



# JUMPSTART

YOUR SUCCESS



**EVERYTHING<sup>TM</sup>**  
**WE DO HELPS YOU**  
**LOVE LIFE**  
**AND LIVE IT.**



your health. your life. your way.®



.....

This is why you became a part of USANA. To take control of your health. To live life on your terms.

You have joined the ranks of thousands of USANA Associates around the globe who want the same thing you do. And you are partnering with a wellness company that develops award-winning nutritional supplements, weight-management shakes and snacks, and personal care products that you will be proud to share with those you care about.

In the pages of this magazine, you will learn about USANA and what makes us unique. You'll also learn about our products and the science behind them. You'll be trained on how to share the USANA opportunity with others, and you'll be amazed at the rewards you can earn as a result of your efforts.

Congratulations on making a decision that will have a tremendous impact on every single aspect of your life. Welcome to the USANA family! We look forward to your success.





# Contents

## 4 Getting to know your business

- 5 Manufacturing
- 6 USANA by the Numbers
- 8 Scientists
- 10 The Science of USANA
- 12 Personalization
- 13 Products
- 20 Six Ways to Earn Income
- 21 The Income Maximizer™
- 22 LifeMasters
- 23 Linear vs. Residual Income
- 24 Auto Order and Sales Volume



## 26 Sharing your business

- 27 Compliance FAQs
- 28 Health & Freedom Solution
- 29 Guidelines to a Powerful Presentation
- 30 True Health Assessment
- 32 Social Media
- 33 Shopping Made Simple
- 34 Marketing Tools
- 35 MyUSANAgear
- 36 Online Enrollment, Step by Step

## 37 Rewarding your successful business

- 38 Your Prize Awaits
- 40 International Convention
- 41 USANA True Health Foundation



© Copyright 2014 USANA Health Sciences, Inc.  
USANA Associates are hereby granted permission to reproduce any article that appears in this piece for personal use, provided the article is reprinted in its entirety and the reprint bears the following notice: "Reprinted with the permission of USANA Health Sciences, Inc., Salt Lake City, UT 84120 USA."

# We're With You All the Way

Now that you're an official USANA Associate, you may think that you need to have all the answers. But even the most seasoned Associates need help from those around them. That's what teamwork is all about!



Consider the options below as your official USANA lifeline:

Always start with your sponsor.

Sponsor Name: \_\_\_\_\_

Sponsor Phone Number: \_\_\_\_\_

Your sponsor will be your direct line of support as you build your USANA business, especially in these first few months. A word of advice? Keep their number on speed dial!

## Customer Service 1-801-954-7200

Our customer support team is second to none. And representatives are available to help you, your customers, or your prospects in every market and language in which USANA operates. Contact them Monday through Friday, 8:00 a.m. to 6:00 p.m. (MST/MDT).

## Toll-free Customer Service 1-888-950-9595

Need to place an order? This is the toll-free line that can put you in contact with someone to help you out.

## USANAtoday.com

USANAtoday.com will soon become your new best friend. It will keep you informed, it will keep you on track, and it will keep you connected. Owning your own business has never been this easy.

## Social Media

Don't forget to check out USANA's award-winning social media sites. You'll want to bookmark these to stay in the loop:



Facebook:  
[USANA.com/facebook](https://www.facebook.com/USANA)



Blog:  
[whatsupUSANA.com](http://whatsupUSANA.com)



Pinterest:  
[Pinterest.com/USANA](https://www.pinterest.com/USANA)



YouTube:  
[YouTube.com/USANAHealthSciences](https://www.youtube.com/USANAHealthSciences)



Twitter:  
[USANA.com/twitter](https://www.USANA.com/twitter)

## QR Codes

The image on the right is a QR code. QR codes are used on many of our USANA publications as a way for you to instantly access additional information through the Internet. To decode the message:

1. Download a QR reader (Scan, BeeTagg, Neoreader, etc.) to your smartphone
2. Use the app to take a picture of the image
3. Check out the online content that appears





# Getting to know your business



.....

In order to share USANA with those around you, you first need to know just what this amazing company is about—from the science and manufacturing behind our products to the importance of teamwork and the USANA vision.

You'll discover (if you haven't already) why joining USANA was an excellent decision. And you'll find out even more about everything USANA can offer you and anyone with whom you share the products or the business opportunity.

To make all this info even easier to digest, we've added talking point callouts throughout the magazine. This way, you'll have something simple to refer back to when sharing USANA with those around you.



# Beyond the Standard: USANA's In-House Manufacturing

Extra quality control.  
Extra testing.  
Extra care.

USANA is extra focused on quality. That's exactly why more than 90 per cent of USANA's products are made in-house at USANA's state-of-the-art manufacturing facilities.

## Taking Control

USANA meticulously and methodically controls the manufacturing process of every single in-house product every step of the way. Third-party vendors make different products for different companies every day, but at USANA, we are experts on our products because we make our products. "When you're making something for yourself, you take the time to do it right," says Dr. John Cuomo, USANA's executive director of product development and technologies. "This is our house. This is our business. And nobody is going to take care of it if we don't."



## USANA BY THE NUMBERS #GROWINGSTRONG

USANA IS A REMARKABLE COMPANY, BUT YOU DON'T HAVE TO TAKE OUR WORD FOR IT. HERE'S A RUNDOWN OF SOME OF OUR MOST IMPRESSIVE STATS AND HOW YOU CAN USE THEM TO SPARK PEOPLE'S INTEREST IN USANA—AND IN YOUR USANA BUSINESS.



# 2.5 BILLION

 USD

**17,878**  
TOTAL US RANK  
ADVANCEMENTS IN 2013



**600+**  
NUMBER OF ELITE  
ATHLETES WHO  
TRUST USANA  
PRODUCTS



**200+**  
NUMBER OF GLOBAL  
ASSOCIATES WHO HAVE  
BECOME LIFETIME  
MILLION DOLLAR CLUB  
MEMBERS



**96**  
NUMBER OF  
NATIONAL AND  
INTERNATIONAL  
AWARDS WON IN 2013



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

<https://www.usana.com/Main/myUsana/page/AverageEarningsChart>



## IN COMMISSIONS PAID OUT TO DATE

WHILE NO ONE IS IN THIS JUST FOR THE MONEY, IT IS A PRETTY NICE PERK—AND USANA DEFINITELY PAYS OUT. ASSOCIATES FROM AROUND THE WORLD EARNED THIS MONEY, SO USE THIS NUMBER TO SHOW PEOPLE HOW PROFITABLE OWNING A USANA BUSINESS IS.

# 9 MILLION+ NUMBER OF CHEQUE EARNERS

THIS STAT GOES ALONG WELL WITH THE \$2.5 BILLION USD PAID IN COMMISSIONS, BECAUSE IT GOES TO SHOW THAT USANA DOESN'T JUST PAY OUT, IT SPREADS THE WEALTH AROUND. THIS ALSO GIVES POTENTIAL TEAM MEMBERS MORE CONFIDENCE: IF NINE MILLION OTHERS CAN DO IT, THEY CAN DO IT TOO.



USANA'S BUSINESS  
ENHANCEMENTS CREATED  
A **62%** INCREASE  
IN FIRST-TIME CHEQUE  
EARNERS IN THE US IN  
THE FIRST 13 WEEKS  
ALONE



**22+**  
NUMBER OF YEARS  
USANA HAS BEEN  
FIGHTING THE  
GOOD FIGHT FOR  
OPTIMAL HEALTH



**19**  
NUMBER OF USANA  
MARKETS—SO FAR



**0**

WE'RE PROUD OF OUR RIGOROUS MANUFACTURING STANDARDS, AND THAT DEDICATION TO QUALITY IS DEMONSTRATED BY THE FACT THAT WE'VE NEVER ONCE HAD TO RECALL ANY OF OUR PRODUCTS. WHEN SOMEONE ASKS WHY YOU BELIEVE IN THE QUALITY OF USANA'S SUPPLEMENTS, TELL THEM ABOUT OUR RECALLS, AND HOW THE NUMBER ADDS UP TO EXACTLY ZERO.



"This is our house.  
This is our business.  
And nobody is going  
to take care of it  
if we don't."

—Dr. John Cuomo, USANA  
executive director of  
product development  
and technologies

## Testing with a Scientific Team

**M**ore than 60 scientists, chemists, and microbiologists worldwide are tasked with the rigorous job of testing—starting with the raw materials when they enter the in-house manufacturing facilities. Paperwork is checked, a visual inspection is performed, and a representative material sample is collected and sent to the lab.

Every sample goes through microbiological, contamination, potency, and physical testing. Most ingredients also go through specific testing to ensure they meet United States Pharmacopeia (USP) standards for things like purity, solubility, and density to make sure what's on the label is in the product—and nothing else.

### Exceeding the Standard

USANA complies with the highest standards of the nutritional supplement industry, and its Salt Lake City facility is also a U.S. Food and Drug Administration (FDA) registered facility and adheres to standards set by Health Canada's Natural Health Products Directorate. Although FDA guidelines for nutritional supplements don't force manufacturers to test every ingredient in every lot, USANA does. This ensures that when you receive your USANA products, you're receiving the very best supplements possible.

It isn't the industry standard.  
It's the USANA standard.

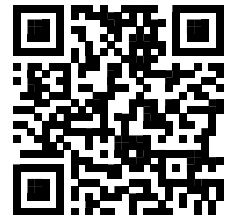


## Scientific Support

Science has been a cornerstone of USANA since its founding—not surprising given the scientific pedigree of the founder. What Dr. Myron Wentz started more than 20 years ago has grown into a team of world-class scientists from various disciplines dedicated to the creation of the best science-based nutritional products in the world.

Some companies aren't as dedicated to science as USANA. At the Home Office in Salt Lake City, Utah, lab coats aren't just a fashion statement—USANA lives and breathes science. The commitment to research and development is manifested in the high-tech labs populated by a team of talented chemists, molecular and cellular biologists, nutritional biochemists, pharmacists, and sports science experts. It can also be seen in the investment in studies, equipment, and manpower to keep the company on the forefront of nutritional science. And it's money well spent.

USANA has numerous studies going on at any one time, many of which are human clinical studies performed in-house by the company's top-notch human clinical research team. USANA also partners with The Orthopedic Specialty Hospital, a titan of the scientific community engaged in groundbreaking research.



### Talking Points

- USANA manufactures many of its own products, which means we control the process every step of the way, ensuring the top quality you'll come to expect.
- USANA's Salt Lake City facility is a U.S. Food and Drug Administration (FDA) registered facility, which means we comply with the highest standards within the nutritional supplement industry.
- Ingredients are tested to ensure they meet United States Pharmacopeia (USP) standards (where applicable).





# The Science of USANA

Science is at the heart of USANA's mission to help people all over the world live life to its fullest in happiness and health. Our scientists never stop working to discover new and better ways to produce the highest quality nutritional and personal care products for you.

## Patents and Innovations

### Olivol™—Olive Fruit Extract

Olivol is a patented extract that contains unique antioxidant polyphenols derived exclusively from olives. These antioxidants may be one of the components of the Mediterranean diet associated with health and longevity.



### Nutritional Hybrid Technology

USANA's innovative Nutritional Hybrid Technology is a state-of-the-art approach to manufacturing

that separates various formula ingredients into two distinct tablet layers. A patent-pending\* use of this technology allows incompatible ingredients to be combined in a single tablet.

### HYBRID



### Sensé™ Self-Preserving Technology

With Self-Preserving Technology, all the functional ingredients of a formula—as well as the manufacturing process and packaging—are combined using a patented technology to become the preservative system. In other words, the product is the preservative.

\*U.S. Patent No. 7,214,391



## Partnerships and Collaborations

### Meriva®†

USANA and Indena S.p.A., a leading global ingredient supplier, partnered together to test Indena's Meriva bioavailable curcumin complex—an innovative phyto-some that delivers improved stability and absorption. The research revealed that this advanced formula is up to 30 times more bioavailable than standard curcumin extract. As a result, Meriva is now found in a number of USANA products.

### Sanoviv Medical Institute

At Sanoviv Medical Institute, medical professionals frequently recommend USANA products in order to address their guests' specific needs. When these professionals found a need for a line of products to assist the digestive system and help promote sound detoxification processes, they looked to USANA. In response, USANA scientists created a line of Digestion/Detox products, made to work together to support digestive health (see page 15).

### TOSH—The Orthopedic Specialty Hospital

USANA collaborates with many leading universities and institutions to stay on the forefront of nutritional research. One of our most important partnerships is with The Orthopedic Specialty Hospital (TOSH). Part of the renowned Intermountain Healthcare system, TOSH is



internationally recognized for being a premier facility and leader in orthopedics, sports medicine, and science. It is also one of the few facilities worldwide that provides surgical, medical, sports, and nutritional science, along with physical rehabilitation, all under one roof.



## Ask the Scientists

Have questions about USANA's products, ingredients, or the science behind them? We have answers. Check out **Ask the Scientists**, USANA's public database of scientific Q&As.

- 1 Go to [USANA.com](http://USANA.com) and hover over **The USANA Difference**, then click **Science**.
- 2 Click **Ask the Scientists**.
- 3 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.



## Talking Points

- USANA patents and innovations, such as Olivol, Nutritional Hybrid Technology, and Self-Preserving Technology, are just a few of the ways in which our scientists continue to provide the best of the best in product quality.
- USANA prides itself in collaborating with influential partners such as the Sanoviv Medical Institute and TOSH.
- Ask the Scientists\*, found on [USANA.com](http://USANA.com), is a great resource when questions arise about USANA's products, ingredients, or the science behind them.

†Meriva® is a trademark of Indena S.p.A.

\*Ask the Scientists is available in English only.



# Find Your Healthy

## Building a Successful USANA Business Starts with You

By joining the USANA family, you have taken the first step in becoming a health entrepreneur. And to successfully promote a healthy lifestyle to others, your first priority is you. As others see the positive changes you make to your lifestyle, they will naturally want to know what you're doing.

To begin living the USANA lifestyle, first focus on eating well and optimizing your supplementation. Make sure you try as many USANA products as you can, so you can give a firsthand account of the benefits of each. Once you experience the difference USANA can make in your own health, your enthusiasm will be more powerful than perfectly understanding every product.



Choose the products that are right for you, and then get back to creating a life that's truly—uniquely—yours.

### Five Steps to Start Personalizing Your Health with USANA

1. If you haven't already, take the True Health Assessment to get your personalized product and lifestyle recommendations. Learn more on page 31.
2. Start with a foundation of excellent nutrition by taking the Essentials™.
3. Personalize your health with Optimizers that address the areas of health you're interested in.
4. Keep your eating on track with Diet and Energy products that fit your busy lifestyle.
5. Care for your skin with Sensé™ products that will help your outside reflect your good health on the inside.





# The Essentials

## The Foundation of Good Health

Even the healthiest diet often fails to deliver the right amount of all the nutrients needed for true optimal health. The Essentials are the most important part of any nutrition routine, as they provide the basics of human nutrition for everyone.

### Three Things You Need to Know about the Essentials

1. MultiMineral Plus and Mega Antioxidant comprise the **Essentials™**, which were formulated by Dr. Wentz and the USANA research team to work together to provide a solid foundation of nutrition that will help fill any nutritional gaps and keep cells healthy. The Essentials may be ordered together or in a HealthPak.
2. Each product contains highly absorbable, superior forms of nutrients in safe, precisely balanced amounts for supporting good health, not just avoiding deficiency (unlike most one-a-day supplements that contain minimal amounts of nutrients).

3. The Essentials have earned top ratings out of more than 1,200 nutritional supplements in the *NutriSearch Comparative Guide to Nutritional Supplements* with a 5-Star Rating and their prestigious Gold Medal of Achievement™.



### Your Health Made Easy

Get a one-month supply of individually wrapped AM and PM packets of the **USANA Essentials™** vitamin and mineral supplement plus **Active Calcium Plus™** bone health supplement and an exclusive **Antioxidant Booster™** in the **USANA HealthPak™** vitamin, mineral, and antioxidant supplement.



## Healthy Options for Special Needs

Sometimes another option is needed. These supplements are specially formulated to meet the needs of individuals who may prefer a unique delivery form for their supplements.

### Three Things You Need to Know about the Specialty Supplements

1. Usanimals™ is a tasty option for those who prefer a lower-dose chewable form of the Essentials.
2. Body Rox™ is a good choice for young adults who may prefer a lower dose Essentials tablet (with a tasty, fruit-flavoured coating to make it easier to swallow).

3. Formulated with kids ages 4 to 12 in mind, BiOmega™ Jr. provides a healthy non-capsule form of the fatty acids EPA and DHA, plus vitamin D, in a delicious orange-pineapple gel that can be taken straight or mixed with cold foods.

USANA Nutritionals carry Dr. Wentz' potency guarantee, which means you can be confident that what is on the label is what is in the product. It provides assurance that the product has been tested for quality, purity, identity, composition, and strength.





# Optimizers

## For Your Personal Health Needs

After a healthy foundation of nutrition is established with the Essentials, USANA's Optimizers are specialized to meet individual health concerns. Each body system is colour-coded to make it easier to identify the products that will benefit you most.

### Three Things You Need to Know about the Optimizers

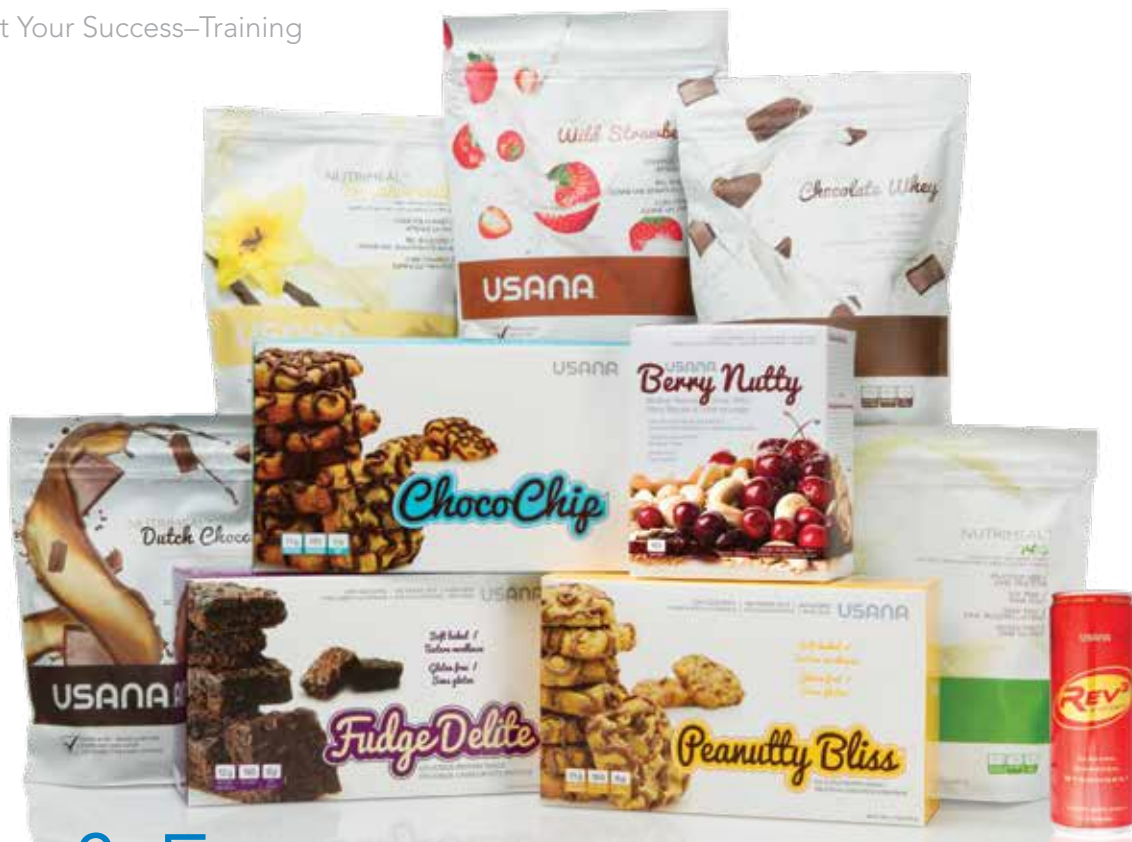
1. Considered the "most essential Optimizer," USANA's **BiOmega™** highly purified fish oil supplement is the first product most people should add to their supplement regime after the Essentials™. Full of healthy omega-3 essential fatty acids (EFA), BiOmega delivers a high concentration of EPA and DHA, EFAs that help support cognitive and cardiovascular health.

2. Made using our patent-pending Nutritional Hybrid Technology, USANA's **Proflavonol® C<sup>100</sup>** bioflavonoid supplement and **Hepa Plus®** liver support supplement are two innovative formulas that are most often recommended by members of our Scientific Advisory Council.
3. USANA Digestion/Detox products are inspired by our partnership with the Sanoviv Medical Institute, which was founded by Dr. Myron Wentz. Because good digestion lies at the core of good health, Sanoviv proudly uses all of these products with their patients.



Downloadable flyers about each of USANA's Optimizers are available on [USANAtoday.com](http://USANAtoday.com) so you can share product details with your potential customers.





## Diet & Energy

Food that Fits Your Life

We all know that the best way to achieve great health is by eating quality whole foods. But sometimes life gets in the way of the best intentions. That's why USANA has developed satisfying snacks and meal replacements that will keep you energized and help you choose health, even when you're on the go.

### Three Things You Need to Know about the Diet and Energy Products

1. All USANA Diet and Energy products are nutritionally balanced, formulated without gluten†, and simply delicious.
2. There is a **Nutriméal™** meal-replacement drink to suit just about anyone: Dutch Chocolate and Wild Strawberry are made with a unique protein blend. French Vanilla uses only soy protein. Chocolate Whey Nutriméal uses only whey protein. Nutriméal Free is made with vegetable protein and contains no fructose, dairy, or soy.

3. Made with caffeine from a blend of teas, our delicious **Rev3 Energy™ Drink** and **Rev3 Energy™ Surge Packs** are a cleaner, smarter, stronger alternative to traditional energy drinks. They're formulated with no artificial flavours, sweeteners, preservatives, or colours.



Join the #RESETnation

Countless people have tried and failed to manage their weight and are looking for a better solution. USANA Diet and Energy products are part of USANA's science-based weight-management program, which kicks off with the **5-Day RESET™ Kit**. The kit contains a variety of delicious Protein Snacks and Nutriméals, along with a five-day supply of **HealthPak™** packets. It's a great introduction to USANA that will help people restart their lives on a healthier path.

[Facebook.com/RESETUSANA](https://www.facebook.com/RESETUSANA)

†For our customers sensitive to gluten: no gluten-containing ingredients are used in these products. However, these products are produced in a facility that manufactures other foods that do contain gluten.



# Sensé™

## The Glow of Health from Head to Toe

When it comes to your appearance, what you put on your skin is equally important to how healthy you eat. Sensé personal care products are made from pure, natural, botanical extracts and use our patented Self-Preserving Technology, giving you healthy, glowing skin without added chemical preservatives.

### Three Things You Need to Know about Sensé Products

1. Every product contains two of our proprietary topical nutrition complexes, Proflavanol T™ and Proteo C™, to provide skin-supporting nutrients and antioxidants.
2. The Basics are the right place to start for anyone. Those with individual skin concerns can then further personalize their skin care routine with the Enhancers. Daytime Protective Emulsion, Night Renewal Crème, Serum Intensive, Eye Nourisher,

and Perfecting Essence feature our exclusive anti-aging technologies.

3. Our body care products are safe for the whole family.



### A Healthy Smile

USANA offers a unique, fluoride-free toothpaste made with natural ingredients. Brighten your smile and freshen your breath with our antioxidant-enhanced **Natural Whitening Toothpaste**, which contains no artificial flavours, colours, or sweeteners.

# Learn More and Share with Others

## 8 Resources for Product Information

### 1 *The Elements of Health Product Catalogue*



### 2 Product Information Booklet



### 3 Essentials of Health e-Newsletter



### 4



LifeMasters

### 5

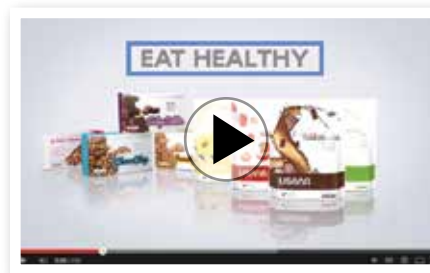


What's Up, USANA? blog

### 6 Ask the Scientists



### 7



YouTube Videos

### 8



PowerPoint Presentations





Jumpstart Your Success—Training

# 600+ Athletes. One USANA.

Hundreds of elite athletes around the globe trust USANA for their nutritional supplement needs. Why? It's simple. The quality nutrition they receive from USANA products comes with a guarantee that what's on the label is in the product.

World-class athletes trust their health—and their careers—to USANA. What can USANA do for you?

## A handful of our Team USANA athletes



Austin Trout



Meaghan Mikkelsen



Ryan Kesler



Travis Jayner



Ariane Lavigne



Heather Richardson



Andy Studebaker



Karina Bryant



Juan Diaz



Jeffrey Frisch



Luke Marquardt



Sarah Hendrickson



Nikola Girke



Bryan Fletcher  
Taylor Fletcher

**TIMOTHY  
BRADLEY**  
4-time  
world  
champion



**BILLY  
DEMONG**  
4-time  
Olympian



**GRETE  
ELIASSEN**  
2011 Female  
Skier of  
the Year



**GENIE  
BOUCHARD**  
World  
ranked #7  
on the WTA



**SAM  
STOSUR**  
6-time  
Grand Slam  
winner



### Talking Points

- World-class athletes need to ensure they are giving their bodies the best nutrition possible. More than 600 of these athletes choose USANA products as their supplements of choice.
- Anyone can receive the same high-quality nutrition that we provide to elite athletes.
- Even individuals with healthy diets, like many Team USANA athletes, have learned that health supplements are still necessary to meet their nutritional needs.

The pictured/named athletes are either Associates or dedicated users who have received compensation for their partnership and/or complimentary USANA products.

# Six Ways to Earn Income with USANA

You already know that you can earn a great income with USANA. But did you know there are several ways to earn it?



## Retail Sales

Earn profits on the difference between Preferred Price and retail price.



## Weekly Commissions

Earn a starting commission of up to 20% from your customers and the sales volume of your team.



## Lifetime Matching Bonus

Sponsor new PaceSetters and receive up to a 15% match of their sales volume for the life of their USANA businesses.\*



## Incentives

Be rewarded with luxury travel, prizes, and even extra cash through USANA's generous incentive programs.



## Leadership Bonus

Participate in USANA's 3% worldwide weekly bonus pool.



## Elite Bonus

Be one of USANA's top income earners and receive a portion of a quarterly \$1,000,000 US bonus.†

Start earning the money you deserve today!  
Log on to [USANAtoday.com](https://www.usana.com) for more details.

\*As long as you are commission qualified and in compliance with your Associate agreement. Please see official rules on [USANAtoday.com](https://www.usana.com).

†Current payout is approximately \$1,000,000 per quarter. Payout amounts vary each quarter.

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

<https://www.usana.com/Main/myUsana/page/AverageEarningsChart>

# The Income Maximizer™



The name pretty much says it all. The Income Maximizer™ is a must-have when it comes to managing your business, your time, your taxes, you name it. For \$21.95 every four weeks, you will have access to the most beneficial business management tools around.\*

**D**LM (Downline Management) is an online reporting program that gives you up-to-the-minute activity reports on your organization so you can capitalize on opportunities to qualify and earn income. Access DLM daily to identify:

- Volume Reports
- Referral Reports
- Upline Leader/Placement Reports
- Order Tracking
- Returns Tracking
- Cheque Stub Reprints
- Growth Tracker
- Initial Order Reward Reports

**Webhosting** is an online design program to help you customize and maintain your VERY OWN PERSONAL USANA WEBSITE. You'll have access to:

- The Health & Freedom Solution (USANA's training program)
- Webmail
- Web conferencing
- eCards, which you can tailor to your specific prospect's needs
- Media Center
- Calendars
- Associate insurance plans
- Current and past tax information
- Forms



These are just a few of the tools USANA offers to help you be successful. The Income Maximizer is a must for your business. Add The Income Maximizer to your Auto Order today!



\*With the purchase of this Business Development System—and to help you get your business off on the right foot—your first three months of The Income Maximizer are free!





## LifeMasters Delivers

In the world of direct selling, personal development is key. And as luck would have it, USANA has the tools to get you where you want to be. LifeMasters is a monthly audio series designed to give you the tips, training, and tools that will help you build your business and develop your inner leader—delivered right to your door.

LifeMasters allows you direct access to USANA leaders—and friends of USANA—as they share their

insights into success and motivate you to continue to build your business. It's like working your mind, but all you have to do is listen. And there are new topics and content every month!



All you have to do is add LifeMasters to your Auto Order and listen. So visit the Shopping Cart on [USANA.com](http://USANA.com) and do it!

LifeMasters is available in English only.





# Put Financial Freedom Within Reach

Life is full of choices. From where you live to what career path you choose, you are in control. But when it comes to your income, you're at the mercy of the economy, your education level, and the value society puts on your skills. But what if you could be in control of your income? Well, you can be. You have a choice.

With a traditional job, you trade your

## time for money.

If you choose to follow a traditional career path, you'll attend school or receive training. After you earn your degree, you will enter the work force. You'll be hired into an entry-level position, where you'll then spend years working your way up the corporate ladder. You will receive a salary that, over time, will likely increase slowly and steadily. But in this scenario, you aren't in control. Ultimately, someone else is deciding your compensation. You have a choice to build your own dreams or work to help someone build theirs.



VS.



With a direct selling business, you trade your

## effort for money.

If you choose direct selling, you are in the driver's seat of your business. You don't have to earn a degree. All you have to do is get started. You ultimately decide how many hours you want to spend building a USANA team. You can build part time or full time. You don't have a boss. You are the boss.

As a USANA Associate, you will build your own organization of independent business builders. As you continue to sell and market USANA's nutritional and personal care products, you will not only be compensated for what you sell, but also for the efforts of your team.



### Talking Points

- In a traditional career path, you trade time for money. In a direct selling business, you trade effort for money.
- In a traditional career path, you're not in control of your salary. In a direct selling business, you determine how hard you want to work and what you earn.
- With a direct selling company, you decide your success.

# The Power of SVP and Auto Order

**Sales Volume Points (SVP)**—Three little words you are going to become quite familiar with. These points are going to keep your business open week after week, allowing you to be eligible to earn income based off the sales volume of your team.

SVP is earned as you purchase product for your personal use and for your customers. Each product (excluding sales tools) carries with it a certain number of points.\* And these points translate into a dollar amount for you.†

USANA has made it easy for you to purchase products for yourself and your customers through a little thing called Auto Order.



**Auto Order**—Auto Order is exactly what it sounds like—an automatic shipment of your favourite products right to your door every four weeks. But it's more than just a convenience. Auto Order is a way to save money, earn money, increase retention, and build a stronger foundation for your business. Here's how:

**1 Save money (and time)**  
Auto Order saves you 10 per cent on your products. And, the more members of your team who are on Auto Order, the less you have to worry about managing your volume.

**2 Earn additional cash**  
If you max a Business Centre entirely with Auto Orders, you'll earn a \$250 bonus. That's a 25 per cent raise on top of your usual USANA income.

**3 Increase your customer base**  
For someone who is new to USANA, it's easy to make that first purchase, but it's not so easy to remember to place another. If you show them the savings and convenience of Auto Order, they'll never have to worry about placing another order—or paying full price—again.




The bottom line is this: Auto Order creates a strong foundation for your business. So, sign up for Auto Order now, and then make sure the new members of your team do the same. Simply go to [USANAtoday.com](http://USANAtoday.com) and click on Auto Order to set up your account.

\*See the USANA Price List found in the Forms section of [USANAtoday.com](http://USANAtoday.com) for a breakdown of these points.

†Please refer to the Compensation Plan and Policies & Procedures booklet for a complete explanation of USANA's compensation plan.

# Moving Up the Ranks

Keeping your Business Centres open by generating points is not only what will lead you to start earning the income you're looking for, but it could also potentially help you advance in rank as well. Here's what you need to earn to reach each new level in USANA. (CVP=Commission Volume Points)

EXECUTIVE DIAMOND		52,000 total CVP in a 13-Week Executive Cycle
DIAMOND		4,000 CVP for 4 consecutive weeks
EXECUTIVE EMERALD		39,000 total CVP in a 13-Week Executive Cycle
EMERALD		3,000 CVP for 4 consecutive weeks
EXECUTIVE RUBY		26,000 total CVP in a 13-Week Executive Cycle
RUBY		2,000 CVP for 4 consecutive weeks
EXECUTIVE GOLD		13,000 total CVP in a 13-Week Executive Cycle
GOLD		1,000 CVP for 4 consecutive weeks
SILVER		1,000 total CVP for 1 week
BRONZE		800 total CVP for 1 week
DIRECTOR		600 total CVP for 1 week
ACHIEVER		400 total CVP for 1 week
BUILDER		200 total CVP for 1 week
BELIEVER		100 total CVP for 1 week
SHARER		50 total CVP for 1 week



.....

This is the fun part—sharing USANA. You have your reasons for being a part of USANA, and now, you get to help others figure out theirs. This section will give you the tools to find the people who are going to help you take your business to the next level. By showing others how USANA can change their lives for the better, you'll be changing, improving, and expanding your own life in more ways than ever before.



# Compliance FAQs: What you need to know to keep you in the know

Our compliance officers answer the most common questions new Associates ask.

.....



**Q.** What is the purpose of USANA's compliance department?

**A.** USANA's compliance department educates you, the Associate, regarding the company's policies and procedures, and protects your hard-earned businesses. It adheres to USANA's high ethical standards in protecting its Associates from regulatory enforcement activities and inappropriate sales activities of other Associates. This allows you to confidently build your business knowing that it will be safe.

**Q.** Can I advertise and promote USANA's top-ranked products and business?

**A.** Yes, USANA has created a wide range of approved sales aids for you to use in promoting the products and business. These sales aids can be found online and can also be ordered directly from USANA.

**Q.** Am I allowed to share my positive experiences from taking the products?

**A.** Yes, we encourage you to share the positive results you have received from taking USANA's world-class products. It is important to remember, however, that USANA products are nutritional supplements, not drug products, and thus no claims can be made that the products help to diagnose, treat, cure, or prevent any disease.

**Q.** Am I required to sell products in order to qualify for commissions?

**A.** Yes, as a legitimate network marketing company, USANA's compensation plan is based on the sale of products. You must fulfill specified personal and team sales requirements found in section five of the Policies & Procedures in order to be eligible for bonuses, commissions, and advancement to higher levels of achievement.

**Q.** Can I sell and promote the USANA products and business to others throughout the world?

**A.** Yes, USANA provides Associates the opportunity to have a successful international business by allowing you to promote and sell the products and business in all countries in which USANA is approved for business, as announced in official USANA communications. Associates should not promote or sell products in countries where USANA is not officially open.

**Q.** Contact the compliance department at [compliance@usana.com](mailto:compliance@usana.com) for any other compliance questions you may have as you begin to grow your new business. For additional information, you can also go to [USANAtoday.com](http://USANAtoday.com) and click on "Compliance" under the "Training" tab.



# We've Got The Solution

Potential Associates and Preferred Customers are looking for a solution to their health and financial concerns. You are looking for a solution to increase your enrollments and continue growing your business. With this easy, innovative, and effective way to present USANA, you'll find a simple solution to the success you've been searching for.

## What Is The Solution?

The Health & Freedom Solution is not just a DVD—it is an interactive way to present to potential Associates and Preferred Customers. As the presenter, you are able to open and close the presentation as well as give your own testimonials about what USANA means to you.

The DVD includes a newly updated, clear and concise Health & Freedom Presentation—what we call the “core” presentation. You will also find a menu of several other supplemental videos on a variety of topics. These videos can be used to help explain more about the products or the USANA opportunity.

## How To Use It

For those new to USANA or those unfamiliar or uncomfortable with presenting, a suggested script for what to say during the “live presenter” sections is available by putting the DVD into your computer and downloading the file on the DVD. For those more accustomed to presenting, bulleted cue cards for the presenter sections are available

in the DVD packaging. The cue cards give the key talking points for each of the live presenter sections. These sections are designed to lead from one DVD segment to another but can be modified by the presenter to better match their own unique style of presenting.

The presentation is broken into seven sections. After each DVD section, the disc pauses and allows the presenter to add in their own testimonials, following the given cue cards and script. When the presenter finishes, they can then press play to continue on to the next DVD section of the presentation.

With The Health & Freedom Solution, you have a powerful DVD presentation that is made even more powerful by you, the presenter. It is designed to be the easiest and most effective way to increase your enrollments and to share USANA with others. Use it for all of your presentations and you will soon find that The Solution equals success.



For more information about how The Health & Freedom Solution works, go to Media Center on [USANAtoday.com](http://USANAtoday.com).

# Guidelines to a Powerful Presentation

You've probably heard the saying, "It's all in the presentation." And indeed, it is. This is your chance to share what you've found with others and to inspire them to see the potential in this business and these products just as you have.

**1** Avoid the term "meeting" when inviting people to attend. Use something a little more professional, such as "business presentation."

**2** Over invite. Try to get commitments from twice the number of people that you expect to attend.

**3** Display products in a neat, clean, professional manner, and make them high enough for everyone in the room to see. Set up the entire room one hour prior to start time.

**4** Increase the energy level in the room by keeping it cool (a warm room will make people drowsy), having good lighting, providing plenty of drinking water (no snacks), and playing upbeat music before the presentation.

**5** Set up only half of the amount of chairs for the total number of people you plan to attend. Fill in the back rows with chairs as you need them. It's better to have a small room packed than a large room only half full.

**6** Dress appropriately. Where and with whom you are meeting should determine whether you wear casual or business attire. When in doubt, it's better to be a little overdressed than underdressed.

**7** Minimize "no shows" by picking up as many of your guests as you can.

**8** Keep your presentation under an hour. Your target should be 45 minutes.



Looking for additional resources to help you give the perfect presentation? Go to [USANAtoday.com](http://USANAtoday.com).



The  
ultimate guide  
to customizing  
your nutrition to  
your needs.  
It's as easy as  
1-2-3!

## USANA's True Health Assessment and True Health Companion

USANA Health Sciences' roots in health run deep. For more than 20 years, USANA has been dedicated to providing our Associates and customers with the best nutritional products on the market. USANA is on the cutting edge of nutritional research and development, but it's up to you to make your health a priority.

**Y**ou already know USANA offers a wide range of nutritionals to suit any need, but how do you find out which products are right for your body and lifestyle? The process might seem overwhelming, but the True Health Assessment makes it simple. With a few clicks, you'll learn which products will meet your specific needs, along with useful tips to achieve a healthier you.

All you need to do is answer questions about your diet, exercise, and lifestyle choices. After you finish up the questions, the True Health Assessment will create a lifestyle plan for you. It will also provide you with a top health risk factors assessment, which will help you identify areas of your life where you can improve your health

and reduce your risk of injury or disease. That way, you'll learn what you're doing right for your body, and what changes you can make to support your health. This comprehensive assessment is great for helping you make healthier decisions, and it's also an effective tool for introducing people to USANA so you can build your business.

**This new approach to your health is fast, easy, and totally personalized! It's the ultimate guide to customizing your nutrition to your needs. It's as easy as 1-2-3!**



# Assess Yourself

Then use it to build your business.



TrueHealth™  
ASSESSMENT

1 Log on to [truehealthassessment.com](http://truehealthassessment.com), or download the free app to your iPad by visiting [USANAtoday.com](http://USANAtoday.com) and clicking on the “Prospecting” tab. You will be asked a series of health-related questions, from diet and exercise to lifestyle choices and nutrition preferences. No need to worry about wrong answers—this is all about you and what you want out of your customized health plan.



2 Once you complete the assessment, you will receive a complete personalized nutrition program, a top health risk factors assessment, and a lifestyle plan. This information includes activity, diet, toxic burden, biometrics and genetics, and stress.



3 Now that you know how to get on the right track, you can use the **True Health Companion**, a web health management system, to help you monitor your health goals and progress. With this extra support, you'll never forget to make your health a priority.

TrueHealth  
COMPANION



Take the True Health Assessment, then share it with someone new by using the iPad app. Just download the app to your iPad from [USANAtoday.com](http://USANAtoday.com)—find it under the “Prospecting” tab.



## Talking Points

- It's an easy way to evaluate your health and determine what types of products fit your nutritional and health needs.
- The evaluation only takes a few minutes, and you can do it in the privacy of your own home on your home computer or by downloading the True Health Assessment app to your iPad.
- Taking the True Health Assessment is an amazing first step in the journey toward supporting better health—it will provide personalized lifestyle recommendations to help you set realistic goals to improve your health.

# Social Media— The Smart Way

As social media becomes increasingly popular, it is USANA's goal to help you utilize these valuable tools. The following are some guidelines on how to use social media in an effective, yet compliant manner. These compliance guidelines are in place not only for company protection, but to ensure we are following regulatory and advertising guidelines.

## Do...

- Participate in social media
- Be positive
- Have fun
- Identify yourself as a USANA Independent Associate
- Link to official USANA content
- Talk about living a healthy lifestyle
- Talk about helping others with their quality of life
- Talk about how USANA helped provide extra income (if applicable)
- Take care in how you present yourself and USANA on the web

## Don't...

- Use USANA or trademarked names in the name of your Facebook page, Twitter handle, blog, etc.
- Make improper product or income claims
- Use social media to advertise your USANA business: you should not ask people to do things such as buy products, enroll, or contact you for more information about USANA

## For Gold Directors and above:

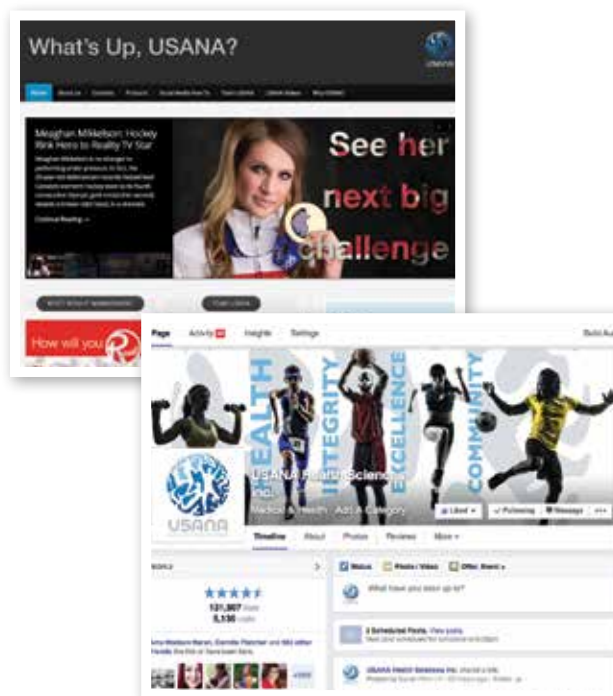
USANA's advertising policy allows you to use social media to advertise by asking individuals to contact you to buy product, learn more about the business, attend a meeting, etc. However, all such advertising materials must be approved by USANA's compliance department first.



We want your social media efforts to be successful. Please contact the compliance department if you have further questions at 801-954-7100 (ask for compliance) or by e-mail at [compliance@usana.com](mailto:compliance@usana.com).



For additional how-to information, visit [whatsupUSANA.com/usana-social-media-digital-downloads/](http://whatsupUSANA.com/usana-social-media-digital-downloads/) or [bit.ly/usanadigital](http://bit.ly/usanadigital)



The Canada Anti-Spam Legislation prohibits the sending of commercial electronic messages without the recipient's consent (permission), including messages to e-mail addresses and social networking accounts, and text messages sent to a cell phone.



# Shopping Made Simple

## How to shop

Ordering product through the online shopping cart is a breeze! Each USANA product is easy to find under specific categories: nutritionals, diet and energy, personal care, business tools, and logo merchandise. You can also find products alphabetically or by ingredient, and read about how each product benefits the body.

1 Log on to [USANAtoday.com](http://USANAtoday.com).

2 Click the shopping cart on the top menu.

3 Start shopping.

✓ It's easy!





## The Right Tool for the Job

Ditch ineffective marketing myths and utilize our wide selection of sales tools instead!

At USANA, we understand that direct selling businesses work differently than your typical nine to five. Time can be your worst enemy or your best friend, because in today's world, people are constantly on the move. That's why we've streamlined a set of effective and efficient prospecting flyers for you to access anywhere, anytime on [USANAtoday.com](http://USANAtoday.com).

The flyers cover a broad range of topics, including product promotion, athlete sponsorships, press mentions, contest and incentive information, and more. And since USANA is always innovating, flyers are constantly being updated with the latest information on everything we're doing. So, find a flyer that appeals to your prospect, then step back and let our words help you drive your business forward.

### Pick, Print, and Prospect!

Every flyer is available as a downloadable PDF file on [USANAtoday.com](http://USANAtoday.com) under the "Prospecting" tab. From there, click on "Tools" and you'll find the flyers neatly categorized by topic. This way, you can choose how many flyers you'd like to print and what specific products you'd like to promote. It's just another way USANA allows for the personalization of your business.



Go to [USANAtoday.com](http://USANAtoday.com) to choose which flyers will benefit your potential team members and/or Preferred Customers.





## Personalization at Its Best

Convenience is key in running a successful direct selling business. In addition to USANAtoday.com, myUSANAgear.com is a website designed to help you personalize and develop a variety of business tools—the most important being your very own business cards. These are a must to make meaningful connections and build your business. Check out the “Business Cards” section on myUSANAgear.com today to not only order your cards, but upload a professional photo for your business cards as well.

MyUSANAgear.com is also the place for other personalized items, such as signage, sales tools, and all the latest USANA logo gear. From casual t-shirts and colored button downs to backpacks and travel gear, you can be sure USANA has the most fashionable, quality logo gear available.



Find all types of logo gear and personalize your sales tools by logging on to myUSANAgear.com.



# Enrolling Your First Associate Online: A Five-Step Guide



You've received a commitment from someone who's dedicated to starting their own USANA business. Now what? Get them enrolled!

.....



## STEP 1 **Getting Started**

Log on to [USANAtoday.com](http://USANAtoday.com) and click the "Online Enrollment" icon at the top.

## STEP 2 **Online Enrollment Options**

Under "New Enrollment," choose the correct country for the enrollee and enter your Associate ID number. Next, select if you are enrolling an Associate or Preferred Customer.

## STEP 3 **Placement Information**

Decide in which Business Centre, and which side (left or right), your new enrollee will be placed.

## STEP 4 **Contact Information**

Fill out your enrollee's information—or have them do it themselves. On the next screen, you will be able to verify all of the information.

## STEP 5 **Placing an Order and Payment**

Choose if your enrollee wants to either have product shipped or picked up from Will Call at the Home Office in Salt Lake City, Utah. Have them choose which BDS version they would like to purchase, along with the product needed to open one or three Business Centres with enough Sales Volume Points. Fill out the payment information to verify their initial order.



**Congratulations! Your new Associate is ready to begin building their USANA business!**





From a young age, you learned that you get rewarded for good behaviour. That doesn't have to change. In fact, the rewards just get better. You're going to be blown away by the incentives, trips, and prizes you can earn by growing a successful USANA business.





## Your Prize Awaits

More than just a paycheck:  
Earning Incentives with USANA

---



With traditional companies, you get paid every two weeks—and don't receive much more. That's certainly not the case with USANA. On top of weekly commission cheques, you can be rewarded with luxurious travel incentives, prizes, and even extra cash as motivation to take your business to the top!

When it comes to rewarding successful Associates within USANA, there's no gift too extravagant. After all, we understand the value of our leaders.

### Rank Advancement Rewards

USANA rewards you for reaching certain milestones in your business, such as advancing in rank, by giving you gifts that will motivate and help you continue to build your business. When you rank advance from Builder to Achiever, for example, you will receive a pin, certificate, and a copy of *The New York Times* bestseller *The Healthy Home* by Dave Wentz and Dr. Myron Wentz.

As you begin to move up the USANA ranks, you can qualify to attend the Leadership Summit (available to Gold Directors and below). This training-intensive event gives you the opportunity to build on the foundation you will create with your initial USANA

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

<https://www.usana.com/Main/myUsana/page/AverageEarningsChart>



successes. You'll get face time with USANA management, visit and take an exclusive tour of the company's world headquarters, and have the chance to network with other emerging leaders. But it's not all work. After all, you deserve to be rewarded for what you've already accomplished. While you develop the leadership skills you'll need to build a bigger and better business, you'll experience VIP treatment and luxurious surroundings.

### Elite Memberships

Along your path to higher ranks, you'll have the opportunity to become a member of some pretty elite clubs. **Fortune 25** recognizes the top 25 income earners in the company. **Growth 25** members are those who have achieved the largest increase in commission over the previous year. And then there's the **Million Dollar Club**. This is an exclusive group of elite Associates who have earned \$1 million (US) throughout their USANA careers (and are Ruby Directors or above).

### Incentive Trips

Sometimes, even the hardest-working people need a break to kick back and bask in their success. And by meeting certain criteria as you grow your business, one year you'll be sailing the high seas, and the other you'll be kickin' it beachside with USANA's Success on the High Seas and Success on the Beach incentive trips.

### Convention Awards

During Convention, a number of incredible awards are given to some of USANA's top leaders. While a fancy trip or large cheque may not be involved, being one of these award winners is an honour all its own.

- Distributor of the Year
- Dr. Wentz Vision Award
- President's Award
- Rookie of the Year
- Top Associate Enroller

Other awards include: Fortune 100, Growth 100, Rising Stars, PaceSetter Creators, Top Active Associate Enrollers, Top Active PC Enrollers, Teamwork awards, and Champions for Change.

Those who rank advance to Gold Director or higher during the qualification period have the opportunity to walk across the stage during Convention, showing the rest of the audience how far they've come with their business.



Check out the "Recognition" tab on [USANAtoday.com](http://USANAtoday.com) to see what incentives and rewards await you.







# International Convention The Best Live Event in America

An annual trip to Salt Lake City, Utah, in August for USANA's International Convention is on the to-do list of every dedicated USANA Associate. Not only is it the Best Live Event in America four times running (at least according to the Stevie Awards we've earned), it's the chance to renew your passion for USANA, spend time with like-minded Associates, and learn so much more about running your business and personal development. On the main stage you'll experience exciting presentations from USANA's executive team, experts in direct selling and health and wellness, and sought-after motivational speakers. In smaller break-out sessions, you'll learn more about how to

become a successful business owner and make the most out of the many resources available to you. Every part of the event encourages you to take action and helps you stay driven to meet and exceed your business—and personal—goals.

This must-attend event is also your chance to be among the first to find out about new product announcements and buy special Convention-only products and logo gear. But just as important, it's an opportunity to set an example for your team and truly show your USANA pride.

## But That's Not All

With Convention only once every 12 months, you need other events throughout the year to keep your motivation up and bring potential teammates to see, first hand, the power of USANA. With regional events such as Steps to Success and The Doctors Are In tours, as well as weekly Conference Calls, you're sure to find something that will keep your momentum going and interest your future team members.



Go to [USANAtoday.com](http://USANAtoday.com) to find out when events like these will be in your area.







# The USANA True Health Foundation

The mission of the USANA True Health Foundation is to provide the most critical human necessities—nutrition, clothing, shelter, medical assistance, and health education—to those who are suffering or in need.

.....

## The Foundation helps alleviate suffering in three ways:

### Area of Greatest Need Fund: Immediate Help

Donations to the Area of Greatest Need Fund of the USANA True Health Foundation will, in part, allow for the immediate release of funds and aid for worldwide disasters.

In the midst of catastrophic events, the basic needs of human beings, such as food, water, and shelter, must be met promptly and with the utmost urgency. The USANA True Health Foundation Board of Trustees decides how and where funds from the Area of Greatest Need Fund will be used. Giving to the Area of Greatest Need Fund allows for the greatest flexibility for the Board to determine and meet critical human needs.

### Children's Hunger Fund: Continuous Help, Every Day

Donations to the USANA True Health Foundation can be directly designated to help fund the mission of CHF. CHF is a 501(c)(3) nonprofit organization that works to alleviate the suffering of children in impoverished regions across America and around the world. Through strategic partnerships in targeted communities, CHF works to improve the lives of poor children and their families comprehensively, meeting their physical, emotional, and spiritual needs. To learn more about CHF, please visit [www.chfus.org](http://www.chfus.org).



### Sanoviv Medical Assistance Program: Holistic Wellness

Many friends of the Sanoviv Medical Institute have expressed interest in helping others benefit from the world-class medical care Sanoviv provides. This fund allows for those who would not be able to afford Sanoviv's services to experience care and healing in this special environment. Please note the donations to this program cannot be designated for a specific individual.



Visit [USANAFoundation.org](http://USANAFoundation.org) to learn more.



USANA.com

80 Innovation Drive  
Woodbridge, Ontario L4H 0T2



453.020108

Rev 7/14