



We are excited to announce the U.S. market has been selected to introduce two pilot business enhancements designed to make getting started with USANA even more simple, intuitive, and rewarding. **These initiatives will begin May 6, 2019 and run for a one-year trial period.**

With your help, we want to provide an opportunity for Associates to earn more quickly, while building a solid foundation and establishing confidence in what they can accomplish with USANA.

NEW BUSINESS ACTIVATION

All new Associates will automatically be enrolled with 3 Business Centers when they purchase enough products to meet 200 Sales Volume Points (SVP). This will activate their USANA business and qualify them for commissions. The 1 Business Center option will not be available during this trial.

This new activation initiative is an opportunity for new Associates to start building a USANA business at a lower cost. The goal is to provide a simpler way to get new Associates involved with USANA.

New product experience packs will also be offered as part of this initiative. These packs include 200 SVP of product—the amount required for new Associates to activate their business and qualify for commissions—at a discounted price of \$289. This changes the conversation of starting a USANA business from points needed to a specially curated product pack at a great price. Use this to speak to potential teammates who might be nervous to make a larger commitment upfront. The new packs are even themed around specific health goals, so you can speak to their interests right away. Although they do not need to purchase these specific packs to qualify for commissions, they do have to create an initial order of at least 200 SVP.

PC ORDER BONUS

Once new Associates are enrolled, our new PC Order Bonus helps them—and you and your teams—earn more quickly and consistently.

You'll receive a 10 percent bonus on the product order of every new, personally sponsored Preferred Customer. And this isn't just their initial order—you will receive the PC Order Bonus on every qualifying purchase made by your Preferred Customers who enroll during the trial period. Additionally, 70 percent of eligible volume will now roll up.

The PC Order bonus will replace the Celavive® Bonus for your PCs in the United States who enroll during the trial period. You will continue to receive the Celavive Bonus on your PCs outside of the U.S. as well as U.S. PCs you enrolled before May 6, 2019—if they place an initial Celavive order.

RESOURCES AND SHAREABLES

Tools and resources are available to help you share this information with your team members and promote the new business enhancements with potential teammates. These include experience pack shareables, enhanced presentations, and an updated Getting to Know USANA booklet and presentations. These will be available on the Share USANA Media

Center beginning May 6, 2019.

Also, on May 6, you will have access to a new Hub section dedicated to incentive details, rules, and frequently asked questions. This USANA Business Enhancements Hub page can be found under the My Business tab. Please reference the details and rules as soon as they are available and use them as a coaching opportunity for your team members. You can also view all of the [FAQs](#) beforehand so you're prepared to answer any questions and concerns.

If you have any immediate questions regarding these trial initiatives, please reach out to your U.S. Sales Manager or the VIP team.

We look forward to seeing your growth over the next year. If successful, these enhancements may become permanent and be introduced in additional markets as well.

USANA