

**BE MORE**



Think ahead five years.  
What kind of person will you be?  
What do you want your life to look like?

# WHAT'S *YOUR* VISION?

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Your potential—what you can accomplish in life—is entirely up to you. Your actions today will decide who you are tomorrow. So stop thinking about who you *can* be and start ***being*** who you want to be. Now is the time to live more, see more, do more, **BE MORE.**






## BE MORE WITH USANA

World-renowned microbiologist and immunologist Dr. Myron Wentz blazed a new trail in the field of cellular health in 1992 when he founded USANA with a few core nutritional supplements. Our line of supplements has grown, but the commitment to quality has never wavered. These supplements are created, tested, produced, and stored in our state-of-the-art manufacturing facility in Salt Lake City, Utah. With this same commitment to excellence, USANA continues to innovate and advance the science of nutrition—putting a healthy, happy life within reach for all.

It's all part of USANA's vision to create the healthiest family on earth. With health, you have the greatest opportunity to make a real impact in the world. **You can be part of this vision by owning your own USANA business.** But it's so much more than that.

# BE HEALTHY

Health starts with a low-glycemic diet and regular exercise, and it is layered with high-quality, science-based supplements and a commitment to improving every day. It sounds simple, and it is—but it's not always easy. When you partner with USANA, you get support for your healthy lifestyle choices with educational information and a like-minded team that will give you the confidence you need to pursue your health goals.



**"It's not a miracle—USANA makes it all possible. By following a micro- and macronutrition lifestyle every day, I feel healthier, prettier, and more fit than when I was younger. Even with the hectic travel schedule, I can maintain healthy immunity, and I've been at my ideal weight for the past 10 years. Plus, with optimal nutrition, I feel like my mind and body can better handle unexpected stress. USANA's cutting-edge science and the education I get makes me confident that I am feeding my body with the best nutrition—it's great peace of mind."**

**Ivy Chan & Wilson Leung**  
USANA Associates





# BE YOUR OWN BOSS

With USANA, you have the power to create a business where your success depends entirely on you. You are the boss. You work on your own time—as much or as little as you want—and you make money by sharing what you love. You're in charge, but you're not alone. You'll have access to a supportive network that provides tools, training, and expertise so you can succeed.



**“Being your own boss means you get to be the ultimate creative thinker. USANA gives us the foundation—almost like a blank roll of film—to execute which ideas we want to manifest into our lives. The best part is that our potential is absolutely limitless. How is it unique? You have complete control.”**

**Abby & Arabelle Ramboyong**  
USANA Associates



**“Running a USANA business allows me the opportunity to obtain optimal health and an unlimited potential for wealth. Plus, I have the time to enjoy both of those aspects in my life.”**

**Peng Teo**  
USANA Associate



“USANA isn’t just a business, it’s a relationship. Nowhere else can you find an opportunity to feed others wisdom and see the fruits of that wisdom grow and flourish, only to be thanked with sincere gratitude for your investment in the lives of others.”

Brian & Jaclyn Bohlke  
USANA Associates





# BE A --- **MENTOR**

With USANA, you have the opportunity to build your own team and develop the skills you'll need to grow a successful business that will impact thousands of lives. As you learn in this business, you'll gain confidence, teach your team how to be successful, and become a role model. You will mentor, support, and motivate your team to be more.





# BE PART OF A COMMUNITY

There are thousands of USANA Associates around the globe who have a common goal in mind—to make a difference. You're surrounded by other individuals who are passionate about health and committed to service. We call it the USANA family.






**“After 21 years with USANA, it has truly become a family. When something happens to one of us, it happens to all of us. It’s a true partnership of like-minded people. We’re all on the same team and moving in the same direction. The relationships we’ve built are lifelong and they’ve made us realize we are part of something so much bigger than just us.”**

**Dean & Sherri Chionis and Matt Chionis**  
USANA Associates



# BE COURAGEOUS

Life begins right outside your comfort zone. Explore new talents. Challenge yourself. Do something different. Decide to open yourself up to new possibilities and potential. As you develop your business, you'll become more confident, and you'll see the impact you are making in the lives of others.



**“One of the greatest benefits of running a USANA business is the knowledge you can gain. I started when I was 23 years old, so I feel like I’ve grown up with USANA—the lifestyle has shaped who I am. USANA preaches true health and never hesitates to share what they know so that our health journey can progress every day.”**

**Michael Callejas**  
USANA Associate

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# BE A LEGACY

It's rare to find a job that lasts long after the work is done. With USANA, you get to be a part of something bigger than yourself. You play a vital part in making a real difference in your life, the lives of those around you, and the lives of people around the world.



**“Our mission to help others improve their health prevails in the character of the USANA family. We get to be a part of that mission to create the healthiest family on earth, and there’s nothing greater than impacting the life of someone else in a positive way. It brings me the greatest joy to know I am a small part of a huge mission that we are all trying to accomplish together as we try to leave a legacy.”**

**Lindsey Hardy**  
USANA Associate



# BE A USANA ASSOCIATE

*Who will you be with* USANA?

**Find out.**





# ABOUT USANA

## INCREDIBLE SUPPORT

It's a true partnership. You focus on sharing the products, and we'll handle the billing, shipping, inventory, returns, and more. Better yet, we'll equip you with all the online tools you'll need to run your business like a pro.

## REAP THE REWARDS

On top of weekly commission checks, you can participate in luxurious travel incentives, earn awards, and even qualify to advance in rank. As your business grows, so do your rewards.

## USANA STRONG

Thousands of world-class athletes rely on USANA supplements to keep them in top shape. That's more than any other supplement company, and it's because athletes know the safety and quality of each USANA product is guaranteed.

## WORLDWIDE CREDIBILITY

Our commitment to excellence doesn't just apply to our products. We understand direct selling just as much as we understand science. We're the best at what we do, and people notice.





Stevie Award for Sales  
& Customer Service

Customer Service  
Department of the Year

4 wins since 2012



*Outside Magazine:*  
Best Places to Work

6 wins since 2009



USANA voted  
**"#1 Distributor's Choice"**  
for Best Network Marketing  
Company by *MLM Insider*

for 16 consecutive years



Trusted Partner and Sponsor  
of *The Dr. Oz Show*

since 2012

**BEST**  
OF STATE

- Voted best health and nutritional products for seven years
- CellSentials™ voted best dietary supplement
- 50 Best of State Awards since 2003



43 Communicator Awards

since 2009

## SIX WAYS TO EARN INCOME WITH USANA



### RETAIL SALES

Earn profits on the difference between the Preferred Price and retail price.



### WEEKLY COMMISSIONS

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



### INCENTIVES

Be rewarded with luxury travel, prizes, and even extra cash through generous incentive programs.



### LIFETIME MATCHING BONUS

Sponsor new Premier Platinum PaceSetters and receive up to a 15% match of their commission volume for the life of their USANA businesses.\*



### ELITE BONUS

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



### LEADERSHIP BONUS

Participate in a 3% worldwide weekly bonus pool.

\*As long as you are commission qualified and in compliance with your Associate agreement.  
†Current payout is approximately \$1,000,000 per quarter. Payout amounts vary each quarter.



## ● EXPERIENCE

USANA has been in business for more than 25 years, and our commitment to excellence, ethics, and professionalism has never ceased. Our business model and our products are made to last.





## ● THE INDUSTRY

Over 100 million people around the world are currently in the direct selling industry. In 2015, the industry added an estimated \$183.7 billion to the global economy, which shows that more people than ever are starting their own businesses and taking control of their lives.



## • GIVING BACK

The USANA True Health Foundation's mission is to ensure that impoverished children and families reach their fullest potential. We do this by providing food and nutrition to help them build sustainable communities. USANA covers all costs associated with the functioning of this Foundation, so every dollar received goes directly to those who need it most.

**Learn more at [USANAFoundation.org](https://USANAFoundation.org).**



U S A N A

**TRUE HEALTH**  
FOUNDATION

*helping humanity*





## ● **MANUFACTURING STANDARDS**

USANA manufacturing facilities operate at pharmaceutical-level Good Manufacturing Practices—above and beyond what is required by law for dietary supplements. And unlike many other supplement companies, we create, test, produce, and store the majority of our products at our state-of-the-art, FDA-registered manufacturing facility in Salt Lake City, Utah.



## ● INTERNATIONAL BUSINESS

USANA operates in 20 diverse markets around the world, meaning you can influence people all over the globe as you grow your own international business.



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|------------------------|----------------------|
| 1 United States, 1992  | 11 Singapore, 2003   |
| 2 Canada, 1996         | 12 Mexico, 2004      |
| 3 Australia, 1998      | 13 Malaysia, 2007    |
| 4 New Zealand, 1998    | 14 Philippines, 2009 |
| 5 United Kingdom, 1998 | 15 China, 2010       |
| 6 Hong Kong, 1999      | 16 France, 2012      |
| 7 Netherlands, 1999    | 17 Belgium, 2012     |
| 8 Japan, 2000          | 18 Thailand, 2012    |
| 9 Taiwan, 2002         | 19 Colombia, 2013    |
| 10 Korea, 2003         | 20 Indonesia, 2015   |

Who will ***you*** be with USANA?

USANA.



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Business Center

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