



North American Average Total Earnings

The following chart demonstrates the wealth many Associates are creating with the USANA opportunity (CAD):¹

Rank	% of Active	% of Everyone	Weekly Average	Annual Low	Annual High	Annual Average (Wkly Avg x 52)
FULL-TIME ASSOCIATES²						
Star Diamond Director	4%	< .1%	\$ 23,811	\$ 614,668	\$ 1,617,828	\$ 1,238,217
Diamond Director	4%	< .1%	\$ 8,142	\$ 286,668	\$ 631,325	\$ 423,416
Emerald Director	9%	0.1%	\$ 6,479	\$ 171,299	\$ 393,991	\$ 336,929
Ruby Director	16%	0.1%	\$ 3,670	\$ 49,629	\$ 310,653	\$ 190,903
Gold Director	67%	0.5%	\$ 1,798	\$ 18,563	\$ 256,647	\$ 93,527

PART-TIME ASSOCIATES						
Silver Director	2%	0.3%	\$ 1,269	\$ 25,332	\$ 153,816	\$ 65,907
Bronze Director	2%	0.3%	\$ 804	\$ 19,049	\$ 76,387	\$ 41,863
Director	4%	0.6%	\$ 595	\$ 8,983	\$ 49,318	\$ 30,939
Achiever	9%	1%	\$ 408	\$ 6,301	\$ 44,334	\$ 21,200
Builder	27%	4%	\$ 239	\$ 3,243	\$ 24,771	\$ 12,432
Believer	45%	6%	\$ 146	\$ 2,157	\$ 15,898	\$ 7,591
Sharer	11%	1%	\$ 85	\$ 1,072	\$ 20,264	\$ 4,393

BREAKDOWN OF CANADIAN ASSOCIATES		
Earnings (CAN)	Count	Per cent
0-100	1,320	11%
101 - 500	5,350	44%
501 - 1,000	1,910	16%
1,001 - 2,000	1,281	11%
2,001 - 5,000	1,141	9%
5,001 - 50,000	950	8%
50,000+	120	1%
TOTAL	12,072	100%

¹ Calculations based on earnings for fiscal year 2011. To be considered in a rank's earnings, Associates must have earned cheques at a median rank for at least 20 weeks.

² A full-time Associate is defined as an Associate who became affiliated with USANA and earned the title of Gold Director prior to the report period.

\$108,000 is the average yearly income for an established, full-time USANA Associate. **\$35,000** is the annual average of those who earned as little as one commission cheque each month. Total earnings include commissions, Leadership Bonus, Matching Bonus, contests, and incentive compensation. The number of full-time Associates who have maxed at least 1 Business Centre during the year equals less than 1% of all Associates. Those Associates earning as little as one cheque a month and associated with USANA for more than six months equals 3% of all ordering Associates. If you include all 135,590 ordering Associates, which includes: Associates not actively building a business (acting as wholesale buyers), Associates who just joined (as little as one day), and those who are just beginning to build their customer base, the average yearly income is still \$873.25 with nearly one in three earning a cheque. To date, USANA has had more than 200 global Associates become lifetime Million Dollar Club members.

The figures in this publication should not be considered as guarantees or projections of your actual earnings or profits. Success with USANA results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you demonstrate these qualities.



With more than 200 Million Dollar Club members, it's no wonder USANA Health Sciences has been voted the **#1 Distributor's Choice** "Best Company" for **15 consecutive years** in *NetWork Marketing Today* & *The MLM Insider* magazine.