

THE COMMUNICATOR AWARDS
USANA MAGAZINE
WINNER OF FOUR
2012 COMMUNICATOR AWARDS

USANA Magazine Volume 4 2012

USANA®



TIMOTHY "DESERT STORM" BRADLEY

MANNY PACQUIAO

USANA FIGHTERS BATTLE THE BEST ON THE BIG STAGE



GEORGE BOVELL, OLYMPIAN AND BRONZE MEDALIST



LINDSEY JACOBELLIS, OLYMPIAN AND SILVER MEDALIST



MEB KEFLEZIGHI, OLYMPIAN AND SILVER MEDALIST



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US SPEEDSKATING

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U.S. WOMENS SKI JUMPING

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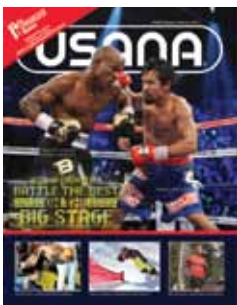
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USANA fighters battle it out on the big stage.
Photo: AP Photo/Chris Carlson



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PUBLISHER Dan Macuga
 WRITING DIRECTOR Patrick Kibbie
 CREATIVE SERVICES SUPERVISOR Laura Lewis
 CONTENT COORDINATOR Missy Bird
 ADVANCEMENT STORY COORDINATOR Suzanne Houghton
 MANAGING EDITOR Teresa Elias
 CONTRIBUTING WRITERS Aaron Adams

Emily Alaniz
 David Baker
 Angie Larsen
 Nick Peterson
 Cameron Smith
 EXECUTIVE CREATIVE DIRECTOR John Q. Cordova
 ART DIRECTOR Brian Tatton
 LEAD DESIGNER Penny Whitehouse
 SENIOR DESIGNER Colman Aliaga
 CONTRIBUTING DESIGNERS Chris Bambrough
 Marissa Crookston
 Pete Iccabazzi
 Mike Jaggi
 Tyce Jones
 Nathan Paret
 Jed Skeen

PHOTOGRAPHER Raji Barbir
 GENERAL COUNSEL James Bramble

CORPORATE PHONE NUMBERS
 USANA Corporate Office (801) 954-7100
Office hours are 8 a.m.–6 p.m., M–F MDT
 Customer Service (U.S.) (801) 954-7200
 Customer Service Fax (801) 954-7300
 Toll-Free Order Express (888) 950-9595
Customer Service / Order Express hours
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Canadian Customer Service (801) 954-7474
 Service à la clientèle en français (801) 954-7272
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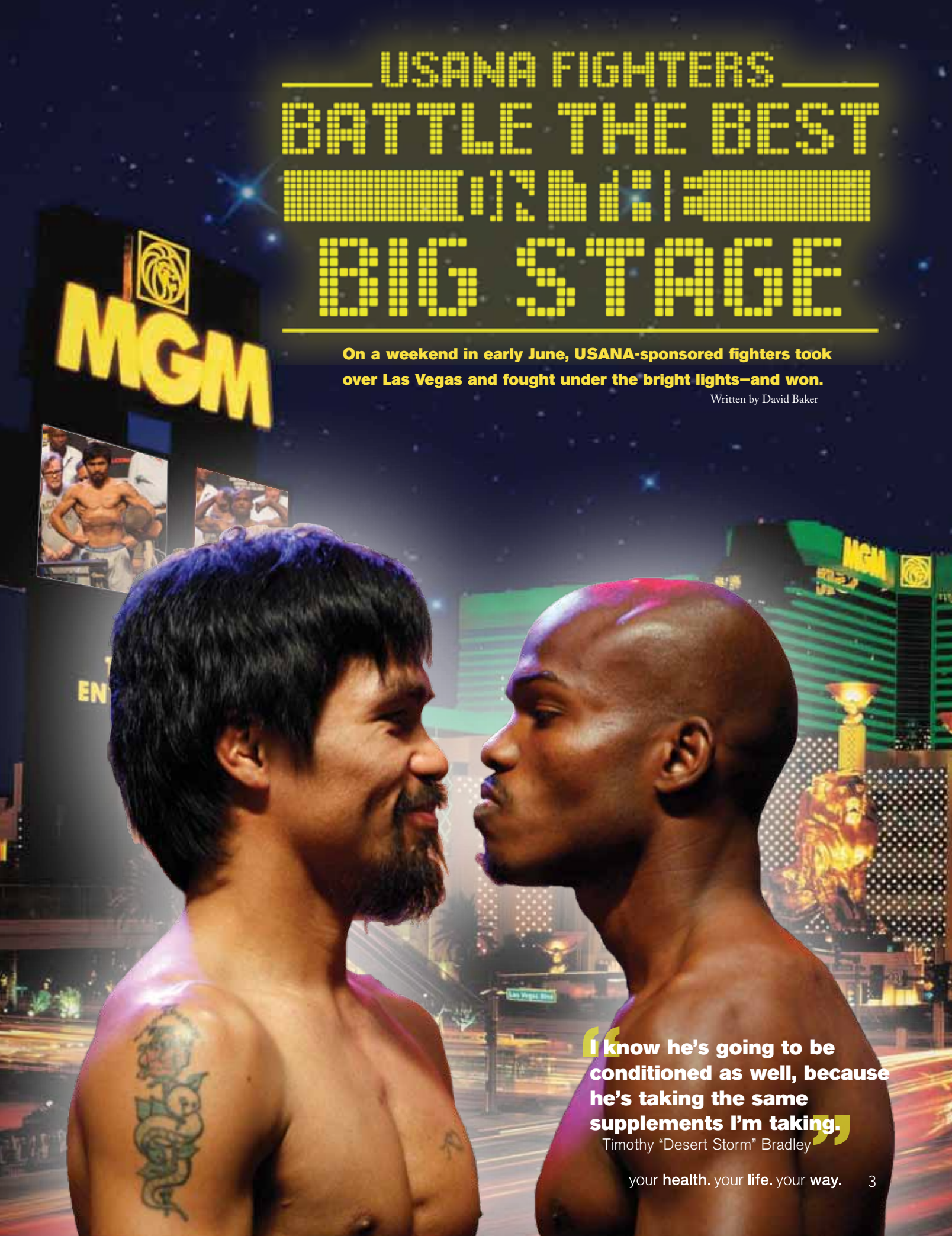
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 USANAMAGAZINE@USANA.COM OR USANA HEALTH SCIENCES;
 ATTN: MANAGING EDITOR; 3838 WEST PARKWAY BLVD.,
 SALT LAKE CITY, UTAH 84120 U.S.A.

USANA FIGHTERS BATTLE THE BEST ON THE BIG STAGE

On a weekend in early June, USANA-sponsored fighters took over Las Vegas and fought under the bright lights—and won.

Written by David Baker

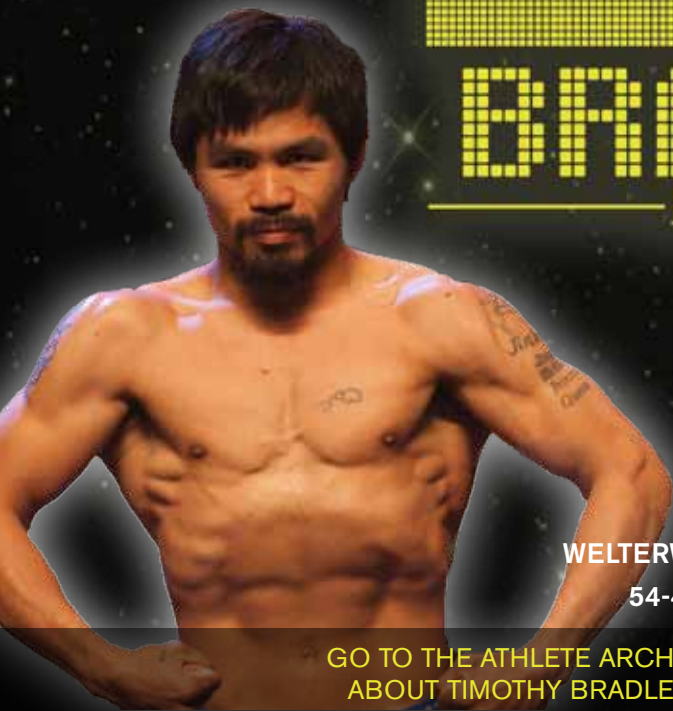


I know he's going to be conditioned as well, because he's taking the same supplements I'm taking.

Timothy "Desert Storm" Bradley

your health. your life. your way.

THE MAIN EVENT
PACQUIAO
 VS
BRADLEY
 JUNE 9, 2012



PAC MAN :NICKNAME: DESERT STORM

33 :AGE: 28

5' 6 1/2" :HEIGHT: 5' 6"

WELTERWEIGHT :WEIGHT CLASS: WELTERWEIGHT

54-4 (38 KOS)* :RECORD: 29-0 (12 KOS)*

GO TO THE ATHLETE ARCHIVE BOX ON USANATODAY.COM TO READ MORE ABOUT TIMOTHY BRADLEY AND HIS BIG WIN OVER MANNY PACQUIAO.

Refrains of “Manny” and “Bradley” twisted together above the ring in the center of the MGM Grand Garden Arena—the one at the centre of the boxing world on Saturday, June 9. Even over the din, Timothy “Desert Storm” Bradley heard the pop in his foot during the second round. It was hurt, but his chances weren’t. The USANA-sponsored boxer bit down on his mouthpiece and gutted out the next 10 rounds to earn a stunning split-decision win over boxing megastar Manny Pacquiao.

An injury and a new belt. In the ring and in life, Bradley takes the good with the bad, living to land more punches than he takes. He’s always been a fighter. In elementary school. In the ring starting in fifth grade. In 2004 when he knocked out his first professional opponent in the second round. Fighting changed his life. It also earned Bradley his first belt after beating Junior Witter to win the WBC 140-pound title.

Since then, Bradley’s career has taken off. His unparalleled work ethic and ferocious determination have made him the number one fighter in his weight class, and one of the 10 best pound-for-pound fighters in the world. USANA has been a big part of that, ever since Bradley was introduced to the products by one of his doctors before the Witter fight in 2008.

“I think USANA played a big role in me winning my championship because I had a lot of energy and I was well nourished,” Bradley said in early May. “I saw it in the sixth round. He was starting to decline, and I was still on the incline.”

In the biggest fight of his life, Bradley took the title from another boxer, Pacquiao, who trusts his health to USANA’s products too. “He takes USANA as well, so I know he’s going to be properly fueled,” Bradley said a month before the

fight. “I know he’s going to be conditioned as well, because he’s taking the same supplements I’m taking.”

For elite athletes like Bradley and Pacquiao, the piece of mind they get from USANA’s stringent quality standards and Athlete Guarantee makes it an easy choice. “USANA stands by their supplements,” Bradley says. “I never have to worry about taking any illegal substance or putting something foreign in my body and getting busted for something stupid.”

USANA is a big part of his life outside of the ring, too. With a wife and three kids at home, Bradley trusts the health of his family to the same company that he turns to for his training needs.

“You can make all the money in the world, you can climb the highest mountain, but I think the most important thing in life is health,” he said. “If you really care about yourself, you should definitely get on USANA and take their products. It’ll be life changing for you.”

Take it from Timothy “Desert Storm” Bradley, a man who knows something about changing his life, a man who stood toe-to-toe with one of the best fighters to ever live—and won.

@MannyPacquiao
 @Timbradleyjr

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CHECK OUT THE NEWS ABOUT **THIS BIG BOUT.**

SFGate
<http://bit.ly/USANABradley1>

Los Angeles Times
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ProBoxing-fans.com
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USANA proudly sponsors Timothy Bradley and José Antonio Rivera with complimentary USANA products.
 USANA proudly sponsors Mike Lee with complimentary USANA products and financial considerations.
 * Records current as of June 29, 2012



— FEATURED UNDERCARD BOUT —

LEE
vs
DURAZO
JUNE 8, 2012

AGE: 25

HEIGHT: 6' 0"

REACH: 76"

WEIGHT CLASS: LIGHT HEAVYWEIGHT

RECORD: 9-0 (5 KOS)*

Mike Lee, undefeated light-heavyweight and USANA-sponsored boxer, is making a name for himself.

Well, maybe he already has. Lee's already being trained by Ronnie Shields—one of the sport's best—and his name has already appeared in print plenty of times. That's understandable. Lee's story begs to be told.

He graduated from Notre Dame with a 3.8 GPA in finance. Instead of taking a lucrative

job trading stocks on Wall Street, Lee chose to trade punches with men intent on hurting him. Nobody has succeeded yet. Not even a tough Eliseo Durazo, who Lee defeated by unanimous decision June 8 at the Hard Rock Hotel and Casino.

Lee's brain and his brawn will continue to help put his name in the headlines and on bigger and bigger fight cards. But he has another thing going for him—USANA.

"USANA has been by my side most of my professional career and their products have definitely assisted in my success," Lee says. "My number one goal is to become World Champion, and to get there, I have to be both physically and mentally in shape and USANA helps with that. I look forward to working with them and am proud to have them in my corner."

@MikeLeeBoxer



LIVING LEGEND
BERTERA NISSAN

"El Gallo" hoisted a pair of title belts above his head on his way to a record of 41-6-1 with 24 KOs.

"I am very proud of the strides USANA has made as a leader in the nutrition industry. I love how for 20 years USANA has built a solid company, with solid, optimal nutrition for our health."

AGE: 39

HEIGHT: 5' 8"

WEIGHT CLASS: MIDDLEWEIGHT/JUNIOR MIDDLEWEIGHT

PRO SINCE: OCTOBER 1992

TITLES: FORMER WBA WELTERWEIGHT CHAMPION

FORMER WBA JUNIOR MIDDLEWEIGHT CHAMPION



Game-Time Nutrition

Written by Missy Bird



You probably haven't heard of Susie Parker-Simmons. She isn't a high profile, well-known athlete. But she does have the important task of ensuring athletes have optimal health. As a dietician working with the Women's Tennis Association, U.S. Ski Team, and providing nutritional assistance during the Summer and Winter Games, Susie knows what it takes to help athletes perform at the highest levels: USANA.

Why do athletes need to take nutritional supplements?

The WTA professional tennis players take USANA dietary supplements to help in obtaining the increased nutritional requirements of an athlete. Supplements help in balancing one's diet due to the demands of travel, the building of a healthy immune system, and the management of nutritional deficiencies.

What are the most common health concerns you encounter as a dietician for athletes?

The common nutritional challenges we face are coping with an ever-changing international cuisine; obtaining sufficient calories, macronutrients, and micronutrients for an athletic female; and obtaining optimal hydration to prevent heat stress and illness.

What is your favourite USANA product and what do you recommend most to athletes?

Every person has different nutritional requirements. The WTA utilizes **Procosa**[®], **Active Calcium**[™] **Plus**, **BiOmega**[™], and **USANA**[®] **Probiotic**.

Why is good nutrition so important for Olympic athletes?

Nutrition can be the difference between winning and losing; injury and injury-free; and optimal health.

Why is it important for athletes and non-athletes to take high-quality supplements?

The WTA would only have a partnership with a supplement company that provides the highest quality product. USANA products provide this, and they are also manufactured to fully comply with the requirements of the World Anti-Doping Agency.

How do you keep yourself healthy with such a busy schedule?

I perform a daily exercise regime early each morning and then eat a balanced nutritional diet. I supplement my diet as required.

How do you recommend balancing the pressure of eating unhealthy foods with good nutrition?

I am a great supporter of home-cooked meals and utilizing local markets for obtaining foods that are in season. Each week I shop at a local farm and prepare meals for the week during the weekend with my daughter. We need people to have time to enjoy the art of cooking!

All You Need Is

Written by Nick Peterson

Love is a powerful thing. Take it from *The Beatles*—one of the most influential bands of all time—who wrote the famous, timeless, and powerful lyrics: “All you need is love.”

The Official Health Supplement Supplier of





“Having a trusted company like USANA provide our supplements takes away the worry,” Kim says. “If I want to compete at optimal levels, my mind and body have to be in tip-top shape, and USANA’s products help me do just that.”

KIM CLIJSTERS



But the athletes of the **Women’s Tennis Association** (WTA) have a slightly different take on love. They actually avoid it at all costs, because in the tennis world, hearing your score announced as “love” means the match might not be going exactly as you’d hoped.

Luckily for USANA, top-rated tennis players like **Kim Clijsters** have discovered the perfect way to shift the love from their score to their nutritional health. Kim is one of the biggest names in women’s tennis, and she chooses to fuel her game by taking USANA nutritional supplements. Obviously, her body’s been

feeling the love, as Kim has won more than 500 matches during her storied career. And to add to the list, she’s also earned **eight Grand Slam titles** and been named **WTA Player of the Year** in both 2005 and 2010.

Kim isn’t the only player choosing to take USANA’s top-quality supplements either. In fact, more than 160 WTA players have used USANA products to increase their health, competitiveness, and mental strength. Take a look at four of the professional tennis players who choose to “love” their bodies by taking USANA’s award-winning products.

The pictured athletes and organizations have received compensation for their partnership and/or complimentary USANA products.



SAMANTHA STOSUR



Favourite USANA Product:
Procosa®

Residence:
Gold Coast, Australia

DOB:
March 30, 1984

Birthplace:
Brisbane, Australia

Accolades:

After 13 years of playing professional tennis, three singles and 23 doubles titles, including multiple Grand Slam doubles titles, Samantha is now the 2011 U.S. Open ladies singles champion. She is currently the #1 WTA player from Australia.

“When you’re training for hours every day, the supplements you’re taking need to be top of the line. That’s why I trust USANA’s products to nourish and replenish my body.”





LIESEL HUBER

Favourite USANA Product:
BiOmega™



Residence:
Houston, Texas, USA
DOB:
August 21, 1976
Birthplace:
Durban, South Africa

Accolades:
Many regard Liesel as one of the best doubles players in the world. She's won 52 doubles titles, including five Grand Slam doubles titles and two mixed-doubles titles, throughout two decades of playing professional tennis.

"USANA supplements are the only ones that I use because I know that what's written on the label is what's in the pill."



Bettor.com



ALEKSANDRA WOZNIAK



Favourite USANA Product:
Chocolate Fusion Nutrition Bars

Residence:
Blainville, Québec, Canada
DOB:
September 7, 1987
Birthplace:
Montréal, Québec, Canada

Accolades:
Aleksandra turned pro in 2005, and has already recorded a singles title. She is currently Canada's highest-ranked women's singles player.

"My career revolves around living a healthy lifestyle, so USANA's simple approach to personalized nutrition is the perfect way to keep the focus on my game and nothing else."



ZHENG JIE

Favourite USANA Product:
USANA® Essentials™



Residence:
Cheng Du, China
DOB:
July 5, 1983
Birthplace:
Cheng Du, China

Accolades:
Zheng Jie has taken home four singles titles and 14 on the doubles side in her seven-year career, including an Australian Open and Wimbledon doubles title.

"With all the science and research behind USANA's supplements, I can be sure that I'm taking products that work."

www.facebook.com/WTA



@WTA



FIGHTING



FOR FLIGHT

A woman in athletic wear is shown in a starting crouch, leaning forward with her head down and arms tucked. The background is a cityscape at night, illuminated with warm, golden light. The overall mood is one of intense focus and preparation.

U.S. WOMEN SKI JUMPERS CLIMBING TO THE TOP FOR 2014 WINTER GAMES

The 2014 Sochi Olympic Winter Games are still a ways away, but members of the No. 1-ranked U.S. Women's Ski Jumping Team have been preparing for the chance to compete at the most elite level since childhood. And they're ready. With the help of sponsors like USANA, this team is finally getting the opportunity to fulfill their dream.

Written by Missy Bird

PUSHING FORWARD

For the first time ever, women ski jumpers will have a chance to compete in the 2014 Winter Games—and it's just another step toward getting women's ski jumping recognized worldwide. "Because we love the sport, we're just trying to push the sport forward as a whole, and the Winter Games are part of the whole process," says U.S. team member Lindsey Van.

Teammate Jessica Jerome is quick to point out the connection between other jumping events, the Sochi Games, and the difficulty of continuing with the sport without sponsors. "Even if you have a World Cup and a World Championship, without the Winter Games, you aren't going to have sponsors," Jessica says. "And without sponsors like USANA, you're not going to have money, and you're not going to be able to fuel the sport and help it grow. So the Winter Games was just the last piece of the puzzle."

MOVING ON

Now that the fight to compete is over, the team is actually ready to jump at the highest level. "We don't have to keep talking about fighting for the Winter Games, and we don't have to keep fighting for it," Lindsey says. "We can just go jump and really enjoy the sport. We're more than a year out and it's like it's actually happening. Before, it was just something out of reach. Now it's more realistic."

The recently released documentary feature film "Ready To Fly" tells the inspirational story of 2009 World Champion Lindsey Van and the Women's Ski Jumping USA team as they fight to make their Olympic dreams come true. Learn more and get the DVD at www.wsjusa.com or readytoflyfilm.com.

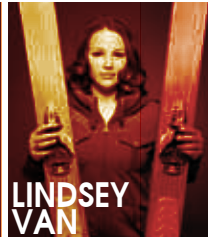
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SARAH HENDRICKSON



JESSICA JEROME



LINDSEY VAN



ABBY HUGHES



ALISSA JOHNSON



NINA LUSSI



EMILEE ANDERSON

SARAH had a stellar 2012 season, winning World Cup events in Germany, Japan, and Norway, and securing her status as the best ski jumper in the world. She finished first place in the Overall Individual World Cup standings.

Longest jump: 143 metres

As an eight-time U.S. national champion, **JESSICA** has 21 Continental Cup (COC) podium finishes and finished the 2010–11 season ranked fifth in the world. She captured her first COC victory in 2010.

Longest jump: 138 metres

LINDSEY is the first-ever women's ski jumping world champion and 15-time U.S. national jumping champion. In 2011, Lindsey put jumping on hold to donate bone marrow to someone suffering from leukemia.

Longest jump: 171 metres, North American women's record

With nine top 10 finishes on the COC between 2010–2012, **ABBY** is continuing to

make her way to the top of the leaderboards. She's finished second twice on the COC, first in 2005 on her home hill in Park City, Utah, and then in 2010 in Germany.

Longest jump: 133 metres

ALISSA has 50 top 10 finishes on the Continental Cup circuit since 2004, and she earned her first victory in 2008.

Longest jump: 132 metres

NINA competed in the 2010 Junior World Championships. She is currently attending a school in Austria that specializes in training young ski jumpers. Nina also competes in cross-country running.

Longest jump: 127 metres

As a member of the WSJ-USA development team, **EMILEE** represented the U.S. in the inaugural Youth Winter Games, the first International Olympic Committee-sanctioned event where women were allowed to compete in ski jumping.

Longest jump: 86.5 metres



The pictured athletes and organizations have received compensation for their partnership and/or complimentary USANA products.

www.facebook.com/WSJUSA



@LetWomenJump





A Lasting Impression

Written by
Nick Peterson



"We're all grateful for USANA, and it's become an irreplaceable member of our team."

Even though she's a former **WNBA all-star and 1996 Summer Games gold medalist**, today **Jennifer Azzi** goes by another title: head coach of women's basketball at the University of San Francisco. And she understands how important her role is—at some point in life, everyone needs guidance that only a coach can provide. Whether it's a schoolteacher, athletic trainer, or professional mentor, "coaches" like Jennifer have been guiding others for generations.

Jennifer has no plans of hanging up the coaching whistle anytime soon either, because she's still got a lot of work to do. She's introducing **USANA® Nutritionals** to more and more athletes as each season passes.

"Every year I'm met with the same skepticism from the team when I implement supplements into their training regimen," Jennifer explains. "But eventually they all understand the benefits that USANA products provide. Now, we're all grateful for USANA, and it's become an irreplaceable member of our team."

The same could be said about Jennifer. She's an irreplaceable member of the USANA family, and she's creating a "ripple effect" that will have a lasting, positive impact on the lives of her players. If that doesn't exemplify the influence of a true coach, nothing will.

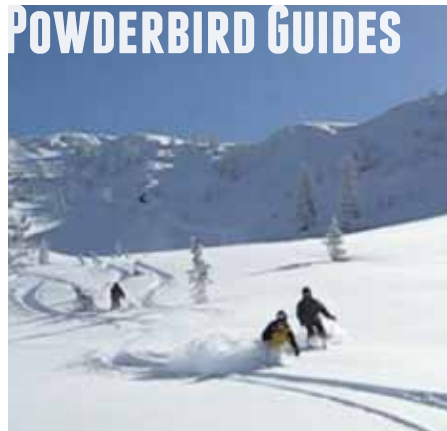
@JenniferAzzi



your health. your life. your way. 13

HEATING UP THE ICE RINK, THE SLOPES, AND THE SOCCER FIELD

Written by Laura Lewis



Playing just down the road from USANA's Home Office in West Valley City, Utah, the Utah Grizzlies are a professional ice hockey team in the East Coast Hockey League (ECHL).

"We take the vitamins in the morning and at night. We have a lot of stuff that we do throughout the day and USANA keeps us feeling good. We take the **Nutrimeal™** shakes after we skate, and we also have the **Nutrition Bars** right before the games."

—Brock Wilson,
Utah Grizzlies defenceman

@UtahGrizz 

The Wasatch Powderbird Guides are a group of highly trained athletes who travel around the world offering private heli-skiing adventures on the world's most spectacular mountain ranges.

"We had a great ski season. Our customers enjoyed the products such as **Rev3 Energy™**, the **Nutrition Bars**, and **Nutrimeal**. We are looking forward to a long relationship with USANA."

—Mike Olson,
senior guide, Wasatch Powderbird Guides

@PowderbirdHeli 

The Tuzos (Gophers) of the Pachuca Club de Fútbol are a wildly successful Mexican soccer team, winning 5 league championships and four CONCACAF Champions' Cups in the past 10 years.

"The players have been taking the product for three years and have been able to maintain their sport performance and optimal health. We'll definitely hang on to USANA!"

—Dr. José Antonio Torres Mendoza,
head of medical services,
Pachuca Club de Fútbol

THESE ATHLETES' FAVOURITE PRODUCTS TEAM UP TO GIVE THEM THE NUTRITION THEY NEED TO BE SUCCESSFUL IN THEIR SPORT.



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

CREATING WINNERS

Written by Emily Alaniz



The USSA gives athletes the competitive edge

Being a USANA brand ambassador means more than just being the face of the company. It means being the kind of athlete—and the kind of person—who represents USANA's core values. And USANA's brand ambassadors at the U.S. Ski and Snowboard Association (USSA) are dedicated, passionate, and the best in the world at what they do.

They have to be.

At first blush, skiing or snowboarding for a living seems like a pretty sweet deal. There's the travelling, the fame, access to the best nutritional products on the market (see page 24)—not to mention all those medals. But it's not easy. A myriad of different factors and

a great deal of hard work goes into becoming an elite athlete. It's impossible to do it alone. Luckily, the USSA has a support network that makes sure their athletes are able to perform at their best, gaining the split-second advantage they need to win when they arrive at the Winter Games.

Testing, Fuelling, and Shaping Winners

Much of the support these athletes need can be found at the Center of Excellence in Park City, Utah. Here, athletes are put through the most rigorous of testing to determine their limits—and their potential. Troy Flanagan, Ph.D., the USSA's high performance director, says it's often a matter of finding out how efficiently they use energy. "We have to figure out what kind of engine they have," he explains. "Are they a Prius or a Hummer? Then we help them train accordingly." He and others at the Center perform a variety of tests to find out how athletes' muscles work

when pushed to exhaustion, and how to help the athletes recover when they reach that point.

The USSA's high performance dietician, Adam Korzun, takes care of the nutrition side of the athletes' training. As a former five-star chef, he understands that athletes will be much more likely to eat healthy meals if the meals are also delicious. And he's found that—strangely enough—athletes perform better when they eat breakfast and lunch. So he designs pre-performance meals for every athlete to help fuel them properly for competition.

Collaboration for Superior Performance

Because the sports science team at the Center of Excellence has fully recognized the importance of optimal nutrition—and that supplementation plays a big role in it—the USSA will be collaborating with USANA for a number of future studies about the effects of specific supplements on physical performance. While the USSA is concerned with the big physiological picture, USANA is more focused on analyzing nutrition on the cellular level—and these two perspectives compliment each other in the perfect way to benefit athletes.



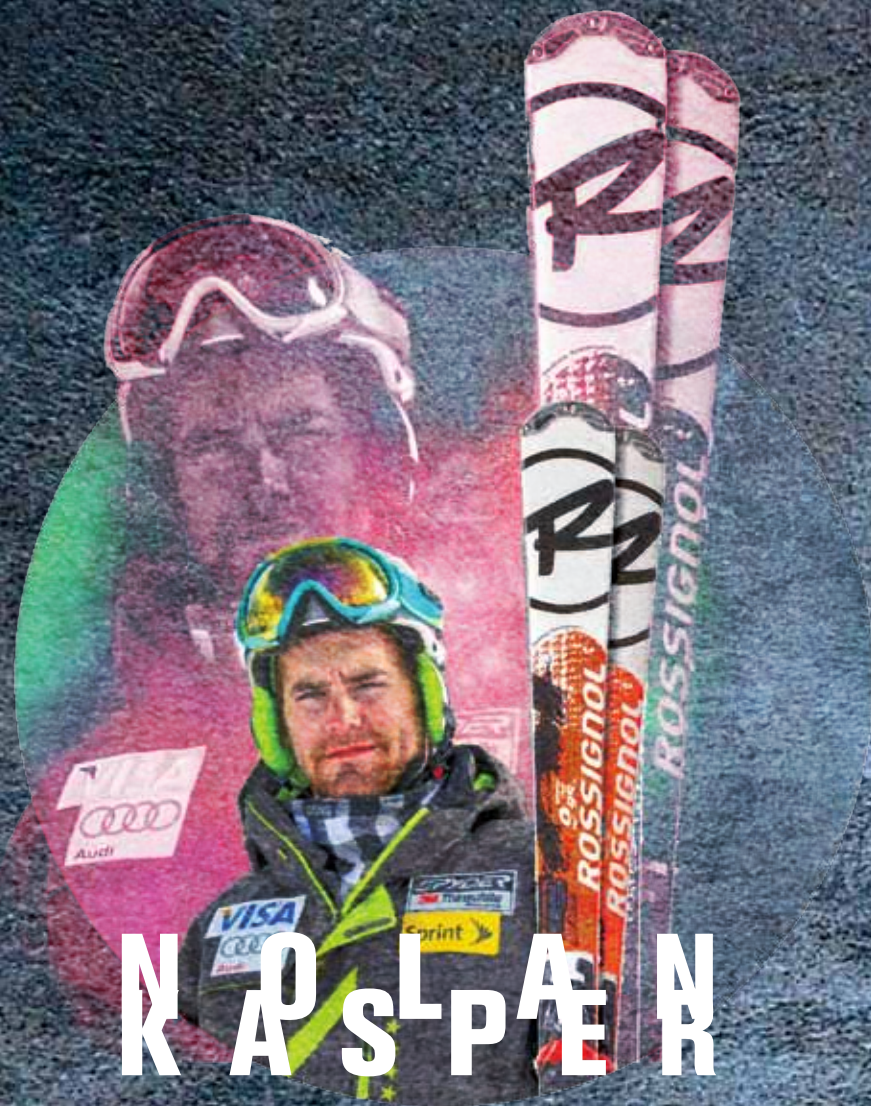
@NolanKasper

NOLAN KASPER: SNOW'S SPEED DEMON

Alpine ski racing is kind of Nolan Kasper's thing. He's been skiing since he was three, and showing off at the World Cup since 2009. "I always look forward to competing!" Nolan says. But he doesn't let himself get psyched out. "Pressure is built in your head, so I try to think about anything but the result when I'm racing," he says.

That kind of focus is especially critical during the Winter Games, when the pressure is really on. "The Winter Games are awesome for so many reasons," Nolan says. "Being a part of Vancouver was special for me because I was really able to represent my country on the world stage when everyone was watching." As expected, Nolan represented his country spectacularly—just as he represents USANA.

The pictured athletes and organizations have received compensation for their partnership and/or complimentary USANA products.



“THE COOL PART WITH USANA’S RESOURCES, IS THAT WE ARE HOPING TO COME UP WITH SOME PRODUCTS AND IDEAS THAT HELP OUR SPECIFIC NEEDS FOR OUR ATHLETES AND THEY HAVE AN INCREDIBLE MANUFACTURING PLANT TO DO THAT.”

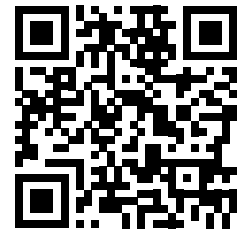
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TEAM USANA



@LindsJacobellis

LINDSEY JACOBELLIS: PROFESSIONAL SHREDDER

If you know snowboarding, you know Lindsey Jacobellis. But even with a Winter Games silver medal and seven X Games championships, she hasn't let winning go to her head; she's still in it for the snow. "Every year when the first snowfall comes, I get this rush, this excitement," she says. "I feel like a kid opening Christmas presents. That fuels the fire for the entire year. There's so much fun to be had with snowboarding."

And even though she's the one with the medals, she definitely doesn't accomplish her goals alone. Her family is a big part of her support system when she's at home, and when she's travelling, she relies on her "other family." "My team and my coaches are my family on the road throughout the year," she shares. She doesn't see her friends, family, or team as a source of pressure. "In the end, I'm the one pushing myself — all the pressure's coming from me."



JACOBELLIS

GOING FOR GOLD WITH TEAM USANA

From snowy peaks to smooth waters, Team USANA athletes compete at the highest levels every two years during the Summer and Winter Games. They train year round to stay in peak physical condition, but these stellar athletes also use USANA products to keep up with their monumental nutritional demands. Is it hard? Yeah. But that hard work could pay off—with gold, silver, and bronze.

Written by Missy Bird



Meb Keflezighi, Athletics—Marathon

Interesting fact: After getting injured during the 2008 U.S. trials, he is now the oldest man to win the U.S. trials in the marathon.

Best finishes: Silver medalist at the 2004 Summer Games and first place at the 2009 ING New York City Marathon

Fastest time: 2 hours 9 minutes 8 seconds

Favourite USANA product: **HealthPak™**

“Nutrition is a very important part of my training and preparation for the biggest marathons in the world. To supplement my nutrition, I utilize USANA’s products to get the most out of my body. The USANA products are very effective and the company is trustworthy.”



Nikola Girke, Windsurfing

Best finishes: Placed 13th in Double Handed Dinghy at the 2004 Athens Games and 17th in RSX Windsurfing at the 2008 Beijing Games

Favourite USANA product: Wild Strawberry **Nutrimeal™**

Hours spent training: three to five hours a day

Fitness tip: Find a good routine and stick to it. Fitness isn’t a sprint, it’s a marathon.

“I am reminded every morning and night how lucky I am to be one of USANA’s athletes. With the Summer Games coming up quickly, they are vital in helping me keep my optimal health.”



México National Football Team

Interesting fact: Took first place in the 2012 Confederation of North, Central American, and Caribbean Association Football Men’s Summer Games Qualifying Tournament

Gold medalists at the 2012 London Summer Games.



USANA Associates and France Beach Volleyball players Deborah Giaoui and Melody Benhamou featured in June 2012 *Elle France* magazine.

@NikGoing4Gold

SUMMER



Mike Hazle, Athletics—Javelin

Interesting fact: Played football and baseball at Texas State University before participating in the decathlon and finally focusing on javelin

Best finish: 2011 USA Outdoor champion
Personal best throw: 82.2 metres



Korea Women's National Handball Team

Number of athletes: 18
Number of medals since 1984 Summer Games: two gold, three silver, one bronze
Favourite USANA products: HealthPak™ and CoQuinone™ 30

Korea Men's National Handball Team

Number of athletes: 21
Best match: 1st at 2012 Asian Handball Championships
Favourite USANA product: HealthPak™



George Bovell, Swimming

Interesting fact: Won the first-ever swimming medal for Trinidad and Tobago at the 2004 Athens Summer Games—bronze in the men's 200m individual medley

Fastest time: 21.20 seconds in the 50m freestyle

“As a professional athlete in a sport where the difference between winning and losing is just hundredths of a second, I trust USANA supplements to keep me in optimal health and help me recover as I stress and push my body to the limit in training and competition.”

Darren Niedermeyer Athletics—Pole Vault

Career highlight: Three 3rd place medals from the USA National Championships
Personal best: 5.74 metres

Favourite USANA products: Procosa® and BiOmega™

Fitness tip: Warm up and cool down. Eat right after working out because the 45 minutes after training is feeding time for your muscles.



Matt Lowe, Swimming

Best finish: 1st place at 2005 Summer Nationals in 100m and 200m breaststroke

Training schedule: eight swim workouts and three weight workouts per week

Favourite USANA products: Nutrimeal™, and Rev3 Energy™ Drink

Fitness tip: Take charge of your health and fitness. Find a way to make yourself better every day! Consistency is key.



www.facebook.com/USANAathletes



@TeamUSANA



Biathlon Canada

Number of athletes: 30–35

Best result at 2010 Vancouver Winter Games: Jean-Philippe Le Guellec placed 6th (sprint), 11th (pursuit), and 13th (individual)

Favourite USANA product: Chocolate Whey **Nutrimeal™**

Hours spent training: 18 to 27 hours per week



Christine Nesbitt

Speed Skating Canada

Number of athletes: 65

Number of medals won at the 2010 Vancouver Winter Games: four gold, three silver, three bronze

Favourite USANA products: **BiOmega™** and **Pure Rest™**

Hours spent training: 15 to 25 hours a week.

“The thing I like most about USANA’s products is their quality assurance and the tested guarantee. Quality is always a concern among elite athletes, so it’s great to be able to eliminate this worry with USANA’s supplements.”

—Lucas Makowsky, 2010 Winter Games gold medalist



US Speedskating

Number of Category 1 athletes: 80

Number of medals won at the 2010 Vancouver Winter Games: one gold, four silver, five bronze

Favourite USANA product: **Nutrimeal™**

Hours spent training: eight hours a day, six days a week



US SPEEDSKATING





USA Luge

Number of athletes: 18

Number of medals since 1984 Summer Games: two gold, three silver, one bronze

Favourite USANA products: **HealthPak™** and **CoQuinone™ 30**

“The most important thing about USANA’s products is the peace of mind that I don’t have to worry about contaminated substances. I know that the products I am using are 100% safe and allow me to focus my energy on my training.”

—Julia Clukey, 2010 Winter Games participant



Audrey Robichaud Freestyle skier

Career highlights: Qualifying for the 2006 Torino Winter Games and finishing third overall on the World Cup circuit for the 2010-11 season

Favourite USANA product: Peanut Butter Crunch Nutrition Bars

Hours spent training: 5–7 or more per week, depending on the season

Fitness tip: Work on core strength and drink a lot of water while exercising

“I’ve been with USANA for years now and I’m so glad I found such a great company to be affiliated with. As an athlete, I push myself to the limit and I know that with USANA I can keep the level of energy I need. For me, it is extremely important to trust the dietary supplements I take. Whenever I’m getting ready to hit a jump or go down a mogul run, I know that I am on top of my game and physically ready.”



South Korea Short Track Team

Number of athletes: 10

Number of medals won at the 2010 Vancouver Winter Games: two gold, four silver, two bronze

Favourite products: **HealthPak™** and **Procosa®**

South Korea Speed Skating Team

Number of athletes: 18

Number of medals won at 2010 Vancouver Winter Games: three gold and two silver

Favourite product: **HealthPak™**



Cross Country Canada

Number of athletes: 20

Hours spent training: 10 to 25 hours per week

Interesting fact: Team member Brian McKeever is the first athlete to qualify for the Winter Games and Paralympics in the same year



GB Short Track Team

Great Britain Short Track

Number of athletes: 11

Number of medals in the 2011–12 season: seven at the ISU World Cup Series

Hours spent training: 25 hours per week

The pictured athletes and organizations have received compensation for their partnership and/or complimentary USANA products.

THE STARS ARE A★L★I★G★N★E★D

No matter their sport of choice, no matter what kind of stress they put on their bodies, no matter their specific nutritional needs, these elite athletes have chosen USANA's all-star product lineup to keep them at their best. Written by Laura Lewis



★ Karen Truelove

PROFESSIONAL WATER SKIER
Preferred Product: [HealthPak™](#)

"After adding 'mom' to my resume, the demands of my day changed greatly. I am still training, travelling, and working out, but all the added responsibilities of taking care of a toddler can really put a drain on my energy level. I feel a huge difference when I take HealthPak. Not only is my energy up, but my immunity is too."



★ Charlie Davies

PROFESSIONAL SOCCER PLAYER
Preferred Product: [HealthPak™](#)

"After tough trainings, hard workouts, and 90-minute matches, USANA allows for my body to recover and for me to play at my best. I train better because I have more energy and can give 100 per cent throughout the week because soreness isn't a problem. I feel like I can do the extra training without my body paying the price the next morning. I trust USANA with my body."



★ Ariane Lavigne

CANADIAN OLYMPIC
SNOWBOARDER
Preferred Product: [MyHealthPak™](#)

"As a nutritionist and athlete, eating properly to get as much energy as I can is a priority. To stay healthy and perform at my best when I travel the globe, I need to complete my diet with food and supplements I bring from home that I trust. It's now part of my routine, even though every day on the road can be so different."

★ Gina Grain

CANADIAN OLYMPIC CYCLIST

Preferred Product: **Essentials™**

"I am confident that by taking USANA, I am fuelling my body with the best supplements to help me recover from training and to help me perform the best that I possibly can."



★ Julia Murray

CANADIAN FREE STYLE SKIER

Preferred Product: **Nutrition Bar**

"USANA has kept me healthy for nine years! I take my vitamins every day to ward off colds and keep my joints as happy as they can be. The vitamins and bars help me to rejuvenate after a hard workout and keep me energized for the entirety of the day."

★ Breanne Dodd

PROFESSIONAL WATER SKIER

Preferred Product: **HealthPak™**

"The demands of being an elite athlete have led me to become very health conscious. I am very proud to be on Team USANA, and lucky to be able to use the best nutritional products in the world. Due to my busy lifestyle and constant travel all over the world, USANA has become an essential part of my health and performance."



★ Iain Weaver

UK PROFESSIONAL BOXER

Preferred Product: **Nutrimeal™**

"I have been using all the products now for the better part of 18 months, and I wouldn't trust my health or career to any others. The Nutrimeal shakes and Nutrition Bars have allowed me to lose the weight I need to fight, whilst maintaining power, coordination, and muscle strength. Anyone who takes their career seriously needs to take a serious look at the USANA products."





NOLAN KASPER OF THE U.S. SKI TEAM TRAINS AT VAIL'S GOLDEN PEAK. ©2010 U.S. SKI TEAM/TOM KELLY

ELITE NUTRITION FOR ATHLETES.... AND THE REST OF US

Written by Suzanne Houghton

GOOD NUTRITION MAY NOT WIN YOU A GOLD MEDAL, BUT POOR NUTRITION CAN KEEP YOU FROM WINNING ONE.

ADAM KORZUN
HIGH PERFORMANCE DIETITIAN, USSA



Nolan Kasper is one of U.S. Ski and Snowboard Association's (USSA) greatest alpine skiers. He trains year round to ensure he is in the best shape possible, and he is well respected by his fans and fellow athletes around the globe. But as he races down the slopes, his mind is focused on one thing—victory.

Nolan's athletic success may leave you thinking you have little in common with the skier, but you're more alike than you think if you are concerned about proper health and nutrition. Both are supremely important to Nolan, and that's why he chooses USANA. "The products are unique because there is something for everyone," he says.

The USSA has a specialized team that is strictly focused on their athletes' nutrition. Adam Korzun, the high performance dietitian for the USSA, is dedicated to helping each athlete keep his or her health on track, and he does so with the help of USANA. "I am incredibly selective when choosing nutritional supplements because I need to ensure the athletes receive the highest quality products that are safe for them to use," Adam explains. "They are responsible for whatever they put in their body and when taking any

supplements, we need to ensure there are no contaminants or banned substances."

Nolan understands there's a possibility that some think they can't, or shouldn't, take the same supplements as an athlete, but he disagrees. "USANA has a wide variety of products so you can find what works best for you," he says.

Adam agrees, saying it doesn't matter if you are an athlete or not—USANA is a great option. "I think that proves athletes and non-athletes alike take their health seriously and want to ensure they are using the highest quality products," he says. "USANA is a trusted and very well-respected brand that appeals to all."

Adam also wants all athletes, USSA members and others alike, to remember how important it is to establish a healthy diet in addition to supplementation. "Proper nutrition is one of many important elements to maintaining your health," Adam says. "Strength and conditioning training and good sleep are also very important. But nutrition is the fuel that allows athletes to train and compete at their best!"

The pictured athletes and organizations have received compensation for their partnership and/or complimentary USANA products.



Dr. Mehmet Oz's Foundation, HealthCorps, and USANA Unite for Charity

Written by Angie Larsen

What happens when an organization founded by America's favourite doctor teams up with the world's finest supplement company? A healthy and charitable winning combination! So, how did the dynamic duo of Dr. Mehmet Oz's HealthCorps and USANA come to be? Through not only a common goal, but a shared drive to make the world a happier, healthier place.





The Beginning

Dr. Myron Wentz and Dave Wentz are extraordinary humanitarians. With the creation of the USANA True Health Foundation, USANA has been able to donate emergency items, monetary support, and nutritionals for people, especially children, all over the world.

The mission of USANA's True Health Foundation lines up perfectly with that of HealthCorps, created by world-renowned Cardio Thoracic Surgeon and two-time Emmy Award winning talk show host Dr. Mehmet Oz and his wife, producer, writer, and TV news contributor, Lisa Oz.

HealthCorps was created to lend a helping hand in the 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 through in-school seminars on diet, nutrition, and exercise.

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

However, Dr. Mehmet Oz is very particular about who he does charity work with, and he wanted to meet Dr. Myron Wentz and Dave Wentz before agreeing to an official USANA/HealthCorps relationship.

"We get approached by a lot of folks who want to help out with HealthCorps, because it's an organization that has a great mission," states Dr. Mehmet Oz. "But I'm often reluctant to engage in partnerships because you risk your reputation, and I love the fact that when we look at the fabric of what USANA's been able to

accomplish, it ranges in many different categories and areas. I love the fact that the individuals I've met are high quality, level-minded folks who really want to make a difference in making this country a better place."

It was apparent from their first meeting that Dr. Mehmet Oz had done his homework on Dr. Myron Wentz. He wanted to know everything about Dr. Wentz' research on optimal cellular health. The two hit it off immediately. It was the beginning of a beautiful relationship built on absolute mutual respect.

Paying a compliment to Dr. Wentz, Dr. Mehmet Oz said, "What I loved when I heard your story is that you actually do the research that is required to demonstrate that the product can actually make a difference."



Sharing Health and Happiness

After that initial meeting in September of 2011, the epic health journey between USANA, Dr. Mehmet Oz, and HealthCorps switched into high gear. An idea was born for a live health and wellness show.

USANA Studios and several creative teams worked around the clock to produce the Health and Happiness Summit with Dr. Oz, live at Radio City Music Hall in New York City, February 25, 2012.

The crew actually built a mock airplane in USANA's studio and hired professional actors to shoot aspects of the show's creative theme: "Destination Health—The Trip of a Lifetime Around the World of Wellness."

Dr. Mehmet Oz served as the Health and Happiness Summit's pilot to good health and invited the country's greatest health and wellness experts to speak, including: Dr. Myron Wentz and Dave Wentz on cellular and home health; Dr. Christiane Northrup on living your best life at any age; Dr. Michael Breus, The Sleep Doctor,

on the importance of sleep; Rovenia "Dr. Ro" Brock on family nutrition; Lisa Oz on the success of HealthCorps; and more.

It was such a successful, collaborative effort that a second show was planned for April 28, 2012—"USANA's Healthy Living Summit." This time, Dr. Mehmet Oz and Lisa Oz were joined on stage by USANA superstars: Dr. Wentz and Dave Wentz; USANA's Chief Communications Officer Dan Macuga; 10-Star Diamond Director Collette Larsen, Emerald Director Dr. Ladd MacNamara; Diamond Director Jordan Kemper; children's nutrition expert Dr. Christine Wood; and celebrity trainer Kathy Kaehler.

Dr. Mehmet Oz's most anticipated appearance, however, is at USANA's 20th anniversary International Convention, where he will deliver a keynote address.



"It's been fantastic getting to know Dr. Mehmet Oz better and better, realizing the same philosophies he follows, we follow," said USANA CEO Dave Wentz. "We feel the power of working together; that we can do a lot more working together than we can do apart."

Building a Lasting Partnership

This year, Dr. Mehmet Oz, Lisa Oz, Dr. Wentz, and Dave Wentz have worked tirelessly to build on the good works of both the USANA True Health Foundation and HealthCorps.

"It's been fantastic getting to know Dr. Mehmet Oz better and better, realizing the same philosophies he follows, we follow," said USANA CEO Dave Wentz. "We feel the power of working together; that we can do a lot more working together than we can do apart."

It is a powerful pairing. One where USANA, the USANA True Health Foundation, Dr. Mehmet Oz, and HealthCorps can leverage resources and experience maximum impact on the lives of others. It's about wanting to

create the healthiest families on earth, and when it comes to that, two heads are better than one.

The relationship is important to both sides. Dr. Mehmet Oz expresses his gratitude to USANA. "I want to thank you from the bottom of my heart for trusting us in this relationship. You're a lot more of a foundation supporter in this endeavour than you could ever imagine, and it means the world to us that you trust us enough and we can embark on this voyage together."

@HealthCorps
@USANAFoundation



USANA HAS FRIENDS IN HIGH PLACES

Written by Angie Larsen

Dr. Northrup was invited to speak—along with Dave Wentz and Dr. Myron Wentz—at the Health and Happiness Summit with Dr. Mehmet Oz held at Radio City Music Hall in New York City in February 2012.



DR. CHRISTIANE NORTHRUP

It's good to have friends in high places—friends like Dr. Christiane Northrup, a world-renowned OB/GYN, speaker, *New York Times* best-selling author, and mom. She's walked the walk, and she's today's leading voice on women's health. And this physician phenom is also a huge advocate of USANA.

When the media needs an expert on female health and wellness, they turn to Dr. Northrup. She has been featured on several popular daytime television shows, including *Good Morning America*, *The Today Show*, *The Oprah Winfrey Show*, *The Dr. Oz Show*, *The View*, and *The Rachel Ray Show*. She is also a sought-after expert on nighttime news programs like *ABC News*, *20/20*, and *NBC Nightly News*, and you can find her advice online as well, on sites such as *The Huffington Post* and *WebMD*.

Her popularity is a direct result of her vast knowledge and enthusiasm for living well at every age.



drnorthrup.com

DR. CHRISTIANE NORTHRUP'S FAVOURITE USANA PRODUCT:

"My favourite product is the **HealthPak™**. It's convenient, scientifically up to date, and my all-time favourite thing to gift to friends!"

5

RULES TO FLOURISHING IN A FEMALE BODY:

1

Own Your Power

"Your power to be optimally healthy is far greater than that of any doctor, insurance company or drug. Power begins with your thoughts. Thoughts become beliefs. Beliefs become biology."

2

Happiness and Health

Don't allow your past wounds to continue creating your current state of health.

"Everyone has an unhealed child that runs our endocrine, immune, and central nervous systems. The truth of our childhoods is stored in our bodies and lives in the depths of our souls."

3

Tap into the Power of Community

Do not fear being exposed to diseases while in crowds.

"Take 'I've been exposed' out of your vocabulary! The people least likely to catch colds are those who have the greatest social outlets."

4

Partner with Your Body and Your Wisdom

Be open to the messages that come just before and during your monthly cycle.

"Every bit of darkness that you haven't yet processed will come up premenstrually. Every thought you think changes your hormones."

5

Embrace the Power of Your Heart

"Your brain thinks it's running everything, but your heart wins in the end. The way you get to cardiac coherence is when you're in a state of appreciation. Your body won't be changed by pain or fear, but by the courage to update your past and to live joyfully."

*All trademarks are the property of their respective owners

@DrChrisNorthrup



THE HUFFINGTON POST



Experts & Excellence

Written by Missy Bird and Nick Peterson

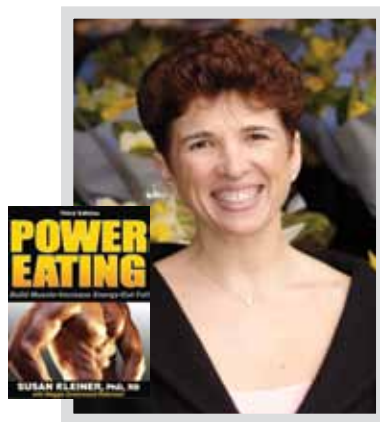
USANA strives for scientific excellence

in order to create the highest quality dietary supplements available—and to achieve both of these tall orders, they connect with and get input from some of the most well-respected experts in the field of nutritional science. These two specialists join an already-impressive network of scientific experts who help keep USANA on the cutting edge.



Dr. Susan Kleiner *Athlete Approved*

Dr. Susan Kleiner, RD, CNS, FACN, FISSN, a foremost authority on nutrition for strength, will join the USANA family as a nutritional consultant. Though she's earned a Ph.D. in nutrition, she's also a founder and fellow of the International Society for Sports, fellow of the American College of Nutrition, a fitness expert, and the best-selling author of numerous books, including *Power Eating*—written specifically for leading athletes, strength trainers, and body builders.



With more than 600 professional athletes using USANA® Nutritionals to keep their bodies in peak physical condition, advice from experts like Dr. Kleiner is vital to future product developments.

"I know through the correct diet, exercise, and nutritional supplementation, any athlete can improve their performance—even the pros," she says. "And USANA is the perfect catalyst for some of these athletes to reexamine how they're fuelling their bodies."



Dr. Libby Weaver *Consciously Healthy*

Dr. Libby Weaver's nutrition and weight-loss expertise has expanded beyond her native Australia to the entire world. As a global health educator, Dr. Weaver is passionate about empowering people to make the best health choices possible. Through dedicated research and reflection on how others struggle with weight, she wrote the book *Accidentally Overweight*, which allows readers to understand how they can drive their body chemistry to work the way they want it to.

Dr. Weaver has already made a significant impression on USANA Associates by speaking at events like the 2012 Toronto Cross-Regional Conference, Asia-Pacific Convention, and International Convention.

"My mission is to educate and inspire people, improving their health and happiness, and, through that process, create a ripple effect that transforms the world," she says.



Doctor's Orders

Written by
Nick Peterson

USANA

 is in the business of health and wellness. But how can you really trust the products?

If you don't consider countless awards, science-based research, pharmaceutical-grade and FDA-approved manufacturing facilities, and potency guarantees trustworthy enough, take it from USANA's Scientific Advisory Council—an elite group of medical and nutritional experts. They're some of the best in their fields, and each one stands firmly behind USANA's award-winning nutritionals. And the reason they're so confident in their endorsement is because they understand: **We don't ask for trust. We earn it.**



Name: Dr. Balz Frei

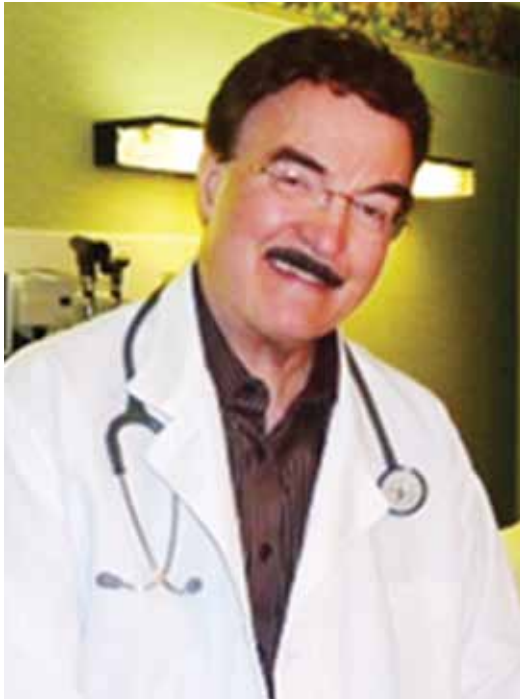
Area of Expertise: Biochemistry, biophysics, and nutritional science and research

Credentials: Ph.D., professor of biochemistry and biophysics at Oregon State University, and director of the Linus Pauling Institute

What He's Been Up To: Dr. Frei is the newest addition to the Scientific Advisory Council. After working closely with his team at the Linus Pauling Institute on a variety of nutritional health studies, USANA lobbied for Dr. Frei to join the council. All of his experience and professional advice will play a major role in the direction of future USANA products.

"Through past and current collaborations, I've seen how much USANA cares about human health. This makes me very excited to join their Scientific Advisory Council and start providing my own input on how and what products are made."

Dr. Balz Frei



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Name: Dr. Bart Moore

Area of Expertise: Nutritional and preventative medicine

Credentials: MD, board certified in family medicine and as a physician nutrition specialist, fellow of the American Academy of Family Physicians, and diplomate of the American Board of Anti-Aging Medicine

What He's Been Up To: Dr. Moore enjoys physician and community health education, giving frequent presentations and seminars on nutrition and lifestyle topics.

Favourite Product: "The **Essentials**™ vitamin and mineral supplements are the perfect combination of the necessary vitamins and minerals needed to support optimal health, and with the potency guarantee, you can be sure you're receiving the healthiest dose of these critical nutrients."

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Dr. Bart Moore



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Name: Dr. Christine Wood

Area of Expertise: Healthy diet

Credentials: MD, Fellow in the American Academy of Pediatrics, practicing pediatrician, lecturer, and author of *How to Get Kids to Eat Great and Love It!*

What She's Been Up To: Dr. Wood was recently invited to speak at USANA's Healthy Living Summit along with other renowned health professionals, including Dr. Mehmet Oz.

Favourite Product: "I highly recommend **Usanimals**™ and **Body Rox**™ daily supplements because I feel the manufacturing quality of USANA's nutritional supplements is unsurpassed in the industry."

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Dr. Christine Wood



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Name: Dr. Heather Tick

Area of Expertise: Integrative medicine with a special interest in pain prevention and treatment

Credentials: MD, MA, Clinical associate professor at the University of Washington, and Adjunct professor at the Canadian Memorial Chiropractic College in Toronto

What She's Been Up To: Dr. Tick is a leading physician, speaker, and researcher specializing in holistic approaches to treating chronic pain. She is also the author of *Life Beyond the Carpal Tunnel*.

Favourite Product: "As I see my patients deal with some of the many adverse health effects associated with aging, I constantly remind them of how helpful **Procosa**[®] can be for keeping their joints healthy."

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Dr. Heather Tick



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Name: Dr. Monica Lewis

Area of Expertise: Holistic medicine and hormonal issues

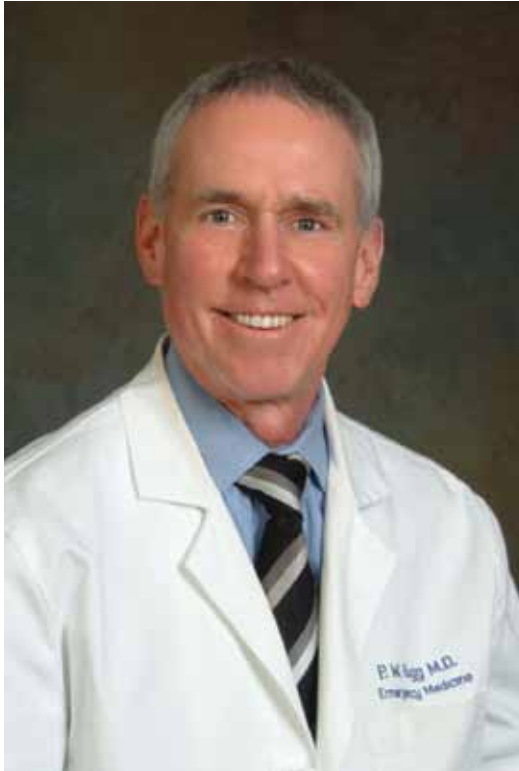
Credentials: MB, ChB

What She's Been Up To: Dr. Lewis has co-authored a series of books with her cardiologist husband, Dr. Gerald Lewis, in the *Fad, Fable, or Fact?* series, including *Dietary Supplements, Your Heart—An Owner's Manual* and *CANCER—A Threat to Your Life? Or a Chance to Take Control of Your Future?*. She regularly speaks on a wide range of health topics.

Favourite Product: "There's nothing quite like **PhytoEstrin**[™], especially if you're looking for an all-natural supplement that's designed to ease the transition into menopause."

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Dr. Monica Lewis



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Name: Dr. Peter Rugg

Area of Expertise: Cardiovascular health, nutrition, and emergency medicine

Credentials: MD, Fellow of the American College of Emergency Physicians, and board certified in both internal and emergency medicine

What He's Been Up To: Dr. Rugg currently serves as the chairperson of USANA's Scientific Advisory Council.

Favourite Product: "I'm a huge fan of **Proflavanol® C¹⁰⁰** because of the unique combination of grape seed extract and vitamin C. It's a powerful supplement that provides terrific support for the cardiovascular system."

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Dr. Peter Rugg



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Name: Dr. Tim Wood

Area of Expertise: Biology and nutritional science and research

Credentials: Ph.D. in biology from Yale University and USANA's former executive vice president of research and development

What He's Been Up To: Dr. Wood spent more than 25 years managing research and development programs, which resulted in his induction into USANA's Scientific Advisory Council.

Favourite Product: "The **BiOmega™** supplement is one of the best ways to support cardiovascular and joint health, because it's made from high-quality, ultra-pure fish oil."

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Dr. Tim Wood

★ USANA's ★ SCIENTIST MVPs

Season after season, year after year, USANA's heavy-hitters in scientific research and product development step up to the plate and knock it out of the park.

Written by Cameron Smith



Even though they win pennant after pennant, USANA's research and development team is always making new additions to secure its dynasty. With newly acquired Vice President of Research and Development Dr. Carsten Smidt managing the team, they're sure to keep their winning streak going. After all, the new coach has a doctorate in nutrition science and physiological chemistry from the University of California at Davis and several years of experience in nutritional product innovation. With that, he and his team are sure to keep the home runs coming.

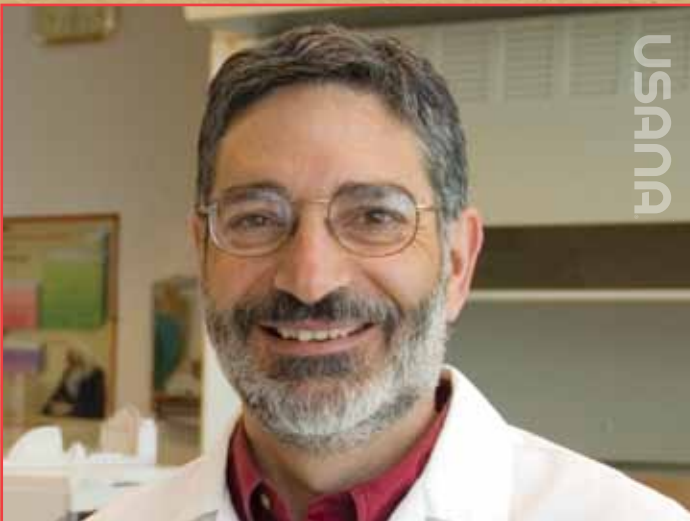


Get to know some of these all-stars with their own individual trading cards.



Carsten Smidt Ph.D.
Vice President of Research and Development

For 20 years, USANA has shown that they know what it takes to be successful. And so much of that success stems from the MVPs, the ones who know how to play the game and play it better than anyone—the scientists, working hard in the lab to bring you the best products in the world. And, with all-stars like this on USANA's team, get ready for even more grand slams in the future.



USANA

John Cuomo Ph.D.

Exec. Director of Global Research and Development



USANA

Brian Dixon Ph.D.

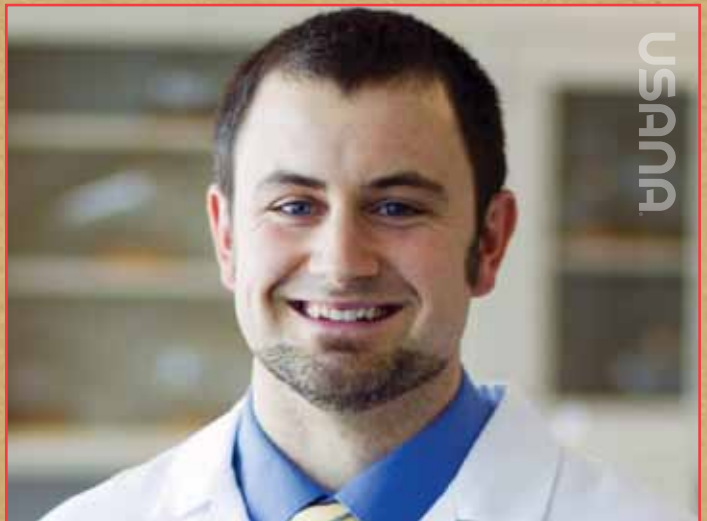
Executive Director of Product and Technology Innovation



USANA

Mark Brown Ph.D.

Director of Product Development



USANA

John Bosse MS, RD, CD, NSCA-CPT

Senior Scientist



USANA

Mark A. Levy Ph.D.

Senior Scientist



USANA

Nancy Steely ND

Senior Scientist

★★ Brian Dixon, Ph.D. ★★

Position: EDPTI—Executive Director of Product and Technology Innovation
College: Ph.D., Oregon State University
BS, Oregon State University
Hometown: Hood River, Oregon
Stance: Molecular and Cellular Biology

Dr. Dixon joined USANA's team in 2009 and has been a key player in its success ever since. His work and research has focused on the aging process, antioxidants, detoxification, cellular signalling, heart disease, and cancer. He has also written several scientific manuscripts and appeared on television as a trusted scientific expert.

Fun Facts:
Post-doctoral work investigated the therapeutic potential of alpha-lipoic acid in the elderly
Does not own a television



★★ John Cuomo, Ph.D. ★★

Position: EDRD—Executive Director of Global Research and Development
College: Post-Doctoral Fellowship, University of Oregon
Ph.D., Penn State University
BS, University of Vermont
Hometown: Burnt Hills, New York
Stance: Bioorganic Chemistry

As USANA's Executive Director of Global R&D, Dr. Cuomo has more than 25 years of experience that he passes along to other scientists in "the dugout" (i.e., the lab). While at USANA, he has earned two patents for Olivol™ a olive fruit extract as well as more than 20 other U.S. and international patents.

Fun Facts:
Played football in high school and college
Has been to 47 out of 50 states in the United States



★★ John Bosse, MS, RD, CD, NSCA-CPT ★★

Position: SS—Senior Scientist
College: MS, University of Utah
BS, Colby-Sawyer College
Hometown: Lewiston, Maine
Stance: Product Innovation

Bosse is a true slugger that USANA is glad to have on its team. He is a registered dietitian and certified personal trainer. John has worked with clientele from the weekend warrior to professional athletes, and his research has been presented at conferences worldwide.

Fun Facts:
Is an avid natural bodybuilder
Designs gym equipment in his spare time



★★ Mark Brown, Ph.D. ★★

Position: DPD—Director of Product Development
College: Post-Doctoral Research, University of Utah
Ph.D., University of California Irvine
BA, California State University, Chico
Hometown: Fort Collins, Colorado
Stance: Biotechnology

Mark "Doc" Brown is always looking for the best strategies and techniques to keep USANA's product development at the top of its game. He rounds the bases with every new product USANA puts out, moving them from the concept stage to full production. He holds a doctorate degree in chemistry and has several years of research experience in biotechnology.

Fun Facts:
Loves using his background in organic chemistry to cook great food
Rides a recumbent bicycle 32 kilometres to and from work at least two days a week



★★ Nancy Steely, ND ★★

Position: SS—Senior Scientist
College: Doctor of Naturopathic Medicine,
Bastyr University
BA, University of British Columbia
Hometown: Winnipeg, Manitoba
Stance: Naturopathic Medicine

Though she might be a "rookie" to USANA, Dr. Steely, a talented medical professional, has actually been a holistic healthcare practitioner since 2000. And she's no stranger to playing on the road. She has travelled around the world, gaining unique insight into the ideologies and methodologies of practitioners and healthcare professionals.

Fun Facts:
Has written articles for eHow.com and LiveStrong.com, as well as numerous printed publications
Was once a film production manager



★★ Mark A. Levy, Ph.D. ★★

Position: SS—Senior Scientist
College: Ph.D., Ohio State University
MS, University of Guelph
BS, Acadia University
Hometown: Wolfville, Nova Scotia
Stance: Nutritional Science

With 14 years of experience at five different universities, Dr. Levy is a seasoned veteran in the field of scientific research. He is published in 15 different books and journals and has given presentations at numerous conferences across the United States and Canada.

Fun Facts:
Focuses studies on the role of nutrition in human health and disease
Title of dissertation: *The Role of Dietary Zinc and CuZnSOD Gene Expression in Response to Oxidative Stress in the Lung and Brain* (Try saying that in one breath!)



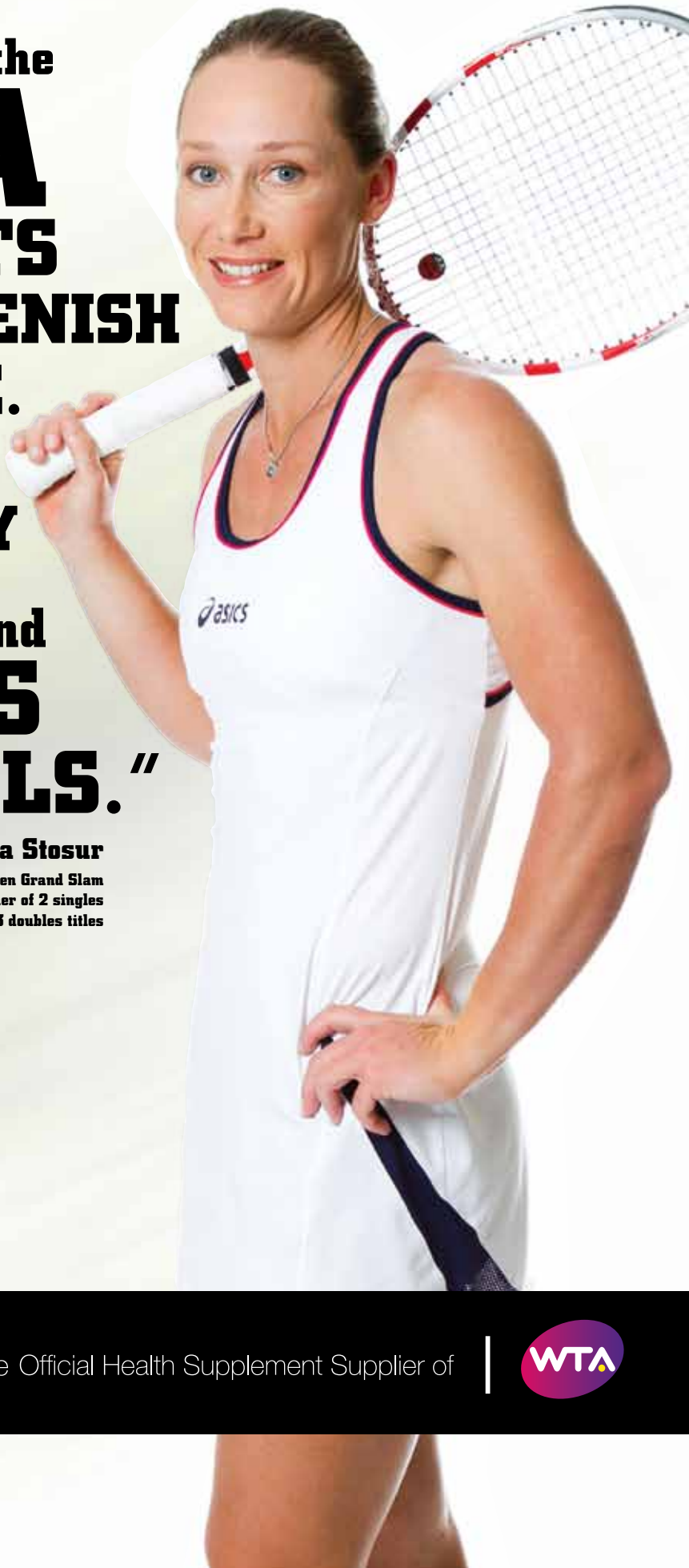
**“ I TRAIN FOR HOURS
EVERY DAY, and the
USANA
SUPPLEMENTS
I take help REPLENISH
and NOURISH ME.
I trust USANA
TO MAINTAIN MY
HEALTH and
WELLNESS
and support my GOALS.”**

— Samantha Stosur

2011 US Open Grand Slam
Champion and winner of 2 singles
titles and 23 doubles titles



The Official Health Supplement Supplier of



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 want to make it better through scientific discovery.

USANA scientists are certainly special, and they're supremely smart. But that's not good enough. So they expand their smarts through partnerships with other scientific organizations. Check out USANA's collaborations and associate with the smartest scientists we know.



USANA AND THE LINUS PAULING INSTITUTE (LPI),

located on the campus of Oregon State University in Corvallis, Oregon, have had a long-standing partnership for several years, working together toward the common goal of finding ways to help people live healthier, longer lives. Meeting this goal is no small task. But LPI has made it a point to focus on the smallest—and youngest—among us to help establish healthy eating and exercise habits that last a lifetime.

LPI's **Healthy Youth Program** provides educational activities to school children and their families. These programs are designed to instill healthful diet and lifestyle habits into youthful participants, helping them maintain a healthy body weight and stave off chronic disease. The main objective of the program is a long health-span: helping children stay active and live with optimal health up to the oldest possible age. USANA has provided LPI with funds for the Healthy Youth Program, for studies regarding children's health. lpi.oregonstate.edu/healthyyouth

@LPIInstitute



Smart Plan, Healthy Youth



Specialty Smarts, Universal Truths

@TOSHUtah



Intermountain
TOSH – The Orthopedic
Specialty Hospital
Healing for Life®

THE ORTHOPEDIC SPECIALTY HOSPITAL (TOSH) in Murray, Utah, is internationally recognized for being a premier facility and leader in orthopedics, sports medicine, and science research. But their latest studies with USANA may lead to discoveries that will benefit everyone interested in better health.

Right now, scientists are conducting a vitamin D and osteoarthritis study. The specific aim of this study is to identify the influence of vitamin D supplementation with and without **Procosa®** joint health supplement and **BiOmega™** fish oil supplement on the body's muscles, specifically in patients with osteoarthritis symptoms. This research could help those suffering from osteoarthritis—and there are millions—but depending on the study's results, it could also help anyone of any age sustain a healthy, active lifestyle well into adulthood. The study is planned to span three years, but preliminary findings have already excited TOSH scientists and their USANA counterparts. intermountainhealthcare.org/TOSH



Diverse Studies, Smart Results

Because of USANA's dedication to promoting healthy lifestyle choices, they partner with a wide range of institutions and lend their support to a variety of studies having to do with overall health and well-being.

USANA and Boston University School of Medicine teamed up to study the impact a blended supplement of grape seed extract and vitamin C has on people suffering the detrimental effects of coronary artery disease (CAD). The study showed that just hours after ingesting the supplement, participants' peripheral vascular function improved; their blood vessels began expanding and contracting more like what is typically expected in healthy blood vessels. The study also suggested that these two ingredients significantly increase the body's capacity to guard against the detrimental consequences of oxidative stress. bu.edu

BOSTON
UNIVERSITY



USANA and Utah State University (USU) partnered to conduct the Cache Valley AIR Study, which began in November 2011. The Center for Human Nutrition Studies at USU conducted clinical research to try to better understand the connection between dietary antioxidants and the impact of a specific type of pollution, called PM2.5, on the respiratory systems of at-risk groups. USANA was the first organization to partner with USU on this project, and helped establish the parameters of the study, creating a double-blind approach with both treatment and placebo groups. anr.usu.edu

USANA and the Oxygen Club of California (OCC) have paired up thanks to the OCC's connection with LPI. The OCC's worldwide mission is to "seek to promote scientific interactions to improve the understanding of the roles of micronutrients in oxygen biology and medicine as they pertain to redox and energy metabolism, cell signalling and transcription, and epigenetics." USANA is supporting this year's OCC conference, which will be held in Europe. oxyclubcalifornia.org





Inspiration has never done this much good for your body.

Written by Teresa Elias

Has a doctor ever inspired you to change the way you think about your health? To help you see the importance of taking care of the complex symphony of organs that make up your amazing body? That's what the medical doctors at Sanoviv Medical Institute, situated along the beautiful coastline of Baja California, México, did for USANA. Their holistic treatment of guests with wide-ranging medical needs inspired USANA scientists to create a Digestion/Detox line of products. Take a look at the high praise USANA's products received from just four of the highly respected medical professionals at Sanoviv.

Sanoviv's doctors recommend USANA's Digestion/Detox line to aid in each stage of the digestive process and to help support proper detoxification processes.





Dr. Francisco Ulloa, MD
Chief of Medical Staff,
treating physician



Elise Dubois, DC
Head of Structural
Medicine

Dr. Francisco Ulloa received his medical degree from the Universidad Autónoma de Guadalajara, one of the oldest and most prestigious universities in México. He also studied neural therapy and is a certified NAET (Nambudripad's Allergy Elimination Techniques) practitioner.

“**Hepa Plus®** is what many doctors have been waiting for. This is a safe and reachable way to keep your toxin load under control. Its exclusive combination of ingredients will help you to clean your system!”

Elise Dubois graduated with a doctorate in chiropractic from the Université du Québec à Trois-Rivières and started working at Sanoviv in 2006. She has performed more than 500 hours of training in applied kinesiology and is certified in functional medicine.

“One of the first steps toward vibrant health is balancing gut function. High-quality probiotics are some of our main tools to bring back homeostasis in the gut. USANA has achieved a new level of nutritional excellence with the incorporation of the USANA® **Probiotic** in their product line.”



Dr. Armonía del Sol Rodríguez Marín
Treating Physician and
Admissions Doctor



Sue Ward, MS, CCN
Director of Nutrition,
Research, and Education

Dr. Armonía del Sol Rodríguez Marín received her medical degree from the Universidad Autónoma de Baja California, one of the best medical schools in all of México. She was certified as a functional medicine practitioner in 2007, having completed the AFMCP (Applying Functional Medicine in Clinical Practice). She is also trained in the review of various breast analytical systems for breast health from the International College of Clinical Thermography.

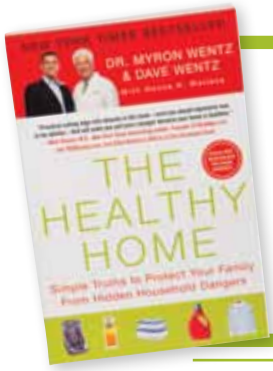
“Supplementing with digestive enzymes can make a difference in your digestive health. Mild indigestion, occasional heartburn, gas and bloating, occasional constipation, etc. are often a direct result of inadequate enzyme production. USANA’s **Digestive Enzyme** is the highest quality pH-stable digestive enzyme available on the market today.”

Sue Ward earned her graduate degree in human nutrition from the University of Bridgeport in Bridgeport, Connecticut. Prior to working full time in nutrition, Sue spent 20 years in corporate wellness where she managed employee fitness centers, coordinated health fairs, nutrition and integrative health education, and trained personal fitness instructors.

“I love that the formula of **Fibergy® Plus** is hypoallergenic. And with such a simple and clean ingredient list, it is perfect for sensitive individuals.”

www.facebook.com/sanoviv 

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THE HEALTHY HOME IS SWEEPING THE NATION

Written by Patrick Kibbie

The New York Times #2 best seller. *USA Today* #15. *Los Angeles Times* #9. Amazon.com #20. The list goes on and on. *The Healthy Home*, by USANA CEO Dave Wentz and USANA Founder and Chairman Dr. Myron Wentz, is your guide to the best ways you can be healthier, starting with the place you spend most of your time—your home.

People around the world are starting to see that keeping your home safe should be a priority—that's why

The Healthy Home has been such an amazing success. Take a look at some of the great press coverage that has helped provide people with simple solutions that help minimize their family's exposure to everyday dangers.

With *The Healthy Home* hitting news outlets and websites everywhere, it seems everyone is looking to the Wentzes for advice on how to keep their family safe!



Lights, Cameras, Action! *The Healthy Home* is the star of these news reports. Dave and Dr. Wentz are showing up in living rooms and on webcasts across the country sharing their expertise on simple solutions to keep families safe.

Imthankful.com
Sacramento & Co.
San Diego Living
The Nate Berkus Show
CNN American Morning
San Antonio Living
Boston Morning
KSL Salt Lake City



BreakfastTelevision.ca



Foxnews.com



BetterTV.com



TELEVISION

The Healthy Home is now available in paperback!
Get your *New York Times* best seller today!



MEDIA MENTIONS

Major new outlets are keeping *The Healthy Home* news rolling off the presses. People want to learn how to protect their families from hidden toxic dangers, and *The Healthy Home* teaches just that.

Orlandosentinel.com

- Philly.com
- About.com
- Allheadlinenews.com
- Boston.com
- Eagletribune.com
- Foxnews.com
- Myfoxboston.com
- Myfoxorlando.com

- Nutritionanddietnews.com
- OK! Magazine
- People.com
- Shine.com
- The Globe and Mail
- USA Weekend



Pioneerpress.com



Sheknows.com



Chicagotribune.com

These bloggers from across the globe are taking advice from *The Healthy Home*—from how to keep toxins out of your house to why you should clean like your grandmother—and sharing it with the world.

- Lovewhereyoulive.blog.com
- Weidknecht.com
- Greenrightnow.com
- Celebzter.com
- Everydayhealth.com
- Fitsugar.com
- Greenrightnow.com
- Hamptons.com
- Ivillage.com
- Enaturalawakenings.com
- Psychcentral.com

2011 Green Living Guide



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Tiptoebutterfly.blogspot.com



TWO SIDES

Imagine that the silver surfaces of a coin symbolize two opposing aspects of your health. The side of heads denotes exercise, while the flip side—tails—is representative of diet. While each side is different in its own way, comprising itself of divergent rules, regulations, and demands, diet and exercise are not mutually exclusive. And as Kathy Kaehler will tell you, if you hope to experience true health, you can't place all your bets on one side of the same coin.

As a hard-working career woman and mother of two, Kathy understands the overwhelming pressures of living a fast-paced lifestyle. Juggling multiple endeavours as a celebrity trainer, author, and USANA spokesperson, she often wonders how she'll accomplish all the tasks on her lengthy "to-do" list. But she refuses to become

“ THE KEY TO OUR HEALTH LIES IN MOVEMENT. ”



OF THE SAME COIN

Written by Aaron Adams

complacent, sacrificing one side of her health in favour of the other—a lesson she shares with the Hollywood icons she trains and cooks with when showcasing her healthy-eating program, Sunday Set-Up™.

Jennifer Aniston. Cindy Crawford. Ellen DeGeneres. Michelle Pfeiffer. Julia Roberts. These are the names that have filtered in and out of your living rooms for years. Names synonymous with fame and beauty. Names exemplifying everything it means to be a star. And they're all close friends of Kathy's.

She's their leading lady when it comes to making positive lifestyle choices, because Kathy understands that diet and exercise are not mutually exclusive—both aspects are important for complete, total health.

Her first piece of advice? “Choose to move,” she says. “Because the key to our health lies in movement. A little exercise can go a long way. The more we move, the healthier we'll be.”

But you have to choose to eat right as well.

As with exercise, eating a clean, healthy diet is an important part of maintaining a healthy lifestyle.

But it's not easy to always serve fresh, healthy meals seven days a week. That's why Kathy created a system that works hand in hand with her famous friends' regular fitness routines. Sunday Set-Up is an easy, efficient way to make sure the right kind of food is always at your fingertips. Kathy also shares USANA products—such as **Nutrimeal™** meal-replacement shakes and **Nutrition Bars**—with her exclusive Sunday Set-Up clientele. “Celebrities have the desire and passion to make good choices for themselves, without constant advice from nutritionists. They want to be in the kitchen and prepare healthy meals,” Kathy explains.

And so should you.

When it comes to preserving your health, take Kathy's lessons into account. Neglecting one side of your health in favour of the other is never the smart

“AS WITH EXERCISE, EATING A CLEAN, HEALTHY DIET IS AN IMPORTANT PART OF MAINTAINING A HEALTHY LIFESTYLE.”

choice. It's 50/50. If the laws of probability have taught us anything, it's that we should never call heads more than we call tails. We have to find a healthy balance.

www.facebook.com/kathy.kaehler.5

@kathykaehler



The physicians featured on this page are USANA Associates and/or loyal consumers of USANA products.



As featured in *hollywoodlife.com*, *Max Sports and Fitness Magazine* and *self.com*

USANA spokesperson

contributor

inventor

entrepreneur

success

speaker

speaker

author

author

success

entrepreneur

investor

contributor

Jen of All Trades

With Jen Groover on your side, success is in the bag

Written by Missy Bird

Jen Groover's successes are numerous. So numerous, in fact, it's difficult to mention every one. Here are a few of the highlights:

- Inventor of the compartmentalized handbag the Butler Bag®*
- Author of the book *What If? & Why Not?*
- Creator of lifestyle brands for girls and young women: Leader Girlz®* and Empowered™*
- Contributor to major TV networks, business magazines, and online resources
- Speaker at events, conventions, workshops, and seminars

So why would she add USANA spokesperson to the bag? "The women I know who were already involved with USANA are women living life the way I live my life—with a sense of abundance, inspiration, and compassion," Jen says. "I felt that USANA, as a corporation, resonated with that same message."

Jen's first career in the **nutrition and fitness** industry perfectly complements USANA. "The diet mentality and strive for exterior perfection is extremely damaging," she says. "One of the things I would like to do with my **USANA partnership** is to share the message and perspective that health and wellness is about making constant conscious choices for the happiness within and to live life at a greater capacity." Combined with her keen **entrepreneur** instincts and powerful messages, Jen Groover is a triple threat. "I want to help people grow on a personal and professional level," she continues. "I'll teach from my own experiences and educate in an authentic way because I've lived it. I've done it."

In Jen's Bag

"The Chocolate Fusion **Nutrition Bar** is my favourite," Jen says. "I also love the **Nutrimeal™** shakes. I'm on the go a lot, so shakes are a great way to get the energy and nutrition I need. **USANA® Probiotic** is also important. I believe that most people don't understand how important probiotics are."

www.facebook.com/jengroover



@jengroover



The Best You Challenge®* Unleash Your Inner Power



Jen designed *The Best You Challenge* for 60 days, but you can build a solid foundation of success by focusing on these different challenges for just one week:

Day 1: Be more mindful. The solid foundation of change, growth, and evolution begins with a commitment to being more mindful of what behaviours are serving you well and which are causing damage to your life.

Day 2: Forgive. Forgiveness equals freedom. When you hold on to anger and resentment, the only person you are hurting is yourself.

Day 3: Have a complaint-free day. A day without complaints is like being on your favourite island where everything is perfect.

Day 4: Gratitude. Gratitude is a powerful emotion that brings peace in every situation.

Day 5: Detox the drainers. Become aware of and let go of things that drain you of your energy and productive mindset. This makes way for more positive influences and habits in your life.

Day 6: Increase the enhancers. Add value and enhance your life by giving you more energy, inspiration, and motivation.

Day 7: Increase your "food awareness." Food is an on-going, powerful drug we put in our bodies on a daily basis. There are fundamental rules to finding the superfoods that work for you, which is essential to your overall health.

*All trademarks are the property of their respective owners



Learn more about The Best You Challenge on Facebook:
www.facebook.com/TheBestYouChallenge

Hangin' with the Girls

Written by Laura Lewis

USANA products got a lot of action this spring, with invites to baby showers and “Girls Night Out” parties throughout Hollywood. Just look at what these celebs had to say about them!



▼ **Kaley Cuoco**, who plays “Penny” on *The Big Bang Theory*, served up USANA’s party perfect Peanut Butter Crunch **Nutrition Bars** and learned all about USANA’s customized vitamins. She took USANA’s Health Assessment and is now enjoying the benefits of USANA’s products.



“My family will love those Usanimals™! Thank you!”

▲ **Chandra Wilson**
“Dr. Miranda Bailey,”
Grey’s Anatomy.

“I am so into health products. USANA’s **Digestive Enzyme** will be perfect when I hit the red carpet.”

▲ **Darby Stanchfield**
“Abby Whelan,”
Scandal



“I love my chocolate **Nutrimeal™!** I just put it in my USANA shaker, coolest thing ever, and there’s breakfast. It’s so easy and delicious.”

▲ **Sara Drew**
“Dr. April Kepner,”
Grey’s Anatomy



PHOTO COURTESY OF LU TAPP

“I love the taste of USANA’s chocolate shakes!”

▲ **Brooke Burke**

Host of *Dancing with the Stars*,
Wild On, and *Rockstar: INXS*



“I am so excited to have vitamins tailored to where I am in life; vitamins that I know my body will absorb efficiently.”

▲ **Ashley Jones** ▼
Star of *True Blood* and
The Bold and the Beautiful.



USANA: Red Carpet Style

Written by Suzanne Houghton

Forget asking who designed the clothes these stars are wearing to the Oscars — we want to know what supplements they're taking!



"Oh yeah, we plan to celebrate with a good dinner tonight. We can't wait to use the **Digestive Enzyme**."

– Kyle and Chris Massey
Actors
Dancing with the Stars,
That's So Raven,
Zoey 101

"These products are right up my alley."

– Alexz Johnson
Actor
Instant Star, Final Destination 3

"Customized vitamins—that is great."

– Eric Roberts
Actor

"Oh yes, I know all about USANA. I love it! I love the **Probiotic!**"

– Carolyn Hennesy
Actress
Cougar Town
General Hospital



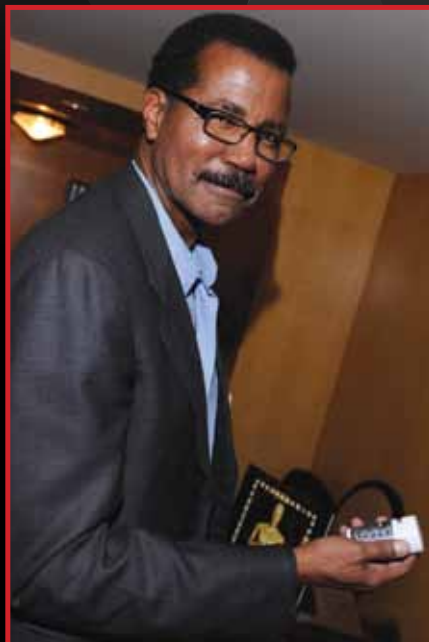
"Oh, I'm going to need that **Hepa Plus** this weekend."

– Micky Dolenz
Actor, Monkees Drummer



"I love USANA's Peanut Butter **Nutrition Bars**."

– Mary Mouser
Actor
Body of Proof, Bride Wars



"I travel everywhere, and my body clock is out of whack. **Pure Rest**™ is just what I need."

– Bill Whittaker
Correspondent
CBS Evening News



"A customized vitamin pack — very cool!"

– Quinton Aaron
Actor
The Blind Side

USANA: Through the Eyes of HOLLYWOOD'S Most Celebrated Families

Written by Aaron Adams

In the mind of a child, the phrase “high-quality nutritional supplementation” means nothing. Simply put, it’s boring. And discussing the complexities of cellular nutrition with a toddler won’t get you invited to many tea parties. But, as many of the most influential names in Hollywood have discovered, with a little imagination and USANA know-how, children are not only open to learning about their health—they’re excited.

Giant gumdrops, massive lollipops, oversized nutcrackers, and the larger-than-life taste of USANA’s shakes and supplements were all the rage when USANA hit the red carpet with some of Tinsel Town’s biggest celebrities.

Stars from all corners of the biz flocked to the USANA booth at Ali Landry’s Red CARpet Safety Event, sampling the nutritious flavour of **Usanimals™**, snapping pictures, and learning about the critical role good nutrition plays in their own health and the health of their family.

USANA spokesperson and celebrity trainer Kathy Kaehler was on the scene, sharing her *Sunday Set-up* secrets and discussing USANA’s products with other guests. The Guncles (Scout Masterson and Bill Horn), stars of the hit reality show *Tori and Dean: Home Sweet Hollywood*, were also making the rounds with their daughter, Simone. Like most proud new parents,

health is now a top priority for Scout and Bill. But with USANA in their lives—and Simone’s, as well—they’re making massive strides. Since the Guncles started taking USANA’s products, they can’t stop talking about them.

As the seasons changed and with the holidays right around the corner, numerous celebrities made an appearance at Santa’s Secret Workshop Event, where once again, USANA was the talk of the town—even stealing the show from jolly ol’ Saint Nicholas, himself. Attendees included Ashley Jones, *True Blood*; Maris Coughlan, *Bones*; Tori Spelling, *Tori and Dean: Home Sweet Hollywood*; and Kiersten Warren, *Desperate Housewives*, and they all waited anxiously to get a small taste of healthy cuisine. Mixing marshmallows, cranberries, and dark chocolate chips with USANA’s Dutch Chocolate Nutriméal™ drew massive crowds. They devoured their shakes, satisfied their hunger, and quenched their thirst for nutritional knowledge.

Meanwhile, in the North Pole, Santa’s elves were working overtime, feverishly attempting to replicate the unparalleled nutritional value found in USANA’s products. But it was all for naught. Considering the level of excitement at both events, it goes without saying that when it comes to meeting nutritional needs, USANA is the best in the industry.

Ali Landry



“I’m a huge fan of USANA! I love Probiotic™, I love the shakes, and I love the vitamins. They make me feel really, really great.”

—Ali Landry
Model and Actress

The Guncles



“We start every morning with Nutriméal™. Trying to keep

up with Simone, we are very thankful for USANA’s products!”

—Scout Masterson & Bill Horn
“The Guncles”

Alicia Coppola



“I love USANA’s Pure Rest™. I take it with me everywhere, it’s my favourite product.”

—Alicia Coppola, Actress
The Nine Lives of Chloe King

Sarah Drew



“I love the chocolate shakes! They are so tasty!”

—Sarah Drew, Actress
Grey’s Anatomy

HOLLYWOOD



“USANA supplements ensure you’re giving your body the proper internal nutrients it needs for healthy, glowing skin.”



Amy Chalmers TALKS BEAUTY:

Skin Care Expert Chooses **USANA**

Written by Emily Alaniz

The experts know that healthy skin starts at the cellular level. That’s why Amy Chalmers, an internationally qualified Cosmetic Dermal Therapist, is all about USANA Health Sciences and their advanced **Sensé™** skin care line. Her credentials are impressive: she has been a product formulator, researcher, and consultant,



and now she is gaining recognition as the founder of Natural Skin Solutions in Vancouver, British Columbia, Canada. Far from utilizing invasive cosmetic procedures,



Amy embraces cutting-edge natural alternatives for restoring beautiful skin, so it makes sense that she would be impressed with the science behind **Sensé**.

Throughout her work, Amy emphasizes that positive change comes from nourishing cells. “Through diet, environmental exposure, and a myriad of other factors, we’ve effectively starved and damaged

our cells, making it increasingly difficult for them to execute their intended function,” she says.

Her research has found that the way to restore vitality is to protect and nourish the skin with key vitamin complexes—such as vitamin C, vitamin E, and antioxidants.



That’s why Amy is such a big fan of **Sensé**—because all of these potent ingredients and more are infused in **Sensé** facial care products. And she also understands that supporting beauty also means proper supplementation. “USANA supplements ensure you’re giving your body the proper internal nutrients it needs for healthy, glowing skin. **Sensé** further enhances that effect through exclusive topical nutrition complexes such as Proteo-C,” she explains.



sensé
beautiful science®

The physicians featured on this page are USANA Associates and/or loyal consumers of USANA products.

EVERYONE
WANTS
ADVICE
FROM THIS
HEALTHY
SKIN GURU!

Fresh Vancouver featured her article on a revolutionary skin care treatment.



As part of her “Ask An Expert” series for *Vancouver View*, Amy discusses tailored solutions for healing skin.



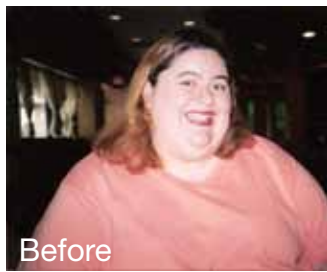
Amy’s article in *Vancouver View* emphasizes the importance of choosing a qualified skin practitioner.





BEFORE AND AFTER

After



Before

“USANA’s RESET™ weight-management program has **changed my life.** With delicious Nutrimeal™ shakes and Nutrition Bars, along with the HealthPak™, I’ve been able to fuel my new body right. Now, I can’t wait to see what my future holds. **If I can do it, so can you.** USANA can help.”

— **Hattie Montgomery**

Lost more than 320 pounds

Learn more about Hattie’s amazing transformation at bit.ly/HattieUSANA. @hattiemarie28

Motivating people all over the world to be healthier on...



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 or lactating, have allergies, are taking medications, or are under the care of a physician. The components of the USANA RESET 5-Day Kit are FOODS, not DRUGS.

As with any health or fitness program, a sensible eating plan and regular exercise are required in order to achieve long-term weight loss results. Results will vary.

Results not typical. The average weight loss with RESET is 4.5-5 lb. in five days.

*Use of logos does not imply endorsement.

Individual Success, Common Goal



Adventurers



Acrobat



Climbers



Baker



Survivor



Players

Written by Missy Bird & Nick Peterson

These amazingly talented individuals continue to reach new heights in their personal lives while working a USANA business and as Preferred Customers.

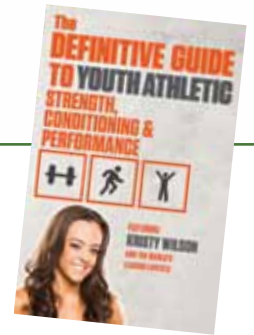


Kristy Lee Wilson

Personal trainer. Tumbling champ. Elite athlete. Acrobat performer. USANA Associate.

Each of these terms—and many more—can perfectly describe Kristy Lee Wilson, who spent 10 years performing with Cirque du Soleil. In essence, Kristy is a fitness guru. “There is no better feeling than the feeling of being healthy and strong,” she says. And to complement her self-owned K LW Fitness and contributions as a Top 10 Fitness Expert on Dr. Oz’s website www.sharecare.com, Kristy turned to USANA for nutritional supplements and as a way to build a business.

In order to stay healthy, Kristy eats right, drinks a gallon of water each day, and takes the USANA **HealthPak™**, **BiOmega™**, and **Procosa®** supplements. “With USANA, I don’t have to second guess, as I know what’s on the label is what’s in the product,” she says. “It’s really nice to be able to trust a nutrition product. I recommend USANA to all my clients and athletes.”



Kristy’s new book, *The Definitive Guide to Youth Athletic Strength, Conditioning & Performance*, is available now.

@KristyLeeWilson



Ridlon & Carin Kiphart

If you’ve ever wanted to go on an exciting adventure, take Ridlon and Carin Kiphart with you. Chances are they have either done it or are willing to try it. The USANA Silver Directors have travelled to 110 countries on all seven continents. They’ve climbed to the top of Africa on Mt. Kilimanjaro—and are working on the rest of the highest peaks in the world. The couple, also known as Sharkman and Mantagirl, has been nominated as the 2012 National Geographic Traveler of the Year.

But ascending mountains takes its toll on the body. For the Kipharts, whenever they travel, they always have USANA **Nutrimeal™** shakes and **Nutrition Bars** in their backpacks. Ridlon credits USANA for helping him reach the summit on many of their climbs, and he attributes his 2009 climb of Cho Oyu (the sixth-highest mountain in the world) to **Rev3 Energy™** drinks! “There’s probably nothing harder mentally, physically, and logistically than summiting an 8,000 meter [26,246 foot] peak,” Ridlon says.

@adventurecple





Susanne & John Cunningham



For 12 days, Susanne Cunningham traded in her signature red pumps for a pair of hiking boots in order to climb 17,500 feet during a Mount Everest Base Camp Trek. (And to think she could have been on a beach instead!) All along the way, Susanne had a stash of USANA products to keep her energized and focused.

The 2-Star Diamond Director decided to take her three sons—and several members of her LASERFocus team—on the trek for a challenging, yet rewarding, adventure. “I used LASERfocused principles to climb Everest,” Susanne says. “One step at a time. Focused activity. The basics, in this case, are pacing and breathing. I had small goals: get to the rock and now get to the tree. There are small wins to the goal you dream of.”

@LaserfocusBook 



Eric Lanlard

A child is usually quick to share their career aspirations when asked, because even at a young age, people are passionate about what they’ll do for the rest of their lives. For Eric Lanlard, cooking was his passion, and he was six years old when he decided baking would be his career.

A few decades later, Eric is sticking to his decision and making waves in the world of baking. He’s already a successful TV personality and celebrity chef, starring in the UK series *Baking Mad with Eric Lanlard* and baking cakes for the likes of David and Victoria Beckham, Elton John, and the queen of pop herself—Madonna. On top of all this, Eric’s also a successful author and business owner, both of which stem from his famous nickname: Cake Boy.

But cakes aren’t the only thing Eric loves. He’s a faithful USANA Preferred Customer, and he credits products like USANA’s **HealthPak™** and **Hepa Plus®** as contributing factors to his clean bill of health. As long as Eric continues to bake mouth-watering pastries, USANA will continue to fuel his talent.

@Eric_Lanlard 



Sharlie Kaltenbach

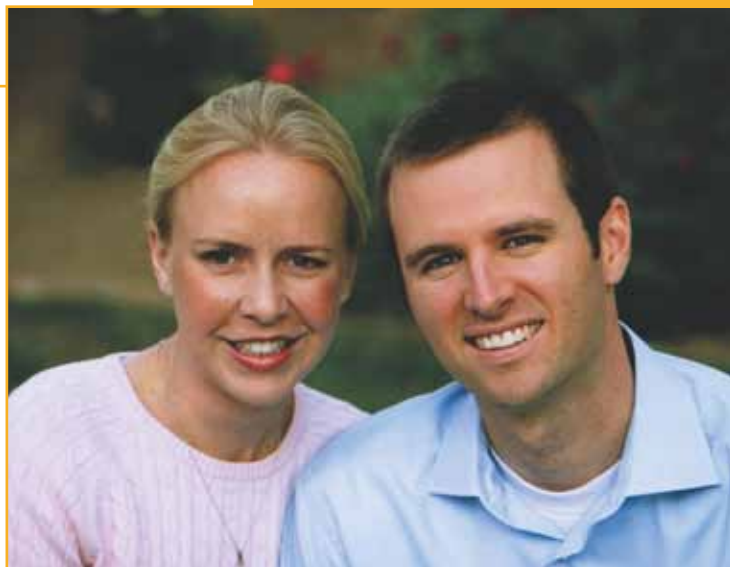


10-Star Diamond Director Collette Larsen has become a beloved member of the USANA family throughout her 18 years as an Associate. As each year passed, she and her son Zachary Ross pushed their business beyond what anyone expected. And as their celebrity status grew within USANA, they shared their powerful story more and more, giving everyone a better understanding of why they continually press forward: life.

Collette's daughter, Sharlie, has been battling cystic fibrosis (CF) her entire life, and she spent most of 2011 in Los Altos, California at the Stanford University Medical Center waiting for a heart/double lung transplant. The operation was crucial to Sharlie's survival, but thankfully, that was always her plan—to survive.

On Thursday, February 16, 2012, Sharlie and her husband Ryan received the life-saving phone call, and Sharlie received her new heart and lungs.

Today, Sharlie is back home with her family and recovering from surgery. And even though it's been a challenging and sometimes frustrating journey, she's finally made it through the worst of her struggle, proving to everyone she'll never stop fighting for life, just like her mother and brother never stopped fighting for her.



facebook.com/sharliesangels



Andy Studebaker & J Lemman



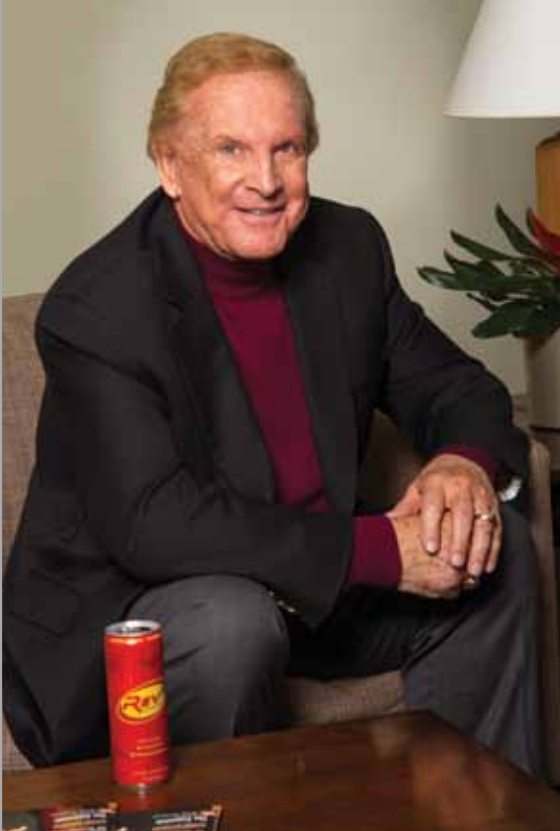
While USANA has more than 600 professional athletes utilizing their supplements to fuel their fitness routines, there's also plenty of them who work as Associates as well. Just ask NFL players Andy Studebaker and Jeremy Jacob "J" Lemman, who were so impressed with USANA's products, they decided to take on the USANA opportunity for themselves.

Andy is a linebacker for the NFL's Kansas City Chiefs, and he's moving up in the ranks at USANA, too. He's now a Silver Director and already speaking at USANA events, including the 2012 USANA Cross-Regional Conference in San Antonio, where he gave an outstanding presentation explaining why he began using USANA five years ago and why he believes so strongly in the company.

For four years, J was a starting linebacker for the University of Illinois, and since then he's spent time with the Minnesota Vikings, Carolina Panthers, Philadelphia Eagles, San Diego Chargers, and Oakland Raiders, the team he called home during the 2011 NFL season. He's now a USANA Builder and gradually working his way up within the USANA family.

[@studie32](https://twitter.com/studie32)





WHAT DO YOU THINK GENERATION

Written by Suzanne Houghton

HAS IN STORE?

When I think of **GEN Y**, I think of the word “yes.” Meaning yes we can do it, yes we want to do it, and yes why don’t we do it. There is a feeling of **EMPOWERMENT** that they can **DO ANYTHING**, and they aren’t afraid of handling rejection. They are very **CONNECTED** and **NETWORKED** with each other and they really do help each other and are **TEAM PLAYERS**.

The only thing they need a little more of, and will get, is patience. But they are proactive and persistent. They have **DRIVE, ENERGY**, and they are open to anything and **WANT TO LEARN**.

THEY ARE THE FUTURE OF USANA.

A CONVERSATION WITH

DENIS WAITLEY

As a well-known speaker, consultant, and *New York Times* best-selling author, his voice is easily recognizable by thousands of people all over the world. But did you know he is also a former Navy jet pilot, a self-described introvert, and a father, grandfather, and great-grandfather? Denis Waitley has been part of the USANA legacy for the past 18 years, and they have been some of the most memorable years of his life.

Sitting in the Diamond Room in the USANA Home Office with a **Rev3 Energy™** in hand, Denis takes a few moments to share his memories of USANA, his thoughts on Generation Y, and what brings him the most happiness.

WHAT CHANGES HAVE YOU SEEN IN USANA?

I have seen a constant dissatisfaction with the status quo, which has led to improvements in the quality of the products, and the people, both Associates and those in the Home Office. Everything about USANA keeps getting upgraded. There is always upward movement. USANA never rests.

WHAT WERE YOU LIKE IN YOUR 20S?

That’s a really interesting question! (laughs) I was a carrier-based Navy jet pilot flying out of Miramar thinking of myself as Top Gun. I was driving a Jaguar and had four little children by my late 20s. I was definitely a family focused, conservative Navy pilot that was very much concerned with serving my country.

WHY IS IT IMPORTANT TO BE ADAPTABLE IN LIFE AND IN BUSINESS?

Being adaptable is everything! Today’s world is fast paced, and if you can’t embrace change, you will be overwhelmed. In order to handle it, you need to be able surf the change instead of being pushed down by it. You have to take life as it comes and realize that tomorrow is going to bring you some surprises—it may not be ones you are going to welcome, but welcome the change and embrace it!

WHY IS IT IMPORTANT TO FIND INSPIRATION?

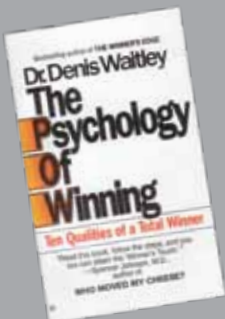
We are bombarded every moment of our lives by what is wrong. If we aren’t careful, that permeates us and we become subject to that environment. You can’t control what happens around you, but you can control your response by being around optimists and people who solve problems rather than those who keep talking about the problems.

WHAT IS SOMETHING PEOPLE MIGHT BE SURPRISED TO LEARN ABOUT YOU?

I am actually kind of introverted, and I like to focus more on others than on myself.

WHAT DO YOU CONSIDER YOUR GREATEST ACHIEVEMENT?

It would have to be leaving values in my children, grandchildren, and great-grandchildren. What I leave in them is much more important than what I leave to them.



@Winwinman



facebook.com/officialdeniswaitley

helping humanity

The USANA family expands with the addition of the USANA True Health Foundation

Our mission is to provide the most critical human necessities—nutrition, clothing, shelter, medical assistance, and health education—to those who are suffering or in need.

Written by Suzanne Houghton

Help. It's a simple word. It's also a difficult thing to ask for, and sometimes, it seems that because of that, so many people who need it also go without it.

Help. It's a complicated action. It includes any number of services. Anyone can do it, but sometimes, they need others to join them in providing it.

USANA Associates have always been willing to give of themselves in an effort to help those who are less fortunate. Since 2001, USANA has partnered with Children's Hunger Fund and donated more than \$18 million in products and financial assistance in an effort to diminish hunger around the world.

But there are thousands of ways to help others, and now there is a new one for the USANA family—the USANA True Health Foundation.

The USANA True Health Foundation was established to make it easier for USANA's worldwide family to make a real difference in the world with their charitable donations. The Foundation provides a wide range of services, including medical assistance, relief from natural disasters, food for the hungry, and more.

Donations to the Foundation are distributed into one of three funds of your choice: Area of Greatest Need, the Sanoviv Medical Assistance Program, or Children's Hunger Fund.

Help. It's an action word. So take action. Give to the USANA True Health Foundation to make a difference in the world and bring hope into the lives of others.



USANA

TRUE HEALTH
FOUNDATION

helping humanity

"Over the last 15 years, I have witnessed the charitable nature of Dave and Dr. Wentz. I have seen the love and care in their hearts as they have built hospitals in developing countries and helped hungry children around the world. I have been with Dr. Wentz in the poorest areas of the world and watched how he spends his time and effort caring for children everywhere. The USANA True Health Foundation is a natural extension of these efforts."

James Bramble

USANA True Health Foundation, Board of Directors



For more information, please visit www.USANAFoundation.org



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Jenna Templeton,
USANA R&D lab associate.

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Biathlon Canada, and Pachuca Club de Fútbol



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

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



**BEST
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Dietary Supplement
9 wins since 2003
Personal Care Products/Cosmetics — Sense™
4 wins since 2007
Health/Nutrition Beverage — Rev3 Energy™
4 wins since 2009
Science/Technology — Research & Development
2012
Health/Nutrition Product
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Riza Santos, Miss World Canada 2011, has been a loyal USANA user for a very long time. She started out taking Usanimals™, then Body Rox™, and now she doesn't go a day without taking the USANA® Essentials™ daily vitamin and mineral

supplement. But Riza knows that optimal nutrition doesn't stop with supplementation. That's why she uses the entire Sensé™ line to keep her skin clear and radiant.

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Learn more at beautifulscience.com

Follow Riza on Twitter: [@Riza_Santos](https://twitter.com/Riza_Santos)



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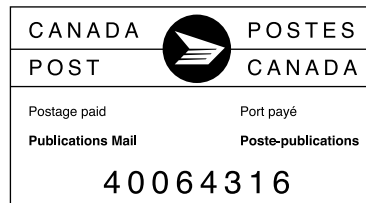
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