



USANA

Affiliate Program



Key Market Trends

SHIFT TO SOCIAL COMMERCE

Global social commerce
is currently

\$89 BILLION

per year
and forecast to be

\$600 BILLION

by 2027



Key Market Trends

THE GIG ECONOMY – FLEXIBLE EARNING OPPORTUNITIES

The Gig Economy is expanding 3x faster than the US workforce.

Over 50% of the US workforce is likely to participate in the Gig Economy.

An Additional Way to build your business

You told us you need:

An opportunity to earn more simply.

An easy way to explain the business.

Improved retention within your team.

Digital ease.



What do these
mean to us

trends?

How do we **gear up for the opportunities** that lie ahead?

How do we **win in this new environment?**

How do we **continue to build** upon our 30-year legacy and **achieve relevancy** in the marketplace?



What is it?

A **new way** to do business with USANA.

A **simple way** to earn quickly.

An **opportunity** to **attract** and **retain** more people.





EXPAND

Your Market Share

New revenue stream

New success path for your business

Awake sleeping Associates & PCs

Meet people where they're at



The USANA Experience

CUSTOMER

ASSOCIATE/
DISTRIBUTOR

*BUYER & BRAND
ADVOCATE*

*BUSINESS
BUILDER*



The *NEW* USANA Experience

CUSTOMER

AFFILIATE

ASSOCIATE/
DISTRIBUTOR

*BUYER & BRAND
ADVOCATE*

*PRODUCT SHARER &
BRAND INFLUENCER*

*BUSINESS
BUILDER*

Affiliates can

EARN

1 **Commissions on Sales**
to customers

2 **Referral Rewards**
on sales of personally-
sponsored Affiliates



Affiliates **EARN** Commissions on Sales

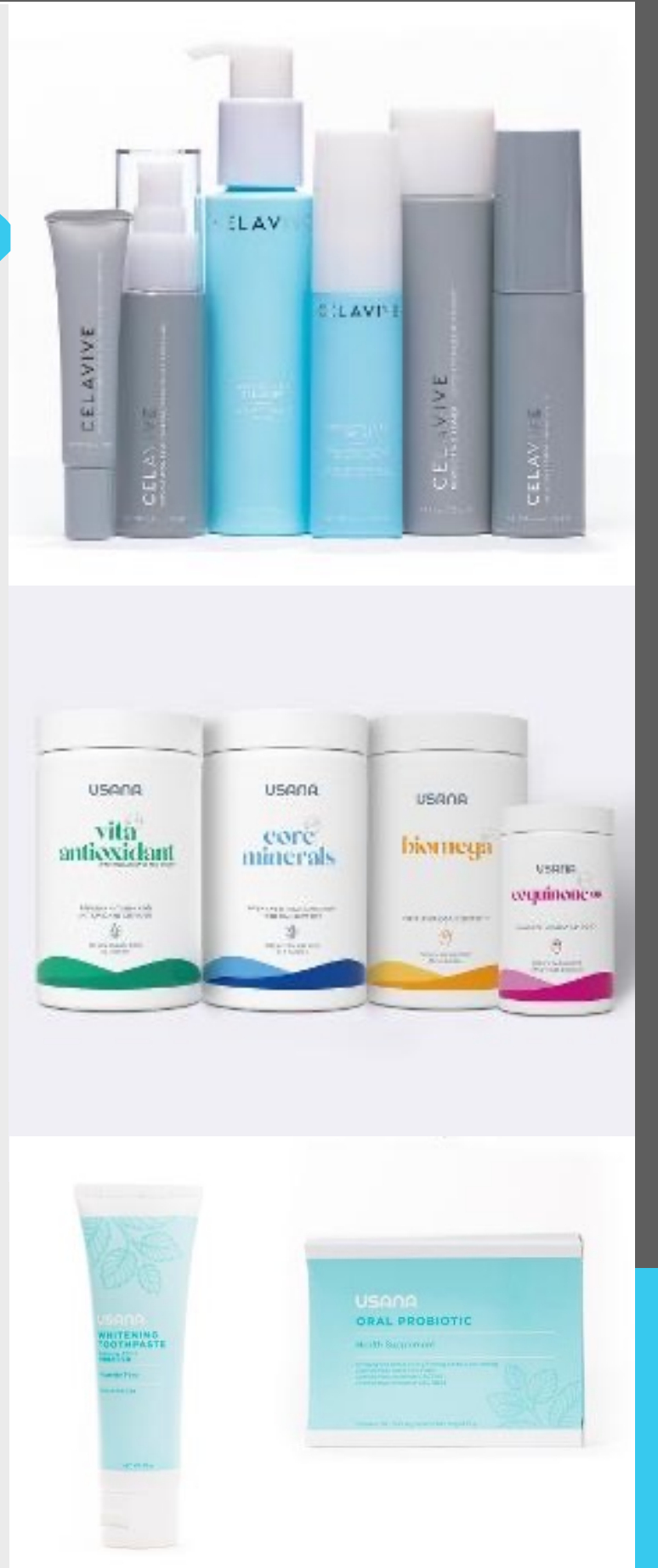


75%

ACTIVE NUTRITION

20%

NUTRITIONALS
SKIN CARE
HEALTHY LIVING



Affiliates Sales Commission

EXAMPLE



75%

ACTIVE NUTRITION

10 customers
each purchase
\$100
worth of product
= \$1,000 in sales



Affiliate earns \$150 ($\$1,000 \times 15\%$)

Affiliates Sales Commission

EXAMPLE

10 customers
each purchase
\$100
worth of product
= \$1,000 in sales

20%

NUTRITIONALS
SKIN CARE
HEALTHY LIVING

Affiliate earns \$200 (\$1,000 x 20%)



10%

Affiliate Referral Rewards

EXAMPLE

The bonus is based on the **EARNINGS** of the sponsored Affiliate

Sponsored Affiliate earns **\$200** in commissions

Affiliate SPONSOR earns
Referral Rewards \$20 ($\$200 \times 10\%$)

How do **you** benefit from sponsoring

Affiliates?

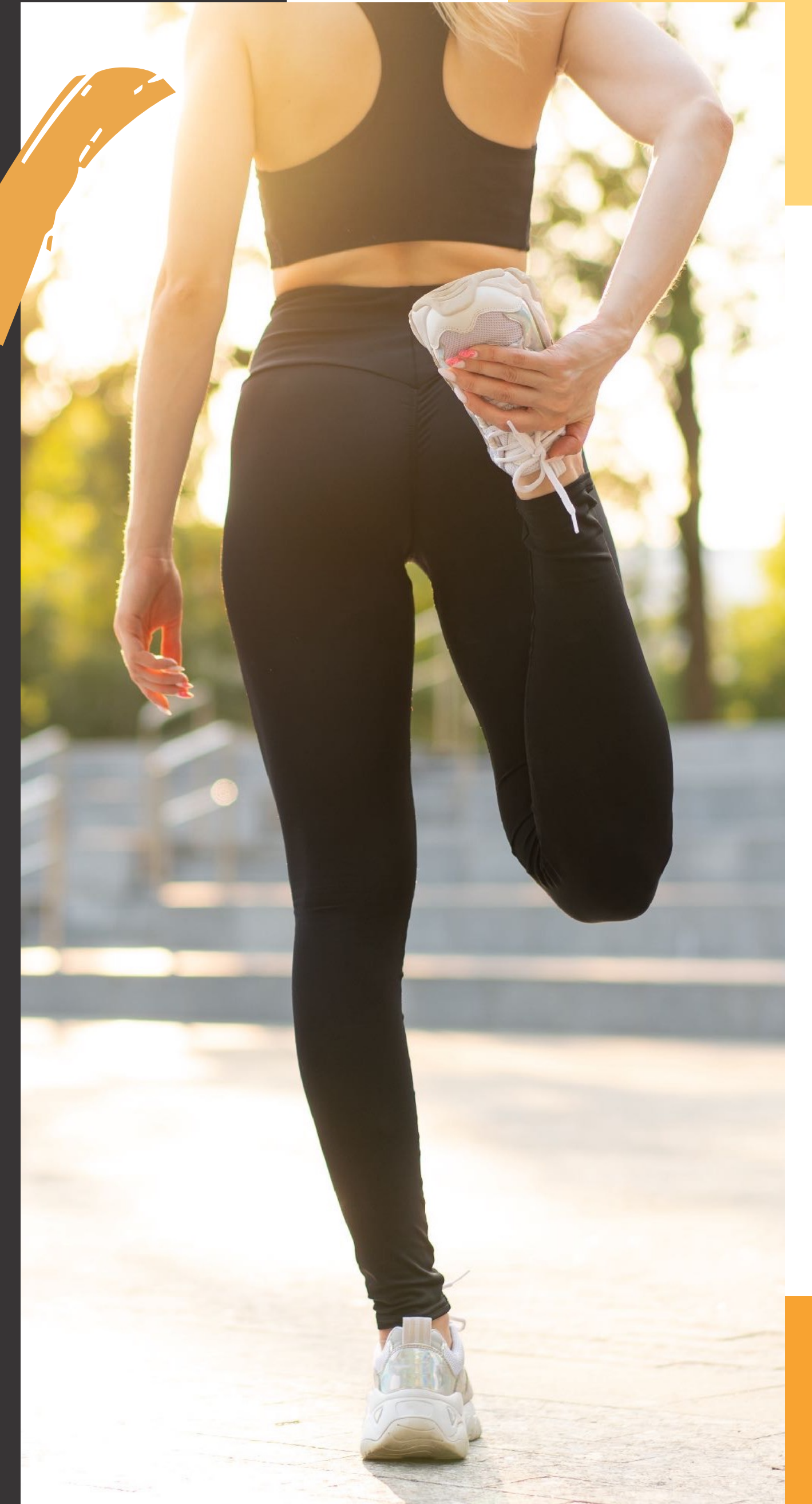


Associates **EARN**

1 **20% Affiliate Bonus** on sales of personally-sponsored Affiliates

2 **100% SVP** roll on Affiliate personal purchases

40% SVP roll on all Affiliate sales in the organization



20%

Affiliate Bonus

EXAMPLE

The bonus is based on the **EARNINGS** of the sponsored Affiliate

Sponsored Affiliate earns **\$200** in commissions

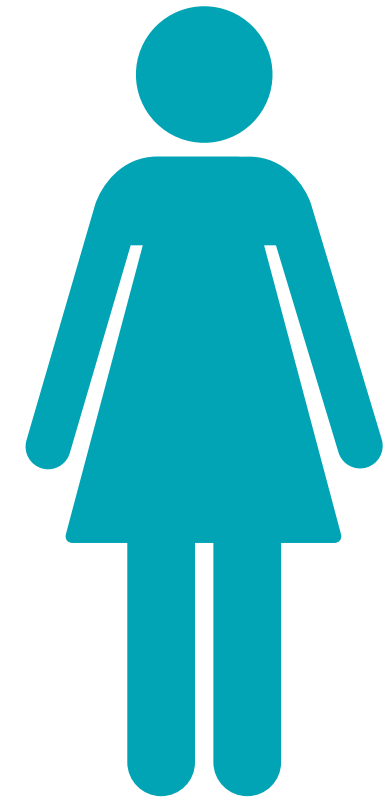
Affiliate SPONSOR earns
Bonus \$40 ($\$200 \times 20\%$)

EARNING

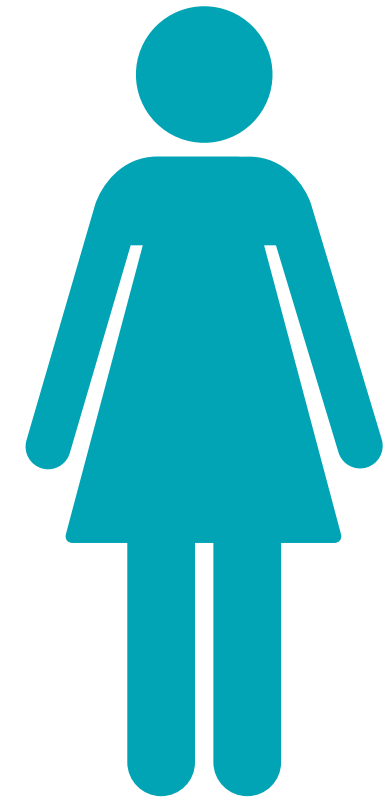
examples

How the Affiliate Program
PAYS!

Tia is an **Affiliate**.



Tia is an **Affiliate**.



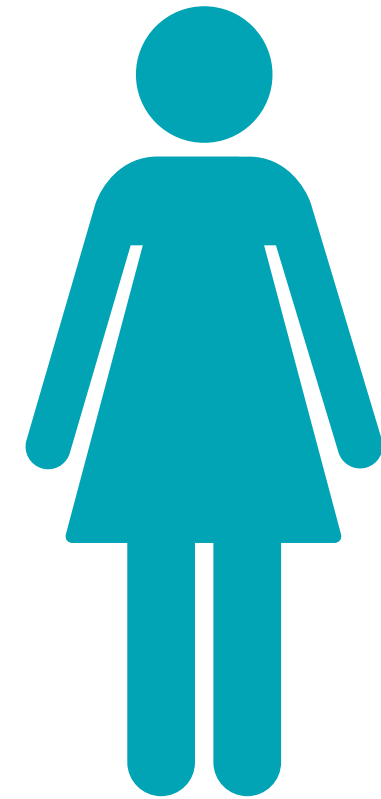
She enrolls 5 Customers who each purchase a HealthPak.



\$133.95



Tia is an **Affiliate**.



She enrolls 5 Customers who each purchase a HealthPak.



\$133.95



Tia earns a **\$133.95** commission.



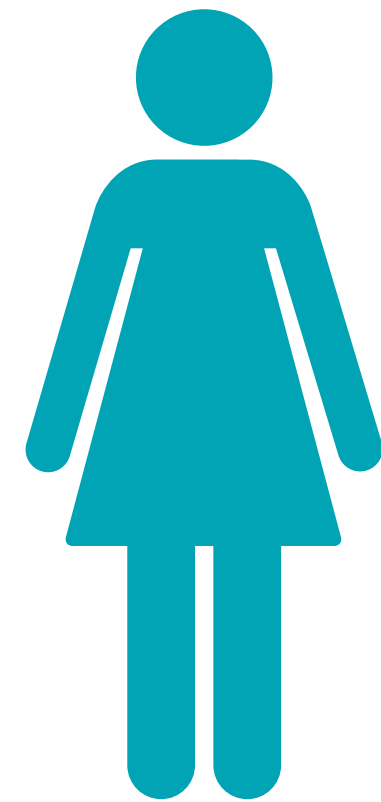
AFFILIATE

$$\begin{aligned} \$133.95 \times 5 &= \\ \$669.75 \times 20\% & \end{aligned}$$

15-20% commissions
from product sales

10% Referral Program
on personally-sponsored Affiliate
commission earnings

Tia doubles her efforts.



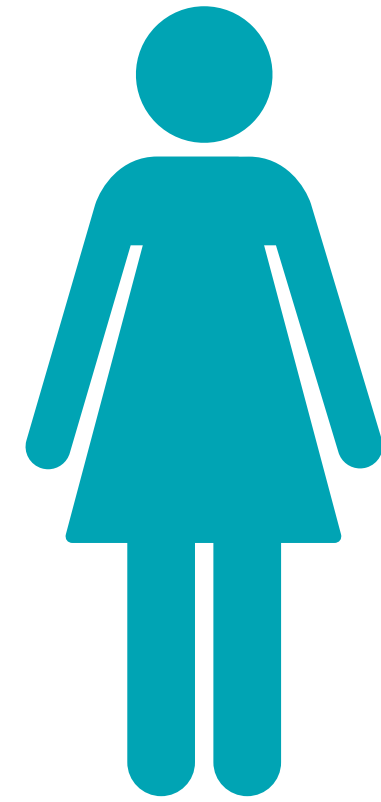
She now enrolls 10 Customers who each purchase a HealthPak.



\$133.95



Tia doubles her efforts.



She now enrolls 10 Customers who each purchase a HealthPak.



\$133.95



Tia earns a **\$267.90** commission.



AFFILIATE

$$\begin{aligned} \$133.95 \times 10 &= \\ \$1,339.50 \times 20\% & \end{aligned}$$

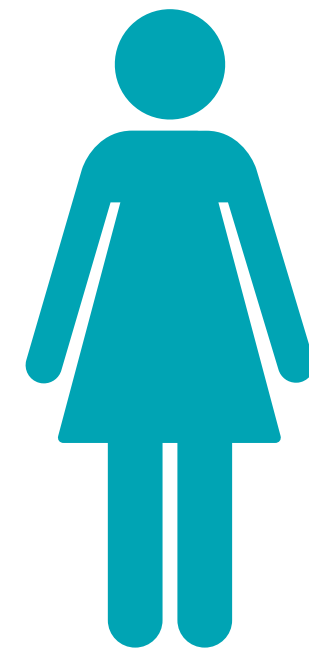
15-20% commissions
from product sales

10% Referral Program
on personally-sponsored Affiliate
commission earnings



Sven is an **Associate**.

He sponsors Ava
as an **Affiliate**.

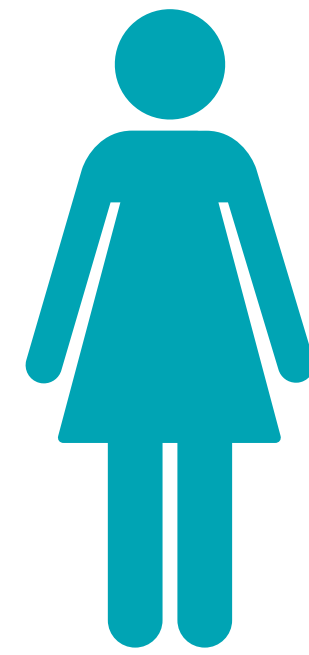


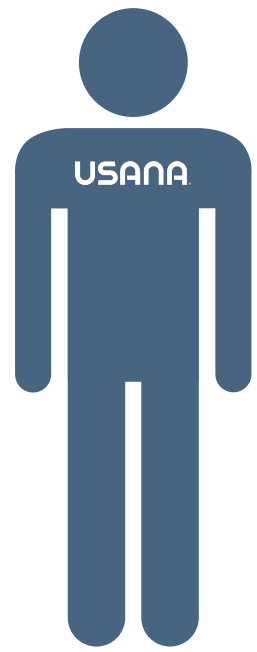


Sven is an **Associate**.

He sponsors Ava as an **Affiliate**.

She purchases a Health Pak.

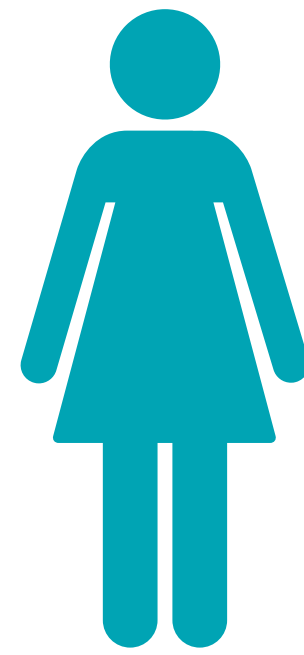




Sven is an **Associate**.

He sponsors Ava as an **Affiliate**.

She purchases a Health Pak.



\$133.95
100 points



100 SVP roll up.

100 SVP

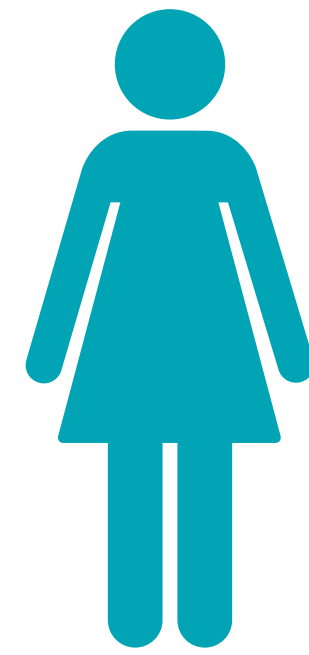
ASSOCIATE

100% SVP
on Affiliate purchases





Sven sponsored Ava as an **Affiliate**.



Ava now enrolls a Customer who also purchases a HealthPak.



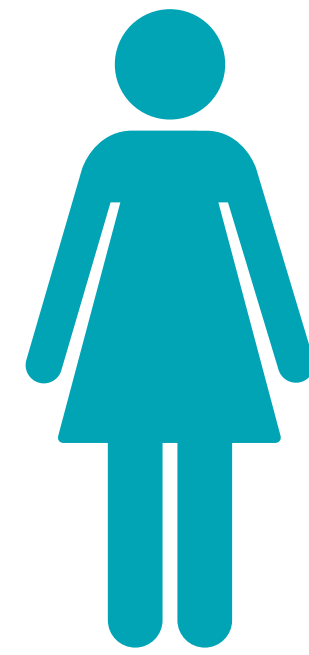
\$133.95
100 points





Sven sponsored Ava as an **Affiliate**.

Ava now enrolls a Customer who also purchases a HealthPak.



\$133.95
100 points



40 SVP rolls up from the HealthPak purchased by Ava's Customer.

100 SVP x 40%

ASSOCIATE

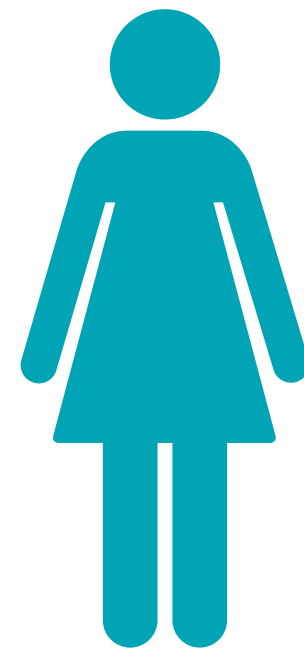
100% SVP
on Affiliate purchases

40% SVP
on Affiliate sponsorships / referrals





Sven sponsored Ava as an **Affiliate**.



Ava now enrolls a Customer who also purchases a HealthPak.



\$133.95
100 points



40 SVP rolls up from the HealthPak purchased by Ava's Customer.

Ava earns a **\$26.79** commission.



AFFILIATE

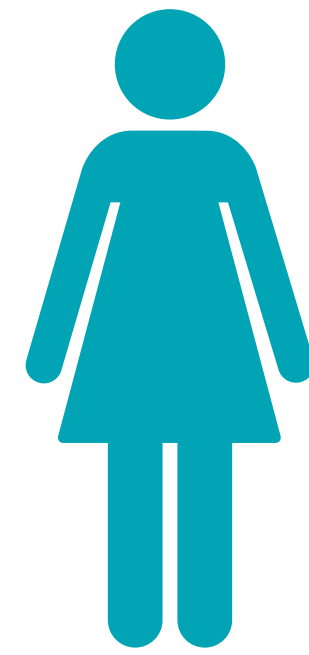
$\$133.95 \times 20\%$

15-20% commissions
from product sales

10% Referral Program
on personally-sponsored Affiliate
commission earnings



Sven sponsored Ava as an **Affiliate**.



Ava now enrolls a Customer who also purchases a HealthPak.



\$133.95
100 points



40 SVP rolls up from the HealthPak purchased by Ava's Customer.

Ava earns a **\$26.79** commission.

Sven earns **\$5.36**.

\$26.79 x 20%

ASSOCIATE

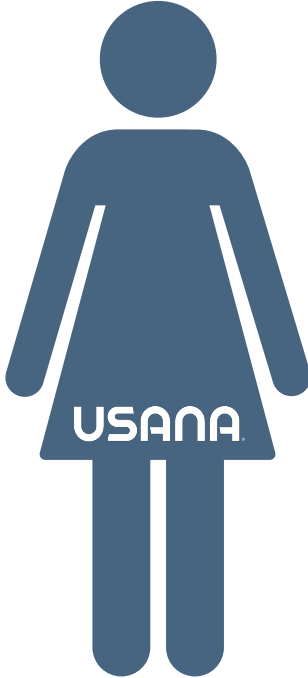
100% SVP
on Affiliate purchases

40% SVP
on Affiliate sponsorships / referrals

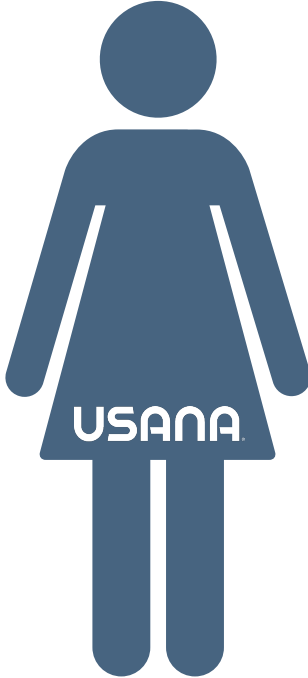
20% of commissions
from Affiliate Bonus



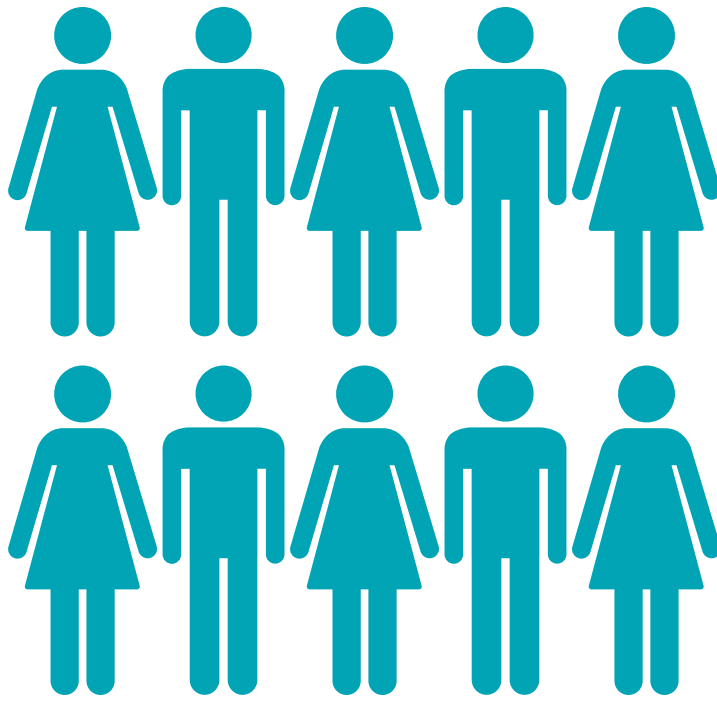
Sofia is an **Associate**.



Sofia is an **Associate**.



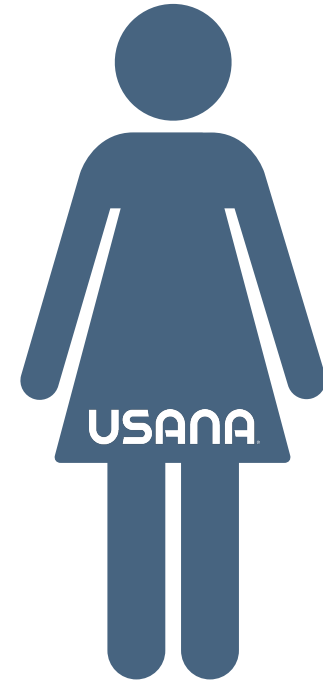
She sponsors **10 Affiliates** who each purchase a HealthPak.



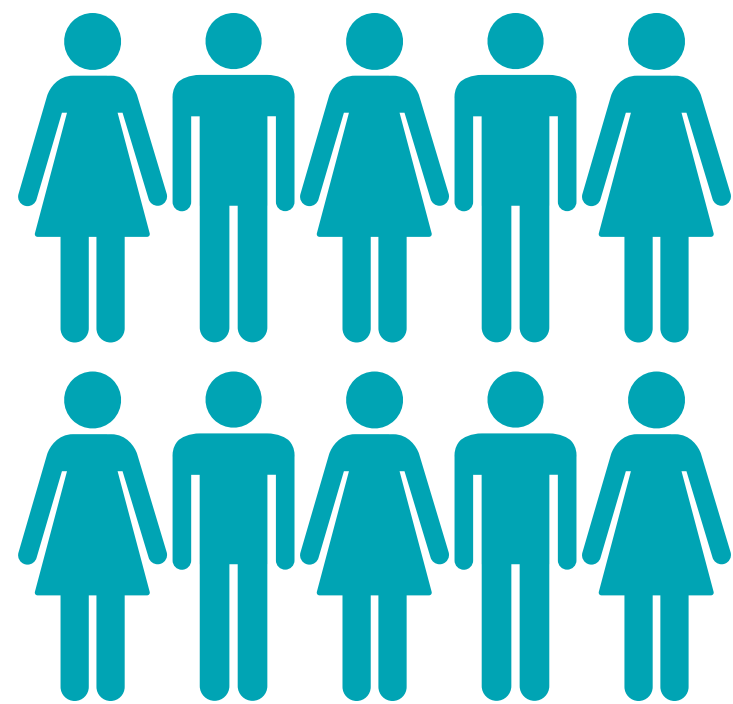
\$133.95
100 points



Sofia is an **Associate**.



She sponsors **10 Affiliates** who each purchase a HealthPak.



\$133.95
100 points



1,000 SVP rolls up on those purchases.

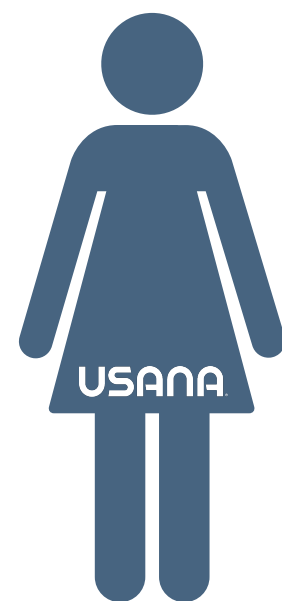
ASSOCIATE

100 SVP x 10

100% SVP
on Affiliate purchases



Sofia steps up her game even more.

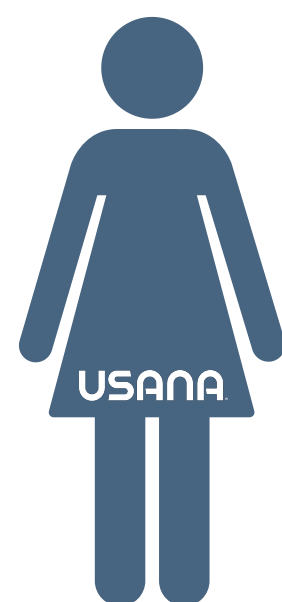


She helps those **10 Affiliates**
each enroll 10 Customers.

Each Customer purchases a HealthPak.



Sofia steps up her game even more.



She helps those **10 Affiliates** each enroll 10 Customers.

Each Customer purchases a HealthPak.

An infographic showing 10 blue female icons, 100 yellow female icons, a price tag for \$133.95 and 100 points, and a box of USANA HealthPak. The HealthPak box is labeled "USANA healthpak WITH INTELLIGENCE TECHNOLOGY PREMIUM NUTRITIONAL SUPPORT Dietary Supplement 28 s.c. / c.m. tablets".

4,000 SVP rolls up on those purchases.

ASSOCIATE

100% SVP
on Affiliate purchases

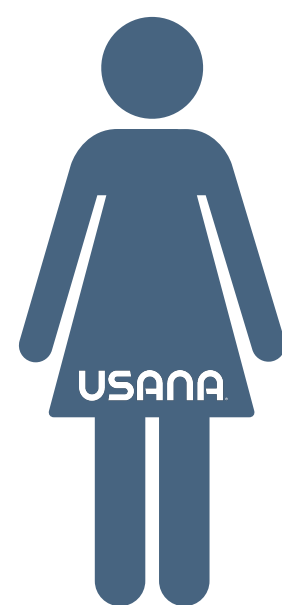
$$100 \text{ SVP} \times 100 = 10,000 \times 40\%$$

40% SVP
on Affiliate sponsorships / referrals

20% of commissions
from Affiliate Bonus



Sofia steps up her game even more.



She helps those **10 Affiliates**
each enroll 10 Customers.

Each Customer purchases a HealthPak.



4,000 SVP rolls up on those purchases.

Each Affiliate earns a **\$267.90** commission.



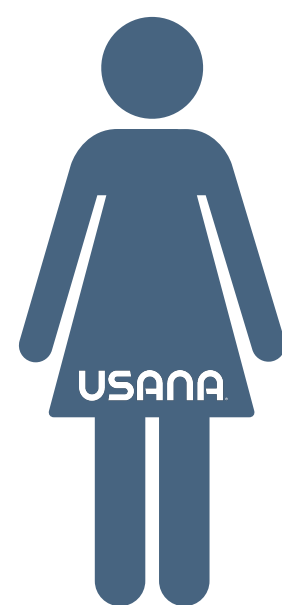
AFFILIATE

$$\begin{aligned} & \$133.95 \times 10 = \\ & \$1,339.50 \times 20\% \end{aligned}$$

15-20% commissions
from product sales

10% Referral Program
on personally-sponsored Affiliate
commission earnings

Sofia steps up her game even more.



She helps those **10 Affiliates**
each enroll **10 Customers.**

Each Customer purchases a HealthPak.



4,000 SVP rolls up on those purchases.

Each Affiliate earns a **\$267.90** commission.

Sofia earns **\$535.80** from the Affiliate Bonus.

ASSOCIATE

100% SVP
on Affiliate purchases

40% SVP
on Affiliate sponsorships / referrals

20% of commissions
from Affiliate Bonus

267.90
x 10 Affiliates
x 20%



How the Affiliate Program **PAYS!**



ASSOCIATE

100% SVP
on Affiliate purchases

40% SVP
on Affiliate sponsorships / referrals

20% of commissions
from Affiliate Bonus

AFFILIATE

15-20% commissions
from product sales

10% Referral Program
on personally-sponsored Affiliate
commission earnings

		Preferred Customer	<i>Affiliate</i>	Associate
Enrollment & Account	Need to Purchase Welcome Kit			\$9.95
	SSN Required			✓
	Placement	Attach to a Business Center	In the Tree	In the Tree
	Auto Order Discount	✓	✓	✓
	Annual Fee			\$20
	BC Activation			✓
	Need to be Commission Eligible			✓
Income & Incentives	Able to Refer PCs	Yes 10% Product Voucher	Yes 15-20% Commission	Yes 10% Commission
	Able to Refer Affiliates		Yes 10% Referral Program	Yes 20% Affiliate Bonus
	Able to Refer Associates			✓
	Weekly Binary Commission (Access to Binary ComPlan)			✓
	Matching/Leadership/Elite Bonus			✓
	Recognition & Incentives			✓

A person is sitting on a light-colored, ribbed couch, holding a white tablet. The person's hands are visible, with dark nail polish and a ring on the left hand. They are wearing dark green pants. The background shows the couch and a wall with vertical black and white stripes.

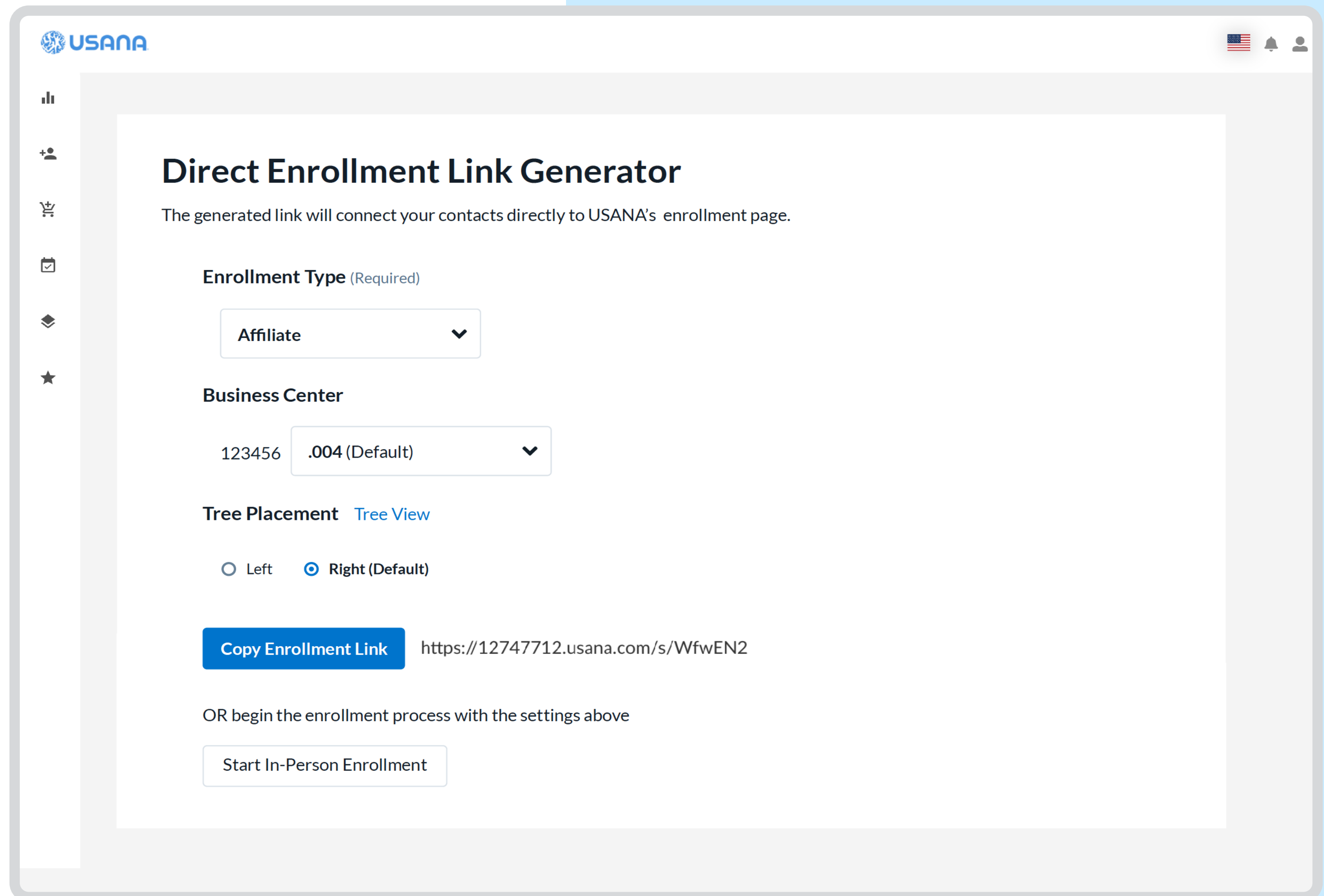
Affiliate

Digital Experience

Enrolling a New Affiliate

ASSOCIATE TOOLS

Use our updated Direct Enrollment Link Generator in The Hub to create a direct link to the Affiliate enrollment experience.



The screenshot shows a web interface for the USANA Direct Enrollment Link Generator. The page title is "Direct Enrollment Link Generator" and it includes a sub-header: "The generated link will connect your contacts directly to USANA's enrollment page." The form contains the following fields and options:

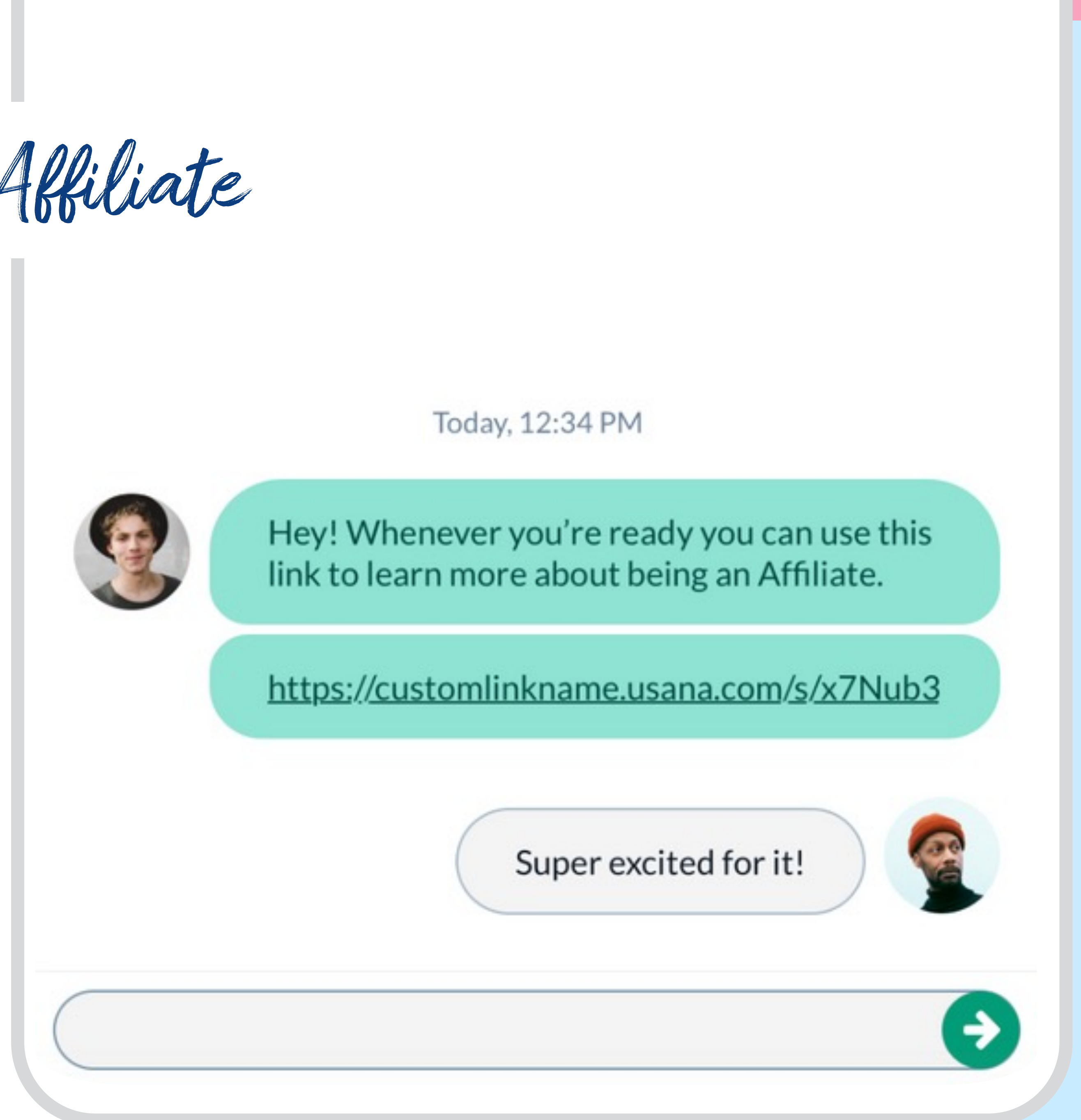
- Enrollment Type (Required):** A dropdown menu with "Affiliate" selected.
- Business Center:** A field containing "123456" and a dropdown menu with ".004 (Default)" selected.
- Tree Placement:** A section with a "Tree View" link and two radio buttons: "Left" (unselected) and "Right (Default)" (selected).
- Copy Enrollment Link:** A blue button that, when clicked, displays the URL: <https://12747712.usana.com/s/WfwEN2>.
- Start In-Person Enrollment:** A button for starting the enrollment process without a link.

*Designs are sample mockups that feature sample text and imagery. There will be slight changes in the experience once the program launches.

Enrolling a New Affiliate

DIRECT ACCESS TO SIGN UP

Just copy and paste your direct enrollment link in an email, text, or on social media and potential Affiliates are sent directly to an Affiliate Info Page and sign-up form.



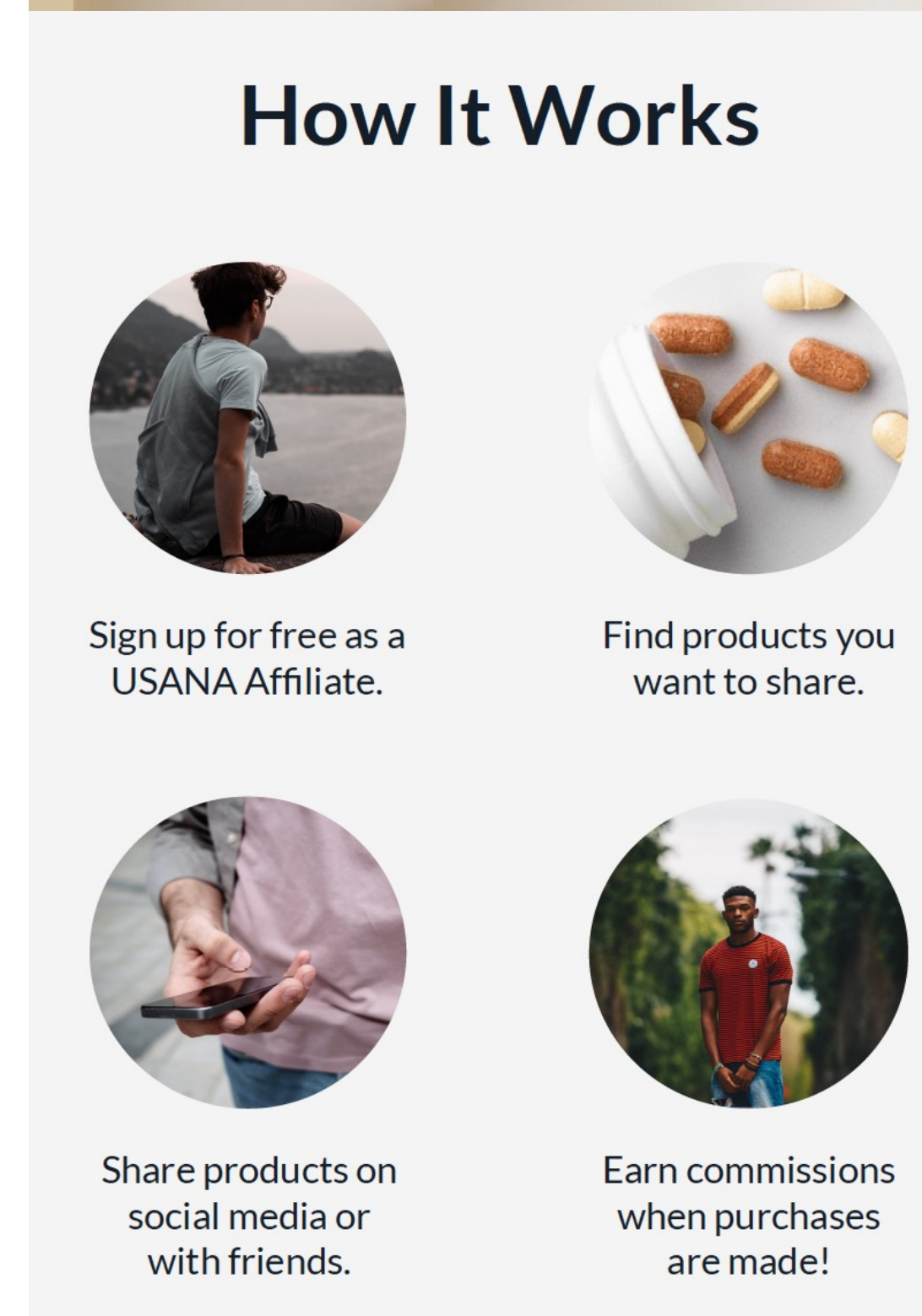
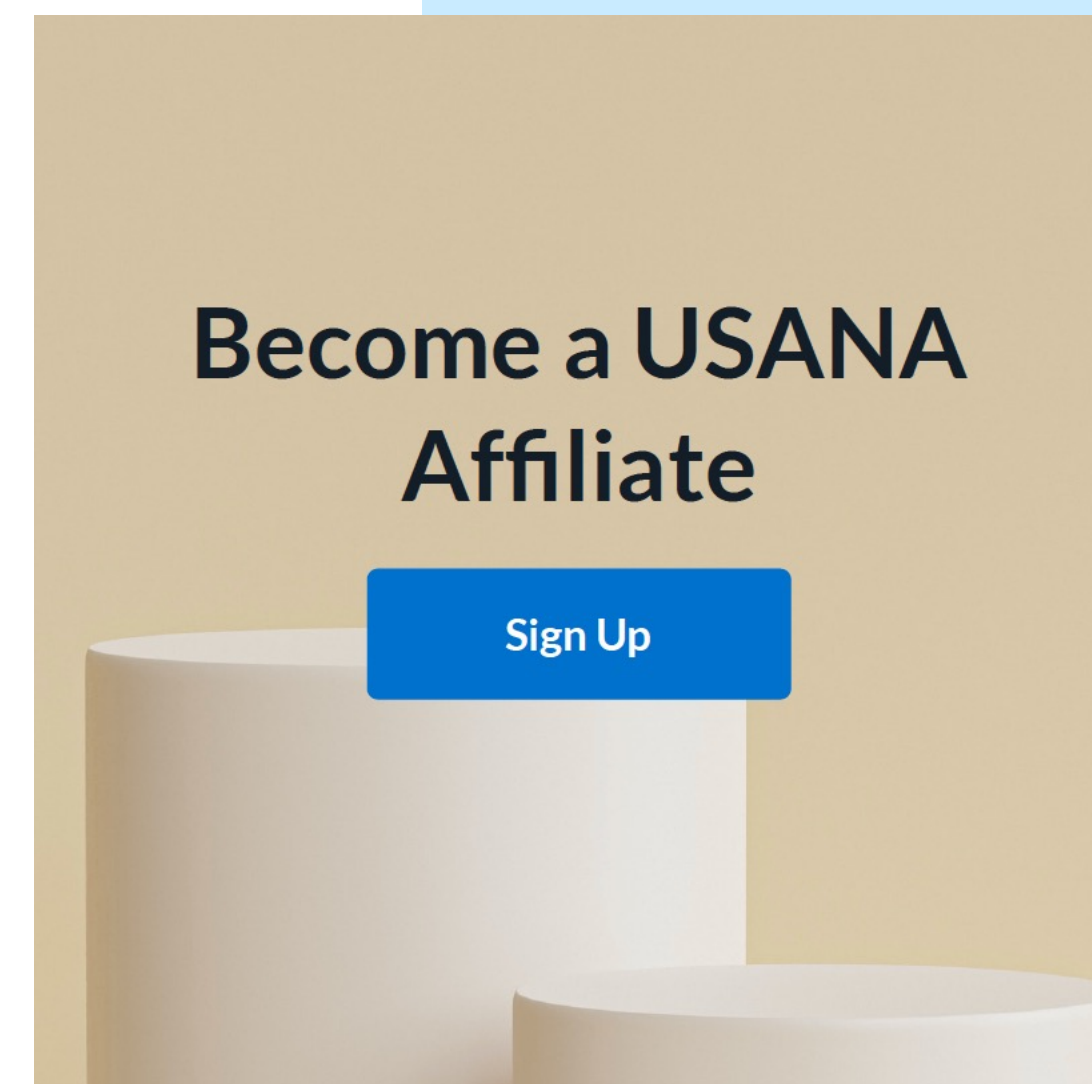
*Designs are sample mockups that feature sample text and imagery. There will be slight changes in the experience once the program launches.

Affiliate Info Page

DISCOVER WHAT IT MEANS TO BE AN AFFILIATE

When a potential Affiliate clicks on your link, they land on a marketing information page featuring details on how the program works to encourage them to sign up and feel excited.

*Designs are sample mockups that feature sample text and imagery. There will be slight changes in the experience once the program launches.



Text Header

Here's some body text. We will not be adding any HTML styling here, it will just be plain text. We need to define limits for this section still as well.



Affiliate Sign-Up

SIMPLE & EASY STEPS

Once an Affiliate clicks "Sign Up", they just need to fill out a few simple fields and then they're done!

*Designs are sample mockups that feature sample text and imagery. There will be slight changes in the experience once the program launches.

Affiliate Sign Up

Create your Affiliate account to access your sharable links and start sharing and earning right away.

Personal Info

First Name

Last Name

Email

Confirm Email

Account Info

Username

Password

Show

Confirm Password

Show

Password Tips

- Your password needs to be longer
- Don't use your name or other easy-to-guess personal information.
- Don't use strings of numbers or letter like "1234" or "abcd".

Address Info

Address Line 1

+ Add Another Line

City

State

Postal Code

Phone Number

Do you want to receive USANA's marketing text notifications
(Optional)

Message about wanting to receive communications from sponsor*
(Optional)

Message about accepting USANA's [Terms and Conditions](#)

Sign Up

Affiliate Dashboard

SIMPLE DATA & SHARING CENTER

This is an Affiliate's one-stop shop to view earnings, access personalized shareable links, see reporting, and manage their account.

*Designs are sample mockups that feature sample text and imagery. There will be slight changes in the experience once the program launches.

AFFILIATE DASHBOARD My Account ▾


Welcome, Jane!

COMMISSION
\$0

Get started sharing today!
[View our suggested products](#)


TOTAL COMMISSION
\$0

UNITS SOLD
0 units



Metabolism+
\$35.20
Preferred Price \$32.00

[Copy Link](#)



Proflavanol C100
\$48.35
Preferred Price \$43.95

[Copy Link](#)

FIRST-TIME USER VIEW

Affiliate Dashboard

DYNAMIC & ENGAGING

Once an Affiliate starts sharing, earning commissions, and getting customers their dashboard becomes more dynamic.

Signals when there are actions steps needed.

Shows personalized sales reports to help Affiliates understand which products to share next.

DESKTOP VIEW

AFFILIATE DASHBOARD My Account

Welcome Back, Jane!

COMMISSION
\$2,452 ⚠

Payment info has not been collected.
[Add payment method](#)

TOTAL COMMISSION
\$23,137
(Since 1/1/2022)

UNITS SOLD
231

Ad Title and Info

Check out USANA and our incredible products with this intro course! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Recommended Products

Metabolism+ \$35.20 Preferred Price \$32.00	Proflavanol C100 \$48.35 Preferred Price \$43.95	Coconut Craze Collagen Protein Bar \$39.55 Preferred Price \$35.95	BiOmega \$27.45 Preferred Price \$24.95	Vita Antioxidant \$47.25 Preferred Price \$42.95
Copy Link	Copy Link	Copy Link	Copy Link	Copy Link

Best-Selling Products

	Metabolism +	Units sold: 236	Copy Link
	Vitalizing Serum	Units sold: 216	Copy Link
	Coconut Craze Collagen Protein Bar	Units sold: 193	Copy Link
	BiOmega	Units sold: 182	Copy Link
	MagneCal D	Units sold: 174	Copy Link

Affiliate Resources

SET UP FOR SUCCESS

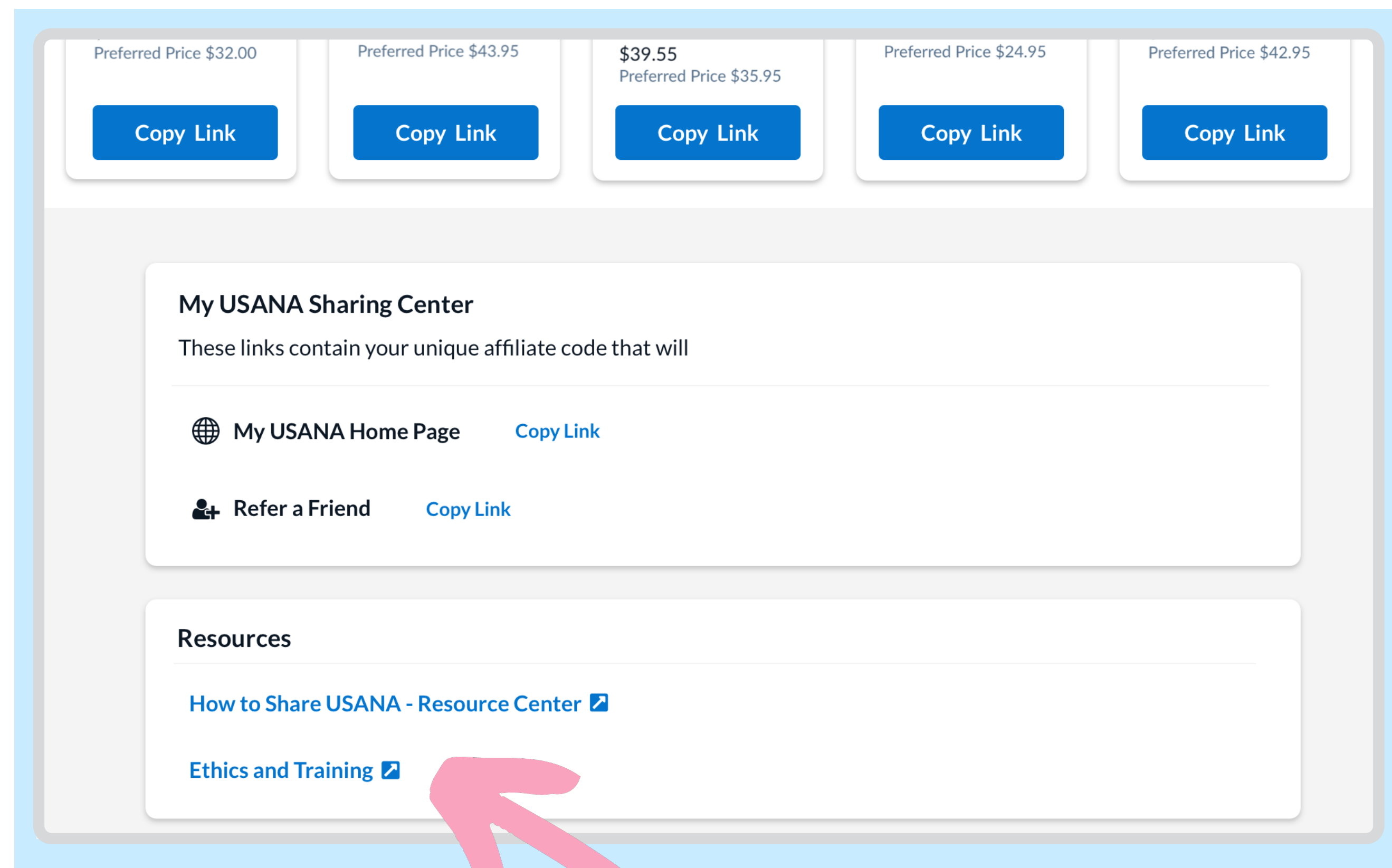
From their dashboard, Affiliates have access to onboarding assets that include:

Product and lifestyle training

Guides to simple sharing

Shareable templates

A digital welcome kit (coming early 2023)



The screenshot displays an affiliate dashboard interface. At the top, there are five product cards, each with a 'Preferred Price' and a blue 'Copy Link' button. The prices are: \$32.00, \$43.95, \$39.55 (with a preferred price of \$35.95), \$24.95, and \$42.95. Below these is a section titled 'My USANA Sharing Center' with the text 'These links contain your unique affiliate code that will'. It lists two items: 'My USANA Home Page' and 'Refer a Friend', each with a 'Copy Link' button. A second section titled 'Resources' contains two links: 'How to Share USANA - Resource Center' and 'Ethics and Training', both with external link icons. A large pink arrow points from the bottom right towards the 'Ethics and Training' link.

More Ways to Share!

SHARE WITH YOUR PERSONAL USANA WEBSITE

Whenever you share your personal USANA website, your potential Affiliates can access the Affiliate sign-up process.

They can find the sign up in two ways.

Coming early 2023

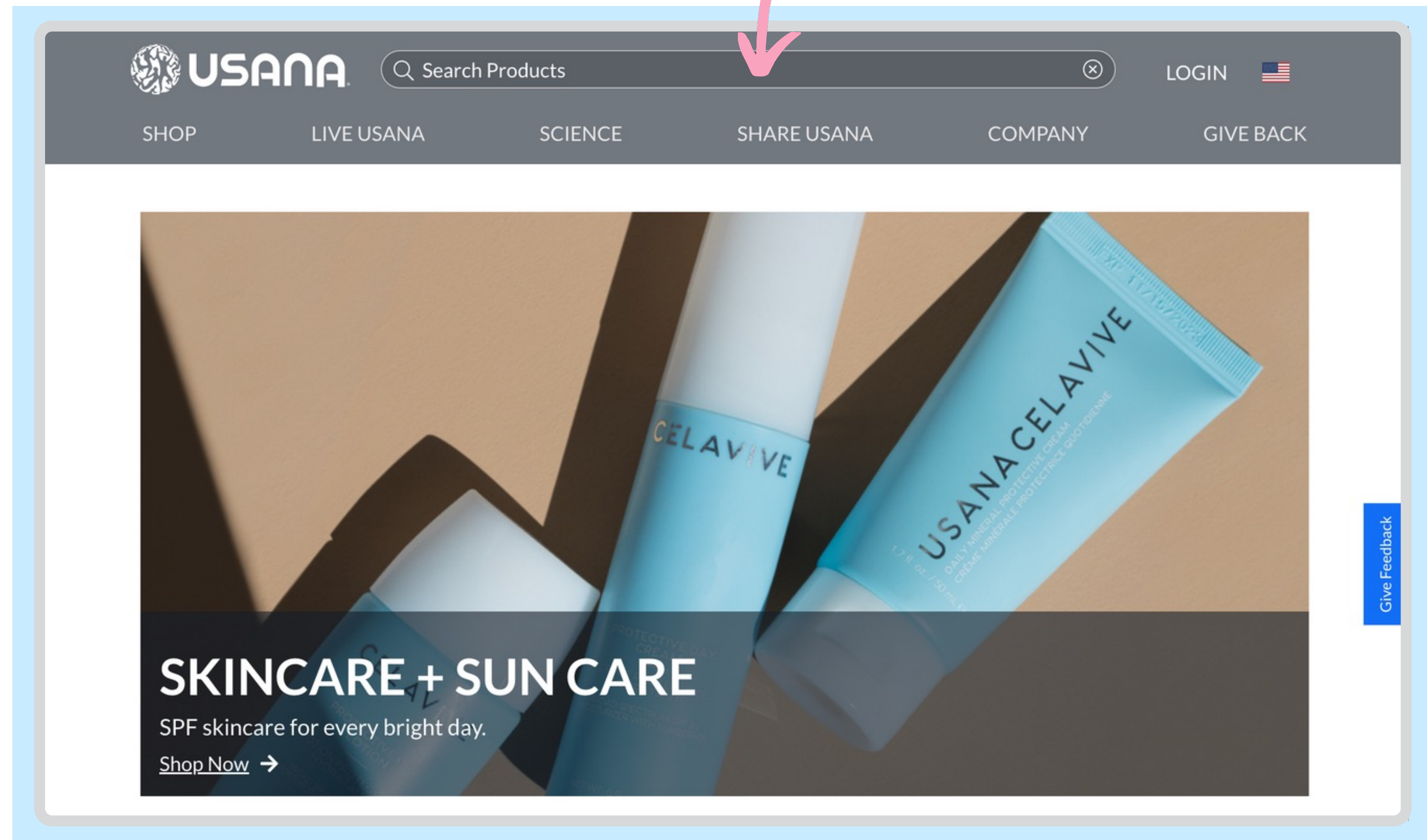
OPTION 1
Click on Shop Ad

The screenshot displays a USANA website interface. At the top, there are seven circular icons representing different categories: Nutritional (a pill bottle), Skincare (a tube of cream), Active Nutrition (a bowl of fruit), Healthy Living (a classical building), Business Tools (a laptop), USANA Gear (a blue bottle), and Donate (the USANA logo). Below these is a 'Featured Products' section with four items: Metabolism+ (\$8.00, Retail: \$35.20), Coconut Craze Collagen Protein Bar (\$8.99, Retail: \$39.55), HealthPak (\$33.49, Retail: \$147.35), and Vitalizing Serum (\$16.25, Retail: \$71.50). The bottom section features three promotional banners: 'A Smart Way to Support Your Brain*' with a product image, 'Take the Recommendation Quiz' with a smartphone image, and 'Become a USANA Affiliate' with a photo of two women and a 'Learn More' button.

More Ways to Share!

SHARE WITH YOUR PERSONAL
USANA WEBSITE

OPTION 2
Click on Share USANA tab
on USANA.com



Affiliate Program Experiences



Associate-to-Affiliate



New USANA Affiliate



Experienced USANA
Affiliate

*Digital
Affiliate*
WELCOME KIT



Marketing Engagement Program

Support USANA
provides to Affiliates.

- 1 Affiliate Specific Communications**
Targeted messaging.
- 2 Sharing Support**
Target Affiliates with relevant info for simple sharing and access to the latest content.
- 3 Brand Excitement**
Help build strong connections with regular USANA-direct messaging.
- 4 Collaboration**
Work to understand Affiliate needs to drive continuous development and create better experiences.

Who is it for?

EVERYONE

but particularly
people who like to
easily share products
and earn.



Fitness Instructors

Personal Trainers

Health Coaches

Healthcare Practitioners

Licensed Massage Therapists

Local Influencers

Younger Demographic





How to Engage

How do I share *Affiliate* vs. *Associate*?

It's less about what you're saying, and more about what questions you're asking:

Do you have an online presence?

Are you currently working in the beauty or wellness industry?

Are you interested in making money?

Do you use social media?

Do you want to grow your online presence?

Do you like to work with a team or individually?

Do you want to develop leadership skills?

What type of side income do you want to earn?

Do you consider yourself an entrepreneur?

Do you typically share wellness information with other people?

Are you currently partnered with companies as an Affiliate?

Do you have the money to start a business?



You can build
In-person, too!

The Affiliate program isn't just about social media engagement – you can also engage affiliates off-line, too.

Posting on social helps your off-line life.

When someone says hi to you in the grocery store, it's the same as a "like" on social media.

Off-line, you simply take it a step further.

Use QR codes to drive people to your IG and or FB, USANA website, etc.



Engaging a potential

New Affiliate

Talk to them like an influencer.
Share how USANA can benefit them
(opportunity to earn, healthy lifestyle,
etc.), as everyone can influence someone.

Pique their interest.
Grab their attention, use their name in-
person or in the subject line of an email (a
standard practice in the influencer
industry).



Engaging a potential

New Affiliate

Grab their attention.

Start with something you noticed on social media that compliments them.

Desire.

Give them a glimpse of future opportunity and how they can earn.

Action.

Tell them what they can do next.



Partnership Inquiry

From: Riley Cappellucci



To: Julie@myfriendjulie.com

Cc Bcc

Subject: JULIE x USANA

Priority v

Hi Julie. I recently stumbled across your IG profile and love following the adventures of you and your sweet family.

The camping trip that you went on last weekend looked like it was a blast! You convinced me to visit the NC mountains this fall.

After looking at the content you share with your community, I think you would benefit from a new affiliate opportunity that USANA, a high-end health and wellness brand, just launched.

I would love to share more about this affiliate opportunity with you that allows you to share products you love with your community and earn a 15%-20% commission on sales generated.

Let me know if you're interested and I can send over more details!

Talk to you soon,

Riley Cappellucci

How to engage

Your Current Team

and leverage opportunity!



PCS USING THE REFERRAL PROGRAM

These are people that see the benefits of the products and already share the products.

Hey! I hope you're doing great. USANA just launched a new Affiliate Program. I thought of you because you already share USANA products, and now you can earn 15-20% cash for everything you sell. There is no building a team, and no AO requirements. Hit me up if you want to know more!



How to engage

Your Current Team

and leverage opportunity!



INACTIVE PCS, AND ASSOCIATES

These are people that for one reason or another decided not to stay active with USANA.

Hey! I hope you're doing great. USANA just launched a new Affiliate Program. I thought of you because it's so simple! You earn 15-20% for everything you sell. There is no building a team, and no AO requirements. Hit me up if you want to know more!



What's Next?

Official
LAUNCH

JAN 2023

Soft
LAUNCH

Nov 21, 2022

For more info, go to the Hub.





USANA

Affiliate Program