



CELLSENTIALS®

YOUR FOUNDATION FOR OPTIMAL NUTRITION

IN THIS ISSUE

FOUNDATION: CELLSENTIALS®

FLOOR AND WALLS: OPTIMISERS

ROOF: USANA FOODS

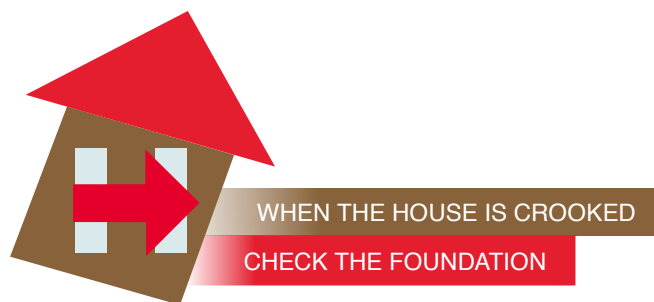
If you have recently made the decision to make a life-long commitment to better your health through good nutrition, congratulations! It's probably going to be the best decision you have ever made.

Before you get started on this lifelong journey, you first want to make sure you get your foundations right.

The right nutritional foundations will be the difference between living a happy and healthy life or being susceptible to ill health and being run-down.

Think of building your nutritional foundation like building a house. In order to build a house, you must have the right foundations. It is probably the simplest part of the construction process but it is also THE most important part. Foundations are the system on which the home sits, they shoulder the considerable weight of a house, provide a flat and level base for construction and ensure that the walls and floors don't separate. Essentially, they keep the house from crumbling to the ground.

InCelligence®
only from USANA



Same goes for our nutritional health, you want to make sure you have the correct foundation so that everything else you add on top of that works in SYNERGY.

FOUNDATION: CELLSSENTIALS®

When building our nutritional “house” we want to always start with the **CellSentials**. We understand the importance of providing the right nutrients, in the correct amounts, in the right balance to help build a strong foundation for exceptional health. The **CellSentials** provides a comprehensive spectrum of necessary vitamins and minerals adults need every day for optimal health and energy levels.

So what are in the CellSentials?

Let's start with **Vita-Antioxidant**, this comprehensive formula has high-potency vitamins, antioxidants and other important nutrients designed for the prevention of nutritional deficiencies and to counteract the damaging effect of free radicals. Plus, it includes a blend of eight ingredients that support activation of cell-signalling activities.

Reservatrol, Quercetin, Hesperidin, Rutin, Alpha-lipoic acid, green tea extract, Meriva® bioavailable curcumin and USANA's patented Olivol® olive-fruit extract.

These nutrients help tap into cellular communication that unlock the code of your innate cellular intelligence and help your cells to protect themselves with powerful endogenous antioxidants – which are able to quench many free radicals as opposed to relying on protection based on dietary antioxidant alone where less free radical can be quenched at a time.

So what does this mean?

It means that your body is able to kill off way more of the bad guys (excessive free radicals) wreaking havoc in your body than ever before! What works in synergy with **Vita-Antioxidant** to provide the best foundation? **Core Minerals**! This is a full-spectrum blend of essential minerals and trace elements in a balanced, highly bioavailable formulation. When taken together with the **Vita-Antioxidant**, these supplements complete your nutritional foundation.



FLOOR AND WALLS: OPTIMISERS

Now that we understand the importance of having the CellSentials as our nutritional foundation, we can move onto USANA's range of Optimisers. The Optimisers range contain ingredients that are designed to work in synergy with the CellSentials. The great thing about the Optimisers is that they allow you to customise your nutritional program to suit your individual health needs. You know that as you go through different ages and stages of life, our nutritional needs change. The Optimisers ensure that you have the right nutritional balance for your needs throughout your life.



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

Here's a brief run-down on our Optimisers range.

Proflavanol C100	A powerful grape seed extracts supplement combined with vitamin C that supports normal healthy cardiovascular function, healthy skin and immune function.
CoQuinone 100™	An optimal combination of coenzyme Q10 and alpha-lipoic acid that supports normal healthy heart function.
Proglucamune®	A potent immune-support supplement with zinc and the InCelligence® Beta-Glucan Complex.
BiOmega®	A concentrated omega-3 fatty acid supplement that supports healthy cardiovascular function and maintains good joint health.
E-Prime®	An effective vitamin E formulation for powerful antioxidant protection.
Poly C™	A balanced formulation of mineral ascorbates with vitamin C activity that helps healthy immune function and collagen synthesis.
Vitamin D	A fat-soluble vitamin that supports cellular function, bone health and efficient calcium absorption.
Active Calcium Plus™	A complete bone health formula that contains calcium, magnesium and vitamin D and K to meet nutritional needs.
Procosamine®	Unique joint-support supplement with vitamin C and the InCelligence® Joint-Support Complex.
Phytelle™	A comprehensive formula containing phytoestrogens to support women's health.
Palmetto Plus™	A comprehensive formulation that supports long-term prostate health.
Visionex™	An advanced eye health supplement.
Gingko-PS™	Supports blood circulation and general well-being.
HepaPlus®	A comprehensive liver-support formula featuring the InCelligence® Detox-Support Complex.
USANA Probiotic	A probiotic food supplement for digestive and immune health.

ROOF: USANA FOODS

Now that we have our foundations, floors and walls, we need a roof to complete our nutritional house. A roof provides protection from the harsh sun, wind and rain that can damage the inside of the house. And, USANA Foods provide vital nutrients to complement your diet (and supplementation!), giving you sustained energy throughout the day. USANA Foods were developed to take the guesswork out of proper nutrition by providing great-tasting low-GI, high quality-macronutrients your body needs to feel great!

Nutrimeal™	A low-GI formulated meal replacement drink and a quality source of protein, carbohydrates, dietary fibre and macronutrients in three great tasting flavours: Dutch Chocolate, French Vanilla and Wild Strawberry.
SoyaMax™	A soy protein isolate formulation which contains essential minerals such as potassium, calcium and iron. 24g of soy protein per serving!
Fibergy™ Plus	A flavourless fibre blend that contains 12g of dietary fibre per serving that promotes good digestive health.
Rev3 Energy™ Drink	A refreshing energy drink with L-Carnitine, CoQ10 and B Vitamin Complex for energy production.



FAÇADE/EXTERIOR: SENSÉ™

Our house is almost complete! When you finish building a house, it isn't truly finished until you create a façade and landscape gardens to give your home the best street appeal possible. First impressions last and we all want to give the best possible impression of ourselves.

Bright, youthful skin signals health and vitality and just as we nourish our cells within to attain optimal health, we must also nourish our skin. Taking proper care of your skin can revitalise it and slow down the aging process, keeping your skin (the largest organ in your body!) healthier, for longer.

As USANA Nutritionals support healthy hair and skin from within, Sensé skin care products protect and revitalise when applied directly to the skin. Sensé offers a unique line of products that are suitable for all skin types that will reveal skin that is soft, smooth and refined.



Always remember to start with the CellSentials and you will always have a strong nutritional foundation, leading you towards a life of optimum health.



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

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