



CUSTOMER CATALOG FALL/WINTER 2019

USANA
THE CELLULAR NUTRITION COMPANY

WHY SUPPLEMENT?

Every day, your body produces billions of new cells. They take in nutrients, grow, and duplicate. Providing optimal nutrition for these cells is essential to your health.

Micronutrients—vitamins and minerals—are vital. Vitamins are essential for normal metabolism, healthy growth, and development. Minerals help build strong bones and teeth, and they are essential components of enzymes and enzyme systems. They also support immunity, regulate metabolism, and aid digestion.*

Diet and nutrition are important factors in the maintenance of good health, but, as healthy dietary choices decline, so do our bodies' natural abilities to perform at their optimal levels.

You are unique, and your health regimen should reflect your individual lifestyle. You deserve personalized nutrition that addresses your overall macronutrient and micronutrient needs. And if you want to think and perform at your best, USANA is the company for you.

Adding high-quality vitamin and mineral supplements to your diet is the easiest way to support your health.*

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



Ask your Independent Associate for more information.

USANA CELLSSENTIALS® InCelligence TECHNOLOGY® Olivitol®

Building a Solid Foundation for Better Health

Cellular nutrition is the foundation for good health. While there is no replacement for a healthy diet, the USANA CellSentials® can help ensure you get the proper amounts of key vitamins and antioxidants your body needs to function at its best. Formulated with the innovative USANA InCelligence Technology®, USANA's best-selling core supplements help reprogram routine cellular aging processes to promote better, long-term health.*



#101
USANA CellSentials®

Together, Core Minerals and Vita Antioxidant make up the USANA CellSentials. This exclusive combination of high-potency nutrients and antioxidants targets and helps restore cellular efficiency to promote better health, every day.*

Preferred Price: \$53.95



#102
Core Minerals

A premium blend of bioavailable essential minerals and ultra-trace minerals that support every cell, organ, and structure in the body. For best results, use with Vita Antioxidant.*

Preferred Price: \$18.95



#103
Vita Antioxidant

Contains optimal amounts of essential vitamins and antioxidants, formulated with our exclusive InCelligence Complex to support healthy cell function throughout the body.*

Preferred Price: \$40.95



#100
HealthPak™

Provides a full daily dose of the USANA CellSentials®, as well as MagneCal D™ and the exclusive CellSentials Booster in convenient AM and PM packs.* Made with USANA InCelligence Technology.

Preferred Price: \$131.95



MYHEALTHPAK™

You are uniquely you, and you deserve nutrition catered to your individual needs. MyHealthPak™ offers a personalized approach to health, making it easy to get the nutrition you require every day with customizable AM and PM packs.



MyHealthPak™

Create your personalized MyHealthPak today, and USANA will send you a 28-day supply of convenient, daily AM and PM packs.

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#110
Proflavanol® C¹⁰⁰
Combines antioxidant bioflavonoids from grape-seed extract with high-potency Poly C[®] to support the health of your immune and cardiovascular systems, as well as youthful-looking skin.*
Preferred Price: \$43.95

#137
Proflavanol® C²⁰⁰
Provides top quality grape-seed extract at a level twice as strong as Proflavanol C¹⁰⁰.
Preferred Price: \$44.95 28ct
Preferred Price: \$57.95 56ct

CARDIOVASCULAR & NERVOUS SYSTEM

Stay Sharp, Focused, and Young at Heart

USANA's unique cardiovascular and nervous system Optimizers deliver scientifically validated ingredients. These nutrients help maintain your cardiovascular health by supporting healthy circulation and retaining healthy, normal cholesterol levels.*

The nutrients found in these Optimizers feed your nervous system, which collects and processes information from inside and outside the body, so you can stay sharp and focused.*

CELLULAR FUNCTION

The Science of Nourishing Healthy Cells

Good health begins from the inside, starting with proper nourishment on the most basic, cellular level. Because your cells are the primary source of your body's energy supply, USANA has created these products to optimize your cellular function and help you feel your best.*

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



#123
CoQuinone® 30
Supplies the body with highly absorbable coenzyme Q10. Critical for generating the energy needed to power your cells, especially those in the energy-hungry heart and brain, to help you feel youthful, healthy, and energized.
Preferred Price: \$37.95



#142
CoQuinone® 100
Provides more than three times the strength of regular CoQuinone in one convenient dose.
Preferred Price: \$39.95 28ct
Preferred Price: \$55.95 56ct



#126
USANA® CopaPrime+™
Targeted optimizer supporting cognitive performance and brain health to help you find focus in a busy world and maintain peak mental performance through both work and home life.*
Preferred Price: \$36.95



#113
Visionex® DS
Helps maintain healthy visual performance and protect the delicate tissues of the eye from photo-oxidation, and supports long-term eye health by providing significant doses of zinc and vitamin C, plus lutein and zeaxanthin.*
Preferred Price: \$34.95



#122
BiOmega™
Produced from purified cold-water, deep-sea fish oil and rich in omega-3 fatty acids, BiOmega provides EPA and DHA for cardiovascular and joint health support as well as healthy neurological and intellectual development.*
Preferred Price: \$23.95



#109
USANA® Vitamin D
A safe and easy way to get an advanced amount of vitamin D to support healthy bone growth and cellular health.*
Preferred Price: \$20.95



#146
Proglucamune®
Contains zinc and the USANA InCelligence Technology® Beta-Glucan Complex with reishi, shiitake, and baker's yeast extract. This powerful combination supports healthy immunity, adaptation to mild, occasional stress, and supports your natural defenses.*
Preferred Price: \$45.95



#143
Booster C 600™
A delicious, lemon-berry flavored powder that can be taken straight or mixed with water. Booster C 600 comes in convenient, single-serve stick packs, so you can carry your personal immunity support wherever you go.*
Preferred Price: \$35.95

ENDOCRINE SYSTEM

Using the Science of Natural Extracts to Bring Balance to Your Body

The endocrine system is a group of glands that regulates body processes by producing hormones, the chemical messengers in the body.

SKELETAL SYSTEM

A Measured Approach to Keeping Your Bones and Joints Healthy

Bones, cartilage, and connective tissues make up the skeletal system. This important framework of the body allows for a wide range of movement and protects internal organs.



#128
Palmetto Plus™

Designed for men concerned with maintaining healthy prostate function.*

Preferred Price: \$35.95



#129
EstroPro™

A naturally derived women's health supplement designed to ease common menopausal symptoms while contributing to cardiovascular and bone health.*

Preferred Price: \$24.95



#141
Pure Rest™

This fast-acting, orange-flavored melatonin supplement is designed to give you the rest you so greatly deserve.*

Preferred Price: \$16.95



#131
Procosa®

A groundbreaking joint-health formula with the USANA InCelligence Technology® Joint-Support Complex of Meriva®† bioavailable curcumin and vegetarian glucosamine. Helps maintain healthy cartilage for optimal mobility.*

Preferred Price: \$33.95

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



#120
MagneCal D™

A balanced magnesium and calcium supplement fortified with vitamin D to support bone health, muscle function, and energy metabolism.*

Preferred Price: \$21.95



#121
Active Calcium™ Chewable

A chewable tablet for adolescents and adults featuring equal amounts of magnesium and calcium, fortified with vitamin D.*

Preferred Price: \$29.95



#112
USANA® Vitamin K2

A highly effective vitamin K2 supplement for advanced cardiovascular and bone support.*

Preferred Price: \$24.95

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DIGESTIVE SYSTEM

Getting to the Core of Good Health

From the mouth to the colon, the digestive system includes all the organs involved to break food down to allow the body to properly remove waste and toxins.

USANA FOR ALL GENERATIONS

The Science of Feeding Your Family

Good nutrition plays a critical role in everyone's health, but it is especially important for children, even before they're born. If you're pregnant or looking to get pregnant, USANA offers a prenatal line of CellSentials that will give you and your family a healthy head start.

To provide children's bodies with adequate amounts of all the essential nutrients, parents should implement a well-balanced, proactive nutritional plan that includes high-quality vitamin and mineral supplements in addition to a healthy diet.



#108 **USANA® Probiotic**

Bring balance to your belly and digestive tract with a blend of good bacteria—Bifidobacterium BB-12® and Lactobacillus rhamnosus LGG®†. Both strands are clinically shown to survive the harsh, acidic environment of the stomach, providing a full range of benefits.*

Preferred Price: \$27.95

† Trademarks are the property of their respective owners.



#111 **USANA® Digestive Enzyme**

A broad range of enzymes to support efficient digestive health and help with occasional stomach discomfort after a large meal.*

Preferred Price: \$30.95



#135 **Hepasil DTX™**

Formulated with the USANA InCelligence Detox Support Complex, Hepasil DTX supports healthy and efficient liver function by energizing the body's normal production of glutathione and helping to balance natural detoxification processes.*

Preferred Price: \$36.95

InCelligence
TECHNOLOGY™
Olivol™



#151 **Prenatal CellSentials™**

A comprehensive supplement system for pregnant women and their developing babies.*

Preferred Price: \$53.95



#105 **Usanimals™**

USANA's fun and easy-to-eat chewables provide excellent nutritional support for children ages 24 months to 12 years.*

Preferred Price: \$16.95



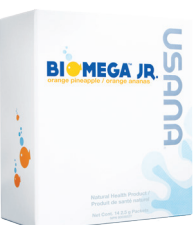
#104 **Body Rox™**

Between late-night cram sessions, school activities, and a hectic social life, teenagers can't afford to slow down. Give them the nutrition they need to be at their best every day, in and out of the classroom.*

Body Rox comes with a tasty, fruit-flavored coating.

Preferred Price: \$25.95

Olivol™



#144 **BiOmega™ Jr.**

BiOmega Jr. makes it fun and easy for kids to get the DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid) they need to support healthy minds and bodies.*

BiOmega Jr. comes in a delicious orange-pineapple gel fortified with vitamin D. For best results, store in the refrigerator and serve cold.

Preferred Price: \$20.95

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Foods & Energy



NUTRIMEAL™

A Balanced Approach to Meal Replacement

Nutrimeal™ shakes are nutritionally balanced meal replacements that provide an ideal ratio of carbohydrates, proteins, and beneficial fats to support a healthy weight.



#210, #211 Nutrimeal™ (9 servings)

- Delicious Dutch Chocolate and French Vanilla flavors
- 15 grams protein blend
- Gluten free†
- Low glycemic

Preferred Price: \$30.95

Available in convenient,
28-day single-serve packets

#209 Nutrimeal™ Free (9 servings)

- Mild vanilla flavor
- Dairy free
- 17 grams plant protein
- Gluten free†
- Low glycemic

Preferred Price: \$31.95

Available in convenient,
28-day single-serve packets

† For our customers sensitive to gluten, dairy, or soy: no gluten, dairy, or soy are used in these products. However, they are produced in a facility that manufactures other foods that do contain gluten. These products are produced on equipment that also processes peanuts, tree nuts, eggs, wheat, sesame, and shellfish.

USANA MYSMART®

A Personalized Approach to Healthy Eating



#205, #207
USANA MySmart®
(14 servings)

USANA MySmart® protein shakes are a convenient way to customize your diet, and Protein Bases are where you start. After selecting your base, add low-glycemic fruits or vegetables for flavor and a Performance Booster to customize your shake.

- Light vanilla flavor
- No added sugar
- 18 grams complete protein
- Available in a soy or whey shake base
- Whey shake base is gluten free† and soy free†

Preferred Price: \$35.95

† For our customers sensitive to gluten, dairy, or soy: no gluten, dairy, or soy are used in these products. However, they are produced in a facility that manufactures other foods that do contain gluten. These products are produced on equipment that also processes peanuts, tree nuts, eggs, wheat, sesame, and shellfish.



#208
Protein Plus Booster
(28 servings)

This booster contains an additional 10 grams of whey protein that is free from additives and fillers.

Preferred Price: \$21.95



#226
Fibergy® Plus Booster
(28 servings)

Mix your shake up a bit with an extra 12 grams of fiber to help keep you fuller, longer.

Preferred Price: \$30.95



#240
USANA® WholeBio™ Microbiome Nutrition Bar

A delicious, convenient snack featuring a prebiotic and probiotic blend to balance and support the gut microbiome.

Preferred Price: \$39.95



5-DAY RESET™

Effective, Delicious Weight Management

Reset your body and your life with the **5-Day RESET™** weight-loss kit. Each day, simply replace three meals with a delicious and nutritionally balanced Nutrimeal™ shake, take your USANA® supplements, eat whole-food, low-glycemic snacks, and practice healthy lifestyle habits.



#251
5-Day RESET™
Kit contains:

- 8 Dutch Chocolate Nutrimeal™ single-serve packets
- 7 French Vanilla Nutrimeal™ single-serve packets
- 5 USANA® Probiotic stick packs
- 5 AM/PM HealthPak™ packets
- Program guide and tracking sheet

Also available with Nutrimeal Free single-serve packets.

Preferred Price: \$99.95

REV3 ENERGY®

This powerful energy drink packs a clean, crisp taste and gives you that extra oomph you need to push through your day.



#138
Rev3 Energy® Drink
(12 cans)
Preferred Price: \$35.95



#139
Rev3 Energy® Surge Pack
(14 stick packs with free chalk bag)
Preferred Price: \$35.95

Rev3 Energy® Surge Pack Refill
(28 stick packs)
Preferred Price: \$57.45



CELAVIVE®

Go Beyond What You See

Formulated with **USANA InCelligence Technology®**, Celavive awakens your body’s power to defy visible aging. Featuring ingredients designed to support your skin’s natural renewal processes, these high-performance skincare products deliver benefits unique to your individual beauty needs.

Celavive’s Cell-Signaling Complex is made up of two bioactive peptides and two botanical extracts. Combined, these ingredients work to counteract signs of chronological and lifestyle stress aging, like fine lines and wrinkles.

Celavive also features the Olivol® Botanical Blend. Made from our olive-fruit extract, along with watermelon, apple, and lentil fruit extracts to provide lasting moisture for up to 24 hours after just one application.

Begin your Celavive journey with a full regimen of high-performance products ideal for your personal skin type.

Regimens



#353

Dry/Sensitive

- Gentle Milk Cleanser
- Perfecting Toner
- Vitalizing Serum
- Hydrating Eye Essence
- Protective Day Cream SPF 30
- Replenishing Night Cream

Preferred Price: \$245.00



#353

Oily/Combination

- Creamy Foam Cleanser
- Perfecting Toner
- Vitalizing Serum
- Hydrating Eye Essence
- Protective Day Lotion SPF 30
- Replenishing Night Gel

Preferred Price: \$245.00

CELAVIVE®

Celavive® skincare featuring USANA InCelligence Technology® combines botanical extracts and powerful peptides in an exclusive Cell-Signaling Complex. Designed to counteract visible signs of aging, like fine lines and wrinkles, by targeting key skin receptors. Celavive also features the Olivol® Botanical Blend to provide intense hydration for up to 24 hours with just one application.

Combined, these ingredients respond uniquely to reveal beautiful, younger-looking skin.


CELAVIVE.COM  /celavive  @celaviveofficial  @celavive

Cleanse


Tone

Enhance


Hydrate




#330 ☀️🌿
Conditioning Makeup Remover
This gentle, go-to formula effectively dissolves even the toughest long-wear or waterproof makeup while moisturizing your skin and preparing it for the next step in your regimen.
Preferred Price: \$23




#332 ☀️🌿
Gentle Milk Cleanser
(dry/sensitive skin)
This creamy, everyday cleanser gently removes dirt and impurities without stripping the skin of its natural moisture.
Preferred Price: \$28




#333 ☀️🌿
Creamy Foam Cleanser
(combination/oily skin)
Creates a rich lather to remove dirt and oil while gently exfoliating surface cells for refreshingly smoother, younger-looking skin.
Preferred Price: \$28




#331 ☀️🌿
Perfecting Toner
An essential step to your daily regimen, this unique formula is the perfect way to maintain proper moisture levels, gently purify your complexion, and balance the pH levels of the skin.
Preferred Price: \$32




#339 ☀️🌿
Vitalizing Serum
Supports your skin's natural renewal processes with a breakthrough, water-based formula featuring a high concentration of active ingredients, including botanicals and powerful peptides for dramatically younger-looking skin.
Preferred Price: \$65




#340 ☀️🌿
Hydrating Eye Essence
Brightens, lifts, softens, and de-puffs your look with a lightweight formula featuring ultra-hydrating ingredients designed to improve the appearance of the delicate skin around your eyes.
Preferred Price: \$42




#342 ☀️🌿
Hydrating + Lifting Sheet Mask
(3 masks)
Indulges your skin in an intensely moisturizing beauty treatment that's rich in powerful peptides and botanical extracts known to hydrate, lift, firm, and smooth the appearance of tired-looking skin—all in just 20 minutes.
Preferred Price: \$21




#335 ☀️
Protective Day Cream SPF 30
(dry/sensitive skin)
Defends against harmful UVA/UVB rays that can lead to signs of early skin aging while delivering rich moisture in a luxurious cream formula.
Preferred Price: \$37



#334 ☀️
Protective Day Lotion SPF 30
(combination/oily skin)
Protects your skin from harmful UVA/UVB rays that can lead to signs of early skin aging while providing hydration in a lightweight lotion.
Preferred Price: \$37



#337 🌙
Replenishing Night Cream
(dry/sensitive skin)
Promotes hydrated, radiant skin with a rich, luxurious blend of natural botanicals and peptides designed to fight the appearance of wrinkles and restore the youthful look of your complexion overnight.
Preferred Price: \$58



#336 🌙
Replenishing Night Gel
(combination/oily skin)
Enriches your skin with naturally derived botanicals and peptides in a lightweight gel formula to help moisturize and revitalize skin overnight for a noticeably younger-looking complexion.
Preferred Price: \$58

Ask your Independent Associate for more information.

Share Your Smile

#392

Oral Probiotic

Replenish the good bacteria in your mouth for healthy-looking teeth and balanced microflora for long-term oral health. Featuring three strands of probiotics, this tablet works while you sleep to protect your teeth and gums.*

Preferred Price: \$19.95



#398

USANA Whitening Toothpaste Featuring ADP-1

Fluoride-free whitening toothpaste that's safe enough for the whole family. Featuring ADP-1, a postbiotic that washes away impurities from your teeth and gums, leaving a bright, confident smile.

Preferred Price: \$8.95



SENSE™ BODY CARE

Capture the Glow of Health

Formulated with purified botanical extracts and exclusive nutrition complexes, Sense body care products help to revitalize individual cells—where healthy-looking skin begins. When cells are properly nourished and protected, you can expect beautiful results.



#311

Energizing Shower Gel

Awaken your senses with this soap-free cleansing gel enhanced with invigorating tangerine fragrance.

Preferred Price: \$16.45

#312

Revitalizing Shampoo

Revitalize hair with this gentle shampoo that delivers vital nutrients to help restore natural softness, body, and shine.

Preferred Price: \$16.45

#313

Nourishing Conditioner

Moisturize and strengthen hair with a conditioner enhanced with vitamins C and E for manageability and shine.

Preferred Price: \$17.95

#315

Intensive Hand Therapy

Moisturize dry skin and combat the damaging effects of the environment with this concentrated hand cream. Smooth rough skin and keep cuticles soft for happy, healthy hands.

Preferred Price: \$14.45

#314

Firming Body Nourisher

Moisturize and tone skin with the exclusive hydroxyl complex in this firming body lotion.

Preferred Price: \$23.45

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GET TO KNOW USANA

Company & Products

USANA (NYSE: USNA) creates premium nutritional products built on one simple idea: if you feed the cells in your body exactly what they need, your health will benefit. This concept fuels our drive to innovate and advance the science of nutrition—putting a healthy, happy life within reach for all.

OUR FOUNDER

USANA was founded in 1992 by Dr. Myron Wentz, an internationally recognized microbiologist and immunologist.



"I dream of a world free from the pain and suffering of degenerative disease. Share my vision. Love life and live it to its fullest in happiness and health."

—Dr. Myron Wentz, visionary, scientist, philanthropist, and entrepreneur

USANA IMPRESSES AMERICA'S DOCTOR

USANA and Dr. Oz hold a mutual dedication to health and have formed a unique **Trusted Partnership and Sponsorship**. This partnership with *The Dr. Oz Show* has in turn created even more opportunities to continue educating the public on health—and healthy, high-quality supplementation.

The Dr. Oz Show has impacted millions of lives, sharing the latest information about health and wellness with people in more than 118 countries around the globe.

UNIQUE INNOVATIONS

- **USANA InCelligence Technology®.** An innovative product design platform targeting a variety of innate cellular functions. Distinct InCelligence Complexes activate your body's natural ability to respond to stress, produce antioxidants, renew cells, and more.*
- **Hybrid Technology.** State-of-the-art bilayer tableting allows previously distinct products to be joined into a single formula.
- **Olivol®.** Premium extract rich in antioxidant polyphenols derived exclusively from olive fruit.*
- **Poly C®.** Patented blend of mineral ascorbates that provide better bioavailability than ascorbic acid alone.
- **MyHealthPak™.** Makes nutrition convenient and personalized by allowing you to create your own AM and PM supplement packs.

Research and Development

USANA employs and relies on more than 60 scientists—nutritional biochemists, molecular and cellular biologists, pharmacists, and sports science experts—to research and develop products based on the latest nutritional scientific discoveries. They work in state-of-the-art laboratories, testing, studying, and continually improving our product line.

Research Partners

A lot of research goes into USANA's products. To create cutting-edge nutritionals, our in-house scientists have collaborated with these—and other—distinguished institutions.



THIRD-PARTY REFERENCES AND TESTING



NUTRISearch RATING
The NutriSearch Comparative Guide to Nutritional Supplements[†] compares hundreds of supplements in North America to determine the highest quality health products. The USANA CellSentials® is the only supplement to have earned a five-star, Platinum+ rating.



PHYSICIANS' DESK REFERENCE
The Physicians' Desk Reference (PDR) is an annually updated compilation of information on prescription drugs and some dietary supplements used by doctors and healthcare professionals in the United States. Eleven USANA products*, including the USANA CellSentials®, are listed in the 2017 edition of the PDR and its online companion, the Prescribers' Digital Reference.



U.S. PHARMACOPEIA (USP) TESTING
 USANA undergoes trusted USP testing methods to verify products adhere to USP dissolution standards, ensuring the nutrients will be released and made readily available for absorption during the normal digestive process.



NSF INTERNATIONAL*
 NSF International's Tested & Certified program certifies what is on the label is in the bottle and the product does not contain undeclared ingredients or unsafe levels of contaminants.*



CONSUMERLAB.COM[†]
 USANA was named the No. 1 Rated Direct-Selling Brand based on a 2016 customer satisfaction survey conducted by ConsumerLab.com.



LGC LIMITED
 LGC Limited is an international measurement and testing company that assists the nutritional supplement and sports-nutrition industries with process and quality-control procedures.



BEST NETWORK MARKETING COMPANY
 USANA was voted #1 Distributor's Choice for Best Network Marketing Company by MLM Insider for 16 consecutive years.

*U.S. formulas only.
 †All trademarks are property of their respective owners.

USANA ATHLETES

Thousands of elite athletes all over the world trust their health to USANA—more than any other supplement company. Major partnerships include:

- Women's Tennis Association
- U.S. Ski and Snowboard
- Club Atlético Nacional S.S.
- Spartan Race, Inc.
- USA Wrestling
- AFC Bournemouth
- China's General Administration of Sports Training Bureau (sponsored by BabyCare, USANA's wholly-owned subsidiary in China)

Follow USANA Athletes on Instagram @USANAathletes.



Yura Min
 South Korea Ice Dancing
 2018 Olympian

Chris Mazdzer,
 USA Luge
 2018 Olympic Silver Medalist

Ask your Independent Associate for more information.



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



USANA TRUE HEALTH FOUNDATION

The USANA True Health Foundation's mission is to ensure impoverished children and families reach their fullest potential by providing food and nutrition to help them build sustainable communities. USANA covers all operating costs associated with the Foundation, so every dollar received goes directly to those who need it most. Learn more at USANAFoundation.org.



AUTO ORDER

**Auto Orders receive an extra
10% off the Preferred Price.
And you'll even get free shipping
on orders of \$100 or more.**

With Auto Order, an automatic shipment of products is conveniently delivered to your home every four weeks. The best part? You'll never pay full price again!

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THE CELLULAR NUTRITION COMPANY

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Rev. 07-19

For more information about USANA products, contact your Independent USANA Associate.

Before distributing this booklet, please fill out ID number:

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ID Number

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Business Center

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Circle One