



# HEALTH & FREEDOM

USANA  
HEALTH SCIENCES

YOUR PATH TO INDEPENDENCE



Item# 501.010107 Rev. 08/08 US

# THE KEY POINTS WE WILL COVER

- 
- **Today's Reality**
  - **Industry & Trends**
  - **USANA Health Sciences**
  - **Learn the Most Powerful Way to Create Health & Freedom**
  - **Training & Support**
  - **Timing**

# TWO CHALLENGES FACING ALL GENERATIONS

## 1 FINANCES

### Concerned about Financial Future<sup>1</sup>

**57%** Gen Y (teens to mid 20s)

**56%** Gen X (mid 20s to early 40s)

**48%** Baby Boomers (early 40s to 60s)

## 2 HEALTH

### Concerned about Health<sup>2</sup>

**59%** Gen Y (teens to mid 20s)

**57%** Gen X (mid 20s to early 40s)

**50%** Baby Boomers (early 40s to 60s)<sup>3</sup>

1. *Generations Handbook*, DSA, 2006

2. Yankelovich, Inc.

3. [www.post-gazette.com](http://www.post-gazette.com)

# 1 TODAY'S REALITY



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

- Total credit card debt grew to \$802 billion from \$237 billion between 1990 and 2005<sup>1</sup>
- Most people are living paycheck to paycheck
- Many people work four to six months a year just to pay taxes

1. Government Accountability Office, September 2006

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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

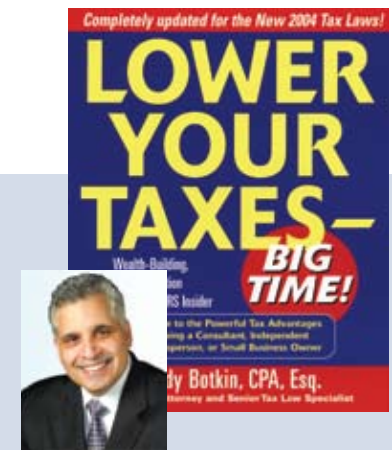
- No employees
- No boss, no set hours, no set workplace
- High income potential
- Potential tax advantages

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**“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, former IRS tax attorney, CPA, founder of TRI



# NETWORK MARKETING HAS COME OF AGE



- **58 million people are involved in network marketing worldwide<sup>1</sup>**
- **The network marketing industry has surpassed \$100 billion in retail revenue<sup>1</sup>**
- **North American sales have reached over \$34 billion<sup>2</sup>**

1. [www.dsa.org](http://www.dsa.org)

2. [www.wfdsa.org](http://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

## Manufacturing



DIRECT

Customer



## 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



### The World's Leading Causes of Premature Deaths Are Degenerative Diseases:

- **Cardiovascular Disease (17 million\*)**
- **Cancer (8.6 million\*)**
- **Stroke (5.5 million\*)**
- **Respiratory Disease (3.7 million\*)**
- **Diabetes (990,000\*)**

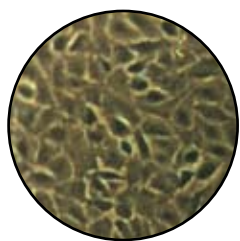
\*Annually

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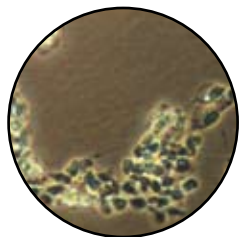
**33% of children born in America today are expected to develop Type 2 Diabetes. For Black and Hispanic children, the number jumps to 50%.**



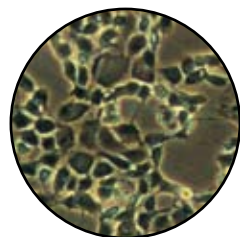
# THE WAR WITHIN OUR BODIES



Healthy human cells in culture



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

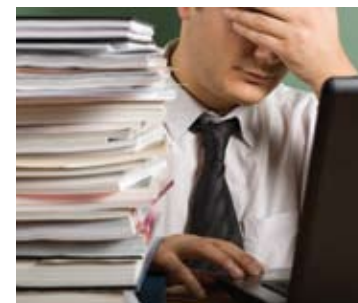


Similar cells when oxidation defense mechanisms are included

## Free Radicals or Toxic Stress Come From:

- Stress
- Radiation from the sun
- Pollution
- Toxins in the water
- Poor food choices

The cells of our bodies are fighting to stay healthy as they are attacked by free radicals.



ARE WE CONTENT WITH LOSING THIS WAR AGAINST POOR HEALTH?

# 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 Essentials™ 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

The USDA surveyed 16,000 Americans and found that not one person obtained 100 percent of essential nutrients such as magnesium, vitamin E, and zinc.<sup>1</sup> Similarly, children and adolescents did not obtain enough essential nutrients such as folate, vitamin C, and calcium.<sup>2</sup>

1. *Nutrition Today*
2. USDA Nutrition Assistance Program Report Series CN-01-CDI

ARE WE USING SUPPLEMENTATION AS A SOLUTION?

# NUTRITIONAL SUPPLEMENTS

## Are You Getting What You Pay For?

In a recent study, researchers discovered that more than half (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.<sup>1</sup>

1. *J. Pharm Pharmaceut Sci* ([www.cspCanada.org](http://www.cspCanada.org)) 9(1):40-49



**“Nearly two-thirds of American adults take dietary supplements.”**

—[www.ipsos-na.com](http://www.ipsos-na.com), September 2006

“Most health supplements fall far short of meeting the nutritional needs of the body’s cells.”

—*Dr. Myron Wentz*



# 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, June 25, 2007

- **Gull Laboratories**  
Founded 1972  
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 for 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



GMP Registered

- **Voluntarily adheres to pharmaceutical-grade GMPs (Good Manufacturing Practices)**
- **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 antioxidant\***
- **Most comprehensive, precisely balanced supplement**
- **Unmatched number of antioxidants**
- **Nutrition for all generations**

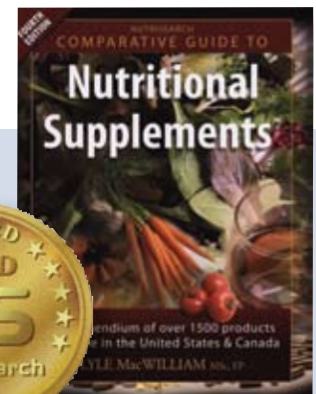


\*Patented in the United States. US Patent No. 6,358,542 or 6,361,803



“With over 1,500 nutritional supplements evaluated, USANA’s Essentials continues 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

- **HealthPak 100™**—  
AM/PM pouches  
for your  
convenience



- **MyHealthPak™**—  
customized  
packs of your  
favorite  
products



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.

# JOIN THE REVOLUTION



**REV<sup>3</sup> ENERGY™** IS ALL THE POWER OF AN ENERGY DRINK—REFINED. WITH AN ADVANCED FORMULA DEVELOPED BY USANA'S NUTRITION EXPERTS, **REV<sup>3</sup>** IS A SUPERIOR ALTERNATIVE TO CRASH-AND-BURN ENERGY DRINKS.

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**CLEANER.** CRISP, ALL-NATURAL TASTE

**SMARTER.** SMART SOURCE OF NUTRIENTS

**STRONGER.** POWERFUL ENERGY PRODUCING INGREDIENTS



**REV<sup>3</sup> ENERGY™**  
**REV<sup>3</sup> 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

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



\*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.



“As an Olympic athlete, I always try to stay in shape, and one thing that helps me do that is sticking to a healthy diet with USANA Foods.”

—Jennifer Azzi, Olympic Gold Medalist and former NCAA champion

# RESET™ PROGRAM

“Like a good friend, USANA has played a vital and critical role in my personal success.”

— Rich Marty lost 26 pounds



Before



After



## TRANSFORM

- Replace two meals with Nutrimeal™
- Eat one USANA® bar for a snack
- Eat one healthy low-glycemic meal and one low-glycemic snack

## MAINTAIN

- Replace one meal with Nutrimeal™
- Eat one USANA® bar for a snack
- Eat two healthy, low-glycemic meals 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 not typical. The average weight loss with RESET is 4.5–5 lbs. in five days.

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.

# SENSE BEAUTIFUL SCIENCE®



## Patented Self-Preserving Technology in a Revolutionary Skin- and Personal-care System

- Helps reduce the appearance of fine lines and wrinkles
- Reduces uneven skin tone and texture
- Clinically proven technology that reduces the appearance of aging
- Rejuvenates the skin after exposure to the environment
- Keeps your complexion looking radiant



**sense**  
beautiful science®



# ATHLETE APPROVED: WORLD-CLASS ATHLETES TRUST USANA



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

—Derek Parra,  
2002 Olympic gold medalist &  
world record holder 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 &  
four-time World Cup Champion



“Without the help of USANA’s products, I could never have summited Mt. Everest.”

—Werner Berger,  
Canadian businessman,  
oldest North American to ever  
summit Mt. Everest

Sony Ericsson  
WTA TOUR



“In USANA, the Sony Ericsson WTA Tour has found a manufacturer that not only meets the Tour’s rigorous anti-doping standards, but one that is also willing to back it up with an athlete guarantee.”

—Larry Scott, Chairman  
and CEO of Sony Ericsson WTA Tour

# DOCTOR APPROVED

**“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**



Peter W. Rugg, M.D.,  
FACEP



Bart Moore, M.D.,  
MPH, FAAFP



Ray Strand, M.D.,  
Author



Monica Lewis, M.D.,  
ChB, Family Practice,  
Author



M. Ricardo Calderón,  
M.D., MPH,  
Global Public Health



Wen Chi Wu, M.D.

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

**USANA contributes \$500,000 per year\* to the Linus Pauling Institute, giving a radical boost to the research abilities of both organizations.**

\*For a period of 10 years

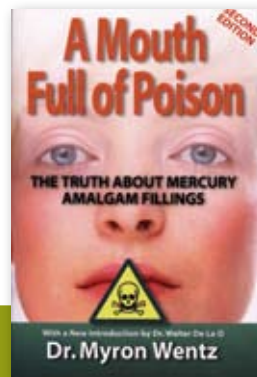
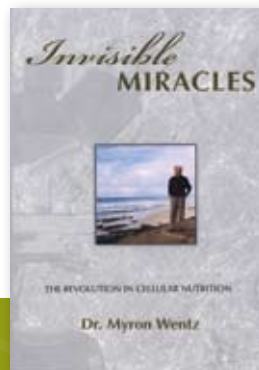
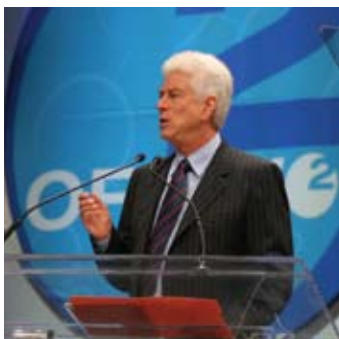
# ONE MAN'S VISION



**“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.”**

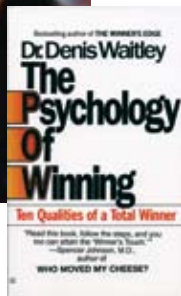
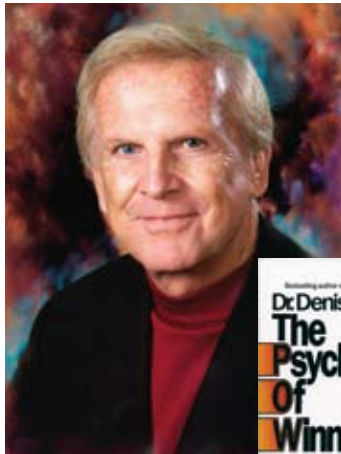


**—Dr. Myron Wentz, Founder and Chairman of USANA Health Sciences, Microbiologist, Immunologist, Philanthropist, and Author**



## HELP SHARE THE VISION

# USANA IS THE PEOPLE'S CHOICE



**“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,  
Trainer of Super Bowl and Olympic athletes, Apollo astronauts,  
and Fortune 500 executives; motivational speaker; and author**

**USANA HAS BEEN VOTED THE  
#1 DISTRIBUTOR CHOICE COMPANY  
BY NETWORK MARKETING TODAY  
& THE MLM INSIDER MAGAZINE  
FROM 1997-2008.**



**WHY USANA'S COMPENSATION PLAN HAS  
BEEN THE PEOPLE'S CHOICE FOR 10 YEARS**

# 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 Matching Bonus**  
Receive up to 100% matching bonus for 8 months (32 weeks) on the sales volume of Associates you enroll who become Platinum PaceSetters.



**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.



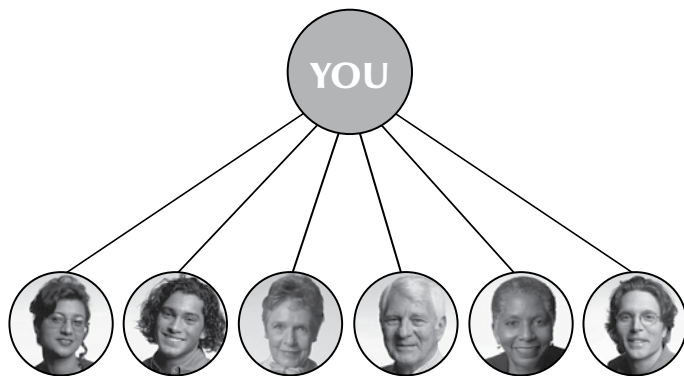
**6 Elite Bonus**  
Enrich your income with USANA's 1% quarterly bonus shared among the top 25 income earners.

**USANA  
currently pays  
an average of  
53%  
of sales  
volume in  
commissions  
and incentives!**

\$91,800 is the average yearly income for an established, full-time USANA Associate (Gold Director and above). \$23,225 is the annual average of those who earned as little as one commission check each month. Surveys show that 83% of all Associates self-report they joined USANA to "improve their health." Of those remaining, 21% earned a check at least once a month even though 56% reported they were not joining to "replace their full-time income." Of those that were, 41% have been Associates for at least one year and 56% are considered full time with the title of Gold Director or above. These figures shown should not be considered as guarantees or projections of your actual earnings or profits. Success with USANA results only from successful sales efforts, which require hard work, diligence, and leadership. If you include all 126,146 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 \$734.27, with more than one in three earning a check.

# THE POWER OF THE USANA COMPENSATION PLAN

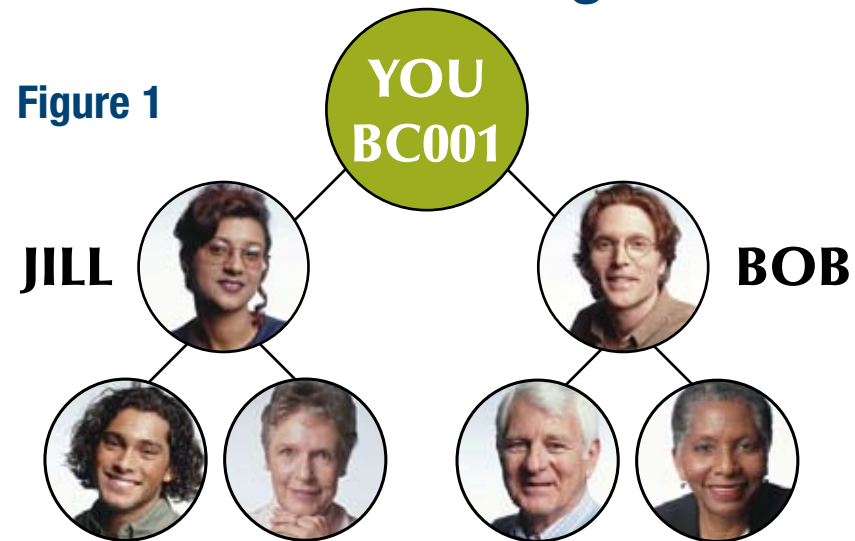
## Challenges of Traditional Networking



- 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

# USANA COMPENSATION PLAN

Figure 2 **You Earn Commissions\***

## Weekly Payout Schedule

Payout will be based on U.S. dollars

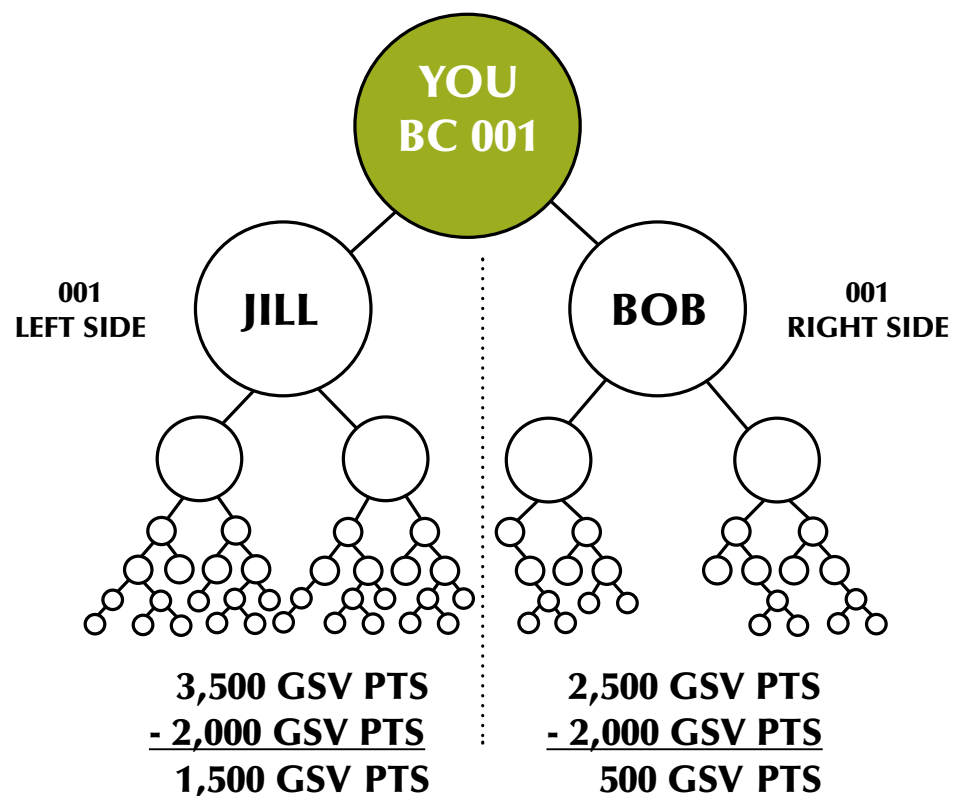
<u>GROUP SALES VOLUME POINTS</u>		<u>COMMISSION POINTS</u>
LEFT	RIGHT	
<b>250</b>	<b>250</b>	<b>40</b>
<b>500</b>	<b>500</b>	<b>100</b>
<b>1,000</b>	<b>1,000</b>	<b>200</b>
<b>2,000</b>	<b>2,000</b>	<b>400</b>
<b>3,000</b>	<b>3,000</b>	<b>600</b>
<b>4,000</b>	<b>4,000</b>	<b>800</b>
<b>5,000</b>	<b>5,000</b>	<b>1,000</b>

\* 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†



**CARRYOVER = 1,500 LEFT – 500 RIGHT**

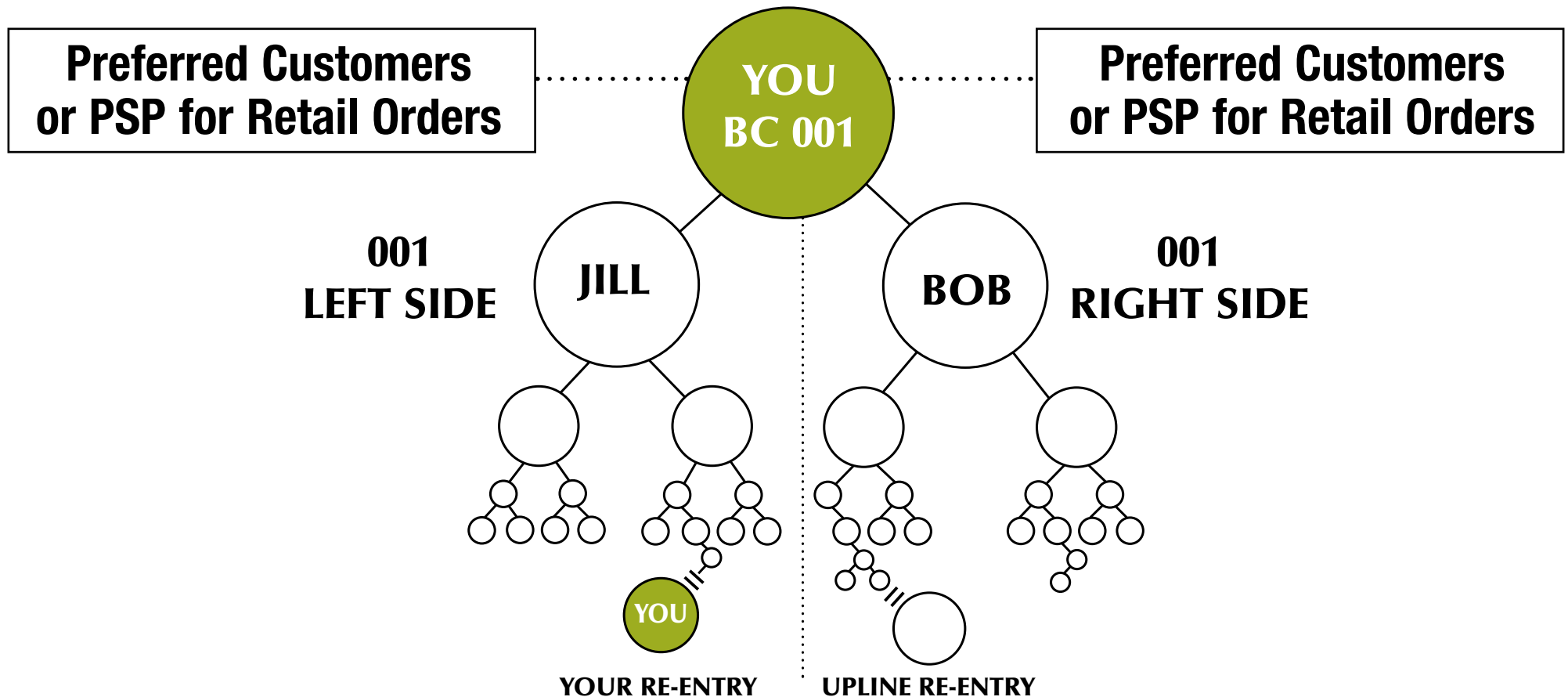
**Total Commission Points = 400 pts.**

# USANA COMPENSATION PLAN

When You Help Others Succeed, You Succeed

Figure 4

## Preferred Customers and Re-Entries

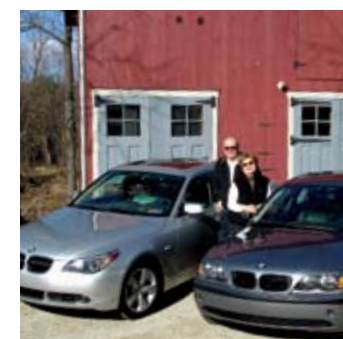


# WEEKLY EARNINGS WITH A 3% LEADERSHIP BONUS

Hypothetical Earnings at \$185 Per Share						
RANK	# BCs	SHARES	Bonus	WEEKLY MINIMUM Commission	Total	
<b>GOLD DIRECTOR</b>	<b>1</b>	<b>1</b>	<b>\$185</b>	<b>\$1,000</b>	<b>\$1,185</b>	
<b>RUBY DIRECTOR</b>	<b>2</b>	<b>3</b>	<b>\$555</b>	<b>\$2,000</b>	<b>\$2,555</b>	
<b>EMERALD DIRECTOR</b>	<b>3</b>	<b>6</b>	<b>\$1,110</b>	<b>\$3,000</b>	<b>\$4,110</b>	
<b>DIAMOND DIRECTOR</b>	<b>4</b>	<b>10</b>	<b>\$1,850</b>	<b>\$4,000</b>	<b>\$5,850</b>	
<b>1-STAR DIRECTOR</b>	<b>5</b>	<b>15</b>	<b>\$2,775</b>	<b>\$5,000</b>	<b>\$7,775</b>	
<b>2-STAR DIRECTOR</b>	<b>6</b>	<b>21</b>	<b>\$3,885</b>	<b>\$6,000</b>	<b>\$9,885</b>	
<b>3-STAR DIRECTOR</b>	<b>7</b>	<b>28</b>	<b>\$5,180</b>	<b>\$7,000</b>	<b>\$12,180</b>	
<b>4-STAR DIRECTOR</b>	<b>8</b>	<b>36</b>	<b>\$6,660</b>	<b>\$8,000</b>	<b>\$14,660</b>	
<b>5-STAR DIRECTOR</b>	<b>9</b>	<b>45</b>	<b>\$8,325</b>	<b>\$9,000</b>	<b>\$17,325</b>	
<b>6-STAR DIRECTOR</b>	<b>10</b>	<b>55</b>	<b>\$10,175</b>	<b>\$10,000</b>	<b>\$20,175</b>	
<b>7-STAR DIRECTOR</b>	<b>11</b>	<b>66</b>	<b>\$12,210</b>	<b>\$11,000</b>	<b>\$23,210</b>	
<b>8-STAR DIRECTOR</b>	<b>12</b>	<b>78</b>	<b>\$14,430</b>	<b>\$12,000</b>	<b>\$26,430</b>	
<b>9-STAR DIRECTOR</b>	<b>13</b>	<b>91</b>	<b>\$16,835</b>	<b>\$13,000</b>	<b>\$29,835</b>	
<b>10-STAR DIRECTOR</b>	<b>14</b>	<b>105</b>	<b>\$19,425</b>	<b>\$14,000</b>	<b>\$33,425</b>	

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](http://USANAtoday.com)



# USANA ASSOCIATES GENERATE INCOME



## Keeping Your Business Centers Active:

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

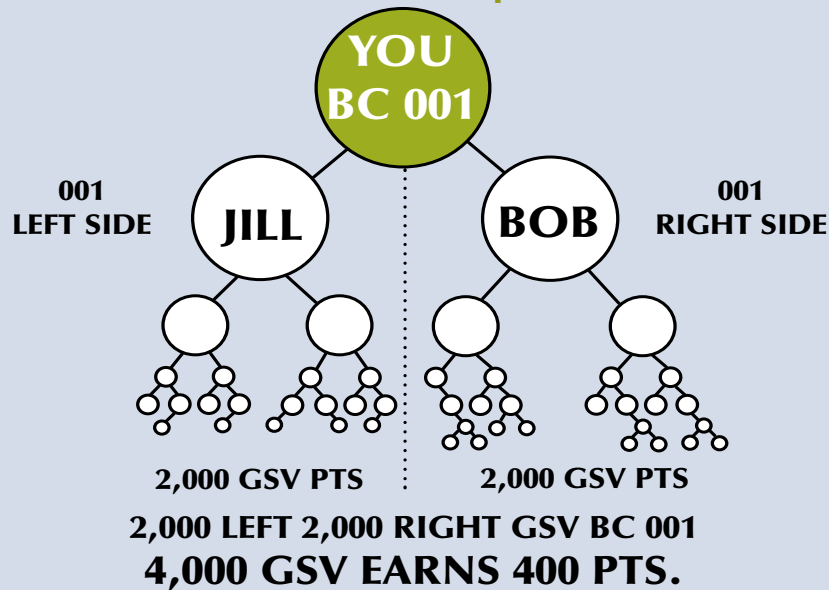
# FOUR SIMPLE STEPS

## 1 Business Development System / e-BDS

## 2 Activate (See Figure 5)

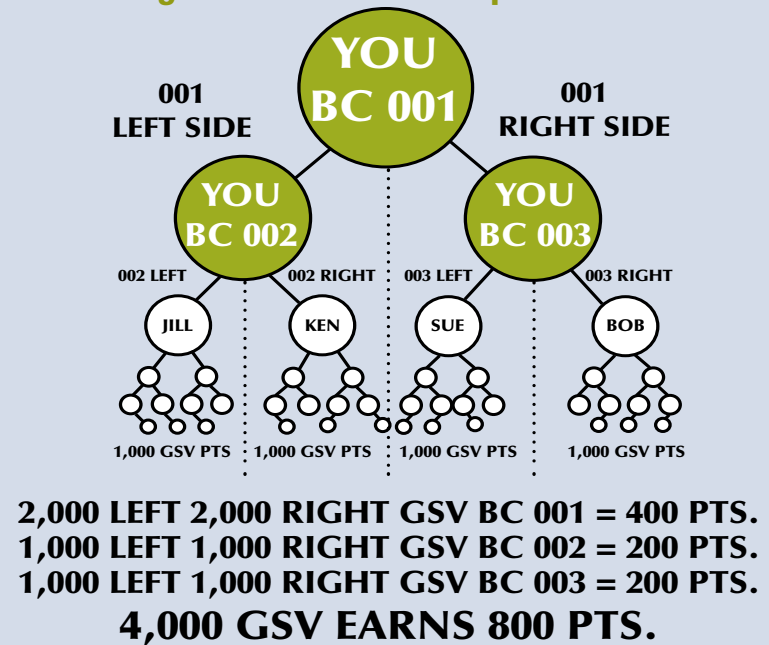
Figure 5

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



\*Not including bonuses or re-entries.

**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

- Business Development System
- The Income Maximizer™ System
- Professional publications
- Effective business-building tools
- Exciting atmosphere with incentives, contests, and travel opportunities
- Spectacular conventions
- Independent Distributor Council
- USANAtoday.com
- Weekly Health & Freedom Presentations



# TIMING COULD NOT BE BETTER

## USANA—Recognized Industry Leader Worldwide

- The only direct sales company to make the top 20 on *Forbes 200 Best Small Companies* list for three consecutive years (Oct. 30, 2006; Oct. 31, 2005; Nov. 1, 2004)
- Received Top 5-Star Rating and Gold Medals of Achievement (USANA Essentials™ & HealthPak 100™, *NutriSearch Comparative Guide to Nutritional Supplements™*, 4th edition)
- Best Dietary Supplement (Utah Best of State, 2008, 2007, 2006, 2004, 2003); Best Personal-care Products (Utah Best of State, 2008, 2007)
- The nutritional supplement of choice for the Sony Ericsson WTA Tour, the U.S. and Canadian Speedskating Teams, Cross-Country Canada, Biathlon Canada, and a variety of athletes in professional rodeo, boxing, skiing, and track
- *Business Week* names USANA to its 100 Hot Growth Companies list (2004 and 2005)
- Achieved record-setting growth for six consecutive years

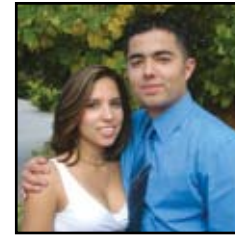
# FINANCIAL FREEDOM WITH USANA



**Name:** Bud & Bunny Barth  
**Work History:** Owners, Del Mar Media Arts  
**Residence:** California, USA



**Name:** Dr. Glenn & Sheryl Barney  
**Work History:** Doctor of Chiropractic  
**Residence:** California, USA



**Name:** Lisset Montes de Oca & Michael Callejas  
**Work History:** Former general contract worker  
**Residence:** California, USA



**Name:** David & Tricia Delevante  
**Work History:** Former engineer  
**Residence:** Virginia, USA



**Name:** Daniel & Dr. Paige Hunter  
**Work History:** Business owner & entrepreneur  
**Residence:** Texas, USA



**Name:** Delbra & Timothy Lewis  
**Work History:** Minister & former real estate investor  
**Residence:** Alabama, USA



**Name:** Sterling Ottesen  
**Work History:** Entrepreneur  
**Residence:** Utah, USA



**Name:** Dr. Kelly Sennholz  
**Work History:** Physician  
**Residence:** Colorado, USA



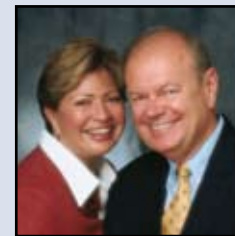
**Name:** Matt & Shanna Ryan  
**Work History:** Former landscape business owner  
**Residence:** Texas, USA



**Name:** Duke Tubtim  
**Work History:** Entrepreneur  
**Residence:** California, USA



**Name:** Jon & Helen Yoshihara  
**Work History:** Former registered nurse  
**Residence:** California, USA



**Name:** Dora & Pete Zdanis  
**Work History:** Former Mobil Oil employees  
**Residence:** Pennsylvania, 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?