

The Essentials™ Difference



USANA
HEALTH SCIENCES

your health. your life. your way.™

Discover the Essentials™ Difference!

“Good health must not be taken for granted. It should be guarded with utmost security and attention.”

Dr Myron Wentz PhD
Microbiologist and Immunologist
Invisible Miracles



Down the aisles of supermarkets and in the shopping cart of online marketing, you will find a myriad of multivitamin products – from the inexpensive brands that provide vitamins and minerals at bare minimum levels to those that offer advanced nutrition. Sometimes knowing what you are getting can be very confusing, since supplements are not created equal. A simple rule to keep in mind, when choosing a supplement, is that good health should be guarded with utmost security and attention!

USANA® **Essentials™ Mega Antioxidant & MultiMineral**, a vitamin, mineral and antioxidant supplement, contains a full array of vital nutrients to help you fill nutritional gaps for optimal health and wellbeing. For years, USANA **Essentials** has been rated the best multivitamin supplement in Australia and New Zealand.¹



DID YOU KNOW?

For years, USANA **Essentials™** has been ranked the best 5-star rating multivitamin supplement in NutriSearch Comparative Guide to Nutritional Supplement for Australia and New Zealand.¹



1. Lyle MacWilliam; Comparative Guide to Nutritional Supplements (2005, 2009, 2012); Australian and New Zealand Edition



WHY USANA ESSENTIALS™?

Here we unravel nine reasons that explain the **Essentials** Difference!

1. A BALANCED COMPREHENSIVE FORMULA

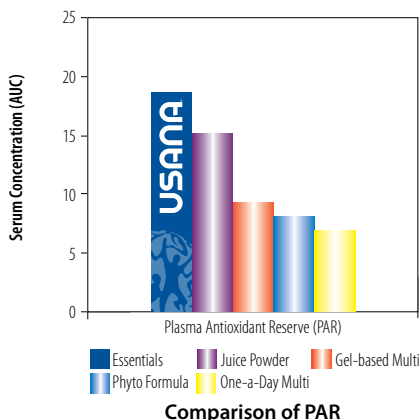
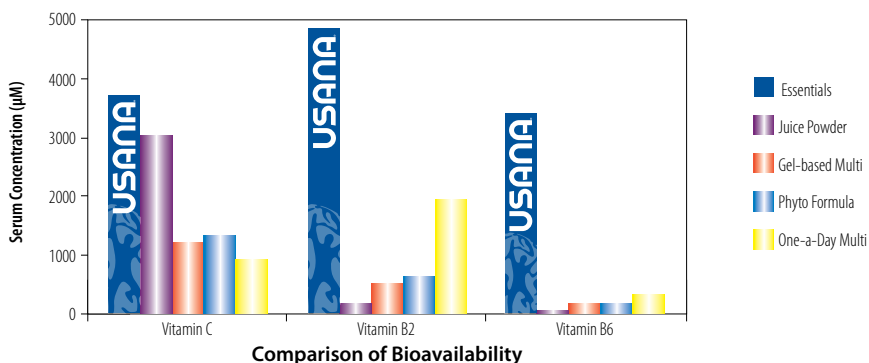
Containing full array of vital nutrients including 13 vitamins, nine minerals, 13 phytonutrients, and five supporting nutrients.

2. BROAD SPECTRUM ANTIOXIDANT PROTECTION

With more than 20 antioxidants including natural phytonutrients from pure plant extracts.

3. HIGHER BIOAVAILABILITY

Nutrient bioavailability indicates the degree and rate at which the nutrients are absorbed by the body and delivered to the bloodstream. In a clinical study, serum levels of vitamins C, B2 and B6 in healthy adults were measured after five diverse dietary supplements were taken. USANA **Essentials** delivered more nutrients to the blood stream than all the other products tested.² (See chart below)



4. HIGHER PLASMA ANTIOXIDANT RESERVE (PAR)

PAR is a method used to measure the overall resistance of plasma to oxidative stress in the human body. Seven hours after supplementation, USANA **Essentials** outperformed all other products tested by 1.5-3.0 times, delivering the highest PAR level.² (See chart on the left)

2. Cuomo, J. et al; USANA Clinical Research Bulletin (2008); http://www.usana.com/dotCom/difference/hir/sci_crb



5. OPTIMAL NUTRIENT FORMS

When compared to six popular multivitamin brands, USANA **Essentials MultiMineral** provides most minerals in chelated forms. Chelated minerals are minerals attached to organic acid or amino acids and so have better bioavailability.

Chelated Minerals	Essentials	Multi A	Multi B	Multi C	Multi D1	Multi D2	Multi E	Multi F
Calcium	✓	✗	✗	✗	✓	✓	✗	✗
Magnesium	✓	✗	✗	✗	✗	✗	✗	n/a
Zinc	✓	✓	✗	✗	✓	✓	✗	✓
Selenium	✓	✗	✓	✗	✓	✓	✓	✓
Manganese	✓	✓	✗	✗	✓	✓	✗	✓
Chromium	✓	✗	✗	✗	✓	✓	n/a	✗

Note:

1. Multi A, B, C, D1, D2, E and F are popular multivitamin brands currently available in Australia.

2. n/a: not in the product

6. UNIQUE NUTRIENT COMPLEX

- USANA **Essentials** provides vitamin C from a unique combination of mineral ascorbates, which are less acidic, less irritating to the stomach and retained longer in the bloodstream.³
- USANA **Essentials** provides **Olivol™†** – an exclusive patented olive fruit extract that offers enhanced antioxidant protection.

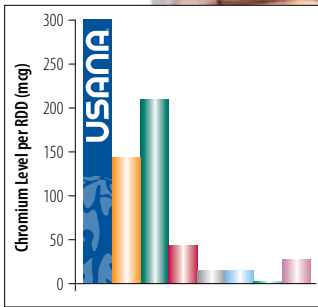
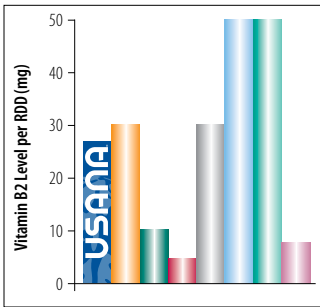
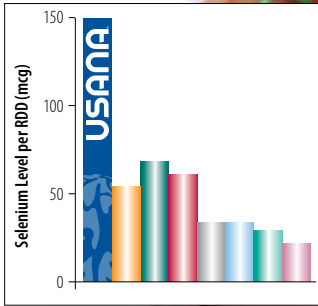
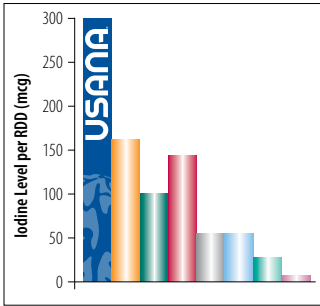
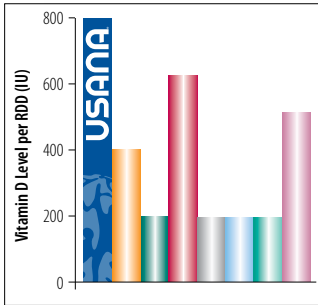
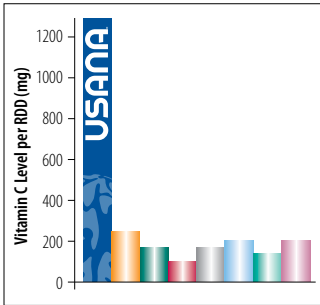
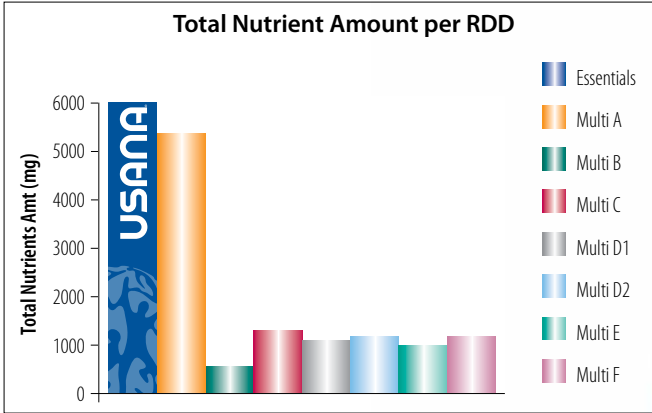
7. ADVANCED NUTRITION

Each Recommended Daily Dosage (RDD) of USANA **Essentials** provides higher total nutrient level and higher levels of many essential vitamins and minerals when compared with the RDDs of the other six multivitamin brands.
(See diagrams on following page).



3. Rabovsky, A. et al; USANA Clinical Research Bulletin (2000); http://www.usana.com/dotCom/difference/hir/sci_crb

† USANA Olivol™ Protected Under US Patents 6,358,542 or 6,361,803.



RDI

Nutrient intake at RDI (Recommended Dietary Intake, NHMRC 2006) levels are adequate to meet minimum nutritional requirements against clinical deficiency; however balanced nutrition at more advanced levels offers the best support for enhanced wellness.



8. HIGH POTENCY

It would require consuming multitudes of RDDs from the other six multivitamin brands in order to obtain the same levels of many vitamins and minerals provided in each RDD of USANA **Essentials**. For example, it would require five times the RDD from Brand A, or nine times the RDD from Brand B, to obtain the same level of vitamin C contained in a daily dosage of **Essentials**.

Daily Dosage Requirement for Same Nutrient Levels

Nutrients	Essentials	Multi A	Multi B	Multi C	Multi D1	Multi D2	Multi E	Multi F
Vitamin C	1	5	9	14	8	7	11	7
Vitamin D	1	2	4	1	4	4	4	2
Vitamin E	1	1	16	8	8	8	n/a	8
Vitamin B2	1	1	3	8	1	+	+	5
Calcium	1	+	16	1	13	6	3	1
Magnesium	1	+	30	6	5	6	3	n/a
Iodine	1	2	3	2	6	6	10	n/a
Selenium	1	3	2	3	6	6	6	9
Chromium	1	2	2	9	48	48	n/a	10

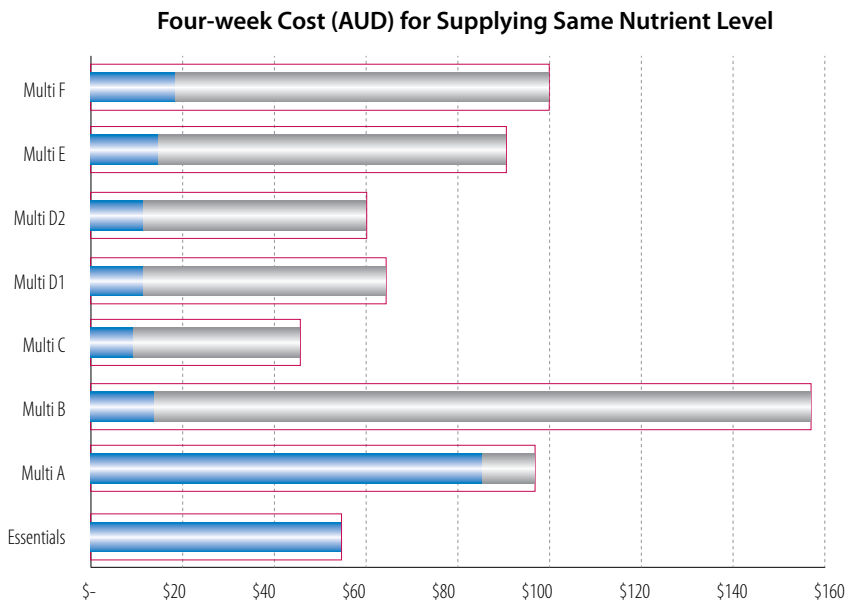
Note:

1. "Daily Dosage Requirement" is calculated based on the RDD shown on product labels of each brands.
2. +: higher nutrient level provided.
3. n/a: not in the product.



9. ADVANCED NUTRITION AT GREAT VALUE

How much are you really paying? The chart below illustrates the four-week cost for USANA **Essentials**, as well as for the other six multivitamin brands if the same daily total nutrient level were to be provided in each product. USANA **Essentials** not only offers nutrients in optimal and absorbable forms, but also provides advanced nutrition at great value.



	Essentials	Multi A	Multi B	Multi C	Multi D1	Multi D2	Multi E	Multi F
Market Price	\$55	\$86	\$14	\$9	\$12	\$12	\$15	\$19
Additional Cost	\$-	\$11	\$143	\$37	\$53	\$49	\$76	\$81
Final Cost Total	\$55	\$96	\$156	\$46	\$65	\$60	\$91	\$100

Note:

1. "Market Price" is average purchasing price from pharmacy, health food store, supermarket, or online, where applicable, and is normalized as price for 28-day cost.
2. "Additional cost" is the cost required to meet the same total nutrient level contained in each daily dosage of USANA **Essentials**.
3. Final Total Cost = Market Price + Additional Cost

USANA Essentials™ – Advanced Nutrition, Unmatched Value!



Let your experience decide. After all, it is
your health. your life. your way.™

USANA Australia Pty Ltd
3 Hudson Avenue, Castle Hill NSW 2154
USANA Customer Service
Phone: (61-2) 9842 4600
Toll Free:
1800 OUR USANA (1800 687 872) - AU
www.usana.com



For more information about the USANA products and business opportunity, contact your independent USANA Associate using the contact details below.

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Vitamin supplements should not replace a balanced diet. Always read the labels. Use only as directed.