

Your Need-to-Know USANA Policies

Build Your Business Right

Congratulations on starting your USANA business! The following guidelines are key to your success. Read over them and be sure to keep these strategies in mind as you move forward and begin building your business.

1 **SIGNING UP**

Start your business by providing valid contact information and submitting a completed Distributor Application Form. Individuals are only required to purchase a Welcome Kit and pay an annual renewal fee to open and maintain a USANA business. Additional product purchase at enrolment is optional. *(Policy 2.1)*.

2 **MAKING PROPER PRODUCT AND INCOME CLAIMS**

As you share your experiences and discuss your USANA earning potential, be sure to include the appropriate income disclaimer. Do not make deceptive lifestyle claims or imply an individual can achieve non-typical results. When you recommend USANA products, inform your customers they help maintain or support good health. Don't claim products can cure, treat, or prevent any disease or sickness. *(Policy 3.4)*.

3 **SHARING YOUR USANA STORY**

Social media is a great way to share your USANA story and communicate with your network of friends, family, and followers. We encourage you to produce your own advertising or training materials so long as they comply with USANA's Policies & Procedures and you complete USANA's Advertisement Certification. Post status updates, invite potential customers to events, and create online groups to share USANA products. *(Policy 3.3.6)*.

4 **MAKING APPROVED SALES**

USANA products can be sold online, on social media, and through your own websites. You may also sell products in service-related businesses (i.e., gyms, salons, or health spas). Sales are prohibited in retail establishments and on classified ad sites, auctions sites, or order fulfilment sites like Amazon, eBay, Taobao, etc. *(Policy 3.5)*.

5 **BUILDING WITH USANA PRODUCTS**

USANA's compensation plan is based on the sale of product—not enrolments. Sales of product to customers are required to earn commissions. USANA requires you to develop or service at least five (5) customers every four weeks. The purchase of product to rank advance or qualify for a contest or bonus is prohibited.

6 **WORKING TOWARD A COMMON GOAL.**

Soliciting or encouraging another Distributor or customer to move to your organization is strictly prohibited, even if the individual approaches you. *(Policy 3.22)*.

7 **TARGETING THE APPROPRIATE MARKET**

USANA products are specifically formulated, labelled, and approved for sale in each of our markets. Only sell products labelled and approved for sale in the market where you are selling. *(Policy 3.20)*.

8 **MAKING APPROPRIATE ORDER PLACEMENT**

All products should be purchased using your own distributorship. Because USANA pays commissions on product orders, placing orders through other Distributors' accounts is prohibited. *(Policy 9.1)*.

9 **COMPETING PRODUCTS AND BUSINESSES**

Do not sell or promote other direct selling companies' products or business opportunities to current Distributors or customers. USANA connections should not be used to build a non-USANA business for yourself or a third party. *(Policy 3.6)*.

10 **ACCESSING INTELLECTUAL PROPERTY**

You are granted limited license to use USANA intellectual property to advertise and promote your business in accordance with USANA's Policies & Procedures. USANA's intellectual property, or any confusingly similar variation, should not be used in your business name, website URL, email address, or social media profiles. *(Policy 3.3.4)*.

