

USANA

Volume 4 2016

your **health.** your **life.** your **way.**[™]



InCelluGence[™]



A NEW ERA OF NUTRITIONAL SCIENCE IS HERE

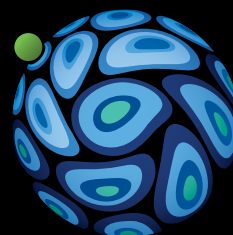
USANA INCELLIGENCE™ TECHNOLOGY

**WE GET IT—
SCIENCE ISN'T FOR
EVERYONE. AND THESE
NEXT FEW PAGES HAVE
A WHOLE LOT OF SCIENCE.**

But you'll find that, in the coming months, you're going to want to learn more about the science behind InCelligence. This new technology is a big deal, and people are going to start asking you all kinds of questions about it. When it comes time to answer those questions and expand your knowledge, you'll want to keep this magazine nearby.

To start out, you can check out the **"InCelligence Takeaways"** and **"Cellular Vocabulary"** sections of some of the articles for a brief summary of each topic. Then, if something catches your eye, you can always get more in-depth and become a total expert.

Science isn't for everyone, but it drives every product we create at USANA. So go ahead. Turn the page and learn why InCelligence is a total game changer.



InCelligence
only from USANA

A Message from Dave Wentz

The Future of USANA

I'm proud of USANA's past. As a company and as Associates, we have celebrated success after success for a quarter of a century.

I'm proud of USANA's present. People across the globe from all walks of life are experiencing what everyone else around the world wants—personalized health and financial freedom.

And I'm proud of developments coming in the very near future. Trust me, it's a game changer.

We don't change with the times; we change ahead of the times. While many people fear it or wait until they are forced to do it, we embrace it.

We are perfectly positioned right now to once again lead the charge into the future. Never content with just good enough, USANA is taking things to a whole new level—with InCelligence.

I'm guessing InCelligence is a word you hadn't heard prior to USANA's 2016 International Convention. But it's a smart word—an intelligent word. And from here on out, it's going to be a word you utter multiple times a day as you share this incredible technology with, well, everyone.

InCelligence is a great advancement in our vision of being the premier personalized nutrition company. With the ability to personalize our foundation product—CellSentials™—along with the personalization already in place with our Optimizers, we are now truly serving each person in a way that is unique to them and their needs.

The ingredients in the products that contain USANA InCelligence™ technology react to the specific needs of the individual. This is visionary, my friends. This is our future—and your future.

Go out and share it with the world.

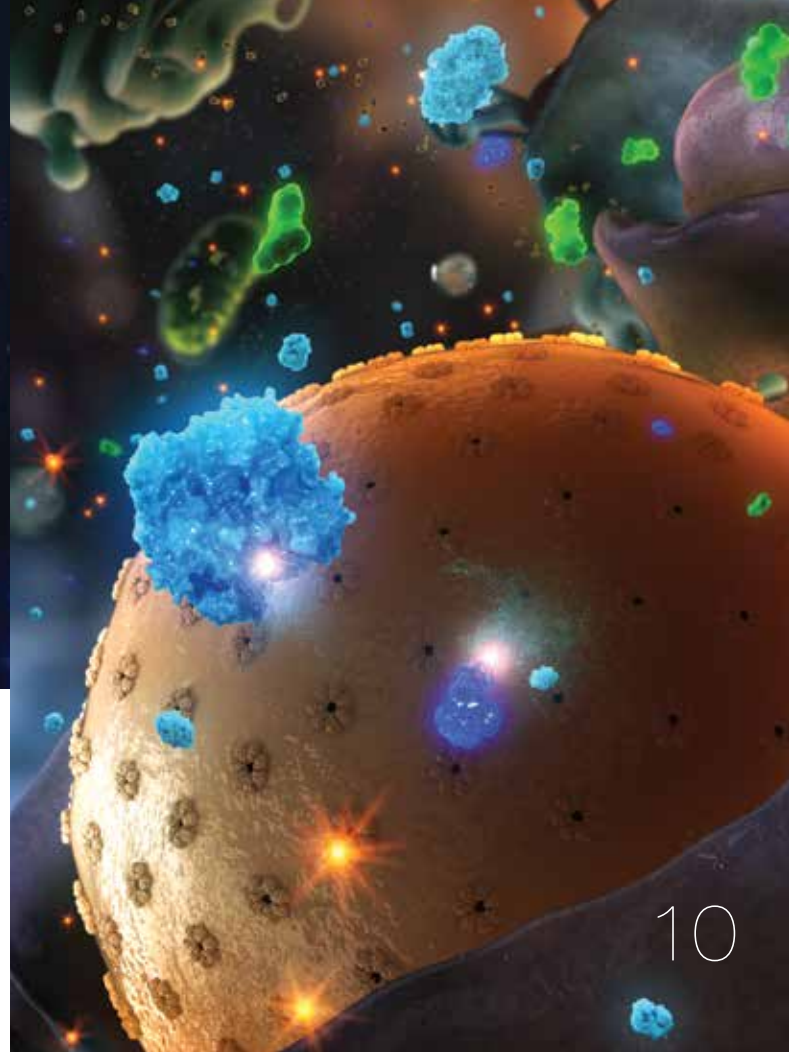
Love life and live it,



Dave Wentz
USANA Co-CEO



The ingredients in
the products that
contain InCelligence™
technology react to
the specific needs
of the individual.
This is visionary,
my friends.



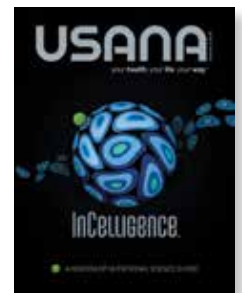
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The new USANA InCelligence™ technology uses cell signalling to support your health. You'll find this groundbreaking technology in the CellSentials™, Procosa®, and Hepa Plus®.





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Average earning chart: <https://www.usana.com/static/images/na/Training/ComplianceCorner/AveIncome-CA-EN.pdf>

Executive Associates portrayed in this magazine earned their Executive title before April 9, 2016.



THE USANA VISION

Written by Dr. Myron Wentz

OUR TECHNOLOGY IS
EVOLVING BUT OUR
GOALS REMAIN THE SAME

HEALTH BEGINS AT THE CELLULAR LEVEL



Every living cell in our body is a dynamic, fascinating world of its own, capable of incredible adaptability and resilience. In fact, the entire human body functions in ways that are miraculous to me, even after years of studying its foundational building blocks—the cells. It's in these building blocks where health begins and ends. This is why I have always emphasized the importance of cellular nutrition.

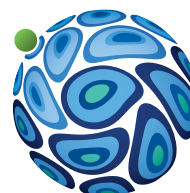
Keeping your cells healthy and communicating properly plays a critical role in the quality and quantity of healthy years in your life.

When I developed the USANA® Essentials™ more than two decades ago, they were the result of my years of study and research on how nutrients could affect the function and longevity of the cell. And in the years since, I am proud that USANA has continued to study and grow as an innovator in the science of cellular health and nutritional supplementation. With USANA InCelligence™ technology, we are taking a leap forward.

Recent advances in the field of nutritional science, molecular biology, and genetics have shown that it is possible to leverage the natural intelligence of the body to be more active, not passive, in creating and sustaining optimal health. So USANA's Research & Development team took this breakthrough understanding of gene expression, cell signalling, and mitochondrial renewal, and used it to create InCelligence.

This effort took years of cutting-edge research and has led to the creation of the formula for the new CellSentials™, incorporating InCelligence.

And it doesn't stop with the CellSentials. InCelligence technology will revolutionize many of our other products, keeping us on the cutting edge of nutritional supplementation for many years to come. ■



InCelligence.

MY VISION REMAINS UNCHANGED. THE USANA FAMILY CAN AND WILL BE THE HEALTHIEST FAMILY ON EARTH. I INVITE YOU TO JOIN ME IN THIS NEXT EXCITING PHASE OF USANA'S EVOLUTION.



USING NUTRITION TO

SPEAK YOUR CELLS' LANGUAGE

Written by Kevin Spelman, PhD, with Matt Jaggi @USANA_Matt

HOW USANA
INTELLIGENCE™
TECHNOLOGY UNLOCKS
THE CODE TO **PERSONALIZED**
OPTIMAL HEALTH



CELL-SIGNALLING TECHNOLOGY

Three small words packed with big meaning. USANA's new InCelligence technology is an innovative approach that uses nutrients and plant-derived biomolecules to target specific cell-signalling pathways and unlock the code of your innate cellular intelligence. That may sound like a mouthful! Fortunately, Dr. Kevin Spelman, USANA's Executive Vice President of Research & Development, is here to help explain how cell-signalling technology works.



FOOD AS INFORMATION

"Did you know that each mouthful of food you eat carries a specific message to your cells? All food is information," Dr. Spelman explains. "Whether you choose to put an orange slice in your mouth or a cookie, it is actually carrying information to your cells, talking to them, inducing a response."

HOW INFORMATION GETS SHARED: CELL SIGNALLING

Nutrients from the food you eat act as molecular messengers. When cells receive the messages, the messages are then carried throughout the body using cell-signalling pathways, your body's vast communication network. Your cells are

constantly communicating to each other through signalling to turn on and turn off the countless important biological functions. These functions power everything from keeping your blood circulating through your body to expanding and contracting your muscles, using your brain to solve problems, and much more.

MISINFORMED

Food can carry good information—messages that instruct your cells to continue functioning optimally. But food can also carry misinformation. "What message do you think the orange is carrying to your DNA versus a processed and packaged chocolate chip cookie?" Dr. Spelman asks. Just as healthy food choices will deliver good information to your cells, poor dietary choices can misinform your cells.

"When you think of all the manmade, processed foods we consume, all the pesticides that get into our food, and all the nonsensical molecules used in snack foods like polyester sucrose, you are introducing something that your cells have never seen before," he says. "So what kind of misinformation does a new-to-nature molecule, such as a pesticide or preservative relay to your DNA?"

Dr. Spelman explains that, in essence, our bodies don't know what to do with this kind of misinformation. "Enough of this misinformation, or confusion, causes consistently wrong signalling to occur deep within the cells of the body," Dr. Spelman says. "This misinformation can potentially lead to negative outcomes. You really do steep your DNA in your daily dietary choices. So, it's important to make sure you are making good nutritional choices. This way your DNA is receiving good information."

HOW INCELLIGENCE WORKS

USANA products with InCelligence use highly targeted nutrients to send positive information to your cells in order to influence specific, health-optimizing signalling pathways. "The cell-signalling technology used in InCelligence can be compared to a special code that opens a secret chamber," says Dr. Spelman. "When InCelligence nutrients are received at cellular sites, it's like a code that turns on, or activates, signalling pathways for molecular processes that protect and renew health. Our bodies naturally do these processes, but age or other lifestyle factors can slow them down. InCelligence supports these communication pathways so they are functioning optimally, which can help clear up *misinformation* in the long run."

ONE EXAMPLE: YOUR CELLS, DE-STRESSED

There is a broad network of processes InCelligence can impact. One powerful example is supporting the production of endogenous antioxidants, or the antioxidants that are naturally produced within our cells. Dr. Spelman explains, "Did you know that our cells can feel stress? One stressor is oxidation, and it has to do with free-radical production. For decades now, the natural products industry has believed that free radicals are roaming through your bloodstream and all you need are dietary antioxidants to

outwit them. Now we know that it's more complex than that. Dietary antioxidants do play a role in keeping us healthy. But most free radicals are actually *inside* cells, where they can do damage. With these new insights, what our science is showing is that smaller amounts of certain antioxidants can actually turn on the Nrf2 gene, which tells our cells to activate their own endogenous antioxidant response systems. So every cell is able to protect itself rather than depending on defence from outside. We're squelching the activity of free radicals doing damage to our cells at the source." (Learn more about endogenous antioxidants on page 10.)

InCelligence products tap into many other extraordinarily powerful mechanisms within the body as well, including processes that support healthy immune response, cellular renewal, joint health, and balanced detoxification.

A NEW KIND OF PERSONALIZATION WITH STRENGTH TRAINING FOR YOUR CELLS

The stresses of everyday life can definitely take a toll on the cells in the body. And everybody's lifestyle is different, with





InCelligence supports cellular communication pathways to help them function optimally.

some requiring more support than others due to their dietary and exercise habits or their living environment. "By proactively promoting the natural ability to protect and renew themselves, your cells will maintain their resilience, their ability to acclimate to challenging conditions," Dr. Spelman notes. "This will enable your cells to adapt and respond to your personal needs as effectively as possible."

UNLOCK THE CODE

By speaking your cells' language, InCelligence helps clear up the

misinformation and confusion with messages that break through the noise. By leveraging the power of your innate cellular intelligence, InCelligence has unlocked the code to vibrant health. And this is only the beginning.

"This is very cutting-edge nutritional science," Dr. Spelman says. "We are seeing just the tip of the iceberg here, and the entire scientific team at USANA is committed to taking the research on cell signalling further. I think it's pretty safe to say that USANA has forever altered our approach to formulating new products and raised the bar higher than ever." ■

INCELLIGENCE TAKEAWAYS

- InCelligence technology utilizes nutrients and plant-derived biomolecules to target specific cell-signalling pathways that unlock the code of your innate cellular intelligence
- The InCelligence cell-signalling technology helps cells to trigger your body's natural protection and renewal mechanisms, such as endogenous antioxidant production
- InCelligence helps build your cellular resilience, the ability of your cells to adapt, which helps your body meet your unique needs

TO SEE HOW INCELLIGENCE WORKS IN THE CELL, CHECK OUT USANA'S YOUTUBE CHANNEL AT [YOUTUBE.COM/USANAHEALTHSCIENCES](https://www.youtube.com/usanahealthsciences).

KEVIN SPELMAN, PHD, EXECUTIVE VICE PRESIDENT OF RESEARCH & DEVELOPMENT

Dr. Kevin Spelman has 29 years experience in the natural products industry, is a past National Institutes of Health postdoctoral fellow and Marie Curie research fellow in the European Union, and has published 27 scientific papers and 6 chapters.



UNLOCK THE POWER OF YOUR OWN
ANTIOXIDANTS

Written by Mark Brown, PhD, with Emily Alaniz @USANA_Emily

ENDOGENOUS ANTIOXIDANTS
ARE THE KEY TO **PROTECTING**
YOUR CELLS



MARK BROWN, PHD, DIRECTOR OF PRODUCT DEVELOPMENT

Dr. Mark Brown has completed extensive research in bioorganic chemistry and holds a PhD in organic chemistry from the University of California and a bachelor's degree in chemistry from California State University, Chico.



ANTIOXIDANTS ARE PRETTY IMPORTANT

In fact, Dr. Wentz founded USANA because he couldn't find any existing supplements with optimal levels of antioxidants. But now we know that unlocking your own antioxidants can be even more powerful.

EXOGENOUS VS. ENDOGENOUS

If you want to fight oxidative stress, it's important to understand the difference between two different types of antioxidants.

Exogenous antioxidants come from supplements or food. These antioxidants are important, but they are also limited in number, and they can only quench as many free radicals as they can touch.

Endogenous antioxidants are produced by your own cells, and their effect is hundreds of times more powerful than exogenous antioxidants. Think of them as machines churning out molecules to quench free radicals. They give your cells a better defence against oxidative stress.

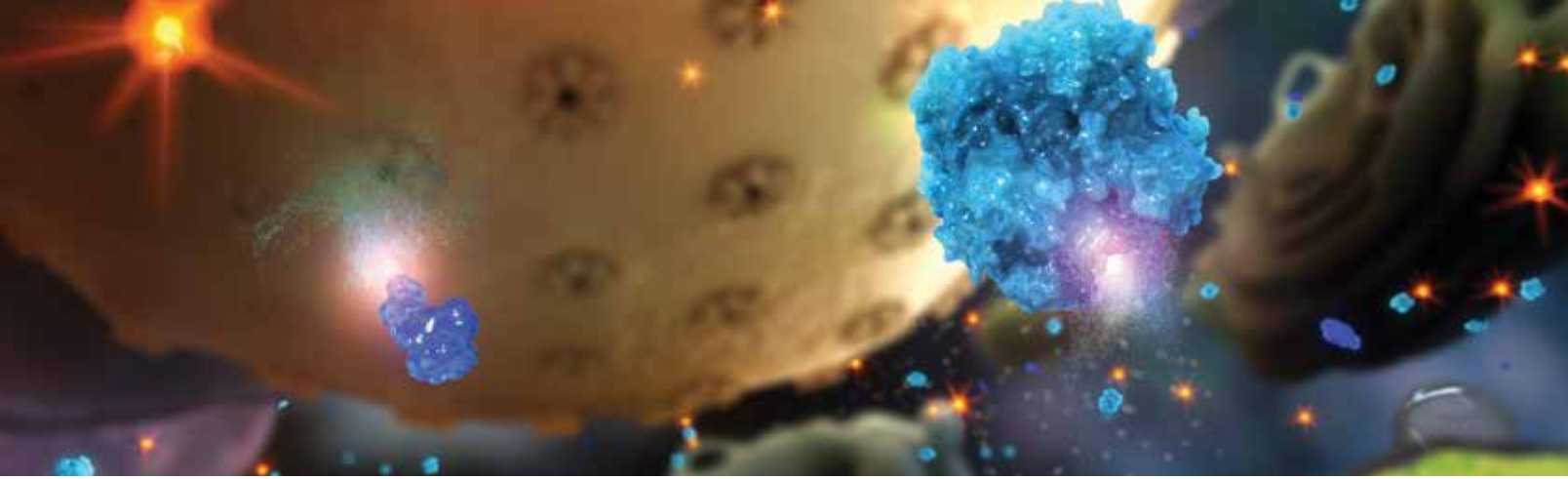
If you want the ultimate defence against free radicals, you need both exogenous and endogenous antioxidants.

STRESSING OUT

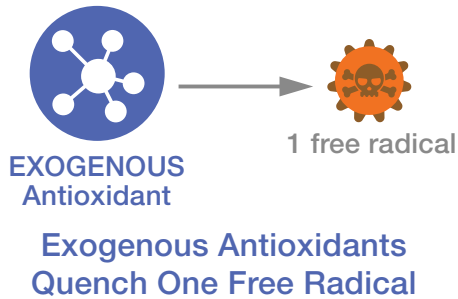
Your body requires a healthy balance between oxidation and antioxidation to maintain your health. All day long your cells are being assaulted by free radicals. These harmful molecules can come from our diet, our environment, and even from inside our own body. Free radicals cause oxidative stress, which can exacerbate the aging process.

Antioxidants are your best bet in the battle against excessive oxidative stress. They quench free radicals—this means they neutralize them and keep them from doing further harm to your cells.

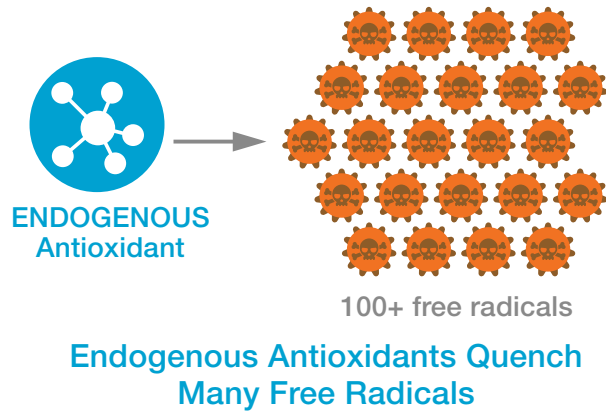
← ENDOGENOUS (LIGHT BLUE) AND EXOGENOUS (DARK BLUE) ANTIOXIDANTS QUENCH FREE-RADICAL ACTIVITY INSIDE THE CELL



STANDARD NUTRITION



NUTRITION WITH INCELLIGENCE



THE INCELLIGENCE DIFFERENCE

Now that you know all about endogenous antioxidants, you probably want more of them in your life, and we can't blame you.

USANA InCelligence™ technology is building on our past knowledge of exogenous antioxidants and taking it a step further. The nutrients in the InCelligence Complex signal your cells to produce their own endogenous antioxidants to help protect them from free radicals. These endogenously produced antioxidants are potentially hundreds of times more powerful than the antioxidants you'll receive from your diet.

The U.S. patent-pending InCelligence Complex found in the CellSentials™ supplements supports your cells unique, effective antioxidant protection.

DON'T YOUR CELLS DESERVE THE BEST?

TO SEE FOR YOURSELF HOW ENDOGENOUS ANTIOXIDANTS WORK, VISIT USANA'S YOUTUBE CHANNEL AT [YOUTUBE.COM/USANAHEALTHSCIENCES](https://www.youtube.com/usanahealthsciences). ■

CELLULAR VOCABULARY

- **EXOGENOUS ANTIOXIDANTS** COME FROM FOOD AND SUPPLEMENTS.
- **ENDOGENOUS ANTIOXIDANTS** COME FROM INSIDE YOUR OWN CELLS, AND THEY ARE MORE POWERFUL THAN ANTIOXIDANTS FROM SUPPLEMENTS OR FOOD.
- **GLUTATHIONE** IS AN ENDOGENOUS ANTIOXIDANT THAT PREVENTS CELLULAR DAMAGE.
- **SOD** IS SUPEROXIDE DISMUTASE, A POWERFUL ENDOGENOUS ANTIOXIDANT THAT REDUCES OXIDATIVE STRESS.

VIBRANT HEALTH UNLOCKED USANA INCELLIGENCE™ TECHNOLOGY

INTRODUCING AN INNOVATIVE SCIENCE THAT UNLOCKS YOUR CELLS'
NATURAL ABILITY TO PROTECT AND RENEW THEMSELVES WITH THE
POWER OF CELL-SIGNALLING.



UNLOCK THE CODE FOR PERSONALIZED OPTIMAL
HEALTH. SHOP FOR PRODUCTS MADE WITH
USANA INCELLIGENCE TECHNOLOGY!

STRENGTHEN YOUR CELLULAR RENEWAL SYSTEM

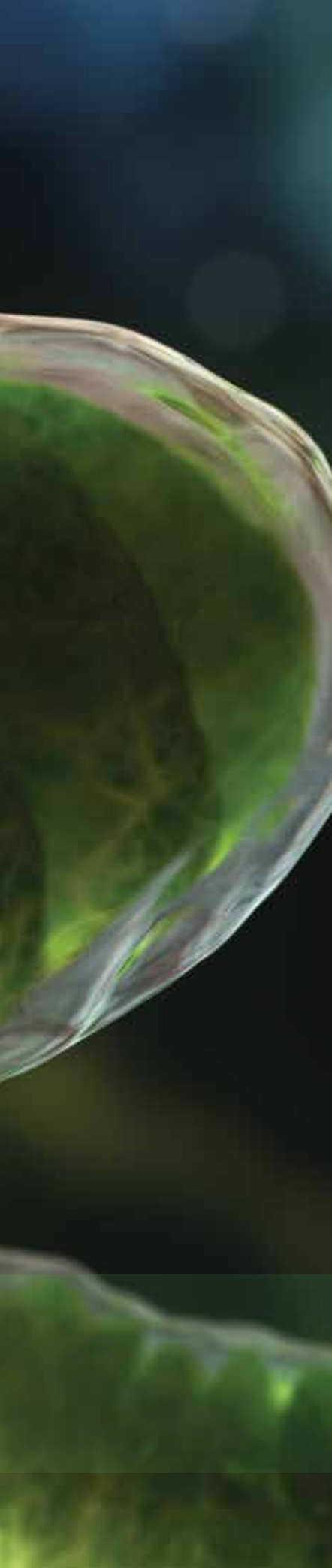
Written by John Cuomo, PhD, with Emily Alaniz @USANA_Emily

INTELLIGENCE
UNLOCKS YOUR
CELLS' NATURAL
ABILITY TO
CLEAN HOUSE



JOHN CUOMO, PHD, EXECUTIVE DIRECTOR OF GLOBAL RESEARCH & DEVELOPMENT

Dr. John Cuomo's experience in synthetic organic chemistry, manufacturing, and analytical methods make his contribution to USANA invaluable. He holds over 20 United States and European patents and is the author of numerous scientific papers.



You know how when you get a shiny new laptop, it works really well at first and does everything you ever wanted from a computer? And then how after a few years, it gets slower and less efficient, and then it starts producing free radicals and doing more harm than good? Okay, maybe that last part isn't completely accurate. But that's how mitochondria work in your cells. Read on to learn more about how to keep your mitochondria in working order to support your overall cellular health.

CELLULAR STATUS QUO

You may not know what mitochondria are, but they're a pretty big deal in the cellular world. Your mitochondria are the powerhouses inside your cells. When mitochondria are young and healthy, they work efficiently, churning out lots of ATP (battery packs that power cellular energy) allowing your cells to stay alive.

While mitochondria are producing ATP, they sometimes create "sparks" of free radicals. When the mitochondria are working efficiently, there are only a tiny amount of free radicals. But as the mitochondria age, damage from these free radicals degrades the membranes within the mitochondria and they don't work as well as they used to. They won't produce nearly as much ATP for their cell, and they also start leaking a great deal more free radicals.

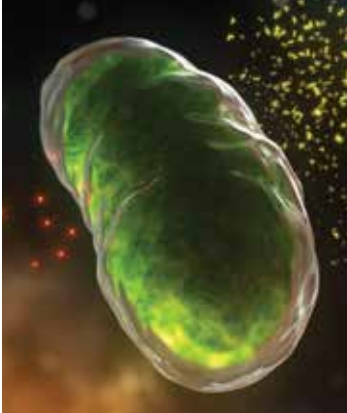
That's right: your own mitochondria can start producing damaging free radicals. It may sound like a betrayal, but that's just how things work. While free radicals can come from your environment or your diet, most of the oxidative stress your body experiences comes from your own cells.

THE GOOD NEWS IS YOUR CELLS HAVE A NATURAL WAY TO RENEW THEIR MITOCHONDRIA.

CELLULAR VOCABULARY

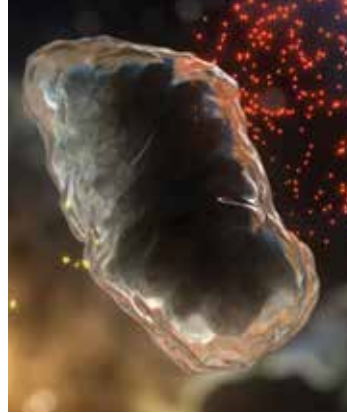
- **ATP (ADENOSINE TRIPHOSPHATE)** IS LIKE A BATTERY PACK OF ENERGY FOR YOUR CELL.
- **MITOCHONDRIA** ARE THE POWERHOUSES INSIDE YOUR CELLS.
- **MITOPHAGY** IS THE CELLULAR PROCESS OF RECYCLING OLD, INEFFICIENT MITOCHONDRIA.

NEW MITOCHONDRION



**Produces a great deal of energy
and few free radicals**

AGING MITOCHONDRION



**Produces little energy
and lots of free radicals**

MITOPHAGY

When your mitochondria become damaged the cell starts the process of mitophagy. It selectively identifies, isolates, and degrades damaged mitochondria, and recycles some parts to create new, healthy mitochondria. Easy, right? Well, it's not so easy these days.

There are many reasons why mitophagy can become less efficient, including aging and our modern diets. For example, back when people were simply hunter-gatherers, there were many times of scarcity. When people lacked enough food, their cells would upregulate mitophagy in order to increase energy efficiency. Today, most people get plenty of food to eat—in fact, some people may get too much food, and that can disrupt mitochondrial fitness, leading to suppressed mitophagy.

**IT'S A MODERN PROBLEM, BUT FORTUNATELY
THERE'S A MODERN SOLUTION.**

USANA INCELLIGENCE™ TECHNOLOGY

The U.S. patent-pending InCelligence technology helps your cells optimize the process of mitophagy helping to clean out old, inefficient mitochondria—even if you're not fasting. This helps your cells to work efficiently, and helps prevent the unnecessary production of free radicals.

This advanced technology supports your cells' renewal in unique, powerful ways.

**DON'T YOU WANT YOUR CELLS TO WORK AS
EFFICIENTLY AS POSSIBLE? ■**

**TO SEE MITOPHAGY IN ACTION,
VISIT USANA'S YOUTUBE CHANNEL
AT [YOUTUBE.COM/
USANAHEALTHSCIENCES](https://www.youtube.com/usanahealthsciences).**

INCELLIGENCE TAKEAWAYS

- Mitophagy is when your cells naturally recycle old, inefficient mitochondria to keep things running efficiently.
- Modern diets and aging can make your cells less likely to recycle mitochondria.
- InCelligence encourages your cells to start this process of mitophagy, supporting optimal cellular health.

THE USANA CELLSENTENTIALS™

Written by Emily Alaniz @USANA_Emily

THE ENHANCED FOUNDATION FOR OPTIMAL HEALTH

USANA InCelligence™ technology is on the cutting edge of nutritional science. As our scientists discovered how nutrients instruct cells to proactively initiate natural protection and renewal processes, they began reevaluating our formulas and updating our products accordingly. After years of refining the formula, the USANA CellSentials vitamin, mineral, and antioxidant supplements are the next evolution in USANA's exceptional cellular nutritional products.



AN ENHANCED FORMULA

If you know USANA, you know that we're all about nourishing your cells. That's what vitamins, minerals, plant-derived biomolecules, and other antioxidants do—and it's a vital part of supporting your health.

And now, with the addition of USANA's U.S. patent-pending cell-signalling InCelligence Complex, the CellSentials go beyond nourishing to also help protect and renew your health on the cellular level.

The levels of nutrients in the proprietary formula have been meticulously rebalanced based on the latest nutritional research. And the InCelligence Complex, which replaces our previous Bioflavonoid Complex, contains more of the premium-quality nutrients shown to deliver cell-signalling benefits.

Working together, Vita-Antioxidant and Core Minerals provide a foundation of micronutrition your body needs to support the cells' ability to do what they already do best—keep you healthy.





NOURISH

Vitamins, minerals, and antioxidants in the CellSentials nourish your cells.

NOURISH, PROTECT, RENEW

This superior triple-action system will nourish, protect, and renew cells for optimal longevity of healthy cellular function.

NOURISH

Many people don't get enough essential nutrition in their everyday diet, and this problem can be detrimental to overall health because every cell in your body needs to be nourished. Fortunately, the CellSentials provide optimal amounts of micronutrients to help keep your cells healthy and happy.

This rebalanced formula also supports the cell-signalling activities in the InCelligence Complex.

HERE ARE A FEW HIGHLIGHTS OF THE FORMULAS.



VITAMIN A

Vita-Antioxidant contains two different forms of vitamin A: beta-carotene, which the body turns into vitamin A as needed, and retinyl acetate, which is useful for people who have trouble converting beta-carotene into vitamin A. With the addition of mixed carotenoids, the CellSentials are a source of vitamin A—especially when it comes to addressing individual needs.



VITAMIN C

The vitamin C found in Vita-Antioxidant is our proprietary Poly C® blend. An in-house analysis showed this unique formula raised levels of vitamin C in the blood higher and longer than ascorbic acid does on its own. Vitamin C is also now in the Core Minerals, which comes from the ascorbate forms of calcium and magnesium in the formula.



IODINE

Core Minerals contains advanced amounts of iodine to support healthy thyroid function and more.



VITAMIN E

The level of vitamin E was rebalanced and fortified with additional mixed tocopherols. This provides a broader range of vitamin E activity that more closely matches the variety that would come from a healthy diet.



VITAMIN K

Vita-Antioxidant is distinctive for containing both forms of vitamin K—K1 and K2—to help ensure proper utilization of calcium. This is in addition to its other supporting roles in blood clotting as well as cardiovascular, bone, and cellular health.



N-ACETYL L-CYSTEINE (NAC)

Now found in Core Minerals, where it retains its potency best, NAC is important for supporting the activity of the InCelligence Complex.



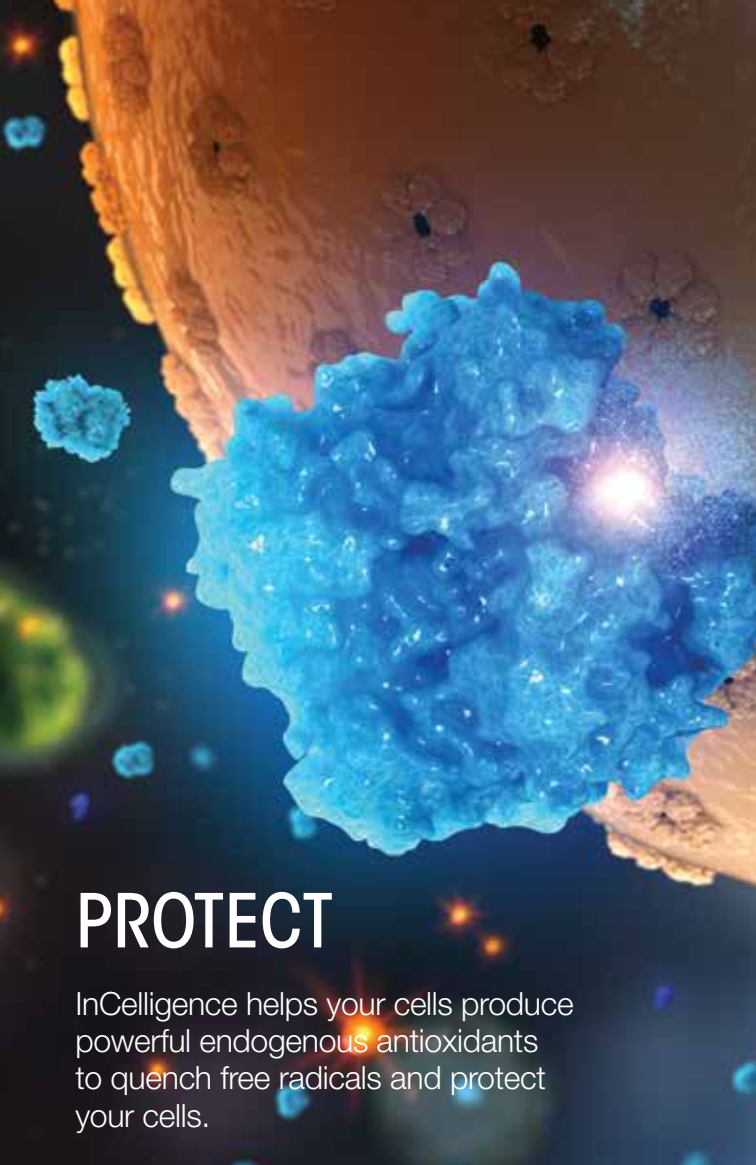
CHOLINE

Vita-Antioxidant contains more of this B-vitamin-like nutrient, which continues to be shown to play important roles in many aspects of health.



VITAMIN D

This micronutrient was bumped up to 2,000 IU per day. Our in-house study found people may need to consume as much as 5,000 IU to reach optimal blood levels.



PROTECT

InCelligence helps your cells produce powerful endogenous antioxidants to quench free radicals and protect your cells.

PROTECT

USANA's products have always provided powerful antioxidants in supplement form. Antioxidants from supplements or food are called exogenous antioxidants. The addition of InCelligence takes this much further. The InCelligence Complex supports the protection of your cells by signalling them to produce their own antioxidants. These are called endogenous antioxidants, which are potentially hundreds of times more powerful for quenching free radicals than exogenous antioxidants—meaning your cells are better able to protect themselves. (Think of it as teaching a man to fish, rather than just giving him a fish.) Read more about endogenous antioxidants on page 10.

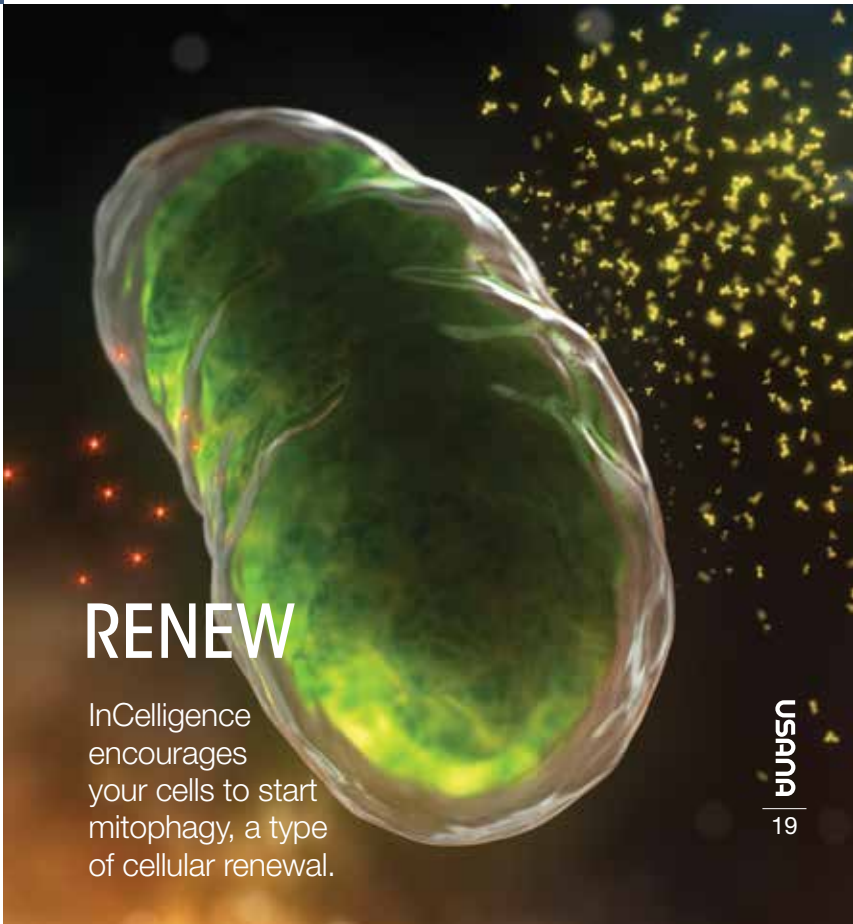
RENEW

Most of the cells in your body have mitochondria—the powerhouses of your cells where ATP (cellular energy) is made. The process of making cellular energy creates a lot of free radicals, which, over time, will damage some of your mitochondria. The InCelligence Complex signals your cells to initiate the cleanup process, called mitophagy, to remove and recycle the damaged mitochondria. This allows your cells to function more smoothly and easily to support efficient energy production. (Think of it as cleaning all of the garbage out of your office so you can do your work without distraction.) Read more about mitophagy on page 14.

WITH THE ADDITION OF INCELLIGENCE, THE CELLSSENTIALS ARE SO MUCH MORE THAN A MULTIVITAMIN. THEY ARE A STRONG FOUNDATION OF ADVANCED NUTRITION UPON WHICH YOU CAN BUILD YOUR PERSONALIZED NUTRITION ROUTINE. AND FOR AN EVEN MORE CONVENIENT WAY TO GET THE CELLSSENTIALS PLUS THE EXCLUSIVE MAGNECAL™ AND CELLSSENTIALS BOOSTER, TRY THE USANA HEALTHPAK™.

CELLULAR VOCABULARY

- **EXOGENOUS** MEANS SOMETHING THAT COMES FROM OUTSIDE OF THE BODY. EXOGENOUS ANTIOXIDANTS HELP YOUR CELLS FIGHT FREE RADICALS.
- **ENDOGENOUS** MEANS SOMETHING THAT IS PRODUCED INSIDE THE BODY. ENDOGENOUS ANTIOXIDANTS ARE PRODUCED BY YOUR OWN CELLS, AND THEY ARE MANY TIMES MORE POWERFUL THAN EXOGENOUS ANTIOXIDANTS.
- **MITOPHAGY** IS YOUR CELLS' NATURAL PROCESS OF DISCARDING AND RECYCLING MITOCHONDRIA, WHICH ARE THE POWERHOUSES OF YOUR CELLS.



RENEW

InCelligence encourages your cells to start mitophagy, a type of cellular renewal.

Make the Move from THE ESSENTIALS TO THE CELLSSENTIALS

“Help your team and customers understand that USANA’s new scientific breakthroughs mean the CellSentials will give them even more benefits than the Essentials. I always remind people that supplements don’t work if you don’t take them. After just one month on the CellSentials morning and night, I believe they will feel the difference!”

—DIAMOND DIRECTOR ELIZABETH RIDER

“The key to helping others transition from the Essentials to the CellSentials is education. There are numerous ways to share this information with Associates and customers, including Communication Edge, The Hub, USANA sales tools, webinars, team calls, and more. Once people understand the science behind this groundbreaking product, the transition will be seamless.”

—FOUNDATION EXECUTIVE DIAMONDS
AND 2-STAR DIAMOND DIRECTORS
DEAN & SHERRI CHIONIS & MATT CHIONIS

INCELLIGENCE TAKEAWAYS

- THE CELLSSENTIALS NOURISH, PROTECT, AND RENEW YOUR CELLS TO SUPPORT OPTIMAL HEALTH
- THE CELLSSENTIALS INCLUDE THE INCELLIGENCE COMPLEX, A GROUNDBREAKING COMBINATION OF POWERFUL NUTRIENTS THAT PROMOTES THE CELL’S ABILITY TO PRODUCE ITS OWN ANTIOXIDANTS AND HELPS ACTIVATE THE BODY’S NATURAL CELLULAR RENEWAL PROCESS
- HEALTH BEGINS ON A CELLULAR LEVEL, SO START YOUR SUPPLEMENT ROUTINE WITH THE USANA CELLSSENTIALS TODAY

A STUDY IN VIBRANT HEALTH

Written by USANA Senior Scientist Mark Levy, PhD



MARK LEVY, PHD

Dr. Mark Levy is a Senior Scientist at USANA. He received his PhD in human nutrition from Ohio State University. Mark has worked as a post-doctoral researcher at both the University of Central Florida and Oregon State University in conjunction with the Linus Pauling Institute.

Our scientific team has been studying the effects of the CellSentials, and the results are impressive. We have found that the new CellSentials formula can deliver important health benefits in a relatively short amount of time.

In one four-week trial conducted at Sanoviv Medical Institute, participants saw positive improvements in vitamin D status for maintaining bone health.

Another study has shown that the CellSentials can have a positive impact on measures of quality of life. Participants reported that while taking the CellSentials, they experienced improvements in overall health perception and vitality.

Overall, these studies are incredibly promising. I’m excited for the entire USANA family to experience these health results for themselves.



THE USANA
CELLSENTENTIALS™
 with USANA INCELLIGENCE™ TECHNOLOGY



THE USANA CELLSENTIALS™

with USANA INCELLIGENCE™ TECHNOLOGY



NOURISH

- Many people don't get enough essential nutrition in their everyday diet, but the CellSentials provide optimal amounts of micronutrients to nourish your cells and help keep them healthy.
- These micronutrients include powerful exogenous antioxidants to quench free radicals. Exogenous antioxidants come from supplements or food, and the CellSentials provide precisely balanced levels of a variety of endogenous antioxidants for optimal health.

PROTECT

- USANA InCelligence™ technology enhances the protection of your cells by encouraging them to increase production of their own antioxidants.
- These are called endogenous antioxidants, which are potentially hundreds of times more powerful for quenching free radicals than exogenous antioxidants—meaning your cells are better able to protect themselves.

RENEW

- Mitochondria are the powerhouses of your cells. The process of making cellular energy creates a lot of free radicals, which, over time, will damage some of your mitochondria.
- InCelligence technology signals your cells to increase the rate of their natural clean-up process, called mitophagy, to remove and recycle the damaged mitochondria. This allows your cells to function more smoothly and easily to support efficient energy production.



THE NEXT EVOLUTION OF NUTRITIONAL SUPPLEMENTS

ONLY USANA CAN DELIVER PRODUCTS WITH U.S. PATENT-PENDING **USANA
INCELLIGENCE™ TECHNOLOGY** TO PROTECT AND RENEW PERSONALIZED
OPTIMAL HEALTH FROM WITHIN.



ORDER USANA'S PRODUCTS MADE WITH
INCELLIGENCE TECHNOLOGY



INCELLIGENCE: TO CELLSSENTIALS™ AND BEYOND

Written by Laura Lewis @USANA_Laura

CELL-SIGNALLING TECHNOLOGY IN YOUR FAVOURITE OPTIMIZERS

Now that you know what USANA InCelligence™ technology is all about—what it is, how it works, why it is amazing for your cells—there's something else you should know. Our prestigious scientists have been developing this technology for years, and it has been formulated into some of your favourite Optimizers. Along with the CellSentials™ and HealthPak™, which are the Essential Nutrition products for a healthy foundation, see what Optimizers now contain InCelligence technology.



PROCOSA®

This groundbreaking joint-health supplement is formulated with the InCelligence Joint-Support Complex of Meriva®† bioavailable curcumin and vegetarian glucosamine.

Talking Points : InCelligence Joint-Support Complex

- Made up of glucosamine and Meriva to help regulate normal cartilage formation and support joint comfort and function
- Influences signalling pathways to help proactively promote a healthy immune and inflammatory response after exercise
- Helps support healthy joint-cell function to preserve healthy articular cartilage and support healthy joint aging



HEPA PLUS®

This unique supplement is formulated with the InCelligence Detox-Support Complex to support healthy and efficient liver function.

Talking Points : InCelligence Detox-Support Complex

- Delivers a comprehensive array of plant-derived biomolecules, including green tea extract, milk thistle extract, broccoli concentrate, and USANA's U.S. patented Olivol®*
- Targets a cell-signalling pathway that supports naturally protective processes within a healthy liver
- Defends against oxidative stress caused by free radicals



USANA CELLSENTIALS™

(LEARN MORE ON PAGE 17)

Core Minerals and Vita-Antioxidant formulated with the InCelligence Complex make up the CellSentials vitamin, mineral, and antioxidant supplements. This advanced cellular nutrition system delivers unique triple-action support to nourish your cells, stimulate natural antioxidant production for enhanced cellular protection, and activate cellular renewal processes.

Talking Points : InCelligence Complex

- Initiates cells' innate protective and renewal processes
- Enhances the formula's effectiveness for supporting vibrant health
- Helps activate cell-signalling pathways to support optimal cellular resilience



HEALTHPAK™

The USANA Healthpak provides a full daily dose of the USANA CellSentials, as well as MagneCal™, and the CellSentials Booster supplement in convenient AM and PM packs.

Talking Points : HealthPak

- Includes CellSentials (Vita-Antioxidant and Core Minerals) with InCelligence technology
- Introduces MagneCal—a balanced magnesium and calcium supplement fortified with vitamin D to support bone health
- Contains CellSentials Booster—a HealthPak exclusive! ■

TIP

IF YOU'RE NOT SURE WHICH PRODUCTS CONTAIN INCELLIGENCE TECHNOLOGY, CHECK FOR THE INCELLIGENCE LOGO ON THE BACK OF THE BOTTLE.

*U.S. Patent Nos. 6,358,542 and 6,361,803

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

Leadership Summit

YOUR FIRST STEP TO SUCCESS



QUALIFYING FOR LEADERSHIP SUMMIT means more than a rank advancement or a fun team meeting. It means you're doing your business right—you've grown, you've inspired others, and you're well on your way to becoming a top leader in the USANA family. We want to reward you for your hard work and make sure you have all the tools you need to continue along your path to greatness.

LEADERSHIP SUMMIT OFFERS:

- ▶ Unique training designed specifically for Gold Directors and below
- ▶ A luxury resort stay
- ▶ An opportunity to rub shoulders with USANA's management and other future leaders
- ▶ VIP access to USANA's Home Office

HOW TO QUALIFY

Average 600 Commission Volume Points (CVP) per week during a quarter, totalling 7,800 CVP or higher during any consecutive 13-week period.

No more than 800 CVP will be counted for each week, and 20 per cent of your total CVP must be generated from non-initial order volume.



Leadership Summit is the very first event you can qualify for and is a necessary step in your climb to the top. **Visit The Hub** for more details, dates, and frequently asked questions about Leadership Summit.



TRIUMPH

U.S. SPEEDSKATING'S BRITTANY BOWE IS A NATURAL ON THE ICE, BUT HER SUCCESS DIDN'T COME WITHOUT RESOLVE TO BE THE BEST AND GET TO THE TOP. PICKING UP THE SPORT ONLY THREE SHORT YEARS PRIOR TO COMPETING ON THE OLYMPIC STAGE TOOK EXTREME DETERMINATION, AND IT'S EVIDENT THAT BRITTANY DOESN'T FLINCH WHEN CONFRONTED WITH A CHALLENGE.

"In the sport of speedskating, the difference between winning and losing medals comes down to a fraction of a second. Being a part of Team USANA and having access to their world-class products gives me the edge I need to stay on top."

Learn more at USANAathletes.com



The pictured athlete is a dedicated user who has received compensation for her partnership and/or complimentary USANA products.

PROTECT YOUR HEALTH WITH A SMARTER APPROACH

USANA InCelligence™ technology marks a subtle yet profound shift in thinking about how nutritional products work within the body. As our understanding of how nutrients interact with cell-signalling pathways has deepened, it has become clear that the natural processes within the body are significantly more powerful for maintaining health than anything that could be delivered in your average nutritional supplement.

FORTUNATELY, USANA IS NEVER AVERAGE.

A HEALTHY PARTNERSHIP

InCelligence can only make our already amazing products even better. You will see new and upgraded products over the coming months as USANA scientists refine many formulas to include InCelligence.

If a product isn't formulated with InCelligence, it will deliver micronutrients that support the other myriad, equally important functions within your cells. The presence of crucial nutrients within the body will always affect how your cells react.

THIS IS WHY MANY PRODUCTS WITHOUT INCELLIGENCE WILL ALSO COMPLEMENT THE PROTECTIVE AND RENEWING PROCESSES TARGETED WITH OUR U.S. PATENT-PENDING TECHNOLOGY.

SUPPORTING YOUR CELLS SUPPORTS INCELLIGENCE

CORE MINERALS AND VITA-ANTIOXIDANT—the vitamins and minerals in the CellSentials™ formulas—play many roles, including providing essential nutrients that are used by the body when creating endogenous antioxidants (those created within the body).



BIOMECA™—healthy fats are needed to maintain the fluidity of cell membranes, which can influence the activity of cell receptors, which play a role in the cell communication process.



AN INCELLIG WORLD

USANA® PROBIOTIC—in addition to acting as their own kind of signalling molecules, bacteria in the gut are vital for proper nutrient metabolism (converting nutrients into useable forms). They can also support healthy, normal activity of immune cell receptors.



COQUINONE® 30—this cardiovascular Optimizer complements the activation of mitophagy to maintain efficient cellular energy production, as coenzyme Q10 plays a role in the Krebs Cycle, which is how cellular energy is produced within the mitochondria.



VITAMIN D—helps stabilize and support the signalling pathway that upregulates the production of our innate protective endogenous antioxidants.



PURE REST™—regular sleep is necessary for the body's normal regeneration process because every cell has a circadian clock that helps keep everything in sync.



OUR COMMITMENT MADE VISIBLE

InCelligence is a giant leap forward in using the innate intelligence of your cells to help support the health of your whole body. Look for the beautiful evolution of the globes on all of your USANA Nutritionals products to tell this story: Your body is smart. USANA helps to give the cells what they need to proactively unlock their natural intelligence. ■

ANATOMY OF A LABEL



CELLS: Half of each Nutritionals globe now features cells from the InCelligence logo to signify these products support the health-optimizing intelligence of your cells.



DOT: Coloured green to reflect the colour of many plant-derived biomolecules found in nature, the dot signifies that the nutrients in the formula activate or support a natural process within your body.



BODY SYSTEM: The other half of each globe retains the colour and imagery of the body system that each product is designed to target.



USANA INCELLIGENCE TECHNOLOGY LOGO: Look for the InCelligence logo on the back of the label to identify which products contain nutrients specifically selected to influence protective or renewing cell-signalling pathways.

ENCE

Written by Camille Fletcher @CamilleE0

ASK THE SCIENTISTS

Written by Russ Barton, MS, CNA, CISSN, with Brian Dixon, PhD, Toni McKinnon, RN, CCRP, and Austin Winegar, BS, Additional Reporting: Tricia Cacace



As scientists, we are excited to share some of what we do with Associates and anyone else who is curious! I posed a few questions to my colleagues and we're happy to share the results of that conversation with you.



Brian Dixon, PhD: Executive Director of Health & Science Education. Dr. Dixon has authored scientific, peer-reviewed manuscripts on topics including cancer, antioxidants, cellular signalling, gene regulation, and more.



Toni McKinnon, RN, CCRP: Director of Health and Science Education. As a co-author of several scientific, peer-reviewed manuscripts regarding USANA's innovative nutrition compounds, Toni's extensive expertise led to her creating USANA's Ask the Scientists.



Russ Barton, MS, CNS, CISSN: Senior Nutrition Scientist and Manager, Nutrition Spotlight, Health and Science Education. Russ has written more than 500 research-related articles and answered 120,000+ health- and product-related questions.



Austin Winegar, BS: Ask the Scientists and Essentials of Health Manager, Austin's knowledge of biology, chemistry, and sports nutrition is shared through the presentations and educational materials he creates for the department, public speaking, and maintaining the Ask The Scientists website.

WHAT WOULD CUSTOMERS BE SURPRISED TO LEARN ABOUT USANA'S DEPARTMENT OF HEALTH AND SCIENCE EDUCATION?

The depth of our experience and education, specifically as it relates to human clinical research, nutrition, cellular biology, and overall health might be surprising to some. Many similar companies don't have this level of experience and education in these fields.

We are focused on helping educate and support Associates, customers, and prospective customers. This unique advantage helps our customers and Associates stay abreast of the constant barrage of new scientific information. We are so dedicated to education, we have a fantastic new resource called Ask the Scientists, just to share information with the USANA family.

HOW DO INCELLIGENCE PRODUCTS DIFFER FROM OTHER PRODUCTS ON THE MARKET TODAY?

USANA InCelligence™ technology is on the cutting edge of nutritional science. Regardless of the quality of the individual components, if the products are not made correctly and at the highest quality, the benefit of the product can be highly compromised. We are unique in that we are one of a very few companies that manufacture our own tablets. We conduct hundreds of tests on our different products both during development and on the finished products to ensure they meet all of our quality standards. USANA uses several third-party organizations to substantiate and validate the quality of all our products. What really sets us apart, though, is the experience and knowledge involved in every aspect of the products, from raw materials to finished product.

HOW CAN ASSOCIATES EXPLAIN THE NEED FOR USANA INCELLIGENCE™ TECHNOLOGY TO CUSTOMERS?

The body is a complex, high-performance organism. Adequate sleep, activity, and fuel are required to maintain optimal performance. A lack in any of these areas can be very detrimental.

Recent advances in the field of nutritional science have found that it is possible to leverage the body's natural intellect to become more efficient at empowering optimal health. The primary purpose of USANA InCelligence technology is to provide nutrients that help maintain the health of the cells, organs, and body.

WHAT IS THE MOST IMPORTANT THING FOR ASSOCIATES TO KNOW ABOUT USANA SCIENCE?

Real science is a slow, deliberate, and painstaking process. It is methodical and detailed. For every product or ingredient change we bring to market, many times more are discarded or shelved during research and development due to many factors. If we cannot be certain of the safety, efficacy, and benefit to the consumer, it simply does not get out to the public as a product. ■

WE HOPE YOU'VE ENJOYED LEARNING MORE ABOUT THE SCIENCE SIDE OF USANA AND THAT YOU'LL VISIT ASK THE SCIENTISTS TO STAY ON TOP OF OUR TECHNOLOGY AND SCIENCE AND WOW YOUR CUSTOMERS AND TEAMS WITH YOUR KNOWLEDGE!

VISIT THE HUB TO FIND ASK THE SCIENTISTS.

SHARE YOUR INCELLIGENCE

Written by Melissa Carter @USANA_Melissa

PRESENT WITH EASE USING USANA'S INCELLIGENCE RESOURCES

We know you can't wait to get out into the field to share your excitement for the new USANA InCelligence™ technology. We want to ensure you have every resource you need right at your fingertips so you can present to your team and customers with confidence. No matter your business-building style, these top-of-the-line tools offer a little something for everyone.

01 VIDEOS



Need a quick, easy, and engaging way to show others the ins and outs of InCelligence and CellSentials™? Check out USANA's high-tech videos. Complete with compelling graphics and easily digestible information, this is the perfect way to present, share, or educate others on the science behind USANA's InCelligence technology. Explore our new videos on Communication Edge or on USANA's YouTube channel.

02 SALES TOOLS

We've enhanced our Health & Freedom Newspaper, Product Information Booklet, Product Catalogue, JumpStart Your Success Magazine, and much more to include InCelligence. Now your transition can be as seamless as possible. With updated tools, you don't have to miss a beat as you present USANA to others. In addition to that, we've added the new InCelligence Brochure. It's a comprehensive way to give your customers a brief overview of InCelligence technology and all the unique products included in this specific line.



03 COMMUNICATION EDGE



Be sure to visit the new and improved Communication Edge. Here you can find the updated digital versions of the Product Catalogue, Health & Freedom Newspaper, Product Information Booklet, and InCelligence-specific presentations, ecards, and social sharables. Over the next few months, we will be adding even more. Plus, we've created a more organized site with better searching capabilities and more functionality. To see the most current information, make sure you click on the "newest" button in the top right corner.



05 INCELLIGENCE VR GLASSES

Introducing USANA's exclusive InCelligence virtual reality (VR) glasses. Simply, go to The Hub and download the InCellVR app. Then, place your phone into the glasses, and give your team and prospects a 360° view of the science of InCelligence. ■

04 THE HUB

Stay up-to-date on all the current information by visiting The Hub daily. Check out the InCelligence landing page where new tricks, tips, and resources will be added regularly.



TOOLS	WHERE TO FIND THEM
INCELLIGENCE BROCHURE	View a digital version on Communication Edge or order print versions on The Hub
VIDEOS	Check out Communication Edge or USANA's YouTube channel
UPDATED SALES TOOLS	Utilize digital versions on Communication Edge or order print versions on The Hub
ECARDS AND SOCIAL SHARABLES	Download from Communication Edge or follow USANA's social media outlets and share from there.
PRICELISTS	Find under the Forms tab on The Hub
INCELLIGENCE VR GLASSES	Order on The Hub

ARM YOURSELF WITH A VISION AND A PURPOSE, AND BECOME AN INTEGRAL PART OF THIS EXCITING PHASE IN USANA HISTORY. MAKE AN ACTION PLAN TO SHARE WHAT YOU KNOW WITH YOUR TEAM AND CUSTOMERS, AND ORDER OR DOWNLOAD THE TOOLS YOU NEED TO SPREAD THE NEWS. FOR ALL THE INCELLIGENCE INFORMATION YOU NEED IN ONE CONVENIENT PLACE, GO TO USANAINCELLIGENCE.COM.



HOW TO MASTER NEW CONCEPTS AND SHARE LIKE A PRO

Written by Matt Jaggi @USANA_Matt

Try to imagine how Albert Einstein felt trying to explain the complex theory of relativity to others for the first time. Do you think he ever questioned how much and what he should share? "If you can't explain it simply, you don't understand it well enough," he once said. His words are certainly true when it comes to sharing InCelligence™ technology. What may seem like a complicated topic can actually be quite simple to share.

Here are a few handy tips so you can share with confidence and ease.

KNOWLEDGE IS POWER

The purpose of this special-edition InCelligence publication is to provide you with the most relevant information possible, so you really understand InCelligence and can feel confident talking about the concept with others. However, you don't need to know or understand every scientific concept in this magazine to start sharing with others. It's okay to tell to your prospect when you don't know the answers to their questions; assure them you will find the answers and get back to them. This presents the perfect opportunity to come back to this guide to further your knowledge.

CONNECT THE DOTS

As you read, grab your highlighter and note the areas that really connect with you. Ask yourself, "why do I connect with these points?" Is there a story that could be told? Work to connect the dots and find your personal "why" for InCelligence. When you make things personal, people will naturally find you more relatable.

PRACTICE MAKES PERFECT

One way to increase your confidence in presenting is through practice. Present InCelligence to your spouse, your niece, your BFF, the mailman, your cat—whoever has a ready ear. And as you practice, consider the following questions: who is your audience? How will you talk about InCelligence? What particular stories, analogies, or ideas can you weave into your presentation?

BY PRACTICING WITH THESE QUESTIONS IN MIND, YOU CAN NARROW DOWN AND PERFECT THE CONCEPTS YOU FEEL ARE MOST PERTINENT.

K.I.S.S.

A kiss can be more than a smooch—broken down it actually becomes "keep it simple, stupid." While this may sound a bit harsh, there is actual wisdom in this. Harkening back to Einstein, it's crucial to keep things simple when explaining InCelligence to someone for the first time. Try using acronyms, such as K.I.S.S. to highlight key features or create a bulleted list of three to five top takeaway points.

Remember, you don't need to lay everything out on the table. The more you understand what is important to your prospect, the easier you can frame the conversation to bring about the desired outcome. Give your prospects just enough information to keep their interest piqued, but don't overdo it—if they're feeling overwhelmed, you may lose the sale. ■

“One way to effectively explain more in-depth ideas is to use a metaphor. This way an understandable image is formed. Another way is to use an acronym to highlight the key features of the information.”

—DIAMOND DIRECTOR
DR. KAREN WOLFE



EXPLAINING INCELLIGENCE DOESN'T HAVE TO BE ROCKET SCIENCE.

BY KEEPING IT SIMPLE AND SPECIFIC TO YOUR PROSPECT, YOU'LL NOT ONLY HELP OTHERS UNDERSTAND THE BENEFITS, BUT FEEL MORE CONFIDENT IN PRESENTING.

TO LEARN MORE ABOUT THE SALES TOOLS AVAILABLE FOR INCELLIGENCE, CHECK OUT PAGE 32.

HOUDINI TRICKS VS. REAL SCIENCE

Written by Matt Jaggi @USANA_Matt



THE INCELLIGENCE
COMPETITIVE
ADVANTAGE

USANA has never relied on gimmicks or marketing magic, so when we roll out one of the most exciting ideas in 20 years, you can bet that it's based on real science.

Next time you share USANA and the science of USANA InCelligence™ technology with others, share with them some of these key points on why USANA is the best.

BEHIND THE CURTAINS: OUR VISION

Dr. Myron Wentz founded USANA with a specific vision in mind—to create the healthiest family on earth. This vision has carried forward through years of innovative research and product development. The result? A superior line of a variety of nutritional products, including the cutting-edge new USANA InCelligence technology. This exceptional technology features products that have advanced amounts of micronutrients designed to nourish, protect, and renew your cells.

Another unique point? USANA has never acquired another supplement company simply to expand our product line. Creating the best supplements has always been our goal and PASSION. We are committed to the very best—we have a clear mission and a purpose entirely our own.

MAKING THE IMPOSSIBLE POSSIBLE

USANA is constantly pushing the boundaries. Our talented Research & Development team stays connected with the latest science and we meticulously control the manufacturing process of every single in-house product. In fact, USANA goes above and beyond what many other companies do: every sample of raw

material goes through microbiological, potency, and physical testing to ensure they meet United States Pharmacopeia (USP) standards. These standards include testing for things like purity, solubility, strength, and quality. You can feel confident that what you receive from USANA is exactly what's listed on the label, and nothing else.

MYSTERY SOLVED

Walk inside any grocery store and you're likely to find inexpensive vitamin and mineral supplements lining the shelves. You may wonder what separates these supplements from CellSentials™. Most other supplements work on the concept of adding high amounts of antioxidants to your diet in hopes of your body picking up enough for them to be useful. This approach continues to be sold as an acceptable method of nourishing your cells. But as science has advanced and we learn more about how cells work, we know that this isn't the case. At USANA, we've discovered nutrients that actually stimulate your cells to work efficiently to help your body produce its own antioxidants.

You don't have to be Sherlock Holmes to realize you won't find that quality on a grocery store shelf.

GOOD HEALTH IN YOUR NEAR FUTURE

Once a healthy foundation has been formed with the CellSentials supplements, the USANA Optimizers supplements can also be added to support individual health. Procosa®, for instance, utilizes InCelligence technology to help support joint health by helping to maintain healthy cartilage, so you can enjoy an active lifestyle. Our Procosa complex provides the same benefits of glucosamine sulfate without using shellfish or other animal-based ingredients. Not only is it one of the few vegetarian formulas available on the market, the addition of vitamin C makes Procosa a highly effective comprehensive approach to joint health.

And that's just *one* of our many outstanding products. You don't need a fortune cookie to see the great things coming up in your near future. ■

SAY GOODBYE TO THE ABRACADBRA HOUDINI TRICKS YOU MIGHT FIND WITH OTHER NUTRITIONAL COMPANIES—WE'RE THE REAL DEAL AND WE'RE HERE TO STAY. FIND OUT THE BEST WAYS TO SHARE INCELLIGENCE WITH OTHERS ON PAGE 34.

INTELLIGENCE: YOUR DAY-ONE OPPORTUNITY

Written by Melissa Carter @USANA_Melissa

INSIGHT FROM
USANA'S FIRST
ASSOCIATE



Over 24 years ago, Sterling Ottesen wanted to change his current path and searched for a better way to earn income without subjecting himself to long, stressful work hours. He met a passionate scientist who offered him an opportunity to be part of something entirely different—something that had never been done before.

“When I joined USANA back in the very beginning, I felt like this was a new dawn in networking,” Sterling says. “Meeting Dr. Wentz and seeing his passion for quality and purity, and knowing we were the first company back then with a QA program modelled after the pharmaceutical industry reassured me this was truly a unique opportunity.”

A HISTORY OF EXCELLENCE

USANA has always been unique and committed to excellence. With a world-renowned scientist at our helm, we forged a revolutionary path that changed the world of nutritional science in an incredible way. Sterling has watched Dr. Wentz’ vision unfold. “Working with Dr. Wentz on such a personal level and watching USANA take shape was exciting,” he says. “I knew I was in the presence of someone who would change everything for so many people.”

From day one, with only a printed brochure as a tool to share the excitement of USANA with others—to today when we have countless resources, Sterling’s confidence in USANA has only grown. He’s watched our top-quality product lines expand and our compensation plan improve, and he truly believes USANA’s relevancy and innovation continues. “It’s been 24 years and Dr. Wentz is still knocking it out of the park,” he says.

GETTING IN ON THE GROUND FLOOR

In this industry, it’s commonly said that those who join a company at the very beginning, when ideas are new and fresh, find incredible success. Getting involved on day one means you get to be the first to tell your story. Sterling was one of the very first to tell the world about USANA. Now, USANA InCelligence™ technology—the next generation of innovation in nutritional science—is here. To Sterling, this means every single person who is a part of USANA right now is getting in on the ground floor of something incredible—you are getting a day-one opportunity.

“We started in 1992 with the Essentials™, our number-one product,” Sterling says. “Back then we shattered the mould and shocked the world. We were the very best, and now the best just got better. It’s a whole new and exciting story to tell. It’s exactly why USANA is so unique—we’re always willing to change to stay relevant and ahead of the curve.”

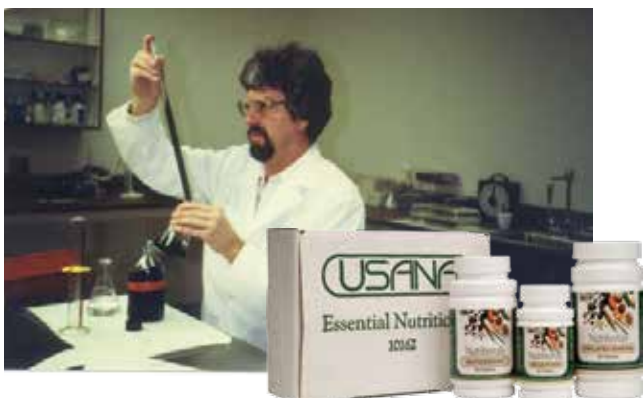
EMBRACING CHANGE

“As Associates, having yet another way to share USANA with others, to promote healthy living, and to change people’s lives is always a good thing,” Sterling says. He feels the same excitement today that he felt 24 years ago. He encourages all Associates to embrace the changes, grab ahold, and hang on tight.

“I’ve learned that when USANA changes, they pretty much nail it every time,” he says. “USANA has the most admirable and credible legacy for excellence. They’ve just upped their game and you get to be an important part of it. You get to make a difference in your life and the lives of others.”

YOUR DAY-ONE OPPORTUNITY STARTS NOW

You have the tools you need and a story to tell. “InCelligence is a whole new start for you,” Sterling says. “It’s a reason for you to re-engage and get enthusiastic about the upcoming decades of excellence you will continue to see for a long, long time. Today marks the beginning for massive growth in USANA.” ■



TO LEARN MORE ABOUT USANA INCELLIGENCE TECHNOLOGY AND HOW YOU CAN SHARE IT, VISIT THE INCELLIGENCE LANDING PAGE ON THE HUB.



Executive Diamond Director
Cynthia Li Zhang
Texas, USA



Executive Diamond Directors
Ashley Zhao & Kevin Liu
British Columbia, Canada

See income disclaimer on page 3.

YOUR TICKET TO

Paradise



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VISIT **The Hub** TO LEARN HOW YOU—
NO MATTER YOUR LEVEL—
CAN EARN YOUR TRIP TO THE BEACH! OPT-IN TODAY!



Executive Emerald — April 10–May 21, 2016



Elisa Graci
Ontario, Canada



Sophie Yu Ting Sun
British Columbia, Canada



Executive Ruby — April 10–May 21, 2016



Conrad Deschênes
Quebec, Canada



Leonardo Lara & Catalina
Aristizabal
Colombia



Michel Iniestra
Querétaro, Mexico



Alberto Gonzalez Sandoval
Baja California, Mexico



Sergio Rojas
Illinois, USA



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Executive Gold — April 10–May 21, 2016



Monica Arenas
Jalisco, Mexico



Julie Boyer
Ontario, Canada



Martha Cadena
& Julian Giraldo
Colombia



Lingli Chen
New York, USA



Yanyan Chen
Indiana, USA



Yugang Chen
Massachusetts,
USA



Paola Fonseca
Colombia



Gaby de La Huerta
Jalisco, Mexico



Lina Nero
Ontario, Canada



Joaquin Rodriguez
Baja California,
Mexico



Neyrot Saldaña
Distrito Federal,
Mexico



Lindsay Schwab
Ontario, Canada



Bob Shehan
Texas, USA



Peng Teo
Washington, USA



Javier Vicente
& Marti Angel
California, USA



Andrea & Philip
Weir
Nevada, USA



Sam Lian
British Columbia, Canada

Jinqian Pan
New York, USA

Youwu Yang
New York, USA



Diamond Director

Jing
Liu

British Columbia, Canada

“USANA’s business-building platform creates a road for ordinary people to succeed.”

Creating a new business from scratch can be a difficult endeavour for anyone, regardless of how badly they want to succeed; actually growing and maintaining that business is even harder. New Diamond Director Jing Liu knew this and realized she needed to have the right tools in place. USANA gave her the tools and system to not only get started, but to ultimately succeed. “USANA’s business-building platform creates a road for ordinary people to succeed,” she says. “It provides complete training and service to builders who want to improve their lives, and it gives them an opportunity to improve personal work skills and continue building a wonderful life.”

Having reached Diamond Director rank, Liu knows her achievement is truly a team success and trusts in their confidence in her as the leader of a growing team. “My team member, Gold Director Hulan Zhang, is the firmest supporter of my business,” she says. “She always believes in me, encourages me, and helps me; she reminds me to be humble when I succeed and to not give up when I fail.”

The support from her team increased Liu’s confidence in both her leadership and business development capabilities, and she now plans to use her momentum to help her team advance as well. “My focus is on building my business and helping members of my team advance to Gold Director,” she says. “We can do this by learning and sharing every day, through clear direction, step-by-step goals, and by continually adjusting and improving our skills.”

As Liu looks forward and works toward her next advancement, she knows that USANA is key to her ongoing success. “I hold onto Dr. Wentz’ vision of innovation and staying on the front of health science to create products that are not only high quality, but also good for people.”

Written by Scott Pack

See income disclaimer on page 3.



Anna Chen &
Forest Sun
British Columbia, Canada

New Emerald Directors Anna Chen and Forest Sun strive to treat people with sincerity, to encourage others, and to improve their lives and business together. It's all part of how they live their healthy lifestyle. They know their USANA business offers them an amazing opportunity for growth and for benefiting the lives of others.

Their quest to help others discover the benefit of living the USANA lifestyle is exactly what led them to their Emerald rank. "We took a few friends with us to Sanoviv and taught them about the benefits of health," they say. "It made a powerful impact. When we got home, they all learned about the products, actively enrolled, and started sharing what they learned with their friends." In the end, their commitment to others gave them the push they needed to take their business to a new level.

Now, Anna and Forest are eager to keep their business moving forward. They hope to be 1-Star Diamond Directors by the end of next year and already have a plan to get there. "We gathered together to discuss the products and the compensation plan," they say. **"We want to continue to improve our knowledge of USANA and plan to run our business more effectively. We'll work with our team to adjust and grow, and we know we can do it together."**



Nannette & Andre
Gordon
California, USA

Nannette and Andre Gordon are a dynamic duo. They work so seamlessly together. And it's clear their spirit of togetherness and team-oriented mindset expands to include every member of their team. "Working together has proven to be a smart business decision and an even better life decision," Nannette says. **"We use each of our strengths to balance one another as we build our business. We present together, coach together, and attend meetings together; naturally, when we planned this advancement, we wanted to do it with our entire team. We had great momentum that led to so many rank advancements—and we're not done yet!"**

Nannette and Andre's decision to advance as a team was an amazing success. With the commitment and determination of their whole organization, they helped create two new Gold Directors, three Directors, two Achievers, six Builders, many Believers and Sharers, and accomplished their own advancement to Emerald Directors.

Andre and Nannette have now set their sights on Diamond. They remain committed to helping their team grow and don't plan to stop working until all of their teammates have accomplished their goals. "It's been a sacrifice to get here, and we still have a long way to go, but it's all worth it," Andre says. "Your dreams are just on the other side of your doubt. Kill the doubt and give birth to your dreams!"



Julie Boyer
Ontario, Canada

“It’s been a goal of mine to become a Ruby Director for over four years. This spring, the timing was finally right. My team came together to create amazing momentum and volume, and we worked hard to finish each week with grace and gratitude.

“During those four weeks, I learned that as soon as you make a clear, non-negotiable decision, the universe conspires to bring the right people and circumstances into your life—helping you manifest your biggest dreams. I’ve partnered with USANA for over a decade and this advancement is simply a milestone on my journey to Diamond and beyond. I am truly grateful for USANA, my team, my family, and God for the amazing gifts this business has given me.”

“I work as a chemist in a pharmaceutical company. I strongly believe in the quality of USANA products because their standards are much higher than others in the industry. Four years ago, I became an Associate, and like many other Associates, I saw my family benefit from the products.

“In terms of financial opportunity, developing a USANA business is not as hard as you would imagine. It is simply sharing high-quality nutritional supplements with others continually. The best advice I can give is to never give up. With USANA, you can help more people gain true health and wealth. Becoming a Ruby Director would not have been possible without my team’s efforts and I am thankful for them.”



Yugang Chen
Massachusetts, USA



Natalie Dion
Quebec, Canada

“I believe every rank in USANA is a gift that brings us more clarity on our personal values and our life mission. Ruby is no exception to that. Reaching the level of Ruby was yet another occasion for growth and great contribution. Because I’ve learned to let go and trust myself, life has given me many unique opportunities to align with my bigger vision and achieve personal growth.

“This Ruby advancement touched my heart and was an incredible opportunity to solidify my relationships and work closely with my future leaders. I am committed to giving them my full support as they work to realize their dreams. I can’t wait to see what amazing lessons this rank will offer me and am excited to now move towards Emerald.”

“USANA changes the lives of thousands of people because it shows them they are capable of anything if they work to simply know who they are and where they are heading. Dr. Wentz’ vision helps us discover our potential and share hope with the world.

“USANA is one of the greatest blessings God has sent me. It allows me the opportunity to participate in a career I never thought was possible. It gives me the ability to fulfil the dreams of my daughters while also helping others. As I continue to learn, I will share Dr. Wentz’ marvellous vision and encourage others to extract and discover the best versions of themselves. I want to give everyone hope for a new beginning and a better world.



Blanca Vega García
Chihuahua, Mexico

See income disclaimer on page 3.
*Executive as of July 25, 2016



Wei Hu
Pennsylvania, USA

"It brings great joy to my heart to be a new Ruby Director. I want to thank my team for their supportive efforts to learn and share health with others. After attending Leadership Summit back in October, I've been trying to determine how to help my team to be better, and I realized the only way to be successful was to focus on my team and their goals. I know I have to reach for my own dreams, but I also need to help my team reach for theirs.

"I know that if we work together with confidence in USANA and a willingness to share Dr. Wentz' vision, we can accomplish any goal. I would like to thank USANA for giving me this platform and am eager to use it to become a better person."

"I am quite familiar with the waves of a business. There are highs and lows, so you have to take advantage of the waves when they are high. So after I finished locking in my Executive title and knew momentum was high, I decided to use that to go for my Ruby advancement.

In addition to that, I welcomed a new baby into my family this year, and **I wanted to show my team that it's possible to run your business no matter what the circumstance. You just have to decide what your priorities are and stay committed to your mission.** You own your vision and you own your business. So wake up every day and make sure your vision is clear and your business fits into your way of life."



Lina Nero
Ontario, Canada



Mandy Zhou
British Columbia, Canada

"I joined USANA after I emigrated to Canada and was looking for career opportunities. I found USANA's amazing products and saw this business as an opportunity to create a sustainable and stable income.

"USANA has helped me better maintain my health, to experience personal growth, and gain financial security, all while building a strong team. I want to continue to share USANA with others and help more and more people change their destiny with quality health and true financial freedom."

See income disclaimer on page 3.

Monica Arenas
Jalisco, Mexico

Adrian Camacho & Janela Mora
Baja California, Mexico

Di Zhang Li
British Columbia, Canada

Yan Xia Zhu
British Columbia, Canada



Maria Arias Anzures
Coahuila, Mexico

"I never knew how amazing my life could be until I found USANA. Thank you to my amazing team for your help in providing me the tools I need to grow my business and aspire day after day to reach my dreams."



Amy Ballantyne
Ontario, Canada

"I am truly grateful USANA found me eight years ago. The greatest thing I learned on my road to Gold is that this is my own journey. When I focused on my own business, on expanding myself to become a leader who mentors others, my business grew."



Leticia Bazan
Oaxaca, Mexico

"I started my USANA business so I could become the best possible version of myself, knowing it would be the ideal way to support the important people in my life. I took a chance and chose USANA to be my vehicle for growth because they help create financial solutions and have great integrity."



Margarita Bonilla
Chihuahua, Mexico

"USANA is transforming me into a better person in every way. It's helped me educate myself and change my mentality. The best way to make your business grow is to study and grow personally. Keep an open mind and work hard."



Norma Bowen
British Columbia, Canada

"USANA helped my family better maintain their health and for that, we treat it as a gift. At 74 years of age, I am healthy, energetic, living my dream, and sharing Dr. Wentz' vision with anyone who will listen. I love building this legacy of health and freedom."



Juan Manuel Cermeño
Querétaro, Mexico

"USANA restored my hope and determination to fulfil my dreams. It restored my faith that there is a better life for me and for anyone who decides to take this opportunity seriously. Today, I design the life I want to live every day and that is true freedom."

See income disclaimer on page 3.

Kwan Cheuk
New York, USA

Ling Cong
Alberta, Canada

Jinsheng Cui
Alberta, Canada

Dr. Nkem Ezeilo
United Kingdom

Sara Fennell
Ontario, Canada



Nancy Ding
Texas, USA

"USANA helped me eliminate my low self-esteem and become a confident business owner. I'm grateful for the support from my team and family as I worked to become a Gold Director. I'm eager to continue supporting them and helping my team climb to the top."



Wenfei Effie Easton
Kansas, USA

"There are no failures in USANA, only people who give up. I believe USANA products can help everyone and will never stop helping others to continue on their course. I will continue to work hard for my dreams every day and know I will create more success."



Lupita & Carlos Gil
Jalisco, Mexico

"Our USANA business lets us dictate our future. With USANA, we have the opportunity to grow, to enjoy life and free time, to share USANA's message with others, and to make new friends. We believe USANA is the way for us to lead a good life and improve the health and financial situations of many people."



Nikki Guo
California, USA

"USANA changed the way I see myself and how I see the world. When I found USANA at the age of 21, I had no idea how much the value of my life and the things around me would improve. USANA makes anything possible."



MengJuan Liu &
Charles Tan
Texas, USA

"I love Dr. Wentz' vision to create a world free of pain and suffering. These products are science based and they've helped my family and friends better maintain their health and create financial freedom. I know that with USANA I can find success."



Sandra Carolina
Lozano
Colombia

"With USANA, I've learned what it means to step out of my comfort zone and grow beyond measure. I've learned that perseverance is key in all aspects of life and that the things that make me unique are key to building my business my way. Set your own speed with passion and enthusiasm and do the things you love."

See income disclaimer on page 3.



Miriam Marmolejo & Jazahel Jimenez
Jalisco, Mexico

“We chose USANA because there is consistency between their vision and their actions. Plus, nothing can compare to the products and compensation plan. USANA has given us, and our whole organization, the opportunity to enhance many positive aspects of life such as finances, good health, emotional intelligence, and spirituality.”



Elisabeth Repole
Ontario, Canada

“USANA is about family, health, freedom, contribution, integrity, and growth. I’m proud to partner with a company so aligned with my core values. Changing lives and making a massive impact through USANA’s products and compensation plan is truly amazing. I’m blessed to be a part of Dr. Wentz’ vision and excited to know this is just the beginning.”



Monica Velez
Colombia

“The best advice I can give is to commit to the dreams of your team, grow together, and continue sharing because there are still millions of lives we need to change. With USANA, we learn and grow together—we empower one another and get to be better people every day. There’s no greater benefit.”



Lina Wang
Texas, USA

“USANA helped me better maintain my health and freed me from stress and worry. Working toward Gold taught me that true health and wealth is real. Thank you to Dr. Wentz for helping create the healthiest family on the earth.”



Phil Young
California, USA

“Going for Gold is one of the hardest things you will do in your USANA career. It helps to have an amazing team, but you have to make a decision to do whatever it takes to get there. Wherever you are in your journey, making the important decision is the first step.”



See income disclaimer on page 3.



Silver Directors — April 10–May 21, 2016

Jahdiel Guadalupe Acevedo, Puerto Rico	Xiaoli Gao, Connecticut, USA	Rosalina Luis, Oaxaca, Mexico	Rosa Juarez Vargas, Estado de Mexico, Mexico
Ma Angelica de Acha, Baja California, Mexico	Xuwu Gao & Xiaoyan Sun, Alberta, Canada	David & Adriana Luna, Distrito Federal, Mexico	Venus Velasco, Alberta, Canada
Gorete Almeida, Ontario, Canada	Zhihua Gao, New York, USA	Yanling Ma, Virginia, USA	Dunia Vergara & Miguel Vargas, Jalisco, Mexico
Irma Aragon, Texas, USA	Cynthia Ivonne Alcocer Garcia, Distrito Federal, Mexico	Cheryl & Robert MacLellan, Ontario, Canada	Qiuping Waki, Military Post, USA
Kenia & Oscar Lopez Aviles, Jalisco, Mexico	Andres & Marlene Guzman Garcia, Jalisco, Mexico	Lilia Magallanes, Querétaro, Mexico	Andy & Yan Wang, Ontario, Canada
Rosa Bagatto, Ontario, Canada	Ana Bravo Gutierrez, Estado de Mexico, Mexico	Laura Janette Padilla Martinez, Jalisco, Mexico	Hui Wang, Ontario, Canada
Harry Zhi Bing, New York, USA	Sydia Vega Gutierrez, Baja California, Mexico	Miguel Angel Villa Martinez, Oaxaca, Mexico	Lina Wang, Texas, USA
Eric Buol, Wisconsin, USA	Baohong Hao, British Columbia, Canada	Glen Millan, Baja California, Mexico	Wei Wang, British Columbia, Canada
Luis Edgar Candia, Distrito Federal, Mexico	Dan & Kate Haskell, Illinois, USA	Nicola Monson, United Kingdom	Yahui Wang, British Columbia, Canada
Francine & Gerald Capistran, Quebec, Canada	Pui Hong Ho, British Columbia, Canada	Stephanie Morrison, Ontario, Canada	Zhong-Tao Wen, British Columbia, Canada
Marie-Pierre Capistran, North Carolina, USA	Qingfang Huang, British Columbia, Canada	Patrick Mousseau, Ontario, Canada	Karla Winterfield-Madge, Ontario, Canada
Vanesa Lugo Casanas, Puerto Rico	Jose David Magaña Hurtado, Michoacán, Mexico	Stefanie Myers, Illinois, USA	Zhijian Xin, New York, USA
Juan Manuel Chagoya, Chiapas, Mexico	Feng Yuan Jiang, British Columbia, Canada	Dong Hui Ni, Arizona, USA	Barry Xu, British Columbia, Canada
Ling Chao, Nevada, USA	Cecilia Jimenez, Guanajuato, Mexico	Brent Norman, Texas, USA	Shu Ying Xu, Massachusetts, USA
Jennifer Cicci, Ontario, Canada	Humberto Juárez, Guerrero, Mexico	Gerardo Gonzalez Ocampo, Estado De Mexico, Mexico	Yanli Xu, British Columbia, Canada
Lidia Contreras & Gabo Santamaria, Querétaro, Mexico	Perlita Juárez, Guerrero, Mexico	Allan Francisco Sanchez Ortiz, Jalisco, Mexico	Amanda Yang, Texas, USA
Yaoyi Dai, British Columbia, Canada	Park Hung Kao, Ontario, Canada	Laura Eloisa Mayoral Peña, Oaxaca, Mexico	Chanel Ye, Alberta, Canada
Peter Duan, British Columbia, Canada	Jose Carlos Paez Kelly, Nayarit, Mexico	Alison Pickup, Ontario, Canada	Xiaomu Ye, Washington, USA
Livia Duguay, Quebec, Canada	Sarah Ko, British Columbia, Canada	Arelly Nohemi Torres Quintanilla, Nuevo León, Mexico	Lanjiang Zhai, Military Post, USA
Mohammad Emran, Texas, USA	Whitman Lam, California, USA	Julio Javier Miranda Rodriguez, Querétaro, Mexico	Hu Lan Zhang, British Columbia, Canada
Victor Faragau, Washington, USA	David & Andrea Lan, Ontario, Canada	Sarah Shamoon, Ontario, Canada	Jinsong Zhang, New York, USA
Chunyuan Fei, British Columbia, Canada	Yuan Wang Lentz, New York, USA	Ogechukwu Shote, United Kingdom	Xin Zhang Zheng, New York, USA
Dongling Fei, Indiana, USA	Wei Liao, New York, USA	Joanna Tabony, Louisiana, USA	Betty Zhu, British Columbia, Canada
Nayeli Franco & Hector Nava, Tabasco, Mexico	Sunny Liu, Texas, USA	Lizhong Tan, Illinois, USA	Chen Zhu, Washington, USA
Xiaoqing Fu, British Columbia, Canada	Yuxin Liu, Illinois, USA	Edwin Emanuel Diaz Trujillo, Oaxaca, Mexico	
Taylor Gagan, Illinois, USA	Alondra Vidal Lopez, Sonora, Mexico		

A Message to the Field

Add Value to the Lives of Others

Dear USANA Family,

When I first began working at USANA, I made the trip from Mexico to our corporate office in Salt Lake City for two weeks of training. I learned first-hand about this amazing company that I had heard so much about. As you can imagine, I could not sleep during the days leading up to the trip due to the anticipation and expectancy of what was coming for me. I was embarking on day one of something I knew would be extraordinary.

Now, after 13 years with USANA, my experience has taught me this company is great for many reasons. But the quality I admire the most is our ability to change, while remaining true to a firm course and an unwavering vision that guides everything we do—something many organizations and individuals strive for, but few attain.

That is why I feel so excited for all of you, our Independent Associates, because you are in the presence of another evolution born from the vision of making the best products that science can create. With the research behind USANA InCelligence™ technology and products like Cellsentials™, you are part of a privileged stage of USANA history, and it's time for you to leverage your aspirations for growth.

Today's marketplace is relentless in the search for value, and there are great rewards available to those who excel at solving the needs of others. You can be proud that USANA has yet again put in your hands the best of the best: InCelligence and Cellsentials, as well as the array of products that are the next step in innovation and cutting-edge science. It's the next thing you can use to help others and build your business.

I challenge you to use InCelligence as a means to deliver ever-growing value to others—to use the best of the best in nutritional science to achieve your goals. Have confidence that USANA's vision and never-ending desire for innovation will continue to support you on your path to success.

With warm affection and wishing great success,



Carlo Ledzema
Vice President of Latin America



Canada National Celebration



U.S. National Celebration



Canada National Celebration



U.S. National Celebration



Leadership Summit



Top Growth Earners

Top Growth Earners were determined by comparing the "Top Associate" time period below. February 21–April 8, 2016 as compared to April 9–May 20, 2016.

ASSOCIATE NAME	REGION
Jessica Xu	Texas, USA
Xuwei Lan	Ontario, Canada
Hu Lan Zhang	British Columbia, Canada
Wei Liao	New York, USA
Song Yu Tang	British Columbia, Canada
Lewen Chen	New York, USA
Chenglong Ge	New York, USA
Pedro Alfonso Zavala Silva	Baja California, Mexico
Mei Feng	British Columbia, Canada
Lilia Magallanes	Querétaro, Mexico
Mo Lin	British Columbia, Canada
Jin fu Liu	New York, USA
Jun Bo Tang	British Columbia, Canada
Hua Li	British Columbia, Canada
Xiang Liu	British Columbia, Canada
Chen Zhu	Washington, USA
Xin Zhang Zheng	New York, USA
Xiaoqing Fu	British Columbia, Canada
Jiang Chen	New York, USA
Yanli Xu	British Columbia, Canada
Wei Zhong	British Columbia, Canada
Brian Bowen	British Columbia, Canada
Xiaomu Ye	Washington, USA
Humberto Juárez	Guerrero, Mexico
Sydia Vega Gutierrez	Baja California, Mexico
Allan Francisco Sanchez Ortiz	Jalisco, Mexico
Shu Ying Xu	Massachusetts, USA
Betty Zhu	British Columbia, Canada
Weiming Liao	New York, USA
Lidia Contreras & Gabo Santamaria	Querétaro, Mexico
Xiao Yuan	British Columbia, Canada
Andy & Yan Wang	Ontario, Canada
Shunmei Gong	British Columbia, Canada
Yaoyi Dai	British Columbia, Canada
Joanna Tabony	Louisiana, USA
Zhurong Feng	New York, USA
Ji Guang Chen	Arizona, USA
Dong Hui Ni	Arizona, USA
Arelly Nohemi Torres Quintanilla	Nuevo León, Mexico
Hui Wang	Ontario, Canada
Shaohua Yang	British Columbia, Canada
Chun Mei Gong	British Columbia, Canada
Chun Mei Li	British Columbia, Canada
Dafeng Yang	New York, USA
Juan Manuel Chagoya	Chiapas, Mexico
Xiao Li Zhang	Delaware, USA
Weiqun Chen	Ontario, Canada
Huimin Fan	British Columbia, Canada
Chidan Luu	New York, USA
Nancy Garcia	Querétaro, Mexico
Yuxia Han	British Columbia, Canada

Top Global Income Earners

Determined by the total commissions earned. April 9–May 20, 2016

ASSOCIATE NAME	REGION
Bill & Jenny Huang	New Zealand
Conchita & Paola Vargas Lugo	Querétaro, Mexico
Rita Hui	Hong Kong
Vincent, Mable & Adrian Chan	British Columbia, Canada
Steven Chen & Zhi Xian Jin	Australia
Bob, Mary, Amy & Xian Lin	Australia
Chun-Ming Chang & Aileen Zhou	Australia
Lei Wu & Susan Xu	Australia
Feng Ye & JianQin Gu	Australia
Jia Tao, Weimin Jiang & William Tao	Australia
Eduardo Barreto	Distrito Federal, Mexico
CheongJa Park & HakBeom Pyoun	Korea
Wendy Wu & Michael Zhang	Australia
Annette & Victor Que	British Columbia, Canada
Ada Chai & Jeff Ng	Hong Kong
Jeremy Stansfield	Utah, USA
Collette Larsen & Zachary Ross	California, USA
Peter & Bibiana Pau	Washington, USA
Liu Tang Jung & Pan Hsiu Jou	Taiwan
Gong Zheng Fa & Zhao Qian	Singapore
Lawrence & Precious Sia	Singapore
Dennis Chen & Sheila Xiao Nan Wang	California, USA
Dean & Sherri Chionis & Matt Chionis	Illinois, USA
Billy & Josephine Dela Fuente	Philippines
HyunJin Kwon	Korea
Lucas Lim & Jane Leow	Malaysia
Sophia Marcoux & Jacques Fiset	Quebec, Canada
Jordan & Kristen Kemper	Florida, USA
Kung Ping Feng & Kung Ching Chun	Taiwan
P Gao, HC Zhang & JingJing	Australia
CheBum An	Korea
Ivy Chan & Wilson Leung	California, USA
Brenda Alcaraz & Dr. Alberto Peña del Moral	Baja California, Mexico
Bryan & Monica Penrod	Texas, USA
Daniel & Dr. Paige Hunter	Texas, USA
Nathaniel & Joan Sunio	Philippines
Perry Chong & Rena Nong Ren	British Columbia, Canada



Top Associate Enrollers

For every new Associate enrolled during the time period below, the sponsor will receive one point every month the new Associate makes a purchase. (Must have some point value.) April 9–May 20, 2016

ASSOCIATE NAME	POINTS	REGION
Annette & Victor Que	41	British Columbia, Canada
Di Zhang Li	18	British Columbia, Canada
Lisa Cui	15	British Columbia, Canada
Ma Angelica de Acha	15	Baja California, Mexico
Jing Liu	12	British Columbia, Canada
Dong Qi Lian	12	British Columbia, Canada
Shan Shan Yu	11	Alberta, Canada
Hui Liu	10	Texas, USA
Crystal Yoder	10	Georgia, USA
Carlos & Lupita Gil	10	Jalisco, Mexico
Brandon Coccimiglio	10	Ontario, Canada
Yujuan Han	10	British Columbia, Canada
Lizeth Castillo & Gabriel Merienné	10	Baja California, Mexico
Wei Wang	10	British Columbia, Canada
Noel Kachaturian	10	California, USA
Deddy Valentino	10	California, USA
Xiao Hu	10	British Columbia, Canada
Lilia Magallanes	10	Querétaro, Mexico
Vincent, Mable & Adrian Chan	9	British Columbia, Canada
John & Kim Goerlitz	9	California, USA
Sophie Yu Ting Sun	9	British Columbia, Canada
Angeline & Carl Wehmeyer	9	Texas, USA
Lisa Fen Shi	9	Texas, USA
Edmund San Pedro & Rhea Raymundo	9	Alberta, Canada
Laura Hernandez Ojeda	9	Guanajuato, Mexico
Pablo Valverde Morales	8	Distrito Federal, Mexico
Delia Diaz	8	Distrito Federal, Mexico
Blanca Jessica Muñoz Lozano	8	Estado de Mexico, Mexico
Emmanuel Ramirez Flores	8	Guanajuato, Mexico
Xiao Long Guo	8	British Columbia, Canada
Dimas Nieves	8	Michoacán, Mexico
Minjing Chen	8	Ontario, Canada
Chunlei Zhao	8	British Columbia, Canada
Norman Yoder	8	Iowa, USA
Naijun Wang	8	Ontario, Canada
Pedro Alfonso Zavala Lopez	8	Baja California, Mexico
Adolfo Nicolas	8	California, USA
Daniel Leman	8	California, USA
Xin Liu	8	British Columbia, Canada
Jiang Chen	8	New York, USA
Gui Fen Zheng	8	British Columbia, Canada
Yulius Sie	8	California, USA
Pak Link Man	8	Utah, USA
Laribel Canoneo	8	California, USA
Yongxi Jiang	8	Ontario, Canada
Jing Li	8	Arizona, USA
Guanyi Liu	8	British Columbia, Canada
Chun Xia Qiu	8	British Columbia, Canada
Miriam Sanchez	8	Guerrero, Mexico
Teddy Wang	8	British Columbia, Canada
Chen Zhao	8	British Columbia, Canada
Fengqin Wang	8	California, USA
Marie-Eve Normandin	8	Quebec, Canada
Jin Fu Liu	8	New York, USA
Weiming Liao	8	New York, USA

Top Preferred Customer Enrollers

For every new Preferred Customer enrolled during the time period below, the sponsor will receive one point every month the new PC makes a purchase. (Must have some point value.) April 9–May 20, 2016

ASSOCIATE NAME	POINTS	REGION
Tracy Wenkman	105	Florida, USA
Richard Potvin	67	Quebec, Canada
Alma Corres	59	Jalisco, Mexico
Conrad Deschênes	59	Quebec, Canada
John & Kim Goerlitz	47	California, USA
Sarah Shamon	43	Ontario, Canada
Scott Pearson	41	New York, USA
Juan Gerardo Barroso Villa	41	Distrito Federal, Mexico
Ruth Harris	37	North Carolina, USA
Dharma Wellness	34	Ontario, Canada
Matthew Cascioli	30	New York, USA
Martin Martinez	28	Nuevo Leon, Mexico
Kelly Marentette	28	Ontario, Canada
Santa Telleri	26	France
Danielle Daubigny	25	France
Valerie Virginia Viscardi	24	Ontario, Canada
Andre & Nannette Gordon	24	California, USA
Kelly Marcyniuk	23	Ontario, Canada
Luis Del Rio	23	Puerto Rico
Catherine Wierzbicki	22	France
Liliana Danila	21	Quebec, Canada
Jordana Barbuto	21	Ontario, Canada
Janice F. Moranz	21	New Mexico, USA
Bruno Thériault	21	Quebec, Canada
Carlos Cortes Arreola	20	Distrito Federal, Mexico
Zora Pesio	19	Washington, USA
Monica Parodi	18	Washington, USA
Carla Flores	18	Tennessee, USA
Xuewei Lan	18	Ontario, Canada
Roni-Leigh Lerue	17	Nova Scotia, Canada
Rosa Aguilar	17	Jalisco, Mexico
Luis Alberto Cabrera Huerta	17	Michoacán, Mexico
Elizabeth Rider	16	Montana, USA
Emily Rivera	16	New Jersey, USA
Maria Cromwell	16	Ontario, Canada
Mark Puckhaber	15	Wisconsin, USA
Jodi Manning	15	Ontario, Canada
Tristen Alleman	15	California, USA
Stephanie Newcomb	15	Arkansas, USA
Chantal Driscoll	15	Ontario, Canada
Dr. Nkem Ezeilo	14	United Kingdom
Chantale Belhumeur	14	Quebec, Canada
Phil Young	13	California, USA
Alex Puckhaber	13	Wisconsin, USA
Tara Wilkins	13	Ontario, Canada
Julie Boyer	13	Ontario, Canada
Maria Rusu	12	Quebec, Canada
Maricel Joy Mission Dicion	12	Ontario, Canada
Janna James	12	Ontario, Canada
Daniel Steen	12	Wisconsin, USA
Tala Khoury	12	Ontario, Canada
Robin Rhine McDonald	12	California, USA
Elizabeth Finch	12	Arkansas, USA
Karin Henderson	12	British Columbia, Canada
Katie Evans	12	Ontario, Canada

See income disclaimer on page 3.



Asia-Pacific Diamond Directors



3-Star Diamond Directors
Kathy Qin Huang & Di Wu,
Australia



2-Star Diamond Directors
Karen Chen & Anthony Ng,
Hong Kong



2-Star Diamond Directors
Terry Wang & Linda Ju,
Australia



2-Star Diamond Director
Juan Yang,
Australia



2-Star Diamond Directors
Tony Zeng & May Kuang,
Australia



1-Star Diamond Director
Jie Chen,
Australia



1-Star Diamond Directors
Rob & Celina Rances
Philippines



1-Star Diamond Director
Sandy Guo,
Singapore



Diamond Director
SoYeon Bae,
Korea



Asia-Pacific Diamond Directors



Diamond Directors
Linda Cheng &
Frank Zhang,
Australia



Diamond Director
Terry Cheng,
New Zealand



Diamond Directors
Ping Wu & Hui Yong Zhang,
Australia



Diamond Directors
Shwee Yeoh &
Kevin Yu,
Hong Kong



5 *Executive* Diamond Directors
& Above



2 *Executive* Emerald Directors
3 Emerald Directors



4 *Executive* Ruby Directors
12 Ruby Directors



10 *Executive* Gold Directors
41 Gold Directors



117 Silver Directors

USANA at a Glance

As a successful USANA Associate, you have a lot to keep track of. Use this handy guide to find our most important sites, tools, and resources.

What's Up, USANA? Blog

<http://whatsupusana.com>

The What's Up, USANA? blog is your source for news and entertainment about the people and products that make USANA extraordinary.



The Hub is designed with you in mind. Follow the directions below to access The Hub's most commonly used tools!

- The Hub>
 - My Business>
 - Business Accelerator Suite
- The Hub>
 - My Business>
 - Tools>
 - Forms
- The Hub>
 - My Business>
 - Prospecting>
 - Communication Edge
- The Hub>
 - Shop & Orders>
 - Shop>
 - Shop All Products
- The Hub>
 - Shop & Orders>
 - Auto Orders>
 - My Auto Orders
- The Hub>
 - Training>
 - Business Development
- The Hub>
 - Training>
 - Tutorials
- The Hub>
 - News>
 - Archive>
 - USANA Magazine
(Yep! Check here for digital copies of this magazine and others!)
- The Hub>
 - Recognition>
 - Recognition Reports
- The Hub>Enroll

Videos Worth Watching

<http://www.youtube.com/usanahealthsciences>

Looking for the latest buzz-worthy videos to watch and share? Look no further than the official USANA YouTube channel. Subscribe today, and watch these videos right away:

- The USANA Life—Live It!: <http://youtu.be/F3ln1bw48Q0>
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- The Best Trust the Best: <http://youtu.be/-xAcfs8YxM>

Corporate Social Media Sites bit.ly/usanacorporate

(case-sensitive)

USANA's social media footprint encompasses 75+ sites around the globe. This up-to-date list can help you take your first steps toward building an international business.



Social Media

Digital Downloads bit.ly/usanadigital (case-sensitive)

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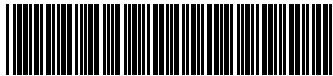


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