USANA NEWSPAPER

Shell

INTRODUCE YOUR PROSPECT TO USANA.

- The very first image a potential team member will see is the USANA Home Office building in Salt Lake City, Utah.
- Tell your prospect about the USANA story: the company was founded by Dr. Myron Wentz, an internationally recognized microbiologist, in 1992; USANA's CEO, Dave Wentz, was named one of the most powerful CEOs 40 and under; and USANA has a 22-year track record of record sales, product innovation, and scientific research.
- Highlight Dr. Wentz' background. Be sure to focus on his founding of Gull Laboratories and his purpose of founding USANA: to create a world free from pain and suffering; a world free from disease.

your health. your life. your way."

FOR HEALTH. FOR LIFE. FOR ALL.

SO YOU COULD SAY WE'VE BEEN AROUND THE BLOCK. THAT'S A GOOD THING. OUR LONGEVITY IN USANA's founder, Dr. Myron Wentz, is an internationally THE WELLNESS INDUSTRY GIVES US-AND YOU-AN UNBEATABLE EDGE WHEN IT COMES TO LIVING YOUR LIFE, YOUR WAY. WE HAVE EXPERIENCE IN CREATING EXCEPTIONAL PRODUCTS THAT SUPPORT YOUR HEALTH, AND WE'VE BUILT ON THAT EXPERIENCE TO CREATE A known as the virus that COMPANY THAT'S A FORCE TO BE RECKONED WITH, WORLDWIDE.

USANA HEALTH SCIENCES WAS FOUNDED IN 1992 Easy. We were founded by an actual scientist-not a corporate suit

> recognized microbiologist, immunologist, and pioneer in infectious disease diagnosis. In 1974, he founded Gull Laboratories to develop viral diagnostics, and his greatest successes during this time included the first commercially available diagnostic test for Epstein-Barr virus, better

WE'RE DEDICATED TO YOU, AND WE PROVE IT EVERY DAY, HOW? BY FOCUSING ON WHAT MATTERS.

We've got top-notch manufacturing facilities, our own scientists and research and development team, and the highest standards for our nutritional products. We have an award-winning compensation plan, an award-winning communication department that produces award-winnig sales tools, and award-winning products. We don't like to brag, but we come pretty highly recommended.



You're probably wondering: How did we get to be

so awesom









But success was never Dr. Wentz' only aim. Instead h entered his life around a dream—a dream dating back all the way to his teenage years, when his father died at the age of 57 from heart disease. From that defining moment, Dr. Wentz made the decision to dream big; to dream of a world free from pain and suffering. A world free from disease.

And he founded USANA Health Sciences to help further his dream by providing people all over the world with the most advanced supplements science can produce

This is why USANA is a company based on contin main any order in a bronpain base of control of product innovation. This is why our products are of the highest quality. This is why we have stringent manufacturing processes, ongoing scientific research, and an insatiable drive to produce exceptional products. This is why USANA is trusted by professional athletes and Olympians, but also everyday people who believe heal is a vital part of a long, happy life.

This is why USANA is not just another direct selling busines

We're in the business of changing lives for the better. And we're really, really good at it.









HIGHLIGHT THE USANA STANDARD.

- USANA's manufacturing facility in Salt Lake City became a registered FDA Drug Establishment in 2011.
- NSF International has certified USANA's Good Manufacturing Practices (GMP), and USANA products meet the stringent requirements of both Informed-Choice and HFL Sport Science.
- The majority of USANA's products are manufactured in-house at the state-of-theart facility in Salt Lake City, Utah.

FIVE REASONS TO MAKE USANA YOURS

NUTRITION FOR YOU, DESIGNED BY YOU. TOTAL FREEDOM. Want extra time to do the things you love? How about some extra cash? Maybe you DESIGNED BY YOU. Everyone is different. So why take the same supplements as the next guy? USANA always has you in mind, from the True Health Assessment and Companion to MyHealthPak^{*} and our whole line of Optimizers. Choose the nutritionals that work for you and then get back to livino want the chance to be a part of something larger than yourself, or maybe you're just interested in being the healthiest person you can be. Maybe you simply want the chance to live life on your own terms. Whatever kind nd then get back to living dom vou're looking for-USANA can help you achieve it.

WE HAVE EXTRAORDINARY FRIENDS. UNLIMITED ENERGY. When USANA Associates employees, and the man ExterNDS. Lots of them. The amazingly high standards we set for our products have attracted more than 600 professional and Olympic athletes to our nutritionals and energy and diet lines. Their health is their life, and they trust their health to USANA. There's no reason you shouldn't. team get together, the passion is electrifying. And that's not just us talking. USANA's International Convention, the biggest USANA event each year, has earned four Stevie Awards for Best Live Event. And at USANA events like Super Saturdays, retreats, and trainings, you'll feel camaraderie that car only come from being a part of the USANA family.

ENDLESS POSSIBILITIES. USANA is an award-wini ISANA is an award-winning leader in network marketing and the health and wellness industries. With operations in 19 markets around the globe, your future with USANA is in your hands. There are no limits to where your USANA business can

your USANA business can take you. Whatever you want to do, whatever your goals, USANA can help ou succeed

For more information scan here:

THE USANA STANDARD



equirements of both Informed-Choice

and HFL Sport Science. Plus, we guaran-

ee that our sup what's listed on the label.

But that's not all. Part of having such high But hat's not all. Part of having such high standards is having a variety of govern inspect our manufacturing facility. They highest standards while we produces no reading the providence of the standards while we produces the responsibility of creating the highest standards while we produces the responsibility of creating the highest standards while we produces the responsibility of creating the hering to these FDA standards for years, of use roducts to our Australian Pre-forer products to our Australian Pre-forer products to our Australian Pre-forer or standards while we produces on the Australian Therapeutic Goods Ad-ministration for years. And USANA also ity assurance program in the manufacturing of its nutritional supplements by come plying with parmaceutical-level Goods Manufacturing Practices, or GMPs. our good manufacturing practices, and USANA products meet the stringent nts contain exactly

we stop there? Nope. In 2011, : products in a registered FDA Drug Es-

"USANA's manufacturing is second to none. The attention to detail, the uncompromising standards, and the commitment to quality give us the utmost confidence when sharing USANA products. Whether it be with a professional athlete, a friend, or one of our own children, USANA's manufacturing principles assure us that we are offering them the best." J & Katy Leman Illinois, USA







THEY'RE AT THE TOP OF THEIR GAME

2006, and for good reason: The WTA is comprised of dozens of the finest tennis players in the world. In order to with the hest The USANA WTA brand ambas

action of this elite organ The USANA WTA brand ambassadors are an inspiring cross-section of this elite organiz them, they've accumulated 61 WTA titles and more than \$28 million (US) in prize money Imagine what USANA could do for you.

advantages that it offers to our players." Stacey Allaster WTA CEO and Chairma

REVIEW USANA'S INTERNATIONAL MARKETS.

- USANA first opened in the United States in 1992, but in 22 years, the company has expanded to 19 markets.
- The USANA vision is being shared around the world.
- You can build a worldwide USANA business from your home.



600+ WORLD-CLASS

ATHLETES CHOOSE

• USANA's products are for everyone,

• Inform prospects of USANA's athlete

• Point out USANA's partnership with the

Women's Tennis Association (WTA).

guarantee: what's on the label is what's in

USANA.

the product.

including athletes.



offers state-of-the-art technology with

an integrative approach to healing, as well as affordable educational programs

For more information, please call 800-726-6848 or visit sanoviv.com.

for USANA Associates.

ALBERT EINSTEIN AWARD

Jutstanding Achieve in the Life Sciences

oing charitable efforts.

who need it most ?

THE HEALTHY HOME HITS #2 ON THE NEW YORK TIMES BEST SELLERS LIST

May 2011

BEST Dietary Supplement 11 wins since 2003 Personal Care Products/Cosmetics—Sensé™

Health/Nutrition Beverage — Rev3 Energy® 6 wins since 2009 <u>Science/Tech</u>nology — Research and Development

Look. We get it. Direct sales is different. It's not the status quo. It's not for everyone, and that's okay. But if you're independent. If you're adventurous. If you enjoy a challenge. If you go for what you want and don't care what other people think, because you know it doesn't matter. Then USANA is your company. We're your path, your gateway to a future unbounded by the rules and

It's simple, really. We offer an escape. With USANA, there are no time cards or office birthday parties or dress codes or cubicles or awkward elevator chitchat about the weather. There's no morning commute and no evening rush hour. **There's only freedom to do what you want, when you want.**

BECAUSE EVERYTHING WE DO HELPS YOU LOVE LIFE AND LIVE IT. YOUR WAY.

*For more information, please visit

6

Forbes.com names

Dave Wentz One of America's

POWERFUL CEOs 40 & Under

OF

Stience/lechnology-rese 2 wins since 2012 Health/Nutrition Product 4 wins since 2009

regulations society has created.

USANAfoundation org

National Stevie Award for

SALES

SERVICE

CUSTOMER SERVICE DEPARTMENT OF THE YEAR wins since 2012

USANA

Ρ4

Your donation to the Foundation will go to Your donation to the Foundation will go to one of three areas: Area of Greatest Need, the Sanoviv Medical Assistance Program, or Children's Hunger Fund. You are welcome to select which area you would like your donation to benefit. USANA has

pledged to cover all other costs associated with the functioning of this Foundation, so

every dollar you give goes directly to those

therapy, sports performance training, and nutrition counseling.

Through TOSH's collaborative relationshi

with USANA, the hospital has been able to streamline a series of studies being conducted in young athletes,

athletes recovering from anterior cruciate

athletes recovering from anterior cruciate ligament (ACL) surgery, patients with knee osteoarthritis, and patients recovering from knee replacement surgery. These studies, funded in part by both USANA and the Intermountain Research and Medical Foundation, are well on their way to making real positive differences in the lives

naking real, positive differences in the live

Outside Maaazine

BEST PLACES TO WORK

USANA RECEIVES A

PROGRESSIVE MANUFACTURING 100 AWARD

IN INNOVATION MASTERY 2011

For more

Recognizing that the health of the environment is an important factor in human health, USANA strives to reduce its environmental impact through the USANA

Cutting energy use in company facilities and operations
Recycling efforts to include sorting and recycling of USANA's solid waste
Saving more than 3.4 million gallons of water with xeriscaping

reading Osariva Strives to reduce its environmental inglact through the Osariva
reporting greenhouse gas emissions as
a Founding Member of The Climate Registry
Moving to recyclable materials in product packaging
Osariva

USANA ACCOLADES AND AWARDS

- in 2007.
- Highlight the Best of State[®] awards won by USANA.

HEALTHCORPS AND USANA

• Dr. Mehmet Oz and Dr. Wentz share a vision of improving the lives of others.

• Dr. Oz has been a speaker at USANA's International Convention.

• The USANA True Health Foundation began operations in 2012. USANA founder Dr. Wentz and USANA CEO Dave Wentz created the Foundation to allow the USANA family to expand their ongoing

USANA's commitment to excellence is evident in the numerous awards won in various categories.

• Dr. Myron Wentz received the Albert Einstein Award for Outstanding Achievement in the Life Sciences





TODAY'S HEALTH REALITY

- Point out that many people's lives are plagued by various diseases.
- Highlight the different microscope slides.
- This is another great opportunity for you to focus on why Dr. Wentz is so passionate about health.





TODAY'S HEALTH REALITY

leading causes of premature death

Living a life you love begins with great health. But today's unfortunate reality is that many people's lives are plagued by the it's never too late to make a change for the hetter

of heart diease and stroke.1

STROKE

CARDIOVASCULAR DISEASE (17.3 MILLION*)

CANCER (7.5 MILLION*)

(6.1 MILLION*)

World Health Organization. Global Health Obse Retrieved May 2012 from http://aops.com/ho.in f/ndfs 2011.pdf





properly and protected from harn

from a fatty meal Cellular damage is caused by oxidized lipids from fatty food. Consider that such damage could occur throughout the body.

Cells after adding

digested products

TAKE CHARGE

Countess studies have shown that the key to a longer health span lies in choosing a firstyle that supports optimal health. And luckily, you're in control. **Youthful** witality, no matter your age, comes as a result of the positive choices you make daily to protect your body's cells. This gilke diet, quality supplementation, exercise, proper hydration, and skin care all impact our aphility to line life to its filles that can be admained to our cells. Any tist and the linings of exercise, proper hydration, and skin care all impact our aphility to line life to its filles that can be admained to our cells. Any tist and the linings of exercise, proper hydration, and skin care all impact our aphility to line life to its filles that as a result of the positive choices our admained to correctly will provide the admained to our cells. Any tist and the linings of the respiratory and gastrointestinal all impact our aphility to protect your bady's cells. all impact our ability to live life to its passages, may be especially vulnerable. full potential.

full potential. These positive health choices take on more importance when we're confronted with the realities of the world around us. **"The human body is made of cells, and those cells work together to sustain your life," USANA founder and chairman Dr. Myron Wentz says.**

"My father started USANA Health Sciences with a focused vision of freeing the world from pain and suffering," USANA CEO Dave Wentz says. "He envisioned a world where people experienced physical health, emotional well-being, and financial stability. He wanted to give his family and families of

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.

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HEA

DIABETES IS THE LEADING CAUSE OF KIDNEY FAILURE, non-traumatic lower limb ness among adults in the USA, and it is a major cause













Similar cells when antioxidants are introduced

Antioxidants provide a marked improvement in inhibiting cellular damage from oxidizable foods. Healthier eating habits and proper nutrition are your first line of defense











ESSENTIAL HEALTH FOR EVERYONE.

- USANA now offers a Kosher Essentials.
- Use the nutrition comparison chart to show a prospect the nutrients that can be found in the Essentials[™].
- USANA is focused on all generations: for children, Usanimals[™] and BiOmega[™] Jr.; for teens, **Body Rox**[™]; for expectant mothers, BabyCare Prenatals.
- USANA is recognized in the *NutriSearch* Comparative Guide to Nutrional *Supplements*. The guide, now in its 5th edition, compares more than 1,200 nutritional products, and USANA has been selected twice as an Editor's Choice.
- Mention USANA's patented Olivol® found in many of USANA's products.

ESSENTIAL HEALTH



har Essantais that provides a triory sumbletail a the regular Essentials, all while following the



¹USANA's Essentialit and HealthPark are like a dose of brailith and welfutzy (summers) that we take every day. The products help as apper any basis matritum mode. ellular level, I have been using USANA's (and I leef better than

ing, USA

FOR EVERYONE

USANA FOR ALL GENERATIONS

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CREATING A FOUNDATION

this show with adoptate future may rogram includes a unde mega of KANA products LEANAL RabyCore



ntive Guide Is Nutritional Supplements

NutriSearch



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.



ry best for my fun

Zak & Kell Board alone USA



uttings-3









YOUR WAY.

YOUR WAY. MyHealthPak[™] and the True Health

YOUR HEALTH.

Assessment[™] • All of these products are available, but there is also the convenience of MyHealthPak. This product allows someone to fully design

their own supplement pack. • Not sure what to take? No problem! Check out the True Health Assessment. Within minutes, this tool will provide a detailed report indicating which products are best

Cardiovascular System

for the individual.

- Highlight the responsibilities of this body system.
- The products in this line offer antioxidant activity, and are available in MyHealthPak. In addition, **Proflavanol® C¹⁰⁰** takes advantage of our Hybrid Technology, a state-of-the-art manufacturing process featuring bilayer tableting.

Nervous System

- Highlight the responsibilities of this body system.
- The products in this line are Kosher products and are available in MyHealthPak. In addition, Visionex[®] is a product that offers antioxidant activity.

YOUR HEALTH.

CARDIOVASCULAR NERVOUS SYSTEM SYSTEM

the beart and blood search it is apportable for ninculating blood,

high carries rutrients, snyger, an

proteiness information from match and outside the body and sends relevant commands to the muscles and globals from global the body

CELLULAR FUNCTION

http://he-health-departdt.on-networkg and organizating solis to keep them

SKELETAL SYSTEM

ENDOCRINE SYSTEM





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DIGESTIVE SYSTEM

digesters spiner excludes at the organ southant in breaking forst down into forms that are smaller by the body to



Pibergy^b Plus

Supports Supported processes regularly, and keeps you loading table tanger after made. May sectors the risk of heat

Digestive Enzyme

some objection and temporary relief ges and blocking Assiste with number option and supports, the normal maters of teams from the GU stack



USANA[®] Problettic rts friendliche Gepetition, street



Cellular Function

- Highlight the responsibilities of this system.
- Vitamin D and BiOmega[™] are both available in MyHealthPak, and Booster C **600**[™] offers antioxidant activity.

Skeletal System

- Highlight the responsibilities of this system.
- Active Calcium Chewable[™] and Active **Calcium**[™] are both Kosher products; Active Calcium and **Procosa®** are both available in MyHealthPak.

Endocrine System

- Highlight the responsibilities of this system.
- Palmetto Plus[™] and PhytoEstrin[™] are both available in MyHealthPak.
- **Pure Rest**[™] is pure melatonin that supports restful sleep.

Digestive System

- Highlight the responsibilities of this system.
- Products in this line are inspired by the Sanoviv Medical Institute.
- Hepasil DTX[™] offers antioxidant activity, is created with Hybrid Technology, and is available in MyHealthPak.





- USANA offers a variety of food products. From delicious snacks to convenient shakes, there is a product for everyone.
- Nutrimeal[™] formulas are gluten free and contain complete GMO-free protein blends.
- **RESET[™]** is a program offering three phases: the five-day Jumpstart, the Transform Phase, and the Maintain Phase. It's a great program to help you shed pounds and make positive changes in your life.
- Point out the QR code that will link to a variety of RESET success stories.

*Contains soy lecithin. Produced on equipment that also processes peanuts, tree nuts, wheat, shellfish, milk, soy, and egg.

[†]For our customers sensitive to aluten: No alutencontaining ingredients are used in these products. However, these products are produced in a facility that manufactures other foods that do contain gluten.

[‡]Nutrimeal Free contains a complete plant protein blend that is non-GMO.

†Individual results may vary. RESET weight-management program lowers your daily caloric intake and recommends moderate exercise for best results. Average results are 4.5 lb. in five days. It is suggested that you take these products to your physician and secure his or her advice if you intend to change your diet, begin an exercise program, are pregnant, lactating, have allergies, are taking medications, or are under the care of a physician. Children under the age of 18 should not participate in the RESET program, except on the advice of their physician and/or dietician







Chocolate Whey Nutrimeal

- Chocollana Whitey Nutri 1 "Whatey" fail get the pail 10 brody

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KATHY KAEHLER

failing living sums with good

shoters, from what we put in our health

m have one more than. Thirt's why I rely on USANA' foods, from RESET to Narrimoal". I get the balanced overgy that I nord, and I know they're

cally developed with superio



BE BEAUTIFUL

sensé beautiful science*

Sensi Insuchi sciente⁸ a a meplete fore and body care milente without odded chemical preservatives to parameter fait/Preserving Sectoriology conductes purifying Sectoriols in protective liquid mystels, to each product shine heart naturally. See looks yourge and hashbash

ASHLAN GORSE al Ermin

"I limit Scout, The lister is attactive. Nourrisher is a d has senial me on a



THE FOUNDATION OF BEAUTY IS THE HEALTH OF YOUR CELLS

Developed by USANA Haulth Sciences, Sens carls, for a direct the latest dessitutements in Treated Madeits











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VICENTE GUTIÉRREZ

LOST 58 POUNDS IN 90 DAYS

































影響







SENSÉ.

SCIENCE-BASED. RESULTS-FOCUSED.









Nutrimeal[™] Free



replacements that provide a toolains, and beneficial fate (health and enideal weight. The is are designed to deliver to

Nutrimeal Numerical states Interced state rep rates of carbo, pro-

USANA's Delicious

for a nerve healthy stack, only to healthe when post thought of your establish. Achieving all shall weight doesn't minis you have to deprive

ucle will give you all the indulger

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dealers in an prove that sig-

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Protein Snacks





- Sensé[™] is USANA's skin and body care collection created for both men and women.
- No added chemical preservatives.
- If you have a favorite product, be sure to tell your potential team member.





GREAT FOR MEN, TOO!



ASSOCIATE WITH SMART

Everyone wants to be smart. And sure, everyone is smart in their own way. But science smarts? That takes a special breed of people people who are curious about the world and who want to make it better through scientific discovery.

USANA scientists are certainly special, and they're supremely somet. Our research and development team is made up of talented chemists, molecular and cellular biologists, nutritional biochemists, pharmacists, and sports science experts. Working together in our very own high-tech laboratories, they meticulously test, study, and research our products and develop new ones based on the latest in nutritional scientific discoveries.

USANA believes in the benefits of science, and it demonstrates this belief through major investments in studies, equipment, and, of course, the manpower it takes to keep our company on the forefront of nutritional science.

At USANA, lab coats aren't a fashion statement—they're a necessity. And that's smart.

Second row from left to right: Cory Telford; Jenna Templeton; Howard Goldfine; Armando Vi

Back row from left to right: Erik Schneider, MS; Austin Winegar; Jeremy Tian, Ph.D., MD; Mark Brown, Ph.D; Jim Eng; Mark Levy, Ph.D. tured: Keijun Koh; Toni McKinnon, RN, CCRP; Russ Barton, MS, CNS, CISSN; Kim Nguyer



USANA The Scientific Advisory Council members were selected for their exceptional expertise in nutritional medicine and preventive nutrition. Representing Associates who are physicians and healthcare professionals throughout the world who recommend USANA to their patients, they also provide USANA with valuable insights into product applications and efficacy. USANA works with the Scientific Advisory Council on a regular basis to review formulas and get suggestions for how our customers can best incorporate our products into comprehensive lifestyle programs promoting health COUNCIL and wellness.

Dr. Tim Wood

Former executive vice pre

Dr. Monica Lewis Speaker and co-author of a numbe of books, Dr. Lewis, along with her husband, cardiologist Dr. Gerald Lewis, wrote Dietary Supplements, Cancer and Heart Discussion

Dr. Christine Wood Practicing pediatrician wir expertise in nutritional medicine for children, Dr. Wood is the author of Ho to Get Kids to Eat Great

SCIENTIFIC

ADVISORY



Dr. Bart Moore

Dr. Peter W. Rugg Diplomate, American Board of Internal Medicine; and Fellow American College of Emergency Physician

Dr. Heather Tick

ing, Dr. Tick is the

JOIN THE **REV**OLUTION

REV IT UP!

Rev3 Energy® Drink

Cleaner. Smarter. Stronger. Rev3 Energy is all the power of an energy drink an advanced formula of affeine derived from n tea Rev3 Energ



Rev3 Energy® Surge Pack Rev3 Energy Surge Pack is a refreshing pred powder that comes in acket. Just grab your er to you and shake for a fast pick-me-up

ant-rich green antioxidant-ric and white tea. Replaces vitamins B1, B2, and B6, which may be depleted during exercise.

Contains no artificial flavors, artificial

Contains all-natural caffeine from

sweeteners, artificial preservatives, or artificial colors.



ration. These products are not intended to diagnose, treat, cure, or prevent any disease.

USANA

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ASSOCIATE WITH SMART

- USANA's research and development team is always researching and developing new ideas.
- The picture features actual USANA scientists in the lab.

USANA SCIENTIFIC ADVISORY COUNCIL

• The council is comprised of professionals from all over the world who recommend USANA.

REV3 ENERGY®

- An alternative to other energy drinks.
- Available in two forms: drink or surge pack.
- Contains caffeine from a blend of teas.



Your Wealth

THE FUTURE OF BUSINESS

- This is the perfect place for you to share your own personal USANA story. Why do you believe in USANA?
- Highlight the six ways to earn income with USANA.





THE FUTURE OF BUSINESS IS HERE

Actually, it's been here for a while. Maybe you didn't notice it because of the lack of flash—no shining corporate monoliths shooting higher into the sky or golden parachutes floating safely to the ground. You might have been

And there has needed. And there has needed have to train your every saway from the billboards and the TV. You won't find if there have to train your every saway from the billboards and the TV. You won't find if there have to train and puts the have to train your every saway from the billboards and the TV. You won't find if there have to train and puts the have to train the have to train your every saway from the billboards and the TV. You won't find if there have to train the have to train the have to train your every saway from the billboards and the TV. You won't find if there have to train the have to train the have to train the have to train your every saway from the billboards and the TV. You won't find if there have to train the have to train your every saway from the have to train your every saway from the have to train the have thave the have the have the

it there. Try looking closely at your neighbors, friends, and family. There, in the relationships you build with people, you'll find the present and future of business isn't in a cubicle on a non-descript floor of a non-descript office building. It's in your living room, in the strength of people's convictions, and in

the vision of those looking to make a Consider that with direct selling, you have: positive change.

Direct selling is the present and the future of business. And there has never been a better time

 No restrictions on education, experience, age, background, or financial status. The only restriction in direct selling is the amount of effort a given person is willing to put in.

 Leveraged income, and the chance to earn money while helping others succeed—instead of earning it because others fail. The ability to set your own schedule, and the flexibility

and freedom to enjoy life. • A chance to grow as a person

by overcoming challenges, achieving goals, and getting out of your comfort zone.

SIX WAYS TO EARN INCOME WITH USANA





Earn a starting commission of up to 20% from your customers and sales volume of your team.

WEEKLY COMMISSIONS

INCENTIVES Be rewarded with luxu travel, prizes, and ever extra cash through USANA's generous



I FADERSHIP BONUS Participate in USANA's 3% worldwide weekly bonus p

DENIS WAITLEY



I have devoted my career to counseling peak performers, from Super Bowl and Olympic champions to Fortune 500 corporations ich as Microsoft, IBM, AT&T, and Mercedes-Benz. For many vears I have focused on USANA Health Sciences, Inc., because I believe it is the very best in its industry, with enormous upside potential to enhance human wellness worldwide.

USANA leads the competition in what it takes to get on top and stay there. First, science-based, high-quality product makes USANA the brand of choice. Equally important is USANA's dominance in the personalization of its products to meet individual needs. USANA management has capitalized on the greatest trends in global

marketing: health and wellness, individual customization, direct to customer sales, and a business model offering outstanding financial incentives to its Associates."

PAUL ZANE PILZER author of nine best-selling books and dozens of scholarly publications.

With direct selling, the headaches of traditional business ownership are virtually eliminated. This business offers low startup costs, has no employees or insurance expenses, and the overhead is practically nonexistent. The direct selling business model also utilizes new technologies...which help make it easier than ever to own a business.





Big opportunities for growth

and profit with little start-up cost and virtually no overhead.

While the unparalleled opportunity for growth and the extra benefits make direct selling the avenue for entrepreneurship now and in the future, it's the industry's unique ability to affect positive change that sets it apart.

That's why you'll find the future of business in the faces of people struggling to make ends meet. Single mothers and fathers looking to support their children. Couples burdened with debt. Recent college graduates wading into uncertain economic waters. Retirees looking for a financial security blanket. Direct selling gives you the opportunity to make money and change **you** the opportunity to make more opportunities, direct selling also allows **you** to help make positive changes in the lives of others as well.

And that's why even without the flash the present and future of direct selling—and the future of business in general—looks so bright.



LIFETIME MATCHING BONUS BOINUS Sponsor new Premier Platinum PaceSetters and receive up to a 15% match

of their commission volume for the life of their USANA

ELITE BONUS

Be one of USANA's top income earners and receive a portion of a quarterly \$1,000,000 bonus.[†]

[†]Current payout is approximately \$1,000,000 per guarter. Payout amounts vary each guarter.



"Twenty years ago, I was a 23-year old injured carpet installer, but ecause of USANA. I have created a ife I wouldn't, or couldn't, have ever een able to dream of for myself. For 0 years, I have never missed a weekly ommission check. I still can't believe what I have accomplished, but I did it with USANA. My once dreams are my everyday reality now."

tah, USA SANA Associate









OPEN FOR BUSINESS

- Introduce your potential team member to the compensation plan in the simplest way possible that is effective for you.
- Review the three steps: Open your Business Center(s); Share USANA; Make the Most of It.
- Explain how each USANA product has a point equivalent because USANA is an international company—commission is earned on a point value.



when you successfully share USANA's products and the USANA business with others, you get paid for your efforts.

HOW IT WORKS

STEP 1: OPEN YOUR BUSINESS CENTER(S)

When you join USANA, you'll open one Business Center or three Business Centers, based or whether you'd like to start a small business or a large business. You'll earn commissions on your product sales through your Business Center(s).

STEP 2: SHARE USANA

Your USANA business is based on a binary compensation plan, which means you'll begin building your business with a left and a right side. You'll earn weekly commissions based on the total number of **points** you and your team collect on each side of your business-this is called Group Sales Volume, and it includes sales from both Associates and Preferred Customers on your team.

The amount you earn from your USANA business will be in direct proportion to your ability to share USANA's wellness products with other like-minded people, as well as your ability to build a team of Associates who, like you, share USANA's products with others and build strong teams of their own.

STEP 3: MAKE THE MOST OF IT

Leverage the income you make through your USANA business in a number of ways.

DOUBLE YOUR COMMISSIONS BY OPENING THREE BUSINESS CENTERS

\$\$ As you build Business Centers two and three, you are simultaneously building Business Center one without additional effort because the Group Sales Volume in your second and third Business Centers rolls up to your first Business Center

ROLLOVER

You are paid out each week on the Group Sales Volume that is the same, or The are paid out each week on the cloup bases volume that is the same, or matched, on both your left and right sides. But what about the rest? It becomes rollover for your next check (starting at 125).* Continue to build both sides of your business evenly to take full advantage of the work of you and your team •••• members

ADDITIONAL BUSINESS CENTERS (FIGURE A)

As you continue to grow your USANA business, you can qualify for Additional Business Centers, which allow you to increase your income potential. Whenever you **maximize a Business Center**, you can an Additional Business Center. There are no limits to the number of Additional Business Centers, which means there are no limits to how big your business can grow.

"Once a Business Center is maxed, unmatched Group Sales Volume points will continue to roll over to the next week, up to 5,000 points.

INITIAL ORDER REWARD START OUT SAVING

Initial Order Reward is available to new to the next two Auto Orders. By simply USANA Associates or Preferred Customers who've placed their first corder and set up a recurring order through Auto Order. USANA takes 10% of your initial order, Customers receive on their products splits it in half, and applies that discount simply for signing up for Auto Orde



POINTS

CUSTOMER (PC):

IOW DO I GET PAID?

"The vision of helping people change their lives has always been our dream. The USANA business is a fantastic vehicle to achieve that. As two former full-time professionals, it has also given us our time back, allowing us to live life in a whole new way! The feeling of 'maybe some day' has become 'let's do it now!" Tom & Lorie Mulher Washington, USA USANA Associates

5000)

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POINTS

BC---PC

 $O^{\perp}O$

300 (1200

900

(750)

 \bigcirc



Right Rollove 100 Points



Because USANA is a global company, we use Commission Points instead of dollars to calculate your commission. Your Commission Points are converted into your country's currency. In the U.S., one Commission Point is equal to one dollar. *Once a Business Center is maxed, unmatched Group Sales Volume points will continue to roll ove to the next week, up to 5,000 points.



or the cost of entertaining potential Associates or Preferred Customers in your home. Contact your tax professional for more information.



The earling participation his literature are not necessarily representative of the income # any, that a LEMA kacculate can or will earl through his or the participation in the LEMA composition plan. These Repairs should not be considered as parameters or produces of your actual earlings or profile. Any representation of quarteries de earlings and be missioned 5, accuss with USMA metalities of how actual earling or profile.

The earnings portrayed in this literature are not necessarily representative of the income, if any, that a USANA Associate can or will earn through his or her participation in the USANA compensation plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation of guarantee of earnings would be misleading. Success with USANA results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend on how effectively you exercise these qualities.

https://www.usana.com/Main/myUsana/page/AverageEarningsChart

POTENTIAL WEEKLY INCOME BASED ON YOUR EFFORTS

With USANA, you're paid on any matched Group Sales Volume (starting at 125 points) from your left and right sides. This chart shows a few example to help you visualize the potential growth of your USANA business

Remember, take any matched Group Sales Volume from your left and right sides, multiply it by .2 (or 20 percent) and you'll see the Commission Points

iroup /olume	Matched Volume	Commission Points
50	125	25
25	350	70
47	547	110
00	1,000	200
50	2,500	500
80	4,457	892
00	5,000	1,000
ints that will roll over his example, over and next check.		

- Be sure you explain the difference between one Business Center and three.
- Share the quote from Sandy Botkin.

probably overpaying taxes to the tune of \$3,000 to \$9,000 a year!"



REWARD YOURSELF WITH USANA



Ever dream about visiting exotic locations? What about immersing yourself in a location rich in history and culture? If you work for a traditional company, chances are you are going to have to fund your dreams. But at USANA, we like to do things differently. We aren't just going to help you dream—we're going to take you to vour dreams

On top of weekly commission checks And luxury isn't reserved just for simply for sharing USANA with those at the top of the ladder. We others, you can be rewarded with luxurious travel incentives, awards, and exclusive training opportunities. believe in rewarding those who are growing their USANA businesses and truly living the #USANAlifestyle.

Top Associates earn an all-expense Those who excel are rewarded paid vacation to one of many with incredible business training in beautiful, extravagant locations addition to opportunities to travel around the world. If you become the globe. one of them, you'll be off to places Do you get this kind of treatment for like Hawaii, Bora Bora, Argentina, your hard work at your traditional Ireland, France, and Switzerland just to name a few.

We didn't think so.

nine-to-five job?



time with my family, serving others, and having a schedule that isn't set by an employer. I am blessed to be part of something much larger than myself: the USANA family. This worldwide family is a true blessing, and interacting and learning from others at USANA events and trips is an opportunity I can't put a price on." Matt Chionis Illinois, USA USANA Associate

"Because of USANA, I truly live my life, my way. That means spending

USANA EVENTS: EXPERIENCE THE ENERGY

USANA doesn't just host USANA's events are held year entertaining, inspiring, motivating, and training-intensive events—we keep Associates informed and dominate them. Our International connected to their large-and Convention has won several rather energetic—USANA family. Stevie Awards for Best Live Event, Experience any number of USANA's including some that recognize us as an international powerhouse, so... all the fuss is about. yeah. We put on a good show.

events for yourself to find out what





USANA business owners aren't afraid to dream. In fact, they dream big, and they chase after their aspirations with fierce determination and unprecedented dedication. In the process, they've changed thousands of lives, simply by sharing USANA's products and business opportunity with others

But USANA's Million Dollar Club members have taken their dreams to a completely different level entirely. They have not only changed the lives of others. They have changed their own...forever.

More than 200 USANA business owners, over the course of their USANA careers, have earned an impressive \$1,000,000 US or more in commissions. What do you dream of accomplishing? For more information scan here:



REWARD YOURSELF WITH USANA

- participated in?
- different background, but all have been successful.
- Those who excel in USANA are rewarded in numerous ways.

• Be sure to highlight your own experiences with USANA. What events or incentives have you

• USANA's Million Dollar Club has more than 200 members worldwide. Each person comes from a

