

Your Business Plan

April 2015:
Hepasil DTX™

Use this plan to take advantage of our trusted partnership with *The Dr. Oz Show*. Dates and times are subject to change.



USANA®
HEALTH SCIENCES

Key Dates and Times

April 16, check local listing for time and channel:
Hepasil is featured on *The Dr. Oz Show*.

April 22, 7:00 p.m. MDT: Post-show conference call.
Go to <http://bit.ly/USANA4-2015>

Featured Product Talking Points

1. The liver is our second-largest organ, and is critical to long-term health. It acts like a washing machine, filtering harmful toxins from the blood. And if you live in a big city, eat fatty or sugary foods, drink alcohol, or take medications, you may expose your liver to more toxins than you realize. To support your liver and natural detoxification process, make sure to adopt healthy lifestyle habits and consider adding a supplement like Hepasil DTX to your daily routine.

2. USANA's patent-pending Hepasil DTX provides nutrients that can help your body's natural production of the powerful detoxifying antioxidant glutathione. Our unique, comprehensive formula has been clinically shown to boost glutathione levels and support your body's natural detoxification process.*

3. We are the only company to combine all the liver-supporting ingredients in one two-sided tablet. We call it Nutritional Hybrid Technology, and it gives you powerful potency in one convenient tablet.

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

Your To-Do List

April 10: Prepare your plan for this month's episode of *The Dr. Oz Show*.

Use the special *The Dr. Oz Show* filter on [Communication Edge](#) to decide which eCards and social images to use to share the message about the show. You'll find filters on the left side of the page in Communication Edge. Click on "Affiliations" and check the box next to *The Dr. Oz Show*.

April 13: Invite your friends and family over to watch the show.

Whether you watch live or record it and have a viewing party later, have people over for the show, some ice-cold Rev 3 Energy™ drinks, and delicious USANA® Foods products.

April 14: Make sure to add *The Dr. Oz Show* segment to Your Personal Website.

This month's segment will automatically appear on Your Personal Website once we receive the link—it varies, but usually 48-72 hours after the show airs. If you've already added it, you're good to go. If you haven't, you should do that now.

Here's how you add the video to your site:

1. On The Hub, click on "My Business"
2. Select "My Website" from the menu
3. Now you are in edit mode. Click on the box at the bottom called "Show All Optional"
4. Scroll down to where the show segment content is found and click the green "Show" button

April 15: Encourage your contacts to tune into the show tomorrow.

We have tools to help you spread the word about tuning in for *The Dr. Oz Show*. Go to

[Communication Edge](#) and send out the "Tune in" eCard to your customers and contacts. Also go to [The Dr. Oz Show Tips and Tools page in The Hub](#) to find approved social media content to send out on your favorite site—Facebook, Twitter, Instagram, etc. This special social content makes it easy to link directly to your shopping cart, as well.

April 16: Watch and/or record *The Dr. Oz Show*.

Check your local listings for time and channel on www.doctoroz.com.

April 16: Share about the show on social media.

Look at the [USANA Health Sciences corporate Facebook](#) or [Instagram page](#) for items to share with your contacts.

April 17: Send the follow-up eCard to your contacts.

[Communication Edge](#) has two eCards that will send the recipient to Your Personal Website to view this month's segment.

April 22: Attend the post-show conference call.

Make sure your team joins the call, too. And follow-up with questions about how you might be able to help them take advantage of this month's show.

Tools for *The Dr. Oz Show*

Use these tools to share about our trusted partnership with *The Dr. Oz Show*.

[Tune in eCard](#)

The easy way to invite potential customers and teammates to watch USANA on *The Dr. Oz Show*. It's already written for you, so you just have to put in your information and share it.

[Visit my Website eCard](#)

Use this customizable tool to encourage potential customers and teammates to visit your website to find out more about our trusted partnership with *The Dr. Oz Show*.

[Show video eCard](#)

You can choose between two awesome designs to share Your Personal Website, where potential customers and teammates can watch the monthly show segment.

Bookmarks

Wondering where you can find information or sharable content about *The Dr. Oz Show*? Look no further.

The Hub

April 10: A story will go up on The Hub with advice from a successful leader to help you build using our trusted partnership.

April 10: Content on *The Dr. Oz Show* Information section—found under “Training” on The Hub—will be updated. You can find tips, tools, product talking points, partnership guidelines, and Dos and Don'ts. You'll also find pre-approved status updates you can share on your Facebook and other social media sites. This section is a great resource for you each month.

E-mail/Newsletter

April 10: We will kick-off this month's *The Dr. Oz Show* content with an e-mail that links to this month's rotating story and business plan.

April 14: A reminder will go out in the newsletter about watching the show on April 16. Those who don't receive English-language newsletters will receive an e-mail reminding them to tune in. .

April 21: Look for more information about *The Dr. Oz Show*, and details about the post-show conference call in the newsletter.

This Month's Product-Specific Tools

Use these tools to talk about this month's featured product.

[Hepasil customizable eCard](#)

[Hepasil shareable that links to your shopping cart](#)

[Hepasil clinical study poster](#)

[Digestion and detox flyer](#)

[Hepasil product slides for presentations](#)

Social Shareables



What's Up, USANA? (April 16-30)

The social media team tailors the blog home page (<http://www.whatsupusana.com>) each month to support the content presented on *The Dr. Oz Show*. Visit the blog and look for the following posts to read and share leading up to and following the April 16 episode featuring Hepasil:

[Supplement Spotlight: Hepasil DTX](#)

[Should I Take Supplements with Food & Other Queries](#)

[Water Cooler Wellness: Quick Work Breaks](#)

[From the USANA Test Kitchen: A Quick Weeknight Meal](#)

[Infographic: The Everyday Athlete](#)

Even more, here are a few short videos we encourage you to share to help spark conversations about USANA on social media:

[Learn More About the USANA True Health Foundation](#)

[More Than a Vitamin](#)

[The Best Trust the Best](#)

[USANA's Quality Manufacturing](#)

[What is USANA?](#)

Facebook and Other Social Media (April 10–16)

Make sure you visit the corporate social media sites—[Facebook](#), [Twitter](#) and [Instagram](#)—the day of the show to share the information we provide, instead of waiting for it to show up in your newsfeed. You can expect approved status updates that you are free to share on your own social networks, as well as unique images that are perfect for sharing on Facebook or re-tweeting on Twitter. Here is a sampling:

April 10: Mark your calendars! USANA will be on *The Dr. Oz Show* on April 16!

April 11: The unique ingredients found in USANA's patent-pending Hepasil DTX™/Hepa Plus® provide support for healthy liver function and the body's healthy/natural detoxification process.* Find out more on *The Dr. Oz Show* next Thursday.

April 12: Have you thought about hosting a viewing party to watch USANA on *The Dr. Oz Show* Thursday?

April 13: Hepasil DTX™/Hepa Plus® uses the benefits of milk-thistle extract to aid the body's natural detoxification processes. Plus, the patent-pending blend also helps the body make its own antioxidants to support the healthy/natural detoxification process.* Watch *The Dr. Oz Show* on Thursday for more tips.

April 14: Don't forget to set your DVRs to record *The Dr. Oz Show* on Thursday, April 16!

April 15: When you overindulge in things like alcohol, processed sugary foods, and saturated fats, your liver has to do more work. Watch *The Dr. Oz Show* tomorrow to find out what you can do to protect your liver.

April 16: Watch *The Dr. Oz Show* today to learn about reversing the clock on some of your unhealthy habits. For local listings, visit www.doctoroz.com.

www.doctoroz.com Content

If you want to impress one of your potential customers or teammates, send them to www.doctoroz.com on April 16. USANA basically takes over the show's homepage. Or you can show them the [Trusted Sponsorship Partners page](#) on the site whenever you want.

Blog.doctoroz.com is a great resource, and guest blogs by members of the USANA family can be found around the time each month's show airs.

Product Bundles

For easy upsell, we've bundled together products that compliment this month's featured product. Check out this month's product bundles:

Digestive Support Bundle (#163.010199), \$63.90 (48 SVP)

- Hepasil DTX
- Fibergy® Plus

Core of Good Health Bundle (#163.010150), \$112.85 (83 SVP)

- Hepasil DTX
- Fibergy Plus
- Mega Antioxidant
- Chelated Mineral

Act Now

You've reached the end. Getting here shows you're committed to capitalizing on USANA being a Trusted Partner and Sponsor of *The Dr. Oz Show*.

But you need to take it a step further. Turn this commitment into action. Complete the items on your to-do list, send e-mails, text your contacts, start conversations, invite everyone to watch the show, and share the exciting news about Hepasil being on *The Dr. Oz Show*.