

USANA



Sanoviv
MEDICAL INSTITUTE

AN EXTRAORDINARY VISION

WHAT MAKES SANOVIV
MORE THAN ORDINARY

SANOVIV

Hear from Dr. Wentz
himself about how his
concept became a reality

5 TOP TIPS For Enjoying
the Sanoviv
Experience

NEW



USANA HEALTH & EDUCATION RETREAT

Learn from the experts while detoxifying your body!



Wellness Benefits*:

- Four nights in an oceanfront balcony suite
- Complimentary shuttle to/from San Diego
- All meals
- Arrival physical
- Sensé™ facial
- Daily healthy living classes
- Individual and group spa therapies
- Various fitness activities
- Individual health assessments
- Nutritional and dental consultations

Business Benefits:

- Sensé facial training
- USANA digestive products training
- Earn a Sanoviv Certified Nutrition Advisor designation and certificate

\$2,995 PER PERSON

Program runs Sunday through Thursday and is for groups of five to 10 individuals. Bring 10 guests, get one registration free!



Developed exclusively for USANA Associates and Preferred Customers, this retreat is your opportunity to experience Sanoviv, learn all about key USANA products, and much more!



"After two days of testing at Sanoviv, they knew how to help me. In addition to the treatments, they put me on a full spectrum of USANA supplements. Everything I had learned over the years and much more was taught and practiced at this amazing facility. Sanoviv is my favorite place on earth!"

Laura Brownwood
Ruby Director
California, USA

WWW.SANOVIV.COM

1-800-SANOVIV OR
1-801-954-7600

*No medical advice/consultation available. Participants must be healthy enough to participate in a detox and fitness program. No other discounts apply. No Sanoviv Rewards points will be awarded for this program.

Knowledge & Health[®] Go Hand in Hand.

The world's great minds on the importance of healthy digestion...

*"Do not worry; eat three square meals a day; say your prayers; be courteous to your creditors; keep your **digestion** good; exercise; go slow and easy. Maybe there are other things your special case requires to make you happy, but my friend, these I reckon will give you a good life."*



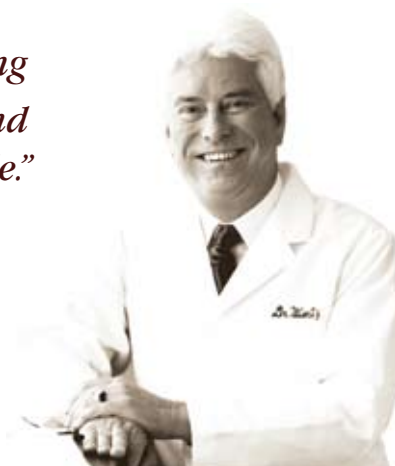
—Abraham Lincoln, 16th U.S. president



*"To eat is human, to **digest**, divine."*

—Mark Twain, author and humorist

*"Without an efficiently functioning **digestive** system, general health and well-being are impossible."*



—Dr. Myron Wentz, USANA/Sanoviv founder

Take it from those who know: A sound digestive system will do wonders for your health. Trust in USANA's line of Sanoviv-Inspired Digestion/Detox 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.



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Read about the experiences
Associates have had at Sanoviv,
and discover what makes it truly unique

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Sanoviv offers personalized health
programs that fit every lifestyle.
Which one is the best for you?



Danielle Aguiñiga, MD, chief of clinical staff and treating physician, Dr. Wentz, founder of Sanoviv Medical Institute and USANA Health Sciences, Tris Conley, director of operations at Sanoviv Medical Institute

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On the Cover

Sanoviv Medical Institute: a holistic, healing haven for people from all over the world

Discover a New World of Healing

Early in his career, my father, Dr. Myron Wentz, determined that if a cell is simply given the best environment in which to grow, it has the potential to live and thrive indefinitely. He resolved to apply his expertise in cellular science to help as many people as possible enjoy life-long good health. In order to do this, he needed to advance the field of cellular nutrition and share the importance of proper nutrition, so in 1992, he founded USANA Health Sciences to develop and distribute the highest-quality nutritional supplements in the world.

My father also increasingly understood the importance of the whole person—not just specific organs or particular health markers—in maintaining health and restoring wellness in those who were ill. To this end, he wanted to create a new kind of facility; one that represented his hope for the future of medicine and healing. A place where not just the patient, but the person, would be nourished and regenerated.

This vision became a reality in 2000 when the doors to Sanoviv Medical Institute were opened. It's been said that my father is a detail-oriented man, and nowhere is this more apparent than at Sanoviv. He insisted on creating a totally toxin-free environment at Sanoviv, and demanded nothing but the best to accomplish his objective. He demanded all non-toxic technologies and building materials for this unique retreat—including carpeting, paints, fabrics, electrical insulation, water purification—even the grout for the marble tile. Furniture and woodwork were custom-built to meet his uncompromising standards. From top to bottom, Sanoviv is my father's financial and spiritual creation.

To staff Sanoviv, he assembled a wide range of conventional and holistic medical practitioners, while maintaining a focus on the vital role of good nutrition in overall



health and wellbeing. Under his guidance, Sanoviv has developed treatment modalities that weave these different health disciplines together to synergistically heal body, mind, and spirit.

In the past decade, Sanoviv guests suffering from such disorders as cancer, diabetes, multiple sclerosis, Parkinson's, and even Alzheimer's disease, have experienced amazing results. Whether you are in good health and want to continue living an active and healthy life, or if you are suffering from an illness and are in need of caring treatment, at Sanoviv you have the unique opportunity to experience the fully-realized vision of a true pioneer in health.

Live well,

A handwritten signature in black ink, appearing to read 'D. Wentz'.

Dave Wentz
CEO

USANA Health Sciences

To this end, he wanted to create a new kind of facility; one that represented his hope for the future of medicine and healing. A place where not just the patient, but the person, would be nourished and regenerated.



57 TONS OF MARBLE

used to tile the bathrooms in the Sanoviv guest suites.



30 POUNDS

of wheatgrass per week provide the twice-daily wheatgrass juice for Sanoviv guests. Wheatgrass is an excellent alkalizer and detoxifier.



12 MEDICAL DOCTORS
(MDs) on staff at Sanoviv.

6,000+

Number of guests Sanoviv has welcomed since opening in 2000.



5 HEATED SALTWATER POOLS

Each is filled with filtered natural sea water, and is heated especially for Thalasso Therapy.

MAXIMUM NUMBER

of guests assigned to each of our MDs, guaranteeing personal attention and a health experience tailored to guests' individual needs.

6

50

Sanoviv Rewards Program

Sanoviv dollars per guest per night

YOU can earn through the Sanoviv Rewards program for referrals.

29

Miles South

of San Diego, California, in Baja California, México



3,000

SPA TREATMENTS GIVEN IN 2010.

Lymphatic and Swedish massages are the most frequent, while Seaweed and Fango body wraps keep guests relaxed for hours. All spa and massage treatments serve a therapeutic purpose.



9,000+ facebook fans

Are you connected?

www.facebook.com/sanoviv







Extraordinary Vision

Written by Teresa Elias

Imagine a place of serenity. A place where soft breaking ocean waves craft a soothing, soulful soundtrack that moves you through your day like a gentle, guiding hand. A place that transports you, both physically and mentally, far away from the demands and stressful responsibilities of the modern world... where thoughtfully fashioned activities center around the personal care and restoration of your body, mind, and soul. A place where fresh air cleanses the lungs, and also the heart.

This place exists, and it's not just in your imagination. As a holistic, healing haven for people from all over the world, Sanoviv Medical Institute is a genuine manifestation both of Dr. Wentz' vision of true health and the principles of complete wellness he aspires to share with humanity.

What makes Sanoviv special?
Everything.

Ordinary:
Ridding People of Symptoms
Extraordinary:
Ridding the World of Disease

Some people dream of becoming astronauts. Others aspire to amass amazing amounts of wealth or public adoration. But Dr. Myron Wentz had a different dream—a dream dating back all the way to his teenage years, when his father died at the age of 57 from heart disease. From that defining moment, Dr. Wentz made the decision to dream big; to dream of a world free from pain and suffering.

A world free from disease.

Some would argue the audacity of such a goal makes it utterly unattainable. Yet Dr. Wentz' amazing strides in the medical community during his more than 40-year career have changed the lives of countless men, women, and children. From the creation of the first commercially available diagnostic test



THE LOCATION HAD AN “UNUSUAL COMBINATION OF CLIMATIC, GEOPHYSICAL, ATMOSPHERIC, AND GEOMAGNETIC FACTORS.”

for the Epstein-Barr virus to founding USANA Health Sciences in 1992 and building health clinics for children in Uganda and Cambodia, Dr. Wentz never stopped pursuing his dream from every available avenue and angle. And in 2000, Dr. Wentz took his dream one step further, opening the doors of Sanoviv Medical Institute in Baja California, México.

Sanoviv was created as just one more extension of Dr. Wentz’ dream. An embodiment of everything he believes as a scientist...but also as a human being.

Ordinary: Buildings Extraordinary: Sanctuaries

Sanoviv Medical Institute, which overlooks the Bahia del Descanso (Bay of Rest), was chosen specifically for the location’s unique, health-related benefits. Dr. Wentz heard of the exceptional locale before he made his final decision to purchase the property: studies indicated the location had an “unusual combination of climatic, geophysical, atmospheric, and geomagnetic factors.”

Adding to Sanoviv’s unique environment, Elaine Pace, president of Sanoviv, explains that chimes were installed to keep guests from becoming attached to watches and clocks. At 10 minutes to the hour, one chime rings. “It helps people understand that it’s time for them to wrap up what they’re doing and get ready for their next adventure,” Elaine smiles. Then, another chime rings on the hour. It’s a peaceful way to help guests spend their day, unencumbered by the constructs of contemporary life.

But special chimes and unique forces are just the beginning of Sanoviv's distinguishing characteristics. Dr. Wentz was fully involved in the building of Sanoviv, making sure non-toxic materials were used in everything from the pipes to the walls, floors, and furniture. Water flowing from every faucet first moves through a reverse-osmosis water purification system, providing guests with the cleanest water possible. And Dr. Wentz personally designed each room according to the teachings of feng shui and hand selected all the artwork for the entire building.

Outside the building, the grounds of Sanoviv have not been forgotten—they are, in fact, an integral part of the Sanoviv experience. After construction, the dirt was replaced with pristine topsoil. In fact, guests are encouraged to gain the benefits of walking barefoot on the full, luscious grass, which grounds and balances their energy field. "Dr. Wentz says, 'You haven't actually visited Sanoviv until you walk on the grass,'" says Elaine. Also outside are five unique salt-water pools, providing guests a place to relax and melt away aches and pains through Thalasso Therapy.



**ELAINE EMPHASIZES THAT
THE GROUNDS OF SANOVIV
ARE AN INTEGRAL PART
OF THE ENTIRE HEALING
EXPERIENCE.**



Elaine Pace, president of
Sanoviv Medical Institute

Now, take a moment to remind yourself: this place is a medical institute with full medical and hospital capabilities.

All of these amenities are provided in addition to the spa, massage suites, scientific laboratory, medical center, surgical suite, dental theatre, emergency and imaging departments, and intensive care and therapy areas.

Ordinary:
Treating the Body
Extraordinary:
Treating the Person

Dr. Wentz knew that typical hospitals and care facilities were not actually treating people. They only seemed like they were treating people. What they were actually treating, though, were the manifested symptoms of diseases mostly caused by toxic environments, poor eating habits, and lack of proper or frequent exercise. Luckily, he knew Sanoviv could be a place where all that could change—where the person would come first, not the disease.

In order to help cleanse the body of toxins, guests at Sanoviv are asked to refrain from using lotions, make-up, and other skin products that may block the body's largest organ—the skin—from optimal detoxification, or introduce toxins into the body. Guests are also given clothing to wear that is loose, organic, hypoallergenic, and free of bleach and chemicals, unlike our everyday clothes.

Additionally, guests are provided with nutritious meals that help aid the detoxification process from the inside out. These meals consist largely of locally and organically-grown produce, prepared in such a way as to provide maximum nutritional value to the body.

Each guest is also given a personal fitness assessment to find out which types of exercise will best benefit his or her

**[HOSPITALS] ONLY
SEEMED LIKE THEY
WERE TREATING
PEOPLE.**



body and mind. Stimulating exercises such as stretching, resistance training, and cardiovascular movements create a cleansing effect, reducing toxic stress within the body. Each day also begins with meditation and energy cleansing exercises, focusing on the mind/body connection.

Cleansing from the outside in, and from the inside out. These unique factors alone make Sanoviv an oasis to help even seemingly healthy people detoxify their bodies and their lives, bringing them back to a state of full health and awareness.

Of course, nutrition, exercise, and a non-toxic environment can only go so far when dealing with very real disorders within the body. Sanoviv's answer to this is a full medical staff that gives each guest personalized attention, combining the latest technological and scientific breakthroughs with care and compassion unlike any other treatment

THE NEXT BIG THING

Ever wonder how USANA's research and development team comes up with the amazingly effective, useful, unique, and life-improving products you use every day? It's definitely a fascinating and complex process. Take a look at the six stages of product development and discover how a product goes from a twinkle in our scientists' eyes to your Autoship order.

New product ideas can come from everywhere and anywhere. USANA's scientists pore over the latest clinical studies and most up-to-date scientific research from all over the world, searching for what's new and interesting. Associates clamor for particular products to address specific needs or wants. Colleagues share thoughts about what they've seen and heard at the latest scientific conferences. Of course, three of the most important groups in the product development cycle are the Scientific Advisory Council, the medical staff at Sanoviv Medical Institute, and Dr. Wentz himself; they are all asked to weigh in on what they think would be great additions to USANA's already amazing product line.

STAGE 1: THE IDEA

Collecting as much information as possible, USANA scientists begin to filter the myriad of ideas they've gathered. To help verify the facts, they ask themselves some important questions:

STAGE 2: TAKE OUT THE TRASH

- Does science support the product or ingredient claims?
- Is this support based on good, clinical research?
- Would the product have a meaningful health benefit for our consumers?
- Do people really need this product?
- Is it safe?
- Can we impart the USANA Difference on to the product, making it better or different?
- Should we create a new product, or should we incorporate this idea or ingredient into a product we already have?
- If the product has been used at Sanoviv, how did their guests or staff members feel about it? **X¹**
- Are Associates asking for it?
- Can we sell the final product at a price consumers can afford? Some ingredients are so exotic and expensive that using them to create a product is simply not practical.

X¹ { *Sanoviv employees tested three different versions of the new Fibergy® Plus before a formula was decided upon. Currently, the staff is taking part in a new Hepasil DTX™ study, analyzing basic liver functions that affect liver enzymes, cholesterol, and heavy metals. Learn more about the research partnership between Sanoviv and USANA on page 12.*

When the number of ideas that can truly become USANA's next big thing has been whittled down, a specific product plan and concept is put together with all the technical background needed to present the idea in a clear and concise manner. Here's what goes into the proposal:

STAGE 3: NEW PRODUCT PROPOSAL

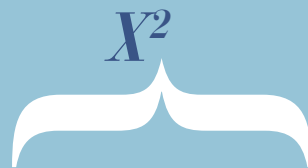
- A prototype formula of the product. Is it going to be a pill? A powder? A drink? Or something else?
- USANA's regulatory department addresses the legal and patent issues associated with the new product idea.
- The marketing department looks at the product from the view of the consumer. How would we market it? How would it fit into the rest of USANA's existing line of products?

Most ideas are shot down before getting to this stage. Roughly one in 10 ideas make it to the proposal stage, and only about half of those make it through to the next stage: **The Review**.

STAGE 4: THE REVIEW

After the new product proposal is created, it is reviewed within the company and sent to upper management and Dr. Wentz for a final assessment. They have the final say, and ultimately decide if the new product is something USANA should pursue. Usually, they give one of four answers:

- Thumbs up! Let's get started!
- Thumbs down. Back to the drawing board. **X²**
- Not now, it's not the right time.
- Hmm, we're not sure. We need more information.



Sometimes, proposals that were once given a "thumbs down" are revived later on. For example, something once proposed as a pill could be given new life as a drink mix or as part of a product upgrade. Take our USANA® Probiotic. USANA's scientists did the research a long time ago and knew that science supported the benefits of a probiotic supplement. Unfortunately, the methods for handling and distributing the product were unstable—pills had to be refrigerated, or the probiotic had to be added to yogurt, which wasn't practical for USANA's customers. But later, the technology advanced and we were able to design and manufacture USANA Probiotic in its current form.

STAGE 5: THE REAL WORK BEGINS

Once the proposal has been approved through the critical review process, the real work begins. USANA's project management department gets involved to help coordinate the efforts of several different departments at once. Scientists develop the final formula. **X³** Manufacturing trials begin to make sure the product comes out exactly how it was intended, and analytical methods are developed to test the potency, bioavailability, and the health markers of the product. Quality assurance and stability tests are undertaken, and the products are tested on people to ensure they work as expected and that there are no adverse affects, like allergic reactions. The cost and pricing of the product are determined. Regulatory goes through the laborious process of getting the product (and its varying formulas, if necessary) approved in all the countries where it will be marketed. The marketing department prepares the sales materials and follows through on all the details of the product's marketing strategy.

X³ { *In some cases, the scientists come up with multiple formulas, depending on the number of countries in which the product will be launched.*

STAGE 6: THE PRODUCT LAUNCH

The final stage of the product development cycle is the launch. Where will this amazing new product be launched? When? How? While the whole process from start to finish may take anywhere from 18 to 24 months, the last step is the easiest; it's when you get to place the new product in your hands...a finished, completely tested, run-through-the-paces product that will help contribute to the health you want and deserve. There's no question USANA puts in the time and effort it takes to ensure the product you're putting in your mouth or on your body is safe, effective, and of the highest quality possible.



facility—a perfect mix of traditional and holistic medical practices, where all those who are caring for you sit down together and decide the best course of action for the health of your body.

Ordinary: Hospitals
Extraordinary: Sanoviv

Hospitals. They are everywhere...but no one actually ever wants to go to one. Sanoviv Medical Institute is the antithesis of a hospital—a place where treatment isn't forced, but welcomed. A place where people are actually happy. "A place full of love," Elaine likes to say.



RESEARCH PARTNERSHIP
USANA + SANOVIV



**Sharing Knowledge,
Improving Lives**

Dr. Myron Wentz realized long ago that USANA Health Sciences and Sanoviv Medical Institute were two sides of the same coin. As such, they would each contribute more to the betterment of society and to the health of all people when operating in partnership with one another, instead of separately.

And with that, the USANA/Sanoviv research partnership was born.

It Starts with Communication

Effective partnerships are all about sharing information. Every two weeks, Sanoviv medical and nutrition staff meet with USANA scientists and Dr. Wentz via video conference to discuss everything from nutrition and potential product upgrades to Sanoviv's special needs for specific nutrients. "We send Sanoviv samples, prototypes, and test products, and in return they give valuable information back to us here at USANA," says Dr. Tim Wood, executive vice president

of research and development. "They are able to give us information beyond what we can learn in the lab."

USANA scientists then use the knowledge Sanoviv gathers from treating the toughest disorders to find out how particular products can help others maintain their health through USANA.

But it's definitely not a one-way street.

"By looking at and discussing Sanoviv's patients, we can help them, just as they are able to help us," Tim says. "We are Ph.D.s. We do laboratory work and research. But we're not medical doctors. They are. They see sick people, and they see the results." The combination of lab work and the discussion that comes from Sanoviv's real-world usage of products creates an amazingly practical synergy that leads to better products and better care. "Our two perspectives dovetail together perfectly to help as many people as possible."

Sanoviv Medical Institute is a place that reflects Dr. Wentz' vision of true health, and shares that vision with the world. And while Sanoviv makes great strides towards Dr. Wentz' goals by creating a truly unique healing environment, so too does USANA, providing products designed to help keep our bodies as healthy as possible in the first place.

Not everyone's dreams can come true. But Sanoviv Medical Institute and USANA are Dr. Wentz' extraordinary undertakings towards bringing an extraordinarily awe-inspiring vision to life. ■



It sounds simple, but the information exchange between USANA and Sanoviv is different, and arguably better, than the process most companies go through to get a product out to consumers. "I'm not so sure other supplement companies have an entire team of functional medical doctors and nutritionists actually using the products they create in a hospital setting," says Susan Ward, director of nutrition, research, and education at Sanoviv. And, she emphasizes, Sanoviv isn't even a typical hospital environment. "We get people from all over the world with all types of chronic degenerative diseases, including people with stage-four cancers, digestive disorders, autoimmune diseases, and neurological diseases," Susan says. By providing USANA's products to such challenging individuals, the information being relayed back to the scientists is even more useful in the development of newer and better products.

Combining Rigorous Research with Real Results

Fibergy® Plus, introduced at USANA's 2010 International Convention, is just one example of a product developed in partnership with Sanoviv. "Sanoviv really believes that digestive health is the foundation for overall health," Tim says. "If your body is absorbing toxins, you're not going to be healthy anywhere in the body." So, when USANA wanted to upgrade the old Fibergy formula, they asked Sanoviv for input.

"We wanted to see a fiber formula with a higher amount of fiber and no added sugars," Susan explains. "It was also important to us that the new fiber be gluten free, dairy free, and soy free for our Sanoviv guests."

With this knowledge in hand, USANA scientists came up with a new formula. But they weren't sure about the amounts they should use of each

ingredient—and Sanoviv offered to lend a hand. "We did a study with Sanoviv staff members," Susan says. "USANA sent three formulas of the new product to us, and each participant tried each formula to evaluate which one they liked best." The work with the Sanoviv staff helped USANA decide on a final formulation for what is now the current Fibergy Plus product, helping thousands of USANA customers get the fiber they need for optimal health. And Sanoviv is using it in their kitchen as well, providing it to most of their guests.

Sanoviv is also continuing to test and use other USANA products, including Hepasil DTX™, all of the new digestive/detox products, and the new Proflavanol® C¹⁰⁰.

SANOVIV

From Concept to Reality

Written by Dr. Myron Wentz

I had been thinking about a medical facility such as Sanoviv for several years before the opportunity to actually make it happen presented itself. In the mid 1990s, USANA Health Sciences was successfully established and I was able to relax a little and hand the day-to-day operations on to Dave and the rest of the management team while still spending time in the lab, investigating new products and researching. But the health of the USANA family was, of course, always on my mind, and a Sanoviv-type healing facility was something I believed I had to create.

I was convinced then—as I am now—that nutrition is the most important thing you can do to maintain health and reduce the risk of disease, and that USANA nutritionals provided health benefits that were almost unknown previously. However, I also realized there were those in the USANA family who needed more than just good nutrition to regain their health, especially those with pre-existing conditions or excessive toxic burden. Degenerative diseases require more aggressive measures. It was the USANA family I wanted to help, with the kind of medicine that I believed provided the answers to the diseases of our time.

To achieve this called for a new kind of medical institution. Conventional west-

ern pharmaceutical medicine may be effective for acute disease, but it does not provide the answers to degenerative disease. Pharmaceutical drugs are, in fact, all too often part of the problem; it is most important to rid the body of toxins before real healing can begin.

What was needed was a place that would provide a nontoxic, health-enriching environment, where guests would become balanced metabolically, energetically, physically, and mentally. A patient-centered facility that considered all the factors of the body, with the central belief that the body has the ability to heal itself if the proper requirements for cell repair are made available. A place where natural, holistic medicine would be practiced.

Travelling around the world looking for a site, I discovered a wonderful spot in Switzerland, close to Germany's border. But I concluded it wasn't the right place, largely because the USANA family was focused in the western hemisphere at that time. So when a property in Baja California, México became available, it was a sign of sorts. The location was at sea level, providing maximum oxygen levels, a warm climate, great sun exposure, and fresh ocean air. It was also near a major airport, but far enough away from the pollution of urban areas. I did some research to carefully assess factors such



What was needed was a place that would provide a nontoxic, health-enriching environment, where guests would become balanced metabolically, energetically, physically, and mentally.



It was the USANA family I wanted to help, with the kind of medicine that I believed provided the answers to the diseases of our time.

as the climate, geology, and geomagnetic characteristics of the site, and determined it was one of the healthiest locations on earth. I decided to buy the property and began construction immediately.

That was in 1997. Construction lasted through 1999 and Sanoviv Medical Institute opened in January of 2000. The development and evolution that Sanoviv has experienced during the past

ten years is now the successful institution I had envisioned at its inception. In ten years, thousands of guests have achieved healing and have embraced new lifestyles for having been at Sanoviv. I'm thankful that so many of you have taken advantage of the benefits that Sanoviv provides, and I look forward to welcoming you as my guest. ■



In ten years, thousands of guests have achieved healing and have embraced new lifestyles because of their experience at Sanoviv.

THE PATH TO WELLNESS



Dr. Wentz and the Sanoviv medical team have created programs that promote healthy living whether you are in great shape, ready for a RESET, or dealing with a degenerative illness. While the selection of a program is made during the admissions process with the help of one of our treating physicians, this information will get you started on your *path to wellness*.

WHICH SANOVIV PROGRAM IS FOR YOU?



Please call our admissions advisors at
1-800-SANOVIV to learn more.



INTEGRATIVE PHYSICAL

Healthy and want to be sure you stay that way? Four days of comprehensive health assessments and professional consultations provide an unparalleled head-to-toe health examination with baseline measurements for the future.



MED SPA/DETOX

Ready to learn about your health and detoxify your body from the inside out? This one-week program includes medical assessments and treatments integrated with spa therapies for an all around healthy start to the rest of your life.



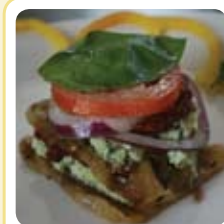
MEDICAL

Do you have a feeling that something is wrong but traditional medicine is not providing answers? Have you been diagnosed with an illness but are not happy with the treatment offered? Taking too many medications with unpleasant side effects? This one- or two-week program is designed

to find the root cause of your condition, and you will receive a wide range of diagnostics, therapies, and educational consultations focused on helping you achieve optimal health.

LIGHTEN UP

Two weeks of detoxification to promote healthy weight loss. Our unique approach is tailored to you and your body and includes movement, nutrition, and emotional support.



CARDIO HEALTH

Hypertension? Metabolic Syndrome? At risk for a heart attack? During your two-week stay, we will look for the root cause of the cardiac inflammation and work with you to achieve a chemical and hemodynamic balance that will prevent serious issues in the future.

NEW USANA HEALTH AND EDUCATION RETREAT

Developed specifically (and only) for USANA Associates and Preferred Customers, this Saturday–Thursday

program is for groups of 5–10 people who are focused on growing their business while getting healthy. Learn about all the USANA digestive products from the Sanoviv Research Team who helped develop the line.



Participate in group fitness classes and learn about **Sense™** facials and more from the experts, all while detoxing your body through balanced nutrition and spa therapies.





Sanoviv also offers programs for people living with degenerative illnesses, including neurological disorders, cancer, hepatitis C, diabetes, intestinal maladies, and more. Ask us for more information about:

- HOLISTIC ONCOTHERAPY (four weeks)
- NEURO REPAIR (three weeks)
- CCSVI DIAGNOSIS AND TREATMENT (eight nights—two follow-up visits)
- COMPLETE BREAST HEALTH (seven days)
- AMALGAM REMOVAL (varies)
- COMPREHENSIVE DIAGNOSTIC (seven days)
- REJUVENATION (two weeks)



ADDITIONAL INFORMATION

Companions

Companions are welcome at Sanoviv. If you are at Sanoviv for any type of program, a companion may stay in the same room for a flat, daily rate. This small fee includes all meals, clothing, facilities, and access to any of Sanoviv's many healthy living classes and lectures. Companions are also welcome to enjoy spa or salon treatments on an à la carte basis.



ELAINE'S TOP 5 TIPS FOR ENJOYING SANOVIV



START your detox before you arrive. When a guest shows up with a huge coffee stain on his shirt because he was mainlining one last latte at the airport, we know to look for the caffeine withdrawal symptoms on day two.

TALK about your colonic with other guests in the dining room. It's a great way to make friends, put everyone at ease, and share a smile. Besides, where else will you be able to do this?

DR. WENTZ says you haven't experienced Sanoviv until you have walked barefoot in the grass. Trust him.

PUT a note on your Facebook page, Twitter account, e-mail, and anything else you keep up with daily that you are away, taking care of yourself, and will be back. And don't check them.

ASK QUESTIONS. Everyone at Sanoviv is there because they are passionate about helping people get and stay healthy. I spent one day asking everyone I met for their cooking tips. The most unique one? "My grandmother taught me to put a slice of onion on top of my head when chopping onions. It stops the tears." I tried this at home, but my husband and I laughed so hard it kept falling off so I can't attest to the efficacy of this advice.

That's Sanoviv for you. Get your health on track. Have fun. Make friends. Collect wisdom and hugs. And come back soon.

Discounts for our USANA family members applicable for most programs (must be an active Associate or Preferred Customer)

First time at Sanoviv:

FIVE PERCENT on any program shorter than two weeks, or
10 PERCENT on a two-week program (14 consecutive days)
10 PERCENT on 2nd visit regardless of the program
15 PERCENT on all subsequent visits

Sanoviv The Inside Scoop

Written by
Ashley Collins & Aaron Adams



Aside from the beautiful ocean views and innovative medical technology, the little things at Sanoviv Medical Institute are what truly make a visit to this oasis of healing one to remember.

Dr. Wentz spent countless hours specifying the intricate details of the buildings and the grounds of Sanoviv. While these details may not be noticeable to the untrained eye, they play a major role in the success Sanoviv has had in restoring health for so many. Everything from the European-style carillon and the lack of clocks in guest suites to the constant sounds of the ocean contribute to a peaceful environment where guests' bodies can begin the healing process.

- A** Mansion
- B** Education Center
- C** 47 Guest Suites
- D** Medical Center
- E** Organic Dining
- F** Therapeutic Spa
- G** Thalasso Pools
- H** Organic Gardens





Time to Sleep

Everything was done at Sanoviv to facilitate and capture the earth's energy and its role in the healing process. The energetic frequencies of all the earth elements in our body are reinforced by the earth's energy. Sanoviv was designed to achieve a homeostasis of these energy forces to augment healing and to counter the disruptive energy of manmade radiations. Taking this into consideration, each bedroom at Sanoviv

is organized in a specific manner in order to create optimal sleeping patterns for guests. The head of each bed is always placed facing north.

Guests may also notice that the oceanfront rooms are visibly devoid of curtains or blinds to facilitate maximum exposure to the sunlight and the relaxing view of the Pacific. The absence of window coverings also allows guests to live as close to nature as possible, helping the body to reset

its natural internal clock with the sun. Restoring these natural rhythms aids in the overall healing process.

Clothing

One hundred percent organic, cotton clothing is provided to all guests. These all natural, loose-fitting clothes allow for unrestricted lymphatic drainage. The clothing is picked up by room service and laundered using a non-allergenic, biodegradable detergent.



The Amenities of Health

In every room:

Chi Machine—this machine creates a gentle rhythmic motion in the body, increasing oxygen transport and utilization. It also helps with lymphatic drainage and energy flow, which improves the efficacy of the detoxification process.

Rebounder, a.k.a. Mini Tramp—this device provides the ultimate in total body muscle movement, which stimulates lymphatic flow. It's also excellent for aerobic exercise.

Enema Table—this is used for personal colon cleansing, a major body detoxification therapy.

What's Missing?

Guests may observe there are no electrical cords for lighting or bedside electrical outlets in their rooms. Low-voltage lighting and special insulated wiring inside the walls reduce exposure to electromagnetic fields (EMFs) that are released from all kinds of electric circuits.

Because other commonly used items, such as hairdryers and electric razors, emit EMFs as well, these items are not allowed. What's so bad about EMFs? In 1990, the Environmental Protection Association recommended EMFs be classified as a Class B carcinogen. Although this didn't happen, at least two dozen epidemiological studies on humans have indicated a link between EMFs and serious health problems.

There's something else guests won't notice is missing—at least, not consciously. Sanoviv was built with non-toxic building materials, replacing toxic paints, stains, grouts, adhesives, synthetic fabrics, and carpets whenever possible.

A Softer Marking of Time

Throughout our daily lives, we are constantly aware of time. To some, it becomes a hindrance they can't outrun. We are incessantly rushed from place to place—before we finish one activity or chore, we've already moved on to the next—just so we can keep pace with time. It's no wonder that we forget our bodies need time as well—time to repair and heal.





Pools

All of the pools contain specially processed seawater for detoxification via mineral displacement.

Thalasso Therapy from France—a famous, thermal seawater healing therapy. After using one of the five saltwater thalasso pools (all of which are heated to a specific degree), submerge in a cold-water plunge to help with overall blood circulation.

Kneipp Hydrotherapy from Germany—alternate hot and cold water temperatures for improved temperature self-regulation, and walk in ankle-deep cold water for improved circulation and lymphatic stimulation.

Caribbean Infinity Pool and Lap Pool—these lower level pools are for individual and class fitness.



That's why Sanoviv is infused with the peaceful chiming sound of a carillon. Meant to harmonically resonate with the earth's natural pulse, the chimes help relieve the stress of clock watching by sounding 10 minutes before the hour and on the hour. This is a simple and calm way to allow guests to be passively aware of the time and adhere to their treatment schedule. Guests are also encouraged to leave watches and phones at home.

The Ocean

At Sanoviv, the sound of the ocean is a natural rhythm, like a heartbeat. Our bodies are more than 60 percent water, and research has found that our

hearts will adjust their beat to a more natural rhythm under the influence of the sound of the waves. So, not only do the waves create a relaxing and peaceful atmosphere for guests, but those at Sanoviv are also able to tap into the energy of the waves as well.

Purified Water

A state-of-the-art, quadruple-filtered, reverse-osmosed, ozonized, UV-light sanitized system is used to purify all water, including the water from all the taps in the medical towers and guest suites. Dispensers for purified and ionized (alkalinized) water are located throughout the facility and in the kitchen.

A Calm Mind is a Healthy Mind

Guests can find puzzles and games in the lobby area for socializing and relaxation. The use of television, radio, cell phones, and other modern distractions is limited, as Sanoviv strives to help guests disconnect from their hectic lives. Social games help keep the mind active, but also calm. ■



The key ingredients to some of
USANA's most fascinating people

Elaine Pace

As the president of Sanoviv Medical Institute, Elaine Pace knows the value of total well being and living a more vital life. From training at Harvard to CEO of a Utah non-profit, Elaine's passion for others makes her a perfect fit for Sanoviv. Here Elaine reflects about her Saab convertible, Mexican President Felipe Calderón, and Winnie the Pooh.



What is your idea of
perfect happiness?

To be surrounded by people I love.

How did you come to work at Sanoviv?

Being a guest at Sanoviv in 2007 was a beautiful gift. I returned twice more before accepting Dr. Wentz' offer to become part of the talented, caring staff.

Where did you work before Sanoviv?

I served as CEO for two different nonprofit organizations and as a political consultant in Florida. For almost two decades, my passion has been to improve the quality of life for others through my work.

What is your educational background?

Harvard Kennedy School, Master of Public Administration 2000
(fun fact—one of my study buddies is now México's President Felipe Calderón).

Which historical figure would you
most like to meet?

Sojourner Truth.

Which living person do you most admire?

Maya Angelou.

What is one of your biggest pet peeves?

Bigotry.

What is your greatest extravagance?

My Saab convertible.

What do you like most
about your appearance?
My smile.

What is your current
state of mind?
Optimistic.

What do you consider your
greatest achievement?
Everyone I love knows I love them.

Where would you most like to live?
Near an international airport.

What is your most
distinctive characteristic?
Quick thinking.

If you were to die and come back as a
person or thing, what would you choose
to come back as?
Me, only wiser.

What do you most value in your friends?
Trust.

What is your favorite book?
Winnie the Pooh.

Who are your heroes in real life?
John Pace, my husband, and Stephanie
Deasy.

What is your motto?
Don't sweat the small stuff. ■



Elaine Pace, president of
Sanoviv Medical Institute



Who are your
heroes in real life?

Stephanie Deasy, USANA
Associate and fitness trainer,
was diagnosed with lung cancer.
Focused and inspirational,
she has defied all the medical
odds in her health progress.

A large, abstract bronze sculpture of a dragon or mythical creature, standing on a turtle, in front of a modern building. The sculpture is highly detailed, with scales and flowing mane. The background shows a modern building with large windows and a curved facade.

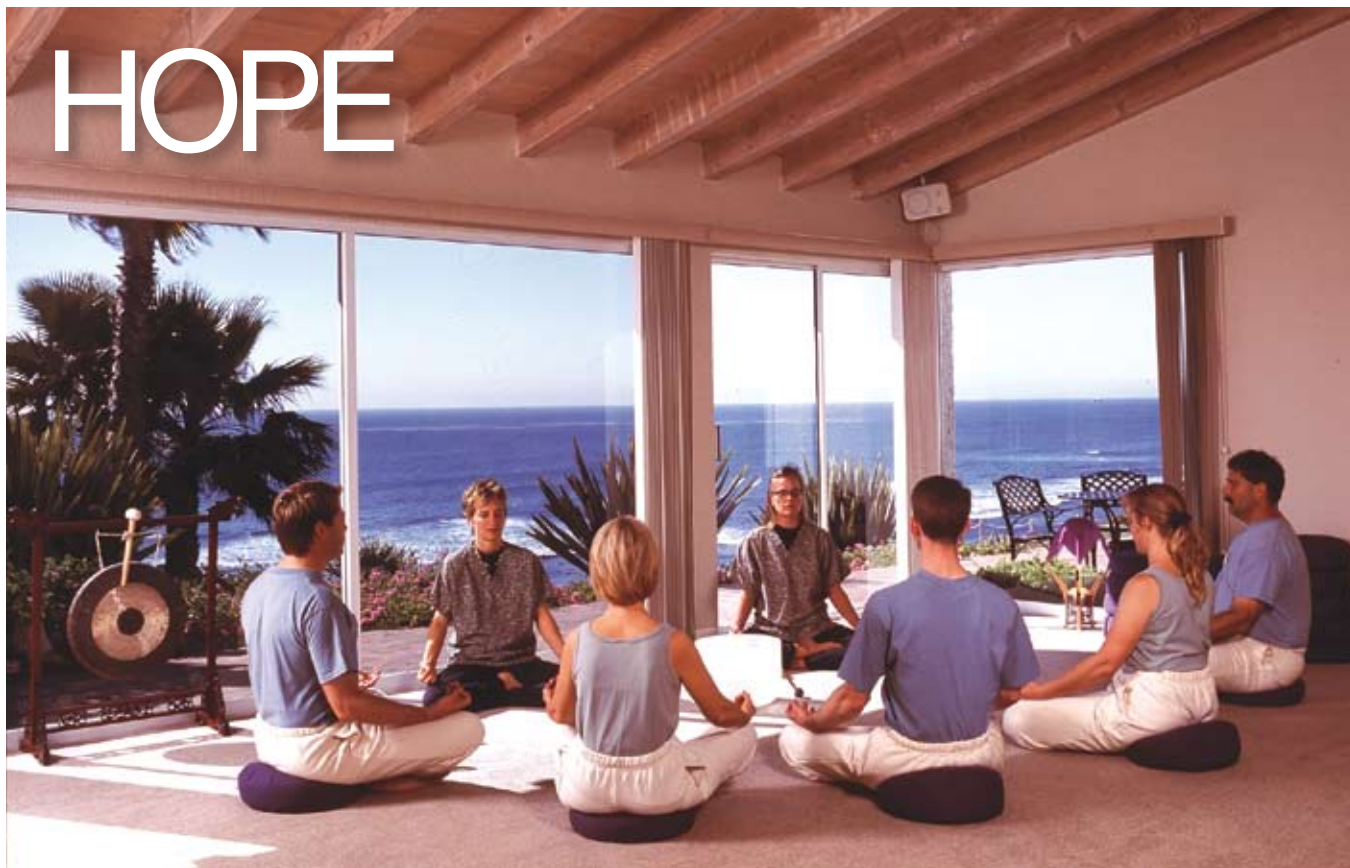
HOPE. KNOWLEDGE. LIBERATION.

Written by Aaron Adams and David Baker

It all starts with hope—the smallest sliver of which can turn into action. Then comes the knowledge, the learning needed to make action effective. And out of that hopeful, informed action comes the change that liberates us.

Sanoviv Medical Institute specializes in health. But because of Sanoviv, many now know hope, have found knowledge, and have liberated themselves from the shackles of poor health and disease.

HOPE



**Gene
Burnell**

“Now I don’t feel like a cancer patient. I just feel healthy.”

A man with a zest for life, a love for basketball, and a passion for healthy living that echoes through every word he utters, it’s unclear whether Gene Burnell is the luckiest man on earth, or the unluckiest.

It’s difficult for anyone to understand, or even explain, what it feels like to be told you have cancer. And for Gene Burnell it doesn’t come easy. But when he heard the news that he was diagnosed with stage 3 non-Hodgkin’s lymphoma, it was earth shattering. Gene was 38 years old, happy, and he thought he was healthy. “It was difficult enough to hear the news the first time,” Gene says, “but I’ve fought the cancer and beat it, only to have it return five times!” When the doctors told him this was a battle he would probably have to fight for the rest of his life, they stripped away his hope—his hope to see his three

children grow up, his hope to play basketball the way he used to, his hope to live the long, fulfilling life he had dreamt about. That’s when he started looking for an alternative, and that’s when he found Sanoviv.

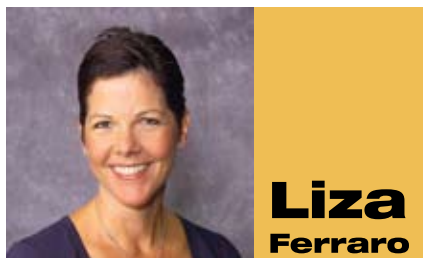
“Sanoviv isn’t at all what you’d expect. Aside from the fact that it looks and feels more like a five-star resort—rather than a medical facility—they treat the individual, not the general disease. For 17 years, my oncologists have said, ‘You have non-Hodgkin’s lymphoma and we treat it this way...’ without trying to determine the root cause. It’s through Sanoviv’s caring, state-of-the-art approach that I have found some semblance of hope. I have been a patient at Sanoviv three different times and each visit leaves me feeling rejuvenated. And it was during my second visit that I realized I had once resolved to

be the healthiest cancer patient any doctor has ever treated. But now I don’t feel like a cancer patient. I just feel healthy.”

Thanks to Sanoviv, Gene finds himself playing basketball on a regular basis and he isn’t afraid that he might miss out on the good things in life. But most importantly, Gene has hope.

It is during Gene’s next visit (his fourth) to Sanoviv that he hopes his 17-year battle with cancer will finally come to an end. A battle, which he was told, he might never win. ■





“ They gave us hope, and there’s no price you can put on hope. ”

For Charles Sampson, first there was the diabetes and a lung surgery. Then came the six different doctors and a week at the Mayo Clinic—all of it enclosed in years of wondering, wishing, guessing, and worrying. Years without answers. Years without hope.

This was reality for Charles and his wife, Liza Ferraro.

And reality was only getting worse. Charles was losing weight. “I looked at him, and he looked like a skeleton,” Liza says.

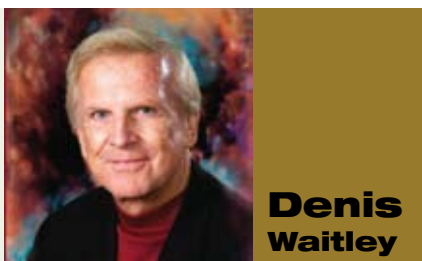
Liza then took Charles to Sanoviv. They’d each spent a week there several years ago. This time a four-day health assessment was all they could afford. But in that short time, they learned all Charles’ problems were related to inflammation caused by gluten intolerance. He left with a program. He left with answers.

They also left with a team that still provides them with the help and support he needs. “You feel like you’re just in a pair of hands that wants to hold you and protect you,” Liza says.

Charles has been following the program, and Liza says he looks better and has gained weight. It is still going to be a long process, but things are going well.

“It’s such a mind-blowing thing to be searching for an answer for so long and then finally find that answer,” she says. “They gave us real hope, and there’s no price you can put on that.” ■





**Denis
Waitley**

When did you first learn of Sanoviv?

I visited the property with Dr. Myron Wentz shortly after he purchased it. At the time, it was a beautiful, single-family, ocean front mansion located on one of the most-ecologically-perfect sites 29 miles south of San Diego on the Bahia de Descanso (Bay of Rest), a famed surfing paradise in Northern Baja California. He had searched the globe for the ideal place to build a unique healing center.

What was your involvement with Sanoviv in its early stages?

At first I thought Dr. Wentz was going to convert the mansion into a small wellness and health retreat. What I witnessed, first hand, was a multi-million dollar tower, rivaling the Mayo Clinic or any univer-

“Sanoviv is the magic mirror that has given me a true reflection of the real me.”

sity medical campus, constructed next to the mansion. Dr. Wentz personally selected all the building materials, carpets, wall coverings, masonry, paint, furniture, lighting, electrical systems, diagnostic equipment, water filtration systems, and landscaping to provide the guests with the healthiest environment possible. Ten years ago, I introduced Sanoviv to many of USANA's leaders by conducting seminar retreats in Sanoviv's theater and lecture center.

What did you notice about Sanoviv that was different from other world-class health facilities?

As Dr. Wentz' vision for Sanoviv became a reality, I was impressed that here was a pristine, tranquil retreat that served four major purposes:

1. A perfect place for healthy individuals to assess their current and long-term health prognoses and to detox, as well as learn a natural approach to maintaining and enhancing their health.
2. A reputable place for individuals who aren't certain about their health status to get a comprehensive diagnostic examination of all aspects of their lifestyles, so that they return home with a better understanding of their risks and how to increase the quality of their lives.
3. A leading-edge care center for individuals with serious health issues, offering outstanding protocols in functional medicine dealing with the whole person. Sanoviv guests engage health professionals who have expertise in many disciplines including physicians, psychologists, dentists, nutritionists, physical therapists, energy medicine specialists, and others knowledgeable in the prevention



**David
Osmond**

“Do I still have MS? Yes. I still feel it in my body, but I’m improving every day, and I’m amazing my doctors.”

When David Osmond got married, he gratefully stood next to his bride.

For most people, that’s just how a wedding goes. For those living with multiple sclerosis (MS), like David—who had spent the previous year relying on a wheelchair—that scene is nothing short of amazing.

What’s maybe more amazing is this: since that day in April 2007, David has been standing, walking, and living on his own two feet.

“Do I still have MS? Yes. I still feel it in my body, but I’m improving every day,” David says. “And I’m amazing my doctors.”

The story of his recovery started more than nine months earlier when a wheelchair-reliant David decided to take the advice of a friend, motivational speaker Les Brown, and go to Sanoviv.

“I was blown away,” David says about his first impression of the facilities. “It’s so clean you can smell it. It was this quiet, peaceful world without distraction where everyone was focused on the same goal.”

During his month at Sanoviv, David learned a lot about health, and that knowledge has changed everything. “My entire diet and outlook on health changed,” he says. “I learned how to eat the right foods, the right way.” David has stuck with the diet, which includes natural supplementation, and he says his health is still improving.

But the knowledge he gained during his month at Sanoviv hasn’t just affected him—it’s spread to his family. His dad, who also suffers from MS, has started only eating all-natural foods, and the rest of his family is now more aware of what they put in their bodies.

It’s even spread to one of the newest additions to the Osmond clan. David says they are giving his 20-month-old daughter as much real, natural food as possible, and she loves it.

“Her favorite things are steamed, organic broccoli, tofu, and Brussel sprouts,” David says. “She eats the natural food instinctually.”

Even if you’re in pristine health, he says it’s worth it to take a trip to Sanoviv.

“I wish I could afford to take my entire family down there. But there’s not enough room to fit that many Osmonds,” David jokingly says. ■

and treatment of degenerative diseases. I don’t know of another place where you have access to all these professionals, who meet as a team, every day, to discuss your own personal situation.

4. A research hospital affiliated with a medical school and teaching university, which are engaged in research in advanced cellular nutrition and other breakthrough studies in the health sciences.

How has Sanoviv directly influenced your life?

I credit Sanoviv for saving my life. Initially, I visited Sanoviv for health assessments and “tune-ups.” However, two years ago, I had a serious health incident at a USANA Convention in Australia. What I thought was a bad chest cold turned out to be double pneumonia, complicated by an erratic, rapid heartbeat.

At Sanoviv, we learned that I had a severely blocked coronary artery, a pre-disposition to chest infections and other contributing factors, such as a periodontal problem, nutritional deficiencies, and an over-scheduled lifestyle. With the guidance of Dr. Wentz and the entire team at Sanoviv, I am back on track and feeling great.

Did you learn anything new about technology and medicine?

Absolutely. I learned that every aspect of our lives, including genetics, personality, stress, nutrition, environmental toxins, and lifestyle behaviors all interact to generate our current health report card and to predict, fairly accurately, what we need to avoid and embrace in the future. The technology and staff expertise, combined with the personal, caring atmosphere at Sanoviv, are simply the best I have experienced.

Did you learn anything new about yourself?

Sanoviv is the magic mirror that has given me a true reflection of the real me. Because of my positive outlook and mental toughness, I thought I was a kind of “Superman” who could think himself into good health and longevity. In truth, I am only “Clark Kent,” without the superhuman gifts from the planet Krypton. I have learned to become proactive about my health, since it is definitely “true wealth.” ■

LIBERATION



The first time Jan Mills went to Sanoviv, she wept. It wasn't the sad kind of weeping. It was of the happy variety—the kind born of blissful revelation.

"I had a feeling and a belief that I was going to get something incredibly important for my health from Sanoviv," Jan says. "I just knew at my core that something very important was going to come into my life."

Jan, who was diagnosed with multiple sclerosis (MS) in 1986, has visited Sanoviv eight times over the past decade, with each visit holding its own significance. But her most important visit would come on April 12, 2010, the date she calls her new "Thanksgiving Day."

That day, Jan became the first person at Sanoviv to undergo the Chronic Cerebrospinal Venous Insufficiency (CCSVI) procedure, which intends to restore normal blood flow in an MS patient's veins.

It's also called "The Liberation Treatment," and for Jan, the name fits. After the CCSVI procedure, she started having more feeling in her hands, which felt numb for decades.

Her speech improved. She was able to walk on her own, fully feeling the grass between her toes. Jan was able to start driving again, getting behind the wheel for the first time in nearly two years, which provided some much needed independence that was liberating for both Jan and her husband.

She understands the results of the treatment may not be the same for everyone, but that doesn't mean Jan is any less passionate about the impact Sanoviv and the CCSVI procedure can have on the lives of those living with MS. In fact, her passion is what initially drove her to not only to be the first to receive the Liberation Treatment at Sanoviv, but to also help develop the facility's CCSVI program.

"My CCSVI experience has really helped me to see that there's a reason for everything, I believe, in life," Jan says. "Perhaps part of the reason for my health challenges is to inspire others who are dealing with this debilitating disease and demonstrate there is finally some liberating hope for them and their families." ■



Jan Mills

“There is finally some liberating hope for them and their families.”



**Jim
Bramble**

“The personal care they gave my son was unlike anything I had seen before.”

I have visited Sanoviv many times, and each time I walk away with new insight about living healthy and happy. However, my first visit to Sanoviv changed my life.

My wife, Jana, and I have been married now for 20 years and have three children. Andrew is 16, Tyler is 10, and Kayla is seven. When Tyler was born, we quickly learned that he was different in some respects from the experience we had with our first son. Instead of waking up several times a night, he would seemingly sleep for eight hours straight. But sometimes when we would peek in, he wasn't asleep, but merely staring intently at the mobile above his crib. It seemed strange, but we just thought we were lucky. Then as he grew, we noticed that he was somewhat socially reserved and didn't begin speaking as we hoped he would. At three years old, although he could speak, he chose not to and would instead point to things he wanted. When we called him by name, he wouldn't respond. Thinking he was partially hearing impaired, we took him to see a doctor, who immediately recognized signs that we had not been familiar with, and informed us that Tyler had autism.

Knowing very little about autism, the news hit us like a ton of bricks. We were devastated. However, we loved Tyler and knew we would always do everything we could to help him, accept him, and be there for him. We read everything we could on autism, and became experts on the subject. We took him to see doctors at the University of Utah and at the Pingree School of Autism in Salt Lake City. But as he approached five years old, he seemed to have made little progress and still wasn't speaking. One day I was talking to Dr. Wentz about my fears that Tyler would never progress and he recommended that I take him to Sanoviv. I decided to do it.

Arriving at Sanoviv, my impression was very different than I had imagined. Everything was so clean, like a hospital. But unlike a hospital, it was beautiful, peaceful, and welcoming. Our clothing was comfortable and made from organic fabrics. Tyler was assigned a main doctor and several other health practitioners. He went through a series of tests to determine what was lacking in his diet and surroundings that could help him. The personal care

they gave my son was unlike anything I had seen before. The food was incredible. Tyler called the chef “Dr. Vegetables” because for every meal we had the freshest, best-tasting produce I have ever had. Finally, Tyler's doctors went over his test results with me and provided a plan to start making changes in his environment.

After we arrived home, I shared the plan with Jana and we immediately began implementing it. Within a short time, less than two weeks, we began to notice differences. Within a month, Tyler was talking, rather than pointing, and he was socializing and playing with his brother. By the time he entered school he was so well adjusted that the decision was made to “mainstream” him with non-disabled children. The improvements continued, and today those who meet him do not even realize he has autism at first. He does well in school and has many friends. We know these improvements have come about because of the things we learned at Sanoviv, and we will be forever grateful to Dr. Wentz for that. ■



For more information about the world-class staff at Sanoviv, go to www.sanoviv.com/about-sanoviv/staff.



Reservations

- Book at least two or three weeks before your desired arrival day
- Only credit cards, cashier's checks, and wire transfers are accepted
- A \$400 credit card deposit is required
- Complete payment is required one week before arrival



Leave at home

- After-shaves
- Cosmetics
- Jewelry/watches (wedding bands are allowed)
- Nail polish
- Perfumes and colognes
- Shampoo, conditioner, toothbrush, toothpaste, and soaps (these items are provided to you)
- Cigarettes (smoking is *not* allowed)



Transportation

- Transportation to and from locations in the San Diego area is provided
- Locations include the San Diego airport, commercial bus and train stations, the San Diego Convention Center, and specific San Diego hotels
- Shuttle hours are 8:00 a.m. to 1:00 p.m. only

KNOW

before you

GO

*The
knowledge
you need
to make
your trip to
Sanoviv as
smooth as
possible.*



You

(Starting a week before your visit)

- Increase water intake
- Eliminate trans fats
- Reduce canned, frozen, and processed foods
- Eliminate pasteurized milk
- Reduce caffeine, salt, and sugar intake



Bring with you

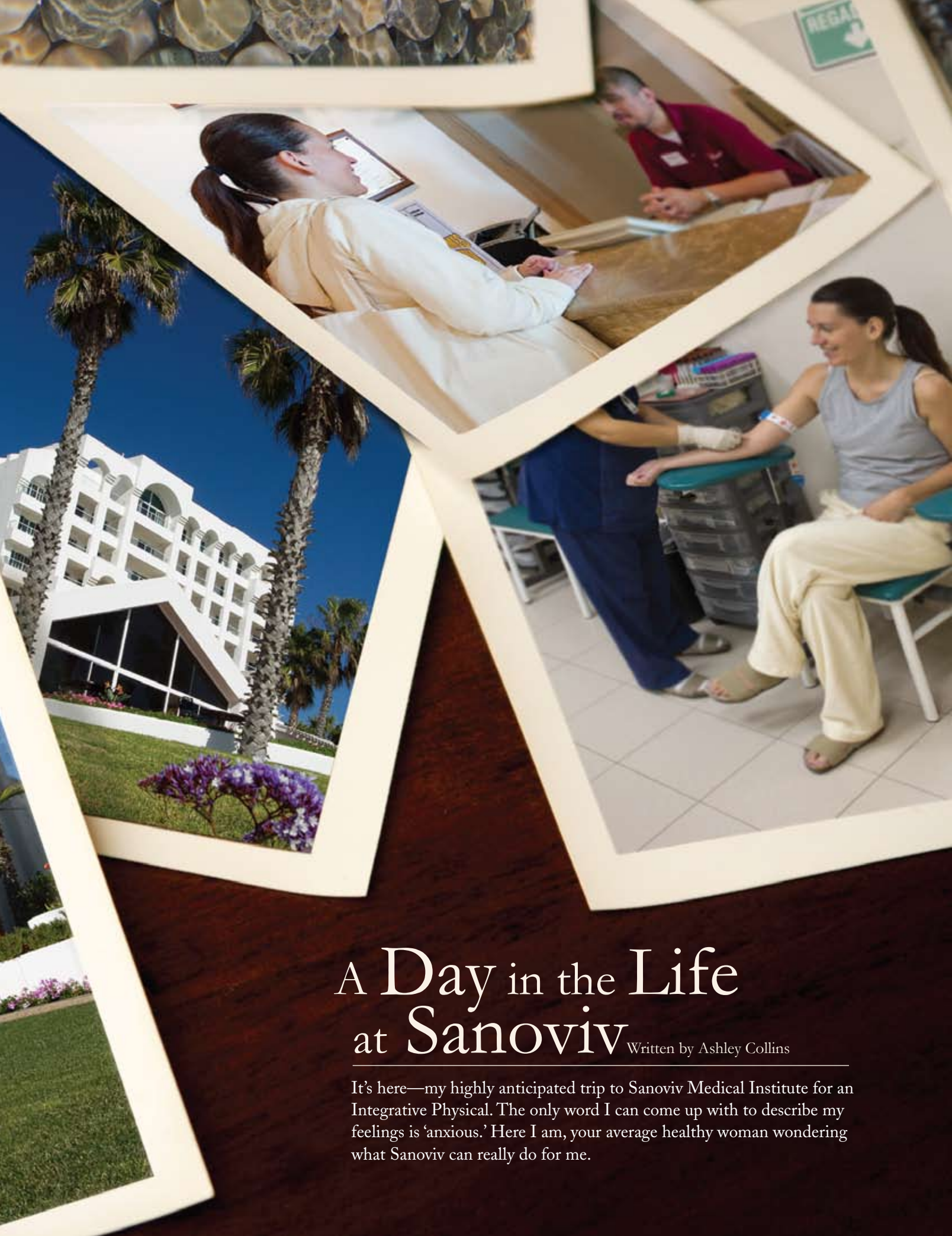
Essential

- Passport (required to enter México as a tourist)
- Bathing suit
- Corrective glasses or contact lenses
- Undergarments (preferably organic cotton)
- One set of street clothes in addition to your arrival clothes
- An extra, medium-sized carrying bag for items acquired during your visit
- Prescribed medications and nutritionals you are currently using (enough to get you through your stay, and extra in case your visit is extended)
- Shoes for exercise or walking
- Sleepwear
- US currency

Optional

- Camera
- Personal comfort items, like photos, etc. (a safe is available in your room for personal effects)
- Personal razor
- Shaving cream
- Plastic hair clips, headbands, etc.
- Reading material
- Sunglasses





A Day in the Life at Sanoviv

Written by Ashley Collins

It's here—my highly anticipated trip to Sanoviv Medical Institute for an Integrative Physical. The only word I can come up with to describe my feelings is 'anxious.' Here I am, your average healthy woman wondering what Sanoviv can really do for me.



Day 1: Time to Fly

On the plane, my nerves kick in. I can't help wondering if all my prep time and conversations about what to expect when visiting Sanoviv will help (see page 32 for how to plan for your Sanoviv trip). You think you know what you're walking into, but some things are just meant to be experienced for yourself.

After touching down in San Diego, I am picked up by Oswaldo, the Sanoviv driver. He is the friendliest person you can imagine. He is new to Sanoviv—just a month and half on the job. We chat a little about how Sanoviv runs transportation and how his schedule works. He doesn't know everything there is to know about Sanoviv but in a way this is really quite comforting—someone who doesn't know all the answers, just like me.

As a place of healing, I expected Sanoviv to be a sterile and stereotypical hospital setting. It is anything but. I feel like I'm at a five-star resort. Its welcoming tones, upscale décor, and friendly staff make me feel not quite so like a fish out of water.

I arrive a little later than the other new guests, so I'm shown my room and given the rundown: where my new Sanoviv clothes are, the toiletries available to me, the enema table (yeah, um, okay), an explanation about the television alarm (which is to be used if I need more than the chimes to wake me at 6:15 a.m. each morning).

We head back to the lobby, and I begin my first consult. It is your basic check up, in contrast to the extensive physical most guests receive upon entering Sanoviv. The doctor checks my blood pressure, eyes, ears, and throat. I feel like a little kid again. I can't remember the last time a tongue depressor was used on me.

After that I head to the nurses station where I have my first EKG. To be honest, I don't have a clue what one even is. The nurse tells me to relax and explains that this small procedure won't hurt and that all she is doing is hooking some wires to me to test the electrical waves of my heart. After the scan, she checks my oxygen levels and has me breathe into a tube to see how hard I can blow. It is a little awkward blowing into such a small tube and I don't really understand how hard I need to blow until she demonstrates for me. Now that I get it, I manage a six out of 10 on the scale.

I finish up, then pick up my schedule for the next day. And now I wait. My head is reeling with anticipation for what's to come so I decide to wind down with a good book and the sounds of the ocean.



Day 2: My First REAL Day

My morning starts with the sound of chimes at 6:15, just like they had said. I have to admit, that was one peaceful night of rest. I could get used to the sound of the ocean waves. I get my vitals taken by the nurses, then I'm off to the lab for blood tests. Pretty standard procedure and they take a couple vials of blood. I'm interested to see what the results will show.

It's time for breakfast. Today it is a delicious blueberry-coconut shake chock-full of nutrients for detoxification. It is tasty and, of course, good for me. While eating, I meet a nice woman who is being treated for Lyme disease. I am amazed; this place helps people with everything. From cancer and multiple sclerosis to Lyme disease or those visiting for detoxification—there really is something for everyone.

After breakfast, I get a microscopic blood cell analysis. The technician, Ernesto, takes two small samples of blood from my finger: one to dry and one to look at "live." He shows me on screen what my cells look like. It's crazy to see all my cells in action and in such detail. I can see breakdowns in the cells and he points out some bacteria—that literally look like ants. I also notice that my red cells are clumping onto one another. I learn this isn't what healthy cells are supposed to look like, but some simple changes in my diet and extra nutrients can fix all that.

Later in the morning, I meet with my psychologist, Jonas Chong. He is so charming and easy to talk to. We have a simple conversation about life in general and then he hooks me up to a biofeedback machine and tells me to relax for 10 minutes. I ask what I am supposed to do; can I read or something? His response? "No, I really need you to just sit and relax, doing absolutely nothing so you don't alter the results." Sitting for 10 whole minutes isn't exactly my idea of relaxation but I do my best to follow his instructions and make it through. He explains that he was testing to see how my body handles levels of stress and if my mind and body can find moments of complete peace. The overall outcome of our session is that I do have stress in my life, and he recommends learning some breathing techniques and meditation to help me when I get back home.

Lunch Break

Lunch is a treat—we have salmon and an amazing salad of greens and veggies—all organic. The best part is meeting other guests and visitors. Tim is a USANA Associate from Maryland who is here for his knee. He is hoping Sanoviv can save



him from unnecessary surgeries that will put him out of commission from work for an extended period. George and Judi are also Associates; they've come because George has cancer. And Rich and Mindy from Virginia are here seeking answers for Rich, who has cancer as well. All of them are so friendly, and it's comforting to have friendly faces to see in-between tests.

After lunch I meet with my primary doctor, Dr. Danielle. She wants to know as much as she possibly can about me; anything and everything no matter how insignificant it seems. This visit lasts for about an hour and is mostly just a discussion about my overall health.

Then it is time for my dental exam with Hector and Dr. Claudia. I think I'm in good shape when they look over my x-rays and discover no fillings, cavities, or root canals. But a further look uncovers unhealthy gum issues. Instead of self-diagnosing, I decide to wait and see what they say when they piece it all together. It's what I love about this place—they consult with each other and see how separate issues can be related to one underlying problem.

Next, I meet with the fitness expert, Gerry. He asks if I think I'm in good shape. I'm embarrassed to admit the truth: "No—not really." He does some strength,



endurance, and flexibility testing. I guess I have some work to do. We'll see what type of program he creates for me.

Time for Pampering

It's afternoon, and it's time for a natural pedicure. The technician scrapes dead skin cells off my feet and then polishes my feet and toes. After that, she uses a chocolate exfoliate scrub. Aside from feeling great on my feet, it also makes my mouth water. Chocolate! Then she wraps each foot in a paraffin wax—ahhhh. Surprisingly, I am told to get a pedicure every month; it's essential to release toxins in your feet and keep your skin moisturized. So ladies, tell your husbands the doctors say so...

Chow Down

Dinner is an excellent salad with artichoke dressing, rice, and chicken with mixed veggies. I'm ready to smuggle Chef Abundio home to cook for me personally.

Day 3

I wake up extremely refreshed and ready for my second full day of diagnosis. It's a bright sunny day with the ocean making beautiful music.

I head down to vitals; it only takes five minutes. Then I get my chest x-rayed, which takes another five minutes.

I have a great conversation with other guests about how Sanoviv helps get to the root of health issues at the cellular level. It's mind boggling to understand how much easier it is to deal with anything and everything if you can just break it down.

Brrrrr, It's Cold

Now, I am off to thermography, a type of breast imaging where my body has to be a certain temperature. I've fasted for two hours and was not allowed to shower or use any lotions or deodorant. It is cold. They take pictures to find warm spots in my body, which shows hormones and can tell if there is an imbalance. The adorable technician explains that when she had hers, it showed she needed more detox for her liver. I never thought examining one part of the body could reveal information about a different part of the body and give insight into how all the organs work together.

It's now time for breakfast. Mmm...eggs and veggies.

Time to get Crackin'

I have never been to a Structural Specialist before, and don't know what to expect. She starts our session by talking to me and asking questions before looking at my pressure points. She cracks my neck and laughs at me, telling me to relax. I do



my best, and once I do relax, she works wonders on my neck and head.

A Nutritionist Named Sue

The moment I've been waiting for is finally here. Meeting Sue Ward. What a wealth of knowledge. We have an interesting talk about food allergies and how my doctor back home can easily miss critical signs of allergens. She helps me decide to start a gluten-free diet to see if it helps with some digestive problems I have.

Medical Consult

It's time to receive the results from the previous day's tests. Dr. Danielle says they found digestive irregularities and bacteria buildup that I can address with a probiotic and other supplements. (Good thing I know where I can get the highest quality supplements in the world.) She doesn't have all my results back, but it's a start. Tomorrow she will have more of



the big picture and we will start putting together a program for me to deal with my health properly.

Lunch Break

Lunch today is a delicious salad with oil dressing and chicken. I need to get these recipes, especially if I'm starting a gluten-free diet...

Now it's time for my ultrasound. For this fun test, you need a full bladder. I run in promptly at 2:30 and tell the radiologist he needs to hurry for obvious reasons. He does the ultrasound and looks at my kidneys, bladder, uterus—you name it. He finds a kidney stone and a cyst on my breast. Both are very minor, easily resolved, and are good to know about.

Ah-Ha Moment

At this point, I realize something: here I am coming down for a typical physical, and they've already found some things. The interesting part is I had a full-blown

physical just last month and was sent away with a clean bill of health. I believe the exact words were, “Keep doing exactly what you’re doing, because you are healthy.”

head. This day is shaping up to be peaceful, with plenty of focus on my body and mind. If only I had time back home to start off every day this way.

The interesting part is I had a full-blown physical just last month and was sent away with a clean bill of health. I believe the exact words were, “Keep doing exactly what you’re doing, because you are healthy.”

Dinner and a Class

Dinner is a tasty fish soup and salad. Then I go to a detox class. Sue Ward talks about the digestive system and the importance of detoxing. I take away two main tips: the first is to chew each bite of food 30–50 times. This is something I doubt anyone really does, but if we just take the extra time to chew properly, digestion will be that much healthier. I also learn to walk on the grass, stones, or concrete barefoot for about ten minutes a day to help ground the body and help blood cells carry oxygen throughout the body. Read Sue’s article on page 38 to find out more.

Day 4

I start my day off with energy medicine and meditation. This type of meditation isn’t meant to take you to some deep place and clear your mind of everything; it is more about focusing on one specific thing—whether it is the ocean, the birds, breathing, or a single thought. I decide to focus on the ocean. The combination of the ocean and deep breathing calms me and I admit, I feel better afterwards. I am truly energized and refreshed to start the day.

What’s for breakfast? Apples in a blueberry sauce, very tasty and satisfying.

Therapeutic Massage

Talk about relaxing. They work on my back, neck, shoulders, arms, legs, and

Food Prep Class/Lunch

Lunch today is organic turkey and quinoa. This is, hands down, the best lunch yet. I had never had quinoa before and it is amazingly delicious. And of course I can’t forget the salad with dressing to die for—olives and walnuts —yum!

Then, we watch a food demonstration to teach us how to make nut milk. Pretty simple, actually: combine one cup Brazil nuts and three cups water in a blender. Then, drain in a nut bag. The demonstrator makes three different types of milk, and the coconut milk is favored by most (I prefer the Brazil milk). We use the milk to make a delicious strawberry shake.

Afterwards, I run to Health Stuff, Sanoviv’s official store, before it closes so I can buy a nut bag. I just have to have one of my own.



Discharged

I meet with Sue again to get additional test results and my home program. She is a pleasure to talk with. She gives me my personal recommendations to begin a gluten-free diet and to start taking a probiotic. She also suggests I try a liquid day once a week at home to give my digestive system a rest, and recommends further testing to check for celiac. Also key to my program is some strength training that she and Gerry have agreed on: basic push-ups, sit-ups, and stretching.

Then Dr. Danielle sits me down to discuss all my test results and explains the program she wants me to follow. She starts me off slow so as not to overwhelm me (I can see that Jonas gave his input here). I have a list of supplements to take that include the Essentials, magnesium, and a couple of others, and she also encourages me to get a gum cleaning when I get back home.

I now have my home programs in place and am ready to make some changes in my day-to-day routines.

Preparing for Home

My last meal at Sanoviv is an excellent dinner with a salad and delicious tostada with guacamole.

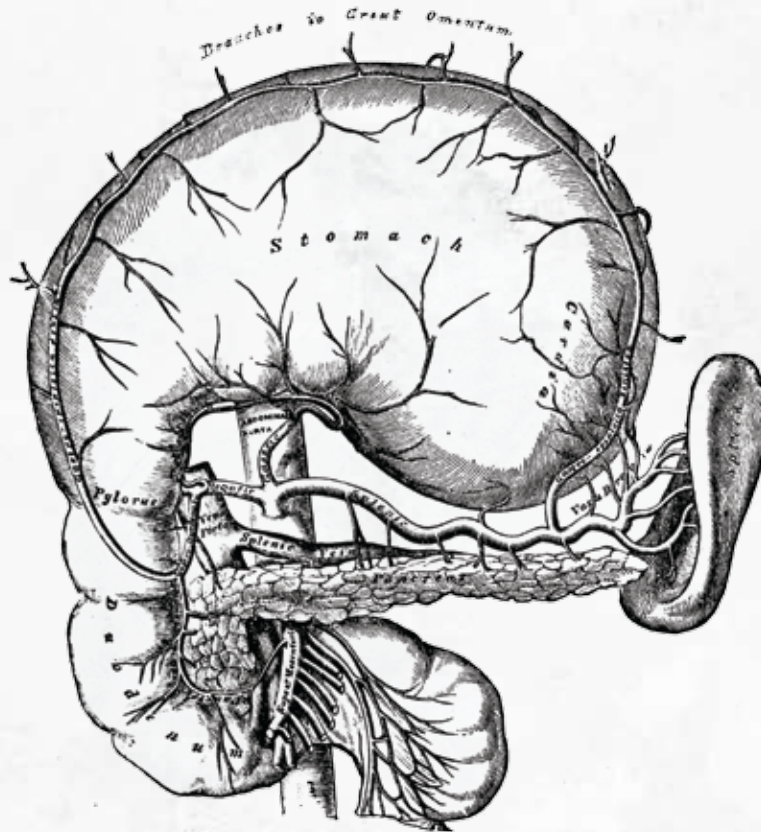
Once again, we have an excellent lecture by Sue. I learn so much that my brain is in overload. I’m definitely going to be a label reader from this moment forward, and I will be conscious of the oils I use and where the food I’m buying really comes from.

Time to go home tomorrow. I’m ready to get back to my family and I’ve learned some amazing things about my body and health in general. I am definitely making some significant changes. After this life-changing experience, I firmly believe that anyone could benefit from a visit to Sanoviv.

As an average healthy woman, they still found things I can change that can make significant improvements in my health and better my quality of life. ■

DIGESTIVE WELLNESS

Written by Susan Ward, MS, CCN



The road to optimal health begins with a strong, healthy digestive system and your body's ability to detoxify itself from harmful substances. There is truth in the old saying, "You are what you eat," but it is more accurately said that you are what you digest, absorb, and assimilate. If you are ready to take charge of your health, Sanoviv suggests you begin by taking care of your digestive system and detoxifying your body.

Digestion in a Nutshell

Once you understand the basic, important functions of the digestive system, you will see how important it is to begin here in the quest for better health. The digestive tract is about 30 feet long, beginning with the mouth and end-

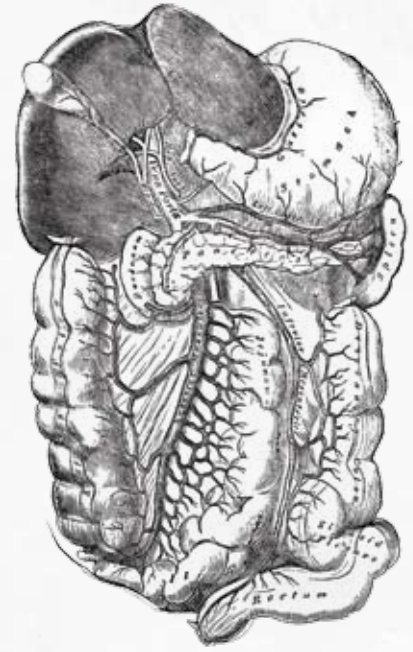
ing with the anus, and is commonly referred to as the "gut." Most people believe digestion begins in the mouth. Actually, it begins in the brain. To illustrate this, take a moment and imagine a lemon that is juicy and ripe. In your mind, take the lemon and squeeze the juice into a glass. Then close your eyes

and imagine what the juice will smell and taste like when you put it in your mouth. You may notice a "puckering" sensation or an increase of saliva, even though we only imagined the lemon juice. The thought of food sends a message to the salivary glands, which secrete saliva into the mouth.

Chew Your Food

The purpose of chewing is to masticate (liquefy) food, the first step in breaking foodstuffs down to the molecular level. Most people put food in their mouths, chew a few times and swallow. But food's contact with saliva is extremely important, because saliva contains enzymes that contribute to the chemical process of digestion by breaking down carbohydrates. Many people are unaware that the first stage of fat digestion also occurs in the mouth with the secretion of an enzyme called lingual lipase. This is why at Sanoviv we also recommend that you "chew" your shakes, green juices, and soups, again allowing adequate time for saliva to mix with the food. Rather than recommending a specific number of times to chew each bite, it is much more personalized for you to get a sense of your own eating and develop a better awareness and relationship with the food you eat. Obtain a baseline of where you are now

tract, and opens into the stomach. The **stomach** serves as a holding and mixing tank for food, churning and liquefying food, and breaking down proteins, preparing them for absorption. The stomach produces hydrochloric acid (HCl), creating an acidic environment, which is critical for destroying potentially harmful microorganisms that may have entered with your food and for assisting in the breakdown of proteins into individual amino acids. The lower part of the stomach contains a sensor mechanism that secretes the hormone gastrin for regulating the level of acid produced in the body of the stomach. Contrary to popular belief, many who suffer from heartburn don't produce enough HCl and have difficulty digesting proteins. The common treatment is to take antacids, which further decreases the necessary acidic environment of the stomach. Then, gastrin starts signaling the stomach to produce more and more acid, resulting in both a rebound output of acid and the discomfort most heartburn sufferers feel. With long-term use of acid blockers, the stomach ceases



tine, allowing more enzymes to continue the breakdown of large food molecules that may still be present. The lining of the small intestine contains small finger-like projec-

THE PURPOSE OF CHEWING IS TO LIQUEFY FOOD... MOST PEOPLE PUT FOOD IN THEIR MOUTHS, CHEW A FEW TIMES AND SWALLOW.

and simply strive to improve your chewing, which will cause you to slow down, making more time for enjoyment—and improved taste—of your meals. Proper chewing is one of the easiest ways to improve your digestion.

The Stomach

After swallowing, the food enters the **esophagus**, which serves as an air lock between the outside world and the digestive

tract to function normally, resulting in low or no stomach acid creation, thus completely impairing digestion.

Once the food leaves the stomach, it is called chyme and passes into the small intestine.

The small intestine is where 90 percent of all your nutrients are absorbed. As the chyme enters the small intestine, it is mixed with potent digestive enzymes from the **pancreas**. The pancreas also secretes bicarbonate to lessen the acidity in the intes-

tine, allowing more enzymes to continue the breakdown of large food molecules that may still be present. The lining of the small intestine contains small finger-like projec-

LEAKY GUT IS THE ROOT CAUSE OF MANY CHRONIC HEALTH CONDITIONS

—INCLUDING FOOD ALLERGIES AND AUTOIMMUNE DISEASE

Leaky Gut

Leaky gut is the root cause of many chronic health conditions—including food allergies and autoimmune disease—as it allows unwanted organisms and larger antigenic moieties into the bloodstream. This causes the immune system to “react” to these foreign invaders, as it assumes these particles are dangerous and creates antibodies against them. This can also lead to a situation where different foods set off an immune reaction every time they are eaten. These antibodies may also attack cells in the body that are structurally similar to the unwanted antigens.

Autoimmune diseases include psoriasis, eczema, fibromyalgia, chronic fatigue syndrome, lupus, Crohn’s and inflammatory bowel disease, Hashimoto’s thyroiditis, diabetes type 1, rheumatoid arthritis, scleroderma, autoimmune hepatitis, ankylosing spondylitis, pernicious anemia, Sjögren’s syndrome, and multiple sclerosis. To prevent and manage these conditions, it is important to fix the gut. Sanoviv uses the 4-R Approach used in functional medicine as a first line of therapy:

- 1) *Remove the potential causes of the leaky gut or damage to the intestinal lining. Such things include a long list: alcohol, caffeine, parasites, bacteria, chemical food additives, inadequate chewing, excessive fluid*

with meals, enzyme deficiencies, refined carbohydrates, processed food, prescription hormones such as birth control pills, medications, fungus or mold, mercury amalgams and other dental toxics, gluten (a protein found in wheat and other grains), and stress.

- 2) *Replace all the enzymes necessary for the digestion of proteins, carbohydrates, and fats, including protease, cellulase, and lipase, strengthening the system and improving overall digestive function.*
- 3) *Reinoculate with probiotics or friendly bacteria such as Lactobacillus and Bifidobacterium to help restore the proper bacterial balance in the gut. Bifidobacteria should predominate in the small intestine while Lactobacilli should be the predominant species in the colon.*
- 4) *Repair the intestinal lining to prevent further damage. Fortunately, if the offending substances are removed and other nutrients are added, new intestinal cells can emerge, tightening the junctions and repairing the leaky gut condition.*

Why is the Gut so Important?

The gastrointestinal tract is technically outside the body. Similar to the way the skin protects the body from the

external environment, so too does the lining of the intestinal tract, providing a barrier to everything that is ingested.

Because of a constant exposure to dietary antigens and microorganisms, the gastrointestinal tract maintains a steady local immune response, such that a continuous low-grade inflammation is a characteristic of the gut. In fact, approximately 70 percent of the body’s immune system is located in the lining of the gastrointestinal tract. When the gut is in trouble, it is likely the immune system is as well.

Our bodies have a “second brain” called the enteric nervous system. The fact is that half of the body’s nerve cells are located in the gut and about 95 percent of the brain neurotransmitter serotonin is produced in the gut. This is the reason chronic stress and our emotions play a central role in many physical disorders. Knowing this helps us to understand how digestive disorders and depression are intimately related. There should be no question about it; the gut is the foundation of good health.

The Large Intestine (aka the Colon)

The large intestine is the last organ through which food passes, and its job is to absorb water and nutrients that were not absorbed in the small intestine and to form feces from the waste.

The *large intestine* is about five feet long, including its final segments, the *colon* and the *rectum*. Food at this point is primarily insoluble fiber, and generally will spend more time in your large intestine than anywhere else during digestion. One reason for this may be that bacteria in the colon are capable of generating nutrients from waste. These “good bacteria” (known as probiotics or flora) not only help with the absorption of food and the synthesis of short-chain fatty acids, they also promote the production of certain classes of antibodies that aid in the destruction of competing, or potentially disease-causing, bacteria. As adults, our digestive systems contain more than 100 trillion bacteria, fungi, and other microbes; more numerous than all the cells in your body.

In a healthy digestive system, there is a ratio of 80–85 percent ‘good’ bacteria and 15–20 percent ‘bad’ or disease-

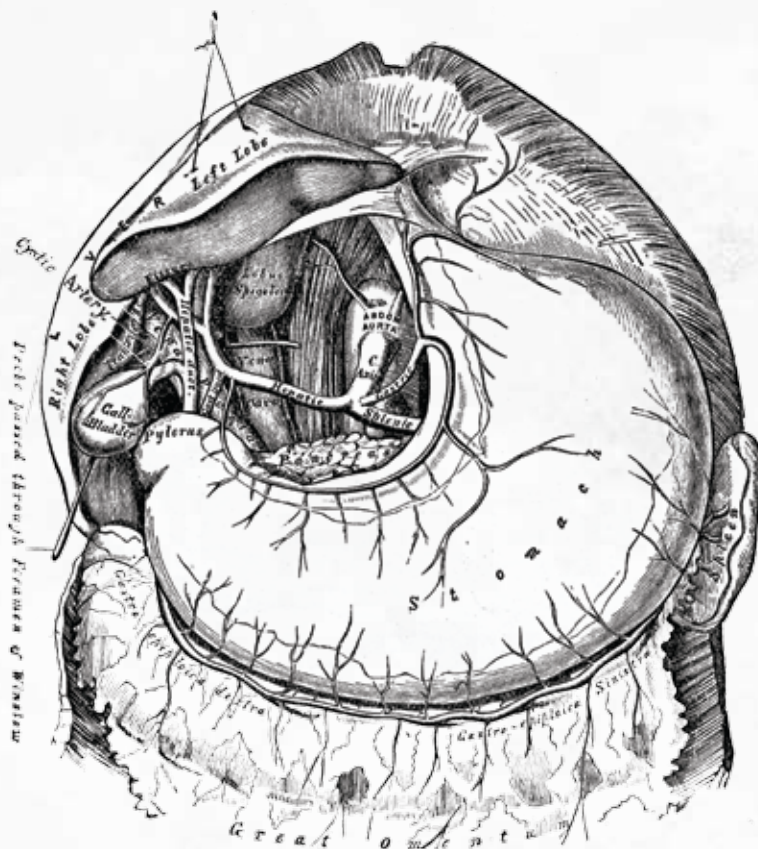
causing bacteria. This ratio is reversed in many people today. Things that can contribute to this imbalance are:

- *Drugs*
(antibiotics, anti-inflammatories, laxatives, antacids, birth control pills)
- *Refined carbohydrates*
- *Processed food*
- *Lack of eating fermented foods*
- *Lack of fiber*
- *Alcohol*
- *Caffeine*
- *Overeating*
- *Inadequate chewing*
- *Environmental toxins*
- *Stress*

Signs of good digestion and elimination include good bowel movements daily (preferably two or three), forming stool that is free from odor, walnut brown in color with a consistency similar to toothpaste, and about the length

of a banana. The stool should leave the body easily, settle into the toilet and gently submerge. The time it takes for a meal to enter the mouth and then exit the rectum, known as “transit time,” should ideally be between 12 to 18 hours. Transit time is related to exercise, water consumption, and especially the fiber content of your diet. Poor transit time can lead to the re-absorption of toxins, including bacteria, nitrates, and other cancer-causing toxins, which can then enter the bloodstream.

It is of key medical importance for health practitioners to ask many questions about your stool. This is how we know what is going on in your body, as this system must be functioning well for you to be healthy. It is very common to be talking “poop” at Sanoviv, not only with your doctors, but also with other guests! It’s a fascinating health subject. ■



Interested in learning more about digestive wellness and detoxification? Check out www.whatsupusana.com for more exclusive content from Susan Ward about Sanoviv's unique detox techniques and what you can do in your own life to help cleanse your body of toxins.

TRULY INSPIRED

The new “Sanoviv Inspired” seal is meant to show the quality, integrity, and special history behind USANA’s amazing Digestion and Detox products.

At Sanoviv Medical Institute, medical professionals frequently recommend USANA products in order to address their guests’ specific needs. When these professionals found a need for a line of products to assist the digestive system

and help promote a sound detoxification process, they looked to USANA.

In response, USANA scientists created the new and updated line of Digestion and Detox products, made to work together to support your digestive health. These high-quality supplements now bear the “Sanoviv Inspired” seal and come highly recommended by the medical professionals at Sanoviv. ■



Digestive Enzyme

A powerful supplement that encourages more complete digestion and absorption of nutrients and supports the body’s natural detoxification processes.*

“One of the first steps toward vibrant health is balancing gut function. High quality probiotics are some of our main tools to bring back homeostasis in the gut. USANA has achieved a new level of nutritional excellence with the incorporation of the USANA Probiotic in the product line.”
—Elise Dubois, DC

“Supplementing with digestive enzymes can make a difference in your digestive health. Mild indigestion, occasional heartburn, gas and bloating, occasional constipation, etc. are often a direct result of inadequate enzyme production. USANA’s Digestive Enzyme is the highest quality pH-stable digestive enzyme available on the market today.”
—Armonía Rodriguez, MD

USANA® Probiotic
A probiotic food supplement containing the two most important probiotic bacteria for digestive and immune health.*



Hepasil DTX™

A comprehensive liver support formula to help promote and balance detoxification processes within the body, made using USANA's innovative Nutritional Hybrid Technology.*

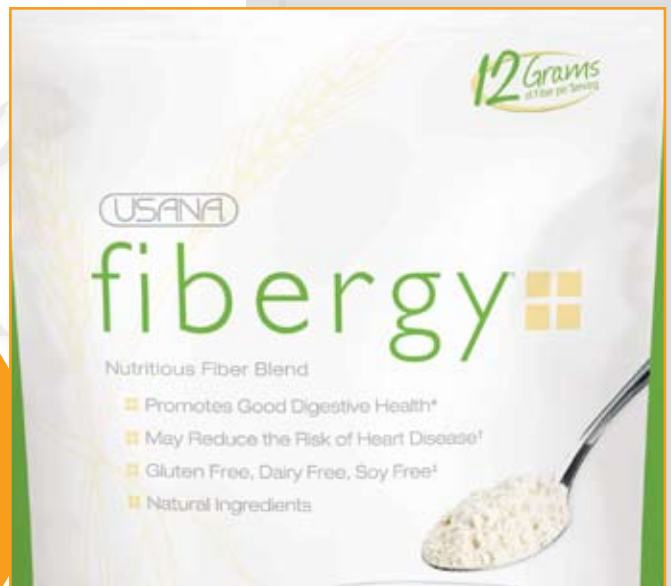
"Hepasil DTX is what many doctors have been waiting for. This is a safe and reachable way to keep your toxin load under control. Its exclusive combination of ingredients will help you clean your system!"
—Francisco Ulloa, MD



"I love that the formula of Fibergy Plus is hypoallergenic. And with such a simple and clean ingredient list, it is perfect for sensitive individuals."
—Susan Ward, MS, CCN

Fibergy® Plus

A nutritious fiber blend that is gluten free, soy free, dairy free, low in sodium, and can be mixed with juice or water to provide 12 grams of fiber in each serving.



Sanoviv and Sensé™

Along with a variety of nutritional products recommended at Sanoviv, the world-class Sanoviv spa also uses USANA's unique, paraben-free Sensé products in their treatments. The use of these award-winning facial care products in an institute such as Sanoviv brings a whole new meaning to the term beautiful science®.

"We love Sensé because it is a product with no added chemical preservatives. It has a soft scent and a deep moisturizer. You can see and feel the difference in the skin and it is easy to use."

—David Gonzales, director of Sanoviv spa





3-Star Diamond Director

Chun Yan Kelly Li

New York, USA



“Always
keep
improving.”

Sitting amid thousands of fellow USANA Associates at International Convention in Salt Lake City, Chun Yan Kelly Li felt their energy and devotion to USANA. As she witnessed her teammates recognized on stage, she felt proud of those who had come with her, not only to Convention, but on her personal USANA journey as well. “The number of teammates attending International Convention is increasing dramatically each year,” she says. “Many of them received awards in 2010, and it made me so proud of them.”

Following International Convention, Kelly felt energized, and although she had already completed a successful run to 1-Star Diamond Director just months earlier, she was ready to make the next step. She knew it was possible because of her supportive team, and now, as a 3-Star Diamond Director, Kelly feels gratitude to those who helped her get there. “My team’s motivation and energy kept me going, and because of their hard work, I was able to fulfill my goal,” she says.

Each advancement teaches various lessons, and Kelly’s recent advancement proved to be no different. “I learned the value of following up with people,” she explains. “Many prospects I had followed up with for years were finally starting to see my success with USANA, and that success proved USANA could be a great opportunity for them as well.” She also realized there is always room for improvement. “Not only should I be knowledgeable in health, but in business as well. Ultimately, I realized that improving myself would help me train my teammates.”

With increased responsibility, Kelly admits she was initially stressed following her advancement, but she believes the rewards have been worth it. From her health to her income, Kelly emphasizes that her life has improved thanks to USANA. “For people who are uncertain about network marketing or confused about their future, my story has given them hope and brightened their lives,” she says.

As a strong and inspiring leader, Kelly realizes the responsibility she has to continue working hard and not settling into “retirement” early. “I could choose to step back, but I can’t imagine doing that when I have a team that needs my support and needs me to lead them,” she says. “I can’t and won’t stop.”

Kelly continues, “It’s essential as a leader to share and spread the vision. If I, a single mother new to a city, can reach success, than why can’t you? You can!”

Once faced with an uncertain future, Kelly finds strength in knowing she has found a profession she loves and a message she looks forward to sharing with others. “You have to use the products and create your own experiences, because then you learn to love the products and understand USANA’s vision,” she says. “The smiles on my teammates’ faces give me so much happiness that I almost can’t describe it. That feeling will keep me sharing USANA forever.” ■

Written by Suzanne Houghton

\$93,000 is the average yearly income for an established, full-time USANA Associate. \$24,500 is the annual average of those who earned as little as one commission check each month. Total includes all earnings from the Compensation Plan, Leadership Bonus, Matching Bonus, contests, and incentives. Calculations based on earnings for fiscal year 2009. Figures should not be considered as guarantees or projections of actual earnings, which result only from consistent, successful sales efforts. To be considered in a rank’s earnings, Associates must have earned checks at a median rank for at least 20 weeks. According to results from an in-house survey taken between 2004 and 2006, the primary reason 17% of USANA independent business owners join the company is to improve their financial future. 21% of that group earns a check at least once a month. Of those whose primary reason is to earn enough to replace a full-time income, 90% have been Associates for at least one year and 57% are full-time Gold Directors and above. The number of Gold Directors and above who have maxed at least 1 Business Center during the year equals less than 1% of all Associates. Those earning as little as one check a month equal approximately 3% of all Associates. If you include all 165,710 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 \$616.71 with nearly one in three earning a check. To date, USANA has more than 140 Associates who are lifetime Million Dollar Club members.



"Seeing the smiles on my teammates faces brings me so much happiness!"



2-Star Diamond Directors

Tina Tao Pang & Chun Y. Liu

Maryland, USA



“Ask what you can do for your team, not what your team can do for you.”

As Tina Tao Pang and Chun Y. Liu watch USANA continue to grow, develop, and ultimately advance forward into the future, these well recognized and respected USANA leaders find themselves doing the same in their business. From advancing to 2-Star Diamond Directors to walking through USANA headquarters as new Million Dollar Club members, Tina and Liu's experience with USANA is still evolving.

Always striving to be good examples, the couple vows to remember their success in USANA didn't come without help. “USANA is a team game,” they say. “Interdependence is one of the key lessons we have learned during our time with USANA.”

They continue, “More and more team members are progressing and are getting recognized for their accomplishments and that honestly makes us really happy and makes us feel rewarded. The interdependent atmosphere on our team has been cultivated and we now have more members on the same page in pursuit of USANA's cause.”

It is ultimately that cause that keeps Tina and Liu passionate at developing the career they love, and they look forward to the next year with high hopes and expectations. “We are going to keep working and scoring while dreaming bigger and bigger,” they say.

But while they are growing, they will be equally as pleased to support others in their own endeavors. “Realistically, we are going to employ the majority of our effort toward our team members in terms of their growth,” the couple says. “Our team is the primary platform on which we can grow.”

One of the greatest pieces of advice the couple wants to offer Associates is to always remain focused on moving forward. “Teach yourself and your team members to have a motivational plan. You can't achieve bigger and greater things if you are not self-motivated,” they stress. Tina and Liu also agree that although you might face some setbacks and disappointments, you can work through anything.

Proud of what they have accomplished thus far, Tina and Liu remain resolute in continuing forward and working hard. “You can be satisfied with what you have achieved, but never feel too comfortable,” they say. It's that concept that makes each achievement an adventure or chance to accomplish something even greater.

Being inducted into USANA's prestigious Million Dollar Club last fall was an unforgettable experience for Tina and Liu. “The Million Dollar Club is a bridge connecting what we have already achieved in the past five years to what we are going to accomplish down the road,” they say. “This is just the end of our journey's beginning.”

Tina and Liu's experience has been marked with success and struggles, but reflecting back, they are grateful for the chances they have had to grow and change their perceptions. In the beginning, they hoped to experience success on many levels, but USANA has been more than they thought possible. “USANA has played a role bigger than we had expected in terms of health, wealth, and our social life,” they say. “We have many true friends thanks to USANA, and that is invaluable.” ■

Written by Suzanne Houghton

\$93,000 is the average yearly income for an established, full-time USANA Associate. \$24,500 is the annual average of those who earned as little as one commission check each month. Total includes all earnings from the Compensation Plan, Leadership Bonus, Matching Bonus, contests, and incentives. Calculations based on earnings for fiscal year 2009. Figures should not be considered as guarantees or projections of actual earnings, which result only from consistent, successful sales efforts. To be considered in a rank's earnings, Associates must have earned checks at a median rank for at least 20 weeks. According to results from an in-house survey taken between 2004 and 2006, the primary reason 17% of USANA independent business owners join the company is to improve their financial future. 21% of that group earns a check at least once a month. Of those whose primary reason is to earn enough to replace a full-time income, 90% have been Associates for at least one year and 57% are full-time Gold Directors and above. The number of Gold Directors and above who have maxed at least 1 Business Center during the year equals less than 1% of all Associates. Those earning as little as one check a month equal approximately 3% of all Associates. If you include all 165,710 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 \$616.71 with nearly one in three earning a check. To date, USANA has more than 140 Associates who are lifetime Million Dollar Club members.



Tina and Liu recently became members of the MDC.



Diamond Directors

Dr. Alberto Peña del Moral & Brenda Alcaráz

Baja California, México



“Without
passion
nothing
can be
achieved”

Dr. Alberto Peña del Moral and his wife, Brenda Alcaráz, used to have a different idea about their future. “Our plan was to work hard, save, and invest in order to generate cash flow,” they say. “We thought it would take us a couple of decades to reach financial freedom.” How quickly life can change, and change for the better.

As a full-time physician at Sanoviv Medical Center, Alberto was very familiar with USANA's products. He was very fond of USANA and really did, in the beginning, just want a way to balance the health of his family. Brenda was a successful, if not overworked, architect, and between the two of them, they knew they wanted a way to achieve a better quality of life.

After enrolling as Associates, the couple realized that not only could they potentially create the better life they had hoped for, but they just might be part of something even greater; something life changing.

Although they were only able to work with USANA in the evenings due to their busy schedules, it was the possibility of a better future that kept them motivated. “We often felt that these hours, after our daytime jobs, were a bit tiring, but we frequently reminded ourselves about what would happen if we didn't continue,” they recall. “We thought it was either five years of this or no freedom for the rest of our lives.”

Freedom is what these new dynamic Diamond Directors are now experiencing, and they stress they couldn't have experienced it without the backing of their team. It's a team with diverse qualities that, when working together, “are unstoppable,” they say. “Together we have created a formula for success. Becoming Diamond Directors is actually a reflection of their success,” Alberto and Brenda agree. “Our teammates are the actual Diamonds.”

It's that team the couple looks forward to supporting and watching become leaders alongside them. “We are teaching them as much as we can based on our own successes and failures. If we can show them what works and what doesn't, we hope we can save them a lot of time and help them fulfill their dreams,” they say.

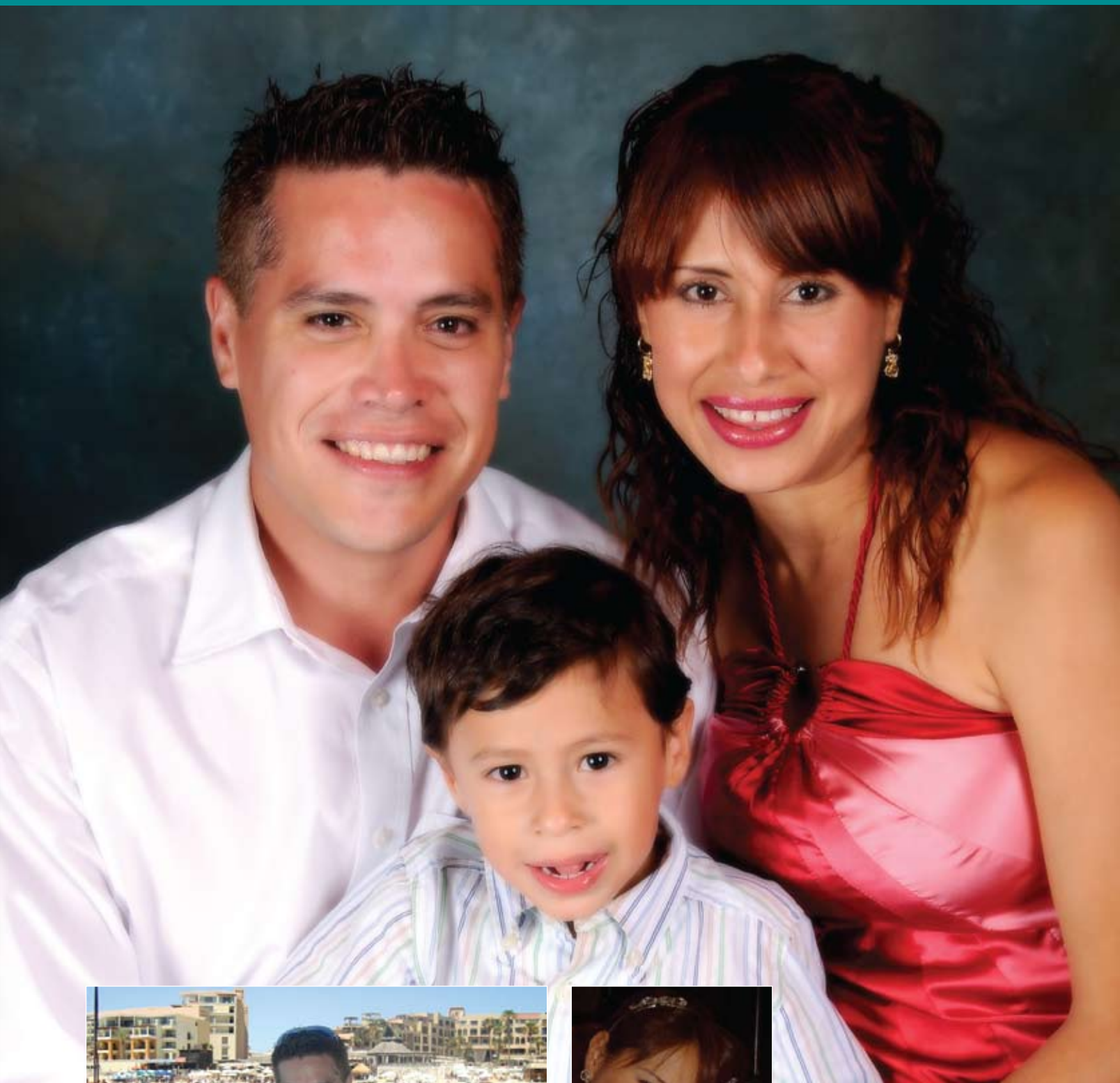
One of the greatest changes Alberto and Brenda have made in their life is that they have been able to pay off their debts and attain time freedom. But it's more than doing things for themselves. “We have tried not to change our life in regards to our expenses, but instead we have found that we have the ability to donate a high percentage of our income to social and spiritual causes instead.”

As two of USANA's top leaders, Alberto and Brenda are excited to see what the future has in store for them, as well as for the company as a whole. “We love México and we want to promote its development,” they say. “We know people are looking for opportunities, and our goal is to change the lives of as many people as we possibly can.”

Before USANA, Alberto and Brenda thought they would have to work for the rest of their lives to provide for their family. Luckily some things don't turn out as planned—they turn out better. “What we had planned on accomplishing in our lifetime, we did in only six to seven years with USANA.” ■

Written by Suzanne Houghton

\$93,000 is the average yearly income for an established, full-time USANA Associate. \$24,500 is the annual average of those who earned as little as one commission check each month. Total includes all earnings from the Compensation Plan, Leadership Bonus, Matching Bonus, contests, and incentives. Calculations based on earnings for fiscal year 2009. Figures should not be considered as guarantees or projections of actual earnings, which result only from consistent, successful sales efforts. To be considered in a rank's earnings, Associates must have earned checks at a median rank for at least 20 weeks. According to results from an in-house survey taken between 2004 and 2006, the primary reason 17% of USANA independent business owners join the company is to improve their financial future. 21% of that group earns a check at least once a month. Of those whose primary reason is to earn enough to replace a full-time income, 90% have been Associates for at least one year and 57% are full-time Gold Directors and above. The number of Gold Directors and above who have maxed at least 1 Business Center during the year equals less than 1% of all Associates. Those earning as little as one check a month equal approximately 3% of all Associates. If you include all 165,710 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 \$616.71 with nearly one in three earning a check. To date, USANA has more than 140 Associates who are lifetime Million Dollar Club members.



"We are part of the
best company and
the best industry.
The rest is up to us."



Yaney Gao

Louisiana, USA

Yaney Gao looks back on the last year and a half of her life—a whirlwind of hard work and the amazing benefits that followed—and sometimes she can't even believe it herself. She had simply set her sights on advancing to Gold, Ruby, and most recently, Emerald. But in the midst of that, she also became a member of the Growth 25. She's now a top leader in USANA, but Gao doesn't necessarily think she is unique—she knows others can accomplish similar goals with the right attitude.

Before USANA, Gao found herself in a familiar situation. She was busy working with another network marketing company, so when a friend introduced her to USANA, she really didn't want to have anything to do with it simply because she couldn't imagine changing companies. But over time she found herself drawn to USANA. "After spending time learning about USANA, I realized what a great company this was," she says.

As one of USANA's newest Emerald Directors, Gao admits that, so far, everything has turned out just like she wanted. "As I look back, I realize I have achieved my goals in the time frame I had hoped for," she says.

Gao's USANA journey has been possible thanks to supportive teammates who have taught her lessons about business. "The bottom line is, teamwork is absolutely essential when it comes to success," she says. "Make sure there is always cooperation within a team and not competition."

As Gao and her teammates continue to share USANA's vision with others, she is excited to share the products and possible opportunities with others. "I hope to help more and more people share the potential benefits of USANA's products. As I do, I have an obligation to work harder to benefit people whatever their background is," she says. ■

See income disclaimer on page 48.

"Seeing is believing."

Yaney Gao



Xiu Ya Chen

British Columbia, Canada

As one of USANA's newest Ruby Directors, Xiu Ya Chen is simply enjoying life, but she already has her sights set on the next accomplishment. "I hope to advance one more rank before Convention next year," she says.

Chen has definitely learned a great deal since becoming a part of the USANA family. At first, she didn't really understand how becoming an Associate could impact her life, but Chen did know she liked the products. However, as she started to teach others about USANA's vision and the meaning of true health and wealth, she realized she was sharing something that would change her life as well.

While Chen watches other Associates build their own teams, she offers these words of advice: "Be sincere, positive, optimistic, eager, and have perseverance."

As for her own team, Chen can't help but express her immense gratitude toward them, and she looks forward to seeing what they can accomplish together.

"My goal is to teach everyone in my downline how to succeed and earn the income they want," she says.

Now, as a strong leader with a Ruby rank to prove it, Chen is determined to teach her fellow Associates that success is possible if they are confident.

"You need to have determination and perseverance." ■

Shortly after moving to Canada from China, Ivy Prevost began looking for a way to maintain her health. After learning about USANA and their products, she began taking the supplements and found herself sharing her positive experience with friends.

While her interest in USANA continued to grow, it wasn't until Ivy attended her first International Convention that she realized what an amazing company she had discovered. "I came away from International Convention with a real appreciation of what Dr. Wentz has accomplished and what he has contributed to society," she says.

Upon returning home, Ivy's passion and desire to share USANA with others flourished, and she went to work. "Because of the great Platinum Pacesetter program, I was able to quickly grow my business and team," she says. "USANA can not only help with health, but it can also help someone develop a very successful career."

As a successful Ruby Director, Ivy is grateful to those who have helped her get this far—her team—and she looks forward to watching them experience success themselves. "My goal is to help Associates achieve the same success I have," she says. She continues, "I tell my Associates that if they want to be successful, they have to love what they do, work hard, and understand that helping others will ultimately help them as well." ■



Ivy Prevost

British Columbia, Canada



Claire Tsai knew it was time to focus. After becoming a Gold Director in 2006, she had taken a break from the hard work to enjoy her well-earned time and financial freedom. But when Claire attended International Convention last year, she left re-energized and motivated. "My husband, John, encouraged me to move forward. I had gained valuable experiences when I became a Gold Director and John encouraged me to apply those experiences to reach even higher goals," she explains. Since becoming a part of the USANA family, Claire has learned many lessons about business, life, and what is important to her. "Without health, you can't enjoy your life even if you are monetarily successful," she advises. "Without creating time freedom, you can't enjoy your dreams even if you have your health."

Claire is celebrating becoming one of USANA's newest Ruby Directors, but this advancement is just the beginning of what she plans on accomplishing. "My goal is to become a Diamond Director within the next three years," she explains. "I also look forward to traveling around the world to support my teammates."

As Claire continues to develop a strong business, she relies on the same advice she gives others. "Set a goal. As long as you never give up, you will reach it." ■



Claire Tsai &
John Chen
Virginia, USA



Kunlayanee
Vongkattiya
California, USA

Kunlayanee Vongkattiya doesn't believe she is anyone out of the ordinary, but she has accomplished great things. And that's the reason this new Ruby Director believes anyone can become just as successful as she is.

Kunlayanee has always had a passion for living a healthy lifestyle, and because of that love, she was drawn to USANA. After learning all she could about the products, she decided she should at least try to learn more about building a USANA business. When she realized she could help people find true health and true wealth, she couldn't wait to tell others about it. As she did, her business began to grow into a very successful venture.

One of the reasons Kunlayanee loves building with USANA is the team she gets to do it with. "All of my teammates work really hard and I just want to tell them how grateful I am for each and every one of them," she says.

Kunlayanee believes her teammates can each grow into leaders and can do so by showing others what USANA can offer them. "Tell them about the products, the company, and the compensation plan in a simple way, and don't complicate it," she says.

Kunlayanee's future is wide open to possibilities, and she looks forward to it. "I hope to advance to Emerald shortly," she concludes. ■

See income disclaimer on page 48.

ASIA-PACIFIC ADVANCEMENTS

USANA Health Sciences would like to congratulate all of our Asia-Pacific Associates who advanced from September 26th–November 20th, 2010.

DIAMOND

2-Star Diamond

Ying Li, Hong Kong

1-Star Diamond

Lin Shi & Meiqin Jiang, Australia

Diamond

Jian-Guo Shen & Jian Fang Ding, Australia

Lei Wu & Susan Xu, New Zealand



EMERALD

Minghui Zhao, Hong Kong

RUBY

Yanru Geng, Hong Kong

Yuusuke Kawauchi, Japan

Aki Kojima, Japan

Li Liu, Hong Kong

Yuying Nie, Hong Kong

Eiko Oode, Japan

Qing Wang, Hong Kong

Sandy Wong, Australia

Xiaohong Ye, Hong Kong

GOLD

Noor Ashura Lee Binti Abdullah, Malaysia

Galia Cai, Australia

Yumin Cai, Hong Kong

Kejia Chen, Hong Kong

Hsu Shu Chu, Taiwan

Jisheng Cui, Hong Kong

Taishan Ding, Hong Kong

Wenbin Dong, Hong Kong

Gerry & Lucy Garay, Philippines

Wanfang Huang, Hong Kong

Shaojun Jian, Hong Kong

Shuting Kang, Hong Kong

Peng Li, Hong Kong

Hengchen Liu, Hong Kong

Huiyun Liu, Hong Kong

Zhongping Mao, Hong Kong

Jingmei Mu, Hong Kong

Lim Chin Peng, Malaysia

Ju Shang, Hong Kong

Jieping Shu, Hong Kong

Xiaofeng Sun, Hong Kong

Chunyan Wang, Hong Kong

Feidi Wang, Hong Kong

Jun Wang, New Zealand

Liwen Wang, Hong Kong

Shan Wang, Hong Kong

Xiaoping Wang, Australia

Lizhuang Wu, Hong Kong

Yan Wu, Hong Kong

Guoping Xu, Hong Kong

Xiaohui Yang, Hong Kong

Xia Yu, Hong Kong

Guojie Zhong, Hong Kong

Conghe Zhou, Hong Kong

Shaorong Zhuang, Hong Kong

**CONGRATULATIONS ALSO TO OUR 168 NEW SILVER DIRECTORS
AND 35 NEW BRONZE DIRECTORS FROM OUR ASIA-PACIFIC MARKET.**



Xiao Chun Chen New York, USA

Xiao Chun Chen initially didn't think USANA would be a good fit for her. She did, however, encourage her daughter to look into it. "I thought it would be a great opportunity for her to learn and gain real-life business experience," she says. But as Chen started taking the products, she discovered USANA could potentially be a good fit for her as well.

Chen is now a successful Gold Director, and as she witnesses her teammates develop into leaders themselves, she advises them to never let fear get in their way. "Have a solid belief in the products and then share your knowledge with confidence," she says.

Chen's next goal is to work toward Ruby, and she will do it with this in mind: always persevere!



Dr. John & Dena Koehler Illinois, USA

As a full-time physician, Dr. John Koehler couldn't help but be impressed when he was introduced to USANA. "My initial reaction to USANA was very positive because of the high-quality of the **Nutrimeal™**," he says.

Already dedicated to promoting health to others, Dr. Koehler's motivation to continue sharing USANA remains exactly as it did in the beginning, which is what ultimately assisted he and Dena in their recent advancement to Gold Director. "We stayed with it," he says.

Their dedication helped them reach great success with USANA, and they don't plan on stopping any time soon. Dena and Dr. Koehler both hope to continue to remain focused on the success and health of others.

"A rising tide raises all boats."



Marcus Kok California, USA

Marcus Kok was attracted to the possibility of owning his own business, but he wasn't quite sure where to start. When a friend introduced him to USANA, Marcus realized it could be the opportunity he had been looking for. But this new Gold Director will tell you it has been more than just an opportunity—it has changed his life.

Becoming a Gold Director was a priority to Marcus, and he looks forward to his teammates taking on the same challenge themselves. "This business can be very emotional especially when aiming for advancements, but I was always taught to run off of a vision and not an emotion," he says. "Understand what you are working toward."

Marcus's team, Next Evolution, is a great part of his success, and he is grateful for their unwavering support. "I cherish them and couldn't have done it without them."

"I'm proud to represent USANA!"



Chang Li Illinois, USA

Chang Li spends her weekdays working for a government hospital studying chronic diseases and then focuses on USANA on the weekends. With her busy schedule, Li knew just what she needed to do when she set her sights on becoming a Gold Director—rely on her teammates. "They are the main reason I could do it," she says.

A growing leader within her team, Li is committed to always being a good friend and example to others. "Being a successful leader means being a positive influence for your team and not using your power to rule them," she says.

With her sights now set on Ruby, Li hopes to show others USANA has made a great impact in her life, and it can in theirs as well. "I feel I have a responsibility to share my knowledge and Dr. Wentz' vision."

NEW GOLD DIRECTORS NOT FEATURED:

Ivy Sun, New York, USA



EnQiao Ma Maryland, USA

After moving to the United States from China, EnQiao Ma didn't quite know where to turn. "I was teaching Mandarin and working part-time at a restaurant," she says. "I really felt lost."

But when she became acquainted with Emerald Director Yaney Gao, Ma was attracted to her sincerity and passion for USANA, although she wasn't interested in becoming part of the business—at least at first. "I started to consider taking the supplements, but I still didn't think I could make an income," she says. "However, I believed in the quality of the products."

Over time, Ma's passion for the products, and in turn the company, has grown. "I have a solid belief that customers will appreciate hearing about the products and I will never give up sharing it with them."

"My first priority is to always help others."



Dr. Mike & Kanoe Okouchi California, USA

Dr. Mike Okouchi was sold on USANA after realizing it wasn't just another network marketing company. He was impressed by how many high-level professionals were involved, and by USANA's founder. "I listened to a few conference calls and saw the integrity of Dr. Wentz," he says. "That was all I needed."

A chiropractic kinesiologist specializing in functional medicine, Dr. Okouchi initially looked forward to his wife being a stay-at-home mom. But while that remains his motivation, he now has an increased passion for others to be successful within the business.

A new Gold Director, Dr. Okouchi stresses success is possible, even if you don't witness all the results right away. "To create a life full of happiness you must be willing to sacrifice a lot," he says. "The greatest joy is knowing that what you've created will definitely outlive you."



Zheng Wu New York, USA

Zheng Wu found success working in a sales department at a corporation in China, so after moving to the United States, he was very excited about USANA and the possibility of establishing a career in direct selling. "It was a new environment to me, but I was lucky I could continue my passion working in the sales field," he says.

Today, Wu is a successful Gold Director looking forward to continuing on his path of true health and true wealth while helping his growing team experience the same. "My task is to teach them how to develop their target market," he says. "Without my team's help, I wouldn't be where I am today."

In the future, Wu hopes to "work hard physically and work even harder mentally."

"Treat everyone with sincerity."



Lei Zhu New York, USA

Lei Zhu used to dream of success, but she was fearful she wouldn't be able to fulfill her goals. Then Zhu found USANA, and that fear subsided. "USANA gave me the chance to gain true health and also gave me the courage to pursue my dreams of success," she says.

Not only is Zhu finding success with USANA, she is also developing a network of teammates with whom she is proud to be associated. "My teammates and I are good friends and partners, and we help each other just like a regular family," she says. "I appreciate them from the bottom of my heart."

Zhu looks forward to her future and accomplishing even bigger dreams with USANA. "My hope is to help more people gain true health and wealth through USANA," she concludes.

"Always have integrity, compassion, and perseverance."



Chen Zi New York, USA

Chen Zi has a nursing background, so she knows how important it is to care for your health. But when her sister introduced her to USANA, she refused to get involved and even tried to change her sister's mind. "I tried to persuade my sister and told her it might be a scam," Zi says. But it was Zi who eventually had a change of heart.

Once Zi embraced the company and started working closely with her team, she quickly realized she was going to be successful. "Our team meets everyday, and thanks to that routine and my team's support, I advanced to Gold," she explains.

Zi has experienced a great change in her life and she encourages others to embrace USANA. "USANA has the best products and if you share them with others, you can be successful," she concludes.

Knowledge & Health Go Hand in Hand.

The world's great minds on the importance of healthy digestion...



—Dr. Myron Wentz, USANA/Sanoviv founder

*"None of the foods you eat—whether it be a slice of bread, a piece of chicken, or even a glass of orange juice—can be used by your body in its usual form. They first must be broken down and converted for transport throughout the body. Without this process—what we call **digestion**—we would be unable to provide our cells with the nutrition they need for growth and their normal metabolic functions."*

**Educate your customers
about the importance of
healthy digestion with the new
Digestion/Detox
product flyer.**



Available on **USANAtoday.**



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Ancient. Modern. Adventure.



The Riviera Maya is a meeting place. It's where the turquoise sea and the deep-green jungle converge on a strip of white sand. It's where ancient ruins and modern marvels nestle together. It's where exploration rubs shoulders with luxury. And, October 6–10, 2011, it's where members of the Growth 25 will join together for an experience that will be equal parts reward and adventure.

Get the full details and qualifying rules for the North American Growth 25 at USANAtoday.com.

"One of my most cherished trips to date was having an opportunity to stay at a luxury resort in Mexico as a member of USANA's 2009 Growth 25. You are treated like royalty and the trip is an absolute luxury. I encourage you to go for Growth 25 in 2011!"

—Leanne Grechulk, Emerald Director





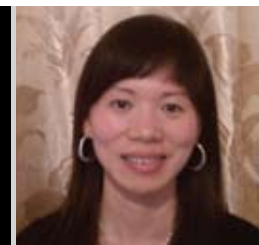
Imma Afi Souka Adenka,
Québec, Canada



Chen Chen,
Virginia, USA



Lisa Chen,
Illinois, USA



Mei Hui Chen,
New York, USA



Vicky & Stephen Dancho,
British Columbia, Canada



Qing Dong,
New York, USA



Anne-Marie & Rick Gieser,
Colorado, USA



Sharon Xiao Zhen Huang,
Maryland, USA



Haixia Yang Hussett,
Michigan, USA



Pinchao Jiang,
California, USA



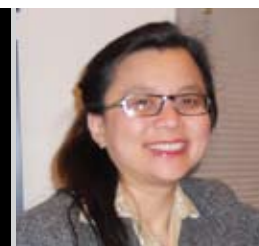
Johnny Lam,
California, USA



Ying Li,
British Columbia, Canada



Verónica Ramírez Lomelí,
Querétaro, México



Claudia Luo,
Pennsylvania, USA



Cai Xia Merino,
New York, USA



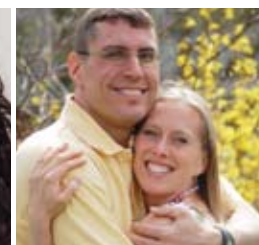
Catalina Aristizábal Mora,
Jalisco, México



Set Ting Neo,
Texas, USA



Teresa Khanh Nguyen,
Washington, USA



Dr. Steve & Crystal Nitz,
Illinois, USA



Dominic Ong,
California, USA



Roberto Gómez
del Campo Orozco,
Guanajuato, México



Emmanuel de los Santos,
California, USA



Wei quan Shen,
British Columbia, Canada



Rong Sun,
California, USA



Patty Wang,
Ontario, Canada



Xiao Hui Wang,
British Columbia, Canada



Xin Wang,
North Carolina, USA



Jiao Yang Zhang,
British Columbia, Canada

NEW SILVER DIRECTORS NOT FEATURED:

Sherry Chen, Illinois, USA
Wendy Cheng, New York, USA
Chuleephon Choungransee,
California, USA
Michael Ho, New York, USA
Hosanna Li, Massachusetts, USA
Bonnie Lin, New York, USA
Jakkrit Tararam, California, USA

Knit Thosangoyngpan, California, USA
Feng Tian, California, USA
Vannaporn Trainate, California, USA
Hinkam Tsang,
British Columbia, Canada
Kai Sing Wong, New York, USA
Pei-Pei Woo, California, USA

Mincong Grace Xie,
North Carolina, USA
Zhenmei Xie, North Carolina, USA
Liang Ying Zhang,
British Columbia, Canada
Houwen Zhou, Washington, USA
Huixiang Zhu, New York, USA
ShuYing Zou, New York, USA

Top September 26th–November 20th, 2010 ASSOCIATES

Associate Enrollers

Top Associate Enrollers are based on the number of personally sponsored downline members enrolled.

Associate Name	Number Enrolled	Region	Associate Name	Number Enrolled	Region
Armando & Paty González	32	Nuevo León, México	Junfen Liu	11	Hong Kong
Yuya Shibayama	27	Japan	Guohe Yang	11	Hong Kong
Wu Shiao Chen & Lai Feng Yu	22	Taiwan	Connie Yao & Jim Barabe	10	British Columbia, Canada
Kenny Tey Poh Siang	17	Malaysia	Dan Micheli	10	Utah, USA
Eiko Oode	17	Japan	Golden Beach (Australia) P/L	10	Australia
Nianhong Zhang	17	Hong Kong	Shinya Kada	10	Japan
Knit Thosangoyngpan	17	California, USA	SeokYoung Kim	10	Korea
Brenda Alcaráz & Dr. Alberto Peña del Moral	15	Baja California, México	Newlife Health Science Inc.	10	British Columbia, Canada
Vashira Chanpipat	15	California, USA	Weifang Guo	10	Hong Kong
Dra. Noemí A. Díaz de León Martínez	14	San Luis Potosí, México	Chunyan Wang	10	Hong Kong
Akifumi Itou	13	Japan	Chang Chun Hua	10	Taiwan
Daisuke Saitou	13	Japan	Zaiming Wang	10	Hong Kong
Jingmei Mu	13	Hong Kong	Ping Huang	9	Australia
Yanling Xu	12	Hong Kong	Wong Woon Hien	9	Malaysia
Carmen Marshall	11	California, USA	Rui Dong Li	9	Hong Kong
Liqi Ling	11	California, USA	Ruifeng Zhang	9	Hong Kong
Alma Corres Zíncúnegui	11	Jalisco, México	Lucas Lim & Jane Leow	9	Malaysia
Luis Antonio Vega Chávez & Georgina Orozco	11	Michoacán, México	Arnulfo Zúñiga Viveros	9	Michoacán, México
Ri Yue Liu	11	New York, USA	Ming Xiao	9	Washington, USA
Quak Kim Bee	11	Malaysia	Boonnak Katepongsa	9	California, USA
			Jinshui Yang	9	Hong Kong
			Sunun Chanphen	9	California, USA

Income Earners

Top Income Earners are determined by the total commissions earned.

Associate Name	Region
Rita Hui	Hong Kong
Queen & Alan To	Hong Kong
Collette Larsen & Zachary Ross	California, USA
Connie Yao & Jim Barabe	British Columbia, Canada
Mable & Vincent Chan	British Columbia, Canada
Tina Tao Pang & Ted Chun Yong Liu	Maryland, USA
Jeremy Stansfield	Utah, USA
Bryan & Monica Penrod	Texas, USA
Liu Tang Jung & Pan Hsiu Jou	Taiwan
Peter & Bibiana Pau	Washington, USA
Bill & Jenny Huang	New Zealand
Wang Bai Lu & Chiang Chun Tze	Taiwan
Chun Yan Kelly Li	New York, USA
Dean & Sherri Chionis & Matt Chionis	Illinois, USA
Dr. Wen Chi Wu & Zang HOUNG Wu	New Jersey, USA
Dennis Chen & Sheila Xiao Nan Wang	California, USA
Lin Shi & Meiqin Jiang	Australia
Ying Li	Hong Kong
Lynn Allen-Johnson	Florida, USA
Daniel & Dr. Paige Hunter	Texas, USA
Layda & Bryan Morris	Texas, USA
Bob, Mary, Amy & Xian	Australia
Frank Feng & Bin Yang	Australia
Steven Chen & Zhi Xian Jin	Australia
Susanne & John Cunningham	Manitoba, Canada
Annette & Victor Que	British Columbia, Canada
Ri Yue Liu	New York, USA
Amily Hsieh	Taiwan
Robert & Daryl Allen	California, USA
Mei Huang	New York, USA
Carmen Marshall	California, USA
Sterling & Mary Ottesen	Utah, USA
Sophia Marcoux & Jacques Fiset	Québec, Canada
Pete & Dora Zdanis	Pennsylvania, USA
Feng Ye & Jian-Qin Gu	Australia
Wu Shiao Chen & Lai Feng Yu	Taiwan
Jian-Guo Shen	Australia
Terry Wang & Linda Ju	Hong Kong
Wang Ying Chiao	Taiwan
Matt & Shanna Ryan	Texas, USA
Fiona Jamieson-Folland & Chris Folland	New Zealand
Heping Yao	Hong Kong
Penny & Phil Kirk	Arizona, USA
Lyndon Redman & Marie-France Morin	Nevada, USA

Associate Name	Region
Helen Yoshihara	California, USA
Gong Zheng Fa & Zhao Qian	Singapore
Hou Ya Chen & Joy C.I. Huang	Taiwan
Eduardo Barreto Gómez	Distrito Federal, México
Brenda Alcaráz & Dr. Alberto Peña del Moral	Baja California, México
Aaron Dinh & Cathy Ngo	California, USA

Preferred Customer Enrollers

Top Preferred Customer Enrollers are calculated by the total enrolled Preferred Customers who purchased a minimum of 25 points.

Associate Name	Number Enrolled	Region
Luis Antonio Vega Chávez & Georgina Orozco	61	Michoacán, México
Holly Shen	42	California, USA
Jasmohanjit Gill	35	British Columbia, Canada
Arnulfo Zúñiga Viveros	33	Michoacán, México
Janet Morrison	32	Australia
Ning Lu	30	California, USA
Matt Johnson	27	Wisconsin, USA
Katy S. Clayton	27	Texas, USA
Tina Matthews	25	Ontario, Canada
ShuJun Wang	20	California, USA
Rita Hui	19	Hong Kong
John Barakat	19	Australia
Alma Corres Zincúnegui	18	Jalisco, México
Melissa Johnson	18	Wisconsin, USA
Jon & Amy Sack	18	South Carolina, USA
Peter Dang	18	California, USA
Wesley Epplin	17	Illinois, USA
Dr. Chad Harrison	17	Minnesota, USA
Stéphane Tousignant	15	Québec, Canada
Mark Reina	15	Texas, USA
Sue Stone	14	New Zealand
Lucy Buckner	14	Florida, USA
Dr. Mike Okouchi	14	California, USA
Ashley Hodgkin	14	Saskatchewan, Canada
Janice F. Moranz	13	New Mexico, USA
Dr. Karen Wolfe	13	California, USA
Zora Pesio	13	Washington, USA
Yi Li	13	California, USA
Mary Beth Newland	13	Texas, USA

Don't forget
to sign up for your

Health & Education Retreat at Sanoviv.

See the inside
front cover
for more details.

UPCOMING 20 EVENTS 11

February

11-12
**U.S. Cross-
Regional
Conference**
Anaheim, CA

The first of the all-new
**Cross-Regional
Conferences (XRCs)**
is coming up.



Have you registered yet?
With training, motivation, and
a chance to network with other
USANA Associates, you don't
want to miss this event!

March

3-5
México
**Cross-Regional
Conference**
México City, MX

17-20
**Asia-Pacific
Convention**

25-26
Canada
**Cross-Regional
Conference**
Vancouver, BC

April

15
**Qualification
ends**
to attend the
Summer
Gold Retreat*



June

9-12
Summer Gold Retreat
at The Canyons, Utah

Remember informative
conference calls
are held each
Wednesday at
7:00 p.m. MST.

Check USANAtoday.com
for details.

August

24-27

**2011 International
Convention**



September

2

Qualification ends

to attend the
Fall Gold Retreat*

October

6-10

Growth 25

Riviera Maya, México
Barcelo Maya Palace
Deluxe

20-23

Fall Gold Retreat

at The Canyons, Utah



November

6-11

Fortune 25

Bora Bora
Four Seasons Resort
Bora Bora

Qualify as a
member of
the Fortune 25
and earn a trip
to beautiful
Bora Bora Four
Seasons Resort.
Your fortune
never looked
this good!



*Based on new qualification criteria.
Dates are subject to change without notice. Visit USANAtoday.com for more information.



Jing Dai,
Texas, USA



Jane Egenias,
California, USA



Xiao Mei Mao,
New York, USA



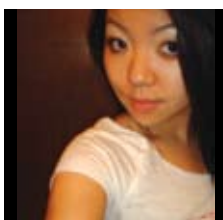
Judi Moore,
Virginia, USA



Shiow Mei Oey,
Florida, USA



Hongchompoo
Rattanamaneeeratsamee,
California, USA



Chelsae Su,
New Jersey, USA



Pattana Thonking,
California, USA



Maddy Vertenten,
Texas, USA

NEW BRONZE DIRECTORS NOT FEATURED:

Dan Baker, Florida, USA
Sunun Chanphen, California, USA
Vashira Chanpipat, California, USA
Jenny Chow, British Columbia, Canada
Giancarlo Codogno, California, USA
Marcella Salazar Coronado, California, USA
Jenny Jih, California, USA

Suzette Kaulukukui, California, USA
Di Ming Li, California, USA
Ling Li, New York, USA
Liqi Ling, California, USA
Monthakarn Phirasaksophon, California, USA

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SCIENCE GET ALONG,
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DID YOU KNOW?



The Safe Drinking Water Act of 1974 covers
91 contaminants. Yet an estimated
80,000 chemicals are registered
with the **Environmental
Protection Agency.**



An estimated **10,500 different
chemicals** are used in cosmetics,
skin-care treatments, and other
personal products.
200 of those chemicals
were found in the
**umbilical cord blood
of newborns** in a recent study.

**Mobile phones expose our
bodies,** especially our brains, to **direct
electromagnetic radiation.**

An estimated 4 billion people worldwide use
mobile phones. **As many as a third
of those people are children.**



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