

USANA<sup>®</sup>  
THE CELLULAR NUTRITION COMPANY

Get to know

# USANA

Company | Products | Opportunity





## About USANA

USANA (NYSE: USNA) creates premium nutritional products built on one simple idea: if you feed the cells in your body exactly what they need, your health will benefit. This concept fuels our endless drive to innovate and advance the science of nutrition—putting a healthy, happy life within reach for all.

## Our Founder

USANA was founded in 1992 by Dr. Myron Wentz, an internationally recognized microbiologist and immunologist. Propelled by the premature and preventable death of his father in 1957, Dr. Wentz has spent his entire adult life seeking to create the most advanced dietary supplements science can produce. Prior to USANA, Dr. Wentz founded Gull Laboratories in 1974 and is well known for creating the first commercially available diagnostic test for the Epstein-Barr virus.

"I dream of a world free from the pain and suffering of degenerative disease. Share my vision. Love life and live it to its fullest in happiness and health."

—Dr. Myron Wentz, visionary, scientist, and philanthropist



## Quality Standards

USANA's manufacturing facilities follow Good Manufacturing Practices (GMP) for dietary supplements. We rigorously test our products and strictly adhere to procedures and documentation not followed by other supplement companies. We also create, test, produce, and store the majority of our products at our state-of-the-art facility in Salt Lake City, Utah.

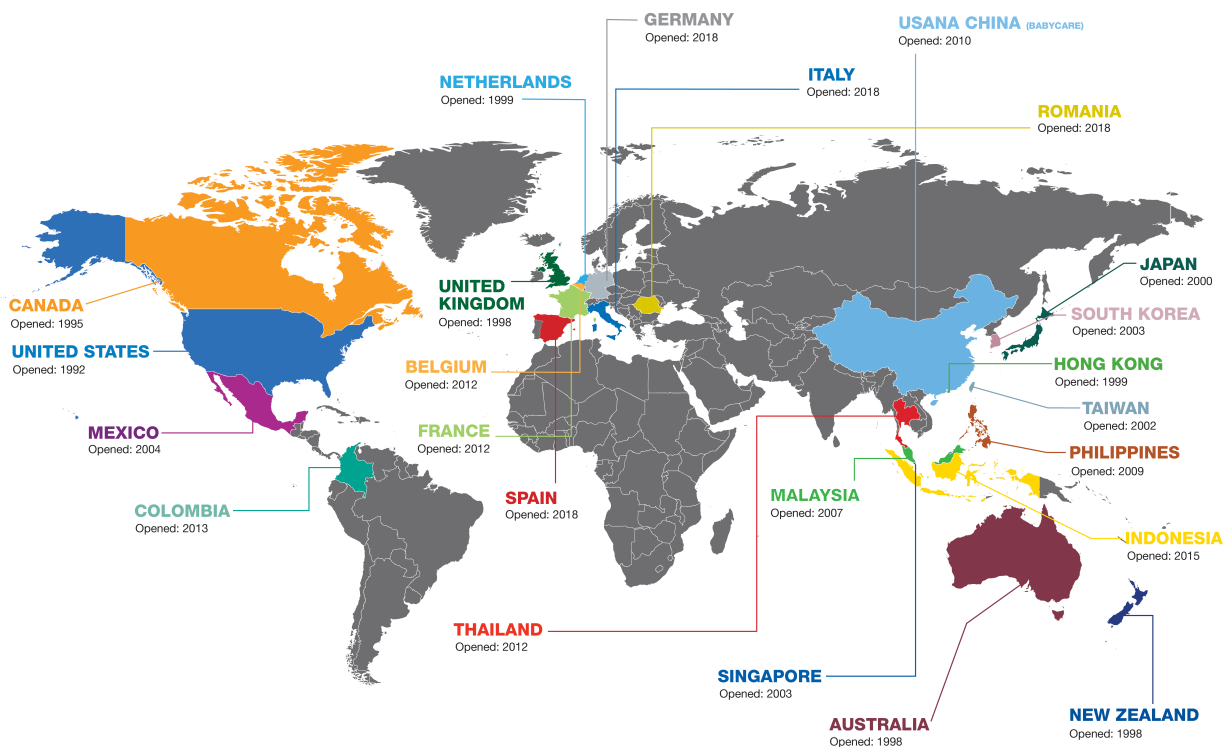


USANA is committed to the highest standards of product design and manufacturing, and we guarantee the potency of every nutritional product we sell.



## International Business

USANA operates in 24 diverse markets around the world, meaning you can influence people all over the globe as you grow your own international business.





# USANA Athletes

Thousands of elite athletes all over the world trust their health to USANA—more than any other supplement company.

Major partnerships include:

- Women's Tennis Association (WTA)
- U.S. Ski and Snowboard
- Spartan
- USA Wrestling
- Club Atlético Nacional S.A.
- Hanwha Eagles
- AFC Bournemouth
- China's General Administration of Sports Training Bureau (sponsored by BabyCare, USANA's wholly-owned subsidiary in China)

**Yura Min**  
South Korea Ice Dancing  
2018 Olympian

**Chris Mazdzer**  
USA Luge  
2018 Olympic Silver Medalist



Follow USANA Athletes on Instagram @TeamUSANA @USANAathletes.



The featured athletes are dedicated product users who received USANA products and/or compensation for their partnership.

# Sanoviv

In 2000, Myron Wentz, PhD, opened Sanoviv Medical Institute, a cutting-edge medical facility located in Rosarito, Mexico, just south of San Diego, California. Sanoviv offers state-of-the-art technology with an integrative approach to healing, as well as affordable educational programs for USANA Associates. For more information, visit [sanoviv.com](http://sanoviv.com).



## USANA Impresses America's Doctor

It takes a lot of time, effort, and the slow, steady building of trust to become a top influencer on the subjects of health and nutrition—especially in the eyes of the critical public. So when *The Dr. Oz Show* decided to make USANA, a direct selling nutritional supplement company, a **Trusted Sponsorship Partner** of the show, they had to be sure the relationship was right.

USANA first began working with Dr. Oz through his charitable foundation, HealthCorps.

This mutual dedication to health opened the door for their unique partnership, which has in turn created even more opportunities for both *The Dr. Oz Show* and USANA to continue educating the public on health and healthy, high-quality supplementation.

*The Dr. Oz Show* has impacted millions of lives, sharing the latest information about health and wellness with people in more than 118 countries around the globe.





# USANA True Health Foundation



The USANA True Health Foundation's mission is to ensure impoverished children and families reach their fullest potential by providing food and nutrition to help them build sustainable communities. USANA covers all costs associated with the administration of this Foundation, so every dollar received goes directly to those who need it most. Learn more at [USANAFoundation.org](http://USANAFoundation.org).

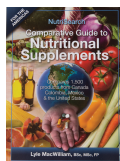




# Third-Party References and Testing

## Nutrisearch Rating

The *NutriSearch Comparative Guide to Nutritional Supplements*<sup>TM†</sup> compares hundreds of supplements in North America to determine the highest quality health products. The USANA® CellSentials® is the only supplement to have earned a five-star, Platinum+ rating.



## Physicians' Desk Reference

*The Physicians' Desk Reference* (PDR) is an annually updated compilation of information on prescription drugs and dietary supplements used by doctors and healthcare professionals in the United States. Eleven USANA products\*, including the USANA® CellSentials® are listed in the 2017 edition of the PDR and its online companion, the Prescribers' Digital Reference.



## U.S. Pharmacopeia (USP) Testing

USANA undergoes trusted USP testing methods to verify products adhere to USP dissolution standards, ensuring the nutrients will be released and made readily available for absorption during the normal digestive process.



\*U.S. formulas only.

†All trademarks are property of their respective owners.

## NSF International

NSF International's Certified for Sport® program certifies what is on the label is in the bottle and the product does not contain undeclared ingredients or unsafe levels of contaminants.\*



## Consumerlab.com®†

USANA was named the No. 1 Rated Direct-Selling Brand based on a 2018 customer satisfaction survey conducted by ConsumerLab.com.



## LGC Limited

LGC Limited is an international measurement and testing company that assists the nutritional supplement and sports-nutrition industries with process and quality control procedures.



## Best Network Marketing Company

USANA has been voted the “#1 Distributor's Choice” for Best Network Marketing Company by MLM Insider for 16 consecutive years.





## Building a Foundation for Health

Every day, your body produces billions of new cells. They take in nutrients, grow, and duplicate. Providing optimal nutrition for these cells is essential to your health.

Micronutrients—vitamins and minerals—are vital. **Vitamins** are essential for normal metabolism, healthy growth, and development. **Minerals** are elemental components of enzymes and enzyme systems. They also support immunity, regulate metabolism, and aid digestion.\*

Diet and nutrition are important factors in the maintenance of good health. As healthy dietary choices decline, so does your body's natural ability to perform at its optimal level.

Adding high-quality vitamin and mineral supplements to your balanced diet and exercise routine is the easiest way to support your health.\*

You are unique, and your health regimen should be, too. You deserve **personalized nutrition** that addresses your overall macronutrient and micronutrient needs. If you want to think and perform at your best, USANA is the company for you.

### Your Body Is in a Constant State of Flux

Your cells and tissues are continually rebuilding, renewing, and regenerating. They need vitamins and minerals to support these processes for many important reasons:

- Your entire blood supply is renewed every three to four months.
- The majority of the proteins in your body are replaced every six months.
- Almost your entire skeleton—which we usually think of as permanent—is renewed/remodeled about every 10 years.

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



# Unique Innovations

- **USANA InCelligence Technology®:** Delivers key nutrients that speak your cells' language to activate your body's natural ability to respond to stress and support normal, healthy aging processes.\*
- **Hybrid Technology:** State-of-the-art approach featuring bilayer tableting, allowing previously distinct products to be joined into a single formula.
- **Olivol®:** USANA's unique extract that contains antioxidant polyphenols derived exclusively from olives.
- **Poly C®:** Patented blend of mineral ascorbates that provide better bioavailability than ascorbic acid alone.
- **MyHealthPak™:** Makes personalized nutrition convenient by allowing you to create your own AM and PM supplement packs.



## Research and Development

USANA employs and relies on more than 60 scientists—nutritional biochemists, molecular and cellular biologists, pharmacists, and sports science experts—to research and develop products based on the latest nutritional scientific discoveries. They work in state-of-the-art laboratories to test, study, and continuously improve our product line.

## Research Partners

A tremendous amount of research goes into each USANA product. To create cutting-edge nutritionals, our in-house scientists have collaborated with these—and other—distinguished institutions.



THE UNIVERSITY OF  
SYDNEY





# Health Begins at the Cellular Level

USANA offers a variety of nutritional products formulated to support the health of your cells, where true health begins.



## MYHEALTHPAK™

A completely customizable combination of your favorite supplements.

Available in AM/PM packs.



*Look for this logo to find MyHealthPak exclusives.*



**Auto Order**—Sign up for Auto Order to receive an automatic shipment of your favorite USANA products every four weeks. Those who sign up for Auto Order receive **10%** off the Preferred Price for all eligible products.

# Essential Nutrition

Cellular nutrition is the foundation for good health. While there is no replacement for a healthy diet, the USANA® CellSentials® can help ensure you get the proper amount of key vitamins, minerals, and antioxidants your body needs to function at its best. Now equipped with innovative USANA InCelligence Technology®, USANA's best-selling core supplements help reprogram routine cellular aging processes to promote better, long-term health.\*



## HEALTHPAK™

Provides a full daily dose of the USANA CellSentials®, USANA® MagneCal D™, and the exclusive CellSentials Booster in convenient AM/PM packs.

Olivol



## USANA CELLSSENTIALS®

Provides advanced amounts of micronutrients to nourish, protect, and renew cells.\*

Core Minerals and Vita Antioxidant work together to support the foundation for vibrant health.\*

InCelligence  
TECHNOLOGY™

Olivol



\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

Ask your Independent Associate for more information. | 9

# Cardiovascular & Nervous Systems



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

The nervous system collects and processes information from inside and outside the body and sends relevant commands to the muscles and glands.



## Proflavanol® C<sup>100</sup> & C<sup>200</sup>

Helps support cardiovascular and immune systems, and skin health.\*



Proflavanol® C<sup>200</sup> is available in MyHealthPak.



## CoQuinone® 30 & 100

Supports production of cellular production.\*



CoQuinone® 100 is available in MyHealthPak.



## USANA CopaPrime+™

Acute memory function and cognition support.\*



## Visionex DS®

Long-term eye health support.\*



Visionex® DS is available in MyHealthPak.

# Cellular Function

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



## BiOmega™

Cardiovascular health and joint health support.\*



## USANA® Vitamin D

Helps prevent vitamin D deficiency and supports absorption of calcium and phosphorus.



## Booster C 600™

Supports immune health using echinacea, elderberry, zinc, and USANA's unique Poly C® vitamin C blend.



## Proglucamune®

Supports healthy immunity, even during times of occasional stress.

InCelluBence  
TECHNOLOGY

# Endocrine System

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



## Palmetto Plus™

Prostate health support.\*



## Pure Rest™

Supports the body's natural sleep and wake cycles.\*



## USANA EstroPro

Provides temporary relief from perimenopausal symptoms.

# Skeletal System

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



## MagneCal D™

Helps maintain strong, mineral-rich bones.\*



## Active Calcium™ Chewable

Bone health support.



## Procosa®

Maintains healthy cartilage to support joint health.\*



## Vitamin K2

With added calcium to support bone and cardiovascular function.

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



# Digestive System

From the mouth to the colon, the digestive system includes all the organs involved to break food down into absorbable forms to be used by the body to properly remove waste and toxins.



## USANA® Probiotic

Supports healthy digestion and sound immune function.\*



## USANA® Digestive Enzyme

Supports healthy digestion.



## Hepasil DTX™

Natural detoxification support.\*

Olivol

# USANA for All Generations

Good nutrition plays a critical role in everyone's health, but it is especially important for children, even before they're born. USANA offers a complete line of CellSentials to give every member of your family a healthy head start.

To provide children's bodies with adequate amounts of all the essential nutrients, parents should implement a well-balanced, proactive nutritional plan that includes high-quality vitamin and mineral supplements in addition to a healthy diet.



## Prenatal CellSentials®

A comprehensive supplement for pregnant women and their developing babies.

Olivol



## Usanimals™

Chewable daily vitamin for children.



## BodyRox™

Helps compensate for teens' erratic eating habits.

Olivol



## BiOmega™ Jr.

Supports healthy brains and bodies.\*

# Nutrimeal™

Nutrimeal™ shakes are nutritionally balanced meal replacements that provide an ideal ratio of carbohydrates, proteins, and beneficial fats to support a healthy weight.



## Nutrimeal Dutch Chocolate

- Rich chocolate flavor
- 15 grams protein blend
- Gluten free†
- Low glycemic



## Nutrimeal French Vanilla

- Smooth vanilla flavor
- 15 grams soy protein
- Gluten free†
- Low glycemic



## Nutrimeal Free

- Mild vanilla flavor
- Dairy free
- 17 grams plant protein
- Gluten free†

Also available in convenient 28-day single serve packets.



\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

†For our customers sensitive to gluten, dairy, or soy: no gluten, dairy, or soy are used in these products. However, they are produced in a facility that manufactures other foods that do contain gluten. These products are produced on equipment that also processes peanuts, tree nuts, eggs, wheat, sesame, and shellfish.



## 5-Day Reset™

Reset your body and your life with the 5-Day RESET™ weight-loss kit. Simply replace three meals a day with a delicious and nutritionally balanced Nutrimeal™ shake, take your USANA® supplements, eat whole-food, low-glycemic snacks, and practice healthy lifestyle habits.

Kit contains:

- 8 Dutch Chocolate Nutrimeal™ single-serve packets
- 7 French Vanilla Nutrimeal™ single-serve packets
- 5 USANA® Probiotic stick packs
- 5 AM/PM HealthPak™ packets
- Program Guide and tracking sheet

Also available in Nutrimeal Free!

\*The 5-Day RESET program lowers your daily caloric intake and recommends moderate exercise for best results.

It is suggested you discuss these products with your physician and secure his/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.

Children under the age of 18 should not participate in the 5-Day RESET program, except on the advice of their physician and/or dietician.



## Rev3 Energy® drink

This powerful energy drink packs a clean, crisp taste and gives you that extra oomph you need to push through your day.

- No artificial flavors, sweeteners, or colors
- Sweetened with fructose and evaporated cane juice syrup
- Contains a proprietary Energy Complex with L-carnitine, tea, ginseng, Rhodiola rosea, cacao, ribose, and Coenzyme Q10
- Includes additional vitamins, minerals, and antioxidants
- 70 calories per serving, or 105 calories per can



## Rev3 Energy® Surge Pack

Convenient with a light lemon tea flavor. Mix this stick pack with hot water for a healthy and energizing start to your day.

- No artificial flavors, sweeteners, or colors
- Sweetened with fructose and honey powder
- Contains green tea (source of caffeine), Korean ginseng, and Rhodiola rosea
- 10 calories per serving



\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

# USANA MySmart®

USANA MySmart® protein shakes are a convenient way to customize your diet, and Protein Bases are where you start. After selecting your base, add your favorite low glycemic fruit, vegetables, or an extract, like almond, to customize your shake.



## Soy Shake Base

- Light vanilla flavor
- No added sugar
- 18 grams complete protein
- Gluten free†

Available in bags (14 servings) or 28-day single-serve packets (whey only).



## Whey Shake Base

- Light vanilla flavor
- No added sugar
- 18 grams complete protein
- Gluten free and soy free†



## Protein Plus Booster

Provides an additional 10 grams of whey protein that is free from additives and fillers.



## Fibery® Plus Booster

Provides an additional 10 grams of whey protein that is free from additives and fillers.

†For our customers sensitive to gluten, dairy, or soy: no gluten, dairy, or soy are used in these products. However, they are produced in a facility that manufactures other foods that do contain gluten. These products are produced on equipment that also processes peanuts, tree nuts, eggs, wheat, sesame, and shellfish.

# USANA® WholeBio™ Bar

Get macros for your microbes in a chocolatey bar made with naturally sweet ingredients and a plant-based protein—plus probiotics and an exclusive prebiotic blend.

- Nutrient-rich formula keeps you feeling fuller, longer
- Convenient to carry and perfect for on-the-go snacking
- Delicious, satisfying flavor



# CELAVIVE®

Celavive skincare featuring USANA InCelligence Technology®, combines botanical extracts and powerful peptides in an exclusive Cell-Signaling Complex. Designed to counteract visible signs of aging like fine lines and wrinkles by targeting key skin receptors, Celavive also features an Olivol® Botanical Blend to provide intense hydration for up to 24 hours with just one application.

Combined, these ingredients respond uniquely to reveal beautiful, younger-looking skin.



## Cleanse

### Conditioning Makeup Remover

Effectively dissolves even the toughest long-wear and waterproof makeup to leave your skin feeling soft and supple.

### Gentle Milk Cleanser dry/sensitive skin

Effortlessly removes dirt and impurities while locking in your skin's natural moisture.

### Creamy Foam Cleanser combination/oily skin

Creates a rich lather to remove dirt and oil while gently exfoliating surface cells for refreshingly younger-looking skin.

## Tone

### Perfecting Toner

Gently purifies your complexion and helps balance pH levels for beautiful skin.

InCelligence  
TECHNOLOGY

## Enhance

### Hydrating + Lifting Sheet Mask

Indulges your skin in an intensely moisturizing beauty treatment rich in powerful peptides and botanical extracts known to hydrate, lift, firm, and smooth the appearance of tired-looking skin—all in just 20 minutes.





CELAVIVE.COM

f /celavive

@celaviveofficial

@celavive



## Enhance

### Vitalizing Serum

Supports your skin's natural renewal processes with a breakthrough, water-based formula featuring a high concentration of active ingredients including botanicals and powerful peptides for dramatically younger-looking skin.

InCelluence  
TECHNOLOGY

### Hydrating Eye Essence

Brightens, lifts, softens, and de-puffs your look with a lightweight formula featuring ultra-hydrating ingredients designed to improve the appearance of the delicate skin around your eyes.

InCelluence  
TECHNOLOGY

### Protective Day Cream SPF 30 dry/sensitive skin

Defends against harmful UVA/UVB rays that can lead to signs of early skin aging while delivering rich moisture in a luxurious cream formula.

### Protective Day Lotion SPF 30 combination/oily skin

Protects your skin from harmful UVA/UVB rays that can lead to signs of early skin aging while providing hydration in a lightweight lotion.

### Replenishing Night Cream dry/sensitive skin

Enriches your skin with botanicals from natural sources and peptides in a lightweight gel formula to help moisturize and revitalize skin overnight for a noticeably younger-looking complexion.

InCelluence  
TECHNOLOGY

### Replenishing Night Gel combination/oily skin

Promotes hydrated, radiant skin with a rich, luxurious blend of botanicals from natural sources and peptides designed to fight the appearance of wrinkles and restore the youthful look of your complexion overnight.

InCelluence  
TECHNOLOGY

# Sensé™ Body Care

Sensé™ body care products are made from naturally sourced ingredients and topical complexes, so you can expect beautiful results for your body, hair, and smile.



## **Energizing Shower Gel**

Awaken your senses with this soap-free cleansing gel enhanced with invigorating tangerine fragrance.



## **Revitalizing Shampoo**

Revitalize your hair with this gentle shampoo that delivers vital nutrients to help restore hair's natural softness, body, and shine.



## **Nourishing Conditioner**

Moisturize and strengthen hair with a conditioner enhanced with vitamins C and E for manageability and shine.



## **Intensive Hand Therapy**

Moisturize dry skin and combat the damaging effects of the environment with this concentrated hand cream. Smooth rough skin and keep cuticles soft for happy, healthy hands.



## **Firming Body Nourisher**

Moisturize and tone skin with the exclusive hydroxyl complex in this firming body lotion.

# Oral Care

USANA's newest oral care innovation is better together. USANA Whitening Toothpaste Featuring ADP-1 is scientifically proven to whiten and brighten your smile, and USANA Oral Probiotic replenishes good microflora for fresher breath and healthy teeth.



## **Whitening Toothpaste Featuring ADP-1**

Formulated without fluoride to brighten and protect your beautiful smile and fight the bacteria that causes bad breath.



## **USANA Oral Probiotic**

Take nightly, after brushing, to support your oral health and replenish the good bacteria in your mouth for all day fresh breath and healthy teeth and gums.

# Creating Opportunity

## **The Industry**

Direct sales in the United States represents \$35.4 billion in retail sales. In 2018, the United States had over 36.6 million customers, which shows more people than ever are starting their own businesses and taking control of their lives.

## **Be Your Own Boss**

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

## **Be Part of a Community**

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

## **Be Courageous**

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

## **Create a Legacy**

With USANA, you get to be a part of something bigger than yourself. You play a vital part in making a real difference in your life, the lives of those around you, and the lives of people around the world. And if you have a goal to become a legacy business owner, USANA gives you the opportunity to build a business that outlives you as you pass your success on to the next generation.



# Seven Ways To Earn Income With USANA



## RETAIL SALES

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



## WEEKLY COMMISSIONS

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



## PC ORDER BONUS

Earn a 10 percent bonus on every purchase made by any new, personally sponsored Preferred Customer.\*



## LIFETIME MATCHING BONUS

Receive up to a 15 percent commission volume match from personally sponsored Premier Platinum PaceSetters for the life of their USANA businesses.



## INCENTIVES

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



## LEADERSHIP BONUS

Participate in a 3 percent worldwide weekly sales bonus pool.



## ELITE BONUS

Be one of USANA's top income earners and receive a portion of a quarterly US \$2,000,000 bonus.\*



Visit [usanaincome.com](https://usanaincome.com) to learn more about the average income of USANA Associates.

\*USANA will pay a 10% bonus on every purchase made by new personally enrolled preferred customers as of May 4, 2019.

# Understanding Your USANA Business

## ► SIGN UP, GET STARTED, AND SHARE

Once you've signed your Associate Agreement and purchased a Welcome Kit, you'll become a USANA Associate. To activate your USANA business, you will need to accumulate 200 points worth of product, which can either come from a personal purchase or orders from your customers. Check out our four new product experience packs, which bundle 28-day supplies of products, making it easier to activate your new USANA business.

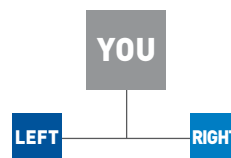


You'll receive a 10% commission on every sale to a personally sponsored Preferred Customer!

## ► SHARE USANA

The amount you earn will be in direct proportion to your ability to share USANA's products with others. Your earning potential also depends on your ability to build a team of Associates who, like you, share USANA products with others and build strong teams of their own.

The easiest way to start earning is by sharing USANA with new customers. You'll receive 10 percent on the sales dollar for every personally sponsored Preferred Customer. Your USANA business has a right and a left side, and you will earn weekly commissions based on the amount of sales you and your team generate on each side (Group Sales Volume).<sup>\*</sup> This includes sales to retail and Preferred Customers as well as personal use sales.



<sup>\*</sup>You are paid out each week on the Group Sales Volume that is matched on both your left and right side (starting at 125).

<sup>\*</sup>Elite Bonus varies each quarter. In 2017, the total payout averaged close to US \$2,000,000 per quarter.

The earnings portrayed in this literature are not necessarily representative of the income, if any, a USANA Associate can or will earn through his or her participation in the USANA compensation plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation of guarantee of earnings would be misleading. Success with USANA results from sales efforts, which require hard work, diligence, and leadership. Your success will depend on how effectively you exercise these qualities.

Visit [usanaincome.com](http://usanaincome.com) to learn more about the average income of USANA Associates.

# USANA

## Compensation Plan

As an Associate, when you successfully share USANA you get paid for your efforts. Here's a simple breakdown of how you can earn income.

### BUSINESS CENTER

The easiest way to look at your USANA business is that you start with three stores.



### POINTS

Each USANA product has a point value. These points accumulate to your overall volume when the product is sold to your customers or purchased for your personal consumption, which determines your commission. Check the pricelist to see the different points for each product.



### GROUP SALES VOLUME-GSV

The cumulative volume of sales (in points) you and your team earn. This is tallied every week. This includes sales from Associates to retail customers, sales for personal use by Associates, and sales from Preferred Customers (the people who buy products at a Preferred Price but aren't eligible to earn commissions).

100 PTS. + 100 PTS. + 100 PTS. + 100 PTS. = 400 GSV

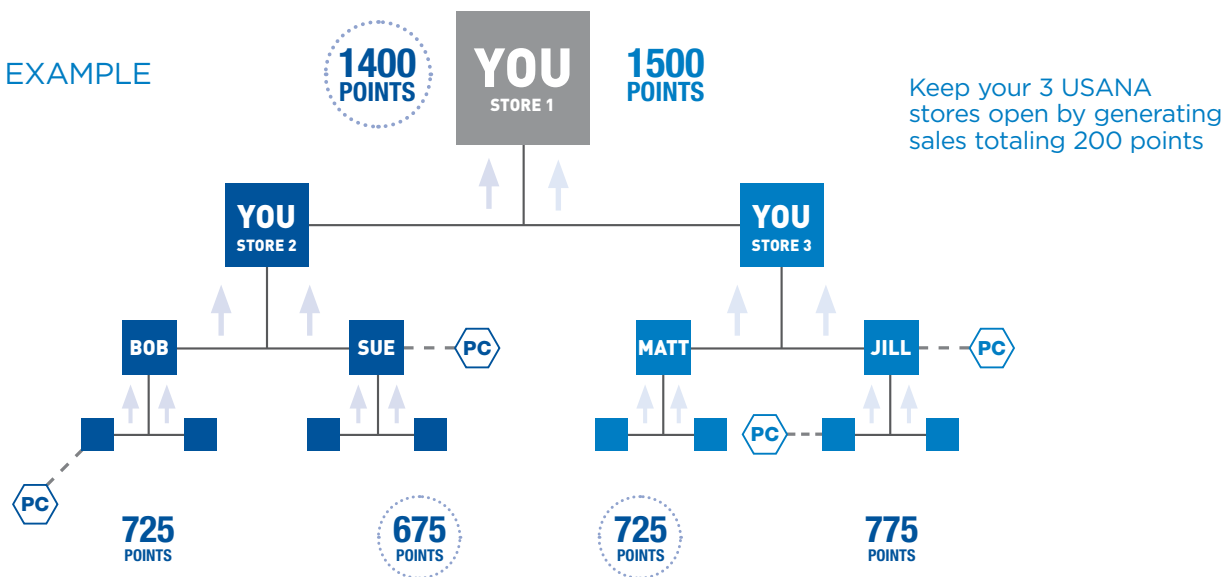
### AUTO ORDER-MONTHLY SUBSCRIPTION

Like any other business, your USANA store requires upkeep. Auto Order is the best way to maintain your stores. When you sign up for Auto Order, you'll automatically receive your USANA products every four weeks. You'll receive a 10 percent discount off the Preferred Price, and you'll keep your USANA business active in order to qualify for commissions.

You'll need to make a 200 points purchase every 4 weeks to keep your three stores active. Or you can utilize the points from your personally sponsored customers to keep your USANA stores active.\*



## EXAMPLE



Matched total:

<b>STORE 1</b>	<b>1400</b>			
<b>STORE 2</b>	<b>675</b>	<b>=</b>	<b>2800</b>	<b>x</b>
<b>STORE 3</b>	<b>725</b>			

Commission: **20%** = Check for the week: **560**  
Commission Points

STORE 1	STORE 2	STORE 3
Right Rollover: <b>100 Points</b>	Left Rollover: <b>50 Points</b>	Right Rollover: <b>50 Points</b>

## HOW YOU GET PAID

You'll earn a commission based on where the points on the left and right sides of your Business Center match. Find where the points (Group Sales Volume) on your left side matches your right side, and multiply it by 20 percent (or .2). This total equals your Commission Points for the week. Points are converted into your country's currency. In the United States, one Commission Point is equal to one U.S. dollar.\*

\*As long as you are commission-qualified and in good standing with your Associate agreement.

\*The earnings portrayed in this literature are not necessarily representative of the income, if any, a USANA Associate can or will earn through his or her participation in the USANA compensation plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation of guarantee of earnings would be misleading. Success with USANA results from sales efforts, which require hard work, diligence, and leadership. Your success will depend on how effectively you exercise these qualities.

Visit [usanaincome.com](http://usanaincome.com) to learn more about the average income of USANA Associates.

POTENTIAL WEEKLY INCOME BASED ON YOUR EFFORTS

This chart shows a few examples to help you visualize the potential growth of your USANA business.

LEFT GROUP SALES VOLUME	RIGHT GROUP SALES VOLUME	MATCHED VOLUME	COMMISSION POINTS
1 Commission Point = 1 USD			
125	150	125	25
350	425	350	70
675	547	547	110
1,000	1,500	1,000	200
2,500	2,750	2,500	500
4,457	4,780	4,457	892
5,000	5,400	5,000	1,000

Remember, any points remaining unmatched will roll over to next week.

USANA BUSINESS ACTIVATION & PREFERRED CUSTOMER BONUS  
GET STARTED EASIER AND EARN QUICKER

Activation:

- New Associates can activate a USANA business with 200 points of product.
- Product experience packs are the best way to start.
- These packs contain approximately 28 days of product valued at 200 points and offer a discounted price for an initial order.



PC Order Bonus—Start Earning Right Away:

- USANA will pay a 10% bonus on every purchase made by new personally sponsored Preferred Customers who enrolled on or after May 4, 2019.
- Seventy percent of the sales volume will roll up on these Preferred Customer orders.
- As this is a US only promotion, both sponsor and Preferred Customer must be located in the United States.
- For example: If you share a HealthPak with a new customer (Preferred Price \$131.95 with 100 points), you'll earn \$13.20 in PC Order Bonus and 70 points will roll up.

## REWARD YOURSELF WITH USANA

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

And luxury isn't reserved just for those at the top of the ladder. We believe in rewarding those who are growing their USANA businesses and truly living the USANA lifestyle. Those who excel are rewarded with incredible business training in addition to opportunities to travel the globe.







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



USANA.com



whatsupUSANA.com



askthescientists.com



/USANAhealthsciences



@USANAinc



@USANAinc



USANAhealthsciences



USANAhealthsciences

**USANA**  
THE CELLULAR NUTRITION COMPANY

3838 W. Parkway Boulevard  
Salt Lake City, UT 84120

**TOLL-FREE CUSTOMER SERVICE**  
**(888) 950-9595**

Customer Service (801) 954-7200



Item# SA544.010102

Rev. 07/19

4725 USEN 0719

For more information about USANA products, contact your  
local Independent USANA Associates.

Before distributing this booklet, please fill out ID number:

--	--	--	--	--	--	--	--

ID Number

--	--	--

Business Center

<b>L</b>	<b>R</b>
----------	----------

Circle One