

28-day Wellness Challenge

USANA®

A Holistic Lifestyle

Your Path to Optimal Wellness

Eating habits, sleep schedules, stress management, exercise routines, and proper nutrition are all interconnected. As one becomes imbalanced, other areas of your life are also impacted.

1 Program

3 components

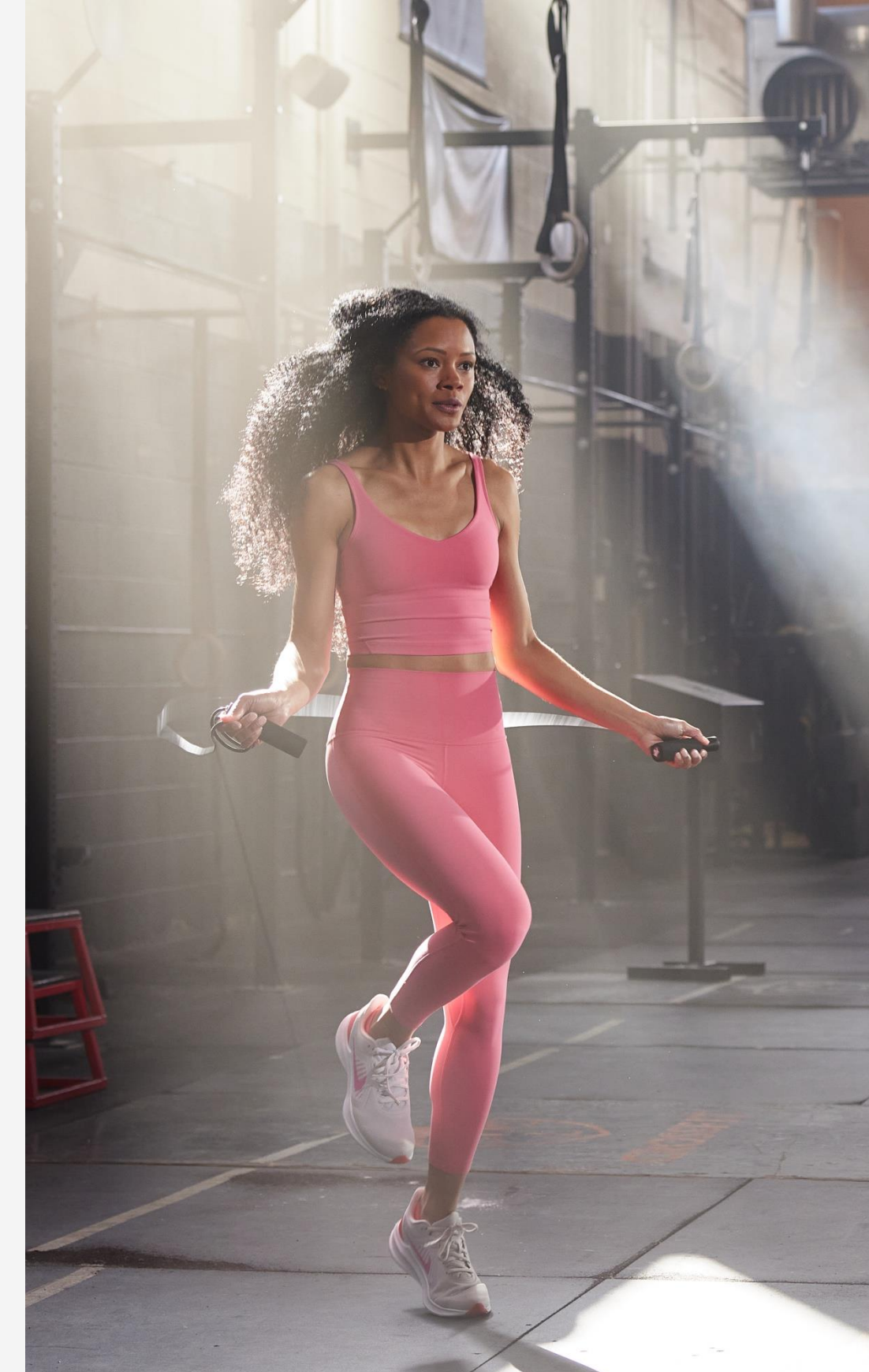
1. Wellness Challenge
2. Product Promotion
3. Sponsor Sales Incentive

1. Wellness Transformation Challenge

Between May 16–June 27

Take stock of what you want to achieve in four weeks. Identify your health goals—whether it's fitness, nutrition, or overall well-being—and use the Wellness Transformation Challenge as motivation to overcome obstacles and reach your milestones.

This is a great way to connect with your team!



Wellness Transformation Challenge Ideas

1. Take your Cellsentials for 28 days – maintain consistency.
2. Lose 5 pounds – change your eating habits.
3. Walk 10,000 steps per day – incorporate movement into your lifestyle.
4. Meditation 2 per week – improve your mindfulness.

Choose a health goal that will allow you to lead a healthy, holistic lifestyle, based on where you are at!



How to Participate

Anyone can participate! Encourage your team and preferred customers or affiliates to join the challenge by signing up using the link in the HUB landing page, on social media and the email going out on May 8.



Scan to participate

* To be eligible to win a prize, participants need to opt in before May 30 and participate full 4 weeks



How to Participate

To help you and your participants stay motivated, download the following tools from the **HUB landing page** to help keep you on track:

- Tracker/Active Nutrition Journal
- Wellness Transformation Challenge Presentation PDF
- Healthy Happy Guide

Once you and your participants have opted in, weekly emails will be sent to support your 28-day journey. Each week's email will contain a different area of support – from check-ins to nutrition advice, to recommended USANA products to help make your journey that much smoother.



We want to hear from you!

Earn great prizes from the challenge!

Tell us how your Wellness Transformation Challenge is going. Share testimonials about the USANA products you're using and how they have changed your life. Let the world know using hashtag #CA28Wellness.

- Instagram: @USANA.Canada
- Facebook: USANA Canada
- Use the hashtag: #CA28Wellness

At the end of the challenge, complete the engagement survey and we'll announce the top 15 winners based on their engagement level.

Get Moving and Score

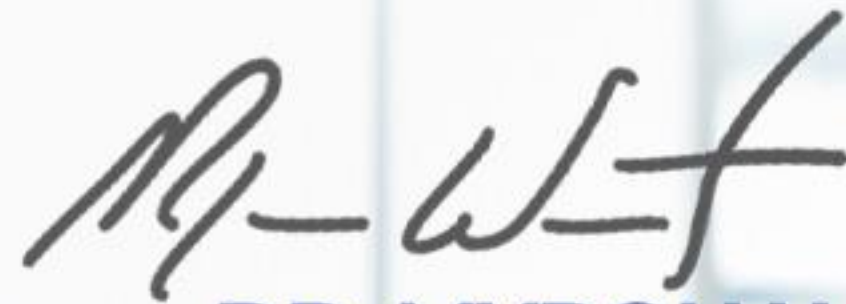
USANA Burlap Bag with
USANA Products (\$60 value)



Founded on an obsession with
cellular health.

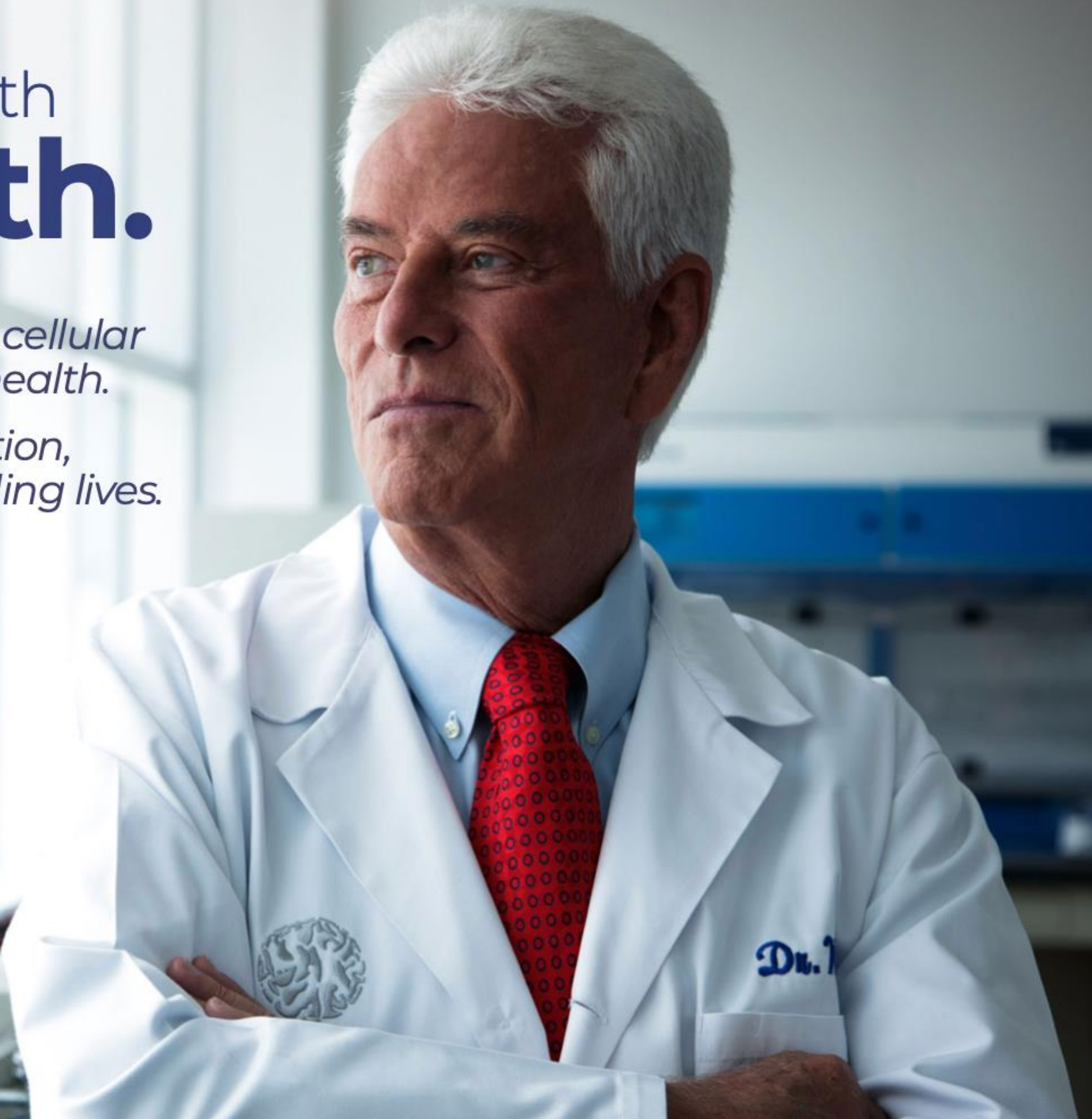
I recognized many years ago that optimal cellular nutrition is key to maintaining long-term health.

I believe, with the help of exceptional nutrition, people can live healthier and more rewarding lives.



DR. MYRON WENTZ

USANA Founder & Chairman Emeritus



Fueling Your Wellness Through Nutrition & Supplementation

The foods we choose each day are the fuel that power our bodies, energy levels, and overall well-being. That's why it's essential to make intentional, nourishing choices — ones that support how we want to feel and function.

The **Wellness Transformation Challenge** is your opportunity to:

- Build sustainable eating habits
- Understand the role of targeted supplements
- Tune into your body's unique signals and needs

Your body is always giving you feedback — whether it's energy dips, bloating, cravings, or mood shifts. Learning to *listen* is the first step to lasting change.



Better Nutrition

Macronutrients

Balanced intake of carbs, fats, and proteins for sustained energy release.



Micronutrients

Vitamins and minerals like B-complex, iron, magnesium, and vitamin D are crucial for energy metabolism.



Meal Plan

Set Your Plate

What does a healthy meal look like on your plate?

beverages

Drink eight glasses of water, plus other unsweetened beverages

dairy

Yogurt, kefir, and cheese (preferably fermented)

vegetables

Eat a variety of vegetables of every colour, preferably fresh or frozen

whole grains

Oats, quinoa, brown rice, whole-grain bread, and pasta

lean protein

Fish, poultry, and legumes

fruits

Eat a variety of colourful fruits, preferably fresh or frozen (without added sugar)

healthy fats

Nuts, nut butters, seeds, and olive oil

herbs and spices

Add plenty of fresh and dried herbs and spices to delight your tastebuds

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Nutrition

7

7-Day Meal Plan

These recipes pack in lots of gut-loving fibre and plenty of plant points across the week from a variety of sources. Stick to the plan, and you'll easily reach your daily fibre and plant diversity goals. Feel free to mix and match, meal prep, and refrigerate a few of your favourites, or use these dishes as a guide to create your own plan.

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Gut Health

However you choose to use this meal plan, a little effort can go a long way to nourish you and your gut microbes.

	Breakfast	Snack	Lunch	Snack	Dinner
MONDAY	Strawberry and Coconut Porridge	Creamy Artichoke Dip and Pita Chips	Gut Goodness Bowl	Spiced Chickpeas	Mackerel with Potato Salad
TUESDAY	Smashed Avocado and Mushroom Toast	Nut Butter-filled Dates	Tortilla Egg Cup	Kale Crisps	Butternut Squash and Chickpea Curry
WEDNESDAY	Very Berry Overnight Oats	Hummus and Crudités	Quick and Easy Lentil Soup	Live Yoghurt and Fruit	Middle Eastern Traybake
THURSDAY	Eggs on the Run	Edamame Beans	Plant-Powered Pasta	Choco Hazelnut Balls	Lentil and Eggplant Ragu
FRIDAY	Mango and Oat Smoothie	Harissa Red Pepper Dip	Scrambled Tofu	Apple and Nut Butter Slices	Black Bean and Sweet Potato Chili
SATURDAY	Butternut Pancakes	Super Smoothie	Moroccan Falafel Wrap	Creamy Artichoke Dip & Rye Crackers	Veggie Burgers
SUNDAY	Homemade Baked Beans	Loaded Chocolate Bark	Very Veggie Frittata	Banana Pops	Stir-Fry Salmon and Soba Noodles

Gut Health

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For recipes see: **Active Nutrition Digital PDF** in media centre

Better Supplementation

Targeted Support:

Supplements can address specific deficiencies or enhance energy production pathways.

USANA's Approach:

Emphasizing quality, purity, and efficacy in supplement formulation.



ATHLETES TRUST USANA

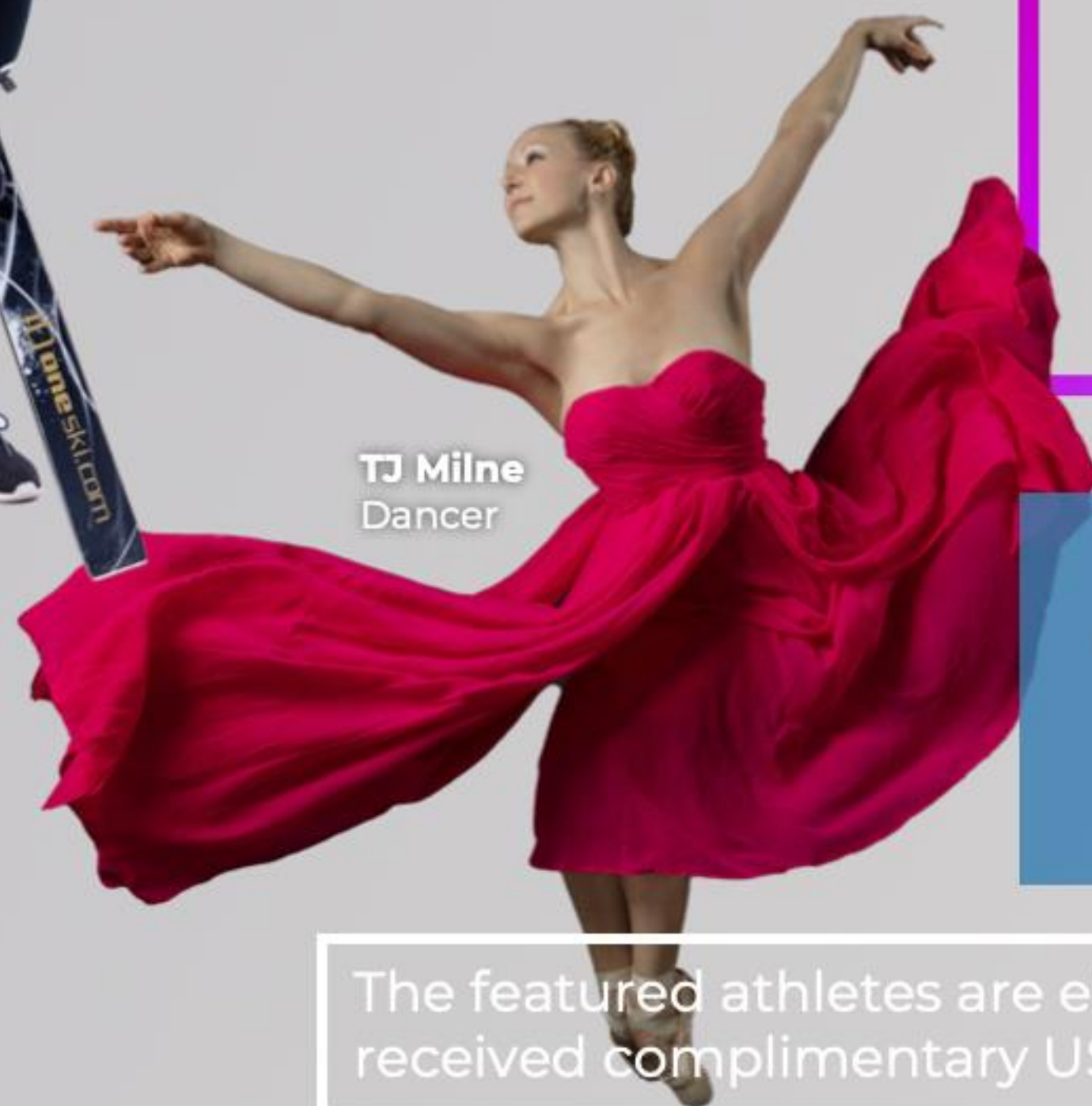
•MORE THAN ANY
OTHER SUPPLEMENT
COMPANY IN THE
WORLD.



Ashley Caldwell
Freestyle Skier



Meaghan Mikkelson
Ice Hockey Player



TJ Milne
Dancer

Natalie Spooner
Ice Hockey Player



Sam Pedlow
Beach Volleyball Player



Alex Kopacz
Bobsledder

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

Don't Forget About Lifestyle Habits

Sleep Hygiene

Establish a regular sleep schedule, create a restful environment, and minimize screen time before bed to enhance sleep quality and duration.

Physical Activity

Regular Exercise Incorporate both aerobic exercises for cardiovascular health and strength training to build muscle mass and improve metabolic rate.

Incorporate Movement Beyond structured workouts, increase daily physical activity through activities like walking, stretching, or even standing desks.

Stress Management

Mindfulness and Meditation Practices like meditation or yoga can reduce stress hormones, improving mental clarity and physical energy.



Whey Protein Isolate Product Pairing



Digestion Product Pairing



Movement Product Pairing



Stress Management Product Pairing



Existing Bundles



5 day Reset kit

The 5-Day RESET weight-management jumpstart kit is a simple approach to help you make a clean break from the effects of unhealthy foods and jumpstart healthy eating habits.



7 day Jumpstart kit

The Active Nutrition Jumpstart Kit includes delicious meal-replacement shakes, daily supplement packets, probiotic stick packs, an antioxidant supplement, and resources to inspire you during your program and beyond.



Maintain kit

The Active Nutrition Maintain Kit includes a month of daily, delicious meal-replacement shakes, a fibre-focused powder, an antioxidant supplement, and resources to inspire you during your program and beyond.



Transform kit

The Active Nutrition Transform Kit includes three empowering Active Nutrition products and resources to inspire you during your program and beyond.

2. Limited Time Offer

Don't miss out on this fantastic opportunity to enhance your wellness challenge with some great freebies. Place your qualifying order to achieve your wellness goals and pass the message to your team.

One FREE BlenderBottle ProStak with a \$175 CAD order of Nutritionals and/or Active Nutrition Products.



Choose your favourite colour (pink or black) during checkout!

3. Sponsor Sales Incentive

Let's reward your efforts. To encourage you to reach new heights, you as a sponsor are eligible to earn prepaid VISA cards, gift cards, or an Apple Watch SE.

Nutritionals and/or Active Nutrition sales generated by your personally sponsored Affiliates, Preferred Customers and Associates that enrolled between Jan 1 and June 13 will qualify you to earn a reward.



\$1,000 Visa® Card

Top 3 Associates



\$500 Lululemon gift card

Associates Ranked 4–10



Apple Watch SE (\$300 value)

Associates Ranked 11-15

A minimum of 800 SVP accumulated from sales during the promotional period, from personally sponsored associates, preferred customers and affiliates is required to qualify for the sales incentive. All order types count.

Rules

Wellness Transformation Challenge

- To be eligible for a prize at the end of the challenge, you must have
 - Opted in by May 30 and participated for the full 28 days
 - Engaged with USANA and your following on social media
 - Posting and using the hashtag #CA28WELLNESS
 - Sharing testimonials

Free ProStak BlenderBottle Promo

- Celavive and Sensé products are not included
- Minimum order amount must be \$175 CAD before taxes
- Your order must contain Nutritionals, Active Nutrition products or a mixture of both to qualify
- Promo code will apply automatically at checkout to qualifying orders. Manual entry of the code is not necessary. Maximum one redemption per customer ID.
- Choose between Pink or Black BlenderBottle ProStack during checkout. Once the order is placed, you cannot replace the colour of your selected BlenderBottle
- Promotion available for current or new associates, preferred customers or affiliates. Promotion available for Initial Orders and Single Orders, not available for Auto Orders

Sponsor Sales Incentive

- Only sales of Nutritionals and/or Active Nutrition products qualify. Any order type counts
- Celavive and Sensé products are not included
- Sales can be from current or new personally sponsored associates, preferred customers or affiliates sponsored between Jan 1 – June 13, 2025
- Personal purchases do not apply
- A minimum of 800 SVP accumulated from sales during the promotional period, from personally sponsored associates, preferred customers and affiliates is required to qualify for the sales incentive. All order types count.