

AUSTRALIA & NEW ZEALAND ASSOCIATE MAGAZINE AUTUMN 2009

USANA[®]

HEALTH SCIENCES

Platinum PaceSetters

*Your next Platinum PaceSetter
could be standing right next to you!*

This
Issue...

Dr. Wentz Vision Award Winners
Xian, Amy, Mary & Bob



Matching Bonus
Creating More Freedom & True Wealth

How Can
Matching Bonus
Benefit You?

USANA Products Receive
Gold Medal & Editor's Choice Award



Online Prospecting Toolkit
Prospecting Made Easy!



USANA[®] Foods
Improved for Your Health





Dr. Wentz Vision Award *Winners*

The Dr. Wentz Vision Award is presented to an outstanding Associate or Associateship in the Asia Pacific region of any level who endeavours to improve the health of everyone they meet. The recipients work to make the world a better place, lead by example in sharing Dr. Wentz' vision through hard work and dedication, and use every available opportunity to show people possible solutions to health problems.

"It is a great honour to receive the Dr. Wentz Vision Award. When our names were announced as the first-ever Australian Associates to receive this award, our eyes were filled with tears of happiness. It is one of our greatest dreams realised.

We would like to thank our founder Dr. Wentz for his vision and passion towards helping others. It is his vision for true health and happiness that have encouraged our family and our team to keep going.

Although we accepted the award, it really belongs to our dedicated team from Australia, New Zealand and across the world. We are just the representatives of our passionate team. Our team are the true heroes, sharing Dr. Wentz' vision everyday, changing people's lives wherever they go.

We would also like to thank the entire USANA staff members in Australia and New Zealand, who have given our team outstanding support over these years.

Lastly, we would like to thank each other. As a family, the vision of changing people's lives has brought us closer together. Nothing feels better than creating value in other people's lives. Let's share Dr. Wentz' vision to true health and happiness and never give up!" - Amy Shen



USANA Australia and New Zealand is immensely proud to announce Amy, Xian, Bob & Mary from New South Wales as the Dr. Wentz Vision Award recipients for 2009.



It's Time to Talk About Wealth

Gill Stapleton - General Manager Australia & New Zealand

As you read this edition of the USANA magazine you may notice a global theme, share USANA with — *Anyone, Anywhere, Anytime.*

You have this unique business opportunity in your hands, with a premium product line and unbeatable compensation plan. This business spans the globe and appeals to all generations. It is a business that will thrive in the current economic climate.

I joined the industry in a time of great recession in the UK. No one told me it would be hard, so I just went out there and built my business with passion and pride. Looking back over the past 20 years, I realise little has changed — network marketing is still a business about building relationships. There is no better time to reach out, build relationships and make a difference in people's lives. Extend the USANA invitation of health and freedom to people from all different target groups.

With the launch of new and updated tools at Celebration you have even more reason to share USANA. Celebration 2009 was amazing — I saw so much passion and pride in all of you who attended. We have a lot to be proud of with the release of the new Consumer edition of Comparative Guide to Nutritional Supplements and USANA's 5-star rating!

The launch of the new Health Product Handbook has been a great success! You will love prospecting with this brand new tool, that's small enough to fit in your diary or bag. The new Health & Freedom Newspaper gives you a fresh prospecting tool to help you approach many different people. Use the new Prospecting Toolkit on USANAtoday.com to help you look for your next Platinum PaceSetter. Our aim is to provide you with the information and tools to help you increase your commission through Matching Bonus and get more of you reaching Elite Bonus.

Many will face 2009 as a year of holding back, being cautious, and making tough decisions. But for us at USANA, this is a time of renewed energy and enthusiasm. Share your passion and pride for USANA with those that need improved health and wealth — who doesn't?



It's Time to Talk About Health

Dr. Tim Wood - Executive Vice President of Research & Development

Health and wellness are growing trends. People are more aware every day of the importance of being healthy, the value of being healthy, and maintaining good health. You will rarely meet a person who isn't sick and tired, or isn't sick and tired of being sick and tired.

I believe the value of USANA products is in that they are important tools in taking charge of your health.

From the United States to Australia and New Zealand, our healthcare system is being more and more strained. It's harder and harder to gain access to good, comprehensive healthcare. It's becoming more and more expensive to maintain access to good, comprehensive healthcare. People are scared about the increasing lack of public healthcare and worried about their health.

I don't think there has ever been a better time than right now to approach people with the opportunity to purchase products that will truly help them to take charge of their health and to stay healthy. That is the basis for the USANA business and USANA's fundamental message.

You have the opportunity to share USANA with all generations. Sharing the USANA health and business opportunity is essentially about starting a conversation about health. Then it's about listening to them and finding out what their concerns and priorities are. Don't begin a conversation with preconceived notions about what somebody's health issues might be. Instead shape your message to the individual to address their needs.

Share USANA with someone today. They will thank you for it.

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Lisa Ng & Ivan Wong, VIC, AU



"I feel proud to be a part of Dr. Wentz' vision. I have witnessed time and time again tremendous health benefits in people who have experienced the USANA difference."

Award-Winning Team

Behind every cloud there is a silver lining. Lisa Ng discovered USANA when she was desperately seeking a solution to her husband Ivan's health problems, who constantly felt lethargic. She recalls, "I was so thrilled with the USANA opportunity the first time it was presented. USANA met all my criteria of a good business model."

Lisa's determined efforts and hard work paid off. Lisa and Ivan were the recipients of the top Australian Associate enroller award in 2004, and have been among the top Associate enrollers worldwide for the past five years. She says, "I love meeting the larger USANA family at conventions and feel inspired to try and achieve more. I make it a goal to receive an award at convention each year. At the recent international convention, Ivan and I were so excited to receive a new award for being in the Fortune 100."

After attending International Convention 2008, Lisa and Ivan were invigorated in their determination to rank advance. Two months after convention, they advanced to Emerald and have now set their sights on Diamond. Lisa attributes their advancement to her belief in teamwork and passion to share USANA. Lisa

says, "I feel proud to be a part of Dr. Wentz' vision. I have witnessed time and time again tremendous health benefits in people who have experienced the USANA difference."

Their advice to achieving success is to be passionate about sharing the USANA message of health and freedom. Good health is contagious! Lisa also emphasises that it is their unwavering faith that has made a difference in helping them to be emotionally strong. "It is how you deal with setbacks that can either make you or break you. I have decided that I will learn from all things, including the challenges, as they can contribute to my growth and success. We didn't become Emerald Directors overnight, but we grew into that role".

Lisa and Ivan are excited as to where the business is taking them, enabling them to bring about change in other peoples' lives and help the less fortunate. They love the fact that USANA is involved with the Children's Hunger Fund and other charities. Lisa has dedicated time to many organisations, including Food for the Hungry International Federation, Compassion Australia and Citylife Church Missions.



Jian Ling Li, NSW, AU



The Right Career Choice

Ruby Directors Jian Ling Li & Sha Xu have experienced the USANA benefits of health and freedom, which they can thank their neighbours for...

In 2002, our neighbours, Mr Chang and Mrs Ping introduced us to USANA. I still remember the moment when I first learned about cellular nutrition and Dr. Wentz. I felt hope for the first time in years.

We started taking USANA products and within three months we felt healthier and felt like we had more energy. Realising the health and wealth benefits, we became full-time USANA Associates.

USANA has entirely changed our lives. The business opportunity has been more than 'the right career choice'. USANA has enriched our life, harmonised our family and given us many wonderful friends. Every team member helps each other, instilling the principle that 'there is more happiness in giving than there is in receiving.'

The key to success in USANA is team work and developing an attitude of compliance, tolerance, self-questioning, understanding, and willingness to learn.

Xing Sun & Da Lin Wang, VIC, AU



The World at their Feet

Xing Sun & Da Lin Wang were studying at University when they first learned about USANA. Today they are Ruby Directors and attribute their success to the help and support from their 'USANA family'.

At first, we didn't even realise how good the USANA business opportunity was – we just loved the products and the health benefits we experienced. We were attracted to the business through the products and by meeting other Associates. We love working with USANA Associates, they are simply outstanding!

Our success is based on the 'power of two', combining synergy and consistency. Without help from our USANA family our Ruby rank would have been impossible to achieve. The USANA business is not only about gaining personal health and wealth; it gives us an opportunity to help others change their life.

Our life has totally changed because of USANA. Our goal is to help more people embark on the health and financial challenge to change their life.

Jing Fen Zeng & To Ha Chau, NSW, AU



Life-Changing Experience

Jing Fen Zeng has overcome major difficulties and challenges to reach the rank of Ruby Director. He attributes his surpassing health benefits to USANA products and business growth to USANA's unique compensation plan.

Over ten years ago, my doctor informed me I had only two years to live, unless I underwent a double lung transplant operation. I was very fortunate to succeed in that operation.

Today I feel a different person. I believe my business success is due to USANA's unique compensation plan, high quality products and our teams' objectives.

I would like to thank – my wife for her support, our friend who introduced my family to USANA, my mentors Amy Shen, Steven Chen, Feng Ye, Chi and Wendy Wu, and all my business partners.

Ruby Director Associate photo & story unavailable:
Chong Wen Ang, NSW, AU



Yuting & Kai Zhang, NSW, AU

Father and Son Team

Kai Zhang and his son, Yuting, were introduced to USANA in 2001. "With no understanding of the network marketing industry, our initial rejection of the USANA business opportunity led to another three years of struggling to make ends meet," says Kai Zhang.

However, in 2004 after trying the products, Kai Zhang's family experienced tremendous results. Kai Zhang says, "This encouraged my son and I to become Independent Associates, sharing the best health supplements."

"It is great to be work alongside a superb network and experience this life changing opportunity."



Hong Zheng, NSW, AU

The Best Business Opportunity

Hong Zheng feels fortunate to have found USANA a couple of years ago. She believes USANA's nutritional products have helped her family become healthier. "More importantly," Hong Zheng says, "The USANA business creates wealth while maintaining our health. It really is the best business opportunity".

With the assistance of her team, Hong Zheng is trying her best to share USANA's vision, by focusing on health and helping others achieve both health and wealth. She has found, "one person's strength is limited while the team is unlimited."



Mandy Ye & Jin Zhong Gu, NSW, AU

Speaking from Our Heart

Mandy Ye & Jin Zhong Gu began their USANA business to 'pay for their products'. "We're surprised how our network has naturally grown – all by telling people how much we love USANA products and how they help us achieve optimal health," says Mandy Ye.

After two years with USANA, Mandy Ye & Jin Zhong Gu gave up the long hours and pressure of a gift shop and bookkeeping business. "We feel so much happier now and have more time to spend with our children," says Jin Zhong Gu.

"Whatever your current occupation, age or skills, USANA can make your dreams come true."



Ying Xi & Xin Hui Li, NSW, AU

Teamwork – the Key to Success

Three years ago, Xin Hui Li was attracted to USANA as the 'world's number one nutritional supplement'. Xin Hui Li looks back on his USANA journey and feels privileged, "My family is healthier; the business style is unique and fun; our USANA income comes from helping others; and USANA benefits our way of life."

"Success doesn't come easily, but teamwork gives you the greatest potential to succeed. Be teachable, have faith in what you are doing, and do it with love."



Jun Hui Gong & Xiao Hong Long, NSW, AU

New Life in a New Country

Since joining USANA, Xiao Hong has found her family feels healthier. USANA has also given her a unique business opportunity. "As a new immigrant in Australia, I didn't know many people. However, by sharing USANA's health message, I have built an enthusiastic team," says Xiao Hong.

Xiao Hong believes team-work is one of the advantages and key to success. Xiao Hong counts her new Gold Director rank as the first milestone in her career. Her next goal is to help other team members achieve their goals and dreams.



Yin Sung, NSW, AU

In Great Company

Yin Sung joined USANA on October 20, 2007 when she was struggling with poor health. "My friend recommended USANA products and within days of taking them, I noticed obvious improvements," Yin Sung says.

Yin Sung believes USANA is the best career choice. She says, "I have increased my knowledge of nutrition, met outstanding individuals, and improved my family and friends health with USANA. I feel fortunate to be in a great company with a great team."



Nicole Smith & Song Hua Yu
QLD, AUQuan Fu Ye & Lan Yuan
VIC, AUJoel Sadler
Christchurch, NZHiam & Tony Elias
NSW, AUAsok & Nurmala Kumar
VIC, AUBao Lin Sun & Xin Qing Huang
NSW, AUZhiru Chen
NSW, AUBronze Director Associate
photos unavailable:

Li Xian Xie, NSW, AU

Xiaoyan Zheng
NSW, AUThuy Luong
VIC, AUGalia Cai
VIC, AUWeiping Gong
NSW, AUBoikov Zoya
NSW, AUXinqiang Li
NSW, AUXiao Ru Lian
NSW, AULing Ge
NSW, AUWenli Guo
NSW, AUMary Li
QLD, AUCarol & Colin Guan
QLD, AUJia Lin Li
VIC, AUSilver Director Associate
photos unavailable:

Jenny Yang, NSW, AU

Javis Wei, NSW, AU

Geoff Huang, NSW, AU

Anita Feng & Bright Pan, QLD, AU

Boqun Wu, NSW, AU

Chen Liu, QLD, AU

Chong Bin Ding, NSW, AU

Chunling Lin, Auckland, NZ

Cuilan Han, VIC, AU

David Wu, NSW, AU

Jian Hong Li, NSW, AU

Jianwei Shao, VIC, AU

Jillian Wilkinson, QLD, AU

Julia Ly, VIC, AU

Jun Liang, Auckland, NZ

Kenneth Maxwell, QLD, AU

Liyun Wang, NSW, AU

Nene Arn, NSW, AU

Peter Young, Auckland, NZ

Qunli Sun, NSW, AU

Xiaojie Bie, VIC, AU

Yang Yue, NSW, AU

Ye Ying, NSW, AU

Alan Lung, NSW, AU

Amanda Luan, Auckland, NZ

Amanda Murray,

Sunnynook, NZ

Amy Lau, QLD, AU

Andrew Oosterlaak, VIC, AU

Anqi Huang, VIC, AU

Anukorn Srisuwan, NSW, AU

Aragorn Urquhart, Sumner, NZ

Bang Qin Yang, Birkdale, NZ

Bao Tang Qin, NSW, AU

Bin Qin, Papatoetoe, NZ

Bin Xie, NSW, AU

Bo Hong Lu, Auckland, NZ

Brent Dunkley, NSW, AU

Brian Chen, NSW, AU

Cerry Pei Hoe Sim,

Auckland, NZ

Chay-Yean Ith, VIC, AU

Cheng Jie Zhang, NSW, AU

Cheng Shi, NSW, AU

Darlene Goodwin, Oneroa, NZ

Dave Maharaj, NSW, AU

David Eliot-Cotton,

Auckland City, NZ

Delia Elford, Nelson, NZ

Den & Grace McGrath,

Christchurch, NZ

Dingguo Zheng, NSW, AU

Dongmei Zhang, NSW, AU

Dzafer Muhamer, WA, AU

Edward Lim, NSW, AU

Eliza Cheng, Auckland, NZ

Fa Lin Liu, NSW, AU

Fei Yang, NSW, AU

Felicity McIntyre, Rangiora, NZ

Frances Ho, NSW, AU

Frances Yuan, Auckland, NZ

Galia Cai, VIC, AU

Gang Sun, Auckland, NZ

Geoffrey James Last, NT, AU

Glenda Wilkins, QLD, AU

Graeme Hayward, NSW, AU

Guang Chuan Gong, NSW, AU

GuangChun He, NSW, AU

Guanying Deng, Manukau

City, NZ

Guo Xiu Hong, NSW, AU

Han Bing Yang, VIC, AU

Hanh Truong, VIC, AU

Hartanto Widyaharsana,
NSW, AU

He Jin Yuan, VIC, AU

He Qu, NSW, AU

Hear Lim, NSW, AU

Heidi Hopkins, WA, AU

Helen Liu, QLD, AU

He-Wei, Auckland, NZ

Hieu Luong, VIC AU

Hoa Le, VIC, AU

Hoi Yin Wong, VIC, AU

Hon Hung Tran, NSW, AU

Hong Cui, NSW, AU

Hong Yue, NSW, AU

Hongjun Tian, NSW, AU

Hsiang-Lan Hu, QLD, AU

Huan Xi, NSW, AU

Hui Shen, NSW, AU

Hui Zhu, NSW, AU

Jaki Everitt, NSW, AU

Janelle Chan, WA, AU

Jia Rong Zhou, NSW, AU

Jia Ying You, NSW, AU

Jian Yin, Auckland, NZ

Jiangxia Ren, NSW, AU

Jianhua Huan, NSW, AU

Jie Yang, Auckland, NZ

Jin Ying Wang, QLD, AU

Jing Chen, NSW AU

Jing Fun Chen, NSW, AU

Jing Hui Xu, VIC, AU

Jing Li, NSW, AU

JingJing Gao, VIC, AU

Jinke Khademi, QLD, AU

JinYu Zhang, NSW, AU

John Tanuska, VIC, AU

Joseph Mancini, NSW, AU

Joshua Said, NSW, AU

Juan Li, NSW, AU

Juming Wang, VIC, AU

Kate McCandless, VIC, AU

Khoa Phan, VIC, AU

Kiet Ma, NSW, AU

Kim Lund-Conlon, NSW, AU

Kim Tran, VIC, AU

Kuang Hua Lu, Auckland, NZ

Kun Mu, NSW, AU

Lang Shi Hu, VIC, AU

Lanh Christina Nguyen, VIC, AU

Le Ung, NSW, AU

Lee Taylor, ACT, AU	Peter Yu, Henderson, NZ	Todd & Kerri Lawrence, NSW, AU	Xue Song Chen, NSW, AU
Lei Dang, NSW, AU	Qin Annelise Wang, NSW, AU	Tong Hu Huang, NSW, AU	Xue Zhen Chen, Green Bay, NZ
Li Fang Wang, Auckland City, NZ	Qing Hua Tan, NSW, AU	Tong Tong Kong, Auckland, NZ	Yan Yang, VIC, AU
Li Wang, NSW, AU	Qing Li, NSW, AU	Tracey Clissold, Auckland, NZ	Yan Zhang, Auckland, NZ
Li Yu, NSW, AU	Ron Xavier & Yu-Chin Mao, Hamilton, NZ	Trang Nguyen, VIC, AU	Yang Ziyi, NSW, AU
Lihua Tian, NSW, AU	Rong Chen, Auckland, NZ	Travis Badenhorst, Auckland, NZ	Ye Wang, VIC, AU
LiLi He, Auckland, NZ	Rong Mei Zhou, Auckland, NZ	Trinh Thang, VIC, AU	Yi Jia Yang, NSW, AU
Limin Tao, Manukau City, NZ	Ronglan Hu, Takapuna, NZ	Trish & Paul Metcalfe, Enner Glynn, NZ	Yi Liu, Auckland, NZ
Lin Cheng, NSW, AU	Ross & Julie, Wilkins, AU	Tsz Mei Ivy Lam, QLD, AU	Yi Xu, NSW, AU
Linda Sofjan, NSW, AU	Roula Nassour, NSW, AU	Ty Pham, VIC, AU	Yichao Jin, VIC, AU
Ling Li, VIC, AU	Ruiting Li, Auckland, NZ	Tyler Coates, Christchurch, NZ	Yimin Zhou, Mt Eden, NZ
Lisa Guglielmi, NSW, AU	Sang Nguyen, VIC, AU	Uma Norbu, QLD, AU	Yinan Bai, Wellington, NZ
Lixia He, VIC, AU	Scott McPherson, Nelson, NZ	Van Truomg, VIC, AU	Ying Fang, NSW, AU
Louis Liao, NSW, AU	Shao Yin Luo, NSW, AU	Wang Li, Manukau City, NZ	Ying Li Xiao, NSW, AU
Malcolm Drysdale, NSW, AU	Shaolan Li, NSW, AU	Wanping Ho, NSW, AU	Yu Tian He, NSW, AU
Marco Lazzaro, NSW, AU	Shou Bin Fei, NSW, AU	Wei Wang, VIC, AU	Yun Dong, Auckland, NZ
Margot Mortland, St Johns, NZ	Shumin Hou & Chen Gao, Auckland, NZ	Wei Zhu, Auckland, NZ	Yun Xia, NSW, AU
Meei Chyun (Linda) Ong, NSW, AU	Shuxiong Lufei, NSW, AU	WeiJia Zhou, NSW, AU	Yun Xu, NSW, AU
Mel Turdeich, Waipu, NZ	Sue Sudiro, NSW, AU	Wendy Huynh, NSW, AU	Yun Zhou, NSW, AU
Meng Meng Yuan, Auckland, NZ	Sun Bellis, QLD, AU	Wendy Shellock, Nelson, NZ	Yunxian Li, Auckland, NZ
Meng Meng Zhang, NSW, AU	Susan Shiu, QLD, AU	Wenjing Lu, NSW, AU	Zhengzhong Huang, NSW, AU
Meoung Yeem, NSW, AU	Terry Diep, QLD, AU	Xiao Jia Yang, NSW, AU	Zhenzhen Li, Auckland, NZ
Michael Yang, VIC, AU	Thi Lanh Nguyen, VIC, AU	Xiao qi Li, Auckland, NZ	Zhongde Yan, NSW, AU
Min Jiang, NSW, AU	Thu Hoang, VIC, AU	Xiaomin Li, Auckland City, NZ	
Nascimento Nascy Mascarenhas, NSW, AU	Thu Thi Le, VIC, AU	XiaoPing Huang, NSW, AU	
Nicole Gibbons, QLD, AU	Tian Ming Zhu, NSW, AU	Xinghe Zeng, NSW, AU	
Peng Tao Li, Auckland, NZ	Tianming Luan, VIC, AU	Xiuming Li, NSW, AU	
Peter Ni, NSW, AU	Tieng Lim, VIC, AU	Xu Hui Zhang, Albany, NZ	
Peter Wise, VIC, AU	Ting Quan Wang, VIC, AU	Xue Guo, NSW, AU	
		Xue Ping Wu, NSW, AU	

Tools of the Trade

To build a solid-home based business you need the right tools and resources.

USANA has launched brand-new editions of the Health & Freedom Newspaper, the Health & Freedom Flip Chart and introduced the Health Product Handbook, a convenient sized, visually appealing, cost effective consumer based handbook. Now online, you also have access to the Prospecting Toolkit, a collection of information, resources and suggestions for prospecting to different target groups.

These well researched tools are designed to support you to make initial approaches, follow up, and provide an overview of the USANA's health and freedom message when you present the USANA opportunity.



Health & Freedom Newspaper

Health & Freedom Newspaper provides an in-depth look at the USANA opportunity – Health and Wealth – and the philosophy of the company behind the name. It helps you present information on the key aspects of USANA, including the product range, award winning compensation plan, testimonials, and compelling story of Dr. Wentz' vision.



Online Prospecting Toolkit

The Online Prospecting Toolkit is a collection of information, resources, and advice for prospecting to different target groups. The toolkit currently profiles Gen Y, Young Mums, Families and Baby Boomers, across both Australian and New Zealand markets. This online resource helps you identify your prospect's 'WHY' so you may tailor your presentation to address their specific needs and make it easier for your prospects to make an informed choice about becoming a part of the USANA family!

Health & Freedom Flip Chart

Health & Freedom Flip Chart is an easy to duplicate presentation, that covers topics such as today's reality, the health and wellness trend, Dr. Wentz' vision, the quality of USANA products, the lucrative compensation plan, and the expert team behind the company.



Health Product Handbook

Health Product Handbook is cost effective and very convenient in size. It has been designed to contain easy-to-understand consumer friendly information about USANA products making it a great prospecting tool!

Use these great tools to support building your business. Share the USANA opportunity with anyone, anywhere, any time.





USANA Products Receive Gold Medal & Editor's Choice Award



5-Star Rating



The latest edition of Lyle MacWilliam's Comparative Guide to Nutritional Supplements (2009, Australian and New Zealand Consumer edition) evaluates over 200 broad-spectrum multi-vitamin/mineral supplement products in Australia and New Zealand.

USANA **Essentials™** and **HealthPak 100™** are given a 5-star rating and awarded the Gold Medal, recognising product excellence through verification of Good Manufacturing Practices (GMP) compliance and independent laboratory testing. USANA also receives Editor's Choice Award for Nutritional Manufacturers.

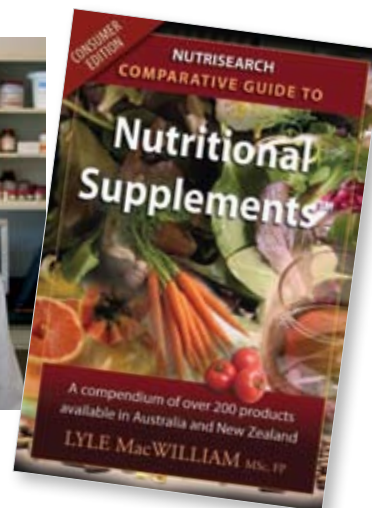
These awards and 5-star rating give consumers the confidence that they have indeed chosen the **"Best of the Best"**.

"USANA is on the cutting edge of science and it shows in the quality of the products. They are substantially ahead of any of the competition. They truly are a world class product that has been engineered to, not just meet the basic nutritional needs, but meet the optimal nutritional needs of the people in our toxic world today."

- Lyle MacWilliam



Lyle MacWilliam, BSc, MSc, FP



For a full ingredients list of **Essentials™** and **HealthPak 100™**, please visit: <http://products.usana.com/en/products/au/essentials/essentials.shtml>.
Vitamin supplements should not replace a balanced diet. Use only as directed. Always read the label.

Nutritionals You Can Trust



USANA is the Right Choice

With so many supplements on the market, it's hard to know which ones to choose...

Roughly 70% of Australians and 50% of New Zealanders buy nutritional supplements. An independent analysis by Canadian biochemist Lyle MacWilliam, founder and president of NutriSearch, has compared over 200 broad-spectrum multi-vitamins and minerals supplements currently available in Australia and New Zealand.

Lyle's findings have now been compiled into a comprehensive guide to the supplements available in Australia and New Zealand. The Comparative Guide to Nutritional Supplements Consumer Edition (2009) is an insight into the current science in nutrition and health. USANA **Essentials™** and USANA **HealthPak 100™** are rated top products with 5-star ratings and gold medal award. USANA Health Sciences has been hand-picked as the recipient of the Editor's Choice Award by NutriSearch.

With so many supplements on the market, it's hard to know which ones to choose. Lyle MacWilliam gives you his top tips on selecting a high quality supplement.

Visit USANAtoday.com to read more of Lyle MacWilliam's top tips and to download the 'USANA Products Receive Gold Medal & Editor's Choice Award' PDF prospecting tool.



*Lyle MacWilliam's Top Tips on
Selecting a High Quality Supplement*

- Avoid once-a-day formulations. You simply can't pack enough into one tablet per day to provide effective doses for most nutrients.
- Avoid supplements that contain high levels of iron. Iron can accumulate in fatty tissues to toxic levels - particularly in men. It's safer to take iron from red meats and vegetables such as spinach and asparagus.
- Look for supplements that contain the full spectrum of vitamins, minerals, and antioxidants. Supplements work best when they work together. It is far better to take a broad-spectrum supplement with adequate levels of nutrients than to take your supplements individually.



USANA ASIA PACIFIC LEADERSHIP Summit

Congratulations to the Top 25 Growth Associates in Asia Pacific and members of the Global Fortune 25 who have qualified for the Asia Pacific Leadership Summit at the Ritz Carlton Resort & Spa in Bali, Indonesia! You have achieved amazing results!

Alan & Queen To, Hong Kong
De-Rong Xie, Australia
 Lu Zhao, Singapore
 Zaifuddin Md Rasip, Malaysia
 Yun Chen, Hong Kong
 Siew Nee Low, Malaysia
 Ying Liang, Hong Kong
 Sallehuddin Bin Shuib, Malaysia
 Rita Hui, Hong Kong

Ying Li, Hong Kong
 Rafeah Binti Ahmad, Malaysia
 Huaquan Huang, Hong Kong
 Jun Ling Zeng, Singapore
 Yuya Shibayama, Japan
Li Zhang & May Tan, Australia
 Lilian Fan, Singapore
 Jianhong Zhang, Hong Kong
 Tang Jung Liu, Taiwan

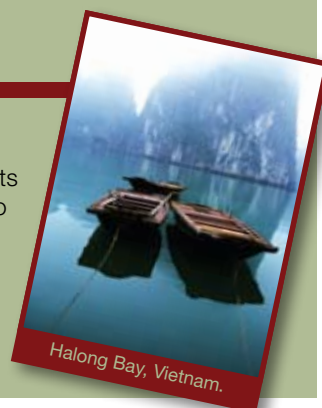
Weifeng Chen, Australia
 Hyo Soon Kwon, Korea
 Yuen Bing Wong, Hong Kong
 Lee Hsin Huang, Taiwan
 Xuejun Li, Hong Kong
 Ah Ni Chai, Hong Kong
 Chun Tze Chiang, Taiwan

Vietnam - Destination for the Growth 25 Summit!

Vietnam is a stunning country of contrasts, from the soaring Hoang Lien mountains to the lazy spread of its idyllic coastline, from the rice paddies that blanket the country in a patchwork of green to the cities like Ho Chi Minh and Hanoi that seamlessly weave the ancient and modern through their daily fabric. Vietnam is Asia's newest emerging destination, a sleeping giant poised to awaken and embrace the world.

Will we see you in Vietnam?

Qualification dates: 15 February 2009 - 12 February 2010. Visit USANAtoday.com for details.



Halong Bay, Vietnam.

Annual Leadership Seminar 2008 Port Douglas, Queensland

Congratulations to the Australian and New Zealand Associates who have qualified for the Annual Leadership Seminar at Port Douglas, Queensland!

Diamond Directors

Steven Lu*
 Bob, Mary, Amy & Xian*
 De-Rong Xie
 Steven Chen & Zhi Xian Jin*

Emerald Directors

Feng Ye & Jian-Qin Gu
 Lin Shi
 Jo & Warren Naseby

Jian-Guo Shen
 Ping Gao & Hao Chuan Zhang
 Christina Tseng

Ruby Directors

Wei-Ching Ko
 Li Zhang & May Tan
 Yi Shan Feng
 Xiuying Xu
 Lian Fang Li

Beilin Huang
 Jian Fang Wu
 Tanya Liu & Ben Huang
 Chong Wen Ang & Dr. Glad Ang
Gold Directors
 Xiao Ling Meng
 Ya Ping Zhang

*Fortune 25 Winners receive automatic entry

Queenstown, New Zealand - Next Destination for ALS!

Queenstown is a sophisticated holiday resort set in the magnificent landscapes of the Southern Alps of New Zealand. Rugged mountains, majestic lakes, crystal clear air, and just so much to do!

Queenstown is the adventure capital, from bungee jumping to wine trails, jet boating to hiking.

Adventure awaits you, when you qualify for Annual Leadership Seminar 2009! Make sure you are there!

Qualification dates: 28 December 2008 - 26 December 2009. Visit USANAtoday.com for details.



Clock Tower, Queenstown.
 Image courtesy of Destination Queenstown.

Commitment Card

Congratulations to our Associates who have committed to achieving their goals!

MY USANA COMMITMENT

USANA COMMITMENT CARD

I am Susan Xu

I live in Auckland, New Zealand

I am committed to achieving the rank of Committed to attend ALS

and will do this by 31 December 2008

I have asked My team members to hold me accountable.

My reward will be Buy a luxury car

My Consequence will be Not watch TV and DVD for one month

My action items are Train leaders to speak at Health & Freedom Meetings. Run 2 Health & Freedom meetings weekly and train one new Associate every 2 weeks.

Date May 2008

Signature Susan Xu



Susan Xu

Auckland, New Zealand

To achieve the goal of ALS I worked with my team and focused on: 1) team building, motivating current Associates, especially leaders and potential leaders, and 2) developing new customer networks.

It was important that we all committed to a goal and announced our goal to other team members to hold us accountable. We set up a system to check our goal's progress weekly. Our next step was to train leaders by giving them an opportunity to speak at weekly Health & Freedom meetings, helping them feel comfortable in front of a live audience. We also emphasised the importance of attending at least one family meeting every week where they would have another opportunity to speak publicly about the USANA opportunity.

With a new sense of confidence and motivated to advance, we were ready to seek out potential customers by giving two Health & Freedom presentations every week. We had a goal to develop one new Associate fortnightly. I am so excited not only because I achieved my goal but more importantly because I can see the growth in my team.

*Susan Xu qualified for Annual Leadership Seminar 2008 (Port Douglas) on 24 October 2008.

MY USANA COMMITMENT

USANA COMMITMENT CARD

I am Wafang Lisa Chen

I live in New South Wales, Australia

I am committed to achieving the rank of Ruby Director and AP Growth 25

and will do this by 13 February 2009

I have asked Ken Wen to hold me accountable.

My reward will be Holiday around the world with my son

My Consequence will be Cut my hair short

My action items are Massive action, talk to everyone I meet

Date October 2008

Signature Lisa Chen



Lisa Chen

New South Wales, Australia

Before moving to Australia eight years ago, I was a bank manager in China. Since joining USANA over three years ago, I have learned a lot about nutrition and network marketing. I feel confident to share 'my USANA story' with others and the health and wealth benefits I've experienced. If anyone I speak to declines the USANA opportunity, I have learned to use their rejection as motivation to achieve my goals.

Since the beginning of my journey, I have always had goals to work towards, but none as big as my recent goal which I committed to by writing it down on a commitment card.

When I attended the Asia Pacific convention in 2007, I set a goal to achieve a place in the Top 25 Asia Pacific Region.

On Friday 13 February when I achieved my goal, I cried with happiness.

Thank you to Dr. Wentz, USANA staff and all my uplines - my business partners who feel more like family members - for your continued support, love, and practical assistance.

*Lisa Chen qualified for AP Growth 25 and Ruby Director on February 13, 2009.

Send your Commitment Card and story to magazineANZ@usana.com

Success Stories

How Can Matching Bonus Benefit You?

USANA revised its compensation plan and added Matching Bonus, creating more opportunities for Associates to gain greater freedom and true wealth from their USANA business. Matching Bonus adds more than 50 benefits to the USANA compensation plan. But how can Matching Bonus personally benefit you and your prospects?

Matching Bonus Benefits Entrepreneurs

After years of working for someone else, many people find the spark of entrepreneurialism awakening in them. Desiring something different, people seek to own their own business.

The benefits of network marketing far outweigh the benefits of a traditional business. Network marketing is an enticing opportunity, creating a strategy for building momentum quickly and giving business builders almost immediate income.

USANA's Matching Bonus offers entrepreneurs the incentive to coach and train new people immediately as they work towards their six week deadline. A sense of urgency, excitement, and fun is created.

Hard work and enthusiasm is rewarded as people see their efforts being duplicated. Newly sponsored Associates follow the same simple, effective strategy to become Platinum PaceSetters and achieve Matching Bonus. The fantastic results are rapid growth, achievement and growing income.

USANA offers the budding entrepreneur the opportunity to build a new and exciting business in the rapidly growing field of health and wellness. The great part about a USANA business is that it can be built part-time during a job transition.

The USANA opportunity with the Platinum PaceSetter program and Matching Bonus is appealing for any entrepreneur wanting to dramatically increase their income while making a difference to people all over the world.

Matching Bonus Benefits Gen Y

Generation Y are regarded as the 'instant gratification' generation. USANA has great news for Gen Y. The most exciting benefit from USANA's Matching Bonus is that for the same amount of effort, you make a great deal more money.

For Gen Ys who want a flexible lifestyle with more time to pursue leisure activities, Matching Bonus offers a lifetime of benefits. USANA business builders move from part-time income to a full-time income much faster.

Generally part of large social networks, Gen Ys desire a good time and a great life experience. When someone in a Gen Y social network starts to earn Matching Bonus, the momentum creates enthusiasm, passion, and excitement for the business. This genuine enthusiasm for the USANA business opportunity makes prospecting and sponsoring so much easier.

Matching Bonus Benefits Mums and Families

Surviving on one income with a young family is not easy. Worrying about personal finances, mortgage debts and school fees can be a constant concern. When a mother makes the decision to stay at home to care for young children or a baby, she is sometimes making a great financial sacrifice. Quite often the budget is cut in half with more mouths to feed.

The USANA business is the perfect choice for mums wishing to improve their finances while staying at home with their family, or for families wanting an extra income to make ends meet.

With the addition of Matching Bonus to USANA's compensation plan, mums and families have the opportunity to increase their income without any extra effort. USANA gives them the security of knowing they can spend maximum time with their family and still earn a healthy income. They can manage their entire business online via USANAtoday.com in the comfort of their own home and watch their bonuses grow.

Often health-conscious mums and families take comfort in knowing their USANA business is also improving their health and that of their family, friends, and colleagues.

Prospecting to Mums and Families with Matching Bonus

You have many opportunities to prospect, starting with family and friends. New contacts and networks can be made through child play groups and mothers groups. Many school newspapers even offer advertising at a minimal cost. Most mums and families are concerned about their health and want to improve their families' wellbeing. Prospecting can be done in between and during a day's activities.

Matching Bonus Benefits Baby Boomers

Baby Boomers time and opportunity to earn income from a traditional career decreases each subsequent year. Many Baby Boomers will have already started planning their retirement to ensure a comfortable quality of life.

They may be looking to establish a conventional small business, or have invested in stock market shares or superannuation. However, to establish a conventional small business, you need to have adequate financial resources. Many Baby Boomers have lost their superannuation or investment in shares and are now looking for other options to secure their future. The USANA business opportunity and Matching Bonus is one of the best options for Baby Boomers to choose.

The earnings portrayed in this literature are not necessarily representative of the income, if any, that a USANA Associate can or will earn through his or her participation in the USANA Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with USANA results only from successful sales efforts, which require hard work, diligence and leadership. Your success will depend on how effectively you exercise these qualities.

Matching Bonus Benefits YOU

Phillip Zhang, Gold Director, Victoria, Australia

"I earned more from my first month Matching Bonus than the average Australian's weekly income. The Matching Bonus strategy is a revolutionary change to the USANA compensation plan. For the first time in USANA history, Associates are able to earn income directly from sponsoring other Associates without having to balance their two legs. Matching Bonus encourages closer co-operation between upline and downline, creating a team building spirit. It's a great gift – thank you USANA!"





In Focus Online Prospecting Toolkit

The USANA Opportunity – Prospecting Made Easy!

As USANA Associates, you appreciate what you have to share with others – top rated quality products and an award winning business opportunity. You have the confidence and knowledge to create business opportunities.

However, to continue building your business you need a continual flow of contacts and a plan of how to identify and meet new contacts. There are many people in Australia and New Zealand who would benefit from USANA's products and business opportunity – *but how do you contact them?*

USANA's latest initiative – the online Prospecting Toolkit has the information you need. It has been designed to provide Associates with the information to identify and create business-building opportunities to different target groups and complements the Health & Freedom Newspaper.

Prospecting the USANA opportunity means building lasting relationships and building networks that grow. It is essential to know when and where to expend your energy to achieve the best results – as the saying goes, “work smarter not harder”.

People from different target groups or generations differ in their interests and needs. The current economic situation has meant many

Baby Boomers are looking for ways to support their retirement and dwindling superannuation. Unlike Baby Boomers, Gen Y has never experienced hard economic times and is continually looking for non-traditional ways of earning income.

We encourage you to have a look at the Toolkit first hand; use the information to support your business planning; encourage other Associates to use the information, and send us your feedback on a regular basis how we can continue to add further value to the site.

Visit USANAtoday.com and take advantage of this great resource to support your prospecting. The next person you meet could be your next Platinum PaceSetter!

Prospecting Toolkit in Focus

Prospecting Toolkit is an online resource, designed to help you understand different target groups.

Visit the Prospecting Toolkit on USANAtoday.com for downloadable profiles, statistics, scenarios, and opportunities for the different groups: Generation Y, Young Mums, Families, and Baby Boomers. While all this information helps you identify your target group, new and updated articles in the Further Reading section provide deeper insight into each group.

Profiles

Profiles describe the common characteristics that are typical of a target group and contain demographic details such as age and education. They also describe lifestyles, financial and health concerns. Overall, the profiles provide a well-researched overview of a group's needs and wants.

Scenarios

Scenarios are a hypothetical 'life sketch' of an individual belonging to a particular target group. The scenarios page includes just a few life sketches for each group, giving you an example of the endless possibilities.

Statistics

Statistics gives you researched facts about a target group, including population, age, gender split, education and occupation of each group. There are two distinct sets of statistics for Australia and New Zealand. Use statistics to find different ways of identifying and approaching prospects.

Opportunities

Opportunities guide you through the initial phase of prospecting, as a step-by-step guide on how to identify and approach a prospect from a particular target group. Make a list of target group prospects once you learn more about each group from the profiles and scenarios. Understand why USANA would be a good opportunity for them. Tailor your first conversation to their 'why'. Listen to them and present the USANA opportunity tailored to their needs and wants.

The USANA Opportunity – Anyone, Anywhere, Anytime



Your Next Platinum PaceSetter Could Be Standing Right Next to You...

For new Associates, the first six weeks are critical to *their* success in USANA. They have six weeks to qualify as a PaceSetter or Platinum PaceSetter. Having your new Associates qualify as a Platinum PaceSetter is critical to *your* financial success in USANA.

Creating Platinum PaceSetters is Critical to Your Financial Success

In order for your new Associate to qualify as a Platinum PaceSetter, you need to ensure they understand all the benefits. You need to guide their way, enrol them in Autoship, ensure they are actually taking their supplements, check Down Line Management (DLM) and confirm they finalise. Take them through the six simple steps of **Get Started Today**, meet with their prospects, enrol them, and then duplicate the process.

We recognise and reward our PaceSetters and Platinum PaceSetters with beautiful gifts, VIP treatment, free Business Development Systems (four weeks for Platinum PaceSetters and two weeks for PaceSetters, following qualification), and most importantly with Matching Bonus.

Matching Bonus has changed everyone's approach to the USANA business. It is a topic of exciting conversation, especially when we hear

of Associates earning, “*more in their first month of Matching Bonus than the average Australian and New Zealander earns in a week*”. Remember, Matching Bonus is a bonus paid over and above all other bonuses.

Don't wait for the Perfect Moment

Don't hesitate and wait for the perfect moment to enrol the ideal USANA Associate. Successful USANA Associates are determined by their passion and determination not by their age, background or where they live.

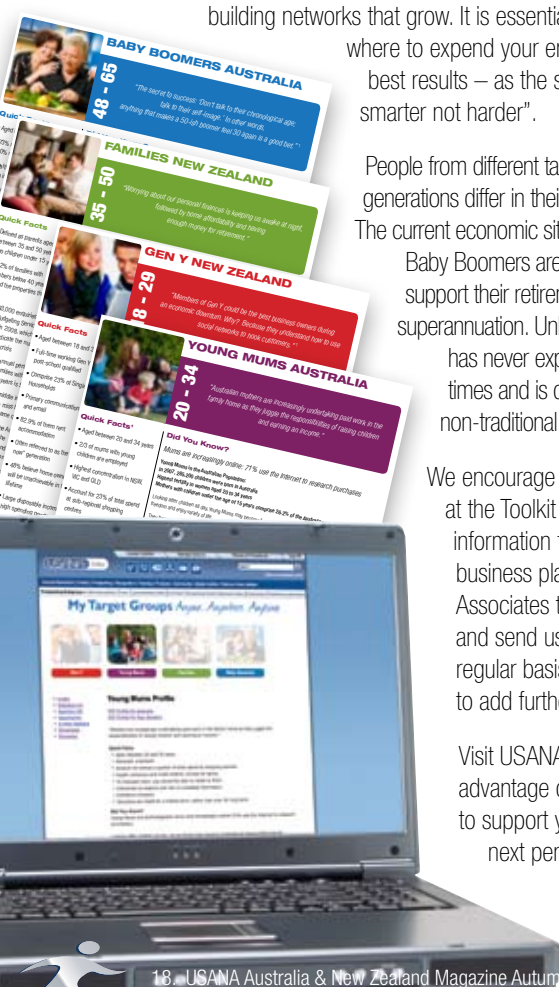
Prospects fall into many different target groups. The online Prospecting Toolkit outlines four target groups, including Gen Ys who are looking for a flexible career; Young Mums who want more choice than returning to nine-to-five work; Families who are anxious about paying school fees; and Baby Boomers, who desire more funds to ensure a comfortable retirement.

All target groups described share a common concern – their future wellbeing and lifestyle. And they each know at least two people who share their concern.

So look around you today. Is YOUR next Platinum PaceSetter standing right next to you?

To Qualify as a Platinum PaceSetter

Within the first six weeks of their enrolment, a new Associate must sponsor at least four new Associates who generate enough sales volume to activate 1 or 3 Business Centres and those four new Associates must then continue to remain active for eight consecutive weeks.





Understanding Your Preferred Customers as a Target Group

Firstly, ask yourself – “Is my new customer a typical Gen Y, Young Mum, a Family head, or Baby Boomer?” Or do they fall across a couple of target groups?

Either way, by identifying your Preferred Customers within a target group or across groups, and understanding their specific needs – your energy can be spent more efficiently, allowing you to provide a superior service. You can build a solid business of satisfied customers who share the USANA health message for you.

How to Identify your Preferred Customers as a Target Group

Listening to your customers is your greatest advantage. Then, use the online Prospecting Toolkit as your information resource – available on USANAtoday.com under the Prospecting Tab. The Toolkit helps you identify your customers within different target groups. It can be used in many different ways:

- Enhance your relationship with your existing Preferred Customers
- Target and contact new people and new customer networks

Understanding your customers basic needs and wants is the most important thing you need to know when prospecting for new customers and keeping current customers. Remember, your customer's needs and wants change as their lifestyle changes. **A young woman who previously ‘just liked the USANA products’ may have had a child since you first contacted her and may now be looking for a business opportunity.** She may be identified as a Young Mum:

Young Mums have either returned to the work force choosing part-time or flexible hours, or are faced with decisions about returning to work. A home based business is appealing, as it provides focus, adult conversation, mental stimulation, and an income.

Most **Young Mums** are health conscious, adopting healthy food options and regular exercise. They prefer products with natural ingredients, including organic skin care and hair-care, cleaning products, laundry detergent, clothing, and bedding made from natural fibres, and pure water.

Once you know your customer's needs and wants, approach them with a sound knowledge of USANA products and the compensation plan and tailor the USANA health message or business opportunity according to their needs. Your prospective customers may not even know about USANA, and they may be currently using a competitor's product.

Show your customers that USANA products and business opportunity is rated number one by using the following prospecting tools:

- Health Product Handbook
- Health & Freedom Newspaper
- Comparative Guide to Nutritional Supplements Consumer Edition by Lyle MacWilliam (2009)



*Remember,
your customer's needs and wants change
as their lifestyle changes.*

Improved for Your Health

USANA® Foods



Over the past 18 months, USANA's Research & Development team, led by Dr. Tim Wood, has reengineered USANA® **Foods**, previously referred to as **Macro-Optimizers**.

“The reformulation and reengineering was carried out in response to Associate feedback and requests. We used a panel of health conscious Associates to help guide the reformulation. We also used a sensory panel (panel of taste testers) to help select the final taste profiles of the reformulated products.”
- Dr. Tim Wood

USANA R&D team had five objectives in mind:

1. Remove ingredients that our Associates and customers have found “troubling,” such as high fructose corn syrup (HFCS)
2. Provide more options for customers who have food sensitivities (e.g. to soy, gluten, lactose, dairy)
3. Maintain the excellent nutritional value
4. Maintain low glycemic index properties of the products
5. Environmentally friendly packaging

We wanted to keep USANA Foods as healthy as can be, just even better!

More Choices for Those with Food Sensitivities

- The new Chocolate Whey **Nutrimeal™** contains no soy protein, and is formulated without gluten
- The new Chocolate Fusion **Nutrition Bar** is formulated without gluten
- The Vanilla **Nutrimeal** contains no whey protein, and is now reformulated without gluten

USANA Foods has a Fresh New Look

USANA has also taken this opportunity to upgrade the packaging to be environmental friendly, and our food range is rebranded to USANA **Foods**.

We have launched two new products in the new packaging – Chocolate Whey **Nutrimeal** and Chocolate Fusion **Nutrition Bars**. With a natural chocolate flavour, the taste is sensational. Our popular **Nutrimeal** products (Dutch Chocolate, Wild Strawberry, French Vanilla) and the Peanut Butter Crunch **Nutrition Bars** have also been upgraded with the new attractive packaging.

Product in Focus: Peanut Butter Crunch Nutrition Bar

The new Peanut Butter Crunch **Nutrition Bar** is a protein-packed snack with an improved formula. We have removed the high fructose corn syrup and maltitol syrup that some of our customers have been complaining about. We added all natural peanuts, improved the protein in the bar for extended softness, and improved the natural flavour. The result is a creamier, smoother, and better-tasting snack bar with great flavour authenticity in a smooth chocolate coating.

The new bar is formulated without gluten, and has been laboratory tested to be low GI. Using only all natural flavours and sweeteners, Peanut Butter Crunch **Nutrition Bar** is a delicious healthy snack. If you love peanut butter, chocolate, and being healthy, this is the perfect treat when you are on-the-go providing you with sustained energy throughout the day.



new



Nutritionals You Can Trust

Training & Development Calendar

April

Every Thursday in April

Get Started Today with USANA Open Day

USANA Regional Office • 10.00 am English / 11.00 am Chinese

Ask the Naturopath Consultations

USANA Business Centre • 1.00 pm - 5.00 pm

Every Saturday in April

FastStart Training (Chinese)

USANA Regional Office • 9.00 am - 11.00 am

Saturday 18 April

Ask the Naturopath Forum (Health & Product Training)

Melbourne, Victoria • 9.00 am - 12.00 pm

Doorway to Director

Melbourne, Victoria • 1.00 pm - 5.30 pm

Sunday 19 April

Ask the Naturopath Forum (Health & Product Training)

Brisbane, Queensland • 9.00 am - 12.00 pm

Doorway to Director

Brisbane, Queensland • 1.00 pm - 5.30 pm

May

Every Thursday in May

Get Started Today with USANA Open Day

USANA Regional Office • 10.00 am English / 11.00 am Chinese

Ask the Naturopath Consultations

USANA Business Centre • 1.00 pm - 5.00 pm

First Saturday Every Month Commencing Saturday 2 May

FastStart Training (English)

USANA Regional Office • 9.00 am - 10.30 am

Every Saturday in May

FastStart Training (Chinese)

USANA Regional Office • 9.00 am - 11.00 am

Saturday 2 to Thursday 7 May

Annual Leadership Seminar

Port Douglas, Queensland, Australia

Saturday 16 to Saturday 23 May

USANA Health Forum

50 is the New 40! How to Stay Younger Longer

Sydney • Perth • Melbourne • Brisbane • Auckland

Sunday 24 May

USANA Philippines Office Grand Opening Celebrations (Manila)

Thursday 28 May to Tuesday 2 June

Asia Pacific Leadership Summit (Bali)

August

Wednesday 26 to Saturday 29 August

International Convention

Salt Lake City, Utah, USA

October

Monday 19 to Thursday 22 October

New Gold Directors Seminar

Sydney • Open to New Gold Directors. Rank advance to Gold Director by 29 August in order to secure an invite!

For the latest information about event dates, times, venues, booking information and cost please visit USANAtoday.com.
Dates and times are subject to change.

Visit



www.USANAtoday.com

