

THE COMMUNICATOR
AWARDS
USANA MAGAZINE
WINNER OF TWO
2011 COMMUNICATOR AWARDS

USANA Magazine Volume 3 2011

USANA

Thailand

SPREADING THE VISION OF
TRUE HEALTH

10,000 MILES

Hitting the Road with
The Healthy Home
Book Tour



CONVENTION 2011
IS JUST AROUND THE CORNER
WHAT'S YOUR DREAM?



The Official Multivitamin of



Zheng Jie



Melanie Oudin



Aleksandra Wozniak



Liezel Huber

Kim Clijsters



Sam Stosur

"SINCE 2006, THE WOMEN'S TENNIS ASSOCIATION HAS RELIED ON THE RESEARCH AND INNOVATION OF **USANA** TO PROVIDE OUR WORLD-CLASS ATHLETES WITH OPTIMAL HEALTH."

—STACEY ALLASTER, CHAIRMAN & CEO, WTA

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Chapter 10 of *The Healthy Home* features product recommendations for a healthy body.

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USANA MAGAZINE IS PUBLISHED BY
USANA HEALTH SCIENCES, INC. FOR USANA INDEPENDENT ASSOCIATES.

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[Contents]

Features

- 6 Convention 2011**
What's your dream?
- 8 Questions for a Scientist**
Partnering with scientific institutions
- 10 Thailand**
A kingdom of excitement and opportunity
- 16 The New Standard**
Excellence without limits



On the Cover

USANA's 16th international market promises a kingdom of excitement and opportunity.



54

Shooting a USANA commercial with the WTA

19 Book Tour Recap

A 10,000-mile tour hits close to home

36 Upgrade Your PCS

Tips to help PCs become Associates

42 Build Your Business

USANA contests can help

46 What's Up, USANA?

Same great content, sleek new look

50 Have You Heard the Chatter?

Check out USANA's recent press mentions

54 Behind the Scenes

Shooting a USANA commercial

In Every Issue

4 Message from Dave Wentz

A new era for USANA

18 Supplemental Facts

The key ingredients to USANA's President of North America, Kevin Guest

23 Ask the Experts

24 New 3-Star Diamond Directors

Dennis Chen & Sheila Xiao Nan Wang

26 New 1-Star Diamond Director

Ri Yue Liu

28 New Diamond Director

Yaney Gao

30 New Diamond Director

Lisa Liming Li & Qi Sheng Jiang

32 New Diamond Director

Karen Shumka

34 Emerald Advancements

38 On USANAtoday.com

A new look, a familiar feel

40 Ruby Advancements

44 Gold Advancements

48 Silver Advancements

52 Bronze Advancements

56 Message from Kathy Kaehler

The Healthy Home changed my life

57 Asia-Pacific Advancements

59 Top Associates

62 Upcoming Events

64 Message from Denis Waitley

Seeing from within



Stay Connected

46

Your favorite blog just got a whole lot better

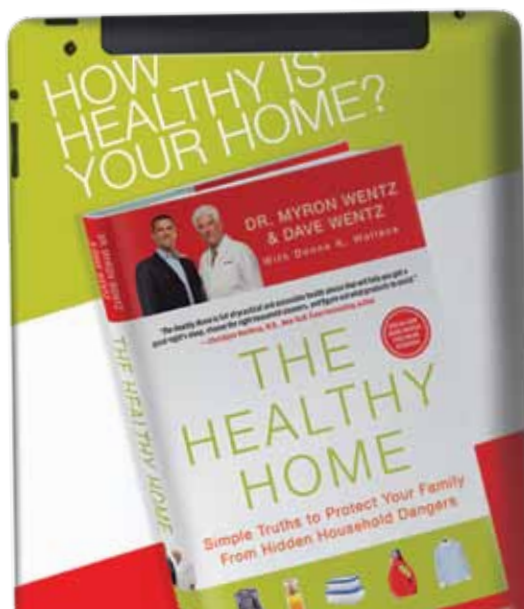
SUBMIT YOUR SCOOP

Have you or someone in your organization done something new, unusual, or unique? Maybe you've affected people in a positive, life-changing way, or even run a marathon—an amazing achievement—for the first time ever. If there is someone in your upline, downline, or crossline doing something newsworthy, we want to hear about it!

Go to www.USANAtoday.com, click on "Recognition," and select "Submit Your Scoop" from the drop-down menu.

42

Build your business with USANA contests



A New Era for USANA

This is an exciting time for USANA! With eight consecutive years of record sales and recently achieving our best quarter in the history of the company, we are poised for greater progress and new, thrilling opportunities. As we approach our 20th anniversary, we are looking forward to a new era for USANA—one in which we remain committed to the USANA vision, but spread our wings to reach even greater heights. And part of this new era is opening our arms in welcome to our newest market, Thailand.

This exciting announcement gives Associates around the world the opportunity to share health and wealth with a new, well-established direct-selling industry of more than 10 million people. We are growing the USANA family and giving even more people the opportunity to catch the vision of a world free from pain, suffering, and disease.

But I want to assure you that with all of our success and progress, we still hold the same commitment to excellence as the day this company was founded. Of course, USANA could not have accomplished all that we have without our incredible Associates all over the world. Through adverse economic conditions, you have continued to build your business and share USANA's amazing products with others, giving the gift of health to all those you meet.

You are propelled by your knowledge that hard work in this company



will bring considerable rewards. You should feel proud to have recognized USANA's potential, and excited to see how this company can change your life.

Having been ranked as *MLM Insider's* Best Network Marketing Company since 1997, and as the winner of many Utah Best of State awards, this company is one of the best in the world—and will continue to be—because of your great commitment to our values and our mission. Together, we can make the next 20 years even better. ■

Live well,

Dave Wentz
CEO
USANA Health Sciences

We are growing the USANA family and giving even more people the opportunity to catch the vision of a world free from pain, suffering, and disease.

DETOX YOUR LIFE

USANA's Hepasil DTX™ can help. It's your *Simple Solution* for healthy detoxification.*



It's nearly impossible to avoid harmful contaminants found in the world around us—even in our own homes. That's why it's important we take the essential steps toward cleansing our bodies of as many of these toxins as possible.

Save yourself some time and money. Add this to your Autoship today!



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USANA
2011 INTERNATIONAL
CONVENTION

LIVING THE DREAM

WHAT'S YOUR DREAM?

Written by Aaron Adams

We all have dreams. And we all work tirelessly to turn those dreams into reality. Whether your dream centers around your family, your financial situation, your health, or all three, you no doubt have an image in your mind of what your life might be like if it were better.

Are you ready to take it to the next level? USANA is constantly working toward new goals, expanding its product line, and making improvements to its business model to help you amp up your business.

Over the past year, USANA has experienced the thrill and excitement of change. These changes have built the foundation upon which dreams are founded and realized.

Our International Convention is the ideal opportunity for us to share these new and exciting developments with you and help turn your dreams into a reality. Winning the Stevie Award for Best Live Event two years in a row, Convention is your chance to hear from top USANA leaders,

USANA's management team, and industry experts who know exactly what it takes to make your business a success. Not only that, but you'll be able to share your experiences with other Associates from around the world and learn what they have done to achieve their business goals. Don't miss out!

How far are you willing to go to make your dreams a reality? ■



DON'T TAKE OUR WORD FOR IT:

"It's so important that you attend Convention. When you hear Dr. Wentz speak, the integrity comes through, the purpose comes through, and your belief level—off the charts."

—Dean & Sherri Chionis

"Everything we learn at Convention, we put to use to propel our business to the next level. The speakers are great!"

—Erika & Patrick Hilliard

"If you're going to try and build a business and team with USANA, Convention is where it's done."

—Jaclyn & Brian Bohlke

"Every year, Convention seems to get better. We always ask ourselves, 'How are they ever going to top this?' and every year, they do. You can't miss Convention."

—Phil & Penny Kirk

WHEN:
8.24.11–8.27.11

WHERE:
Salt Palace
Convention Center,
Salt Lake City, Utah

Register at
USANAtoday.com

WHY YOU SHOULD ATTEND:

- Hear from top USANA leaders, USANA's management team, and industry experts
- Be first to get the latest USANA news and find out about developments in our business plan and product lines
- Gain new skills and discover innovative ways to build your business
- Share your experiences and learn from others as you meet Associates from around the world
- Rediscover why USANA is the right choice for you
- Get your copy of *The Healthy Home* signed personally by both Dave Wentz and Dr. Wentz
- Have lots of fun!

QUESTIONS FOR

A SCIENTIST

WRITTEN BY
TERESA ELIAS



USANA Senior Scientist Brian Dixon, Ph.D.

D

r. Brian Dixon's primary role is to facilitate and manage all clinical studies conducted by USANA. He

earned a Ph.D. in molecular and cellular biology from Oregon State University/the Linus Pauling Institute, where he focused his research on the underlying biochemical mechanisms of the aging

process and the therapeutic potential of lipoic acid.

USANA Health Sciences has many partnerships with well-respected scientific institutions throughout the United States. When and how did these relationships form?

Two of USANA's major partnerships are with the Linus Pauling Institute and The Orthopedic Specialty Hospital. USANA and the Linus Pauling Institute (LPI) have had an informal research partnership for a number of years. Dr. Wentz is a personal friend of both Dr. Balz Frei, director of LPI, and Stephen Lawson, administrative officer of LPI, and he has been making donations to LPI for a number of years. This friendship and respect for the research and mission of the Institute eventually led to an official research agreement in 2007, when USANA announced a 10-year partnership with LPI. Based at Oregon State University, part of LPI's mission is to determine the function and role of vitamins, essential minerals, and chemicals in promoting optimum health and preventing or treating disease. USANA works closely with LPI to explore new products and ingredients, and to conduct extensive studies on the health benefits associated with key nutrients. (*Editor's note: learn more at <http://lpi.oregonstate.edu>.*)

USANA and The Orthopedic Specialty Hospital (TOSH) have had an informal research partnership since 2007. This

partnership was made official in 2009, with the execution of a Research Collaboration Agreement. TOSH is one of the country's premier facilities for orthopedic surgical care, rehabilitation and physical therapy, sports performance training, and nutrition counseling. In addition, TOSH has an extensive research program that includes orthopedic surgery, sports medicine, exercise physiology, sports biomechanics, physical therapy, occupational therapy, athletic sports performance training, and nutrition. Our partnership with TOSH ensures that USANA is kept up-to-date on all the nutritional aspects of sports science and medicine. (*Editor's note: learn more at <http://intermountainhealthcare.org/hospitals/tosh>.*)

How does USANA work with these organizations to better USANA's product line?

We really take a two-pronged approach: we leverage both the specialties of each institution and the expertise of individual investigators. For example, LPI is very good and uniquely equipped with both personnel and scientific equipment to do "basic" nutritional research. "Basic" is an actual scientific term that doesn't mean "simple" but instead means "mechanistic"—that is, how specific nutrients and phytochemicals help lead to optimal health. And because this tends to be LPI's approach, they are also very good at identifying potentially new phytochemicals that may yield real benefits to human health. As I see it,

one great benefit LPI affords USANA is the promise of identifying potentially new and exciting phytonutrients we can add to our product line in addition to helping us understand how optimal nutrition works to help individuals achieve optimal health.

Conversely, TOSH is well equipped to do the same “basic” research that LPI does. However, because TOSH is located on a medical campus and is part of a much larger hospital network, their specialty is through their “applied” research, which I think complements our partnership with LPI well. Again, “applied” has a specific scientific definition, and it in effect means taking “basic” research and “applying” it to humans. And this is TOSH’s specialty. They are very well equipped to conduct—and bring years and years of experience to—human clinical studies. As of the printing of this magazine, we currently have four separate human clinical studies utilizing a number of USANA’s products—including **BiOmega™**, **Procosa® II**, the **Essentials**, and **Vitamin D**—looking at the relationship between these products and joint health, post surgical wound healing and strength recovery, and athletic performance in athletes.

Regardless of which organization we’re working with or what products or nutrients are being studied, all the research we’re involved in has the ultimate goal of showing that USANA’s products yield real, scientifically provable results. ■

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

GENERAL PURPOSE ANSWER SHEET

THE TEST: TO PROSPECT WITH SCIENCE

Prospecting with science can be as challenging as a pop quiz in chemistry class. But science can also be very convincing. Luckily, USANA has you covered. You don’t have to be an expert in how we make our top-rated nutritionals or what makes them great when you have these science-based resources at your disposal. So forget the #2 pencil. Simply click, read, and share your way to an A+ in exceptional prospecting!

1. ASK THE SCIENTISTS ON USANA.COM

- Ⓐ Go to [USANA.com](#) and hover over **The USANA Difference**, then click **Science**.
- Ⓑ Click **Ask the Scientists**.
- Ⓒ Use the navigational links on the left side of the screen to find out science-based information about the products you or your prospects are interested in, or type your question directly into the search field. If, after typing a question, you don’t get the results you need, click **If this search didn’t answer your question, click here** to send your question directly to our scientists.
- Ⓓ This information is purposefully stored on [USANA.com](#) to make it easy for your prospects to explore the science behind USANA’s products on their own, if they prefer.
- Do all of the above and let the scientists do the talking.

2. HEALTH ASSESSMENT AND ADVISOR

- Ⓐ Go to [USANA.com](#) and hover over **Products**, then click **Nutritionals**.
- Ⓑ In the upper left, click the button that says **Health Assessment and Advisor**. With your prospect, click **Begin**.
- Ⓒ The Health Assessment and Advisor will ask your prospect a series of questions, then recommend certain USANA products for that person’s individual nutritional needs.
- Ⓓ Go over the results with your prospect and use **Ask the Scientists** to go over any science questions they have about their product recommendations.
- Complete all the steps above to find out your prospect’s health concerns and how USANA’s products can help.

3. HEALTH INFORMATION RESOURCES

- Ⓐ Go to [USANA.com](#) and hover over **The USANA Difference**, then click **Science**, and then **Health Information Resources**.
- Ⓑ Under **The Science of Supplementation**, your prospects can find and download a compilation of more than 750 scientific articles touting the benefits of supplementing with the vitamins, minerals, and phytonutrients our bodies need to function optimally.
- Ⓒ Under **Clinical Research**, prospects can easily navigate USANA’s recent clinical studies on the benefits of specific USANA Nutritionals and Foods.
- Ⓓ Under **Essentials of Health Newsletter**, prospects can access several years of articles written by our scientists, where they discuss the importance of nutrition to overall health.
- Explore all [USANA.com](#) has to offer, then encourage your prospects to do the same. Letting them discover our high-quality products and the science behind them on their own time might be the easiest way to gain a new Preferred Customer or team member.





Thailand

A Kingdom of Excitement and Opportunity

Written by David Baker

Among ancient Buddhist temples, a modern metropolis, and a spectacular tropical backdrop, USANA finds another place to spread the vision of true health.



IN THE FOURTH QUARTER OF 2011, USANA WILL BE OPENING THAILAND AS ITS 16TH INTERNATIONAL MARKET.

This opportunity gives Associates around the world the chance to spread the message of health into a new, exciting, and breathtakingly beautiful part of the world. Opening Thailand also shows—even in adverse economic conditions—the company is not only holding strong, but growing and opening the arms of the USANA family to include those who

catch the vision of a world free from pain, suffering, and disease.

“During these tough economic times, USANA is fortunate to be able to continue its international growth,” USANA CEO Dave Wentz said. “We believe Thailand will be another strong market for our company, and can help us continue to create record growth, while spreading Dr. Wentz’ vision around the world.”

In Thailand, USANA Associates will find a well-established direct-selling industry of 10 million people, as well as



FAST FACTS: THAILAND

Capital:	Bangkok
Major Cities:	Nakhon Ratchasima, Nonthaburi, Pak Kret, Hat Yai
Languages:	Thai is the official language of Thailand; English is the unofficial second language; Malay, as well as regional languages and dialects, are also spoken.
Population:	66.4 million (United Nations, 2010), making Thailand the world’s 21st most populous country. More than nine million of those people live in Bangkok or its surrounding areas.
Area:	198,115 square miles, or roughly the size of France
Government:	Constitutional monarchy, ruled by His Majesty the King Bhumibol Adulyadej
Currency:	Thai Baht, which comes in both coins and banknotes
Weather:	Its location in the tropics keeps it generally hot and humid, with temperatures ranging from 66–100 degrees F (19–38 C).
History at a Glance:	A Thai kingdom dates back to 1238. Also, Thailand is the only Southeast Asian nation never to be colonized by a European power. It was known as Siam until 1939.

a growing interest in health and personal care products. According to the World Federation of Direct Selling Associations (WFDSA), Thailand is the 13th largest market in terms of retail U.S. dollars generated from direct selling, with estimated sales of more than \$1.5 billion. Thailand is also the fifth-largest market in Asia-Pacific, and will allow USANA to operate in all of the top-five Asian markets.

“Thailand has the potential to be one of the most exciting markets we’ve ever opened,” 9-Star Diamond Director Jeremy Stansfield said. “Some of the top producers of other network marketers are from Thailand. Also, the country is very educated about the network marketing industry, so they’re already aware of the reputation, vision, and opportunity USANA brings. There are people waiting for USANA in Thailand because they’ve heard about the products and Dr. Wentz and the USANA story.”

More than a fertile environment for growth, Thailand is a place where many already have established roots. Entering Thailand will provide them with a great opportunity to build their business in a market where they already have strong ties. And those ties will help strengthen and expand the USANA family, providing the opportunity for true health and true wealth to the people of Thailand.

A SPICY TASTE OF THAILAND

The first thing you’d notice about Thailand is the warmth—a humid, tropical embrace envelops visitors. That’s part of being just 15 degrees north of the equator.

Those pleasant temperatures, along with plenty of precipitation, shape a spectacularly lush landscape. And with more than 1,500 miles of coastline and a bevy of islands, there are plenty of breathtaking beaches and enough bright blue water for anyone to find their very own tropical paradise. Or just adopt a famous one, like Ko Tapu Island, which appears in the James Bond film, *The Man with the Golden Gun*.

The other thing about Thailand is the vibrant culture, spicy and satisfying as the food that sprung from it. All the color and excitement of the culture comes from centuries of existence. Thai tradition puts the founding of the nation in the 13th century. The passing of eight centuries has brought cultural evolution, but since about 1350, Buddhism has been the dominant religion. Even now, about 95 percent of Thais are Buddhist. That explains the spires of beautiful temples spearing the tropical sky.

From bustling Bangkok—a dynamic city of more than nine million people that represents the country’s political, social, and economic center—to the tropical paradise of the coast, Thailand is a nation of beauty and spice, excitement and opportunity.





WHAT AWAITS ASSOCIATES

A NEW MARKET BRINGS WITH IT NEW CHALLENGES,
NEW OPPORTUNITIES, AND A NEW LEVEL OF EXCITEMENT.

In Thailand, opportunity certainly awaits. Southeast Asia's second largest economy slumped 2.2 percent in 2009, but rebounded in 2010 with a 7.6 percent increase. There's the established, but growing, network marketing industry. And in the March 2011 issue of *Direct Selling News*, Itthisak Ampanyuth, president of the Thai DSA, said, "We have the potential to increase dramatically due to the growth of the entire Thai market and distributors' increasing skill and knowledge."

In Thailand, beauty awaits. Colorful culture. Breathtaking beaches. Temples reaching for the tropical sky. "I hear it's one of the most beautiful places in Asia," Stansfield said. "I'm looking forward to traveling and seeing some of these places and meeting the amazing people of Thailand."

In Thailand, need also awaits. A February 2011 report in the UK medical journal, *The Lancet*, said, "Southeast Asia faces an epidemic of chronic non-communicable diseases, now responsible for 60 percent of deaths in the region." Dr. Wentz' vision of a world free of pain, suffering, and disease, is resonant and required in Thailand, just as

it is in the United States, México, Canada, Japan, Korea, and anywhere the USANA family resides.

But the excitement? That comes from Associates eager to seize the opportunity, who recognize the need, and who yearn to experience the beauty of Thailand. It's the excitement that accompanies the growth of the USANA family and springs from the continued mission of spreading health around the world.

"It makes me so proud and excited to represent a company that is so forward thinking and has the vision and the resources to open in new markets, even in a down economy," Stansfield said. "I believe that Thailand is one of the best choices USANA could have made, and I think it will be one of our biggest market launches in the company's history."

So, with all of USANA, press your palms together and give a deep bow to welcome the newest member of the USANA family, Thailand—truly a kingdom of excitement, beauty and opportunity. ■

DOs & DOs

You've heard of Dos and Don'ts, right? We came up with so many great 'dos,' we thought we'd just stick with those. Read below to learn about building an international business.

- **Do get the word out.** If you have contacts in the new country being launched, let them know what they have to look forward to. And if you have friends and family members at home who are interested in international business ventures, give them the scoop, too.
- **Do plan ahead.** Are you going to relocate? If so, for how long and when do you leave? Do you have a place to stay? Do you have the money needed to travel to the new market?
- **Do be safe.** Travel with a local person who speaks both English and Thai.
- **Do focus.** Work within one or two main cities or regions rather than spreading yourself too thin with your travels.
- **Do move fast.** Building strong relationships is important, but make sure to move quickly to start making these relationships. It'll keep you a step ahead.
- **Do balance your international business with your home market.** You've got to be able to serve both markets with a back-up system for each.
- **Do enjoy yourself.** Need we say more?



USANA[®]
HEALTH SCIENCES

One Family.

THE NEW STANDARD

Written by Teresa Elias

Used to be, back in old days of kings and queens and empires and sailing the ocean blue, gold was the ultimate standard. Everyone wanted it, but only a select few could get it. It was precious. It was unique and illustrious. It was a sign of prestige, wealth, and prosperity. If you had gold, you had it made, and that was that.

But things change. As time went on, gold became commonplace. As a monetary system, gold was replaced, first with dollar bills, and then with plastic. As a signal of wealth, gold rings were replaced with platinum, and gold chains began showing up around the necks of pawn shop

owners. In regards to everyday life, the gold standard just doesn't seem to mean much anymore.

At least, that's how it is for USANA. Honestly, we stopped meeting the gold standard years ago...because we so easily surpassed it. With no other options, we decided to make our own standard—a more impressive one. Excellence without limits. That's The USANA Standard. And our competition? They're eating the gold dust we've left in our wake, thinking they're hot stuff, while we continue to blaze the USANA-paved trails that lead to success after success. And we're not the only ones who've recognized our superiority.



Nutritionals

The supplement industry is often given a lot of slack. The Food and Drug Administration doesn't regulate it, and many products just aren't what they say they are. The USANA Standard says that's not good enough. We voluntarily meet the standards of pharmaceutical-grade products. NSF International has certified USANA's good manufacturing practices, and USANA products meet the stringent requirements of both Informed-Choice and HFL Sport Science. Plus, we guarantee that our supplements contain exactly what's listed on the label. These higher standards have helped us win several awards year after year. Most recently:

BEST OF STATE

Dietary Supplements

7th win since 2003

Personal Care Products/Cosmetics—Sense™

4th win since 2007

Health/Nutrition Beverage—Rev3 Energy™

3rd win since 2007



- *Nutrisearch Comparative Guide to Nutritional Supplements, Consumer Edition*

USANA named Editor's Choice

USANA® Essentials™ and HealthPak™ received 5-star ratings and gold medals of achievement

- USANA is the Official Health Supplement Supplier of the WTA, US Speedskating, US Women's Ski Jumping, US Luge, Speed Skating Canada, Cross Country Canada, Biathlon Canada, and Pachuca Club de Fútbol
- USANA has been a member of the Council for Responsible Nutrition since 2009

Business

Network marketing can be a cutthroat business. It's not surprising that most of the companies in this industry are in one year, out the next. But The USANA Standard means getting to the top and staying at the top. Consider:

- USANA has been voted Best Network Marketing Company by *MLM-Insider* 11 times since 1997, and was named Best Nutritional Company in Network Marketing and Best Weight Loss Company in Network Marketing in 2010
- 2011 Consumer Lab Awards
 - #1 Overall Merchant for Customer Service Satisfaction
 - #1 Merchant in Direct Sales Based on Customer Satisfaction
- *Outside* magazine: Best Places to Work (2nd win since 2009)
- *Forbes.com* named Dave Wentz One of America's Most Powerful CEOs 40 & Under in 2009
- Dr. Myron Wentz received the Multi-Level Marketing International Association 5-Star Award in 2011
- International Convention won Stevie Awards two years in a row for Best Live Event
- The new Health & Freedom Solution DVD won a Summit International Award in 2011
- The MountainWest Capital Network named USANA the #11 Top Revenue Growth Company in 2010 (our 6th time on the list)
- USANA received a Progressive Manufacturing 100 Award in Innovation Mastery
- *Utah Business* magazine named USANA to the Fast 50 for its revenue growth

Dr. Myron Wentz receives the
**ALBERT
EINSTEIN
AWARD**
for Outstanding Achievement
in the Life Sciences; 2007



Communication

Of course, The USANA Standard wouldn't mean anything if we weren't able to communicate it at a similarly elevated level of excellence. That's why our communication departments have continually won awards and recognition for print, online, and video projects. Just in the last year, we've won:



- Telly Awards
 - Nutritional Video
- PR News Digital Awards
 - Digital Communicator
- W3 Award
 - Business Blog, *What's Up USANA?*
- PR News Award
 - Blogger of the Year, Tim Haran



AND WE'RE NOT DONE

If you think all these awards have given us a reason to slow down and take a breather, you don't know The USANA Standard. We're up for even more awards this summer. Check out USANAtoday.com to be the first to learn about the wins in our future and to download the new accolades flyer, updated with all of our latest accomplishments.

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

Kevin Guest

With more than 18 years working in the arena of media production and marketing, Kevin Guest is an award-winning producer, director, and writer, as well as founding member of USANA Studios. Now serving as USANA's President of North America, Kevin reflects on his family, his love of music, and Batman.



What is your idea of
perfect happiness?

My family living lives of health, love, and being true to the principles they have been taught.

Which historical figure would you most
like to meet?

Abraham Lincoln.

Which living person do you most admire?

My wife, Lori.

What is one of your biggest pet peeves?

When someone isn't truthful.

What do you like most about
your appearance?

My distinguished (gray) hair.

Which phrase do you most overuse?

Holy cow.

Which talent would you most like to have?

Play the mandolin.

What is your current state of mind?

Very busy.

If you could change one thing about
yourself, what would it be?

Not to be such a worry wart.

What do you consider
your greatest achievement?

My family.

What is your most
treasured possession?

1972 Fender Jazz Bass.

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

The fifth Beatle.

Where would you most like
to live?

Somewhere warm.

What is your favorite book?

The Healthy Home.

What is your most
distinctive characteristic?

Do what I say I am going to do.

What do you most value in your friends?

Loyalty.

Who is your favorite hero of fiction?

Batman.

Who are your heroes in real life?

The founding fathers of the
U.S. Constitution.

What is it that you most dislike?

Ignorance.

What is your motto?

If mama ain't happy, ain't nobody happy. ■



Kevin Guest,
President of North America
for USANA Health Sciences



What is your greatest
extravagance?

Cheesecake.

A 10,000-MILE TOUR HITS CLOSE TO HOME



As the Wentzes traveled the continent, the buzz kept building. Before long, the book was named to multiple best-seller lists, including *The New York Times*. Most importantly, hundreds of thousands of people—through the tour, media, and the book—learned how to help their families live healthier lives.



"It is within our cells
that health and
illness begin."
—Dr. Wentz

Winnipeg

Montreal

Toronto

Boston

New York

Naperville

Denver

The Healthy Home: By the Numbers

16	Cities visited by <i>The Healthy Home</i> book tour
10,161	Miles traveled by the book tour bus
10,000+	Estimated attendance for the book tour
3	Weeks spent on <i>The New York Times</i> Best-Sellers List
5	Major best-seller lists that recognized <i>The Healthy Home</i>
235	Awesome Associate volunteers who made the tour possible
11,000	Estimated number of books signed by Dave and Dr. Wentz
64	Total pens used up by authors at tour signings
126,000	Dollars raised for CHF as of April 16
30	Radio and TV appearances made by Dave and Dr. Wentz
20	Newspaper and magazine placements about the book
171	Hours spent on the bus by the book tour crew
128	Post-show PB&J sandwiches consumed by crew
1	Song written by crew while on tour
475,500	Total post views on <i>The Healthy Home</i> Facebook page

"Use your five
senses to be aware.
Next, use that
other sense—your
common sense.
Finally, take action!"
—Dave Wentz

"Fortunately, we
can work to repair
much of the cellular
damage done by
modern toxins. And
the best way I know
how to do that is
through exceptional
nutrition."
—Dr. Wentz

San Antonio

Orlando

SUPPLEMENT YOUR APPETITE

Your *Simple Solution* for on-the-go nutrition.*



Chapter 7 of *The Healthy Home* features product recommendations for a healthy body.
Save yourself some time and money. Add this to your Autoship today!



*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.

Ask the Scientists

Ask the Scientists answers your product-related questions with up-to-date research and product information.

Q. Are the USANA® Foods products processed?

A. Depending on the definition used, nearly every food available for purchase is “processed” to one degree or another. (Even the vast majority of fruits and vegetables are harvested and sorted by machinery.) Taken literally, avoidance of all processed foods could not be considered reasonable, necessary, or even healthy for most individuals. Most nutrition experts advise reducing intake of non-nutritious processed foods, such as chips or candy bars, as well as consuming foods as close to their natural state as possible (think apple, not apple pie).

Although they may seem similarly “processed,” there is a huge difference in the nutrient content and health benefits of USANA’s **Nutrimeal™** and something like a Twinkie, soda, or a cheap frozen dinner. Aside from some calories and carbohydrates for energy, a non-nutritive processed snack or soda provides little in the way of key nutrients. Nutrimeal, on the other hand, provides 8 grams of fiber, 15 grams of complete protein, a moderate level of low glycemic index carbohydrates, healthy fats, and vitamins and minerals. (For example, Chocolate Whey Nutrimeal contains 500 mg of calcium and 780 mg of potassium per serving.) It is certainly true that—in general—the less processed and more “whole” a food is, the greater the likelihood of better nutritional value. When it comes to manufactured foods, however, there needs to be a distinction between healthy processed foods and nutrient-poor processed foods.

USANA’s shakes and bars are intended to give you an alternative to less-healthy choices. ■



Ask Andy

Ask Andy answers your business-related questions.

Q. What are the general rules to stay compliant with USANA’s Policies & Procedures when using social networking sites?

A. Social networking sites fall under USANA’s advertising policy (Policies & Procedures section 3.3). For more specific information and assistance regarding social networking sites and staying compliant, check out the “Dos & Don’ts of Social Media” flyer on USANAtoday.com. Click on the “Training” tab and select “Social Networking” from the drop-down menu. ■



Get answers to all of your questions. Go to **Ask the Scientists** or **Ask Andy** under the “Training” link on USANAtoday. Your customers can also access **Ask the Scientists** in the “Science” section under “Company” on www.USANA.com.





3-Star Diamond Directors

Dennis Chen & Sheila Xiao Nan Wang

California, USA



“USANA
has changed
our lives.”

Dennis Chen and Sheila Xiao Nan Wang don't necessarily believe in perfect timing, but they do believe in perfect opportunities. “Becoming 3-Star Diamond Directors wasn't about the timing because we were just doing business as usual,” they say. “If you are constantly building, you are going to continue working yourself to the top.”

The past year has been one of growth for this power couple. In addition to their advancement, they also became members of USANA's prestigious Million Dollar Club (MDC). And while their recent advancement is certainly a reason to celebrate, looking ahead is what truly excites Dennis and Sheila. “The future is unlimited,” they say. “It is unlimited in regards to location, income, opportunities, and possibilities.”

On their way toward becoming two of USANA's most recognized leaders, Dennis and Sheila understand what it takes to be successful, and they both stress that operating a business can be one of the best opportunities you seize, if you are willing to work at it. “You have to be willing to go out and talk to others because if you don't, you aren't going to find success,” they say. “If you owned a store and shut the doors, how would you make money? The same is true with USANA. Can you expect prospects to come to presentations if you don't invite them?”

Dennis and Sheila make sure to share helpful business tips with others, and one of the keys to success they stress is to remember the power of following up with those you come in contact with. “You have to understand that you aren't going to win them all,” they say. “But when you talk to people and introduce them to this opportunity, you are planting an idea within them. Even if now isn't the right time for them, you never know what might happen in a few months.”

Beyond their personal testimonials, Dennis and Sheila also rely on the word of others to educate prospects about USANA. “When you tell others about USANA, don't be afraid to use third-party evidence. That is one of the best tools we have. Use what others have said about USANA to your advantage.”

Leading a growing team in numerous states may appear challenging, but it's more of an adventure for this couple, and they look forward to expanding their team in the near future. “We have big plans and we are going to work hard for it,” Dennis says. “Our next goal is to build up our team along the west coast. From San Diego to Seattle, we are looking forward to really expanding.”

Anyone who is fortunate enough to know Dennis and Sheila can quickly feel their love for USANA. Their passion derives from their own journey—familiar with network marketing, the couple assures others that no other company has ever come close to USANA. “This is completely different than anything I have ever been a part of,” Dennis explains. “Other companies are strictly about business, but USANA is different. It's about health and helping people.” And with the help of USANA, Dennis and Sheila are looking forward to continuing to help others through offering the gift of true health and true wealth. ■

Written by Suzanne Houghton

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"We are looking forward to growing and expanding our team."



1-Star Diamond Director

Ri Yue Liu

New York, USA



“I enjoy spreading Dr. Wentz’ vision to every corner of the world.”

Recently promoted 1-Star Diamond Director Ri Yue Liu is thankful to be a part of USANA’s team.

Before he joined USANA, Liu ran his own construction business. While he made a good income, he found he had little time to spend with his family. Then, he met 3-Star Diamond Director Chun Yan Kelly Li, whom he credits with helping him learn about USANA. “By seeing her motivation and her excitement, I knew there must be something worthwhile about USANA,” he says. And after comparing USANA with other companies, Liu was amazed at what he found. “I trusted the quality and potency of USANA products. I admired the professionalism of all the leaders and staff members who work with USANA.”

Even though Liu’s trust in USANA began when he first joined, because of his relatively modest education and inability to speak English, he didn’t anticipate becoming so successful. But now he knows: “There is no limitation on who can or who cannot work in this business.”

Today, as a 1-Star Diamond Director, Liu has discovered he now has the time and the freedom to enjoy his success, and he believes he would have been destroying his life if he had not become an Associate after learning about the company.

Liu is a big admirer of Dr. Myron Wentz’ vision and works hard to spread USANA’s products to every corner of the globe. “To be a successful business or company, a strong vision is vital,” Liu says. “The vision of USANA acts as a strong inspiration to keep me successful and motivates me to keep building my business.”

In addition to the inspiration he finds in Dr. Wentz’ vision, Liu credits his team’s hard work as the key to his success. Liu says his latest advancement is a testament to the group’s hard work. “Running with my team, I feel like a powerful machine,” Liu says. “I never want to stop. I have understanding and sympathy for my team members. We are like family members! We have the same vision and interest, which is to share USANA with others.”

Work meetings and trainings are nearly constant with Liu’s team members, but he enjoys the cheerful atmosphere surrounding his group. “That helps my business a lot,” he says. “When you are working with nice people, everyone works harder and shares their own challenges, experiences, and difficulties.”

Liu’s short-term goal is to become a 2-Star Diamond Director by year’s end, and his long-term goal is to aid other team members in achieving the fulfillment of their dreams. But for Liu, nothing is more important than helping people and letting them know about USANA. “This is the most important goal in my life,” he says.

“I want to celebrate with more friends and people who also want the same thing,” Liu says. “In order to help more people have a successful life, I am self-motivated to continue building my business. USANA is already a part of me, and a part of my life.” ■

Written by Scott Murphy

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"In Chinese, we have this old saying about studying: knowledge, like a sea, is boundless."



Diamond Director

Yaney Gao

Louisiana, USA



“Always be confident.”

Some might say Yaney Gao's rank advancements have happened just like clockwork. After becoming a Gold Director, it took Yaney 11 months to reach Ruby, and only four additional months to reach Emerald. Now, another four months later, she is a new Diamond Director. But Yaney knows the reason behind her rapid success and, in her mind, it doesn't have anything to do with perfect timing. “USANA has the best products, compensation plan, company management system and, above all, I work with the best team,” she says.

As one of USANA's newest Diamond Directors, as well as a member of the Growth 25, Yaney has learned that while success takes a great deal of hard work, it also comes down to attitude. “Always remain focused and try not to be distracted by meaningless negative factors,” she says. “Be positive no matter the circumstances.”

It's that type of attitude that has helped Yaney become successful. “After becoming a Gold Director, I realized becoming a Diamond Director was achievable and within my reach,” she says.

While each of Yaney's advancements have taught her something new, one thing always remains the same. “Having a strong team is the foundation of success,” she stresses. And she emphasizes that teamwork is absolutely essential. “You must have cooperation among your teammates. If you have competition among your team, it will only hurt your business.”

In addition, Yaney doesn't let outside factors impede her. “USANA has provided me with a wonderful, successful career in addition to financial stability,” she says. “However, with the economy being unpredictable, you must be able to ignore negative factors. Be confident, hard working, and focused.”

It was Yaney's focus and dedication to building a successful future that got her involved with USANA to begin with. A self-described ordinary woman with a college degree, Yaney was very resistant to starting a business with USANA because at the time she was introduced to the opportunity, she was already working with a similar company. But Yaney soon discovered something: not only was USANA different, it was better. “I quickly realized what a great company this was,” she says.

Since becoming part of the USANA family, Yaney has been satisfied with the way her life has unfolded, in addition to the positive impact she now has on others. “I personally have seen USANA help so many people and I feel I have an obligation to work harder and stay on track as I help people.”

With a great deal of experience behind her, Yaney is both excited and prepared for whatever may come her way. “I used to think I would be working every day of every month of every year for another 10 to 20 years in order to help supplement my family's income,” Yaney says. “Today I don't think I will have to work nearly that hard or that long. I always believe when there is a will, there is definitely a way.” ■

Written by Suzanne Houghton

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"Having a strong team
is the foundation to
my success."



Diamond Director

Lisa Liming Li & Qi Sheng Jiang

British Columbia, Canada



“I believe
that success
comes to
those who
work for it.”

Even before she discovered USANA, Lisa Liming Li understood the importance of true health. She graduated from medical school in Beijing, and then worked as a neurologist before moving to Japan to research cancer and other degenerative diseases at the University of Tsukuba for the next 10 years. “I like to study,” she says, “especially about human body science.” After moving to Canada and opening an acupuncture clinic, she was introduced to USANA’s products.

Lisa made sure to do her research, and was most impressed by USANA’s reputation for quality and safety. Soon, she was using seven to eight USANA products a day. Though she was enthusiastic about the supplements, she never thought she would eventually embrace the business side of the company. “My career was decided on the day I got into medical school,” she explains. “I had been both a doctor and a medical researcher. However, I never pictured myself doing business, especially direct selling.” Over time, she learned to embrace her USANA business and appreciate her growing paychecks. “I began to accept the other opportunity USANA provides, which is the opportunity for financial freedom,” she says. “I never knew there was freedom like the kind USANA offered me.”

That initial focus on products has helped Lisa develop her business strategy. “I am always product-oriented when running my USANA business,” she explains. This approach allows for a more personal touch when spreading the word about the company. “I enjoy spending time talking about people’s concerns regarding health, and being patient with others who will benefit from USANA products.” She adds, “By doing this, I see my value and feel it’s quite an accomplishment.”

From Gold Director all the way to Diamond Director, Lisa’s expectations for her business have only grown. As she explains, “There is no shortcut for success—success is for honest people. My principles are based on honest work, not opportunism.” When making plans for her business, Lisa makes it a priority to obey her principles and to always take things step-by-step.

According to Lisa, “Learning ability is the key to success.” She makes sure to stay on top of the latest information that can benefit her and her team: “My bookshelf is full of books related to direct selling, promoting, and new ways of thinking about the economy.” She also uses USANA’s many tools to build her knowledge base. “I bought the newer version of the BDS and all the information USANA provides, including the CDs and DVDs,” she says. “I also did a lot of homework.” She sees this effort as an investment in her future success.

After many years with USANA, Lisa feels she has made a great deal of progress. “I already have abundant experience with leading my team, and dozen of like-minded leaders within my team,” she shares. “I really appreciate that USANA provides integrated and effective support, and a platform for true health and financial freedom.” ■

Written by Emily Alaniz

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"There is no
shortcut for
success."



Diamond Director

Karen Shumka

British Columbia, Canada



“Success only comes to those who do the work required. Are your beliefs about yourself and your ability to succeed based in truth? Are your beliefs serving you and your vision?”

Sitting in her expansive office beside her mirror-black baby grand piano, Karen Shumka reminisces about her many accomplishments. Successful and multi-talented—in addition to being one of USANA’s top growing leaders—she achieved the level of Diamond Director right on the heels of reaching the Million Dollar Club. “This particular run has been infused with the word ‘legacy.’ Not just what is being left behind, but what is being built and lived now,” she explains.

The funeral of a friend in January brought this pivotal idea to the forefront. Then, during her advancement run, Karen’s beloved grandmother passed away on Valentine’s Day and the message came into laser focus: “It’s about now! What are we really creating now? What really matters? How can we celebrate those things daily? That’s one of my favorite things about USANA—the freedom to design our days,” she says.

Karen and her husband, Tim, are the proud parents of three children, and USANA flows around the important things in their lives—family, friends, and trips. Each day is an opportunity to share USANA’s vision while supporting their boys in hockey and their daughter in riding and art.

Becoming a Diamond Director was just one of Karen’s many goals. “This is not a finish line. It’s a fantastic step forward, and a critical one in helping me bring my Delta Team Mates along the rank advancement path with me,” she says. “This has definitely been a significant milestone for me!”

In addition to becoming a Diamond Director and a member of the Million Dollar Club, Karen is honored to serve on the first ever Canadian Independent Distributors’ Council (IDC). “The Canadian IDC is an elite group and it’s been an invaluable learning experience,” she says. “It’s very difficult to hang out with Diamond Directors every week and not become one.”

Along the way, Karen’s personal journey continues to inspire her team to cultivate their own leadership potential. “USANA is all about growth and personal development, and that’s one of the things I love the most,” she says. “You can express your passions with USANA in a remarkable way that is unique to our industry.”

Throughout her advancements, Karen has made some radical shifts in her thinking, attitudes, and behaviors. “I don’t think the same way I did when I advanced to Emerald Director. I don’t even think the same way I did six months ago,” she explains.

Another key to achieving success, Karen says, is to visualize what you want to become. “Myles Munroe writes, ‘Sight is a function of the eyes, vision is a function of the heart. Vision sets you free from the limitations of what the eyes can see, and allows you to enter into the liberty of what the heart can feel. Never let your eyes determine what your heart believes.’”

While Karen reflects on her legacy, she knows she is just at the beginning. Excited, she smiles when she considers the future. “As I live each moment of this amazing life, I’m exhilarated,” she says. “At seven years into this USANA adventure, I still feel the thrill of having our toes on the edge of a magnificent future.” ■

Written by Suzanne Houghton

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"Who do you
need to invite into
your life to increase
the probability of
your success?"



Wei Sam Liang

New York, USA

No matter the amount of success Emerald Director Wei Sam Liang experiences, one thing remains the same. “Working hard all the time is my motto,” he says. “I may not always be the smartest, but I am the type of person who will work extremely hard.” So it’s not surprising that Sam took this outlook and applied it directly to his Emerald run.

Sam has now been part of the USANA family for almost three years, and in that time he has learned many lessons about business, and his passion for USANA has continued to grow. “Dr. Wentz’ vision and mission have always motivated me to continue building my business,” he says. “With that being said, I don’t feel like I am necessarily doing business with others, but instead I am trying to pass a message of health on to my family and friends.”

One of the greatest skills Sam has developed since becoming part of USANA has been the ability to view situations differently. “My mentality is much stronger than it used to be. I feel very positive when I deal with things now,” he admits.

Developing a business and rank advancing can be challenging, but Sam believes each Associate can overcome whatever obstacles they may encounter. “Always remember to work steadily, but don’t rush into something you are not ready for,” he says. Sam emphasizes, however, that those challenges are what ultimately craft someone into a stronger person. “One has to have a strong will to succeed. Always persevere and work tirelessly toward your goals.”

On the forefront of Sam’s mind is letting the momentum of this last advancement continue to motivate him. He also looks forward to his teammates joining him. “While becoming a Diamond Director is one of my short term goals, my hope is to help my teammates rank advance,” he says. “Whatever happens, I want to be with USANA forever.” ■

See income disclaimer on page 24.

Wei Sam Liang
“I appreciate
others and
the work
they do.”

April 16–22, 2012

EDITION Hotel Waikiki

O'ahu, Hawai'i



Diamonds are beautiful ... but so is the beach

Escape to a modern, luxurious paradise with USANA. Dine at Iron Chef Morimoto's restaurant. Enjoy spa-like amenities. Experience breathtaking sunrises and an exquisite, private beach. But most importantly, connect with the people who can help you take your business beyond your wildest expectations.

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For more information, log on to USANAtoday.com.



UPGRADE FROM PC TO ASSOCIATE

Written by
Cameron Smith

Do you have Preferred Customers in your downline? We love our “PCs,” right? But have you ever thought about ways to help your PCs become Associates? Not only could it help increase your Sales Volume Points (SVPs) and expand your downline, but it could also help your PCs earn their own SVPs from the products they already consume and start running their own successful USANA business. Here is a conversation between a PC and an Associate with special tips on how to make the upgrade.

A: So, PC, how’s it going? What are you up to?

PC: Well, you know how it is Associate. There’s always a lot of work to take care of.

A: Oh really? Like, what do you mean?

PC: Well, I have to wake up early just so I can try to beat traffic on my way into the office. Then, when I get there, I sit in a tiny cubicle and watch videos of penguins being tickled as my only respite from the spreadsheets. Oh, the endless spreadsheets.

A: Wow. That sounds...intense...

PC: Oh, that’s not all. After a full day of spreadsheets I have to race back home and pick up my son from soccer practice and my daughter from ballet, run them through the drive-thru to get something cheap for dinner, and then I go home and, then, you know what I do?

A: I can’t even imagine.

PC: More videos of penguins.

A: Wow. It seems like things are pretty stressful at the PC household. Have

you ever thought about ways to maybe make things, I don’t know... a bit easier?

PC: I have no idea what you are talking about.

A: Well, for starters, it seems like maybe you could use a bit more money and time to get something other than burgers and fries for dinner.

PC: Actually last night was tacos and beef jerky.

A: Okay, that’s...weird. But, anyway, if you signed up as an Associate with USANA, you could end up saving and even making some extra money.

PC: How is that?

A: Well, you purchase USANA products already, right?

PC: Yes. I take my **Essentials™** every day, wash them down with some **Rev3 Energy™**, and mix a little **USANA® Probiotic** in there for good measure.

A: Great! If you are an Associate, you can earn volume points for the products you or any of your friends in your downline purchase. And since you earn a commission from those points, you could use that to pay for the products you are already using.

PC: Huh. That actually sounds fairly reasonable. But, even though I like the products, I’m not a salesman. I couldn’t even sell vials of actual tiger blood to Charlie Sheen. Believe me. I’ve tried.

A: Yeah, totally. I don’t think I’m much of a salesman either. But, there are a lot of people out there who really want USANA products. If you talk about them with your friends and family already, you might as well get paid to do it, right?

“Hi. I’m an Associate.”



“And I’m a PC.”



PC: You are making a suspicious amount of sense right now.

A: Well, thanks PC...I guess. And you know, USANA actually has a great sales tool called the Health & Freedom Solution. It's a DVD that shows what goes into making the products, but it also talks about how the business side of things works. I think you'd like it.

PC: Well I was planning on watching that Justin Bieber movie tonight, but I guess I can watch this first.

A: So, what do you think about becoming an Associate? You know, a lot of USANA's leaders, the guys in the Fortune 25 and Million Dollar Club, started out as PCs, just like you, before they took the leap and upgraded to be an Associate.

PC: It seems like it is working for you, Associate, and maybe some other people. But how do I know if it will really work for me?

A: Have you ever been to Salt Lake City?

PC: Just during that one summer I followed the Grateful Dead on tour.

A: USANA actually has its International Convention in Salt Lake every year. Going there is a great way to learn more about how to run a USANA business, get inspired to do more, and meet some of the great people that are in the USANA family.

PC: You know what, maybe I will become an Associate. I've always liked feeling like a member of a family.

A: Fantastic! How is your actual family doing now, by the way?

PC: Fine. They are probably at home right now, without me.

A: Oh yeah? Doing what.

PC: Watching online videos. Of penguins. Being tickled.

A: Sorry PC.

PC: Yeah. ■

UPGRADING TIPS:

1. COMMISSIONS PAY FOR PRODUCTS: If your PC is using products already, they could generate a commission to pay for those products by becoming an Associate.

2. GET PAID FOR SHARING: When you love the products, you talk about them and share them with friends. Associates can get paid for doing this. PCs can't.

3. USE SALES TOOLS: Sales tools are a great way to bring up the USANA business with your PCs. The Health & Freedom Solution is USANA's newest tool to share the USANA opportunity with others.

4. COME TO CONVENTION: The event that has launched so many successful USANA businesses could be the start of something great for your PC.

5. SHARE YOUR SUCCESS: When your PCs hear about your success—a Gold Retreat, winning a prize during a contest, taking an extended vacation—they'll want that too. Let them know that they could have it by upgrading to be a USANA Associate.

A New Look. A Familiar Feel.

You may have noticed a few changes on USANAtoday.com. Does it seem a little bolder, brighter, and easier to navigate? Don't adjust the settings on your computer screen. The changes you are experiencing are real... and they're spectacular.

In order to heighten your USANAtoday.com experience, we've made a few modifications to the layout. The colors are sharper and your ability to successfully navigate the site has been enhanced. But don't worry, all the information is exactly as it was. Everything you need to grow as a USANA Associate and build a successful business can still be found in the same place; it all just looks prettier than it did before.

After your senses have recovered from the dazzling display of proverbial, USANA-fueled eye candy, take a moment to get your bearings. Stretch your legs, so to speak, and take a look around. You'll find that USANAtoday.com is still your go-to place for all the latest news on upcoming events, contests, and more. All the tools, training, and tips from USANA experts you've come to rely on can still be found under their usual tabs, or in their usual content boxes. It may look different, but it's still your home for all things USANA.

Yes, all of your favorite tools are still available online:

- **Health & Freedom Newspaper:** An inexpensive way to share nearly everything your prospects need to know about USANA. Great for the Associate who likes to hit the pavement and tackle their cold markets with gusto.
- **Health & Freedom Solution:** A great way to connect to people, especially younger people,

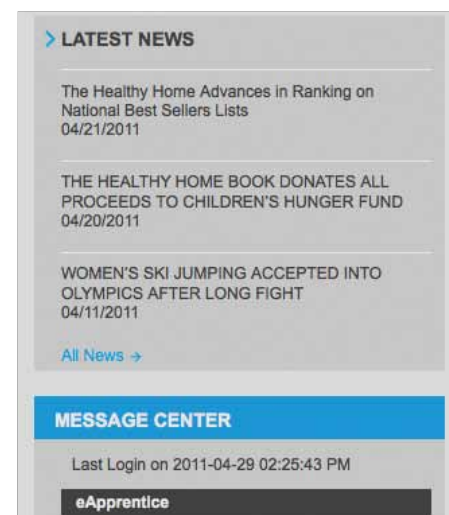


in a way that's familiar—video! With an exciting and engaging DVD explaining exactly what USANA is, this is an easy way to show prospects the business opportunity in a way that's fun, interesting, and still personal. Use the sections designed to help you interact directly with your audience to share a personal story about what USANA has done for you.

- **PC Catalog:** Ideal for prospects who are looking to become Preferred Customers. They can pick and choose the products they're most interested in easily and quickly just by flipping through the book. And you never know—maybe they'll be customers for a few years before realizing they want to start their own business—and then they'll call you!

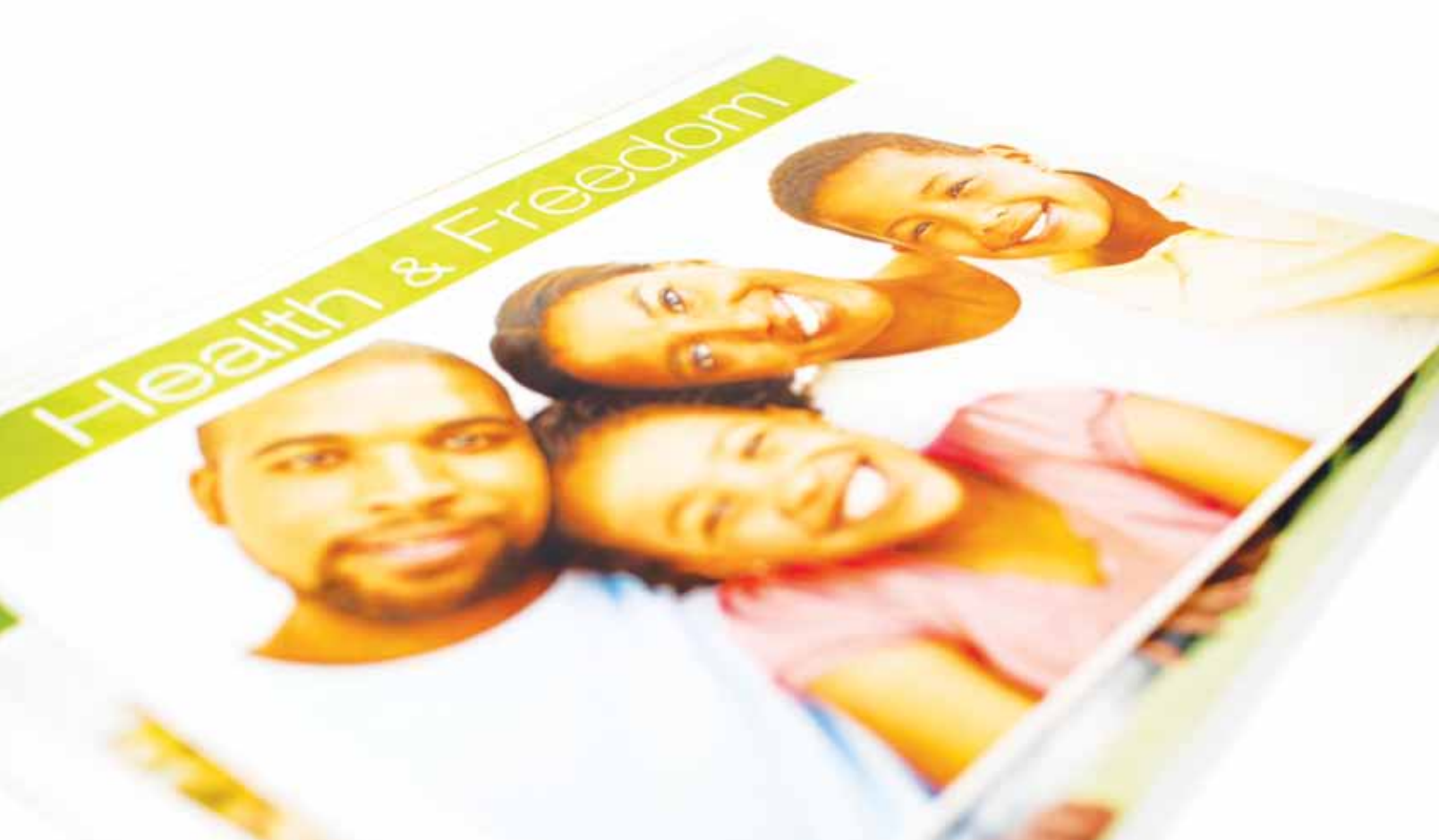
And that's not all. Remember, there are countless downloadable prospecting tools on USANAtoday.com that are free and easy to use, including flyers, ads, and third-party articles. Use any—or all—of these items to promote USANA and build your business. And enjoy the snazzy new layout. ■

Tip: New information is posted every day. Be sure to check back daily to keep yourself up-to-date on the latest and greatest with USANA.



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You have a terrific resource right at your fingertips. Use the Health & Freedom Newspaper and watch your business grow! Order yours today!

Item #500



Lijuan Xu

British Columbia, Canada

“Despite the challenges I have encountered, I have never doubted what I have chosen,” newly appointed USANA Ruby Director Lijuan Xu says. This simple statement has helped her along her journey, and it will continue to motivate her to share the USANA vision with others.

Although Xu was uncertain about jumping right into building a business with USANA, she was open to taking the products. Luckily, it didn't take long for her to become more and more interested in the potential business opportunities available to her.

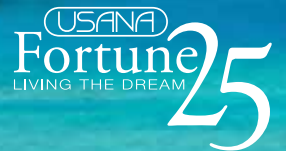
Xu's team is now comprised of close to 2,000 Associates and Preferred Customers, and in order to continue building her team, Xu remains focused on learning. “Education is very important to my team,” she says. “We provide different trainings on how to start the business and how to share information with prospects.”

Xu's experience, to this point, wouldn't have been the same without the challenges she has overcome. Those experiences have made her the leader she is, and she hopes other Associates will learn and grow from their hardships as well.

“If you believe in yourself, no matter what difficulties you might encounter, you will eventually reach your goals,” she advises.

Focusing on the future, Xu hopes to advance an additional level before International Convention. ■

See income disclaimer on page 24.



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Four Seasons Bora Bora, November 6–11, 2011



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BUILD YOUR BUSINESS

with USANA Contests

Written by Emily Alaniz

“I am so grateful for having the opportunity to go to Miami for the Sony Ericsson Open! I met a wonderful group of motivated, ambitious, dedicated individuals from whom I learned a great deal. I also got to meet the top WTA female tennis pros who love their USANA products and take them on a daily basis. The trip was simply perfect! Can't wait for the next contest.”

—Anna Jonca, Silver Director



Everyone likes a little competition now and then. It helps participants push themselves farther than they would have on their own—plus there's the excitement of trying to be the best and claiming the top prize. So it makes sense that there's nothing like a contest to motivate Associates to build their business! Running a USANA business has its own rewards, but contests provide extra opportunities to reap some very real benefits.

The USANA Grand Slam Contest offered a great opportunity for participants to show off their prospecting skills and win some amazing prizes! In order to qualify for the contest, Associates had to complete e-Apprentice and be enrolled in Autoship. The participants simply had to generate as many sales as they could and advance in rank—just as they normally do to build their business.

The prizes were luxurious vacations that celebrated USANA's partnership with the Women's Tennis Association (WTA). The lucky first, second, and third place winners and their guests were given the opportunity to go to Indian Wells, California, where they played in tennis clinics with Chan Yung-jan

from Chinese Taipei and Barbora Záhlavová-Strýcová from the Czech Republic. They also met with Liezel Huber and Alisa Kleybanova for pictures and autographs.

Those who came in forth, fifth, and sixth place traveled with their guests to Miami, Florida for tennis clinics with Lucie Šafářová from the Czech Republic. They spent a whole day in a special suite watching Andy Roddick, Kim Clijsters, Roger Federer, Maria Sharapova, Rafael Nadal, and other tennis stars show off their skills. Sam Stosur and Jarmila Groth made special appearances for some one-on-one time with these lucky Associates.

On top of all this exciting WTA action, Associates also received free airfare to their destinations, free hotel stays in top-of-the-line resorts, and up to \$350 to use for shopping or spa treatments. The winners in both cities loved their experiences, and left with a renewed enthusiasm for tennis and the WTA.

So be sure to keep checking USANAtoday.com for details on the latest contest. With enough hard work, you could be the next first place winner! ■

USANA Grand Slam Contest Winners

FIRST PLACE (\$6,000 VALUE)

Connie Yao
Shengchun Lu
Hung Chang
Biwen Zhang

SECOND PLACE (\$5,000 VALUE)

Duke Tuhtim
Jia Carrie Luo
Ling Kong
Randi Emma
Harms-Friedl

THIRD PLACE (\$4,500 VALUE)

Xuemei Chen
Chun Qing Liang
Mark &
Karla Rickert
May Waldon

FOURTH PLACE (\$3,500 VALUE)

Amy Nie
Yu Cai Zhang
Nancy Wang
David Block

FIFTH PLACE (\$3,000 VALUE)

Xiu Ping Rao
Lishan Sun
Ted Alcantara
Ding Gu

SIXTH PLACE (\$2,500 VALUE)

Yaney Gao
Pearl Lo
Marlisa J. Hurt
Anna Jonca



The Official Health Supplement Supplier of



Launch Pad to Success

Another recent contest not only encouraged Associates to build their business, but offered a valuable business-building tool as the prize. Close to a hundred hard-working people won an iPad 2, an electronic copy of *The Healthy Home* by Dr. Wentz and Dave Wentz, and a copy of the Health & Freedom Solution. The iPad 2 is more than just an easy way to check the Internet, communicate with friends, and store your music;

it's also a great way to stay on top of the prospecting game. Those who won this device can use it to stay connected with social media, keep up with the latest updates from USANA, check up on recent prospects, send USANA eCards, and more. And because the iPad 2 is small and sleek, Associates can carry it with them wherever they go. It really can serve as a launch pad for growing a business!



UNITED STATES

Silver & Above

Xiao Nan Wang
Yaney Gao
Dongxu Gao
Wei Liang
Karen Wolfe
Juntao Ding
Janny Chu
Vern Lapuz Jr.
Yufen Wang
Casey Schein

Director & Bronze Director

Liquan Wu
Wei Hua Peng
Ling Li
LiQi Xue Ling
Yali Yang
Jacob W. Palmer
May Waldon
Lester Yau
Qi Chen

Sam S. Taylor
Yonggen Song
M. Jake Chesney

Builder & Achiever

David Chau
Kin Shing Kwok
Simon S Chan
Hsiu Chen Chen
Peide Husang
James Tawatao
Ginny Okada
Estuardo Arevalo
Lindsey Hardy
Jenny Yang
Manuel D. Hernandez
Yong Le Lin
Rick Wang
Hung Chang
Fagui Ni

Believer & Below

Chelsea Taylor
Jonnyo Dulay

Marilyn Wang
Fei Gao
Yanting Zhu
Tuoya Aurdos
Doug Taylor
Christopher Jay
Lisa Kong
Shuo Zhang
Ilan Wang
Albert Jackson

CANADA

Silver & Above

Connie Yao
Liming Li
Xuemei Chen
Imma Afi Souka-Adenka
Yi Chun Yuan
Candice & Vinzon
Audra Pingol
Morgan Tzu Wen Yang
Simon Chan

Xiuqin Jia
Iris Lee

Director & Bronze Director

Y. W. Cecilia Li
Jie Li
Fortune Olivier Lawson
Jia Carrie Luo
Monique Raymond
Fenling Liu
Lisa Michelle Whittall-Miller

Builder & Achiever

Mei Hu
Yingchun Karen Wu
Yuezhen Bao
Willson Lee
Shao Jun Zhang
Yolande Ayele
Tossoukpe Hunlede
Peggy Leung
Komi Ekpe Alphonse Souka

Believer & Below

Yingqun Lin
Yi Heng Zhou
Da Hong (Peter) Wong
Dong Mei Liu
Kwan Yu Lam
Ron Protacio
Kelvin Wong
Shun Yi Chen
Muzhen Lu
Jiangyi Wang
Ben Tong
Kevin Liu

UNITED KINGDOM

Justin & Keeley Morris
Dan Wateridge



Imma Afi Souka-Adenka Québec, Canada

Imma Afi Souka-Adenka wasn't necessarily interested in network marketing, but she was willing to learn more about USANA following the advice of her friend, and USANA Associate, Isabelle Wilson. Imma now can't imagine ever losing sight of Dr. Wentz' vision.

"His vision is my sole motivation even when people discourage me," she says. "I can't let that fall by the wayside when I see such need all around me."

Imma has surrounded herself with a strong, growing team, and together they look forward to building a long-lasting USANA business. "My organization definitely contributed to my reaching the level of Gold Director," she says. "Our long-term objective is to build all of the French speaking markets."

"Don't ever lose the vision of Dr. Wentz."



Dongxu Gao California, USA

Dongxu Gao knows success—after all, she experienced it as an executive producer of a TV series. But her experience with USANA has been more than she imagined. "After moving from China, I didn't know exactly what I was supposed to do to find success," she says. "USANA helped me discover that I could create my own success."

In addition to becoming a successful businesswoman, Gao has learned many lessons about herself. "USANA helps you learn how to communicate and interact with people," she says.

Becoming an Associate was the beginning for Gao, and now as a Gold Director, she believes this is just part of her USANA journey. "What I have accomplished is just a start, and I will go on with the end in mind," she concludes.



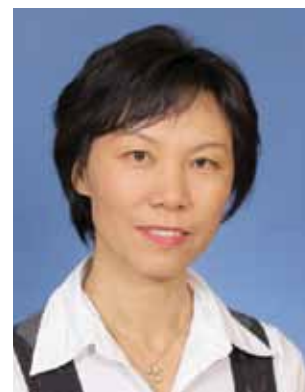
Sharon Huang Maryland, USA

Sharon Huang was a successful real estate agent and truthfully had little to no interest in network marketing. But, as any USANA Associate will likely tell you, once she learned more about the company, she actually found herself changing her opinion.

Today Sharon is one of USANA's newest Gold Directors and she looks forward to helping others discover their own path to success. "I am not surprised when others say USANA has changed their lives in some way," she says. "We have the best products in the world and the most rewarding compensation plan."

As her business continues to grow, Sharon and her team will work diligently to achieve their ultimate goal of true health and true wealth.

"Coming together is just the beginning. Working together is success."



Dr. Rosa Liang British Columbia, Canada

For three years, Dr. Rosa Liang faithfully attended USANA's annual International Convention, and each time her desire to share the USANA message with others grew.

Following the 2010 Convention, Rosa made the decision to resign from her position as a senior research scientist and focus specifically on USANA. That decision proved to be extremely beneficial, because three months later she became a Gold Director. "When it comes to USANA, I personally believe how much you give equals how much you can gain in return," she says.

Rosa already has her eyes set on her next goal of advancing to Ruby Director and eventually to Diamond Director. And thanks to the supportive team she has surrounded herself with, she is undoubtedly headed in that direction.

"Because of my team I was able to receive the honor of becoming a Gold Director."



Xiao Yan Wang
British Columbia,
Canada

A former university instructor in China, Xiao Yan Wang used to spend her time teaching. Today, as one of USANA's newest Gold Directors, she finds herself teaching again, but this is a whole different classroom. "After seriously looking into USANA, I became very motivated to share these high-quality products with my friends," she says. "I recognized that USANA was a career I could pursue."

Wang finds satisfaction in seeing her life, as well as the lives of others, change. "I am so happy I can share my knowledge and also help others achieve their own goals," she says.

Having taken what she considers her first steps to success, Wang is already working toward her next accomplishments. "I am going to do my best to help my teammates, and I am going to work hard to become a Ruby Director within a year."



8.24.11-8.27.11



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neatly organized for you

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what's our deal?

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Written by Emily Alaniz



USANA Magazine Preview: The Healthy Home Insert

6



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AT 07:40 PM ON APRIL 18, 2011

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RT @Nick_Kelly: Another update from @USANAinc Phoenix Coyotes Strength coach on stage @ conv. '10 <http://bit.ly/ZRVim> (blog) #healthchat - 30 minutes ago

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Associates

Rev3

athletes

Rev3 Energy

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convention

4

SOCIALIZE + SUBSCRIBE



5



Your favorite blog just got a whole lot better. Sure, the award-winning *What's Up, USANA?* is still your ultimate source for news and entertainment about the people and products that make USANA tick. And it continues to feature new and exciting content almost daily. But now the site—brimming with blog posts you can trust—is better organized, easier to use, and sports a snazzy new look. Here's what's up:

1 The new rotating bar across the top of the page displays links to five recent or popular posts. Click through these featured posts to find one that catches your attention—or read them all. It's up to you.

2 It's now even simpler to comment on your favorite posts. Just provide your name and e-mail address and comment until your heart's content. So if you have something to say, say it!

3 Connecting *What's Up, USANA?* with social media sites has never been easier. Embedded Twitter and Facebook buttons make it a cinch to share a post with all of your followers and friends.

As always, *What's Up, USANA?* offers a unique way to prospect. It contains all sorts of exclusive, up-to-the-minute information that makes it a valuable resource for anyone who needs to learn

a little more about Nutritionals You Can Trust. So use it to your advantage! The wide variety of informative and engaging posts will appeal to prospects with all kinds of backgrounds and interests.

For example:

4 If you've spoken to a few people who follow tennis, you can send them a link to the most recent post detailing USANA's partnership with the WTA.

5 If one of our expert bloggers writes about a product you think might have particular appeal to a prospect, post the link on that person's Facebook and be sure to let them know you can provide them with additional information.

When you read something on the blog that you find interesting, go ahead and post it on your Twitter and Facebook for all of your followers and friends to read. You never know what information might resonate with someone within your social network.

6 *What's Up, USANA?* serves the dual purpose of lending credibility to the company and its products while also showing a lighter, more accessible side of USANA. The dozen or so regular contributors are passionate about helping you share important messages. They put their writing skills to work, composing informative and witty posts

on everything from straightforward explanations of the science behind the products and interviews with celebrities and athletes, to exclusive looks at the inner workings of USANA. The blog posts are so impressive that *What's Up, USANA?* has been recognized by such organizations as The Communicator Awards, PR News, and min Online. In 2010, Tim Haran, USANA's manager of social media content, was named PR News Blogger of the Year.

If you're a regular reader of *What's Up, USANA?*, we thank you. If you're not, we invite you to drop by <http://whatsupusana.com> today to gain a better understanding of the personalities that make USANA great. ■

Checking in with the USANA Corporate Blog

The USANA Corporate Blog recently received a makeover as well. The sleek new look complements the unique behind-the-scenes news and commentary you've come to expect from USANA's corporate blog. Unlike *What's Up, USANA?*, the USANA Corporate Blog offers a view of the company from the perspective of the people in charge: the management team. Be sure to keep up with the latest news from high-level executives such as Dave Wentz, Dan Macuga, Alan Bergstrom, Michelle Merriwether, and other members of the management team at <http://blog.USANA.com>.

“I use *What's Up, USANA?* every day to prospect. With one click I can share a blog post with over a thousand friends and show the prominence of this great company! I also use it to stay motivated, connected, and up-to-date with news and information I can share while prospecting.”
—Jacob Palmer, Director



Ofelia Aplicador &
Christopher Botsacos,
California, USA



Diana Bouch,
California, USA



Lupita Castro,
Baja California, México



Chen Hsiu Chen,
Florida, USA



Ying Chen,
Maryland, USA



Toni Crabtree,
Florida, USA



Marianne Frowein,
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Blanca Margarita
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British Columbia, Canada



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British Columbia, Canada



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Yolande Ayélé
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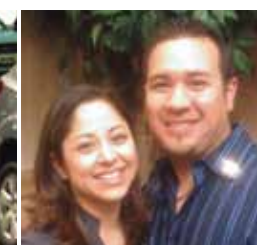
Ji Yu Li,
British Columbia, Canada



Chun Qing Liang,
Ontario, Canada



Tommy Liu,
British Columbia, Canada



Janine & David Molina,
Texas, USA



Lavender Morantz,
Ontario, Canada



Penny Muckleroy,
Texas, USA



Fagui Ni & Shao Lan Yan,
New York, USA



Ginny Okada,
California, USA



Gloria Ruiz-Pina,
Texas, USA



Ron Protacio,
Ontario, Canada



Christopher Rodne,
California, USA



Margarita Rodríguez,
Nuevo León, México



Jimmy Song,
Ohio, USA



Doug Taylor,
Missouri, USA



Le Tran,
Texas, USA



Sarah Uhler,
Minnesota, USA



Maddy Vertenten,
Texas, USA



Rose Zhang,
Virginia, USA



Yi Heng Zhou,
British Columbia, Canada



Feng Qin Zhu,
British Columbia, Canada

NEW SILVER DIRECTORS NOT FEATURED:

David Chang, New York, USA
Xuan Huang Fu, Virginia, USA
Shune Jiang, Texas, USA
Cherilyn Otbo, California, USA
JoongPil Shin, California, USA
Yan Min Wang, Texas, USA
Yali Yang, Pennsylvania, USA
Kin Hung Yeung, Texas, USA

Lorena Tabuco Zabrensky,
California, USA
Ying Zhang, New York, USA
Juan Zi, British Columbia,
Canada

USANA:

Have you heard the chatter?

Written by Scott Murphy

Press

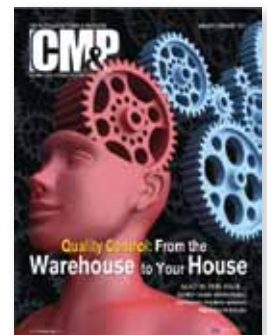
No matter where you look, whether you're surfing the Internet, flipping through the channels, or scanning the pages of your favorite magazine, you'll find people talking and writing about USANA. And what better way to tell your friends, family, and prospects about this amazing company than pointing them to the coolest blog or a well-known magazine and letting them see for themselves what all the buzz is about?

Each press mention is a unique way to start a conversation about USANA. Best of all, you can check out what the press is saying, then use those stories to tailor a USANA message to address a prospect's specific interests.



In Parenting magazine, USANA spokespeople "The Guncles" are profiled.

USANA's role in providing vital, healthy supplements for WTA athletes is examined in this article from *The Desert Sun*.



In CM&P, USANA Vice President of International Operations Jim Brown is interviewed and quoted extensively about the company's high standards for quality control at its warehouse.

Online



USANA spokesperson Kathy Kaehler is seen training Access Hollywood Live's hosts.

**Bloomberg
Businessweek**

Endorsement deals with companies like USANA have helped the WTA rebrand its tour and stabilize its finances.



Las Vegas-based website says USANA's **Rev3 Energy™** is one of the best all-natural ways to kick start your day.



USANA Executive Director of Research and Development John Cuomo, Ph.D., is tapped for his expert opinion about antioxidant nutrients.



This online publication's beauty writer recommends USANA's **BiOmega™** formula as one of the best available supplements to keep skin hydrated and healthy.

USANA has also been highlighted recently on the following websites:

Mentions



that's fit



StyleCaster



SHAPE





Anne Buhlig,
Arizona, USA



David Chau,
California, USA



Li-Yu Chen,
British Columbia, Canada



Diane Dai,
Michigan, USA



Bhuri-Phatara
Mankamchoke,
California, USA



Wei Hua Peng,
New York, USA



Sheila Somsin,
Arizona, USA



Teri Surette-Fowinkle,
New Mexico, USA



Pin Zhang,
Illinois, USA

NEW BRONZE DIRECTORS NOT FEATURED:

Eva Blais, British Columbia, Canada

María De Los Angeles

Mora González, Guanajuato, México

Jiachen Hu, British Columbia, Canada

Rocío Preciado Navarro, Jalisco, México

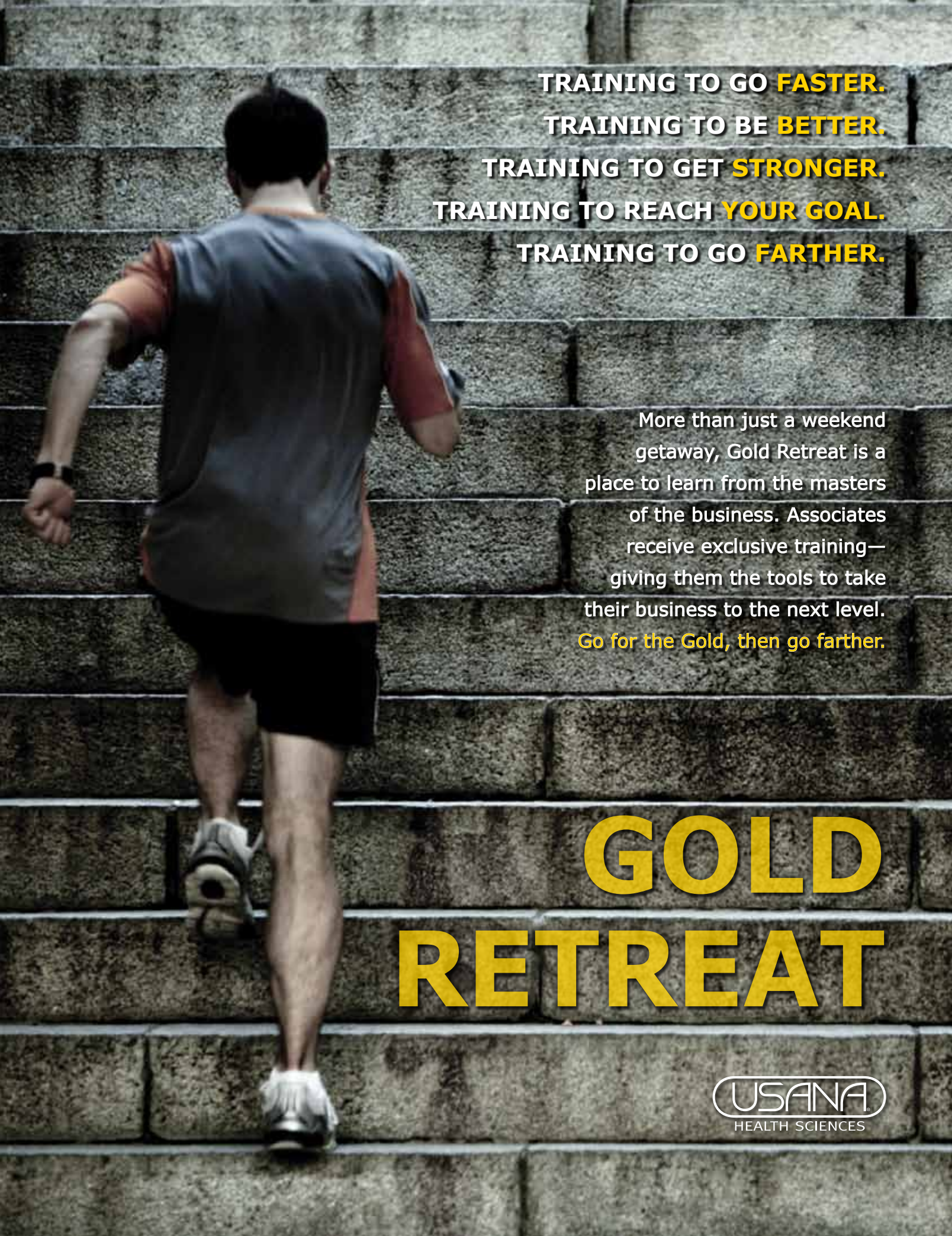
Jingbo Pan, Illinois, USA

Sung Park, California, USA

Marilyn Wang, New Jersey, USA

Dee Wu, New Jersey, USA

Weiwei Wu, California, USA

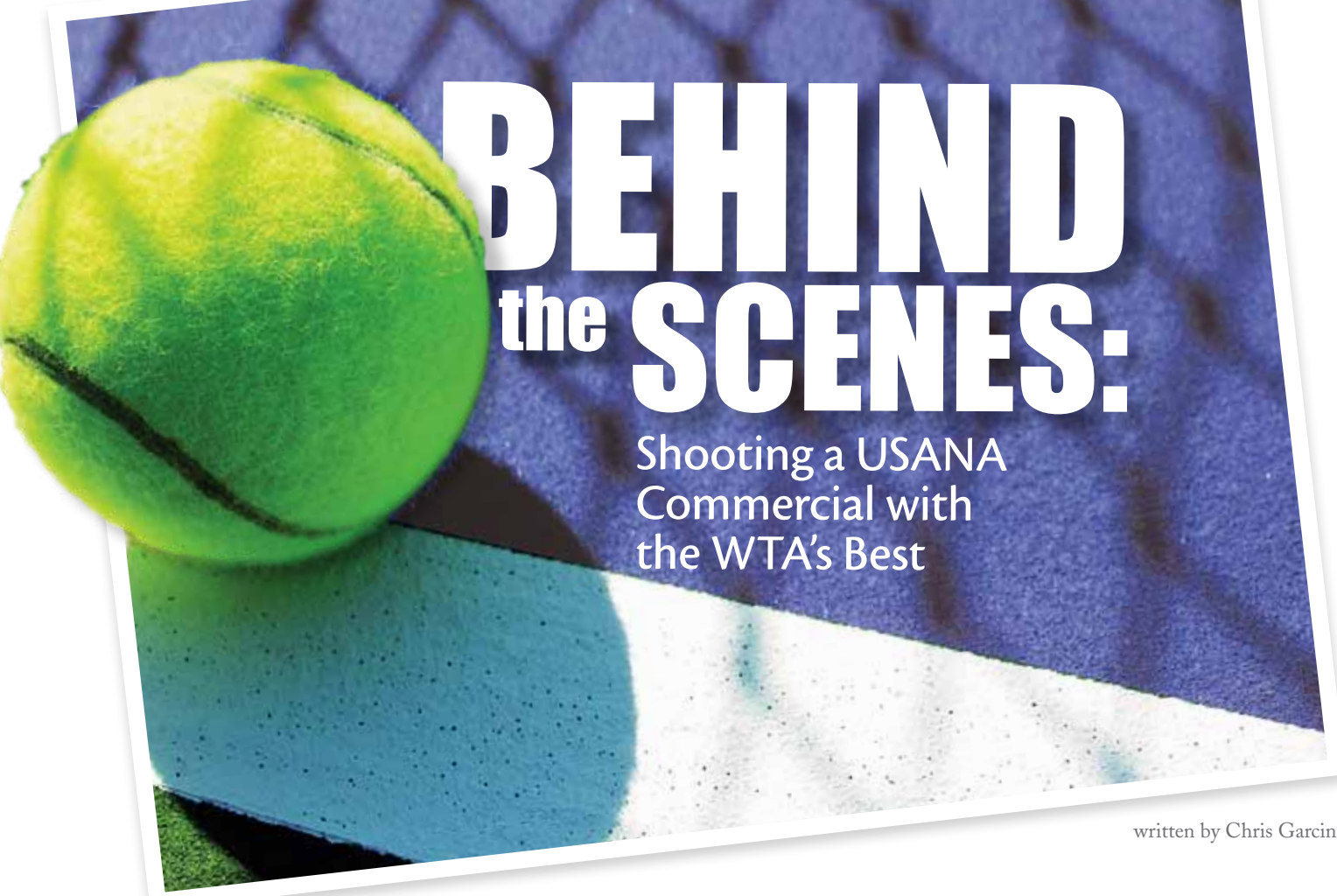


TRAINING TO GO **FASTER.**
TRAINING TO BE **BETTER.**
TRAINING TO GET **STRONGER.**
TRAINING TO REACH **YOUR GOAL.**
TRAINING TO GO **FARTHER.**

More than just a weekend getaway, Gold Retreat is a place to learn from the masters of the business. Associates receive exclusive training—giving them the tools to take their business to the next level.
Go for the Gold, then go farther.

GOLD RETREAT

USANA[®]
HEALTH SCIENCES



written by Chris Garcin

Join USANA's own marketing manager Chris Garcin as he recounts his exciting day filming USANA's new commercials with WTA stars Kim Clijsters and Sam Stosur.

Call time was a bright and early 7:00 a.m. We had to get an early start because we'd be working with two of the top women's tennis players in the world, shooting a television commercial to be broadcast internationally. The commercial would tell countless viewers about the power of USANA nutritional supplements. That meant it was time for me to suck down a **Rev3 Energy™** and carpe diem.

Lindsay Nelson & Kim Clijsters rallying



As we took to the court at the beautiful Indian Wells Tennis Garden, the rest of the crew seemed perfectly composed. But I was extremely anxious. Kim Clijsters was coming at 8:00 a.m., and everything had to be set and ready. Jason Nacey, the video Jedi from USANA Studios, was the director charged with bringing the script to life. As one of the representatives of the USANA marketing department, I wanted to make certain we took advantage of this amazing opportunity to do everything we could to help support our Associates. So, I proceeded to run around like a chicken with its head cut off, trying to help where I

USANA Studios



could, all in anticipation of meeting our first USANA Brand Ambassador of the day.

The camera crane was prepped, the director's monitor shaded by black curtains, and our actress, Lindsay Nelson, was warming up on the court. Looking around I felt like I was on the set of a big Hollywood production. After all, the time and effort put into this was truly spectacular, and the payoff was right around the corner. *Enter Kim Clijsters.*

The first thing that struck me about Kim was her overwhelming enthusiasm. She greeted each of us with an ear-to-ear smile and energetically took to the

Kim Clijsters & Lindsay Nelson



makeup chair. I acted as the stand-in for the first shot. Cracking lame jokes about my tennis abilities was all I could do to soothe my nerves, but once Kim took the court I knew the day was going to be a grand slam.

As Kim volleyed with Lindsey and the crew perfected the lighting for the next shot, people started noticing. I couldn't blame the crowd beginning to gather to catch a glimpse of the production. The sheer amount of camera and lighting equipment, the full-size backdrop, and the eight-person crew was quite the sight to see. Not to mention the champion of the 2011 Australian Open setting up and executing each stroke of her racket like only a true professional can.

The set up for the next shot involved a tennis ball machine (operated by yours truly), a piece of Plexiglas set on a sturdy stand directly in front of the camera lens, and the four-time Grand Slam champion standing on the opposite end of the court. You see where this is going. As Kim whipped one tennis ball after another directly at the camera and the poor, brave cameraman, several thoughts passed through my head. The first was to run from the tennis balls whizzing around us. And then there was the hilarity of what we were doing. Here we are on set with one of the top tennis players in the world, and we have her hitting balls as hard as she can directly at a camera. Even Kim had the darnedest time keeping a straight face as each shot hit the Plexiglas with a thundering whack and made the cameraman flinch with greater and greater intensity. But Kim managed to put on her game face and nail the shot (not the cameraman, thankfully).

For a normal set of go-getters, shooting one version of a commercial would be a good day's work. Not for our USANA rockstars. Bring on part two, starring Sam Stosur.

The first thing people notice about Sam is the absolute positive energy she brings with her to every situation. The moment she came on set, the entire crew was hit with a second wave of excitement as



Sam Stosur

we repositioned and began to capture the commercial again, shot by shot. Sam, the Aussie tennis sensation, was quite the crowd grabber. Between shots, Diana Yin of the USANA public relations department met the spectators with a kind smile and answers to their many questions about our company and the commercial. Before long, everyone was breaking into a nervous chuckle as it was Sam's turn to blast tennis balls directly at our camera. You could see the smear on the Plexiglas from each ball that hit it at seemingly mach speeds. Sam was even kind enough to try out

some Chinese phrases. Coached by Diana, Sam gave a warm welcome to the many Chinese-speaking Associates in North America and in USANA's Asia-Pacific markets. At least I am guessing that is what she said; my Mandarin is a little rusty.

All in all, our journey to Indian Wells was a resounding success, and everyone involved deserves a heartfelt thank you. Sam Stosur and Kim Clijsters were fantastic to work with and a pleasure to meet. We really couldn't ask for better brand ambassadors to tell the USANA story. It was a fantastic experience to take part in the creation of a USANA commercial and beyond that, to get a sense of what USANA means to the WTA and what the WTA means to us. The athletes that put it on the line every time they step onto the court truly deserve the best, and USANA is proud and honored to be the WTA's Official Health Supplement Supplier. ■

**Go to Media Center
inside USANAtoday.com
to watch the official
Kim Clijsters commercial!**



USANA Team & Kim Clijsters



Fitness Tips from Celebrity Trainer and
USANA Spokesperson Kathy Kaehler

The Healthy Home Changed My Life



Many people can point to a single book and say, “This book changed the way I live!” And since reading *The Healthy Home*

I have been changed for life. As a fitness professional, personal trainer, wife, and mother, it is my job to listen, learn, and adopt the best ways to improve the quality of my life, my family’s life, and my clients’ lives. *The Healthy Home* not only taught me many lessons on how to live a healthier life, but it validated many of the things I have been teaching my own clients for a long time.

For years I have been pushing the colorful rainbow of healthy, wholesome food. My Sunday Set-Up™ Club food program is based around it. As Dave and Dr. Myron Wentz put it, or as I like to call them, the Wentz men, it is essential to know how important the super foods are to our cells. Thank you for the validation.

I also started making my own cleaning products years ago. In *The Healthy Home*, the Wentz men say, “If you can’t eat it or drink it...don’t live with it.” So I have bottles of vinegar and lemon to scrub down my walls, windows, and anything else my kids’ fingers get on. Another validation for Kathy.

Another reason I love *The Healthy Home* is because of the practical advice. Do you remember in ‘*Twas the Night Before Christmas* when the



old man “tore open the shutters and threw up the sash”? This is my new morning routine! I now open the windows everyday in every room of my house. There is nothing better than the smell of clean—or as the Wentz men say, no smell at all—coming through my windows.

What more can I say about *The Healthy Home*? They said it all. But I want to reiterate what Dave Wentz said on the book tour: “It’s overwhelming to think about changing the world as one person, however, after writing this book I am inspired and motivated to create change within the four walls of my home.” I love that, and I completely agree. *The Healthy Home* is not just a book; it’s a workout book, a manual, a mantra, and a guide. I think this book should live on every best-seller list. ■

***The Healthy Home* not only taught me many lessons on how to live a healthier life, but it validated many of the things I have been teaching my own clients for a long time.**



Are you a **facebook** fanatic? Visit my page and get great tips on how you can lead a healthy, active, and energetic life!

Kathy Kaehler—
<http://www.facebook.com/kathykaehler>



ASIA-PACIFIC ADVANCEMENTS

USANA Health Sciences would like to congratulate all of our Asia-Pacific Associates who advanced from January 30—March 26, 2011.

DIAMOND

I-Star Diamond

Kyoji Inayoshi, Japan



Diamond

Daisy & Rommel Balaguer, Philippines

Junmei Cao & Wende Guo, Hong Kong

Akifumi Itou, Japan

Guan Ying Xu & Wei Min Zheng, Australia



EMERALD

Wu Lihong, Hong Kong

My Amy Nguyen &

Luong Ou, Australia

Ding Taishan, Hong Kong

Joseph & Anita Ting, Australia

RUBY

KyungHee Cha, Korea

Tong Cheng, Hong Kong

Paula & John Gosney,
New Zealand

Fumi Kunou, Japan

Akihiro Mukai, Japan

ChungJa Park, Korea

Duard & Rosanne Ricalde

(Team Icon), Philippines

Kenta Sakai, Japan

Yuuichirou Ueda, Japan

Hong Yu & Xin Feng Hou,
Australia

Li Hua Yu & Xue Mei Zhong,
New Zealand

GOLD

Bing Chen, Hong Kong

Rongrong Chen, Hong Kong

Su Hsiao Chien, Taiwan

Ding Honglian, Hong Kong

Liang Dong & Cong Xiu Fu,
Australia

Ma A Fang, Hong Kong

EunSook Lee, Korea

Li Li, Australia

Chude Mou, Hong Kong

Andrew & Sheng Shan Sun,
Australia

Michael Pan, Hong Kong

Gui Qi, Hong Kong

Guofeng Ren, Hong Kong

Kenny Tey Poh Siang, Malaysia

Barry Wooldridge-Smith, Australia

Erika Takahashi, Japan

Richard Tan, Philippines

George & Josie Tong, Australia

Lianyun Wang, Hong Kong

Xingwu Wang, Hong Kong

Xiqing Wang, Hong Kong

Changying Wu, Hong Kong

Meifang Wu, Hong Kong

Xiaoyan Wu, Hong Kong

Michael & Janie Xiang,
Australia

Fan Yang, Hong Kong

Heng Yao, Hong Kong

Qing E. Yue, Australia

Yujiang Zhao, Hong Kong

Xuli Zhuang, Hong Kong

**CONGRATULATIONS ALSO TO OUR 245 NEW SILVER DIRECTORS
AND 70 NEW BRONZE DIRECTORS FROM OUR ASIA-PACIFIC MARKET.**

All the power of an energy drink—refined. With an advanced formula developed by USANA's nutrition experts, Rev3 Energy™ is a superior alternative to crash-and-burn energy drinks.



CLEANER. SMARTER. STRONGER.

Top ASSOCIATES

January 29, 2011–March 25, 2011



**Top North
America Growth**

**Top North American
Associate Enrollers**

**Top Global Income
Earners**

**Top North America
Preferred Customer
Enrollers**

Dear Associate Leaders,

Now is the time for action! The end of the Associate recognition cycle is quickly approaching.

Did you realize you only have a few weeks left to continue your drive to gain recognition at International Convention by being part of the Growth 50? Did you realize you only have a few weeks left to “step it up” further by becoming a Growth 25 member?

Just think—with strategic planning and lots of hard work, you could be one of the Growth 25 and earn one of our exciting trips to an exotic locale!

Do you want to be left off stage, or worse, possibly left on the runway instead of on the plane? I didn't think so.

The time is now. Check out my tips on how you can improve your business:

1. Recognize your team for their accomplishments.
2. Share with your team, again, your goal for the recognition cycle (your personal business goals for each week). Be sure to know your business numbers, utilize DLM as much as possible, and gain their support by aiding them with their own personal business plans.
3. Anytime, anyplace, anywhere, anyone! That's the motto you will want to keep in mind, as it relates to gaining new Preferred Customers who will fall in love with our products or new Associates who desire to build a business with USANA. Set a goal each week that you, and your team, would like to meet for recruiting PCs and team members.
4. Host fun events such as shake parties, spa parties, spring meet and greets, Healthy Home Book Club meetings, or Health & Freedom meetings. The sky is the limit! Set an objective and a goal, because these events can help you meet your goals for growth recognition.
5. Utilize social media, USANA Media Center, and USANA's marketing materials to spread the true health and true wealth message.

Most importantly, make sure you know your vision and share your vision with your team. Always support your team by helping them reach their goals and, as always, remember to make it fun!

Y. Michelle Merriwether
Vice President of United States Field Development

Top North America Growth

Top North American Growth Earners are determined by comparing the "Top Associates" time period from the previous issue of USANA magazine to the "Top Associates" time period in the current issue. December 4, 2010–January 28, 2011 to January 29, 2011–March 25, 2011

Associate Name	Region
Dennis Chen & Sheila Xiao Nan Wang	California, USA
WWL Trading Inc.	New York, USA
Duke & Sheila Tubtim	California, USA
Conchita Vargas Lugo & Paola Vargas Lugo	Querétaro, México
Yaney Gao	Louisiana, USA
Ri Yue Liu	New York, USA
Bryan Morris	Texas, USA
Brian & Jaclyn Bohlke	Texas, USA
Annette & Victor Que	British Columbia, Canada
Dr. Karen Wolfe	California, USA
Liming Li	British Columbia, Canada
Justina Rudez	Florida, USA
Collette Larsen & Zachary Ross	California, USA
Lijuan Xu	British Columbia, Canada
Connie Yao & Jim Barabe	British Columbia, Canada
Josefina Castro & Gustavo Ament	Baja California, México
Maryana Roman	British Columbia, Canada
Mike & Miriam Miller	Ohio, USA
Judi Moore	Virginia, USA
Karen Shumka	British Columbia, Canada
Daén Cervantes & Raúl Izasmendi	Baja California, México
Carlos Olivas & Deidra Robledo de Olivas	California, USA
John Kinnear	British Columbia, Canada
Jeremy Stansfield	Utah, USA
Pete & Dora Zdanis	Pennsylvania, USA
Stephen Daniel	Texas, USA
Deanna & David Waters	Manitoba, Canada
Ivy Chan	California, USA
Dr. Steve & Andrea Hryszczuk	Illinois, USA
Dongxu Gao	California, USA
Matt & Shanna Ryan	Texas, USA
Ben Jung	British Columbia, Canada
Jared Crebs	Texas, USA
John Goerlitz	British Columbia, Canada
Rosie Bank	California, USA
Janet L. Moore	Washington, USA
Janny Chu & Denise Chen	California, USA
Bud & Bunny Barth	California, USA
Tonja & Wade Hillebrant	Idaho, USA
Carla Wilchuck	Alberta, Canada
Dennis & Gwen Doty	Nevada, USA
Jorge Vázquez	California, USA
Marcela González & Luis Vizcaino	Jalisco, México
Iris & Solomon Lam	British Columbia, Canada
Charles Stivers	California, USA
Nancy Jo & Wayne Shook	Maine, USA
Evangelina Rivera & Julio Lara	Baja California, México
Chun Yan Kelly Li	New York, USA
Patti Roney	Wyoming, USA
Susan Waitley	California, USA

Top North American Associate Enrollers

Based on the number of personally sponsored downline members enrolled.

January 29–March 25, 2011

Associate Name	Number Enrolled	Region
Simon & Kelly Chan	21	British Columbia, Canada
Alma Corres Zíncunegui	17	Jalisco, México
Biwen Zhang	14	New York, USA
Vern Lapuz, Jr.	13	California, USA
Dr. Karen Wolfe	12	California, USA
Peter Wong	12	Ontario, Canada
Jonnyo Dulay	12	California, USA
Connie Yao & Jim Barabe	11	British Columbia, Canada
Liqi Ling	11	California, USA
Xuemei Chen	11	British Columbia, Canada
Duke & Sheila Tubtim	10	California, USA
Conchita Vargas Lugo & Paola Vargas Lugo	10	Querétaro, México
Ping Lin	10	New York, USA
Juntao Ding	10	Maryland, USA
Julie Chang	10	Michigan, USA
Olga Carolina Jacobo	10	Baja California, México
Janny Chu & Denise Chen	9	California, USA
Mireille St-Gelais	9	Québec, Canada
Yaney Gao	9	Louisiana, USA
Casey Schein	9	California, USA
YuFen Wang	9	Tennessee, USA
Wei Hua Peng	9	New York, USA
Alejandra Ceballos Alba	9	Querétaro, México
Liming Li	8	British Columbia, Canada
Rebecca Chai	8	Texas, USA
Hong Zhang	8	Maryland, USA
Ling Li	8	Maryland, USA
Anna Jonca	8	Ontario, USA
Isabel Y. Wen	8	British Columbia, Canada
Yong Le Lin	8	New York, USA
Dr. Deborah Kern	7	Texas, USA
Candice Pingol	7	Ontario, Canada
Jing Zhou Zhang	7	New York, USA
Christopher Owen	7	Texas, USA
Jingwen Chen	7	Alberta, Canada
Doug Taylor	7	Missouri, USA
Pengxiang Gao	7	California, USA
Manuel Hernandez	7	California, USA
Zihao Wang	7	California, USA

“Being a top sponsor is all about being consistent. Set a daily goal on how many people you will talk to each day and stick to that goal. Then set aside a small window of time each day to prospect. Somewhere between 30 minutes and two hours. If you do that five to six days a week, you will get good at sponsoring very quickly.”



Simon & Kelly Chan
Diamond Directors
British Columbia, Canada

Top Global Income Earners

Determined by the total commissions earned.

January 29–March 25, 2011

Associate Name	Region
Rita Hui	Hong Kong
Connie Yao & Jim Barabe	British Columbia, Canada
Mable & Vincent Chan	British Columbia, Canada
Collette Larsen & Zachary Ross	California, USA
Tina Tao Pang & Ted Chun Yong Liu	Maryland, USA
Queen & Alan To	Hong Kong
Li Ying & Xu Zhi Zhen	Hong Kong
Jeremy Stansfield	Utah, USA
Peter & Bibiana Pau	Washington, USA
Liu Tang Jung & Pan Hsiu Jou	Taiwan
Bryan & Monica Penrod	Texas, USA
Dennis Chen & Sheila Xiao Nan Wang	California, USA
Bill & Jenny Huang	New Zealand
Dr. Wen Chi Wu & Zang Houng Wu	New Jersey, USA
Dean & Sherri Chionis & Matt Chionis	Illinois, USA
Wang Bai Lu & Chiang Chun Tze	Taiwan
Frank Feng & Bin Yang	Australia
Lin Shi & Meiqin Jiang	Australia
Bob, Mary, Amy & Xian Lin	Australia
Steven Chen & Zhi Xian Jin	Australia
Susanne & John Cunningham	Manitoba, Canada
Daniel & Dr. Paige Hunter	Texas, USA
Chiu Liang Yin & Kung Bing Feng	Taiwan
Lynn Allen-Johnson	Florida, USA
Bryan Morris	Texas, USA
Mei Huang	New York, USA
Ri Yue Liu	New York, USA
Chun Yan Kelly Li	New York, USA
Annette & Victor Que	British Columbia, Canada
K. Moss	Hong Kong
Carmen Marshall	California, USA
Robert & Daryl Allen	California, USA
Bob Zou	Hong Kong
Pete & Dora Zdanis	Pennsylvania, USA
Yaney Gao	Louisiana, USA
Feng Ye & Jian-Qin Gu	Australia
Yuya Shibayama	Japan
Wang Ying Chiao & Lin Sen Chi	Taiwan
Sophia Marcoux & Jacques Fiset	Québec, Canada
Sterling & Mary Ottesen	Utah, USA
Matt & Shanna Ryan	Texas, USA
Penny & Phil Kirk	Arizona, USA
Zhao Minghui & Wang Rongmin	Hong Kong
Terry Wang & Linda Ju	Hong Kong
Karen Shumka	British Columbia, Canada
Chun-Ming Chang & Aileen Zhou	Australia
Hou Ya Chen & Joy C.I.Huang	Taiwan
ChangJin Lee & JaeYun Jung	Korea
Eduardo Barreto Gómez	Distrito Federal, México
Susan Waittley	California, USA

Top North America Preferred Customer Enrollers

Calculated by the total enrolled Preferred

Customers who purchased a minimum of 25 points.

January 29–March 25, 2011

Associate Name	Number Enrolled	Region
Wang ShuJun	34	California, USA
Ning Lu	29	California, USA
Luke & Holly Shen	26	California, USA
Matt Johnson	26	Wisconsin, USA
Dr. Arturo Acosta	25	Sinaloa, México
Dr. Karen Wolfe	24	California, USA
Lester Yau	24	California, USA
Wesley Epplin	23	Illinois, USA
John Goerlitz	19	British Columbia, Canada
Tina Matthews	17	Ontario, Canada
Yolanda Ríos Romero	16	Jalisco, México
Dr. Christiane Northrup	15	Maine, USA
Kimberly Koller	15	California, USA
Cassandra Green	14	Colorado, USA
Vada Nail	13	Texas, USA
Jane Polley	13	Massachusetts, USA
Darrell Jennings	12	Utah, USA
Janice F. Moranz	12	New Mexico, USA
Heather & Chris Hartridge	12	British Columbia, Canada
Katy S. Clayton	12	Texas, USA
Sam Taylor	11	Utah, USA
Zora Pesio	11	Washington, USA
Mónica Elizabeth Sánchez Baca	11	Nuevo León, México
Donna Parker	11	California, USA
Peter Dang	11	California, USA
Louise Mantha	11	Québec, Canada
Carlos Landin	11	Texas, USA

“USANA allows me to pursue my passion of helping people improve their lives. We have so many great products, and everyone can benefit from this company. I recommend USANA to every person I know, and I always make sure they have the most positive experience possible. People join my team because they have experienced the difference USANA has made in their lives.”



Ning Lu
Achiever
California, USA

UPCOMING EVENTS

2011

**July
15**

Last day to qualify
for rank advancement
recognition at the USANA
International Convention

**August
24-27**

**2011 International
Convention**
Salt Lake City, Utah



If you haven't
registered for
**USANA's
International
Convention yet,**
you're running
out of time.

**Register
before July 15
and save \$80!**

**September
2**

Qualification ends
to attend the
Fall Gold Retreat*

**November
6-11**

Fortune 25
Bora Bora Four
Seasons
Resort
Bora Bora

**USANA
Fortune 25**
LIVING THE DREAM

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

2012

**March
8-12**

**Asia-
Pacific
Convention**
Sydney,
Australia



**April
16-22**

**Diamond
Destination**
O'ahu, Hawai'i



Remember informative
**CONFERENCE
CALLS** are held
each Wednesday
at 7:00 p.m. MDT
Check out
USANAtoday.com
for details.



**October
6-10**

Growth 25
Barcelo Maya
Palace Deluxe
Riviera Maya, México

20-23

Fall Gold Retreat
at The Canyons, Utah



SUPPLEMENT YOUR SLEEP

Your *Simple Solution* for a good night's rest.*



Chapter 3 of *The Healthy Home* features product recommendations for a healthy body.

Save yourself some time and money.
Add this to your Autoship today!



*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.

Finally, the images were going by so fast that most of us saw only a blur, and some didn't see anything. I began to see planes that weren't even invented yet. When it came time for the final exam, I didn't know for certain which planes I was seeing. I wrote down hunches, intuitions, and reflex responses. But when the test results were announced, virtually everyone had scored a perfect 100 percent. We had seen the planes, even if we didn't necessarily



By replaying in your mind's eye the best game you ever played, you can repeat that best game again, when the stakes are even higher and the pressure is on. And, by mentally preplaying the best game you've ever imagined, you can set the stage for a world-class performance. ■

64 USANA Health Sciences Volume 3 2011

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 México 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



USANA Health Sciences
3838 West Parkway Blvd.
Salt Lake City, UT 84120
USA



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WHEREVER YOU GO.



How Do I Logo?

- go to USANA's shopping cart
- select Logo Merchandise