

USANA MICRO-NUTRITIONAL PRODUCTS – KEY BENEFITS

Introduction

USANA Micro-nutritional Products – Key Benefits is a guideline for USANA ANZ Associates regarding allowable claims associated with USANA ANZ micro-nutritional products including all **Essentials™** and **Optimizers** products.

This guideline has been developed to assist you when making therapeutical claims about USANA products. We hope to achieve the goal of providing USANA ANZ Associates with important product information, within the confines of legislative and regulatory requirements. We also advise you to refer to section 3.4.1 of USANA's Policies and Procedures in regards to product claims.

There are mandatory warning statements associated with nutritional products and/or therapeutical claims. **These mandatory warning statements must always be used when making therapeutical claims whether spoken or written in word.**

For example, when making the claim: "Poly C helps in the relief of the symptoms of colds." you also need to mention, "If symptoms persist consult your healthcare practitioner".

The therapeutical claims contained in this guideline apply to USANA ANZ Nutritional range, for use in both Australia and New Zealand except those specified for each product.

For detailed ingredient information on USANA ANZ products, please visit our website at the following link:
<http://ap-shop.usana.com/shop/cart/Landing>

USANA may upgrade current products or develop new products from time to time. Therefore, the key benefits listed in this guideline are subject to changes. Please check regularly for updates on USANAToday.

USANA ANZ Technical Services

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USANA Essentials (AUST L 162930)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Contains a broad range of antioxidants and free-radical scavengers.
- ▶ Source of vitamin B12. Can assist in maintaining normal blood.
- ▶ Source of folic acid. Can assist in maintaining normal blood. Blood tonic.
- ▶ Provides a daily dose of 400-500mcg of folic acid or folate. Contains folic acid which, if taken daily for one month before conception and during pregnancy, may reduce the risk of women having a child with birth defects of the brain and/or spinal chord such as the neural tube defects known as spina bifida and anencephaly†.
- ▶ Relief of the symptoms of colds*. (This claim can only be used in Australia.)
- ▶ May help reduce the severity of the symptoms of colds*. (This claim can only be used in Australia.)
- ▶ May reduce the duration of colds*.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

This product contains selenium which is toxic in high doses. A daily dose of 150 mcg of selenium for adults from dietary supplements should not be exceeded.

Contains sorbic acid and sodium benzoate.

Do not take while on Warfarin therapy without medical advice.

† Do not exceed the stated dose except on medical advice. If you have had a baby with a neural tube defect/spina bifida, seek specific medical advice.

* If symptoms persist consult your healthcare practitioner. Adults only.

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Essentials Mega Antioxidant (AUST L 162582)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Contains a broad range of antioxidants and free-radical scavengers.
- ▶ Olive fruit extract is a source of antioxidants.
- ▶ Source of vitamin B 12. Can assist in maintaining normal blood.
- ▶ Source of folic acid. Can assist in maintaining normal blood. Blood tonic.
- ▶ Provides a daily dose of 400-500mcg of folic acid or folate. Contains folic acid which, if taken daily for one month before conception and during pregnancy, may reduce the risk of women having a child with birth defects of the brain and/or spinal chord such as the neural tube defects known as spina bifida and anencephaly†.
- ▶ Vitamin D assists with healthy muscle strength in the elderly.
- ▶ Relief of the symptoms of colds*. (This claim can only be used in Australia.)
- ▶ May help reduce the severity of the symptoms of colds*. (This claim can only be used in Australia.)
- ▶ May reduce the duration of colds*.
- ▶ Helps maintain normal:
 - Healthy immune function.
 - Normal healthy circulation.
 - Normal healthy blood vessels.
 - Normal healthy eyes.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label

Contains sorbic acid and sodium benzoate.

Do not take while on Warfarin therapy without medical advice.

† Do not exceed the stated dose except on medical advice. If you have had a baby with a neural tube defect/spina bifida, seek specific medical advice.

* If symptoms persist consult your healthcare practitioner. Adults only.

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Essentials Multimineral (AUST L 162232)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Minerals are essential cofactors for hundreds of enzyme pathways in the human body.
- ▶ Minerals are essential in normal growth and development.
- ▶ Selenium, zinc and manganese activate antioxidant enzyme systems known as free radical scavengers. These enzymes neutralise free radicals which are small, highly charged particles capable of damaging membranes, essential lipids and other important structures in the tissues.
- ▶ Zinc is vital for growth and development, sexual maturation, reproduction, night vision, senses of smell and taste, and a variety of immune functions.
- ▶ Iodine is an essential component of thyroid hormone, which maintains the normal basal metabolic rate.
- ▶ Chromium is an essential trace mineral for normal carbohydrate metabolism.
- ▶ Chromium helps in the maintenance of normal healthy glucose metabolism and blood glucose levels. (This claim can only be used in Australia.)
- ▶ May assist in reducing the occurrence of leg cramps*. (This claim can only be used in Australia.)
- ▶ Help in the maintenance and support of:
 - Strong healthy bones and teeth;
 - Normal healthy immune function, vision and eyes;
 - Normal healthy heart and arteries;
 - Normal healthy cardiovascular system;
 - Normal healthy blood pressure;
 - Normal and healthy energy production, growth and development.

Warnings

Use only as directed. Always read the label.

This product contains selenium which is toxic in high doses. A daily dose of 150 mcg for adults of selenium from dietary supplements should not be exceeded.

* If symptoms persist consult your healthcare practitioner.

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USANA HealthPak (AUST L 163348)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Contains a broad range of antioxidants and free-radical scavengers.
- ▶ Source of vitamin B12. Can assist in maintaining normal blood.
- ▶ Source of calcium.
- ▶ Source of folic acid. Can assist in maintaining normal blood. Blood tonic.
- ▶ Provides a daily dose of 400-500mcg of folic acid or folate. Contains folic acid which, if taken daily for one month before conception and during pregnancy, may reduce the risk of women having a child with birth defects of the brain and/or spinal chord such as the neural tube defects known as spina bifida and anencephaly†.
- ▶ Relief of the symptoms of colds*. (This claim can only be used in Australia.)
- ▶ May help reduce the severity of the symptoms of colds*. (This claim can only be used in Australia.)
- ▶ May reduce the duration of colds*.
- ▶ May assist in reducing the occurrence of leg cramps*. (This claim can only be used in Australia.)
- ▶ Minerals are essential cofactors for hundreds of enzyme pathways in the human body.
- ▶ Minerals are essential in normal growth and development.
- ▶ Selenium, zinc and manganese activate antioxidant enzyme systems known as free radical scavengers. These enzymes neutralise free radicals which are small, highly charged particles capable of damaging membranes, essential lipids and other important structures in the tissues.
- ▶ Zinc is vital for growth and development, sexual maturation, reproduction, night vision, senses of smell and taste, and a variety of immune functions.
- ▶ Iodine is an essential component of thyroid hormone, which maintains the normal basal metabolic rate.
- ▶ Chromium is an essential trace mineral for normal carbohydrate metabolism.
- ▶ Chromium helps in the maintenance of normal healthy glucose metabolism and blood glucose levels. (This claim can only be used in Australia.)
- ▶ Help in the maintenance and support of:
 - Strong healthy bones and teeth;
 - Normal healthy immune function, vision and eyes;
 - Normal healthy heart and arteries;
 - Normal healthy cardiovascular system;
 - Normal healthy blood pressure;
 - Normal basal metabolic rate;
 - Normal and healthy energy production, growth and development.
 - Normal healthy circulation.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label

Do not take while on Warfarin therapy without medical advice.

This product contains selenium which is toxic in high doses. A daily dose of 150 mcg for adults of selenium from dietary supplements should not be exceeded.

Contains sorbic acid and sodium benzoate.

† Do not exceed the stated dose except on medical advice. If you have had a baby with a neural tube defect/spina bifida, seek specific medical advice.

* If symptoms persist consult your healthcare practitioner. Adults only.

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Body Rox (AUST L 188853)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Betacarotene is a provitamin A that helps maintain normal, healthy eyesight, skin, and immune function.
- ▶ Vitamin C is a water-soluble vitamin necessary in the body to form collagen in bones, cartilage, muscle, and blood vessels.
- ▶ Vitamin D plays a key role in maintaining normal healthy bone and skeleton structure.
- ▶ Vitamin D helps calcium absorption and a diet deficient in calcium can lead to osteoporosis in later life.
- ▶ Source of folic acid. Can assist in maintaining normal blood. Blood tonic.
- ▶ Source of vitamin B12. Can assist in maintaining normal blood. Blood tonic.
- ▶ Vitamin C aids in the absorption of iron.
- ▶ For vitamin supplementation.
- ▶ For mineral supplementation.
- ▶ Iodine is critical for the synthesis of thyroid hormones required for the normal growth and development of central nervous system. Helps to maintain normal energy production and normal basal metabolic rate.
- ▶ Zinc is vital for normal growth and development, normal immune function, sexual maturation and reproduction.
- ▶ Selenium functions as an antioxidant in the body's antioxidant defence system. It serves as cofactors for glutathione peroxidase and thioredoxin reductase involved in neutralising tissue levels of free radicals.
- ▶ Chromium is an important component of GTF (Glucose Intolerance Factor) and helps in the maintenance of normal healthy glucose metabolism and blood glucose level.
- ▶ Contains a broad range of antioxidants and free radical scavengers.
- ▶ USANA Olive fruit extract provides source of antioxidants.
- ▶ Helps to relieve the symptoms of colds*. (This claim can only be used in Australia.)
- ▶ May help reduce the severity of the symptoms of colds*. (This claim can only be used in Australia.)
- ▶ May reduce the duration of cold*. (This claim can only be used in Australia.)
- ▶ Helps to maintain normal healthy immune function.
- ▶ Helps to support normal energy production. Helps to maintain normal healthy carbohydrates, proteins and fat metabolism.
- ▶ Helps to maintain normal healthy thyroid hormone level and function.
- ▶ Helps to maintain normal healthy eyes, and may provide photoprotection for the eyes.
- ▶ Helps maintain normal healthy blood vessels.
- ▶ Helps to maintain normal healthy skin.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

This product contains selenium which is toxic in high doses. A daily dose of 150 mcg for adults of selenium from dietary supplements should not be exceeded.

* If symptoms persist consult your healthcare practitioner. Not to be used in children under two years of age without medical advice.

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Usanimals (AUST L 192524)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Betacarotene is a provitamin A that helps maintain normal, healthy eyesight, skin, and immune function.
- ▶ Vitamin C is a water-soluble vitamin necessary in the body to form collagen in bones, cartilage, muscle, and blood vessels.
- ▶ Vitamin D plays a key role in maintaining normal healthy bone and skeleton structure.
- ▶ Vitamin D helps calcium absorption and a diet deficient in calcium can lead to osteoporosis in later life.
- ▶ Source of folic acid. Can assist in maintaining normal blood. Blood tonic.
- ▶ Source of vitamin B12. Can assist in maintaining normal blood. Blood tonic.
- ▶ Vitamin C aids in the absorption of iron.
- ▶ For vitamin supplementation.
- ▶ For mineral supplementation.
- ▶ Iodine is critical for the synthesis of thyroid hormones required for the normal growth and development of central nervous system. Helps to maintain normal energy production and normal basal metabolic rate.
- ▶ Zinc is vital for normal growth and development, normal immune function, sexual maturation and reproduction.
- ▶ Selenium functions as an antioxidant in the body's antioxidant defence system. It serves as cofactors for glutathione peroxidase and thioredoxin reductase involved in neutralising tissue levels of free radicals.
- ▶ Chromium is an important component of GTF (Glucose Intolerance Factor) and helps in the maintenance of normal healthy glucose metabolism and blood glucose level in normal healthy individual.
- ▶ Contains a broad range of antioxidants and free radical scavengers.
- ▶ Helps to maintain normal healthy immune function.
- ▶ Helps to support normal energy production. Helps to maintain normal healthy carbohydrates, proteins and fat metabolism.
- ▶ Helps to maintain normal healthy thyroid hormone level and function.
- ▶ Iron is an essential mineral and an important component of proteins involved in oxygen transport and storage.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

This product contains selenium which is toxic in high doses. A daily dose of 150 micrograms for adults of selenium from dietary supplements should not be exceeded.

Contains sugars.

Not suitable for infants under two years of age.

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Active Calcium Chewables (AUST L 198927)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Helps maintain normal healthy joints, bones and teeth.
- ▶ Calcium, magnesium help promote normal healthy blood pressure.
- ▶ Relief of muscular aches and pains*. (This claim can only be used in Australia.)
- ▶ Relief of muscular cramps and spasms*. (This claim can only be used in Australia.)
- ▶ Aids or assists in the prevention of muscular cramps and spasms*. (This claim can only be used in Australia.)
- ▶ Calcium and magnesium may help relieve menstrual pain and cramping*. (This claim can only be used in Australia.)

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

Contains sugars. Not suitable for infants under the age of twelve months.

* If symptoms persist consult your healthcare practitioner.

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Active Calcium Plus (AUST L 154785)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Helps support normal growth and development of strong healthy bones and teeth.
- ▶ Vitamin K assists in the maintenance of healthy bones.
- ▶ Source of calcium. Women's calcium requirements are increased after menopause.
- ▶ Calcium supplementation may be of assistance in the prevention and/or treatment of osteoporosis. (This claim can only be used in Australia.)
- ▶ May assist in reducing the occurrence of leg cramps*. (This claim can only be used in Australia.)

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

* If symptoms persist consult your healthcare practitioner.

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BiOmega (AUST L 198926)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ May help reduce joint inflammation associated with arthritis*. (This claim can only be used in Australia.)
- ▶ Omega-3 fatty acids help maintain healthy joints.
- ▶ Omega-3 fatty acids help maintain healthy cardiovascular function.
- ▶ Fatty acids are key components of the brain and eye.
- ▶ DHA is important in the growth and development of the foetal brain during pregnancy.
- ▶ For vitamin D supplementation

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

* If symptoms persist consult your healthcare practitioner.

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CoQuinone (AUST L 92552)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Supports healthy cardiovascular function
- ▶ CoQ10 helps facilitate the body's energy reserves and energy production.
- ▶ CoQ10 may help reduce the oxidation of LDL cholesterol. (This claim can only be used in Australia.)
- ▶ Alpha-lipoic acid helps regenerate endogenous antioxidants such as vitamin E, C, glutathione.
- ▶ Contains powerful antioxidants and free radical scavengers and helps to reduce oxidative stress.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

Do not take while on Warfarin therapy without medical advice.

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CoQuinone 100 (AUST L 166747)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Supports healthy cardiovascular function
- ▶ CoQ10 helps facilitate the body's energy reserves and energy production.
- ▶ CoQ10 may help reduce the oxidation of LDL cholesterol. (This claim can only be used in Australia.)
- ▶ Alpha-lipoic acid helps regenerate endogenous antioxidants such as vitamin E, C, glutathione.
- ▶ Contains powerful antioxidants and free radical scavengers and helps to reduce oxidative stress.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

Do not take while on Warfarin therapy without medical advice.

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E-Prime (AUST L 66029)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ A vitamin E supplement for the prevention and treatment of dietary deficiencies
- ▶ Vitamin E is an antioxidant which acts as a free radical scavenger.
- ▶ Helps maintain normal healthy cardiovascular health.
- ▶ Protect LDL and cell membranes from oxidative stress.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

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Ginkgo PS (AUST L 134630)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ May assist in the maintenance of normal peripheral circulation.
- ▶ Ginkgo is an antioxidant and free radical scavenger.

Warnings

Use only as directed. Always read the label.

Contains glucose.

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HepaPlus (AUST L 180237)



Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Liver Tonic.
- ▶ Liver formula.
- ▶ Supports healthy liver function and normal detoxification processes.
- ▶ Provides a blend of antioxidants.
- ▶ Silymarin from milk thistle exhibits anti-inflammatory and cytoprotective effect. (This claim can only be used in Australia.)
- ▶ Silymarin has antioxidant property and protects against oxidative stress-induced hepato cellular damage. (This claim can only be used in Australia.)
- ▶ Choline is an important nutrient to support normal healthy liver function.

Warnings

Use only as directed. Always read the label.

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Palmetto Plus (AUST L 92553)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Balances and supports normal male physiology and function.

Warnings

Use only as directed. Always read the label.

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Phytelle (AUST L 180404)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Help to support women's health during menopause.
- ▶ Relief of menopausal symptoms*. (This claim can only be used in Australia.)
- ▶ Relief of hot flushes associated with menopause*. (This claim can only be used in Australia.)
- ▶ Relief of menstrual pain*. (This claim can only be used in Australia.)
- ▶ Relief of pre-menstrual symptoms/syndrome*. (This claim can only be used in Australia.)
- ▶ Support bone health in menopausal women.

Warnings

Use only as directed. Always read the label.

Contains glucose.

Warning: In very rare cases, black cohosh has been associated with liver failure. If you are experiencing yellowing of the skin or whites of the eyes, dark urine, nausea, vomiting, unusual tiredness, weakness, stomach or abdominal pain, and/or loss of appetite, you should stop using this product and see your doctor.

* If symptoms persist consult your healthcare practitioner.

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Poly C (AUST L 137703)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Relief of the symptoms of colds*. (This claim can only be used in Australia.)
- ▶ May help reduce the severity of the symptoms of colds*. (This claim can only be used in Australia.)
- ▶ For preventing and treating vitamin C deficiency.
- ▶ A vitamin C blend with bioflavonoids formulated for maximum bioavailability and antioxidant activity
- ▶ Provides antioxidant and has free radical scavenging activity.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

* If symptoms persist consult your healthcare practitioner. Not to be used in children under two years of age without medical advice.

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Procosamine (AUST L 186177)

Key Benefits

- ▶ Aids assists or helps in the maintenance or improvement of general well-being.
- ▶ For the support and maintenance of normal healthy joints and cartilage.
- ▶ May help reduce joint swelling associated with arthritis*. (This claim can only be used in Australia.)
- ▶ May help reduce joint inflammation associated with arthritis*. (This claim can only be used in Australia.)
- ▶ May help increase joint mobility associated with arthritis*. (This claim can only be used in Australia.)
- ▶ Symptomatic relief of the pain of osteoarthritis*. (This claim can only be used in Australia.)
- ▶ May assist in the management of osteoarthritis and osteoarthritic pain*. (This claim can only be used in Australia.)
- ▶ Curcumin derived from root of *Curcuma longa* L exerts anti-inflammatory effect.
- ▶ Curcumin from turmeric extract is a potent antioxidant.
- ▶ Source of vitamin C.
- ▶ Vitamin C is a water-soluble vitamin necessary in the body to form collagen in bones, cartilage, muscle, and blood vessels.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

* If symptoms persist consult your healthcare practitioner.

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Proflavanol C 100 (AUST L 172485)



Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Relief of symptoms of colds*. (This claim can only be used in Australia.)
- ▶ May help reduce the severity of the symptoms of colds*. (This claim can only be used in Australia.)
- ▶ May help reduce the duration of colds*.
- ▶ May reduce the incidence of common cold in people under extreme physical stress.
- ▶ May assist blood circulation.
- ▶ Help maintain normal healthy blood vessels.
- ▶ Maintain health of capillaries.
- ▶ Helps Maintain normal healthy vascular function
- ▶ Proanthocyanidins in grape seed extracts exerts protection against oxidative stress and may reduce oxidized LDL level. (This claim can only be used in Australia.)
- ▶ Provide enhanced antioxidant activity with the combination of procyanidins from grape seed and vitamin C.
- ▶ Prevention/treatment of vitamin C deficiencies
- ▶ Vitamin C is a water-soluble vitamin necessary in the body to form collagen in bones, cartilage, muscle, and blood vessels.
- ▶ Assists in the maintenance of normal healthy immune system and function.
- ▶ May help to maintain normal healthy skin, and may be beneficial in improving skin-aging appearance.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

* If symptoms persist consult your healthcare practitioner. Not to be used in children under two years of age without medical advice.

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Visionex (AUST L 209631)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ Eye formula. Supports healthy eye function and acute vision.
- ▶ Aids long term eye health.
- ▶ Help in the maintenance of macular health.
- ▶ Guaranteed level of lutein and zeaxanthin – important antioxidant components of the macular of eye.
- ▶ Bilberry assist in capillary function and integrity.
- ▶ Helps to normalize capillary permeability.
- ▶ Provides antioxidant to defend against free radical damage to the retina.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

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Vitamin D (AUST L 166636)

Key Benefits

- ▶ Aids, assists or helps in the maintenance or improvement of general well-being.
- ▶ For Prevention/treatment of vitamin D nutritional deficiencies.
- ▶ Contains vitamin D3 (Cholecalciferol) to support the efficiency of calcium absorption.
- ▶ Vitamin D helps calcium absorption, and a diet deficient in calcium can lead to osteoporosis later in life
- ▶ Vitamin D assists in the maintenance of normal, healthy bones.
- ▶ Vitamin D supplementation in the elderly may assist with supporting healthy muscle function and bone strength.
- ▶ Vitamin D plays a role in maintaining normal healthy immune function.
- ▶ May help reduce the risk of falls in the elderly.

Warnings

Vitamins can only be of assistance if the dietary vitamin intake is inadequate.

Use only as directed. Always read the label.

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