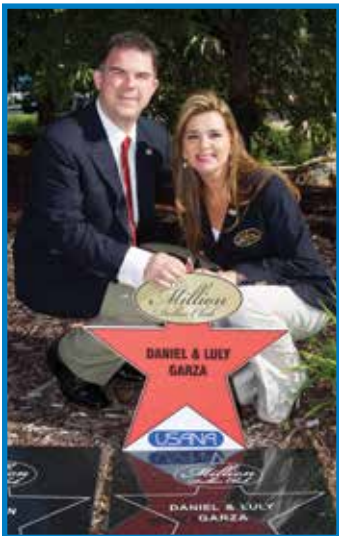
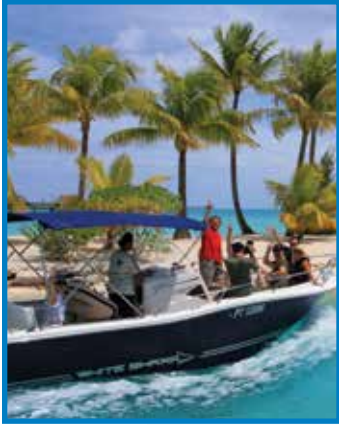




JUMPSTART YOUR SUCCESS



EVERYTHING™
WE DO HELPS YOU
LOVE LIFE
AND LIVE IT.



your health. your life. your way.™



.....

This is why you became a part of USANA. To take control of your health. To live life on your terms.

You have joined the ranks of thousands of USANA Associates around the globe who want the same thing you do. And you are partnering with a wellness company that develops award-winning nutritional supplements, weight-management shakes and snacks, and personal care products that you will be proud to share with those you care about.

In the pages of this magazine, you will learn about USANA and what makes us unique. You'll also learn about our products and the science behind them. You'll be trained on how to share the USANA opportunity with others, and you'll be amazed at the rewards you can earn as a result of your efforts.

Congratulations on making a decision that will have a tremendous impact on every single aspect of your life. Welcome to the USANA family! We look forward to your success.



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We're With You All the Way

Now that you're an official USANA Associate, you may think that you need to have all the answers. But even the most seasoned Associates need help from those around them. That's what teamwork is all about!



Consider the options below as your official USANA lifeline:

1 Always start with your sponsor.

Sponsor Name: _____

Sponsor Phone Number: _____

Your sponsor will be your direct line of support as you build your USANA business, especially in these first few months. A word of advice? Keep their number on speed dial!

2 Distributor Services 1-801-954-7200

This customer support team is second to none. And representatives are available to help you, your customers, or your prospects in every market and language in which USANA operates. Contact them Monday through Friday, 8:00 a.m. to 6:00 p.m. (MST/MDST).

3 Order Express 1-888-950-9595

Need to place an order, or need help placing one? Order Express is the toll-free line that can put you in contact with someone to help you out.

4 USANAtoday.com

This site will become one of your best friends. Learn more about USANAtoday.com on page 38.

5 Social Media

Don't forget to check out USANA's award-winning social media sites. You'll want to bookmark these to stay in the loop:



Facebook:
[USANA.com/facebook](https://www.facebook.com/USANA)



Blog:
whatsupUSANA.com



Pinterest:
[Pinterest.com/USANA](https://www.pinterest.com/USANA)



YouTube:
[YouTube.com/USANAHealthSciences](https://www.youtube.com/USANAHealthSciences)



Twitter:
[USANA.com/twitter](https://www.USANA.com/twitter)

6 QR Codes

The image on the right is a QR code. QR codes are used on many of our USANA publications as a way for you to instantly access additional information through the Internet. To decode the message:

1. Download a QR reader (Scan, BeeTagg, Neoreader, etc.) to your smart phone
2. Use the app to take a picture of the image
3. Check out the online content that appears





Getting to know your business



.....

In order to share USANA with those around you, you first need to know just what this amazing company is about—from the science and manufacturing behind our products to the importance of teamwork and the USANA vision.

You'll discover (if you haven't already) why joining USANA was an excellent decision. And you'll find out even more about everything USANA can offer you and anyone with whom you share the products or the business opportunity.



A Vision 20 Years in the Making



USANA Health Sciences was founded on Dr. Myron Wentz' vision of a world free from pain, suffering, and disease. Since 1992, the company's mission has remained the same: spread that vision by developing and manufacturing high-quality nutritional supplements that provide optimal nutrition at the cellular level.

Today, USANA has grown into an industry leader, with 230,000 active Associates worldwide providing hundreds of thousands of families with award-winning, pharmaceutical-grade nutritional supplements.

The timeline below highlights some of our most notable events from the past two decades.

1992—Microbiologist and immunologist Dr. Myron Wentz founds USANA Health Sciences, eventually becoming one of America's leading companies in the fields of health and nutrition.

1996—USANA takes its first step toward international expansion by opening in the Canadian market. Today, **USANA is a worldwide company with Associates in 19 different markets**, including China.

1997—After five years in the network marketing industry, USANA was the first company voted **"Distributor's Choice" for Best Company** in *Network Marketing Today* and *The MLM Insider* magazine. Since then, this award has been handed out 16 more times, with USANA earning the trophy every single time!



2002—A lasting partnership is formed between USANA and Children's Hunger Fund (CHF) to help children around the world suffering from disease and malnourishment. Today, USANA continues their work with CHF and other charitable organizations through the **USANA True Health Foundation** (see page 47).

2006—USANA becomes the Official Health Supplement Supplier of the **Women's Tennis Association** (WTA), adding to the growing list of professional and Olympic athletes who trust and use USANA's award-winning nutritionals.

2007—A new, more personalized approach to daily supplementation is introduced with the launch of USANA's revolutionary **MyHealthPak™**, a monthly supply of customized nutritional supplement packs.

2009—*Forbes.com* names Dave Wentz one of America's Most Powerful CEOs 40 & Under.

2011—*The Healthy Home*, a book written by Dr. Wentz and Dave Wentz, becomes a *New York Times* bestseller.

2012—After two decades in the network marketing industry, USANA celebrates its **20th anniversary** at the 2012 International Convention, one of USANA's largest events attended by thousands of Associates from around the world. Attendees listened to powerful speeches from renowned speakers, including **two-time Emmy® Award-winning host of *The Dr. Oz Show*, Dr. Mehmet Oz.**

2013—USANA opens its 19th market in Colombia. Plus, new products are introduced, including the USANA BabyCare Prenatal Essentials™ and Kosher Essentials in the United States, as well as three deliciously flavoured protein snacks.



A World of Opportunities

Dr. Wentz' vision was based around an entire world free from pain and suffering rather than a specific city, country, or continent. And because the dream of achieving true health and true wealth is a universal one that knows no boundaries, we're doing everything possible to reach an entire world of dreamers.

Today, Associates have the power to access a worldwide network of customers and business partners thanks to USANA's international presence. With recent openings in France, Belgium, and Colombia, USANA now has Associates in 19 different markets, including China.

Our dominant presence across the globe is just one more way USANA is proving that everything we do helps you love life and live it—regardless of your location, education, or experience.

Expanding Through the Nations

1992	United States
1996	Canada
1998	Australia New Zealand United Kingdom
1999	Hong Kong Netherlands
2000	Japan
2002	Taiwan
2003	Korea Singapore
2004	México
2007	Malaysia
2009	Philippines
2010	China (BabyCare)
2012	Belgium France Thailand
2013	Colombia



Beyond the Standard: USANA's In-House Manufacturing

Extra quality control.
Extra testing.
Extra care.

USANA is extra focused on quality. That's exactly why more than 90 per cent of USANA's products are made in-house at USANA's state-of-the-art manufacturing facilities.

Taking Control

USANA meticulously and methodically controls the manufacturing process of every single in-house product every step of the way. Third-party vendors make different products for different companies every day, but at USANA, we are experts on our products because we make our products. "When you're making something for yourself, you take the time to do it right," says Dr. John Cuomo, USANA's executive director of global research and development. "This is our house. This is our business. And nobody is going to take care of it if we don't."





“This is our house.
This is our business.
And nobody is going
to take care of it
if we don’t.”

—Dr. John Cuomo, USANA
executive director of
global research and
development

Testing with a Scientific Team

More than 60 scientists, chemists, and microbiologists worldwide are tasked with the rigorous job of testing—starting with the raw materials when they enter the in-house manufacturing facilities. Paperwork is checked, a visual inspection is performed, and a representative material sample is collected and sent to the lab.

Every sample goes through microbiological, contamination, potency, and physical testing. Most ingredients also go through specific testing to ensure they meet United States Pharmacopeia (USP) standards for things like purity, solubility, and density to make sure what’s on the label is in the product—and nothing else.

Exceeding the Standard

USANA complies with the highest standards of the nutritional supplement industry, and its Salt Lake City facility is also a U.S. Food and Drug Administration (FDA) registered facility and adheres to standards set by Health Canada’s Natural Health Products Directorate. Although FDA guidelines for nutritional supplements don’t force manufacturers to test every ingredient in every lot, USANA does. This ensures that when you receive your USANA products, you’re receiving the very best supplements possible.

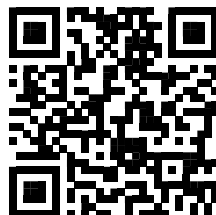
It isn’t the industry standard.
It’s the USANA standard.



Scientific Support

Science has been a cornerstone of USANA since its founding—not surprising given the scientific pedigree of the founder. What Dr. Myron Wentz started more than 20 years ago has grown into a team of world-class scientists from various disciplines dedicated to the creation of the best science-based nutritional products in the world.

Some companies aren't as dedicated to science as USANA. At the Home Office in Salt Lake City, Utah, lab coats aren't just a fashion statement—USANA lives and breathes science. The commitment to research and development is manifested in the high-tech labs populated by a team of talented chemists, molecular and cellular biologists, nutritional biochemists, pharmacists, and sports science experts. It can also be seen in the investment in studies, equipment, and manpower to keep the company on the forefront of nutritional science. And it's money well spent.



USANA has numerous studies going on at any one time, many of which are human clinical studies performed in-house by the company's top-notch human clinical research team. USANA also partners with the **Linus Pauling Institute** and **The Orthopedic Specialty Hospital**, two titans of the scientific community engaged in groundbreaking research.



The Science of USANA

Science is at the heart of USANA's mission to help people all over the world live life to its fullest in happiness and health. Our scientists never stop working to discover new and better ways to produce the highest quality nutritional and personal care products for you.

Patents and Innovations

Olivol™—Olive Fruit Extract

Olivol is a patented extract that contains unique antioxidant polyphenols derived exclusively from olives. These antioxidants may be one of the components of the Mediterranean diet associated with health and longevity.



Nutritional Hybrid Technology

USANA's innovative Nutritional Hybrid Technology (NHT) is a state-of-the-art approach to manufacturing

that separates various formula ingredients into two distinct tablet layers. A patent-pending use of this technology allows incompatible ingredients to be combined in a single tablet.

HYBRID



Sensé™ Self-Preserving Technology

With Self-Preserving Technology, all the functional ingredients of a formula—as well as the manufacturing process and packaging—are combined using a patented technology to become the preservative system. In other words, the product is the preservative.



Partnerships and Collaborations

Meriva™†

USANA and Indena S.p.A., a leading global ingredient supplier, partnered together to test Indena’s Meriva bioavailable curcumin complex—an innovative phyto-some that delivers improved stability and absorption. The research revealed that this advanced formula is up to 30 times more bioavailable than standard curcumin extract. As a result, Meriva is now found in a number of USANA products.

Sanoviv Medical Institute

At Sanoviv Medical Institute, medical professionals frequently recommend USANA products in order to address their guests’ specific needs. When these professionals found a need for a line of products to assist the digestive system and help promote sound detoxification processes, they looked to USANA.



In response, USANA scientists created a line of Digestion/Detox products, made to work together to support digestive health (see page 15).

The Linus Pauling Institute

USANA collaborates with many leading universities and institutions to stay on the forefront of nutritional research. One of our most important partnerships is with the Linus Pauling Institute (LPI), whose mission closely aligns with USANA’s. LPI benefits USANA because of their ability to identify potentially new and exciting phytonutrients we can add to our product line, in addition to helping USANA understand how optimal nutrition works to help individuals achieve optimal health.



Ask the Scientists

Have questions about USANA’s products, ingredients, or the science behind them? We have answers. Check out Ask the Scientists, USANA’s public database of scientific Q&As.

- 1 Go to USANA.com and hover over **The USANA Difference**, then click **Science**.
- 2 Click **Ask the Scientists**.
- 3 Use the navigational links on the left side of the screen to find out science-based information about the products you or your prospects are interested in, or type your question directly into the search field. If, after typing a question, you don’t get the results you need, click **If this search didn’t answer your question, click here** to send your question directly to our scientists.

†Meriva™ is a trademark of Indena S.p.A.



Undeniably Unique

You may have already heard this. More likely than not, you've been told on numerous occasions that no matter what similarities you share with your friends, family, and peers, you are different. You are unique. But you probably don't believe it.

That's because you understand there are certain things everyone has in common. We all want the best for our families, we all yearn for success, and we all share the same basic health needs.

But we all have our differences, too. We all have our own, individual mark we want to leave in life—our own interests, routines, and subtle quirks that truly make each and every one of us...unique.

And the way we see it, it's up to each of us to express what sets us apart from everyone else, not only in our daily lives, but in our daily nutritional regimens as well.

So make your mark. Make a commitment to living a longer, healthier life. We can help. In the next few pages, you'll learn about the product lines USANA offers and how the right combination of products will help you maximize your nutrition and encourage you to support every aspect of your well-being.



Choose the products that are right for you, and then get back to creating a life that's truly—uniquely—yours.



The Essentials: It's All in the Name

The top-rated USANA® Essentials™ daily vitamin and mineral supplements are your key to excellent nutrition for overall well-being in today's modern world. When taken together, Mega Antioxidant and MultiMineral Plus offer an unparalleled range of highly bioavailable vitamins, minerals, and antioxidant nutrients to support a strong foundation of exceptional health for a lifetime.



Take your True Health Assessment and order your personalized nutritional products at truehealthassessment.com. Learn more about the True Health Assessment on page 32.

Your Health, Made Easy

Your optimal selection of USANA® Nutritionals in convenient AM and PM packs, HealthPak™ provides a full daily dose of the Essentials (Mega Antioxidant and MultiMineral Plus), as well as Active Calcium Plus™ and USANA's unique AO Booster™ for added antioxidant protection.

Even the healthiest diet often fails to deliver the right amount of all the nutrients you need for optimal health. The USANA HealthPak makes it easy to fill the gaps with pre-packed daily doses of USANA Nutritionals that are precisely balanced to give you the nutrition to be your best every day.



Optimize Your Health

Healthy by choice

Maintaining youthful vitality is the direct result of making positive choices to protect our body's cells every day. A healthy diet, quality supplementation, regular exercise, proper hydration, and advanced skin care, along with a positive mindset, all have an impact on our ability to live our life to its greatest potential.

USANA's line of nutritionals has a wide range of products for every major body system—cardiovascular, nervous, skeletal, endocrine, digestive, and cellular—and for the whole family. This allows you to target specific areas of your health based on your personal needs.



Make Your Body Regular. Make Your Body Right.



With millions of toxins attacking your body every day, it takes a very special kind of warrior to neutralize the invasion. And USANA's line of Digestion/Detox products can help bring balance to your belly and gut, support the health of your liver, and show you just how fantastic fibre can be.

These products were made to work together to support your digestive health based on the results and recommendations of USANA's collaboration with the medical professionals at Sanoviv Medical Institute.



Download and hand out the Digestion/Detox flyer from the "Tools" section of USANAtoday.com. It explains the differences between each product and how they work together to give your body the support it needs.



The Taste of Healthy Cuisine

USANA believes in making superior products to meet all your individual health needs. Which is why we've developed snacks and meal replacements for when your busy lifestyle needs a nudge in a healthier direction.

Choosing USANA means choosing health. So go ahead and indulge in USANA® Nutriméal™ meal replacement shakes and protein snack products. And then get back to what matters most.



Want recipe ideas or to hear how others have maintained their health with these great USANA® Foods? You can find all sorts of downloadable flyers in the "Tools" section of USANAtoday.com. And don't forget about Facebook ([Facebook.com/RESETUSANA](https://www.facebook.com/RESETUSANA)) and YouTube ([YouTube.com/USANAHealthSciences](https://www.youtube.com/USANAHealthSciences)), where you can check out the RESET Challenge playlist. There, you'll find testimonials, exercise segments, support groups, news, and videos.



sensé
beautiful science®

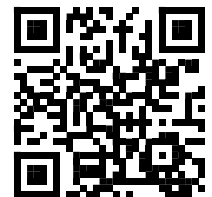
Capture the Glow of Health with Sensé

For those looking to enhance their health and beauty, USANA has created a line of personal care products that will dramatically transform the look and feel of your skin and hair.

Made from the purest natural botanical extracts and developed by USANA's scientists, each product in the Sensé™ skin care line is formulated to revitalize individual cells—where healthy skin begins—providing you with that vibrant, healthy glow you've been searching for. All without any added chemical preservatives.



Check out beautifulscience.com to learn more about the science behind Sensé, how to host a Spa Party, and more.



**600+ ATHLETES.
ONE USANA.**



Whether looking to increase their energy or maintain their health, hundreds of athletes around the globe trust USANA Health Sciences for their nutritional supplement needs. The quality nutrition they get from USANA products comes with a guarantee that what's on the label is in the product—and nothing else.



USANA SPONSORED ATHLETES



Timothy Bradley, Jr.



Ariane Lavigne



Meb Keflezighi



Charlie Davies



Gina Grain



Crystal Manning



Tyler McGill



Austin Trout



Melanie McQuaid



Antonin D'écarie



Conor Dwyer



Billy Demong



Nikola Girke



Grete Eliassen

USANA AND THE WTA: A PERFECT MATCH

Zheng Jie

Sloane Stephens

Liezel Huber

Kim Clijsters

Samantha Stosur

Aleksandra Wozniak



The Official Supplement Supplier of



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

JOIN THE **REVOLUTION**

REV



**EXTREME
ENERGY**

**EVERYDAY
ENERGY**



Whatever your motivation, whatever your “why,” keep it close to you.

Find Your “Why”

Everything worth doing is driven by passion. Though many people start their businesses with only profit in mind, you’ll need something much bigger motivating you if you want to be successful.

The question you need to ask yourself is, what is your “why”? What is your reason for being a part of USANA? What will push you to try your best every day?

There is no right or wrong answer. For some people, their “why” may be providing for their family; for others, it may be spreading the USANA vision; and for someone else, it may be the feeling of accomplishment they receive with every advancement. Ask yourself your reason for seeking true health and true wealth, and make sure it is something that will motivate you even when the going gets tough.

Your “why” will keep the fire burning inside you even when you start to feel discouraged. When you feel overwhelmed, take a deep breath, count to 10, and remember your “why.” When you feel like throwing in the towel, your “why” will remind you of the reason you started your business in the first place. And when you feel rejected, your “why” will make you try again—and try harder.

It’s okay if your “why” evolves over time. In fact, this can be very positive. For example, if your “why” is to help your children pay for college, then your “why” may change after they graduate. Then, your new driving force might be to provide for your own retirement or to finance your travels. But remember: when it comes time to replace your “why,” find something else that will push you just as hard to succeed.



Tell your friends and family about your “why.” Write it down—frame it if you have to! Just make sure you’re always reminded of what you’re working toward so you’ll never doubt that you’re a part of USANA for all the right reasons.

Goals + Commitment = Results

It's a pretty simple equation, really. Once you realize what your true goals are, you can turn them into reality through your commitment. Knowing what your "why" is for joining USANA, and what your goals and dreams are for say, the next three to 10 years, will help you figure out the right path to get you where you want to be.



So... what is your "why"?

What are your goals?



90 days »

3 years »



1 year »



5 years »

Now, to get where you want to be, let's set up some commitments.

I am/we are committed to:

- | | | |
|--|----------|--|
| <ol style="list-style-type: none"> 1. Working the business _____ hours per week. 2. Approaching _____ contacts per week. 3. Sponsoring _____ Associates per month. 4. Obtaining _____ new customers per month. | <p>⋮</p> | <ol style="list-style-type: none"> 5. Learning how to give an effective presentation in under one hour. 6. Working with my sponsor for a minimum of 13 months. 7. Creating a collage of pictures (my dreams) and posting them with a copy of this sheet in a place I can see every day. |
|--|----------|--|

I understand that my sponsor is my coach and will not build my business for me. My success will be determined by my efforts and being teachable.

Print Name _____ Date _____ Signature _____

Print Name _____ Date _____ Signature _____

Six Ways to Earn Income with USANA

You already know that you can earn a great income with USANA. But did you know there are several ways to earn it?



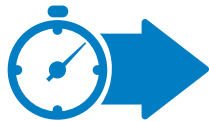
Retail Sales—

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



Weekly Commissions—

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



Lifetime Matching Bonus—

Sponsor new PaceSetters and receive up to a 15% match of their sales 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 US bonus.†

Start earning the money you deserve today!
Log on to USANAtoday.com for more details.

*As long as you are commission qualified and in compliance with your Associate agreement. Please see official rules on USANAtoday.com.

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

\$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 Income Maximizer™



The name pretty much says it all. The Income Maximizer™ is a must-have when it comes to managing your business, your time, your taxes, you name it. For \$21.95 every four weeks, you will have access to the most beneficial business management tools around.*

DLM (Downline Management) is an online reporting program that gives you up-to-the-minute activity reports on your organization so you can capitalize on opportunities to qualify and earn income. Access DLM daily to identify:

- Associates who are close to earning cheques or rank advancements
- Associates who are not signed up for Auto Order
- The most advantageous location for placing a new team member in your organization

Webhosting is an online design program to help you create and maintain your personal USANA website. This program lets you:

- Personalize your site with your story, photo, and contact information
- Customize your web page settings to best position your site with Internet search engines
- Have flexibility to add HTML text and design, if desired

Tax Advantage is an online tax management program that allows you to easily track your business expenses, charitable donations, potential tax deductions, and more. You'll also find:

- Useful tax tips
- Answers to frequently asked questions

*With the purchase of a license to use this Business Development System—and to help you get your business off on the right foot—your first three months of The Income Maximizer are free!



These are just a few of the tools USANA offers to help you be successful. The Income Maximizer is a must for your business. Add The Income Maximizer to your Auto Order today!



Jenna Templeton,
USANA R&D lab associate.

ASSOCIATE WITH SMART.

SCIENTISTS ARE SMART.

Smart is good. But you don't have to be a scientist to be smart. Just be curious. Strive for knowledge. Learn. And associate with smart.

Have smart friends. Like USANA's scientists. They're smart. They partner with research institutions across the country to discover what our bodies need to be healthy. Then, they turn that knowledge into award-winning nutritional products for you and hundreds of thousands of people in USANA's ever-expanding global markets.

BE SMART. OR, AT LEAST,
ASSOCIATE WITH SMART.

Visit USANA.com.



Put Financial Freedom Within Reach

Life is full of choices. From where you live to what career path you choose, you are in control. But when it comes to your income, you're at the mercy of the economy, your education level, and the value society puts on your skills. But what if you could be in control of your income? Well, you can be. You have a choice.

With a traditional job, you trade your **time for money.**



If you choose to follow a traditional **career path**, you'll attend university or receive training. After you earn your degree, you will enter the work force. You'll be hired into an entry-level position, where you'll then spend years working your way up the corporate ladder. You will receive a salary that, over time, will likely increase slowly and steadily. But in this scenario, you aren't in control. Ultimately, someone else is deciding your compensation. You have a choice to build your own dreams or work to help someone build theirs.

VS.



With a direct selling business, you trade your **effort for money.**

If you choose **direct selling**, you are in the driver's seat of your business. You don't have to earn a degree. All you have to do is get started. You ultimately decide how many hours you want to spend building a USANA team. You can build part time or full time. You don't have a boss. You are the boss.

As a USANA Associate, you will build your own organization of independent business builders. As you continue to sell and market USANA's nutritional and personal care products, you will not only be compensated for what you sell, but also for the efforts of your team.

The Power of SVP and Auto Order

Sales Volume Points (SVP)—Three little words you are going to become quite familiar with. These points are going to keep your business open week after week, allowing you to be eligible to earn income based off the sales volume of your team.

SVP is earned as you purchase product for your personal use and for your customers. Each product (excluding sales tools) carries with it a certain number of points.* And these points translate into a dollar amount for you.**

USANA has made it easy for you to purchase products for yourself and your customers through a little thing called Auto Order.

Auto Order is exactly what it sounds like—an automatic shipment of your favourite products right to your door every four weeks. But it's more than just a convenience. It ensures that you and your customers have the product on hand when you need it. Plus, you receive 10 per cent off the Preferred Price of each product.

Moving Up the Ranks

Keeping your Business Centres open by generating points is not only what will lead you to start earning the income you're looking for, but it could potentially help you advance in rank as well. Here's what you need to earn to reach each new level in USANA. (CVP=Commission Volume Points)



DIAMOND—4,000 CVP
for 4 consecutive weeks.



EMERALD—3,000 CVP
for 4 consecutive weeks.



RUBY—2,000 CVP
for 4 consecutive weeks.



GOLD—1,000 CVP
for 4 consecutive weeks.



SILVER—1,000 CVP for one week.



BRONZE—800 CVP for one week.



DIRECTOR—600 CVP for one week.



ACHIEVER—400 CVP for one week.



BUILDER—200 CVP for one week.



BELIEVER—100 CVP for one week.



SHARER—50 CVP for one week.

*See the USANA Price List found in the Forms section of USANAtoday.com for a breakdown of these points.

**Please refer to the Compensation Plan and Policies & Procedures booklet for a complete explanation of USANA's compensation plan.

FAQs: What you need to know to keep you in the know

Our compliance officers answer the most common questions new Associates ask.

.....



Q. What is the purpose of USANA's compliance department?

A. USANA's compliance department educates you, the Associate, regarding the company's policies and procedures, and protects your hard-earned businesses. It adheres to USANA's high ethical standards in protecting its Associates from regulatory enforcement activities and inappropriate sales activities of other Associates. This allows you to confidently build your business knowing that it will be safe.

Q. Can I advertise and promote USANA's top-ranked products and business?

A. Yes, USANA has created a wide range of approved sales aids for you to use in promoting the products and business. These sales aids can be found online and can also be ordered directly from USANA.

Q. Am I allowed to share my positive experiences from taking the products?

A. Yes, we encourage you to share the positive results you have received from taking USANA's world-class products. It is important to remember, however, that USANA products are nutritional supplements, not drug products, and thus no claims can be made that the products help to diagnose, treat, cure, or prevent any disease.

Q. Am I required to sell products in order to qualify for commissions?

A. Yes, as a legitimate network marketing company, USANA's compensation plan is based on the sale of products. You must fulfill specified personal and team sales requirements found in section five of the Policies & Procedures in order to be eligible for bonuses, commissions, and advancement to higher levels of achievement.

Q. Can I sell and promote the USANA products and business to others throughout the world?

A. Yes, USANA provides Associates the opportunity to have a successful international business by allowing you to promote and sell the products and business in all countries in which USANA is approved for business, as announced in official USANA communications. Associates should not promote or sell products in countries where USANA is not officially open.

Q. Contact the compliance department at compliance@us.usana.com for any other compliance questions you may have as you begin to grow your new business.



.....

This is the fun part—sharing USANA. You have your reasons for being a part of USANA, and now, you get to help others figure out theirs. This section will give you the tools to find the people who are going to help you take your business to the next level. By showing others how USANA can change their lives for the better, you'll be changing, improving, and expanding your own life in more ways than ever before.

Who do you know?

College roommates. Coworkers. Family, friends, or even those old high school buddies you’ve reconnected with on Facebook. It’s time to start making your contact list so you can get out there and share USANA.

As you’re making your list, ask yourself this question: Who can I network with? Who on this list is going to help me grow a successful business? You’ll also want to think about what aspect of USANA is going to interest

them most—the nutritionals? The business? Sensé™? Who do you know who is interested in a healthy lifestyle or weight management?

Add to your list

You’re always going to think of new people to add to your list, so keep a notebook handy, and add names as you go. Use the Contact List on the following page to get started.



Contact List

Name & Address

Contact Info

Notes: (first call, appointment date, results, etc.)

Name & Address	Contact Info	Notes: (first call, appointment date, results, etc.)
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	
	Mobile #: E-mail:	



We've Got The Solution

Potential Associates and Preferred Customers are looking for a solution to their health and financial concerns. You are looking for a solution to increase your enrollments and continue growing your business. With this easy, innovative, and effective way to present USANA, you'll find a simple solution to the success you've been searching for.

What Is The Solution?

The Health & Freedom Solution is not just a DVD—it is an interactive way to present to potential Associates and Preferred Customers. As the presenter, you are able to open and close the presentation as well as give your own testimonials about what USANA means to you.

The DVD includes a newly updated, clear and concise Health & Freedom Presentation—what we call the “core” presentation. You will also find a menu of several other supplemental videos on a variety of topics. These videos can be used to help explain more about the products or the USANA opportunity.

How To Use It

For those new to USANA or those unfamiliar or uncomfortable with presenting, a suggested script for what to say during the “live presenter” sections is available by putting the DVD into your computer and downloading the file on the DVD. For those more accustomed to presenting, bulleted cue cards for the presenter sections are available in the DVD packaging. The cue cards give the key talking points for each of the live presenter sections. These sections are designed to lead from one

DVD segment to another but can be modified by the presenter to better match their own unique style of presenting.

The presentation is broken into seven sections. After each DVD section, the disc pauses and allows the presenter to add in their own testimonials, following the given cue cards and script. When the presenter finishes, they can then press play to continue on to the next DVD section of the presentation.

With The Health & Freedom Solution, you have a powerful DVD presentation that is made even more powerful by you, the presenter. It is designed to be the easiest and most effective way to increase your enrollments and to share USANA with others. Use it for all of your presentations and you will soon find that The Solution equals success.



For more detailed information about how The Health & Freedom Solution works, go the “Training” tab on USANAtoday.com and click on “H&F Solution Training.”



The ultimate guide to customizing your nutrition to your needs. It's as easy as 1-2-3!

USANA's True Health Assessment and True Health Companion

USANA Health Sciences' roots in health run deep. For more than 20 years, USANA has been dedicated to providing our Associates and customers with the best nutritional products on the market. USANA is on the cutting edge of nutritional research and development, but it's up to you to make your health a priority.

You already know USANA offers a wide range of nutritionals to suit any need, but how do you find out which products are right for your body and lifestyle? The process might seem overwhelming, but the True Health Assessment makes it simple. With a few clicks, you'll learn which products will meet your specific needs, along with useful tips to achieve a healthier you.

All you need to do is answer questions about your diet, exercise, and lifestyle choices. After you finish up the questions, the True Health Assessment will create a lifestyle plan for you. It will also provide you with a top health risk factors assessment, which will help you identify areas of your life where you can improve your health

and reduce your risk of injury or disease. That way, you'll learn what you're doing right for your body, and what changes you can make to support your health. This comprehensive assessment is great for helping you make healthier decisions, and it's also an effective tool for introducing people to USANA so you can build your business.

This new approach to your health is fast, easy, and totally personalized! It's the ultimate guide to customizing your nutrition to your needs. It's as easy as 1-2-3!

Assess Yourself

Then use it to build your business.



TrueHealth
ASSESSMENT

1 Log on to truehealthassessment.com, or download the free app to your iPad by visiting USANAtoday.com and clicking on the “Prospecting” tab. You will be asked a series of health-related questions, from diet and exercise to lifestyle choices and nutrition preferences. No need to worry about wrong answers—this is all about you and what you want out of your customized health plan.



2 Once you complete the assessment, you will receive a complete personalized nutrition program, a top health risk factors assessment, and a lifestyle plan. This information includes activity, diet, toxic burden, biometrics and genetics, and stress.



3 Now that you know how to get on the right track, you can use the **True Health Companion**, a web health management system, to help you monitor your health goals and progress. With this extra support, you'll never forget to make your health a priority.



Take the True Health Assessment, then share it with someone new by using the iPad app. Just download the app to your iPad from USANAtoday.com—find it under the “Prospecting” tab.

Social Media— The Smart Way

As social media becomes increasingly popular, it is USANA's goal to help you utilize these valuable tools. The following are some guidelines on how to use social media in an effective, yet compliant manner. These compliance guidelines are in place not only for company protection, but to ensure we are following regulatory and advertising guidelines.

Do...

- Participate in social media
- Be positive
- Have fun
- Identify yourself as a USANA Independent Associate
- Link to official USANA content
- Talk about living a healthy lifestyle
- Talk about helping others with their quality of life
- Talk about how USANA helped provide extra income (if applicable)
- Take care in how you present yourself and USANA on the web

Don't...

- Use USANA or trademarked names in the name of your Facebook page, Twitter handle, blog, etc.
- Make improper product or income claims
- Use social media to advertise your USANA business: you should not ask people to do things such as buy products, enroll, or contact you for more information about USANA

For Gold Directors and above:

USANA's advertising policy allows you to use social media to advertise by asking individuals to contact you to buy product, learn more about the business, attend a meeting, etc. However, all such advertising materials must be approved by USANA's compliance department first.



We want your social media efforts to be successful. Please contact the compliance department if you have further questions at 801-954-7100 (ask for compliance) or by e-mail at compliance@us.usana.com.



Consult the Social Media 101 and Social Media 201 video tutorials located on USANAtoday.com for additional information about what is and what is not appropriate to do or say through social media.





Shopping Made Simple

How to shop

Ordering product through the online shopping cart is a breeze! Each USANA product is easy to find under specific categories: nutritionals, diet and energy, personal care, business tools, and logo merchandise. You can also find products alphabetically or by ingredient, and read about how each product benefits the body.

1 Log on to USANAtoday.com.

2 Click the shopping cart on the top menu.

3 Start shopping.

 It's easy!



Guidelines to a Powerful Presentation

You've probably heard the saying, "It's all in the presentation." And indeed, it is. This is your chance to share what you've found with others and to inspire them to see the potential in this business and these products just as you have.

1 Avoid the term "meeting" when inviting people to attend. Use something a little more professional, such as "business presentation."

2 Over invite. Try to get commitments from twice the number of people that you expect to attend.

3 Display products in a neat, clean, professional manner, and make them high enough for everyone in the room to see. Set up the entire room one hour prior to start time.

4 Increase the energy level in the room by keeping it cool (a warm room will make people drowsy), having good lighting, providing plenty of drinking water (no snacks), and playing upbeat music before the presentation.

5 Set up only half of the amount of chairs for the total number of people you plan to attend. Fill in the back rows with chairs as you need them. It's better to have a small room packed than a large room only half full.

6 Dress appropriately. Where and with whom you are meeting should determine whether you wear casual or business attire. When in doubt, it's better to be a little overdressed than underdressed.

7 Minimize "no shows" by picking up as many of your guests as you can.

8 Keep your presentation under an hour. Your target should be 45 minutes.

REWARD YOURSELF... YOU'VE EARNED IT.



VISIT USANATODAY.COM AND DISCOVER WHAT YOU CAN DO TO
TURN THE DESTINATION
OF YOUR DREAMS INTO A REALITY.





The Right Tool for the Job


Ditch ineffective marketing myths and utilize our wide selection of sales tools instead!

At USANA, we understand that direct selling businesses work differently than your typical nine to five. Time can be your worst enemy or your best friend, because in today's world, people are constantly on the move. That's why we've streamlined a set of effective and efficient prospecting flyers for you to [access anywhere, anytime on USANAtoday.com](https://www.usanatoday.com).

The flyers cover a broad range of topics, including product promotion, athlete sponsorships, press mentions, contest and incentive information, and more. And since USANA is always innovating, flyers are constantly being updated with the latest information on everything we're doing. So, find a flyer that appeals to your prospect, then step back and let our words help you drive your business forward.

Pick, Print, and Prospect!

Every flyer is available as a downloadable PDF file on [USANAtoday.com](https://www.usanatoday.com) under the "Prospecting" tab. From there, [click on "Tools"](#) and you'll find the flyers neatly categorized by topic. This way, you can choose how many flyers you'd like to print and what specific products you'd like to promote. It's just another way USANA allows for the personalization of your business.


 Go to [USANAtoday.com](https://www.usanatoday.com) to choose which flyers will benefit your potential Associates and/or Preferred Customers most.



Personalization at Its Best

The convenience of running your direct selling business doesn't stop at USANAtoday.com. USANA has created a new way to **personalize and develop a variety of business tools** through myUSANAgear.com. This website is your first stop for professional **USANA business cards, signage, and sales tools**—all personalized with your signature and contact information.

MyUSANAgear.com is also the place for all of the latest **USANA logo gear**. From casual t-shirts and collared button downs to backpacks and travel gear, you can be sure USANA has the most fashionable, quality logo gear available.

 Find all types of logo gear and personalize your sales tools by logging on to myUSANAgear.com.



Enrolling Your First Associate Online: A Five-Step Guide



You've received a commitment from someone who's dedicated to starting their own USANA business. Now what? Get them enrolled!



STEP 1 **Getting Started**
Log on to USANAtoday.com and click the "Online Enrollment" icon at the top.

STEP 2 **Online Enrollment Options**
Under "New Enrollment," choose the correct country for the enrollee and enter your Associate ID number. Next, select if you are enrolling an Associate or Preferred Customer.

STEP 3 **Placement Information**
Decide in which Business Centre, and which side (left or right), your new enrollee will be placed.

STEP 4 **Contact Information**
Fill out your enrollee's information—or have them do it themselves. On the next screen, you will be able to verify all of the information.

STEP 5 **Placing an Order and Payment**
Choose if your enrollee wants to either have product shipped or picked up from Will Call at the Home Office in Salt Lake City, Utah. Have them choose which BDS version they would like to purchase, along with the product needed to open one or three Business Centres with enough Sales Volume Points. Fill out the payment information to verify their initial order.



Congratulations! Your new Associate is ready to begin building their USANA business!

THE REVIEWS ARE IN

Associates Rate their Favourite USANA Sales Tools



Health & Freedom Newspaper



“Lorie and I would give the Health & Freedom Newspaper 10 stars if we could! It is our favourite tool to introduce the USANA vision, products, and compensation plan. It is an extremely versatile ‘talking paper’ for presentations, telling customized stories to our prospects. The ‘wealth’ insert is brilliant as it allows a comfortable shift to business stories and the compensation plan. This newspaper lends itself to a natural, story-telling presentation and is a must have for your tool belt!”

—Tom & Lorie Mulhern
Washington

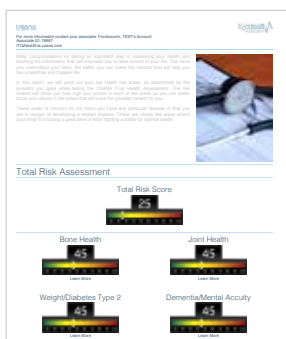
Product Information Booklet



“We like the Product Information Booklet (PIB) because it’s useful. We give it to the prospects who want detailed information about USANA’s products. It gives specific ingredients for each product and it’s also professionally printed, making it a great way to introduce them and Preferred Customers to USANA. The PIB boosts credibility because most people, before joining a business, want to know about the products, and that’s why it’s so useful.”

—Simon Chan & Scott McGee
California

True Health Assessment



“I provide my loved ones with the best products because of USANA’s dedication to research. I now provide them with the best guidance because of the True Health Assessment. The best products, plus the best guidance, equals a recipe for lifelong health.”

—Matt Chionis
Illinois

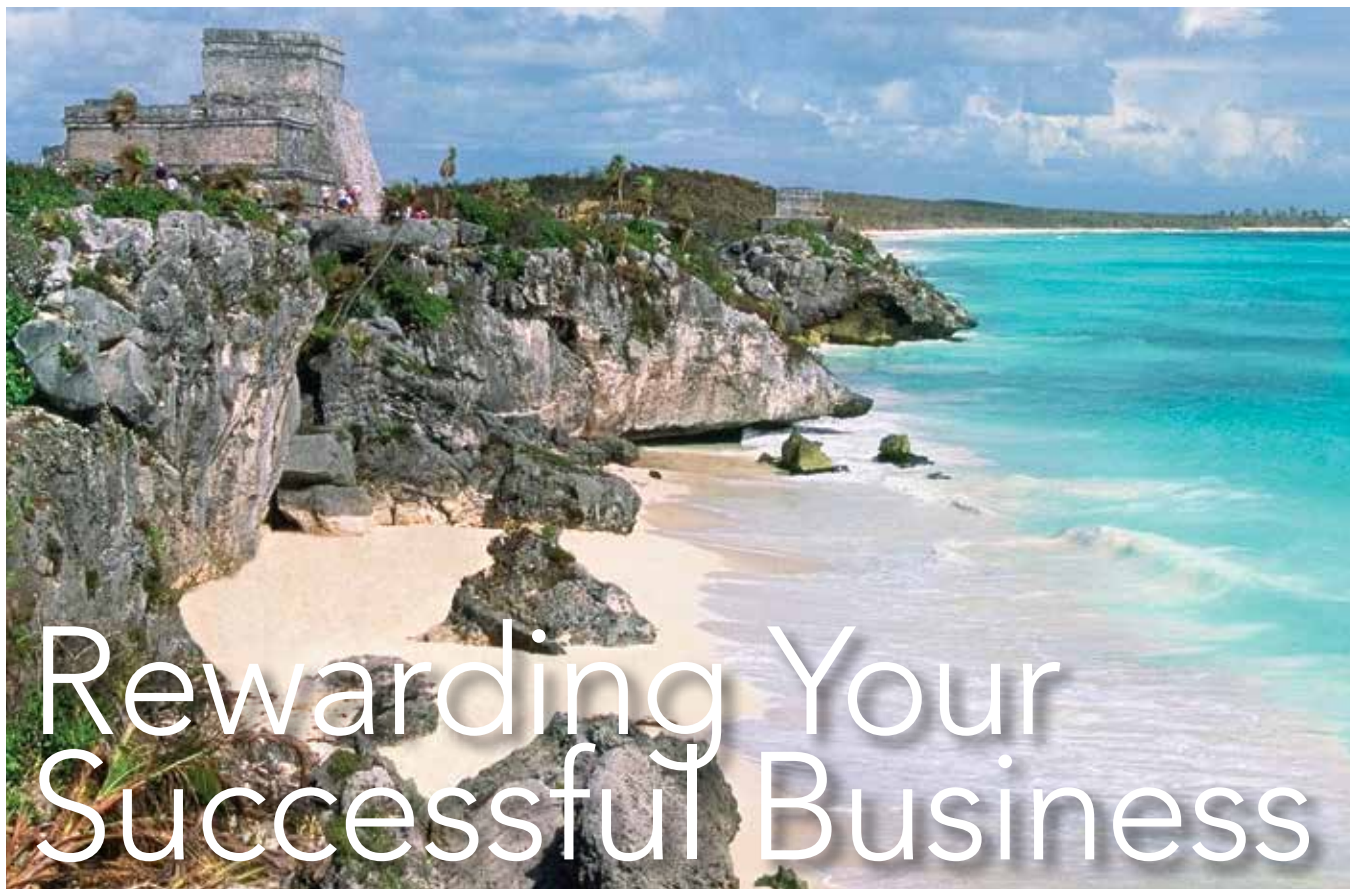
Product Catalogue



“I love using the Product Catalogue because when we didn’t have it, people were always asking to see a catalogue and there wasn’t one available. Now, I always have a Product Catalogue with me, which makes looking up prices much easier. And when I meet with a prospect who’s really serious about the business, I always give them a copy of the Product Catalogue so they can see all that USANA has to offer.”

—Erika Hilliard
Texas

Order online at USANAtoday.com



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From a young age, you learned that you get rewarded for good behaviour. That doesn't have to change. In fact, the rewards just get better. You're going to be blown away by the incentives, trips, and prizes you can earn by growing a successful USANA business.

Your Prize Awaits



Rank Advancements Mean Leadership Rewards!

When it comes to rewarding successful Associates within USANA, there's no gift too extravagant. After all, we understand the value of our leaders. That's why our most exciting rewards are reserved for those who are moving up in the ranks. Each rank advancement earns you another valuable tool that will help you build your business.

USANA rewards you for rank advancing by giving you gifts that will motivate and help you continue to build your business. When you rank advance from Builder to Achiever, for example, you will receive a pin, certificate, and a copy of *The New York Times* bestseller *The Healthy Home* by Dave Wentz and Dr. Myron Wentz. Other rank advancement items include *Rich Dad Poor Dad* by Robert Kiyosaki, *The 360 Degree Leader* by John C. Maxwell, and a USANA rolling bag for traveling in style.

Once You Reach Gold

Even though every rank advancement calls for a celebration, reaching Gold Director will be an important milestone in your USANA career. It's when you'll start earning the reputation of a major leader within your team. And once you hit Gold and qualify for the Gold Retreat, you'll be flown to USANA's Home Office in Salt Lake City, Utah, for a personalized VIP tour of the facilities. You'll get a behind-the-scenes look into the workings of USANA, and you'll go home with a better understanding of how the company operates. (See USANAtoday.com for more information.)



Enjoy private dinners, cooked by gourmet chefs and held only in the finest resorts.



Earn an amazing trip for two!



Meet with members of USANA's management team for personalized training opportunities.



More than Just a Paycheque: Earning Incentives with USANA

With traditional companies, you get paid every two weeks—and don't receive much more. That's certainly not the case with USANA. On top of weekly commission cheques, you can be rewarded with luxurious travel incentives, prizes, and even extra cash as motivation to take your business to the top!



Fortune 25

Every year, the top 25 global USANA income earners are announced at International Convention. These individuals and distributorships take their job seriously, working hard to build their business. But they also know how to play hard. In addition to the prestigious title, these Associates receive an all-expense paid vacation to one of many beautiful, extravagant locations around the world. They've visited places such as Hawaii, Bora Bora, Argentina, Ireland, and Switzerland. Becoming a member of Fortune 25 is one of the top goals for USANA Associates.



\$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.

Growth 25

The Growth 25 consists of North American Associates who achieved the largest increase in commission over the last year. They are also announced at Convention and sent on an amazing trip for their dedication and hard work. In past years, the Growth 25 members have gone to the Dominican Republic, Cancun, Hawaii, and México.

Million Dollar Club

The Million Dollar Club (MDC) is an exclusive group of elite Associates who have earned \$1 million (USD) throughout their highly successful USANA careers. Although it is an elite group, more than 200 distributorships are members of the MDC. Those who reach the \$1 million mark in their first 10 years with USANA and are Ruby Directors or higher are invited to a special business retreat at the Home Office where they receive a custom MDC blazer and a granite star on the Million Dollar Walk of Fame. It's an exceptional club that showcases Associates' total dedication and hard work—and the next inductee could be you.



Convention Awards

During Convention, a number of incredible awards are given to some of USANA's top leaders. While a fancy trip or large cheque may not be involved, being one of these award winners is an honour all its own.

- Distributor of the Year
- Dr. Wentz Vision Award
- President's Award
- Rookie of the Year
- Top Associate Enroller

Other awards include: Fortune 100, Growth 100, Rising Stars, PaceSetter Creators, Top Active Associate Enrollers, Top Active PC Enrollers, Teamwork awards, and Champions for Change.

Those who rank advance to Gold Director or higher during the qualification period have the opportunity to walk across the stage during Convention, showing the rest of the audience how far they've come with their business.



Check out the "Recognition" tab at USANAtoday.com to see what incentives and rewards await you.



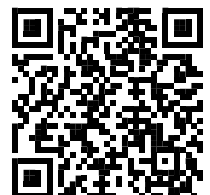
International Convention The Best Live Event in America



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An annual trip to Salt Lake City, Utah, in August for USANA's International Convention is on the to-do list of every dedicated USANA Associate. Not only is it the Best Live Event in America four times running (at least according to the Stevie Awards we've earned), it's the chance to renew your passion for USANA, spend time with like-minded Associates, and learn so much more about running your business and personal development. On the main stage you'll experience exciting presentations from USANA's executive team, experts in direct selling and health and wellness, and sought-after motivational speakers. In smaller break-out sessions, you'll learn more about how to become a successful business owner and make the most out of the many resources available to you. Every part of the event encourages you to take action and helps you stay driven to meet and exceed your business—and personal—goals.

This must-attend event is also your chance to be among the first to find out about new product announcements and buy special Convention-only products and logo gear. But just as important, it's an opportunity to set an example for your team and truly show your USANA pride.



The USANA True Health Foundation

The mission of the USANA True Health Foundation is to provide the most critical human necessities—nutrition, clothing, shelter, medical assistance, and health education—to those who are suffering or in need.

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The Foundation helps alleviate suffering in three ways:

Area of Greatest Need Fund: Immediate Help

Donations to the Area of Greatest Need Fund of the USANA True Health Foundation will, in part, allow for the immediate release of funds and aid for worldwide disasters.

In the midst of catastrophic events, the basic needs of human beings, such as food, water, and shelter, must be met promptly and with the utmost urgency. The USANA True Health Foundation Board of Trustees decides how and where funds from the Area of Greatest Need Fund will be used. Giving to the Area of Greatest Need Fund allows for the greatest flexibility for the Board to determine and meet critical human needs.

Children's Hunger Fund: Continuous Help, Every Day

Donations to the USANA True Health Foundation can be directly designated to help fund the mission of CHF. CHF is a 501(c)(3) nonprofit organization that works to alleviate the suffering of children in impoverished regions across America and around the world. Through strategic partnerships in targeted communities, CHF works to improve the lives of poor children and their families comprehensively, meeting their physical, emotional, and spiritual needs. To learn more about CHF, please visit www.chfus.org.

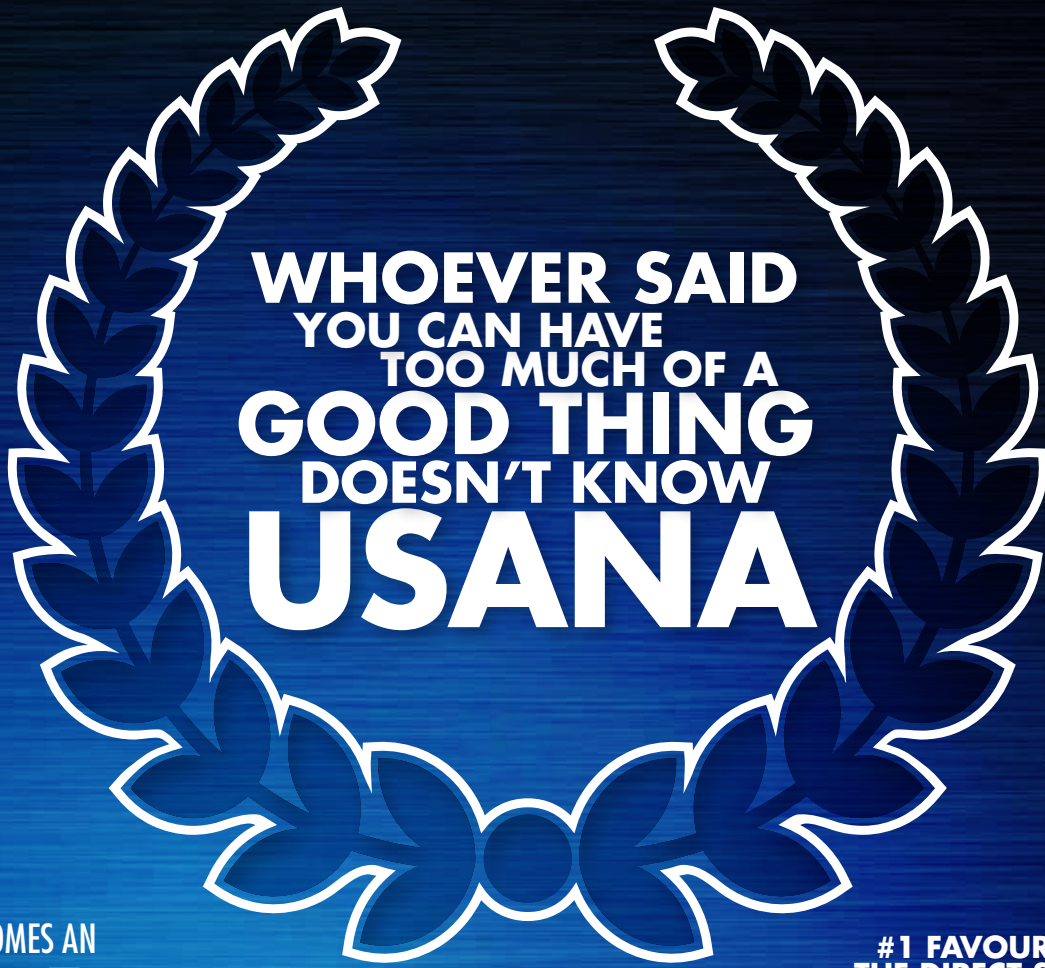


Sanoviv Medical Assistance Program: Holistic Wellness

Many friends of the Sanoviv Medical Institute have expressed interest in helping others benefit from the world-class medical care Sanoviv provides. This fund allows for those who would not be able to afford Sanoviv's services to experience care and healing in this special environment. Please note the donations to this program cannot be designated for a specific individual.



Visit USANAFoundation.org to learn more.



WHOEVER SAID
YOU CAN HAVE
TOO MUCH OF A
GOOD THING
DOESN'T KNOW
USANA

USANA BECOMES AN
FDA
REGISTERED FACILITY
2011

USANA IS THE OFFICIAL HEALTH SUPPLEMENT SUPPLIER OF THE
WTA, US Ski & Snowboard Association, US Speedskating, US Women's Ski Jumping, US Luge, Speed Skating Canada, Cross Country Canada, Biathlon Canada, and Pachuca Club de Fútbol

#1 FAVOURITE BRAND IN THE DIRECT SALES CHANNEL
BASED ON CUSTOMER SATISFACTION

BASED ON A SURVEY OF MORE THAN 10,000 SUPPLEMENT USERS



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



USANA RECEIVES A
PROGRESSIVE MANUFACTURING 100 AWARD
IN INNOVATION MASTERY
2011



BEST OF STATE

- Dietary Supplement
10 wins since 2003
- Personal Care Products/Cosmetics — Sensé™
5 wins since 2007
- Health/Nutrition Beverage — Rev3 Energy™
5 wins since 2009
- Science/Technology — Research and Development
2012
- Health/Nutrition Product
3 wins since 2009

USANA VOTED "#1 Distributor's Choice"
For Best Network Marketing Company by *MLM Insider* for 16 consecutive years

BEST

- Nutritional Company**
in Network Marketing
- Weight Loss Company**
in Network Marketing
- Compensation Plan**
in Network Marketing—Binary
2012

Be a
walking
billboard
for your
business.



Go to myUSANAgear.com
and purchase your USANA
logo gear today.



USANA

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