

# Get to know USANA

Company | Products | Opportunity



**USANA**  
THE CELLULAR NUTRITION COMPANY

## 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)

Follow USANA Athletes on Instagram @TeamUSANA @USANAathletes.



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

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



# 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 Foundation

The USANA Foundation's mission is to provide immediate and long-term global relief for those in severe need, leading a network of community-driven partnerships to nourish, equip, and eliminate hunger throughout the world. 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).

 @USANAFoundation  @USANAFoundation



# Third-Party References and Testing

## 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.



## Consumerlab.com<sup>®</sup>

USANA was named the No. 1 Rated Direct-Selling Brand based on a 2019 customer satisfaction survey conducted by ConsumerLab.com.



## NSF International

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



## 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.



## Global Health and Pharma Magazine

USANA has been awarded the 2019 Health Supplement Company of the Year award from Global Health and Pharma Magazine for the second year in a row.



\*U.S. formulas only.

<sup>†</sup>All trademarks are property of their respective owners.

# 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 tabletting, 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.



# 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.



## MY HP

*Look for this logo to find  
MyHealthPak exclusives.*

# 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.



## 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



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# Mood and Relaxation

## Mineral Calm

A lemon-ginger drink mix that helps ease your body and mind for a peaceful night's sleep and provides the perfect level of magnesium to support normal muscle relaxation and a healthy, relaxed state during rest and recovery.\*

USANA

mineral  
calm

HERBAL CITRUS  
MAGNESIUM BEVERAGE



Dietary Supplement  
Net Weight: 28g

## Stress Relief

Made of highly researched herbal ingredients, this daily tablet is created with a dynamic formula that supports the GABA receptors in the brain that help to regulate your mood.



Take a proactive approach with our mood and relaxation products to help you handle any challenges life may bring.



#### Pure Rest

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



#### Calm Response

This potent, topical balm is formulated with high-quality, pure essential oils—including lavender, ylang ylang, and bergamot—to promote calm feelings and a centered disposition.



# Cardiovascular

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



## 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.

# Nervous Systems

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



## USANA Copaprime+

Acute memory function and cognition support.\*



## Visionex DS

Long-term eye health support.\*



Visionex DS is available in MyHealthPak.

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# 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.



## USANA Iron

Support an active lifestyle, healthy oxygen levels, and more. 100% vegan.\*

# 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.\*



## USANA EstroPro

Provides temporary relief from perimenopausal symptoms.

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# 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.\*



## MagneCal D Chewable

Bone health support.



## Procosa

Maintains healthy cartilage to support joint health.\*



## Vitamin K2

With added calcium to support bone and cardiovascular function.

# 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.\*



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# 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.



## Usanimals

Chewable daily vitamin for children.



## BodyRox

Helps compensate for teens' erratic eating habits.



## BiOmega Jr.

Supports healthy brains and bodies.\*

# Active Nutrition

Activate your goals. Build on your healthy habits to tackle your short- and long-term goals. Optimize your body and your life with USANA's innovative and diverse line of Active Nutrition products focused to support weight management, digestive health, and energy. Love your body. Change your world.\*



# Weight Management



## Nutrimeal Active

A quick, convenient meal doesn't have to compromise nutrition, or taste. Help support your weight management goals with 20 grams of protein and a balanced ratio of carbs, beneficial fats, and fiber to help you feel fuller, longer. Shake up a low-glycemic, flavor-packed meal or snack anytime, anywhere.

Available in gussets and 14-day single-serve packets.



## Peanut Butter Bar

Made from gluten-free oats, peanut butter, fiber, and natural ingredients, this delicious, low-sugar snack helps to curb poor snacking habits, sustain energy, and keep you satisfied—all with just 110 calories.



## Metabolism+

Fuel your diet for the energy you need to thrive. Powered by green tea extract with EGCG hormonal support and our unique Bioflavonoid complex, this natural metabolism optimizer helps maintain a healthy weight and all-day energy.\*



## Collagen Protein Bars

### Decadent Vanilla Collagen Protein Bar

Vanilla-flavored protein bar covered in rich, dark chocolate.



### Coconut Craze Collagen Protein Bar

Coconut-flavored protein bar covered in rich, dark chocolate.



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# 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<sup>†</sup>
- Low glycemic



## Nutrimeal French Vanilla

- Smooth vanilla flavor
- 15 grams soy protein
- Gluten free<sup>†</sup>
- Low glycemic



## Nutrimeal Wild Strawberry

- Fruity strawberry flavor
- 15 grams protein
- Gluten free<sup>†</sup>
- Low glycemic

Also available in convenient 28-day single serve packets.



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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.

# Digestive Health

## Digestive Health Protein Drink

Get a step ahead of your cravings with this easy-to-digest, 80-calorie plant-based protein drink and stay satisfied between meals. Mix it into your day for beneficial enzymes to support digestion and break down the nutrients your body needs.

Available in Plain and Lemon Ginger flavors.

Available in gussets and 14 or 28-day single-serve packets.



## Detox Tea Mix

Purifying herbs combine delicious flavor with detoxifying botanicals for digestive support in a soothing peppermint tea. Sip your way to healthy digestion.\*



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## Fibergy Active

Adding more fiber to your diet helps maintain diverse gut microbiome, control appetite, and curb cravings. Plus, unique prebiotics, and powerful, phytonutrient-rich fruit fibers support your overall health.



## 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



# Energy

## Watermelon Electrolyte Replacement Drink

Elevate your hydration with replenishing electrolytes to rapidly hydrate and balance your body faster than water alone. Start your day, recharge after a workout, or power through your afternoon slump.\*



## 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



## 5-Day Reset

Part of Active Nutrition Programs

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



\*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 dietitian.

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# Active Nutrition Programs

Our Active Nutrition programs last from 7 to 28 days and encourage your customers to focus on lifestyle just as much as nutrition—for the ultimate winning combination. Each kit includes a curated selection of USANA supplements and foods targeted to a specific aspect of health, plus printed resources to help users start and maintain holistic habits.

## Jumpstart Kit

Begin your health journey with the perfect jumpstart. This program guides you through a body and lifestyle reset that offers a fat-burning boost for supercharged results and a jolt of energy to propel your health journey.

*Duration:* 7 days

Contains:

### Jumpstart Kit

- **NutriMeal Active Meal Replacement Shake**  
(21 single-serve packets)
- **USANA Metabolism+** (1 bottle)
- **HealthPak** (7 AM and 7 PM pouches)
- **USANA Probiotic**  
(7 single-serve stick packs)



## Maintain Kit

Once you reach your health goal apex, the hard part is done—it's time to set your sights on sustaining all you've accomplished to get there with the products in our next kit.

*Duration:* 28 days

Contains:

### Maintain Kit

- **NutriMeal Active Meal Replacement Shake**  
(14 single-serve pouches of chocolate and one gusset of vanilla)
- **USANA Metabolism+** (1 bottle)
- **Fibergy Active**  
(one 28-serving gusset)



## Transform Kit

Stay committed to transforming a life in motion with four weeks of delicious meal-replacement shakes, the support of optimized hydration for more energy, healthy muscles, and enhanced mental clarity, and a fat-burning boost to supercharge your results.

*Duration:* 28 days

Contains:

### Transform Kit

- **NutriMeal Active Meal Replacement Shake**  
(14 single-serve pouches of chocolate, one 14-serving gusset of chocolate, and two 14-serving gussets of vanilla)
- **USANA Metabolism+** (1 bottle)
- **Electrolyte Replacement Drink** (28 single-serve stick packs)



## Digestive Health Boost Kit

Support digestion and regularity, find relief from occasional bloating and nausea, and maintain a healthy gut microbiome. Take the guesswork out of stomach health and keep your focus on the priorities in your life instead.

*Duration:* 28 days

Contains:

### Digestive Health Kit

- **Digestive Health Protein Drink**  
(two 14-serving gussets of plain or lemon ginger)
- **Fibergy Active** (28 servings)
- **Detox Tea Mix**  
(28 single-serve stick packets)
- **USANA Probiotic**  
(14 single-serve stick packs)



# ADVANCED COLLAGEN

## Sip Back and Smile

The image shows a bag of USANA Advanced Collagen Skin Health Beverage Mix Pomegranate Citrus. The bag is white with orange and red accents. It features the USANA logo at the top, followed by "ADVANCED collagen" with a signature flourish over the "o". Below that, it says "SKIN HEALTH BEVERAGE MIX" and "POMEGRANATE CITRUS". There's also a circular logo with a stylized water droplet and the letters "SS". In front of the bag is a clear glass filled with a pink liquid. To the left of the glass is a pomegranate with some seeds scattered around it. To the right of the bag is a halved pomegranate showing its seeds. The background is a soft, warm color.

**Advanced Collagen**

Support healthy skin with the power of collagen.

Enjoy confidence in your own skin with Advanced Collagen. Created to optimize your skin, hair, and nails—let the best you shine from the inside out. When taken daily, Advanced Collagen's light pomegranate citrus flavor is a refreshing way to support healthy skin aging and maintain skin elasticity to preserve and protect your natural beauty.\*

# CELAVIVE BRIGHTENING

**Celavive Brightening** is formulated to illuminate your natural glow and give you a radiant, even-looking complexion. Build on your Celavive regimen for visibly brighter, more even skin with products designed for luminous results.

Each product contains its own unique blend of powerful brightening ingredients to address the appearance of hyperpigmentation and discoloration and correct the appearance of dark spots.

## Hydrate ☀

### Luminous Moisture Cream ☀

Restore your natural-looking glow with this smooth, illuminating moisturizer that helps address your pigmentation concerns as it brightens, hydrates, and softens.



## Enhance ☀

### Light Complexion Serum ☀

Refine your overall complexion with concentrated ingredients to visibly correct the appearance of discoloration and hyperpigmentation.



## Enhance ☀

### Dark Spot Corrector ☀

Target unwanted discoloration to visibly brighten and balance your skin, with a uniquely precise applicator to help correct the look of hyperpigmentation.



## Enhance ☀

### Vivid White Sheet Mask ☀

Indulge in a luxurious spa-like facial experience as you infuse ultra-brightening ingredients into your skin with this intensive-formula sheet mask.

# 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.

CELAVIVE.COM

/celavive   
@celaviveofficial   
@celavive 



## 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

### Exfoliating Scrub + Mask

Dual-action, scrubbing formula gently exfoliates with a pollution-fighting charcoal to help remove stubborn impurities, visibly promote better skin tone, reduce the appearance of pores, and lessen visible signs of aging.



## 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.



### Radiant Facial Oil

Super-botanical, lightweight, and antioxidant-rich oils absorb quickly for skin that feels soothed and hydrated while improving the appearance of discoloration and visible skin aging. Unique Cell-Signaling Complex supports your skin's natural barrier to lock in moisture.

InCelligence  
TECHNOLOGY



### 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.

InCelligence  
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.

InCelligence  
TECHNOLOGY

## Hydrate

### 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.

InCelligence  
TECHNOLOGY

### 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.

InCelligence  
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.

# 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.

# Healthy Living

Clean and simple products created to support your active, healthy lifestyle.



## USANA Foaming Hand Wash

Formulated with naturally derived ingredients and paraben-free, this hand wash gives you a foamy, gentle cleanse that washes away germs while it soothes and moisturizes your skin. Enjoy a decadent, lemon crème scent to subtly refresh and energize your home.

# Subscribe and Save

An additional  
10% off the  
Preferred Price

Flexible  
automatic  
shipments

Free shipping on orders  
over \$100 for PCs and  
\$200 for Associates

Cancel or  
change online  
anytime

Auto Order conveniently ships your favorite products directly to your door every four weeks. By signing up, you'll save an additional 10% off the Preferred Price and enjoy free shipping on recurring orders of \$100 or more for PCs and \$200 or more for Associates.

Signing up is easy. Simply select the products you want to ship automatically, choose your processing date and frequency, and voila—you'll have everything you need to keep up your healthy habits.

**Don't worry, you can modify or cancel online at any time.**



# Creating Opportunity

## **The Industry**

Direct sales in the United States represents \$40.1 billion in retail sales. In 2020, the United States had over 41.8 million direct selling customers, which shows more people than ever are starting their own businesses and taking control of their lives.

## **Step Up Your Side Hustle**

Earn a little extra cash by sharing the products you love. Work whenever you want, as much or as little as you want—you’re in full control of your success. And you’ll never go it alone. The USANA family brings you instant access to a supportive community, along with business-building tools and trainings to help you 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.

# Earning Income With USANA

As a USANA business owner, you can earn a modest supplemental income by recommending and selling products to your friends, family, or social media followers. Your success is based entirely on your effort. You develop your business in a way that works best for you and your personal goals.

## SHARE WHAT YOU LOVE

Selling and sharing products can be easy. You don't need to buy any inventory or fulfill any orders. Simply share your favorite USANA products through your personal USANA website link—or create custom product links—with friends and family or on social media. You'll earn commission each time someone purchases through your link, and USANA processes and ships the order for you.

## BEST WAYS TO EARN

When your customers click on your link, they'll have a choice to either sign up as a Preferred Customer (PC) or check out as a guest. If they create a free PC account, they'll get the Preferred Price—10% off the retail price. Customers who check out as a guest will pay full retail price.

## RETAIL BONUS

If your customer checks out as a guest and pays the full retail price, you'll receive the Retail Bonus. This commission is equal to the difference between the retail price and the Preferred Price—usually between 10–20%.

## PREFERRED CUSTOMER (PC) ORDER BONUS

If your customer signs up as a PC, you'll receive the PC Order Bonus—an automatic 10% commission based on the price of the purchased product. Excited to grow your business and build a team? Check out USANA's Base Compensation Plan.

## UNDERSTANDING THE USANA COMPENSATION PLAN

As a USANA Associate, you're paid based on product sales. You also have the opportunity to earn when you build a team of Associates, like you, who share USANA products with others and develop teams of their own. How much you earn is in direct correlation with how much product you and your team sell.





# Base Compensation Plan

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're building your own stores.



## ► POINTS

Each USANA product has a point value. These points accumulate to your overall volume when product is sold to your Associates or customers. These points translate into your commission as you build your USANA stores.



## ► GROUP SALES VOLUME-GSV

This is the cumulative volume of sales (in points) you and your team earn. You can earn weekly commissions based on the GSV you and your team collect on each side of your USANA Store or Business Center. Sales from both Associates and Preferred Customers on your team are tallied every week.



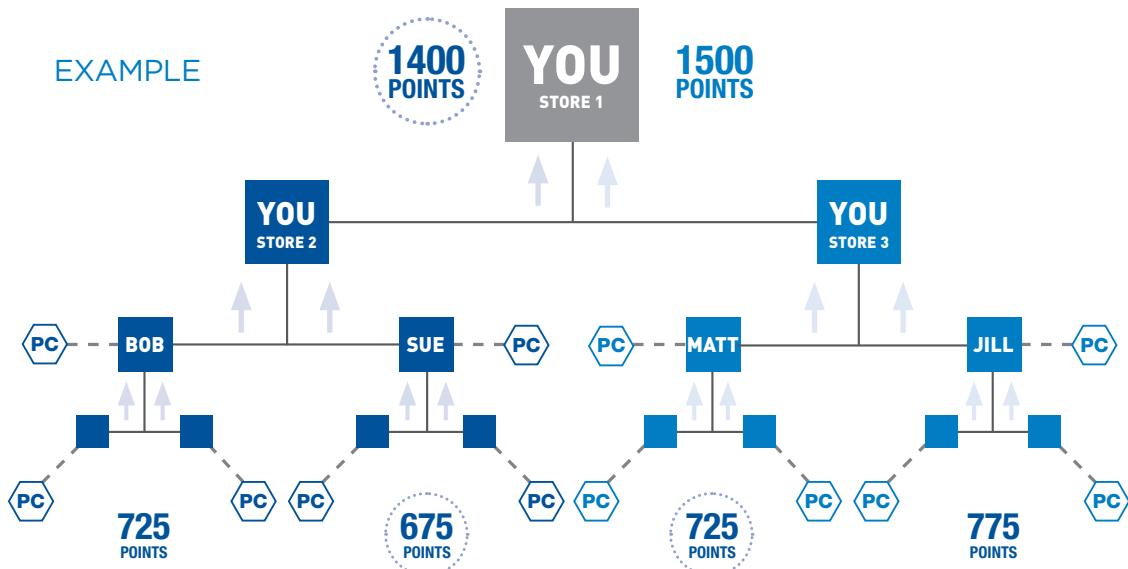
## ► COMMISSION QUALIFICATION

To be eligible to receive commissions through the Compensation Plan, you must generate at least 200 points in Personal Sales Volume (PSV) every four weeks. PSV includes any products purchased for personal use, along with purchases made by your personally sponsored PCs.

Generating volume through product sales to PCs is an ideal way to ensure you remain commission qualified.

**Pro tip:** Check out our discounted Product Experience Packs worth 200 SVP that make it easy to qualify for commissions immediately.

## EXAMPLE



Matched total:

$$\begin{array}{r}
 \text{STORE 1} \quad 1400 \\
 + \\
 \text{STORE 2} \quad 675 \\
 + \\
 \text{STORE 3} \quad 725
 \end{array}
 = \quad 2800 \quad \times \quad 20\% \quad = \quad \text{Commission: } 560 \quad \text{Check for the week: } \text{Commission Points}$$

STORE 1	STORE 2	STORE 3
Right Rollover: 100 Points	Left Rollover: 50 Points	Right Rollover: 50 Points

## HOW YOU GET PAID

You'll earn a 20% commission based on where the points on the left and right sides of your Business Center(s) match. Find where the points (GSV) on your left side match your right side, and multiply by 20% (or 0.2). 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're commission qualified and in good standing with your Associate agreement.

\*The earnings/lifestyle portrayed are not typical. Earnings are calculated on sales to consumers; no sales or commissions are guaranteed. Success results only from your diligent efforts. For typical earnings, see the Average Annual Earnings Chart: [www.usanaincome.com](http://www.usanaincome.com)



## 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.

Optimize your earning potential by placing your volume strategically to ensure you're making the most of your business. It's up to you to determine where you place product sales in your Business Centers to match Group Sales Volume and turn it into Commission Points.

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



**Want to participate** in the Base Compensation Plan, but don't want to manage your volume placement on your own? You can opt to randomize your volume placement and still take advantage of the Base Compensation Plan. Go to Team Manager on The Hub to learn more.



Who will ***you*** be  
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For more information about USANA products, contact your local Independent USANA Associates.

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Business Center

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Circle One