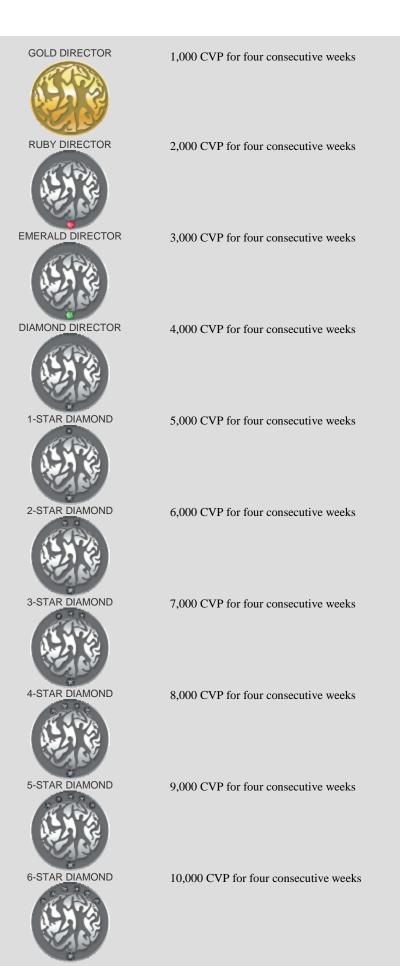
USANA Leadership Levels

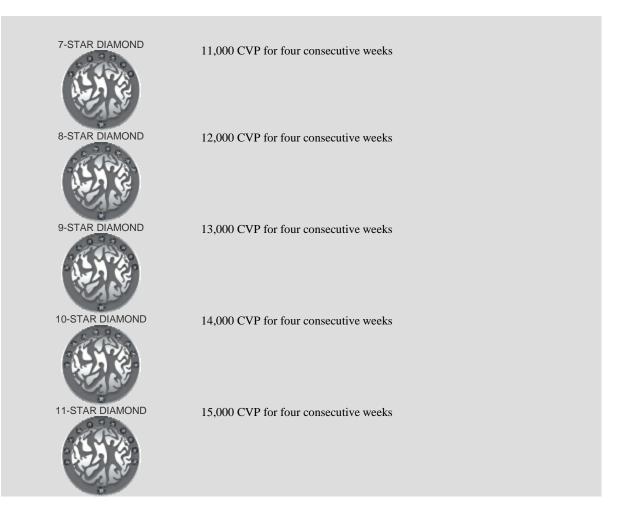
USANA has created leadership levels to help direct your short-term goals and establish milestones to help you measure your progress as you work toward your ultimate goal.

Each leadership level is earned as you produce specific volume requirements. These requirements are based on the total base Commission Volume Points generated in all of your Business Centers together, and not from a single Business Center. Advancing to the rank of Gold Director or above will not require you to max out a single Business Center.

The levels of leadership are defined in the chart below. Upon reaching the next level, you will receive a lapel pin. Use the chart and the experience of previous Associates to establish reasonable goals for your business.







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