



## 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-the-art facility in Salt Lake City, Utah.

## 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.

### FIVE REASONS TO MAKE USANA YOURS

#### NUTRITION FOR 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 nutritionalists that work for you and then get back to living your life.

#### TOTAL FREEDOM.

Want extra time to do the things you love? How about some extra cash? Maybe you 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 of freedom you're looking for—USANA can help you achieve it.

#### UNLIMITED ENERGY.

When USANA Associates, employees, and the management 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 can only come from being a part of the USANA family.

#### WE HAVE EXTRAORDINARY FRIENDS.

Lots of them. The amazingly high standards we set for our products have attracted more than 600 professional and Olympic athletes to our nutritional and energy and diet lines. Their health is their life, and they trust their health to USANA. There's no reason you shouldn't.

#### ENDLESS POSSIBILITIES.

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

### THE USANA STANDARD



#### FROM USANA TO YOU

The supplement industry is often given a lot of slack. The Food and Drug Administration (FDA) doesn't hold dietary supplements to the same quality standard as pharmaceuticals so many products just aren't what they say they are. The USANA Standard says that's not good enough. NSF International has certified our good manufacturing practices, and USANA products meet the stringent requirements of both Informed-Choice and HFL Sport Science. Plus, we guarantee that our supplements contain exactly what's listed on the label.

But that's not all. Part of having such high standards is having a variety of government agencies periodically drop in to inspect our manufacturing facility. They stop by to make sure we're meeting the highest standards while we produce our products, and they require strict adherence to certain procedures and documentation. For example, in order to offer products to our Australian Preferred Customers and Associates, we've been meeting the rigorous guidelines of the Australian Therapeutic Goods Administration for years. And USANA also already adheres to a more rigorous quality assurance program in the manufacture of its nutritional supplements by complying with pharmaceutical-level Good Manufacturing Practices, or GMPs.

Did we stop there? Nope. In 2011, USANA took everything a step further. Our manufacturing facility became a registered FDA Drug Establishment. Because USANA has been voluntarily adhering to these FDA standards for years, no changes needed to be made to our manufacturing processes in order to comply with the scrutiny of FDA Drug Establishment Registration.

Now, this may have you wondering: what about other supplement companies? Do they meet these standards? It's hard to say. Other supplement companies are only required to follow the FDA's less stringent dietary supplement standards. And while some other companies out there can say they manufacture their

products in a registered FDA Drug Establishment, many of them outsource the responsibility of manufacturing to a third party vendor. USANA is different in that we take the responsibility of creating the highest-quality supplements upon ourselves. We manufacture the majority of our products in-house at our own state-of-the-art facility in Salt Lake City, Utah. We want to make sure you know exactly what's going into our products so you can trust you're getting the best of the best.

The amazing quality of our manufacturing processes is just one more way USANA shows its commitment to creating the highest quality products on the market.



For more information, scan here:

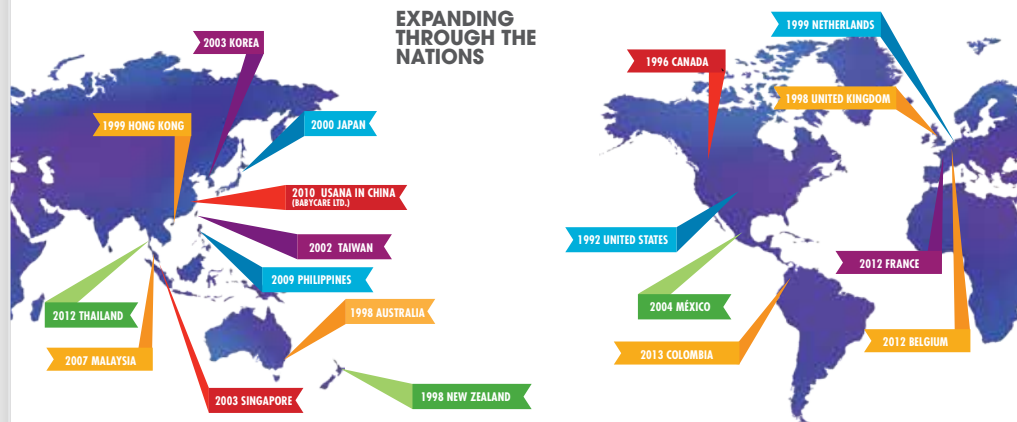


"USANA's manufacturing is second to none. The attention to detail, the uncompromising standards, and the commitment to quality give us the utmost confidence when sharing USANA products. Whether it be with a professional athlete, a friend, or one of our own children, USANA's manufacturing principles assure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

J & Katy Leman  
Illinois, USA  
USANA Associates

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### EXPANDING THROUGH THE NATIONS



## 600+ WORLD-CLASS ATHLETES CHOOSE USANA.

- USANA's products are for everyone, including athletes.
- Inform prospects of USANA's athlete guarantee: what's on the label is what's in the product.
- Point out USANA's partnership with the Women's Tennis Association (WTA).

The pictured named athletes or celebrities are either Associates or dedicated users who have received compensation for their endorsement and/or complimentary USANA products.

trust USANA to give them the superior nutritional support they need to compete at the highest levels—but quality supplements can make a real difference for anyone, including you.



### THEY'RE AT THE TOP OF THEIR GAME

The Women's Tennis Association (WTA) has chosen to fuel their athletes with USANA's high-quality products since 2006, and for good reason: The WTA is comprised of dozens of the finest tennis players in the world. In order to stay in competitive shape, they need to eat right, hydrate, push through their grueling workouts, and supplement with the best.

The USANA WTA brand ambassadors are an inspiring cross-section of this elite organization, and among the seven of them, they've accumulated 61 WTA titles and more than \$28 million (US) in prize money.

Imagine what USANA could do for you.

"USANA is providing WTA players with the highest quality vitamins and supplements to help athletes stay healthy and compete at the highest professional level. We are proud of our partnership with USANA and the advantages that it offers to our players."

Stacey Allaster  
WTA CEO and Chairman



your health. your life. your way.™





### DR. MEHMET OZ'S FOUNDATION, HEALTHCORPS, AND USANA CELEBRATE TWO YEARS OF CHARITY

In 2012, HealthCorps, the organization founded by America's favorite doctor, teamed up with USANA to create a health and philanthropic winning combination. It wasn't just a common goal that brought together the dynamic duo of Dr. Mehmet Oz's HealthCorps and USANA, but also a dual, driving force to make the world a happier, healthier place.

USANA's mission lines up perfectly with that of HealthCorps—the charitable foundation created by world-renowned cardiothoracic surgeon and three-time

Emmy Award-winning host of the three-time Emmy Award-winning *The Dr. Oz Show*, Dr. Mehmet Oz, and his wife, producer, writer, and TV news contributor, Lisa Oz.

HealthCorps was established to fight against teenage obesity, one of the most pressing health issues in the United States. With teen mentoring, HealthCorps teaches young people how to become educated consumers and make healthy food choices.

The relationship is a natural fit, with HealthCorps and USANA having a shared interest in spreading health.

In March of 2013, Dr. Mehmet Oz came to Salt Lake City on behalf of HealthCorps to tour USANA's manufacturing facilities and personally thank USANA for its continued support of HealthCorps.

During his visit, Dr. Mehmet Oz stated, "I want to applaud you. It comes back to the reality that how you do anything is how you do everything. And every single thing that I saw today was fantastic, which is why USANA as a company is where it is. And that's why I take pride in the relationship that our team at HealthCorps has with USANA."

USANA and HealthCorps will continue to leverage resources with a goal of generating the maximum impact on the lives of teens. The objective of the relationship is to create the healthiest families on earth.

"We feel the power of this relationship," explains Dave Wentz, USANA CEO. "We can do a lot more working together than we can apart."

For more information, scan here:



\*For more information, please visit [USANAFoundation.org](http://USANAFoundation.org).



### USANA TRUE HEALTH FOUNDATION

The USANA True Health Foundation began operations in 2012. Dr. Myron Wentz, USANA's founder, and USANA CEO Dave Wentz, created the Foundation to enable the USANA family to expand their ongoing charitable efforts.

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 who need it most.\*



### SANOVIV

In 2000, Dr. Myron Wentz opened Sanoviv Medical Institute, a cutting-edge medical facility located in Rosarito, Mexico, just South of San Diego. Sanoviv offers state-of-the-art technology with an integrative approach to healing, as well as affordable educational programs for USANA Associates.

For more information, please call 800-726-6848 or visit [sanoviv.com](http://sanoviv.com).



### TEAMED WITH TOSH

The Orthopedic Specialty Hospital (TOSH), located in Murray, Utah, is one of the country's premier facilities for orthopedic surgical care, rehabilitation and physical therapy, sports performance training, and nutrition counseling.

Through TOSH's collaborative relationship with USANA, the hospital has been able to streamline a series of studies being conducted in young athletes, 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 of others.

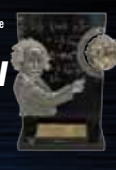
International and National Stevie Award for **SALES & CUSTOMER SERVICE**  
CUSTOMER SERVICE DEPARTMENT OF THE YEAR  
2 wins since 2012



**THE HEALTHY HOME HITS #2 ON THE NEW YORK TIMES BEST SELLERS LIST**  
May 2011



Dr. Myron Wentz receives the **ALBERT EINSTEIN AWARD**  
for Outstanding Achievement in the Life Sciences  
2007



Outside Magazine: **BEST PLACES TO WORK**  
5 wins since 2009



Forbes.com names Dave Wentz One of America's **MOST POWERFUL CEOs 40 & Under**  
2009

**379 AWARDS**  
Since 1997

USANA RECEIVES A **PROGRESSIVE MANUFACTURING 100 AWARD**  
IN INNOVATION MASTERY  
2011



**BEST OF STATE**

- Dietary Supplement  
11 wins since 2003
- Personal Care Products/Cosmetics—Sense™  
6 wins since 2007
- Health/Nutrition Beverage—Rev3 Energy®  
6 wins since 2009
- Science/Technology—Research and Development  
2 wins since 2012
- Health/Nutrition Product  
4 wins since 2009

Recognizing that the health of the environment is an important factor in human health, USANA strives to reduce its environmental impact through the USANA Green program. USANA's actions include the following:

- Publicly reporting greenhouse gas emissions as a Founding Member of The Climate Registry
- Moving to recyclable materials in product packaging
- 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 xenscaping



**GREEN**

**P4**



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 regulations society has created.

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, scan here:



## 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.

## USANA PARTNERSHIPS

- Dr. Wentz opened the Sanoviv Medical Institute in 2000.
- 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 charitable efforts.

## USANA ACCOLADES AND AWARDS

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




your **health.** your **life.** your **way.**™

# Your Health



## 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.








# YOUR HEALTH

## TODAY'S HEALTH REALITY

Living a life you love begins with great health. But today's unfortunate reality is that many people's lives are plagued by the leading causes of premature death.


The majority of these degenerative diseases are caused by poor lifestyle choices. But it's never too late to make a change for the better.

**DIABETES IS THE LEADING CAUSE OF KIDNEY FAILURE**, non-traumatic lower limb amputations, and new cases of blindness among adults in the USA, and it is a major cause of heart disease and stroke.<sup>1</sup>

<p><b>CARDIOVASCULAR DISEASE</b> (17.3 MILLION*)</p> 	<p><b>CANCER</b> (7.5 MILLION*)</p> 	<p><b>STROKE</b> (6.1 MILLION*)</p> 	<p><b>RESPIRATORY DISEASE</b> (4.2 MILLION*)</p> 	<p><b>DIABETES</b> (1.2 MILLION*)</p> 
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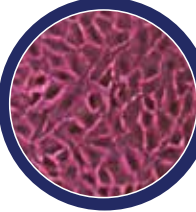
\*Annual worldwide figures; World Health Organization, Global Health Observatory Data Repository. Retrieved May 2012 from <http://apps.who.int/ghodata/?vid=10012>  
1. [http://www.cdc.gov/diabetes/pubs/pdf/nid15\\_2011.pdf](http://www.cdc.gov/diabetes/pubs/pdf/nid15_2011.pdf)

### UNDER THE MICROSCOPE



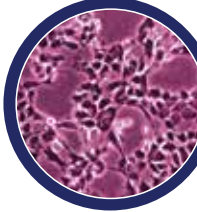
**Healthy human cells in culture**

Laboratory experience and analysis indicate that certain types of healthy cells in culture may survive indefinitely when "nutriented" properly and protected from harmful toxins.



**Cells after adding digested products from a fatty meal**

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



**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.

### TAKE CHARGE

Countless studies have shown that the key to a longer health span lies in choosing a lifestyle that supports optimal health. And luckily, you're in control. **Youthful vitality, no matter your age, comes as a result of the positive choices you make daily to protect your body's cells.** Things like diet, quality supplementation, exercise, proper hydration, and skin care all impact our ability to live life to its full potential.

These positive health choices take on more importance when we're confronted with the realities of the world around us.

Public health scientists have found new evidence of the threats to our cellular health posed by our toxic environment. The air we breathe, water we drink, and foods we eat contain substances that may be damaging to our cells. Any tissue that is exposed to the environment, including the skin and the linings of the respiratory and gastrointestinal passages, may be especially vulnerable.


**"The human body is made of cells, and those cells work together to sustain your life," USANA founder and chairman Dr. Myron Wentz says.**

Other medical professionals concur on the importance of supplementation. Many researchers believe supplementary antioxidants are necessary for aiding the body's normal defense systems in combating free radicals.

"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 thousands of others the means to enjoy life to its fullest in happiness and health."

**You are in charge of your happiness and health.** It starts with the healthy choices you make. Currently, hundreds of thousands of families around the world are supplementing their diets with USANA products, and making the positive choice to pursue a healthier tomorrow.

For more information, scan here:



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## 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 Nutritional 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

**HealthPak™**  
Provides a full daily dose of the USANA Essentials Mega Antioxidant and Chelated Mineral, as well as Active Calcium™ and USANA's unique AD Boost™ for added antioxidant protection.

**Chelated Mineral**  
Supports essential minerals that play many important roles in the body.

**Mega Antioxidant**  
Provides essential vitamins that support virtually every body system and supplies a wide range of antioxidants to fight cell-damaging oxidative stress.

**Essentials™**  
Mega Antioxidant and Chelated Mineral comprise the USANA Essentials for adults. This duo delivers a broad range of vitamins, minerals, and antioxidants to support the health of your entire body from the cell up.

**TRUE HEALTH—IT'S ESSENTIAL**  
Helping you build a strong foundation for exceptional health, the Essentials™ provide a comprehensive spectrum of the necessary vitamins and minerals adults need every day for optimal health and energy levels. Potency guaranteed!

**NOW KOSHER CERTIFIED**

Sometimes following the strict guidelines of a kosher diet can be tricky. USANA offers a Kosher Essentials that provides a strong nutritional foundation, similar to the regular Essentials, all while following the restrictions related to the ingredient sourcing and manufacturing of kosher products.



"USANA's Essentials and HealthPak are like a dose of health and wellness insurance that we take every day. The products help us cover our basic nutrition needs while building optimal health, and it gives me peace of mind knowing I am taking the best care of my health at the cellular level. I have been using USANA's products for one year, and I feel better than I ever did before. I am constantly asked what products I use. I smile because USANA's secret is out!"

Jo Chan  
California, USA  
USANA Associate

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## FOR EVERYONE

**USANA FOR ALL GENERATIONS**

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 Essentials 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 vitamins and mineral supplements in addition to a healthy diet.



"As a parent, optimal health and development for your children are paramount. I am so grateful that all five of my children are 'USANAdified.' From the moment they have received the very best nutrition thanks to USANA's comprehensive nutrition program, USANA takes health very seriously. The USANA products truly are the Gold Standard in nutrition, and as a parent, I only want the very best for my family."

Zak & Keri Rose  
California, USA  
USANA Associate

**BabyCare Prenatal Pack**  
A convenient dose of essential, top-quality vitamins and minerals. Pack includes Mega Antioxidant and Chelated Mineral with added Iron.

**BodyRox™**  
A comprehensive range of vitamins, minerals, and probiotics to help busy teens stay healthy and energized.

**Usanimals™**  
A tasty wild-berry chewable that provides balanced nutritional support for growing children.

**BiOmega™ Jr.**  
A delicious burst of omega-3 fatty acids and vitamin D for healthy minds and bodies.

**CREATING A FOUNDATION**

In California, Heidi Hill, USANA Associate, advises a healthy pregnancy, a safe delivery, and a healthy baby.

Proper nutrition before and during pregnancy can influence a baby's health throughout his or her life and play a role in everything from future appetite and metabolism to intelligence and temperament.

Healthy diets with adequate folic acid reduce a woman's risk of having a child with a brain or spinal cord birth defect. But there are many other nutrients to consider during pregnancy and breastfeeding. Omega-3 fatty acids have been linked to brain and eye health, and iodine is important for development. Adequate vitamin D supports bone development and immunity. And iron is important for supporting the mother's and blood cell formation and for ensuring the baby has adequate iron stores for the first few months of life.

A comprehensive prenatal nutrition program includes a wide range of USANA products: USANA BabyCare Prenatal Essentials™, BiOmega™, Active Calcium™ D3, and for most women, USANA's Vitamin D supplement (pregnant women should monitor their vitamin D levels and aim for around 40-60 ng/mL). Knowing that the USANA BabyCare Prenatal Essentials provide safe levels of nutrients for a healthy pregnancy and for a baby's optimal growth and development, along with USANA's guaranteed quality, safety, and potency, should give moms and moms-to-be confidence that they are providing an excellent start for their baby's future health.



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**YOU'D HAVE TO EAT APPROXIMATELY 22,000 CALORIES AND SPEND MORE THAN \$33 A DAY TO GET THE SAME AMOUNT OF NUTRIENTS FOUND IN A DAILY DOSE OF THE ESSENTIALS.**

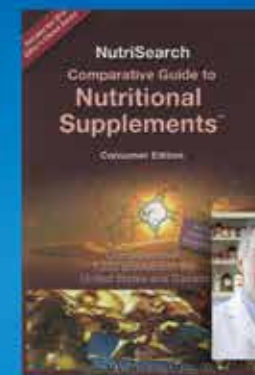
- 18.5 million drops of water (100 mg)
- 80 whole lemons (6.25 mg)
- 44 large eggs (1,000 mg)
- 4.3 tsp cod liver oil (100 mg)
- 7 oz cod fish (1,000 mg)
- 2 1/2 tsp turmeric root and root extract (100 mg)
- 3 oz olive oil (30 mg)
- 5 chicken breasts (30 mg)
- 1 serving of yogurt (100 mg)
- 2.5 tsp fish liver oil (100 mg)
- 9 oz baked cod fish (30 mg)

**BEST OF THE BEST**

"Now in its 5th edition, the *NutriSearch Comparative Guide to Nutritional Supplements* compares more than 1,200 nutritional products to NutriSearch's an independent nutritional laboratory developed from the individual recommendations of 12 recognized nutritional authorities.

"The guide recently awarded USANA its highest distinction possible—the *NutriSearch Gold Medal of Achievement*—and selected USANA as its Editor's Choice for the second time."

—*Dr. Max Williams, D.S., M.D., F.D. James Connally, Member of Parliament, and Member of the Legislative Assembly for British Columbia*



Powerful polyphenolic antioxidants found in olives are not available from other dietary sources. USANA's patented **Olivol™** Olive Fruit Extract contains a high concentration of these unique polyphenols, delivering many of the health benefits associated with olive fruit and olive oil consumption, including supporting cardiovascular health.

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your health. your life. your way.™



# YOUR HEALTH. YOUR WAY.

## MyHealthPak™ and the True 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 for the individual.

### Cardiovascular System

- 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.

# YOUR WAY.

## CARDIOVASCULAR SYSTEM

The cardiovascular system includes the heart and blood vessels. It is responsible for circulating blood, which carries nutrients, oxygen, and blood cells throughout the body.



- Proflavanol® C100**  
Proflavanol® C100  
Supports circulation, nerve function, and skin health.
- CoQuinone® 30**  
CoQuinone® 100  
Supports cellular energy production and heart and healthy nerve function.

## NERVOUS SYSTEM

Consisting of the brain, spinal cord, and nerves, the nervous system collects and processes information from inside and outside the body and sends relevant commands to the muscles and glands throughout the body.



- Ginkgo-PS™**  
Supports memory and helps maintain cognitive and circulation.
- Visionex®**  
Visionex® DS  
Supports long-term eye health and visual performance. Also supports skin health.

## CELLULAR FUNCTION

The fundamental molecules of life, cells have unique functions in every part of the body. Our health depends on repairing and regenerating cells to keep them functioning properly.



- Booster C 600™**  
Supports short-term immune function.
- Vitamin D**  
Supports bones, teeth, heart, and immune function.
- BiOmega™**  
Supports heart, brain, skin, eye, and joints. Also supports healthy progesterone.

## SKELETAL SYSTEM

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



- Active Calcium Chewable™**  
Promotes strong bones and teeth. Can also be used as an antacid.
- Active Calcium™**  
Promotes strong bones and teeth.
- Procosa®**  
Supports joints and connective tissues.

## ENDOCRINE SYSTEM

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



- Palmetto Plus™**  
Designed for men to help support prostate health.
- Pure Rest™**  
Supports restful sleep and immune function.
- PhytoEstrin™**  
Designed for women to help support temporary relief from menopausal symptoms. Formulated to help support bone and heart health.

## DIGESTIVE SYSTEM

From the mouth to the colon, the digestive system includes all the organs involved in breaking food down into forms that are usable by the body to properly remove waste and toxins.



- Fibery® Plus**  
Supports digestion, promotes regularity, and keeps you feeling fuller longer after meals. May reduce the risk of heart disease.
- Digestive Enzyme**  
Supports digestion and temporary relief from gas and bloating. Assists with nutrient absorption and supports the normal elimination of toxins from the GI tract.
- Hepasil DTX™**  
Supports healthy normal detoxification processes in the liver.
- USANA® Probiotic**  
Supports healthy digestion, immune function, and helps maintain regularity.

MYHEALTHPAK Available in MyHealthPak™ ANTI-ANTIOXIDANT Products that offer antioxidant activity K Kosher product HYBRID State-of-the-art manufacturing process featuring bilayer tableting

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## CREATED BY YOU.

You are unique. Your desires are personalized. Approach to health that is tailored to your individual needs. MyHealthPak™ allows you to design your own AM and PM nutritional supplement packs. Start with the Essentials™ and then customize your pack with a selection of Optimizers.

*"I don't go a day without MyHealthPak™. Not only is eating well extremely important to me, but I also want to provide my body with the best nutrition—and therefore the best supplements—possible. And, I don't have to mess with bottles! For me fitness—on the go, traveling, dancing, living life—was something quick and easy and for both convenience and quality, USANA got me covered."*

Carman Marshall  
Florida, USA  
USANA Associate

## AN INNOVATIVE APPROACH TO PERSONALIZED NUTRITION

Understanding your health is the key to maintaining your health. The USANA True Health Assessment helps you do just that. In less than 15 minutes, this innovative tool will provide you with detailed, easy-to-read health reports that will help you get the most out of your nutritional regimen.

For more information, scan here:

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### 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.



## SCIENCE MEETS DELICIOUS.

- 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 gluten: No gluten-containing 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 dietitian.

### SCIENCE MEETS DELICIOUS



**KATHY KAEHLER**  
*Co-owner, owner of Sunday Set up™, and USANA spokesperson*

"Healthy living starts with good choices, from what we put in our bodies to how we store them. That's why I rely on USANA foods from RESET to Nutrimeal. I get the balanced energy that I need, and I know they're scientifically developed with superior nutrition so you can live healthier."



Chocolate Whey, Berry Vanilla, Dark Chocolate, Nutrimeal™ Free, Wild Strawberry

**Nutrimeal™**  
 Nutrimeal shakes are gluten-free, nutritionally balanced meal-replacements that provide a healthy ratio of carbs, proteins, and beneficial fats to help support optimal health and an ideal weight. The low-glycemic formulas are designed to deliver sustained energy and control hunger.

**Chocolate Whey Nutrimeal™**  
 With its premium and developed for those sensitive to wheat, soy, or gluten, Chocolate Whey Nutrimeal is a delicious, convenient "shy" to get the protein you need to build a healthy body.

**Nutrimeal™ Free**  
 Nutrimeal Free is a plant-based, nutritious source of protein that is pleasantly delicious and low in overbearing. If you're in the mood to blend it with a handful of your favorite fruits or vegetables, go right ahead! Mix it your way. The most, greatest flavor complements just about anything you can think of.

**USANA's Delicious Protein Snacks**  
 Have you ever been tempted to reach for a not-so-healthy snack, only to hesitate when you thought of your waistline? Achieving an ideal weight doesn't mean you have to ignore snacking. These delicious, gluten-free snacks will give you all the indulgence you crave with some extra benefits to boot. Each of them is low glycemic and packed with protein so they'll fill you up without spiking your blood sugar. They're a healthier, more tasteful alternative to high-sugar snacks.



**Choco Chip**  
 Indulge in the rich, chocolatey goodness of this protein snack. Low carb, low glycemic, and high protein.

**Berry Nutty**  
 Finally—the whole foods bar your taste buds have been dreaming about! The one that brings all your favorite ingredients to the party. From tree almonds and cashews to delicious dried cherries and cranberries, this little bar delivers big flavor. And the best part? It's all natural. Yep. No fill, and no artificial ingredients. Just sweet, mouthwatering gifts from Mother Nature.


### BE BEAUTIFUL

## sen sé

beautiful science®

**ASHLAN GORSE**  
*4x Entrepreneur, Fitness Enthusiast*

"I love Sen sé. The entire line is amazing. The Eye Nourisher is a dream and has saved me on many, many mornings!"




**No Added Chemical Preservatives**

**THE FOUNDATION OF BEAUTY IS THE HEALTH OF YOUR CELLS**  
 Developed by USANA Health Sciences, Sen sé products are formulated to properly nourish and hydrate your skin's cells, for younger looking, healthy skin. The Sen sé beauty regimen is designed to be a comprehensive approach to skin and hair care, incorporating the latest developments in Topical Nutrition and Anti Aging Technology.

**BODY CARE FOR THE ENTIRE FAMILY**  
 Radiate health from head to toe with the Sen sé body care collection.

**SEN SÉ. SCIENCE-BASED. RESULTS-FOCUSED.**


The Deluxe Face features the full range of facial products. In an eight-week clinical study, Deluxe Face users experienced a decrease in the appearance of fine lines, wrinkles, and dryness, and increased smoothness, elasticity and moisture. All that in just eight weeks, with visible results in as few as two.



**8-WEEK CLINICAL TEST RESULTS**


- 100% INCREASE IN CELL PROLIFERATION
- 80% INCREASE IN CELL SURVIVAL
- 100% INCREASE IN SKIN VISIBLE RESULTS
- 49% INCREASE IN SKIN ELASTICITY
- 60% INCREASE IN SKIN MOISTURE

For more information, scan here:



### BETTER RESULTS BY RESET!

For more information, scan here:

**VICENTE GUTIERREZ**  
**LOST 58 POUNDS IN 90 DAYS**

**Topical nutrition**  
**Proflavandol™ Antioxidant Complex**  
 • whole grape and green tea extract combat free radicals  
 • vitamin E, zinc, and niacin support skin's structure

**Protein-C™ Vitamin C Complex**  
 • vitamin C brightens and provides oxidative defense  
 • hyaluronic acid and glycerin draw in moisture

**Anti Aging Technologies**  
**DSR™ (Dermal Surface Renewal) Technology**  
 • natural botanical ingredients reduce the appearance of fine lines and wrinkles and soothe the skin  
 • skin brightens, counteracts uneven skin tone  
 • HAUF® technology minimizes the visible effects of aging for smoother, younger looking skin

**Rogenisomes™**  
 • collagen peptides help boost skin's response to environmental damage and extend the look of aging

**GREAT FOR MEN, TOO!**  
 "When I used to pressure the way I look, I was in an important face to face with people all the time. I want to have confidence. Before USANA, my skin was dry and flaky. Using Sen sé really helped. My skin has never felt better. I can look with confidence all day long!"  
 Justin Karpman  
 Irvine, CA  
 USANA Associate

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.

## BE BEAUTIFUL.

- **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.



## 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 smart. 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.



Front row from left to right: Brian Dixon, Ph.D.; Sean Surbeck; John Cuomo, Ph.D.; Michael Fulhman, DC  
 Second row from left to right: Cory Telford; Jenna Templeton; Howard Goldfine; Armando Vasquez  
 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.  
 Not pictured: Kejun Koh; Toni McKinnon, RN, CCRP; Russ Barton, MS, CNS, CISSN; Kim Nguyen

## USANA SCIENTIFIC ADVISORY COUNCIL

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 and wellness.

### Dr. Monica Lewis

Speaker and co-author of a number of books, Dr. Lewis, along with her husband, cardiologist Dr. Gerald Lewis, wrote *Dietary Supplements, Cancer and Heart Disease* and practices holistic medicine.

### Dr. Bart Moore

Board certified in family medicine and as a physician nutrition specialist, Dr. Moore is a Diplomate of the American Board of Anti-Aging Medicine, with a private practice emphasizing nutrition and prevention.

### Dr. Tim Wood

Former executive vice president of research and development at USANA, Dr. Wood received a Ph.D. from Yale University and has spent more than 25 years managing research and development programs.

### Dr. Peter W. Rugg

(Chair)  
 Diplomate, American Board of Internal Medicine; and Fellow, American College of Emergency Physicians.

### Dr. Christine Wood

Practicing pediatrician with expertise in nutritional medicine for children, Dr. Wood is the author of *How to Get Kids to Eat Great and Love It*.



### Dr. Heather Tick

Leading physician, speaker, and researcher specializing in holistic approaches to treating chronic pain and promoting healthy aging. Dr. Tick is the author of *Life Beyond the Carpal Tunnel*.

## JOIN THE REVOLUTION

### REV IT UP!

#### Rev3 Energy® Drink

Cleaner. Smarter. Stronger. Rev3 Energy is all the power of an energy drink—refined. With an advanced formula of antioxidants and caffeine derived from green tea, Rev3 Energy is a superior alternative to the sugary, high-calorie, crash-and-burn energy drinks currently on the market.



#### Rev3 Energy® Surge Pack

Rev3 Energy Surge Pack is a refreshing lemon-tea flavored powder that comes in a small, portable packet. Just grab your water bottle, add the powder to your water, and shake for a fast pick-me-up.

For more information, scan here:



### WHAT SEPARATES REV3 FROM OTHER ENERGY DRINKS?

- Free from added preservatives, and is a vitamin- and antioxidant-enhanced beverage with a proprietary energy complex.
- Contains no artificial flavors, artificial sweeteners, artificial preservatives, or artificial colors.
- Contains all-natural caffeine from antioxidant-rich green and white tea.
- Replaces vitamins B1, B2, and B6, which may be depleted during exercise.

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.

## 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.



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.



your health. your life. your way.™



# 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.



# YOUR WEALTH

## 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 searching for another big, bold ad or a hot stock symbol. That's OK. But when you're looking for the future of business—and the present, really—you have to train your eyes away from the billboards and the TV. You won't find 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, and lasting hope for the entrepreneurial spirit. The 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 positive change.

Direct selling is the present and the future of business.

And there has never been a better time to start. The direct selling industry has been growing steadily, and there is still plenty of room for motivated individuals to experience a life of financial and time freedom. The World Federation of Direct Selling Associations (WFDSA) estimates worldwide retail sales for 2012 at \$166.8 billion, and puts the number of people participating in direct selling at 89.6 million. In North America alone, the WFDSA places sales figures at \$41 billion.

Those are staggering numbers. But the benefits the 89.6 million people are experiencing around the world are even more impressive.

Consider that with direct selling, you have:

- **Big opportunities for growth and profit with little start-up cost and virtually no overhead.**
- **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.**

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 your life. But, unlike other 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.

### SIX WAYS TO EARN INCOME WITH USANA



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



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



**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.\*



**INCENTIVES**  
Be rewarded with luxury travel, prizes, and even extra cash through USANA's generous incentive programs.



**LEADERSHIP BONUS**  
Participate in USANA's 3% worldwide weekly bonus pool.



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

\*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.



#### DENIS WAITLEY

Denis Waitley is an internationally renowned author, keynote speaker, consultant, and former chairman of psychology on the U.S. Olympic Committee's Sports Medicine Council.

"I have devoted my career to counseling peak performers, from Super Bowl and Olympic champions to Fortune 500 corporations such as Microsoft, IBM, AT&T, and Mercedes-Benz. For many years 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."



"Twenty years ago, I was a 23-year-old injured carpet installer, but because of USANA, I have created a life I wouldn't, or couldn't, have ever been able to dream of for myself. For 20 years, I have never missed a weekly commission check. I still can't believe what I have accomplished, but I did it with USANA. My once dreams are my everyday reality now."

Jeremy Stansfield  
Utah, USA  
USANA Associate



#### PAUL ZANE PILZER

Pilzer Zane Pilzer is an economist, social entrepreneur, professor, public servant, and 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."



Please see income disclaimer on page 3.



your health. your life. your way.™

## 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.

# OPEN FOR UNDERSTANDING YOUR USANA BUSINESS

The USANA business opportunity operates under a simple premise: 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 on 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 matched, on both your left and right sides. But what about the rest? It becomes rollover for your next check (starting at 125).<sup>\*</sup> 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 earn an Additional Business Center. There are no limits to the number of Additional Business Centers you can earn, which means there are no limits to how big your business can grow.

\*Once a Business Center is moved, 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 USANA Associates or Preferred Customers who've placed their first order<sup>\*</sup> and set up a recurring order through Auto Order. USANA takes 10% of your initial order, splits it in half, and applies that discount

to the next two Auto Orders. By simply placing an initial order, you receive a reward. This is in addition to the 10% discount all Associates and Preferred Customers receive on their products simply for signing up for Auto Order.

\*Initial Order Reward is not available with the purchase of established discounted enrollment packs.

**BUSINESS CENTER:**  
Your storefront. Think of opening a Business Center like opening a physical location for your business. The more Business Centers you have, the more money you can potentially make.

**POINTS:**  
Each USANA product has a point value. This is different from the dollar amount. Points contribute to your overall volume, which determines your commission.

**GROUP SALES VOLUME:**  
The cumulative volume of sales (in points) you and your team earn. This is tallied every week, and there is no limit to the number of people in your organization from whom you can earn Group Sales Volume. There are also no monthly Group Sales Volume requirements.

**PREFERRED CUSTOMER (PC):**  
A USANA customer who receives Preferred Pricing on USANA's products, but is not eligible to receive commissions when they share USANA with others. Orders by Preferred Customers in your team add to your total Group Volume each week.

**HOW DO I GET PAID?**  
You will earn commissions based on where the Group Sales Volume on the left and right sides of your Business Center match. Find where the Group Sales Volume on your left side matches the Group Sales Volume on your right side, and multiply it by 20 percent (or .2). This total equals your Commission Points for the week. Points are converted into your country's currency.

**MAXIMIZE A BUSINESS CENTER:**  
Accumulate 5,000 points in Group Sales Volume, current and rollover, in both of your Business Centers' sides in a single week.



"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 Mulhem  
Washington, USA  
USANA Associates

## 1 BUSINESS CENTER



## 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 examples 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 you'll earn for that week!

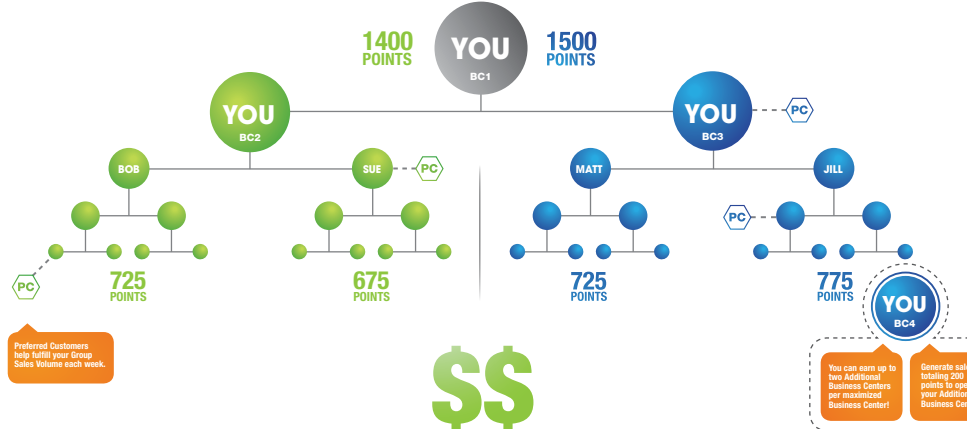
Left Group Sales Volume	Right Group Sales Volume	Matched Volume	Commission Points
125	150	125	25
350	425	350	70
675	547	547	110
1,000	1,500	1,000	200
2,500	2,750	2,500	500
4,457	4,780	4,457	892
5,000	5,400	5,000	1,000

You've maxed your Business Center.  
Remember, only points that remain unmatched will roll over to next week! In this example, 223 points will roll over and count toward your next check.

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 over to the next week, up to 5,000 points.

## 3 BUSINESS CENTERS



**MAXIMIZE A BUSINESS CENTER:**  
Accumulate 5,000 points in Group Sales Volume, current and rollover, in both of your Business Centers' sides in a single week.

### TAX ADVANTAGES

There are many advantages to owning your own business. But what about tax benefits? You may be able to deduct the regular expenses incurred by your business, from travel and transportation to business licenses or the cost of entertaining potential Associates or Preferred Customers in your home. Contact your tax professional for more information.



### SANDY BOTKIN

CPA, former IRS tax attorney, founder of the Tax Reduction Institute

"The light at the end of the tunnel...is the financial opportunity that starting your own business offers. Every North American taxpayer who works a full-time job and does not have a side business is probably overpaying taxes to the tune of \$3,000 to \$9,000 a year!"

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

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





# 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 your dreams.

On top of weekly commission checks simply for sharing USANA with others, you can be rewarded with luxurious travel incentives, awards, and exclusive training opportunities.

Top Associates earn an all-expense paid vacation to one of many beautiful, extravagant locations around the world. If you become one of them, you'll be off to places like Hawaii, Bora Bora, Argentina, Ireland, France, and Switzerland—just to name a few.

And luxury isn't reserved just for those at the top of the ladder. We believe in rewarding those who are growing their USANA businesses and truly living the #USANAlifestyle.

Those who excel are rewarded with incredible business training in addition to opportunities to travel the globe.

Do you get this kind of treatment for your hard work at your traditional nine-to-five job?

**We didn't think so.**



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

## USANA EVENTS: EXPERIENCE THE ENERGY

USANA doesn't just host entertaining, inspiring, motivating, and training-intensive events—we dominate them. Our International Convention has won several Stevie Awards for Best Live Event, including some that recognize us as an international powerhouse, so... yeah. We put on a good show.

USANA's events are held year round and around the globe to keep Associates informed and connected to their large—and rather energetic—USANA family.

Experience any number of USANA's events for yourself to find out what all the fuss is about.

Please see income disclaimer on page 3.



Photo features 2013 members of the Million Dollar Club

## A MILLION REASONS TO CELEBRATE

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

- Be sure to highlight your own experiences with USANA. What events or incentives have you participated in?
- USANA's Million Dollar Club has more than 200 members worldwide. Each person comes from a different background, but all have been successful.
- Those who excel in USANA are rewarded in numerous ways.

