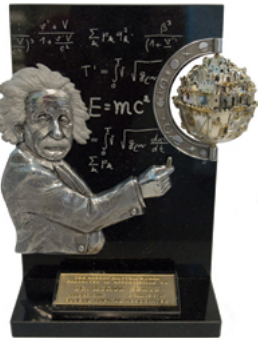
“...more than half (52 percent) of American adults use some sort of dietary supplement”

—Council for Responsible Nutrition (2006)



“Most health supplements fall far short of meeting the nutritional needs of the body’s cells.”
—Dr. Myron Wentz, USANA Founder & Chairman

USANA HEALTH SCIENCES – ONE MAN'S VISION



- **Myron Wentz, Ph.D., microbiology, immunology**
Utah Ernst & Young Entrepreneur of the Year 2003
Recipient of the Albert Einstein Award for Outstanding Achievement in the Life Sciences, 2007

- **Gull Laboratories**

Founded in 1974
World Leader in human cell culture and medical-diagnostic technologies
Developed the first commercially available test kit for the Epstein-Barr virus

- **Expert in Growing Cells**

Understands the nutritional requirements of the human cell

- **Shift in Research**

From disease diagnostics to health maintenance

- **Founded USANA Health Sciences in 1992**

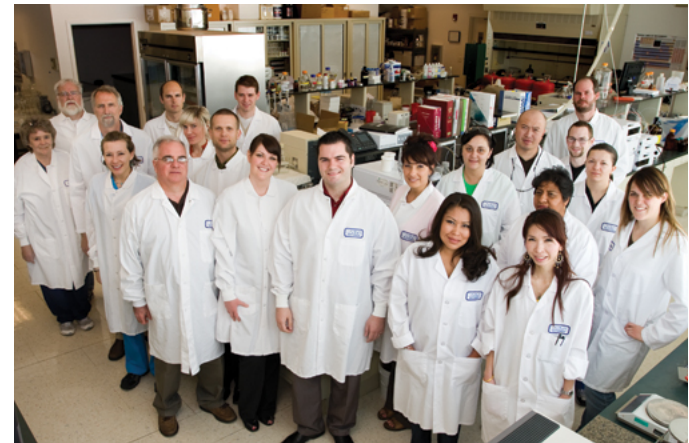


Vision of USANA

To manufacture the highest quality, science-based products that people can trust—what is on the label is what is in the bottle – providing maximum bioavailability for better health around the world and giving everyone the opportunity for a better quality of life.

THE USANA DIFFERENCE

- Follows current Good Manufacturing Practices used by pharmaceutical industry
- 100% potency guarantee
- Athlete guarantee
- Superior ingredients
- Balanced, science-based formulas
- Accredited team of scientific experts
- Exceptional in-house manufacturing



NUTRITIONALS YOU CAN TRUST™

- Olivol® —USANA’s exclusive patented olive-fruit extract*
- Most comprehensive, precisely balanced supplements
- Unmatched number of antioxidants
- Nutrition for all generations

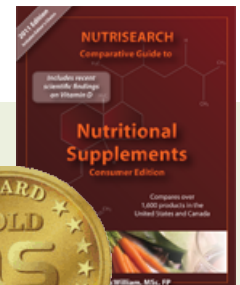


*Patented in the United States. US Patent No. 6,358,542 or 6,361,803



“With over 1,600 nutritional supplements evaluated, USANA’s Essentials™ continue to set the gold standard, earning the NutriSearch Gold Medal of Achievement™ for proven product excellence.”

—Lyle MacWilliam, BSc, MSc, FP
former Canadian Member of Parliament
and Member of the Legislative Assembly for British Columbia



OPTIMIZE YOUR HEALTH

- **Optimizers** – specialized products for your individual needs



- **MyHealthPak™** – customized packs of your favorite supplements



- **HealthPak™** – AM/PM pouches for your convenience



JOIN THE **REV³** REVOLUTION



REV³ ENERGY™ IS ALL THE POWER OF AN ENERGY DRINK—REFINED. WITH AN ADVANCED FORMULA DEVELOPED BY USANA'S NUTRITION EXPERTS, **REV³** IS A SUPERIOR ALTERNATIVE TO CRASH-AND-BURN ENERGY DRINKS.

CLEANER. CRISP, ALL-NATURAL TASTE

SMARTER. SMART SOURCE OF NUTRIENTS

STRONGER. POWERFUL ENERGY-PRODUCING INGREDIENTS



REV³ ENERGY™ DRINK
REV³ ENERGY SURGE™ PACK

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.

USANA'S HEALTHY FOOD CHOICES

- Low glycemic
- A balanced approach to nutrition
- Great-tasting bars and shakes for convenient snacks and meal replacements
- Reduce carb cravings and help maintain a healthy weight*



“USANA is fantastic! While trying to stay healthy and energized I know I can count on USANA’s **Nutrimeal™** shakes and **Nutrition Bars** to give me the boost I need.”

—Kathy Kaehler, USANA spokesperson and celebrity trainer



* 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.

RESET™ WEIGHT-MANAGEMENT PROGRAM

“I am very happy with my experience with the RESET program, and the weight-loss and maintenance phases as well. I would recommend this program to others who need help controlling their cravings, as I did!”

—Paige Lloyd (lost 15 pounds in 2 months)



Before



After

“The RESET program will always be a part of my life. I love it because it's simple, it's delicious, and it works. It taught me the importance of eating often and eating well, and I can stick to it even when my schedule is crazy. In fact, the busier I get, the more I love RESET.”

—Ann Wolter (lost 62 pounds in 9 months)



Before



After



5-Day Jump Start Phase

- Purchase convenient RESET Kit, designed to jumpstart your body
- Kick the carbohydrate cravings
- Replace your meals and snacks with USANA's shakes and **Nutrition Bars**, plus a bonus snack of one serving each of a fruit and vegetable

Transform

- Replace two meals with **Nutrimeal™** shakes
- Eat one **USANA® Nutrition Bar** for a snack
- Eat one healthy, low-glycemic meal and one low-glycemic snack

It is suggested that you take these products to your physician and secure his/her advice if you intend to change your diet, begin an exercise program, are pregnant or lactating, have allergies, are taking medications, or are under the care of a physician. Results are not typical. The average weight loss with RESET is 4.5–5 lb. in five days.

Maintain

- Replace one meal with **Nutrimeal™** shake
- Eat one **USANA® Nutrition Bar** for a snack
- Eat two healthy, low-glycemic meals and one low-glycemic snack

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.

SENSÉ—BEAUTIFUL SCIENCE®

sen^sé
beautiful science®

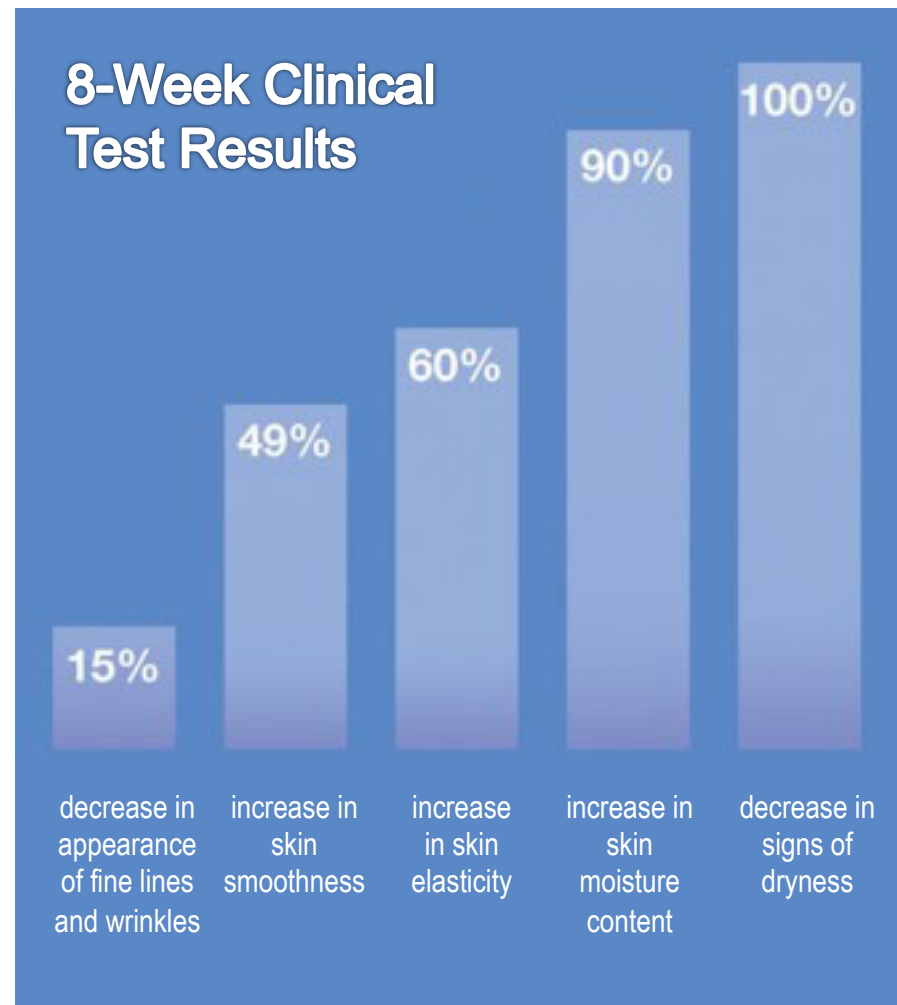
Patented Self-Preserving Technology in a Revolutionary Face and Body Care Collection

- Helps reduce the appearance of fine lines and wrinkles
- Reduces uneven skin tone and texture
- Exclusive age-defying formulas
- Rejuvenates complexion after environmental exposure
- Radiant, healthier looking skin



SENSE™ —THE ULTIMATE BEAUTY REGIMEN

When used together as a system, **Sense™** skin care is proven to make skin look younger, healthier – beautiful. You could see visible results in as little as two weeks.



ATHLETE APPROVED: WORLD-CLASS ATHLETES TRUST USANA



“USANA® products allowed me to fulfill my lifelong dream of becoming an Olympic champion.”

—Derek Parra,
Olympic record holder and
gold medalist in speedskating



“USANA’s products help ensure that I maintain optimal health and sustain my energy levels as a professional skier.”

—Jennifer Heil,
2006 Olympic gold medalist, 2010
Olympic silver medalist and four-time
World Cup skiing champion



“My mind and body have to be in tip-top shape for the tour, and USANA’s products help me compete at optimal levels.”

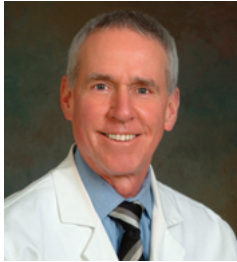
—Kim Clijsters,
winner of 40 singles and 11 doubles titles,
two-time singles winner of the U.S. Open



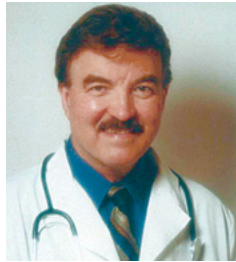
“USANA’s slogan, ‘Nutritionals You Can Trust,’ is more than just advertising. It is their guaranteed assurance of the quality of their products, which allows our athletes to trust that they will be able to attain optimal health and fitness without the fear of violating the strict World Anti-Doping Agency code they all adhere to.”

—Stacey Allaster, Chairman
and CEO of WTA Tour

DOCTOR APPROVED



Peter W. Rugg, M.D.,
FACEP



Bart Moore, M.D.,
MPH, FAAFP



Dr. Tim Wood, Ph.D.



Monica Lewis, M.D.,
ChB, family practice,
author



Heather Tick, M.D.,
integrative medicine,
author

USANA's products are listed in the *Physicians' Desk Reference (PDR)* and *Compendium of Pharmaceuticals and Specialties (CPS)*.

USANA continues to support research at the Linus Pauling Institute in a collaboration that leverages the true synergy between basic and applied research in human nutrition.



“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, author

ONE MAN'S VISION



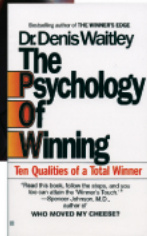
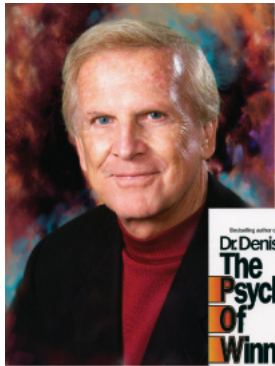
“I dream of a world free from pain and suffering. I dream of a world free from disease. The USANA family will be the healthiest family on earth. Share my vision. Love life, and live it to its fullest in happiness and health.”



—Dr. Myron Wentz, Founder and Chairman of USANA Health Sciences, microbiologist, immunologist, philanthropist, best-selling author

HELP SHARE THE VISION

USANA IS THE BEST



“USANA has my vote because 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. You owe it to yourself to look deeper into this exciting opportunity.”

—Dr. Denis Waitley,

life trainer of Super Bowl and Olympic athletes, Apollo astronauts, and Fortune 500 executives; motivational speaker; author

MLM Insider names USANA
Best Nutritional Company in Network
Marketing and Best Weight Loss
Company in Network Marketing (2010)



USANA has been voted Best Network Marketing Company by *MLM Insider* (11th win since 1997)

SIX WAYS TO EARN INCOME WITH USANA



1 Retail Sales
Earn profits on the difference between wholesale and retail.

2 Weekly Commissions
Earn a starting commission up to 20% from your customers and sales volume of your team.

3 Lifetime Matching Bonus
Sponsor new Premier Platinum PaceSetters and receive up to a 15% match of their commission volume for the life of their USANA businesses.*



4 Incentives
Be rewarded with luxury travel, prizes, and even extra cash through USANA's generous incentive programs.

5 Leadership Bonus
Participate in USANA's 3% worldwide weekly bonus pool.



6 Elite Bonus
Enrich your income with USANA's 1% quarterly bonus shared among the top 25 income earners.

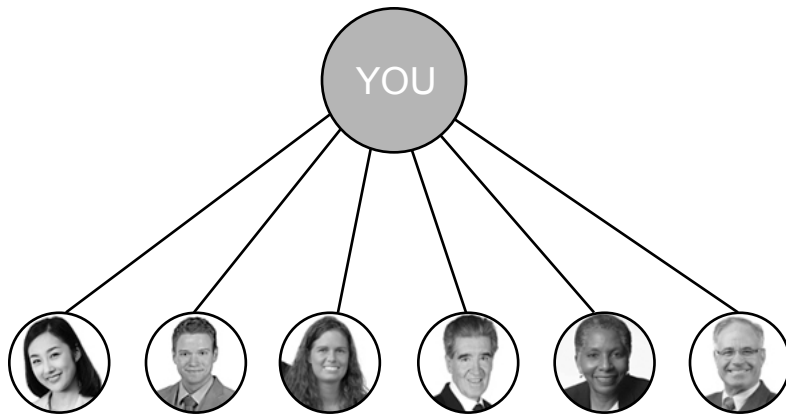
USANA
currently pays
an average of
59%
of sales volume
points in
commissions
and incentives!

\$91,000 is the average yearly income for an established, full-time USANA Associate. \$24,000 is the annual average of those who earned as little as one commission check each month. Total includes all earnings from the Compensation Plan, Leadership Bonus, Matching Bonus, contests, and incentives. Calculations based on earnings for fiscal year 2010. Figures should not be considered as guarantees or projections of actual earnings, which result only from consistent, successful sales efforts. To be considered in a rank's earnings, Associates must have earned checks at a median rank for at least 20 weeks. According to results from an in-house survey taken between 2004 and 2006, the primary reason 17% of USANA independent business owners join the company is to improve their financial future. 21% of that group earns a check at least once a month. Of those whose primary reason is to earn enough to replace a full-time income, 90% have been Associates for at least one year and 57% are full-time Gold Directors and above. The number of Gold Directors and above who have maxed at least 1 Business Center during the year equals less than 1% of all Associates. Those earning as little as one check a month equal approximately 3% of all Associates. If you include all 146,714 with the title of Associate, which includes Associates not actively building a business (acting as wholesale buyers), Associates who just joined (as little as one day), and those who are just beginning to build their customer base, the average yearly income is still \$656.77 with nearly one in three earning a check. To date, USANA has more than 170 Associates who are lifetime Million Dollar Club members.

*As long as you are commission qualified and in compliance with your Associate agreement. Please see official rules on USANAtoday.com.

THE POWER OF THE USANA COMPENSATION PLAN

Challenges of Traditional Networking



- Creates competition rather than teamwork
- Commissions paid monthly
- No carryover volume
- Group sales requirement
- Paid on and limited to levels

USANA Networking

Figure 1



- Based on the Power of Two
- Commissions paid weekly
- Unpaid volume carries over each week*
- No group sales requirement
- Not limited to levels
- Average people are succeeding

*Unpaid sales volume up to 5,000 points carries over each week provided you remain active.

USANA COMPENSATION PLAN

Figure 2

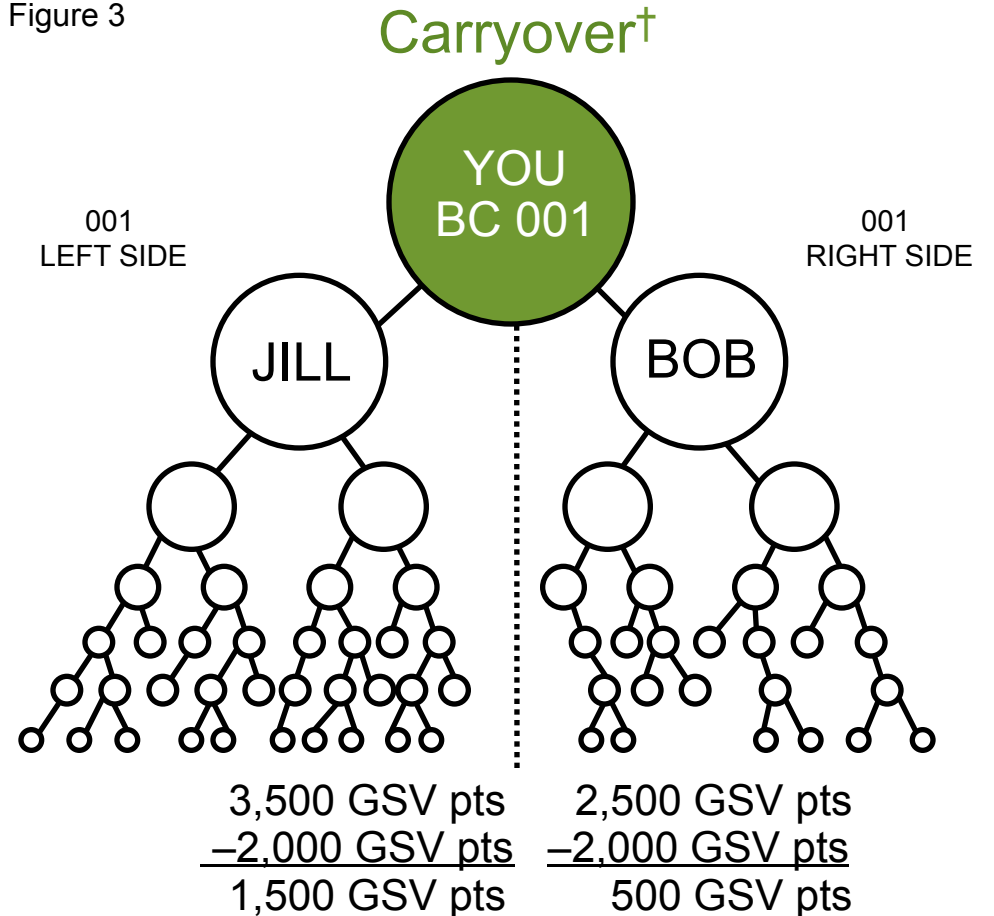
You Earn Commissions*

Weekly Payout Schedule
Payout will be based on U.S. Dollars

<u>GROUP SALES VOLUME POINTS</u>		<u>COMMISSION POINTS</u>
LEFT	RIGHT	
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

*Commissions are earned based on the sales of your organization.
†Group Sales Volume up to 5,000 points may be carried over.

Figure 3



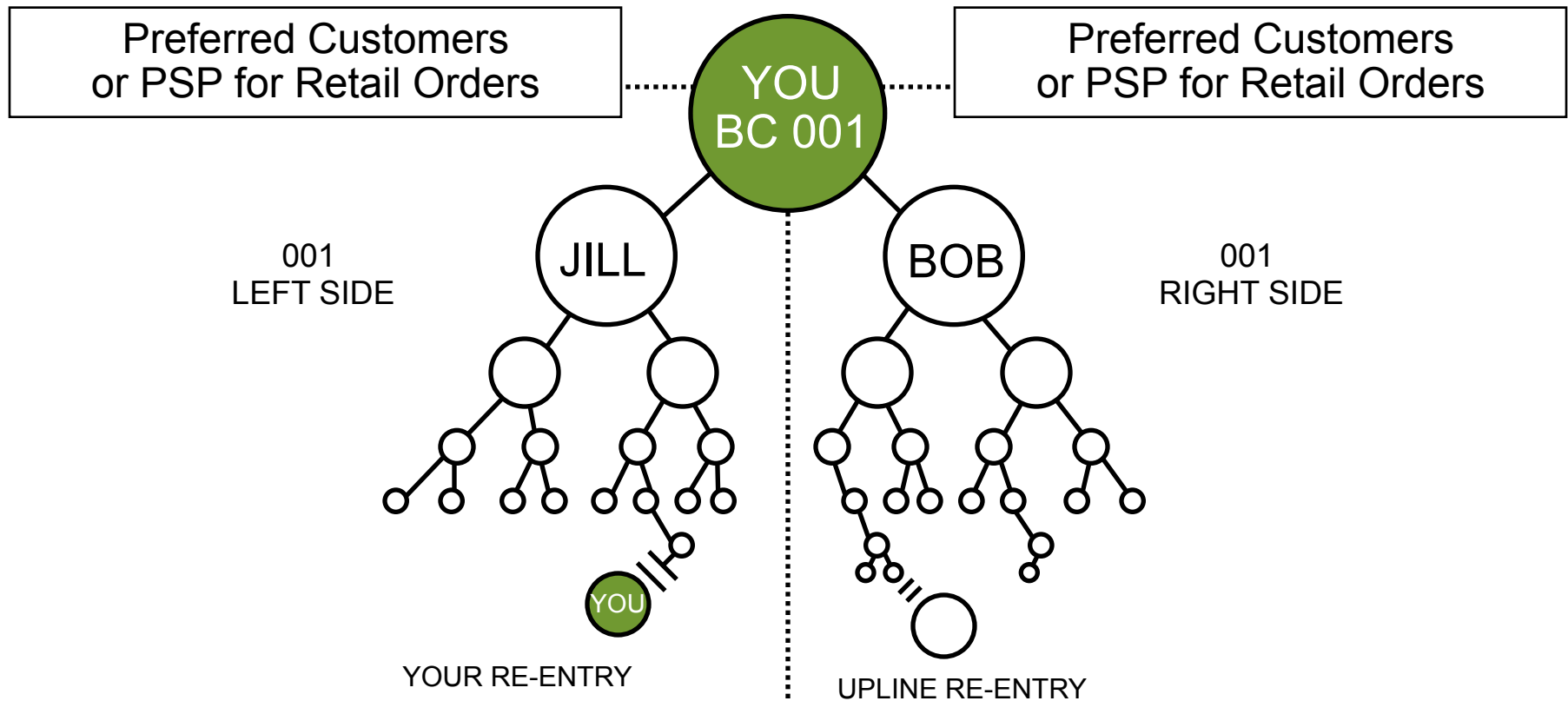
CARRYOVER = 1,500 LEFT – 500 RIGHT
TOTAL COMMISSION POINTS = 400 PTS.

USANA COMPENSATION PLAN

When You Help Others Succeed, You Succeed

Figure 4

Preferred Customers and Re-Entries



WEEKLY EARNINGS WITH A 3% LEADERSHIP BONUS

RANK	#BCs	SHARES	Hypothetical Earnings At \$175 Per Share		
			Bonus	WEEKLY MINIMUM Commission	Total
GOLD DIRECTOR	1	1	\$175	\$1,000	\$1,175
RUBY DIRECTOR	2	3	\$525	\$2,000	\$2,525
EMERALD DIRECTOR	3	6	\$1,050	\$3,000	\$4,050
DIAMOND DIRECTOR	4	10	\$1,750	\$4,000	\$5,750
1-STAR DIAMOND DIRECTOR	5	15	\$2,625	\$5,000	\$7,625
2-STAR DIAMOND DIRECTOR	6	21	\$3,675	\$6,000	\$9,675
3-STAR DIAMOND DIRECTOR	7	28	\$4,900	\$7,000	\$11,900
4-STAR DIAMOND DIRECTOR	8	36	\$6,300	\$8,000	\$14,300
5-STAR DIAMOND DIRECTOR	9	45	\$7,875	\$9,000	\$16,875
6-STAR DIAMOND DIRECTOR	10	55	\$9,625	\$10,000	\$19,625
7-STAR DIAMOND DIRECTOR	11	66	\$11,550	\$11,000	\$22,550
8-STAR DIAMOND DIRECTOR	12	78	\$13,650	\$12,000	\$25,650
9-STAR DIAMOND DIRECTOR	13	91	\$15,925	\$13,000	\$28,925
10-STAR DIAMOND DIRECTOR	14	105	\$18,375	\$14,000	\$32,375

Share amounts increase cumulatively for each successive leadership ranking (i.e. Gold=1 Share, Ruby=3 Shares (1+2); Emerald=6 Shares (1+2+3); etc.)

*More information can be obtained by clicking on "Policies & Procedures" at USANAtoday.com

USANA ASSOCIATES GENERATE INCOME



Keeping Your Business Centers Active:

- 1 Business Center=
100 Personal Sales Volume every four weeks*
- Multiple Business Centers=
200 Personal Sales Volume every four weeks*



The Power of Autoship:

- 10% off wholesale prices
- Creates convenient repeat business
- Product orders shipped automatically to you and your customers every four weeks
- Increased product sales = increased income

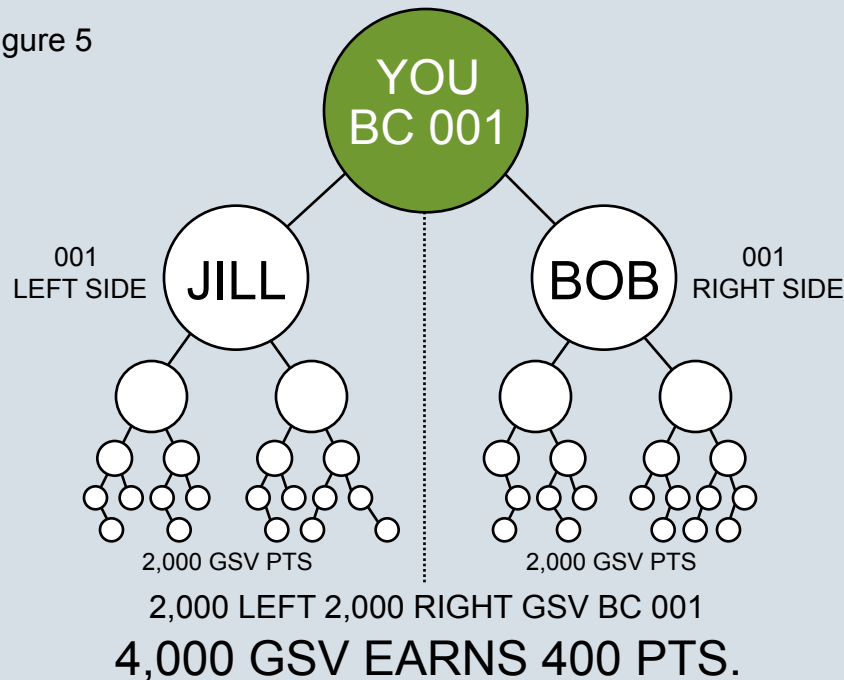
*Personal Sales Volume Points are produced through sales to your customers and include products purchased for your personal consumption.

FOUR SIMPLE STEPS

1 Business Development System

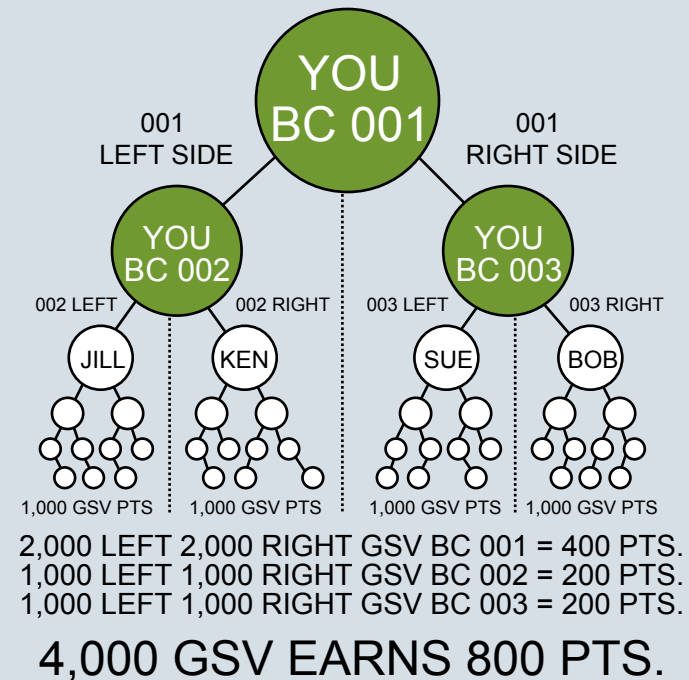
1 Business Center
Earning Potential \$52,000/YR US*
Direct Income from Group Sales Volume

Figure 5



2 Activate (See Figure 5)

3 Business Centers
Earning Potential \$156,000/YR US*
Leveraged Income from Group Sales Volume



3 Who Do You Know?

4 Be Teachable

TRAINING AND SUPPORT — IN BUSINESS FOR YOURSELF, NOT BY YOURSELF

- Health Assessment and Advisor
- eApprentice
- Health & Freedom Solution
- Business Development System
- The Income Maximizer™ System
- Professional publications
- Effective business-building tools
- Spectacular conventions and events
- Independent Distributor Council
- USANAtoday.com
- Weekly Health & Freedom Presentations



TIMING COULD NOT BE BETTER

- Listed in the top 20 on *Forbes'* 200 Best Small Companies list for three years (2006, 2005 and 2006)
- *BusinessWeek* named USANA to its 100 Hot Growth Companies list (2005 and 2004)
- Forbes.com names Dave Wentz One of America's Most Powerful CEOs 40 & Under (2009)
- Rated #1 Overall Merchant for Customer Service Satisfaction by ConsumerLab.com in 2011



Dr. Wentz receives the Albert Einstein Award for Outstanding Achievement in the Life Sciences, 2007



NutriSearch *Comparative Guide to Nutritional Supplements*, Consumer Edition names USANA an Editor's Choice; USANA® **Essentials™** and **HealthPak™** each receive 5-star ratings and gold medals of achievement



USANA rated #1 Distributor's Choice for 11 years (*The MLM Insider*)



17-time winner of Utah's Best of State Awards



Named one of the best places to work by *Outside* magazine 2009–2011



Stevie Award winner for Best Live Event for two years in a row

FINANCIAL FREEDOM WITH USANA



Jenny & Tom Board
Work History: Direct selling & Counselor
Residence: Colorado, USA



David Block
Work History: Wall Street analyst & hedge fund manager
Residence: California, USA



Jaclyn & Brian Bohlke
Work History: Human Resources & Personal banker
Residence: Texas, USA



Michael Callejas
Work History: Plumbing & Electrical contractor
Residence: California, USA



Sherolin Daley
Work History: Director of Nursing
Residence: New York, USA



Norm & Barbara Dawson
Work History: Chiropractor & Grade school teacher
Residence: New Mexico, USA



Soomin Kim
Work History: Director of sales/ magazine editor
Residence: California, USA



Dena & Dr. John Koehler
Work History: Physician
Residence: Illinois, USA



Lorie & Tom Mulhern
Work History: PGA golf professional & Mental health counselor
Residence: Washington, USA



Nancy On
Work History: Customer Service
Residence: California, USA



Monica & Bryan Penrod
Work History: Sales/Waitress & Restaurant management
Residence: Texas, USA



Dr. Karen Wolfe
Work History: General physician
Residence: California, USA

DREAMS ARE BECOMING REALITY



WHERE DO YOU SEE YOURSELF?



1

Ready to get started.

2

Interested, but need more information.

3

Thanks, but no thanks. Try the products?