

Your Need-to-Know USANA Policies

Build Your Business Right

Congratulations on starting your USANA business! The following guidelines are key to your success. Be sure to keep these strategies in mind as you move forward and begin to build your business and share your USANA story.

1 SIGNING UP

Start your business by providing a valid tax identification and contact information and submitting a completed Distributor Application Form. Individuals are only required to purchase a Business Development System and pay an annual renewal fee to open and maintain a USANA business. Additional product purchase at enrollment is optional. *(Policies 1 & 44)*

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. If you discuss anything related to the earning potential that is above a modest supplemental income, include the appropriate income disclaimer and link to the Average Earnings chart on USANAINcome.com. When you recommend USANA products, inform your customers they can help maintain or support good health. Don't claim products can cure, treat, diagnose, mitigate, or prevent any symptoms of a disease, injury, or sickness. *(Policies 11 & 12)*

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 Terms & Policies and you complete USANA's Advertisement Checklist. Post status updates, invite potential customers to events, and create online groups to share USANA products. *(Policies 10 & 12)*

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 fulfillment sites like Amazon, eBay, Taobao, etc. *(Policies 18 & 19)*

5 BUILDING WITH USANA PRODUCTS

USANA's compensation plan is based on the sale of product—not enrollments. 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. USANA recommends buying only the amount of products you are reasonably able to sell to customers or will personally use. The purchase of product to rank advance or qualify for a contest or bonus is prohibited. *(Policies 30 & 38)*

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 22)*

7 TARGETING THE APPROPRIATE MARKET

USANA products are specifically formulated, labeled, and approved for sale in each of our markets. Only sell products labeled and approved for sale in the market where you are selling. *(Policy 34)*

8 MAKING APPROPRIATE ORDER PLACEMENT

Distributors should always place a sales order in the Business Centre in which the sale was generated. *(Policy 30)*

9 COMPETING PRODUCTS AND BUSINESSES

Do not state that non-USANA products are recommended, encouraged, or essential to achieving success with your USANA business. *(Section 3)*

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 Terms & Policies. USANA's intellectual property, or any confusingly similar variation, should not be used in your business name, website URL, or email address. Distributors may use "USANA" in their social media username or profile so long as the name includes their business name as it is on file with USANA and clearly identifies the Distributor as an Independent Distributor in the profile bio. *(Policy 16)*