

Get to know

USANA

COMPANY | PRODUCTS | OPPORTUNITY



COMPANY

"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, philanthropist, and entrepreneur



ABOUT USANA

USANA 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.

OUR FOUNDER

USANA was founded in 1992 by Dr. Myron Wentz, an internationally recognized microbiologist and immunologist.

QUALITY STANDARDS

USANA's manufacturing facilities follow Good Manufacturing Practices (GMP) for dietary supplements.



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.

Chris Mazdzer
USA Luge
2018 Olympic
Silver Medalist



Yura Min
South Korea
Ice Dancing
2018 Olympian



US SPEEDSKATING

SANOVIV

Medical Institute



USANA IMPRESSES AMERICA'S DOCTOR

USANA and Dr. Oz hold a mutual dedication to health and have formed a unique **Trusted Partnership and Sponsorship.**

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.





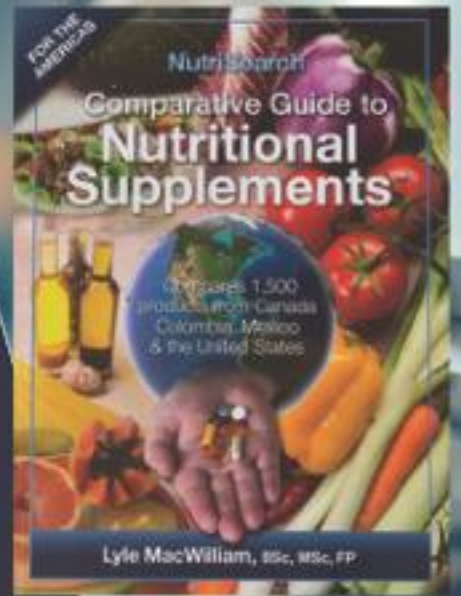
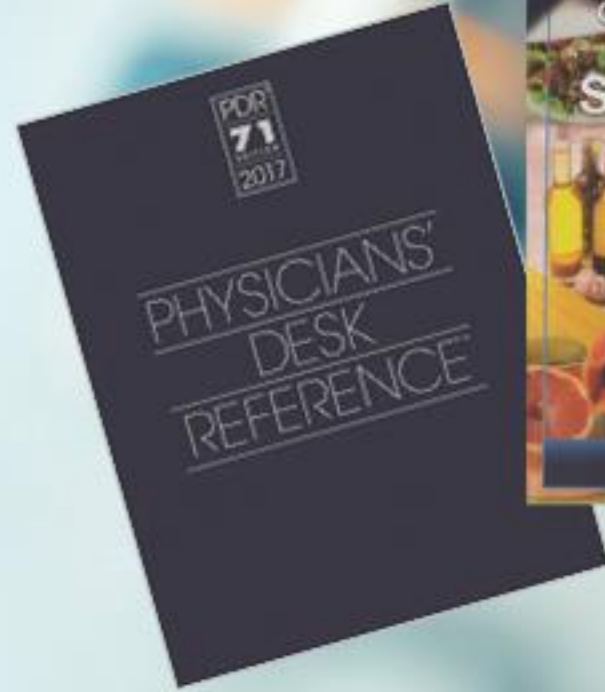
The USANA Foundation's mission is to provide immediate and long-term global relief for those in severe need, leading a network of community-driven partnerships to nourish, equip, and eliminate hunger throughout the world. USANA covers all costs associated with the administration of this Foundation, so every dollar received goes directly to those who need it most. Learn more at USANAFoundation.org.



THIRD-PARTY REFERENCES & TESTING



Certified for Sport™





RESEARCH & DEVELOPMENT

USANA relies on more than 60 scientists to research and develop products based on the latest nutritional scientific discoveries.



UNIQUE INNOVATIONS

USANA InCelligence Technology®

Hybrid Technology

Olivol®

Poly C®

MyHealthPak™



InCelligence
TECHNOLOGY®



Products



ESSENTIAL NUTRITION

MyHealthPak™

A completely customizable combination of your favorite supplements.
Available in AM/PM packs.

HealthPak™

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

USANA CellSentials®

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.*



Auto Order—Sign up for Auto Order and receive an automatic shipment of your USANA products every four weeks, and 10 percent off the Preferred price on eligible products.
*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.

MOOD & RELAXATION

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.



MINERAL CALM

Calming lemon and ginger flavored warm beverage that supports GABA receptors that regulate nerve activity and support a relaxed state for muscles.



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 & NERVOUS SYSTEM

Visionex DS® Supports long-term eye health.*

Proflavanol® C100 Combines antioxidant bioflavonoids from grape-seed extract with high-potency Poly C to support the health of your immune and cardiovascular systems, as well as youthful looking skin.*

Proflavanol® C200 Provides top quality grapeseed extract at a level twice as strong as Proflavanol C100.

CoQuinone® 30 Supports production of cellular energy.*

CoQuinone® 100 Provides more than 3x the strength of regular CoQuinone in one convenient dose.

CopaPrime™ Supports acute memory function & cognition.*



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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™ Supports sound cardiovascular health and joint health.*

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.



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ENDOCRINE SYSTEM

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

EstroPro™ A naturally derived women's health supplement designed to ease common menopausal symptoms while contributing to cardiovascular and bone health.*

Palmetto Plus™ Supports prostate health.*



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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.

USANA® MagneCal D™

Helps maintain strong, mineral-rich bones.*

Procosa®

Supports joint health by helping maintain healthy cartilage.*

MagneCal D™ Chewable

Supports bone health.

USANA Vitamin K2

A highly effective vitamin K2 supplement for advanced cardiovascular and bone support.*



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DIGESTIVE SYSTEM

From the mouth to the colon, the digestive system includes all the organs involved in breaking food down into forms that are useable by the body to properly remove waste and toxins.

Digestive Enzyme Supports healthy digestion.

USANA® Probiotic Supports healthy digestion and sound immune function.*

Hepasil DTX™ Supports the body's natural detoxification processes.*



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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. If you're pregnant or looking to get pregnant, USANA offers a prenatal line of USANA® CellSentials™ that will give you and your family a healthy head start.

Prenatal CellSentials™ A comprehensive supplement system for pregnant women and their developing babies.

Usanimals™ Chewable daily vitamin for children.

Body Rox™ Helps compensate for teens' erratic eating habits.

BiOmega™ Jr. Supports healthy brains and bodies.*



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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.

Dutch Chocolate
French Vanilla
Wild Strawberry

15 grams protein blend
Gluten free†
Low glycemic

Nutrimeal Free

Dairy free
17 grams plant protein
Gluten free†

†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 MYSMART®

No added sugar

Available in a soy or whey shake base

Whey shake base is gluten free† and soy free†



Fibergy® Plus Booster

Mix your shake up a bit with an extra 12 grams of fiber to help keep you fuller, longer.

Whey Shake Base

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

Protein Plus Booster

This booster contains an additional 10 grams of whey protein that is free from additives and fillers.

Soy Shake Base

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

†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™
MICROBIOME NUTRITION BAR
A prebiotic and probiotic blend balances
and supports the gut microbiome.

5-DAY RESET™

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 take these products to your physician and secure their 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

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

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

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USANA CELAVIVE[®]

CELAVIVE.COM

f /celavive

@celaviveofficial

@celavive

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Conditioning
Makeup Remover

Gentle Milk Cleanser
dry/sensitive skin

Creamy Foam Cleanser
combination/oily skin

Exfoliating Scrub + Mask
combination/oily skin

Perfecting
Toner

Vitalizing Serum

Hydrating
Eye Essence

Protective Day
Cream SPF 30
dry/sensitive skin

Protective Day
Lotion SPF 30
combination/oily skin

Replenishing
Night Cream
dry/sensitive skin

Replenishing
Night Gel
combination/oily skin

Cleanse

Tone

Hydrate

USANA 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.



Luminous Moisture Cream
Hydrate



Dark Spot Corrector
Enhance



Light Complexion Serum
Enhance



Vivid White Sheet Mask
Enhance

CELAVIVE.COM



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SENSÉ™ BODY CARE

Sensé™ body care products are made from botanical extracts from natural sources and topical nutrition complexes, so you can expect beautiful results for your body, hair, and smile.



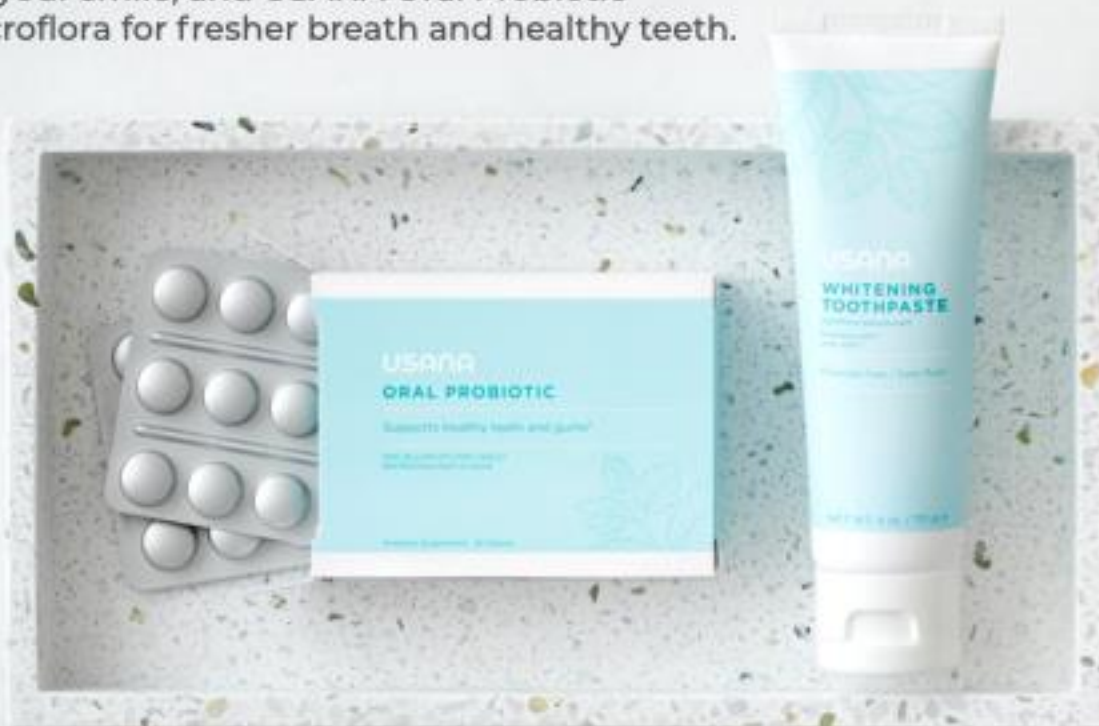
Hair & Body Pack: All your necessary body care products in one pack, so you always look radiant from head to toe.

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.

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.



Whitening Toothpaste Featuring ADP-1

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



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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.



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Opportunity



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, making money by sharing what you love.

Be Part of a Community


There are hundreds of thousands of USANA Associates around the globe.

Be Courageous

Life begins right outside your comfort zone. Explore new talents. Challenge yourself. Do something different. Open yourself up to new possibilities and potential.

Create a Legacy

With USANA, you play a vital part in making a real difference in your life, the lives of those around you, and the lives of people across the world.



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7 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 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 to learn more about the average income of USNA Associates.

*PC Order Bonus only applies to orders made by your personally sponsored Preferred Customers who enrolled on or after May 6, 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. Generate Sales Volume Points through products you purchase and products you sell to your customers. Check out our four new experience packs, which bundle 28-day supplies of product and make it simple to reach SVP goals.

MAKE THE MOST OF IT

Leverage the income you make through your USANA business in two ways:

Rollover

Additional Business Centers

Maximizing a Business Center:

Accumulate 5,000 points in Group Sales Volume, current and rollover, in both of your Business Centers' sides in a single week.

*Once a Business Center is maxed, unmatched Group Sales Volume points will continue to roll over each week, up to 5,000 points.

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.

GROUP SALES VOLUME

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).

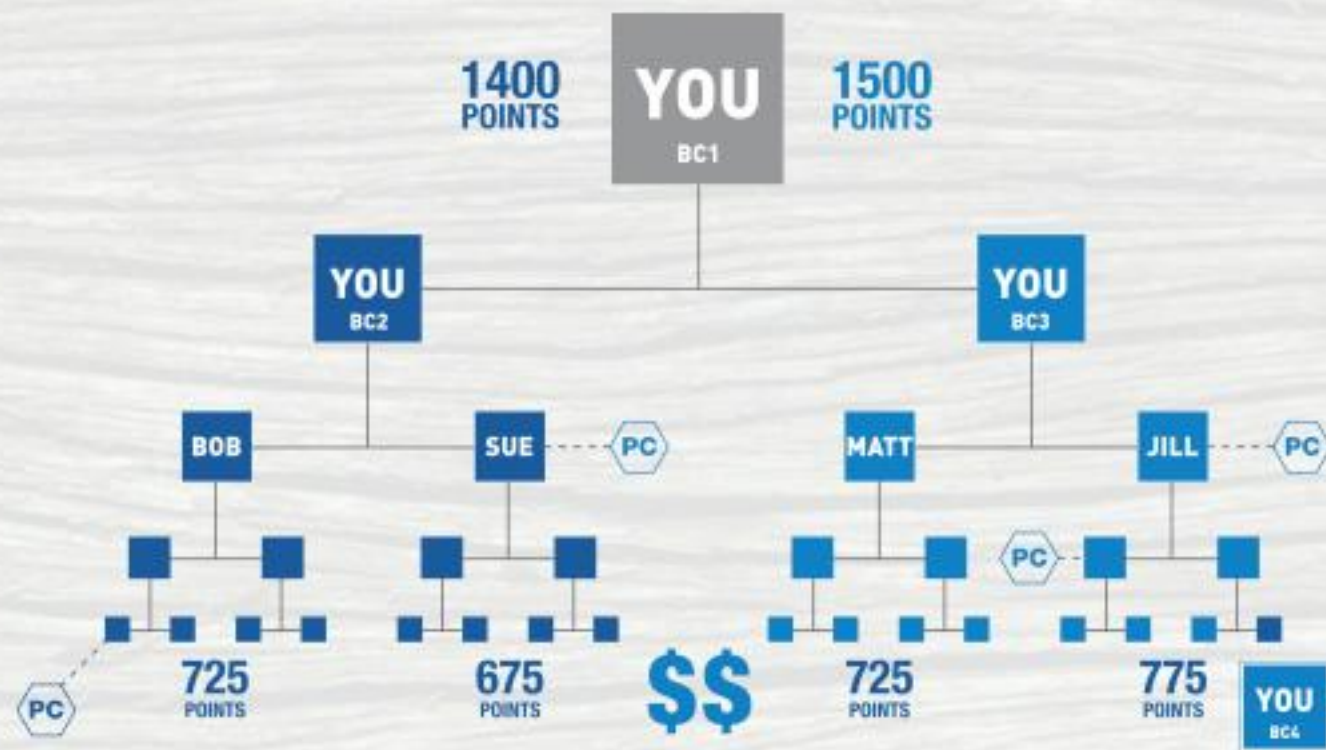


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HOW YOU GET PAID

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

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



Matched total:

| | | | | | |
|-----|------|---|------|--|--|
| BC1 | 1400 | | | | |
| BC2 | 675 | + | | | |
| BC3 | 725 | + | | | |
| | | | 2800 | | |

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

| BC1 | BC2 | BC3 |
|----------------------------|--------------------------|---------------------------|
| Right Rollover: 100 Points | Left Rollover: 50 Points | Right Rollover: 50 Points |

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POTENTIAL WEEKLY INCOME BASED ON YOUR EFFORTS

| Left Group Sales Volume | Right Group Sales Volume | Matched Volume | Commission Points |
|----------------------------|-----------------------------|----------------|----------------------|
| 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 |

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BUSINESS ACTIVATION & PREFERRED CUSTOMER BONUS

Activation

New Associates activate their business at 200 points.

New activation product packs are available for purchase.

These packs contain approximately 200 points of product and are discounted in price.

Preferred Customer (PC) Order Bonus

USANA will pay a 10 percent bonus on every purchase made by any new, personally sponsored PC.

70 percent of the sales volume will roll up on these PC orders.

This is a cross border promotions with the U.S. and Canada. Other markets will be added soon. Both sponsor and Preferred Customer must reside in participating countries.

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Who will *you* be with USANA?



USANA.com



whatsupUSANA.com



askthescientists.com



/USANAhealthsciences



@USANAinc



@USANAinc



USANAhealthsciences



USANAhealthsciences



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