

Health & Freedom



USANA HEALTH SCIENCES, 3838 WEST PARKWAY BOULEVARD, SALT LAKE CITY, UTAH 84120 | www.usana.com | 2003

Our Modern World is Full of Health Hazards Yet we have the opportunity to be healthier than any other people in the history of the world

Public health scientists have found new evidence of the threats that our toxic environment pose to our cellular health. The air we breathe, the water we drink, even the foods we eat, contain substances that may be damaging to our cells. Any tissue that is exposed to the environment, including the skin and the linings of the respiratory and gastrointestinal passages, is especially vulnerable. One study found residues of pesticides in 53 percent of samples of baby food.

While government agencies and industry are taking steps to control additional releases into the environment, many toxic substances become concentrated in fatty tissues through a process called bioaccumulation. Consuming animal products can increase the risk of toxicity from chemicals such as dioxin many-fold. According to the U.S. Environmental Protection Agency, an average breast-fed infant is subject to daily dioxin doses 20 to 60 times higher than those of an average adult.

Animal fats in the diet present health problems in other ways. Myron Wentz, Ph.D. (immunology and microbiology), founder and chairman of USANA Health Sciences, hypothesizes that foods with high peroxide values, especially processed, fatty foods, generate “free

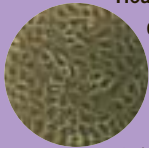
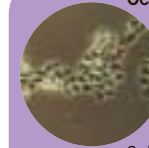

radicals” that in turn damage healthy cells. Researchers believe that supplementary antioxidants are necessary for combating these free radicals in addition to the body’s normal defense systems.

Dr. Wentz has collaborated with the scientists at the Cardiology Research Institute in Moscow in cytotoxicity studies of oxidized fats (lipids). Wentz and his team were able to spin down blood samples using the institute’s ultracentrifuges and isolate the chylomicron fractions that presumably contain oxidized lipids. They then introduced them into cell cultures to see how the cells reacted to these oxidized lipids. They were amazed at the results. Not only were they able to see significant cell damage after the application of chylomicron fractions, but they were also able to show that the damage was greatly reduced when antioxidants were added to the cultures.

In addition to the health threats posed by toxic substances today, many nutritional scientists point out that much of our food has been over-processed and preservatives have been added for packaging, affecting its vitamin and mineral content. Without proper nutrition, the cells of the body are less able to prevent and repair cellular damage.



Dr. Myron Wentz and his scientific team conduct ongoing research into the harmful effects that our environment and certain foods have on human cells. This and other such research is leading to revolutionary discoveries that will promote long-term health.

<p>Healthy human cells in culture</p>  <p>Laboratory experience and analysis indicate that healthy cells in culture may survive indefinitely when “nutrient-ed” properly and protected from harmful toxins.</p>	<p>Cells after adding digested products from a fatty meal</p>  <p>Cellular damage is caused by oxidized lipids from fatty food. Consider that such damage could occur throughout the body.</p>	<p>Similar cells when antioxidants are included</p>  <p>Antioxidants provide a marked improvement in inhibiting cellular damage from oxidizable foods. Healthier eating habits are your first line of defense.</p>
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“The human body is made of cells, and those cells work together to sustain your life,” Dr. Wentz says. “Taking antioxidants with food may help reduce the formation of oxidized lipids.” Other medical professionals concur on the importance of taking supplementation.

“One important way to effectively maintain health is to supplement our diets

with a full range of vitamins, minerals, and antioxidants,” Ladd McNamara, M.D., an obstetrician/gynecologist in Atlanta, Georgia explains.

Ray Strand, M.D., a family practitioner in South Dakota, states, “The concern for my patients’ health has led me to recommend a complete nutritional system to my patients.”

How to Survive and Thrive in the 21st Century



by Denis Waitley, Ph.D.

The 21st century is unlike anything any of us could have imagined, even in our wildest dreams. Read on to discover ideas on how to make your career fireproof, how to go from employee to owner, from frustration to motivation, how to make change work for you rather than against you, and how to take charge of your health and your life. In this newspaper, you’ll learn about the best win-win opportunity I’ve come across to create a new source of income and financial security for yourself, your family, and your friends—something that is vital in this time of change.

The kind of professional career and business each of us needs to be looking for is an organization that offers the following:

- A clear and elevating mission to help improve the quality of life
- The finest quality products or services in the industry it serves
- An environment that fosters empowerment
- The opportunity to succeed on one’s own merits and efforts
- And finally, a growth opportunity that is soundly capitalized, with staying power, resources, and integrity weighed before profit as the ultimate bottom line

Dr. Denis Waitley was voted “Outstanding Platform Speaker of the Year.” In addition, he has trained leaders in every field, from Super Bowl and Olympic athletes to Apollo astronauts and Fortune 500 executives.

USANA offers all of that, plus the only consumer-approved network marketing model. If you want to jump into the “entrepreneur reality,” I encourage you to consider the USANA® opportunity. You’ll find that through USANA your state of mind, state of health, and state of lifestyle will accelerate in fast-forward to a level enjoyed only by those who

become the CEOs of their own lives. These are the people who go from employees to

owners and from victims of change to victors over change—starting now.

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 Creative Director: Lori Bothner
 Managing Editor: Heather King
 Contributing Writers: Ashley Collins, Tim Haran, Amy Hodson, Laura Lewis, Nick Paulenich, Peter Van Duser, Zachary Young
 Art Director: John Cordova
 Designers: Deborah L. Funk, Christine J. MacFarlane, Anna Mannos, Jason Miller, Nate Paret, Brian Tatton

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Science and Products

The USANA Story

Dr. Myron Wentz Refocuses his Expertise

The success of USANA is largely the result of its founder and chairman, Dr. Myron Wentz. With a Ph.D. in microbiology and immunology, Dr. Wentz is an internationally recognized pioneer in the use of human cell culture technology for the diagnosis of infectious disease.

In the early 1970s, Dr. Wentz founded Gull Laboratories and spent 20 years developing products that would be used in hospitals and clinical laboratories around the world to accurately diagnose viral and other infectious diseases. The most successful of Gull's products was the first commercially available test for the diagnosis of infection with the Epstein-Barr virus (EBV), which causes infectious mononucleosis.

Although the products developed at Gull Laboratories set the "Gold Standard" for detecting infectious diseases, they did little to prevent disease. An ensuing sense of discontent, combined with growing personal health problems, influenced the next phase in Dr. Wentz' career. During the growth years of Gull Laboratories, the stress of managing a

multimillion-dollar company (concurrently filling the roles of research director and company president) began to take a toll on this North Dakota-born scientist.

Having learned from his cell culture experience the importance of good nutrition for optimal cell function, he began trying to regain his health by improving the quality of his diet. However, he learned that the average person's diet does not supply the nutrition needed in today's world, and quickly realized the necessity for supplementation. This led him to direct his scientific talents in a new direction. He began researching how to nourish the human body, specifically how to overcome the deficiencies in today's foods and the increased exposure of our cells to oxidative stress. He also studied how to optimize the assimilation of dietary nutrients.

Dr. Wentz began testing health supplements in his analytical laboratory to verify their quality and effectiveness. He was surprised to find many inadequacies in the available health supplements. He saw that ingredients were of low quality with low

bioavailability, and in inappropriate nutrient amounts and ratios. Dr. Wentz determined that, based on the nutritional needs of cells in culture, the available health supplements were inadequate to promote good health. That's when he made a commitment to provide himself and his family with the highest level of nutrition possible.

Dr. Wentz developed a line of dietary supplements that rewrote the standard of excellence in the nutrition industry and spurred the rapid growth of USANA. The same level of scientific expertise and dedication has been employed to create additional nutritional and personal care products. The most recent example of the high standards of USANA products is the Sensé—beautiful science® approach to skin care. Once again, nutrition (now applied to the body's outer covering) acts as the key to good health.

In June 2003, Dr. Wentz was recognized for his continual devotion to



Dr. Wentz' Gold Standard for Excellence continues with USANA Health Sciences.

developing state-of-the-art scientific products and his keen business sense by being awarded the Utah 2003 Ernst & Young Entrepreneur of the Year Award in the retail and distribution category. "I get a strong sense of satisfaction knowing that we are creating truly remarkable products," he says. "USANA is improving the lives of many people, both physically and financially."

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

Eight Deadly Diseases that are Sending People to an Early Grave



Ray Strand, M.D., is a family practitioner and member of the USANA Medical Advisory Board. He is the author of several books including *What Your Doctor Doesn't Know About Nutritional Medicine May Be Killing You*, *Death By Prescription: The Shocking Truth Behind an Overmedicated Nation*, and *Bionutrition: The Amazing Health Benefits of Vitamin Supplements*.

In its annual report, the World Health Organization warns that cancer, heart disease, and other chronic conditions, which already kill more than 24 million people a year, will impose increasing burdens of suffering and disability on hundreds of millions of others.

Health Enemy #1: Heart Disease

Fact Coronary artery disease is the number one killer in industrialized nations today—accounting for over 7.2 million deaths a year.

Heart disease is an inflammatory disease of the artery—not a disease of cholesterol. Over half of the patients who suffer a heart attack have normal cholesterol levels. The underlying cause of inflammation of the artery is "oxidized" LDL cholesterol, homocysteine, along with excessive free radicals caused by hypertension, diabetes, cigarette smoking, fatty meals, and elevated insulin levels. All of these causes of inflammation of the artery are either eliminated or significantly reduced by the use of nutritional supplementation.

Health Enemy #2: Cancer

Fact 6.3 million people die of cancer yearly.

In spite of the great advances in the diagnosis and treatment of cancer, the eventual outcome is too often a very difficult and painful death. Medical literature increasingly supports the fact that cancer develops from damage to the DNA of the cells by unstable molecules over the course of 10 to 20 years.

Health Enemy #3: Stroke

Fact 4.6 million people die from stroke every year.

Stroke occurs suddenly and usually without warning. Dr. Meir Stampfer reported in the *New England Journal of Medicine* in 1995 that 15 percent of all strokes could be related to elevated homocysteine, a by-product of protein metabolism that is elevated in individuals who have low levels of folic acid and vitamins B6 and B12.

Health Enemy #4: Diabetes

Fact 135 million people suffer from diabetes, and it's estimated to rise to 300 million by the year 2025.

The overwhelming new cases of diabetes in the world today are the result of insulin resistance. Physicians are busy treating blood sugars rather than the underlying problem, which is insulin resistance. Diet, exercise, and potent nutritional supplements all improve sensitivity to your own insulin and are critical in preventing diabetes from occurring in the first place or if you already have diabetes, helping control your diabetes.

Health Enemy #5: Osteoporosis

Fact 25 million North Americans suffer from osteoporosis.

Osteoporosis and bone health depend not only on estrogen and calcium, but on a wide range of nutrients, including vitamins B6, C, D, K, folic acid, magnesium, manganese, zinc, and copper. Failure to meet one or more of these nutrient needs could result in accelerated osteoporosis. Maintaining strong and healthy bones should begin early.

Health Enemy #6: Arthritis

Fact Over 165 million people have some form of arthritis.

More than 70 to 80 percent of the population over the age of 50 suffers from degenerative arthritis. Non-steroidal anti-inflammatory medication does nothing to slow down the progression of

the disease and is responsible for over 100,000 hospital admissions each year and 16,000 deaths. Glucosamine sulfate along with complete and balanced nutritional supplements on the other hand, actually slows down degenerative arthritis and is even able to increase cartilage within the joint, without dangerous side effects.

Health Enemy #7: Alzheimer's

Fact An estimated 29 million people suffer from dementia.

Alzheimer's dementia has been shown to be caused by oxidative stress. Patients who have the highest intake of antioxidants, which combats oxidative stress, have the lowest risk of developing Alzheimer's dementia. I believe the absolute best way to protect yourself against the development of these neurodegenerative diseases is by taking highly potent nutritional supplements.

Health Enemy #8: Obesity

Fact For the first time in the history of the United States and other industrialized countries, there are more people who are obese than are of normal weight.

Researchers are beginning to realize that one of the main causes of obesity is insulin resistance. Eating in such a way as not to spike your blood sugar, modest exercise, and nutritional supplements all improve insulin sensitivity. This triad of healthy lifestyles has a side effect of fat loss.

Scientists Discover Solutions to Improve Your Health

As sciences go, nutrition is a young one. Much has been discovered about nutrition in its short scientific history. Yet, the road ahead still holds many discoveries on our journey toward total nutritional health. Of the many vehicles on that road, USANA Health Sciences is the Mercedes Benz, leading the way in both quality and integrity.

Nutrition research is more than the study of nutrients. It also encompasses research in related areas. Dr. Wentz, in his vision to champion the science of nutrition, has gathered scientists from varying fields of expertise, most of whom have published numerous papers in their careers.



Tim Wood, Ph.D.

Dr. Tim Wood is the Vice President of Research and Development. In this position, he oversees product development, international product registration, quality assurance and quality control, and technical services. Dr. Wood holds a bachelor's degree from the University of California and a Ph.D. from Yale University, both in biology. He has managed research teams

for nearly 20 years and brings strong organizational skills and research expertise to USANA's product development efforts.



John McDonald, Ph.D.

Dr. John McDonald, Senior Scientist, is a valuable resource for USANA's Technical Services and Research and Development groups. He received his Ph.D. in biology from the University of Utah school of

medicine in the department of surgery and pathology.



John Cuomo, Ph.D.

Dr. John Cuomo is the Director of Product Development. He is responsible for designing new nutritional products. Dr. Cuomo received a bachelor's degree from the University of Vermont and a Ph.D. from Penn State, both in organic chemistry. He was a post-doctoral fellow at the University of Oregon in bio-organic chemistry, and has over 20 years of industrial research experience. Dr. Cuomo is the co-inventor on USANA's new olive antioxidant extract patents.



Sasha Rabovsky, Ph.D.

Dr. Sasha Rabovsky, Senior Scientist, received his Ph.D. in biochemistry from Moscow Medical University. Dr. Rabovsky had 20 years experi-

ence at the Institute of Organic Chemistry and the Moscow Medical University in Russia before joining the Linus Pauling Institute. While at the Institute, Dr. Rabovsky was engaged in vitamin C and cell-culture research. At USANA he has developed state-of-the-art assays for antioxidants. He has developed scores of analytical assays used to evaluate and maintain the highest level of quality in USANA products. Dr. Rabovsky is the co-inventor on USANA's new olive antioxidant extract patents.



Gale Rudolph, Ph.D.

Dr. Gale Rudolph, Director of Food Sciences, is USANA's food product development expert. She has developed well over 100 products for several Fortune 500 companies, both domestically and abroad. Dr. Rudolph earned her bachelor's and master's degrees in food science at Purdue University and her Ph.D. in nutrition at UCLA.

Zero Tolerance for Error

In the United States, vitamin manufacturers are only required to adhere to the same standards as food manufacturers. But USANA goes a step further. USANA chooses to follow Good Manufacturing Practices (GMP) for pharmaceuticals rather than for food.

"To adhere to drug GMP standards, we test the raw ingredients, we test the product during manufacturing, and we test everything before it goes out the door," says Glen Putnam, USANA's Quality Assurance Manager.

tion of raw materials to what happens to the products during shipping and storage.

Everything that is done in quality assurance and manufacturing has a written, detailed procedure. All employees are trained to follow the book—exactly. "Nothing is left to chance," Putnam says. "Our book not only details how to manufacture and test our products, but how to avoid problems before they occur."

Quality Maintenance

"The design of our products is based on scientific research, but it is also based on customer feedback," Putnam says. "Our customers demand a high level of quality, and we're happy to provide that quality. Our guarantee on the label actually means something."



The slightest variance in weight, hardness, or thickness could indicate a sub-standard mix and result in an entire batch of nutritional products being thrown away. Due to USANA's tightly-maintained manufacturing procedures, this rarely happens.

Raw Ingredients

When raw ingredients are shipped to USANA, they are immediately placed in quarantine to await a string of elaborate tests to determine their purity, potency, and quality. Anything that doesn't meet all of USANA's internal criteria is rejected and returned to the supplier.

Paperwork, Paperwork, Paperwork

USANA's quality assurance team keeps track of every minute detail, from elaborate testing and evalua-

Doctor Approved



"I love the integrity of the people who are doing research for us in USANA. . . I have been impressed with the results I have seen with friends, patients, and my own family."

—Christine Wood, M.D., Pediatrics, USANA Medical Advisory Board Chairperson

Dr. Wood is chairperson of the USANA Medical Advisory Board which represents over 900 physicians and health care professionals worldwide who recommend USANA to their patients.

Four reasons you can trust your health to USANA

- 1 Advanced formulas**—USANA's unique ingredient formulas are based on sound, scientifically proven, and clinically tested ingredients. Each formula is carefully designed to provide a proper balance and ratio for advanced health support.
- 2 Potent and pure ingredients**—USANA guarantees the potency and quality of its products by manufacturing in-house with stringent analytical and quality control procedures. USANA verifies each production batch so that what you read on a product label is what you'll receive in the product.
- 3 Quality manufacturing**—USANA's manufacturing facility complies with pharmaceutical-grade Good Manufacturing Practices (GMP). Regular inspections are conducted by various government agencies.
- 4 State-of-the-art technology**—USANA invests much time and money in extensive scientific operations, information systems, research services, worldwide scientific alliances, and technical support. USANA experts are at the forefront of nutritional science.

Remember, poorly manufactured, incomplete, and unbalanced nutritional products are a waste of money and do little to promote better health.

Health FACTS

The USDA conducted a landmark study to find out just how many of us actually consume all the essential nutrients daily. This study helps debunk many myths about vitamin supplementation.

Myth #1: Vitamins are not necessary, I get all I need from my food. The USDA surveyed 21,500 people and discovered that only three percent actually ate healthful, balanced diets daily. And not a single person received the RDA recommendation of the 10 most important vitamins and minerals regularly.

Myth #2: Vitamin supplements just turn into expensive urine.

No one really knows the optimal amount of supplementation that is beneficial for everyone because individual nutritional needs and hydration status determine your body's level of nutritional supplementation. Furthermore, USANA's vitamin supplements are 'health insurance' that provide a wide range of nutritional support for most normally healthy individuals.

Myth #3: All vitamins are the same. Myron Wentz, Ph.D., reports, "I began testing health supplements in my analytical laboratory to measure their nutritional balance and their effectiveness in promoting and sustaining a healthy life. Many of the products I analyzed were not only nutritionally unbalanced, but had incorrect and misleading labels. My research proved many times that what consumers thought they were buying and what they were receiving were two different things."

The USANA® Essentials with Olivol™: The Best Multivitamin on the Market



USANA has created a high quality nutritional supplement with a broader spectrum of antioxidants than any other brand—plus it includes patented Olivol™. Antioxidants counteract free radical damage, which is potentially damaging to cells and is created by metabolic processes, fat oxidation, pollution, and many other sources.* USANA's unique blend of powerful antioxidants provides comprehensive, “full-body protection” from oxidative stress.*

The USANA ESSENTIALS, which include MEGA ANTIOXIDANT and CHELATED MINERAL, form the basis for the entire USANA nutritional system. The ESSENTIALS include:

- MEGA ANTIOXIDANT, a comprehensive formula of high-potency vitamins, antioxidants, and other important nutrients to support cellular metabolism and help your body obtain optimal health.*
- CHELATED MINERAL, a full-spectrum blend of essential minerals in a balanced, highly bioavailable formulation. Minerals are involved in numerous vital metabolic functions.*

The Right Ingredients (Comprehensive Formula)

The “essential” vitamins and minerals, as defined by most governmental agencies and nutrition experts, are limited to a handful of vitamins and minerals that are necessary for the proper functioning of the cells in our body, but that cannot be made by the body. They must be obtained from our diet. However, USANA has redefined the meaning of essential nutrients to include not only those that are required to prevent acute nutrient deficiency, but also nutrients that have been linked in recent research to the maintenance of various aspects of optimal health.*

In addition to these essential vitamins and minerals, the USANA ESSENTIALS contain a combination of antioxidant compounds to counter free-radical damage in the cells.*

The Heart of the Olive™

Many dietary antioxidants such as vitamin C, vitamin E, bioflavonoids, carotenoids, and proanthocyanidins are present and numerous in many dietary sources. But unlike these readily available

antioxidants, the iridoid antioxidants concentrated into the USANA-patented extract are found only in olive fruit.

Because olives provide the only dietary sources of these powerful antioxidants, the benefits of olive fruit and olive oil consumption are extensive. But until now no commercial sources of these phenolic antioxidants or effective processes to extract the iridoid and phenolic antioxidants from olive fruit have been readily available.

The newest addition to ESSENTIALS is Olivol™, USANA's patented olive extract. The polyphenolic antioxidants in Olivol™ complement the already diverse assortment of vitamins, bioflavonoids, and phytonutrients in the ESSENTIALS. No other company offers the unique phenolic antioxidants found in Olivol, re-establishing ESSENTIALS as a premier product because of its unique formulation.

The Correct Amounts (Advanced Doses)

The USANA ESSENTIALS contain higher levels of almost all the essential vitamins and minerals listed in the U.S. RDA (Recommended Dietary Allowances). These guidelines were developed to set nutrient levels that prevent such classic deficiency diseases as scurvy. The advanced levels of the ingredients in the ESSENTIALS, on the other hand, were established to do more. The ESSENTIALS are designed to promote optimal health.*

Balanced Formula (A Synergy of Nutrients)

There is still much to be discovered about how nutrients work together, but one thing is for sure—they do work together in extremely complex ways. A healthy body is a complex mechanism, and each functional area requires a complex mix of nutrients.

The need for balance in nutritional supplementation also derives from the fact that certain nutrients supplied in isolation can sometimes result in a deficiency of another nutrient. Finally, at excessive or imbalanced levels, some nutrients can even be toxic. The formulations of the USANA ESSENTIALS were painstakingly designed to allow components to work in concert to achieve a synergy of optimal health benefits and safety.*

The Correct Form (Highly Bioavailable)

The added value in the ESSENTIALS does not end with superior formulations. The ingredients must be in a form that can be absorbed and then used by the body. In short, they must be of high quality and they must be bioavailable. At USANA, every effort is made to obtain the highest quality ingredients, with dependable levels of potency. In addition, every step of the manufacturing process is subject to exacting quality control. All this ensures that the full benefits of these essential nutrients are available to the user.

Addressing Different Needs

At USANA, we are fully aware that what is essential in optimal nutrition varies from one person to another. In particular, the needs of young and growing bodies are different from those of adults. To meet this need, USANA has developed two special formulations for younger age groups. USANIMALS™ is designed to provide optimal supplementation for children aged 13 months to 12 years; while BODY ROX™ is an ESSENTIALS formulation for adolescents 12 to 18 years old. These products make the benefits of the ESSENTIALS available during the years of development, when good nutrition is most important.

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

HealthPak 100™

The most convenient way to get your daily dose of nutrition

HEALTHPAK 100™ contains a unique combination of antioxidant ingredients giving you a wide-spectrum, highly potent antioxidant arsenal. Two convenient individually wrapped pillow packs eliminate the hassle of many bottles. The AM packet contains two MEGA ANTIOXIDANT, one CHELATED MINERAL, PROFLAVANOL® 90, and ACTIVE CALCIUM™. The PM packet contains one MEGA ANTIOXIDANT, two CHELATED MINERAL, one AO BOOSTER, and ACTIVE CALCIUM™, providing you with optimal and balanced antioxidant protection—day and night.

WITH PATENTED
Olivol™
The Heart of the Olive™



“Best of State”



As an integral part of the community, Salt Lake City-based USANA Health Sciences has been recognized by the Utah business community with a Best of State award.

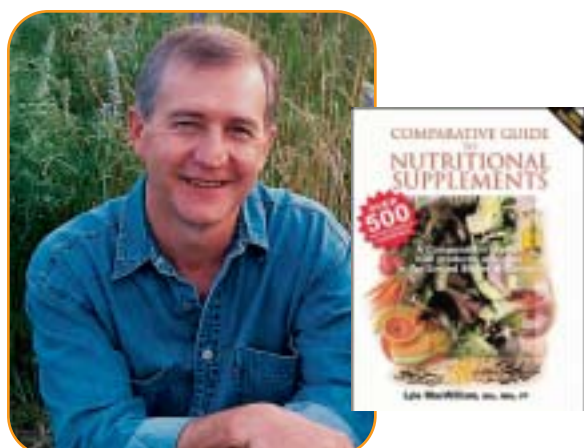
USANA was the recipient of the first-ever

Best of State award for best “dietary supplement company” in the state of Utah. This award is of great significance in Utah, due to the number of nutritional supplement producers within the state. Over 80 companies are in the nutritional business locally.

The award serves as a tribute to the commitment and ideals of Dr. Myron Wentz, who founded the company with the mission of creating the world's finest nutritional products. The Best of State recognition is also based on USANA's voluntary compliance with pharmaceutical-grade Good Manufacturing Practices and its industry-leading potency guarantee in every formulation.

A preliminary judging committee of qualified industry professionals chose finalists from the nominees for the awards. The executive judging committee judged these finalists. Nominees were judged on three sets of criteria: achievement and differentiation in its respective field; innovation or creativity in approaches or processes; and contribution to improving the quality of life in Utah.

USANA is #1 in North America



Superior Savings—Unparalleled Value



After the USANA Nutritionals helped me with my health, I was curious to see if I could find the equivalent of USANA's Essentials in supermarkets and health food stores. Two and one-half hours later, with a total of 35 bottles costing \$279.43, I finally came close to what is found in the USANA® Essentials. However, there was no guarantee of potency or purity, and now with the patented Olivol™ extract, there is no equal. USANA uses the best and most bioavailable ingredients which you can't find in the supermarket. My findings convinced me of the great value and superior quality I've discovered in USANA.”

—Elizabeth Strand
South Dakota

Body Rox™



The teenage years are trying times, especially in terms of nutrition. Teenagers need extra nutrition to support their adolescent growth spurt. But busy sched-

ules, peer pressure, and other factors often combine to produce poor eating habits. BODY ROX is specifically formulated to meet the nutritional demands of growing adolescent bodies and provides a new, more potent combination of antioxidants that help young bodies maintain ideal health*, including Olivol, rutin, quercetin, hesperidin, grape seed extract, green tea extract, turmeric extract, lutein, and lycopene.*

Usanimals™



Great-tasting USANIMALS help make nutrition fun. With children's lifestyles and growing bodies, it's crucial for them to receive adequate vitamins, minerals, and antioxidants. USANIMALS provide a

full array of these nutrients in amounts designed especially for children. USANIMALS include large doses of vitamins C and E, two of the most powerful antioxidants needed by kids today. USANIMALS also contain a new antioxidant phytonutrient blend of blackberry, cranberry, raspberry, and wild blueberry fruit powders. Your children will love the new Wild Berry flavor and dinosaur shapes and you will too, because USANA uses only natural flavors and sweeteners.

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

Childhood Obesity Raises Future Health Risks



by Christine Wood, M.D.
Practicing pediatrician in Encinitas, CA
Author of How to Get Kids to Eat Great & Love It!
and www.kidsea-great.com

If you knew that something you are doing for your children today could change their risk of disease and death, would you be inspired to make some changes? I think any parent faced with this question would certainly answer, "Yes, tell me more!" However, the reality is that although most parents understand the lessons behind good nutrition, many in today's world are struggling to bring those lessons to the table every meal. With more than 12,000 new processed food choices being introduced each year into the United States, an abundance of less healthy food choices and a decrease in activity level is taking its toll on the health of our future generations. Parents need to work on taking back control of this area and being role models to avoid the obesity epidemic that is being predicted.

Consider these facts about health and nutrition today:

- Obesity in children ranges around 11–25% depending on how obesity is defined.
- The adult-type diabetes (type II), primarily associated with being overweight, made up 2% of new

cases in children between the ages of 9 and 19 in 1980. In the year 2000, type II diabetes made up an astounding 30-50% of new cases of diabetes being diagnosed in this age group.

- Many children are below the Recommended Dietary Allowances (RDA) for a number of vitamins and minerals, including vitamins A, C, E, B6, calcium, iron, and zinc.
- Teen males in the U.S. average three or more cans of soda a day, with 10% drinking seven or more cans a day. Soda consumption has been linked to higher risk of obesity and to an increased risk of osteoporosis, because of the lack of calcium-rich products in a soda-rich diet.

The trends of today predict that our young children will be at high risk for obesity and the obesity-related health risks of heart attacks, strokes, high blood pressure, diabetes, asthma, and certain types of cancer. A healthy diet, physical activity, and a balanced nutritional supplement program will go a long way to improve the picture of health for our young children. Research in medical literature shows the endless ways that nutrition impacts health:

- A study from the *Journal of Pediatrics* in 1997 suggested that obesity in childhood may cause early deficiencies of essential antioxidants, like vitamin E and beta-carotene. Excess fatty tissue may trap alpha-tocopherol, the

active ingredient in vitamin E. The reduced availability of these antioxidants may be one of the many factors predisposing obese children to a high risk of atherosclerosis later in life.

- Overweight children were more likely to have high blood pressure and high cholesterol.
- Children with higher fiber intakes were found to consume less fat, especially saturated fat.
- A study from the *Journal of the American Medical Association* looked at children in the eighth-grade and measured their homocysteine levels. Three vitamins: folic acid, vitamin B6, and vitamin B12 have been found to help lower homocysteine. This study found that children who took daily vitamins were the most protected from high homocysteine levels. This has implications for decreasing their cardiovascular risks in the future.

Parents need to take measures to improve their children's future health. Children must learn to eat well at an early age so they can enjoy good health as they age and reduce their risks of degenerative diseases. Encouraging good eating habits and physical activity in children must start with a family effort of daily practice. A quality nutritional supplement program with vitamins, minerals, and essential fatty acids are necessary protection for our children as they face more nutritional and environmental challenges than ever before.



Vincent & Mable Chan
Vancouver, Canada

"We all know that kids need adequate protein to build muscles and other tissues, and that they require carbohydrates for energy. However, in order for these developmental processes to take place, children also must have adequate supplies of essential vitamins and minerals. For example, vitamin D and calcium are necessary for bone density, antioxidants for immune function, and B vitamins for

cell division and growth. Since we are unable to make sure that our children always eat as they should, it is suggested that we should provide our children with a well-balanced daily intake of vitamins and minerals. The last few years I have been recommending BODY ROX and USANIMALS to young patients of mine. Numerous parents have come back to thank me when they see how healthy their young ones are after using USANA products."

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

The Importance of Nutrients at a Young Age

by Tim Wood, Ph.D.
Vice President of Scientific Operation



Research clearly shows that adolescents do not get the nutrition they need, and their poor nutrition can lead to health problems such as diabetes and osteoporosis later in life. Adolescents need advanced levels of all nutrients—

including antioxidants, vitamins, and minerals to maintain healthy growing bodies and their active lifestyles. With a multitude of after-school and weekend social, athletic, and job activities, teenagers almost inevitably fall into irregular eating habits. The fast foods that are so popular with adolescents tend to be high in calories, fat, sodium, and low in fiber, vitamins, minerals, and antioxidants. It is critical for teens to develop a sound nutrition program in order to minimize the risk of health problems.

Poor nutrition during the developmental years can retard growth and delay sexual maturation, while proper nutrition at this age helps to give adolescents the foundation for good health for the rest of their lives. To provide their bodies with adequate amounts of all the essential nutrients, kids and their parents should follow a well-balanced, proactive nutritional plan that includes high-quality vitamin and mineral supplementation.



"Without a doubt USANA offers the highest quality and most dependable nutritionals available today. With the ESSENTIALS as an excellent foundation of broad spectrum nutrients combined with the various Optimizers, you can be certain that you are providing your body with a truly personalized and effective nutritional support system. I wouldn't feel comfortable recommending anything else to my family and patients."

Laz Bannock
Ph.D., MIBiol, CBiol, FRSH

The USANA® Optimizers

An Extensive Selection of Nutritional Products to Meet Your Individual Needs

Part of a lifelong program of good nutrition is recognizing that we all have different nutritional needs, and that our individual needs change as we move from one stage of life to the next. For each one of us, a unique combination of age, sex, lifestyle, and other considerations demand a nutritional program that is both flexible and cus-

tomized. For this reason, we have created the Optimizers, an extensive selection of state-of-the-art nutritional products that enables you to customize your nutritional program to meet your individual needs. The Optimizers have been categorized and color-coded according to their primary health benefits.

Cardiovascular



Proflavanol® and Proflavanol® 90

PROFLAVANOL® contains a unique blend of POLY C® and grape seed extract—antioxidants that appear to be some of the most powerful free-radical scavengers yet discovered. And now it is three times stronger with PROFLAVANOL 90. Both PROFLAVANOL and extra strength PROFLAVANOL 90 contain the highest quality grape seed extract available anywhere—providing you with a powerful weapon in your fight for optimal health.*



Poly C®

Formulated with a unique blend of highly bioavailable mineral ascorbates—all of which have potent vitamin C activity, POLY C® maintains higher blood levels of vitamin C than ascorbic acid or other forms. USANA's unique formula maintains a healthy immune system, supports the synthesis of collagen, and maintains cardiovascular health.*



CoQuinone® 30

USANA's commitment to quality, using only the best ingredients in the right amounts and proper formulations for optimal bioavailability and safety can be seen at its best in COQUINONE® 30. This product now contains a full 30 mg of CoQ10 and 12.5 mg of alpha lipoic acid per soft gel capsule. USANA's unique formulation provides these important antioxidants in a natural mixture of lecithin, and vegetable-derived glycerin mono-oleate in a base of medium-chain triglycerides. COQUINONE is clinically proven to be more bioavailable than other CoQ10 products.

Skeleton / Structural



Active Calcium™

ACTIVE CALCIUM™ provides complete nutritional support for optimal bone development and maintenance throughout all stages of life.* ACTIVE CALCIUM is carefully formulated with an optimal dosage of calcium, magnesium, vitamin K, boron, silicon, and vitamin D to offer a complete nutritional supplement for maintenance of strong, healthy bones. Dietary addition of calcium is key to getting the proper amount of calcium to help prevent calcium deficiency later in life. ACTIVE CALCIUM is ideal for all ages, from adolescents to seniors.

Cellular Metabolic



OptOmega™

Two essential fatty acids (EFAs) are crucial to cardiovascular health—omega-3 and omega-6. OPTOMEGA® provides optimal ratios of both through a unique blend of organic, cold-pressed flax, sunflower, and pumpkin seed oils. OPTOMEGA is an excellent way to return important polyunsaturated and superunsaturated fats to your diet. When combined with proper eating habits, exercise, and reduced-stress living, it can provide an excellent strategy for better health.



Procosa® II

Feel the difference with USANA's new advanced PROCOSA II® that offers a market high 2,000 mg of glucosamine sulfate for support and maintenance of healthy cartilage.* Not only that, but PROCOSA II also contains fast-acting turmeric extract. Glucosamine, vitamin C, manganese, silicon, and high levels of turmeric are powerful ingredients that work together to provide short- and long-term support for your joints* that can't be found in any other joint formula products.



BiOmega-3™

USANA's BIOOMEGA-3™ gel capsules supply the body with the polyunsaturated omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). These nutrients help support cardiovascular health, optimal neural growth and development, and maintain good joint health.*



E-Prime™

USANA's E-PRIME™ contains mixed tocopherols, and trocetriens, resulting in a full-spectrum vitamin E product for those who wish to increase their vitamin E intake and enhance their antioxidant system.* USANA's E-PRIME uses state-of-the-art liquid capsule technology, further enhancing the bioavailability of E-PRIME. The result is a potent and complete vitamin E formulation.

Brain / Nervous



Visionex™

This comprehensive formula is designed to maintain long-term eye health with two of the most powerful free-radical fighting antioxidants—lutein and zeaxanthin. Because our eyes are constantly exposed to harsh environmental factors such as air pollution, dryness, and oxidative damage from sunlight, the extra health maintenance you'll get from VISIONEX™ will go a long way toward maintaining your healthy vision.* VISIONEX contains guaranteed levels of lutein and zeaxanthin as well as vitamin C, bilberry extract, and zinc for additional support of healthy eyes.*



Ginkgo-PS™

GINKGO-PS™ is a combination of Ginkgo biloba, phosphatidylserine (PS), and lecithin to maintain healthy blood circulation in the brain, and better maintenance of neural cell membranes.* PS is also believed to assist in age-associated memory loss.*

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



"In my clinic we concentrate on disease prevention and acute pain disorders. Due to my chiropractic neurology specialty we tend to get the more difficult cases coming to the clinic. Because of this we need to address health from many different angles. A large part of this are the USANA products, and I am happy to say they have greatly enhanced my ability to help my patients maintain a healthy lifestyle. As a physician, I am introduced to hundreds of different supplements, and the only way I can get across what I truly think about the USANA products is to tell you that with everything I have seen, I chose to take USANA personally over all the others!

My regimen of Essentials, Proflavanol, CoQ10, and BiOmega-3 helps me maintain a healthy lifestyle, so that I may better help my patients as well as be there at the end of the day for my family. For this I am very thankful and eternally grateful!"

Yours in Health, Dr. Troy Spurrill

Endocrine



PhytoEstrin™

PHYTOESTRIN™ is a combination of soy isoflavones combined with herbal extracts that are designed to promote healthy blood lipid levels provided they were healthy to begin with, maintain bone health, and moderate women's hormonal changes.* It is a valuable aid during menstruation and in the peri- and post-menopausal years.*



Palmetto Plus™

PALMETTO PLUS™ is a comprehensive formulation that provides powerful support to overall prostate health.* PALMETTO PLUS provides immediate and long-term prostate support for men,* contains all-natural botanical components guaranteed for potency, and furnishes a comprehensive, unique formulation of clinically proven saw palmetto, lycopene, and soy isoflavones, in a single, highly effective product.

Macro-Optimizers

Scientifically Developed for Perfect Balance

Virtually all chronic degenerative diseases that plague today's world are caused or exacerbated by the deterioration of the modern diet. Macro-Optimizers were developed to provide great-tasting, high-quality macronutrients your body needs to maintain health and feel great. These convenient, low-glycemic foods can be used along with the Essentials™ and Optimizers to complete your healthy diet. Many Macro-Optimizer foods contain beneficial ingredients like dietary fiber, soy protein, and potassium—ingredients that may help prevent cancer, heart disease, and hypertension.†

At USANA, we understand that good nutrition includes both micronutrients (vitamins, minerals, antioxidants, and other compounds we consume in small

amounts) and macronutrients (carbohydrates, proteins, and fats that make up the bulk of our food). The primary goal of good nutrition is to promote life-long good health. This state of well-being implies the optimal performance of all body systems.

Macro-Optimizers have been developed by USANA's team of scientists to help take the guesswork out of proper nutrition. These precision formulations not only provide the correct amounts of healthy carbohydrates, proteins, and fats, they also taste great and are convenient. More importantly, they will help you build a lasting foundation for true health for tomorrow.

Nutrimeal™

NUTRIMEAL™ is a low-glycemic meal replacement drink mix that provides complex carbohydrates, soy protein, fiber, and other vital nutrients. With only 150 calories and 3.5 grams of fat, a delicious glass of NUTRIMEAL will satisfy your hunger while helping you lose weight. NUTRIMEAL is available in Dutch Chocolate and French Vanilla.



Fibergy Bar™

The all-natural Iced Lemon FIBERGY BAR™ was developed for your busy lifestyle. Each delicious bar has five grams of fiber, only 1.5 grams of fat, and no cholesterol. These convenient, on-the-go snacks have been scientifically formulated to provide hunger satisfaction and long-lasting energy. And the delicious iced lemon flavor makes it easy to increase the fiber intake of even the most finicky child. Iced Lemon FIBERGY BARS taste so great, it's hard to believe they are so good for you.



Fibergy™

Fiber is one of the key ingredients to a low-glycemic diet, and FIBERGY® drink mix provides 12 grams in each serving. It also contains the prebiotic, inulin, which further promotes healthy digestive function by stimulating the growth of beneficial intestinal bacteria. With a smooth texture and a great taste, FIBERGY helps you feel satisfied and full. FIBERGY is available in Peach Mango and Almond Crème.



Nutrition Bar™

A delicious, healthy snack. NUTRITION BARS provide a beneficial energy source in a flavorful bar. They provide healthy carbohydrates, proteins, and fats. NUTRITION BARS are available in two delicious varieties: Wild Berry and Peanut Crunch. Wild Berry NUTRITION BARS contain a blend of blueberries, cranberries, and raspberries and are a great-tasting, wholesome snack. A Peanut Crunch NUTRITION BAR, with a chocolate coating and peanut center, provides all of the benefits of soy. Peanut Crunch and Wild Berry NUTRITION BARS are among the most delicious nutritional bars available.



SoyaMax™

Each serving of SOYAMAX™ contains a potent 24 grams of soy protein, and is an outstanding source of low-fat, cholesterol-free, non-meat protein. SOYAMAX is formulated with soy protein isolate, which is the purest form of soy protein.



†Low-fat diets rich in dietary fiber may reduce the risk of some types of cancer, a disease associated with many factors. Diets low in saturated fat that include 25 grams of soy protein a day may reduce the risk of heart disease. Diets containing foods that are a good source of potassium and that are low in sodium may reduce the risk of high blood pressure and stroke.

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Natural Toothpaste

USANA's reformulated NATURAL TOOTHPASTE can be the foundation of an advanced oral health regimen. It contains several key ingredients that will help maintain your healthy smile. NATURAL TOOTHPASTE provides antioxidants POLY C® and green tea extract. NATURAL TOOTHPASTE also contains baking soda from natural sodium carbonate. And vegetable glycerin from vegetable oils moisturizes and soothes gums. This refreshing mint toothpaste contains no artificial colors, artificial flavors, or artificial sweeteners. And because not everyone needs or wants a fluoride treatment with every brushing, NATURAL TOOTHPASTE contains no fluoride. So, you can decide the role that fluoride will play in maintaining your healthy smile.



Monica Lewis
MB, ChB, Family Practice

"Nutrimeal provides nutrients that the body requires on a daily basis. The soy protein in SoyaMax is beneficial for health and Fibergy helps maintain health. Combining all of these with OptOmega can provide an excellent start to the day. The delicious snack bars provide fiber and low-glycemic index energy."

sensé –beautiful science®

Start Celebrating Your Birthday Again

You'll love it when people start asking your age—and your secret

USANA Health Sciences has brought together its esteemed research scientists in an unprecedented collaborative effort with a carefully chosen team of cosmetic scientists and specialists to create a revolutionary breakthrough in skin care. Sensé's internal and external nutrients converge to provide gentle, efficacious, and protective ingredients, which are chosen to perform at optimal levels. Ultimately, the disciplines of nutrition, health, and dermatological science harmoniously combine to deliver visible effects in the appearance and health of the skin. Dermatological science focuses on the appearance of the skin, while the disciplines of health and internal nutrition seek to bolster skin at the cellular level.

Inner Resources for Beautiful Skin

While Sensé's outer nutrients smooth, hydrate, and reduce the appearance of fine lines, the USANA Nutritionals help to replenish and nourish the skin cells from the inside out.

And that's only the beginning. Sensé combines the latest scientific breakthroughs in age-defying skin care with the synergy of pure plant bioactives chosen for their proven ability to nourish and revitalize the skin. This comprehensive approach to beauty is both timeless and revolutionary.



GENTLE DAILY CLEANSER

This moisture-rich, water-soluble cleansing gel combines with pure plant extracts of saponaria, orange peel, rosemary, and lavender to gently cleanse without drying the skin. Fortified with antioxidant-rich Proflavanol-T® and vitamin C-infused Proteo-C™, this unique formula leaves the skin exceptionally moist and supple. It is gentle enough for all skin types.

HYDRATING TONER

This refreshing, revitalizing skin tonic refines, tones, and bathes the skin with pure plant extracts of calendula, lotus, ginseng, and orange peel. This unique formula soothes, hydrates, and renders quenching Proflavanol-T® and Proteo-C™ to moisturize, soften, and help combat environmental influences. It completes the cleansing process and prepares skin for treatment products. It is gentle enough for all skin types.

PERFECTING ESSENCE

Become reacquainted with the radiance and luminosity of youth. PERFECTING ESSENCE combines exclusive Dermal Surface Renewal (DSR™) technology with Proteo-C™ and Proflavanol-T® in a light, creamy gel to combat multiple signs of aging. Your skin becomes smoother, firmer, and younger-looking with each passing day, while pure extracts of licorice, bearberry, and mulberry bark brighten and illuminate. Cool, soothing formula is the ideal age-defying remedy, especially for those with sensitive skin.

SERUM INTENSIVE

This exquisite elixir blends the synergy of pure plant bioactives, soy protein, and amino acids, known for their hydrating and age-defying properties, with a unique hydroxy complex to re-texture and refine skin's surface, revealing a more luminous appearance. It contains high levels of Proflavanol-T® to help shield and protect skin from free-radical invasion, and combines with Proteo-C™, a restorative complex that delivers vital nutrients to help skin look vibrant, renewed, and luminous. The serum has a cumulative effect on the skin by providing a daily dose of nutrients.

EYE NOURISHER

This nutrient-rich yet lightweight emulsion is made specifically for the eye area and combines firming and soothing botanicals and isoflavone-rich soy protein with a special light-diffusing ingredient to minimize the visual appearance of fine lines and wrinkles. This unique formula, containing flavonoid-rich Proflavanol-T® and vitamin C-infused Proteo-C™, works together to firm the delicate eye area while reducing the appearance of dark circles and helping to combat the effects of environmental stress. It is ophthalmologist-tested.

DAYTIME PROTECTIVE EMULSION SPF 15

This luxurious formula combines advanced UVA and UVB sun protection with antioxidant-rich Proflavanol-T®, vitamin C-infused Proteo-C™, vitamin E, and pure plant extracts of sea plankton, green tea, whole grape, soy, and licorice. DAYTIME PROTECTIVE EMULSION nourishes, firms, brightens, and protects in this superb formula that provides an effortless base for makeup and delivers all-day hydration.

NIGHT RENEWAL

This rich hydrating cream works overnight with the body's own natural circadian rhythms to deliver vital nutrients to the skin. Antioxidant-rich Proflavanol-T® and vitamin C-infused Proteo-C™ work in synergy with firming botanicals and nutrient emollients to increase moisture levels while helping to combat the effects of daily exposure to the environment.

RICE BRAN POLISHER

Use this gentle yet highly effective exfoliating cream containing a unique blend of rice bran wax beadlets, rice bran powder, beta hydroxy acid, and a gentle fruit enzyme to effortlessly remove dead skin cells and debris. Skin's appearance is immediately improved with skin-softening kukui nut oil and extracts of aloe, rosemary, calendula, and soy. This luxurious facial polisher hydrates and renders the skin radiant, refreshed, and luminous. It is gentle enough for all skin types.

NUTRITIOUS CRÈME MASQUE

This luxurious, mineral-rich, dual-action nutrient masque gently pulls impurities from the skin while leaving a rich blend of skin-essential lipids to soothe, soften, and revitalize. This unique formula contains natural shea and mango butter, firming extracts of centella and echinacea, along with licorice, isoflavone-rich soy protein, antioxidant-rich Proflavanol-T®, and vitamin C-infused Proteo-C™ to nourish and help protect the skin from the effects of environmental stress. It is gentle enough for all skin types.

ENERGIZING SHOWER GEL

Energizing body cleanser gently removes impurities and leaves the skin feeling silky, smooth, soft, and hydrated. Containing pure-plant extracts of rosemary, chamomile, orange peel, and aloe, it is fortified with antioxidant-rich Proflavanol-T® and vitamin C-infused Proteo-C™.

FIRMING BODY NOURISHER

This luxurious age-defying body lotion is enriched with Proteo-C™ and Proflavanol-T® and blends the soothing, hydrating, and revitalizing effects of skin-specific firming plant extracts of echinacea, *Centella asiatica*, Irish moss, licorice, and aloe with natural lipids to encourage firmer contours as it sweeps away flakiness and dry patches with its exclusive hydroxy complex. Emollient-rich shea butter, soothing bisabolol, isoflavone-rich soy protein, and ceramide-3 unite to render the skin soft, supple, and smooth.

REVITALIZING SHAMPOO

This nourishing formula combines gentle cleansing agents and pure-plant extracts of rosemary, chamomile, comfrey, sage, and aloe to leave hair beautifully clean, soft, and full of body and shine. It promotes optimal scalp condition with vitamin E, panthenol, and wheat amino acids and is excellent for color- and chemically-treated hair.

NOURISHING CONDITIONER

This nutrient-rich moisturizing balm is a luxurious blend of emollients, vitamins, pure-plant extracts, and amino acids that gives hair superb manageability, shine, body, and strength. Vital nutrients and a UV protectant help lock in moisture and protect the hair's cuticle from damage. Excellent for color-treated and chemically processed hair.



Kathleen Rockney
California, USA

Sensé—beautiful science means rejuvenation for me. I'm almost 51 years old, and was a dedicated sun worshipper in my earlier years. Plus, I never had perfectly textured skin. But, soon after starting to use Sensé, I could see a visible shift in the appearance of my skin. My skin now has a dewy quality. It is truly reflecting itself as a healthy organ. My biological clock is going backwards!

Business

Home-Based Business Revolution Explodes



by Peggie Pelosi-Gardiner
Vice President of
Network Development,
USANA Health Sciences

Have you ever wondered why some people seem to accomplish so much with their lives while others appear to wallow in a perpetual state of discontent? The difference in those who achieve much in life is that they live life by design, not by default—taking charge rather than allowing themselves to be victims of circumstance.

Most of us were conditioned to believe that if we went to school and got an education, we would graduate and get a job in our chosen field, work for 40 years, climb the ladder of success, and then retire in comfort. Boy, were we fooled! The average person will change jobs seven times during his or her working life. And, we all know that in our modern world, there is no such thing as job security when you're working for someone else. We live in turbulent economic times; the information age has revolutionized the way we do business, and the corporate landscape continues to change and adapt to new technologies. This has a major impact on us all, and those who have recognized the trends realize that our financial security lies in our own hands, not in a corporation.

Becoming Your Own Boss

Internationally, the number of home-based businesses has increased to over 30 million operations in the last 10 years. Where do all these people come from? Some have entered the home-based business revolution as a result of corporate restructuring, while others have simply left on their own in search of an alternative to the rat race. Most are probably people just like you who have simply decided to take control of their lives. They have decided that they would rather work from the comfort of their home instead of working for someone else. You'll have the opportunity to read about some of these people in the next few pages of this newspaper.

Time and Financial Freedom

As more people begin to enjoy this newly found time and financial freedom, whether it be having the ability to attend their daughter's birthday party in the middle of the day or being able to afford that two-week trip they've always dreamed about, they are not the least bit interested in going back to a "real job." Instead, they share their new freedom with others, and the home-based business revolution just keeps growing. Many of these people have chosen to start their own home-based business with USANA. Partly because of the revolutionary consumer-approved network marketing model, USANA is attracting people from all walks of life who have been able to build businesses that generate great annual incomes. Whether you want to build a part- or full-time income, USANA is the vehicle by which you can make your dreams come true. Take a look at what USANA can do for you.

Why a Home-Based Business Makes So Much "Cents"



by Sandy Botkin, CPA,
attorney, and former
trainer of IRS attorneys

There are many reasons why so many people favor home-based over traditional businesses. There is no commute, no boss, lower overhead, few employees if any, and far fewer government restrictions. In fact, many of the laws don't apply to small firms that have few or no employees. It is for these reasons, according to *Entrepreneur Magazine*, that 95 percent of home-based businesses succeed in their first year and achieve an average of \$50,250 per year, with many earning much more.

In addition to all the benefits mentioned above, if your home-based business produces a tax loss in the first year or so, you can use that tax loss against any other income you have. It can be used against wages earned as an employee, dividends, pensions, or interest income—or you can use the loss against your spouse's earnings, if you file a joint return.

The light at the end of the tunnel, for you and millions of others today, is the financial opportunity that starting your own business offers. The tax advantage alone

can make a home-based business the single best financial move you've ever made.

According to the U.S. Internal Revenue Service booklet, *Tax Information for Direct Sellers* (IRS Publication 911):

- You can elect to treat all or part of the costs of certain qualifying property as an expense rather than as a capital expenditure—and deduct up to \$20,000 per year.
- You can also deduct your regular expenses incurred by your business including insurance, telephone charges, catalogs, business licenses, the costs of entertaining in your home, journal subscriptions, membership fees, service charges, supplies, home office, travel and transportation, automobile, meals, entertainment, and business gifts.
- You can set aside 15 percent of your own salary as a sole proprietor, up to \$25,500 annually, in a tax-deferred SEP-IRA.

According to David D'Arcangelo, a leading authority on home-based business, by employing your spouse and children in your business:

- You can pay your spouse part-time and put \$2,000 in a tax-deferred IRA account every year.
- You can employ your children and claim \$4,300 per child every year, tax free, using the standard deduction.

**Please consult your legal or tax advisor for specific information pertaining to your personal situation.*

USANA Business Saves Tax Dollars



"In 2001, I was doing my taxes for the year 2000. I was broke. Completely broke. I had a USANA business, but wasn't working it very much at the time because I had somehow decided that I was too busy to work it more than minimally part-time. However, I felt like I had worked it enough during the course of the year to justify taking deductions. So, I decided to do a test on my taxes. I figured them out two different ways. First, I did them not taking any deductions from my business.

Without my business deductions, I would have had to pay \$300 in taxes. However, when I did my taxes including my home-based USANA business, I couldn't believe it. I actually went over all the numbers three times, just to make sure I hadn't inadvertently added anything I shouldn't have. When all was said and done, and I was certain all my figures were accurate, I ended up getting a refund of \$1,100.00 for that year! After that, I took a much closer look at what needed to be done for me to build a strong, lucrative business on a part-time level, made some major necessary changes, and have come back stronger than ever.

I know it's not big money that was saved in taxes compared to other people who have undoubtedly saved many thousands of dollars, but it made a huge difference in my life at that time. I literally could not have survived financially in 2002 had I not had my USANA business in 2000!"

Heidi Lee
Porterville, CA

Your Success is Serious Business at USANA

● Online information

Learn more by visiting us at www.usana.com. The site contains a wealth of information to help you gain more knowledge about USANA products and is a great way to introduce your friends to the USANA opportunity.



Visit the USANA Web site on the Internet @ www.usana.com

● Daily Communication

Associates on the voice and e-mail systems receive the latest-breaking news from USANA on a daily basis. They are also kept up-to-date on where meetings are being held throughout the world.



*Pete & Dora Zdanis
Pennsylvania, USA*

"USANA's online tools are second to none in the industry. The Downline Management System (DLM) provides a comprehensive yet user-friendly way to manage your USANA business from the comfort of your home PC. With DLM, you can monitor and measure any aspect of your business on a real-time basis, twenty four hours a day, seven days a week.

Just as powerful a tool is USANA's Web Hosting service. For a nominal cost you can have your own personal and powerful Internet presence, which allows you to share the USANA message with people around the corner or around the world. People who visit your USANA Web site will not only learn about USANA, but they can also order products online, and enroll as an Associate or Preferred Customer. USANA truly stays on the leading edge when it comes to putting technology to work for USANA Associates."

Online Business Services



Because doing business online is the wave of the future, we'd like to share with you some of USANA's key services that are available to help all USANA Associates build a successful business online.

Online Tax Journal

Online Tax Journal is an easy-to-use service that includes a step-by-step guide to set up and manage your finances and organize your daily business expenses online. Complete with a calendar and sorting program, you can track your travel expenses, daily receipts, and even mileage for business-related events.

Online Tax Journal will automatically record your recurring events and expenses, all of your USANA deductible purchases, and information for reports and tax preparation (Schedule C). Once you have your events entered, Online Tax Journal will auto-prompt

you to stay current by managing and recording your receipt totals.

Included in the Online Tax Journal program is a tax savings calculator that allows you to compute your estimated savings for any time period. It also has a Business Wizard device that will walk you through the steps of establishing your business as a legally recognized company.

Shopping Cart/Online Shopping

Shop@USANA is your online solution to purchasing the finest health and nutrition products available. With online shopping, you can place your orders at your convenience—24 hours a day, seven days a week.

Change Your Product Order

This convenient tool allows you to modify your monthly purchases at any time, whenever you need to make a change.

Web Hosting

Your personal USANA Web site will give you a presence on the World Wide Web, exposing you to thousands of potential customers. This site has a shopping cart as well as an enrollment wizard to sign up Associates, Distributors, or Preferred Customers. Both are secured with the latest Internet security technologies.

Learn more by visiting us online at www.usana.com. The site contains a wealth of information to help you gain more knowledge about USANA products and is a great way to introduce your friends to the USANA opportunity.

Downline Management

Downline Management, or DLM, allows Associates to view their downline and their current volume information, as well as many other pre-built reports to show them exactly where their USANA business is and where it is going.

Learn to Multiply Your Earning Potential Many Times Over

For those who are willing to look beyond the traditional, there is a method of earning recurring income that features not only all the advantages of self-employment, but also has the potential to yield great returns.

Instead of limiting their earning potential by selling their time, talent, and effort, more and more people are beginning to invest in other people—multiplying their income potential many times over.

The USANA opportunity is based on individuals using the USANA products and recommending them to people they already know. Once you begin to use the products and feel the incredible benefits, this will be easy to do.

The success of your business lies in the trusted process of sharing personal stories within your own sphere of influence.

Who can be successful in USANA?

- Brother-and-sister teams
- Couples
- Retired senior citizens
- Single parents
- Stay-at-home moms
- Everyone

As you can see from this publication, people from all different walks of life are involved in USANA. You can become successful regardless of your experience, race, sex, education, or business background.

World-Wide Expansion is just Around the Corner

USANA is currently operating in the United States, Canada, Australia, New Zealand, the Caribbean,

Puerto Rico, the United Kingdom, the Netherlands, Hong Kong, Japan, and Taiwan with plans to take the USANA vision to other countries soon. This global expansion means now is the perfect opportunity to become a part of the USANA family. USANA is primed for tremendous growth. The doors of opportunity are open wide and waiting for you to simply walk through.

When you join USANA, you are never alone in building your business. The person who gave you this publication has a very tangible interest in your success. His or her success depends directly upon your success. So instead of a competitive arena, the USANA family works together, supporting one another, sharing training tips and business-building ideas.

Apart from the support of your immediate USANA family, you will also receive valuable training from USANA's top leaders. Those that have learned the ins and outs of establishing a successful USANA business will be there for you in local meetings, through national conference calls, and on USANA's voice-message system.

The keys to your success are in place at USANA and waiting for you to unlock your potential. Whether you choose to become a USANA Associate or a Preferred Customer, please take a moment to open your mind to a new era in freedom. Consider the health and financial freedom potential others are realizing today!

Success Stories



*Luis Figueroa
Trujillo Alto,
Puerto Rico*

When Luis Figueroa began building his USANA business he didn't even own a car. Although that might have stopped some people from effectively

building their business, it gave Luis even more drive to be successful. Because he was able to overcome that obstacle in the beginning, Luis gained the confidence he needed to share USANA with those around him.

A former personal fitness consultant, Luis initially joined USANA for the products. But once the compensation plan was explained to him he knew he could make the business work. "I have so much faith in this business and in the products," he concludes. "Knowing that we have the best of everything just increases my confidence level and proves to me that I can do this."



*Dan & Rebecca Brink
Utah, USA*

Just over five years ago, when Dan and Rebecca Brink decided to join USANA, both worked full time. They had three children in daycare, and before long their oldest would be in kindergarten. They were hoping that their new business venture, USANA, would generate enough income so that one of them could stay home with the kids. "We went to work full time to make that happen," Dan recalls. "If I wasn't on the phone talking to people, I was mailing letters and putting ads in the newspaper. If I wasn't doing that, I was working with my downline." And all the extra effort paid off. Today, not only is Rebecca a stay-at-home mom with their six children, but Dan is a stay-at-home dad as well, and they are in total control of their lives.

Last year, they took their three oldest children and five other family members on a cruise. Then Dan, Rebecca, and their six children moved into a beautiful new home near Lehi, Utah. And to celebrate their advancement to Diamond Director—although they don't usually spend their hard-earned USANA money on leisurely items—Dan rewarded himself with a brand new Dodge truck. "It's big, and it's fun, and it's PAID for," he says. Their next goal is to pay off their home in the next two years.



*Lisa & Chad Fonder
Wisconsin, USA*

Before Lisa and Chad Fonder would try the USANA products that were introduced to them in 2000, they wanted to at least learn a little bit about the history behind the products and the company. But with their busy schedule—Chad owned a drywall company, and Lisa was in real estate—they never got around to it. So it wasn't until Christmas of that year that they became convinced of the power of the products.

The Fonders spent the holiday with Chad's stepmother's family, many of whom were already taking the

products. They shared stories of how the products were helping them, leaving Chad and Lisa thinking, "This stuff sounds amazing." This time they made the time to study USANA. "We made some great discoveries about the company and how it differs from the rest of the industry," Chad explains. "We started taking the products and about two weeks after decided to move forward and treat USANA like a business."

Six months later, Lisa quit her job, and is now able to spend time with their two young children. And this year, Chad sold his drywall company. "We knew we were doing the right thing, but it was still scary," he admits. But comparing their life now to what it was like before, the Fonders have no regrets about making the decision they did. "Before USANA, we were working 70–80 hours a week, and had a one-year-old daughter that we never got to see," Chad explains. "We were in the rat race and had blinders on."

Today, things couldn't be more different for the Fonders. "We own our own lives now," Chad says. "If we want to spend extra time with our kids we can do that. We are able to travel more, and when we do, we still get paid. This business is completely changing our lives and is setting us and our two children up for life."



*Delbra & Timothy
Lewis
Alabama, USA*

Timothy and Delbra Lewis have a mission in life—helping others change their lives for the better. They've worked with a ministry for a number of years and find no greater thrill than helping people. And since USANA became a part of the Lewis' lives, they have found an additional way to achieve that goal.

USANA wasn't the first network marketing company Timothy and Delbra joined, but according to Timothy, "We never found the right one that fit us like USANA fits us. We have always been interested in health and wealth, and USANA offers both." And the icing on the cake is the fact that USANA is not only helping them, but others as well.

"Our lives have changed in a powerful way since joining USANA," Timothy concludes. "And we thank God daily for leading us to this unique opportunity that is not only a blessing to us, but a blessing for so many other people."



*Alex Tiphayachan
California, USA*

Alex Tiphayachan, a certified acupressure practitioner and culinary school graduate, understands the importance of eating nutritious foods and living a healthy lifestyle. When he and his family became involved with USANA a year ago, they realized immediately the value of its nutritional supplements. "I've always been involved with the health and wellness industry," says Alex, who last year graduated from New York's Natural Gourmet Cookery School. "But never really got into it until I became involved with USANA."

He worked diligently to provide his father with organically prepared meals, focused on herbal health, and supplemented his diet with the HealthPak 100™. The health advantages became clear and the Tiphayachans began considering ways to prosper financially as well. "We began by looking at the health benefits of USANA," Alex says. "Then we got more and more interested in the business."

Alex, after witnessing the benefits, felt it was his "duty to share" USANA with those close to him. As a family who truly cares about others' health and financial well being, their presentations to potential clients are consciously compassionate. "We're genuine about helping people," he explains. "We wouldn't try to sell someone on what we ourselves don't believe in."



*Diana & John Miller
Mexico City, Mexico*

John Miller received a birthday card from his oldest son that spurred his desire to find a business that allowed for family time. It read, "You don't play with us, but I know that deep down inside you really want to." John carries that card with him as a reminder of his motivation in his USANA business. "I want to be with my family as much as possible in the future," he says. And USANA is providing that lifestyle. "My family made me look for a change, and I found it with USANA."

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USANA's Fortune 25



Collette Larsen
California, USA



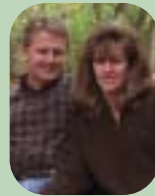
Diane & Jeremy Stansfield
Utah, USA



Rob & Nicky Horkings
Queensland, Australia



Lyndon Redman & Cami Oetman
Nevada, USA



Jeff & Jackie Smith
Utah, USA



Sterling & Mary Ottesen
Utah, USA



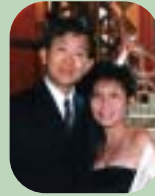
Sophia Marcoux & Jacques Fiset
Quebec, Canada



Terri & Rick Young
Utah, USA



Rita Hui
Hong Kong, China



Vincent & Mable Chan
British Columbia, Canada



Tom & LaDawn Painter
Utah, USA



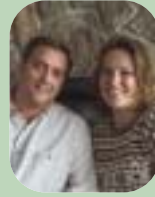
Daryl & Robert Allen
California, USA



Susan Waitley
California, USA



Bud & Bunny Barth
California, USA



Dan & Rebecca Brink
Utah, USA



Seta Der Artinian & Hubert Krause
Quebec, Canada



Dan & Nanc Christy
California, USA



Pete & Dora Zdanis
Pennsylvania, USA



Monica & Bryan Penrod
Texas, USA



Dean & Evelyn Koontz
Washington, USA



Nancy & Larry Bunn
Washington, USA



Brandie & Tren Grant
Utah, USA



Connie Yao & Jim Barabe
Texas, USA



Robert Benson
Nevada, USA



Susanne & John Cunningham
Manitoba, Canada



Elizabeth Strand
South Dakota, USA

"USANA does not require a large amount of money to operate, and it's a business that can expand throughout the world. If we spend time and work hard, then all of us can greatly develop our USANA businesses, which in turn helps us gain stable income and improves our way of life. The cellular compensation is amazing. It helped me make the decision to put all of my effort into building a business with this company. From the very beginning, I saw that there was endless potential here."

Rita Hui, Hong Kong, China

Benefits of USANA's Binary Compensation Plan



by Fred Cooper, Ph.D.
Vice President of Information Technology

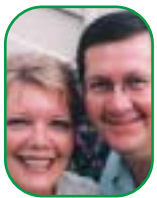
When discussing the benefits of any compensation plan, we should begin by noting that there is only so much money available to pay out in commissions. Commissions can be distributed anywhere in the continuum of a million people receiving one dollar, to only one person receiving a million dollars. In fact, many individuals join a company when they hear that their top income earner makes \$1 million a month—if that is true—the important question is "what does everyone else make?" The answer typically is "very little." The choice is yours, a little money to many, or a lot to those fortunate few (who by the way are often members of the founder's family).

With this understanding, let's identify just a few of the significant benefits of the USANA cellular (or binary) compensation plan.

1. USANA is one of a very few companies with a worldwide, seamless binary compensation plan. This allows for individuals, their respective up-lines, and all leaders to receive commissions from sales made from any country. Most companies require starting a new downline and/or learning a new compensation plan for the additional countries they operate in.
2. Through USANA's fast-start bonus and retail program, Associates can make commissions immediately as they begin to build their business. As that organization builds, they can expect to receive commissions from sales made by those in their organization. USANA's compensation plan is among the most lucrative in the industry as determined by the percentage of gross sales paid to Associates.
3. Our commission plan is designed so that we have many Associates who earn a phenomenal income, even more making a healthy full-time income and thousands making excellent part-time incomes, rather than a single individual at the top earning millions.
4. The compensation plan pays infinitely deep. There is no "level" limitation or break aways. This means that you are able to build lasting residual income as product sales continue to be made by individuals hundreds and thousands of levels deep in your organization.
5. You can begin to build a viable organization with as few as two Associates. This "power of two" means finding two enthusiastic, effective individuals and placing one on the left and one on the right leg who find customers and duplicate the same practice in their organization.
6. USANA's compensation plan does not limit pay out. Many competing plans use cycling or other gimmicks to generate huge payouts for early participants, but are then forced to significantly restrict the earnings of later distributors by placing an earnings cap on their payout. USANA has no such caps. Each business center earns commissions on the first 5,000 volume points on each leg and then additional business centers are provided to Associates to allow them to continue to tap into volume built deep in their organization.

Meet the Members of the Million-Dollar Club

Ordinary People Creating Extraordinary Recurring Income Through Home-Based Businesses



Daryl & Robert Allen
California, USA



Terry Allen
Florida, USA



Jean & Kent Amick
Kentucky, USA



Seta Der Artinian & Hubert Krause
Quebec, Canada



Liesbeth & David Ash
Queensland, Australia



Bud & Bunny Barth
California, USA



Shirley Benton
California, USA



Nancy & Larry Bunn
Washington, USA



Dan & Nanc Christy
California, USA



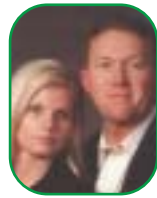
Connie Cumming
Alberta, Canada



Susanne & John Cunningham
Manitoba, Canada



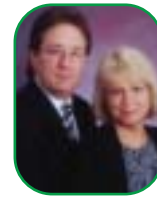
April & Mike Fano
Utah, USA



Brandie & Tren Grant
Utah, USA



Burke Green
Idaho, USA



Michael & Barbara Hollender
Connecticut, USA



Rob & Nicky Horkings
Queensland, Australia



Michael & Jeannette Koller
Pennsylvania, USA



Collette Larsen
California, USA



Jenny & Mike Larsen
Idaho, USA



The Do Team
Ontario, Canada



Jayne & Gordon Lister
Montana, USA



Tom & Patti Mulhern
Washington, USA



Ron McDiarmid
Queensland, Australia



Sterling & Mary Ottesen
Utah, USA



Tom & LaDawn Painter
Utah, USA



Bruce Pierce
California, USA



Ken & Carol Porter
Utah, USA



Lyndon Redman & Cami Oetman
Nevada, USA



Jeff & Jackie Smith
Utah, USA



Barbara Souther
British Columbia, Canada



Diane & Jeremy Stansfield
Utah, USA



Elizabeth Strand
South Dakota, USA



Susan Waitley
California, USA



Terri & Rick Young
Utah, USA



Pete & Dora Zdanis
Pennsylvania, USA

USANA's Income-Producing Business Plan is Revolutionizing how People Create Wealth

The USANA Cellular Compensation Plan

The USANA Cellular Compensation Plan is a binary system in which you build balanced left-side and right-side downline organizations for the purpose of selling USANA's nutritional and personal care products. The weekly commissions you earn are based on the balanced Group Sales Volume (GSV) points accumulated in your left-side and right-side downline organizations.

USANA Business Centers are designed to pay you weekly commissions on Sales Volume with no limit to the number of levels from which you can earn your commissions. In addition, a USANA Business Center allows you to be paid on the Sales Volume created by your downline Associates and Preferred Customers.

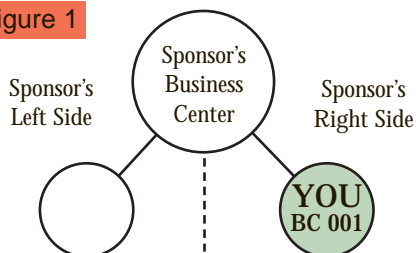
Another powerful advantage of USANA's program is that there are no monthly group volume requirements.

The income you receive from USANA will be in direct proportion to your ability to retail USANA's products to your customers, as well as your ability to build an organization of Associates who, like you, retail to their customers and build an organization of Associates.*

Starting a Business Center

Your sponsor places you in an open position in his or her sales organization (Figure 1). This open position is called a Business Center (BC). Each Business Center has left and right sides in which Sales Volume accumulates. You activate and earn commissions on 1 or 3 Business Centers by following a few simple steps:

Figure 1



A. Complete an Associate Application form and purchase a Business Development System. If you fill out and sign an application manually you can have a 21-day temporary status by calling USANA Distributor Services or enrolling online while you wait for USANA to receive the written copy.

B. Order USANA products that total 150 points, or 450 points with 3 Business Centers, in Personal Sales Volume (PSV). These products may be for personal use and for retail sale, and may be ordered in a single order or accumulated over time.

C. Order USANA product worth 100 or 200 Personal Sales Volume (PSV) points for 3 Business Centers for personal use and resale every four weeks.

How Business Centers Work to Provide Income for You

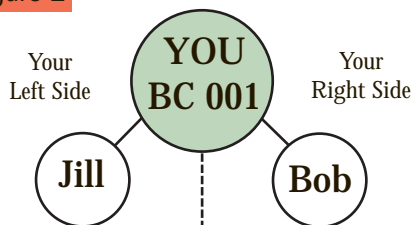
As you begin to build your downline, you have the option to start with 1 Business Center or 3 Business Centers. One Business Center gives you direct income from group volume, whereas 3 Business Centers gives you leveraged income from group volume.

With 1 Business Center, as you sponsor Associates you place them in open positions in your downline (Jill and Bob, Figure 2), always remembering to keep the left and right sides balanced. A unique aspect of the

Cellular Compensation Plan is that you and everyone in your upline are able to build your downline organization because new Associates are always added downline. This structure creates a synergy wherein everyone benefits when new Associates are added. This translates into faster growth for you and for those in your downline organizations.

If you choose to personally sponsor more people in USANA, you would place them in an open position under either Jill or Bob, which in turn will help their success. Plus, while you sponsor individuals in your sales organization, someone in your upline may also sponsor an Associate and position him or her on the left or right side of your Business Center. However, your success in USANA comes by sponsoring people on your left and right sides, sharing the products with others, and teaching them to do the same.

Figure 2



Calculating Commissions

Commissions are awarded first in commission points, which are converted to the Associates' local currency. Commissions are paid on whole increments of balanced Group Sales Volume (GSV) accumulated in your left and right side organizations (Figure 3). Extra GSV, up to 5,000 points on each side, is carried forward—it's like money in the bank.

Figure 3 Commission Payout Schedule

Payout will be based on U.S. dollars

Group Sales Volume	Points	Commission Points
Left	Right	
250	250	40
500	500	100
1,000	1,000	200
2,000	2,000	400
3,000	3,000	600
4,000	4,000	800
5,000	5,000	1,000

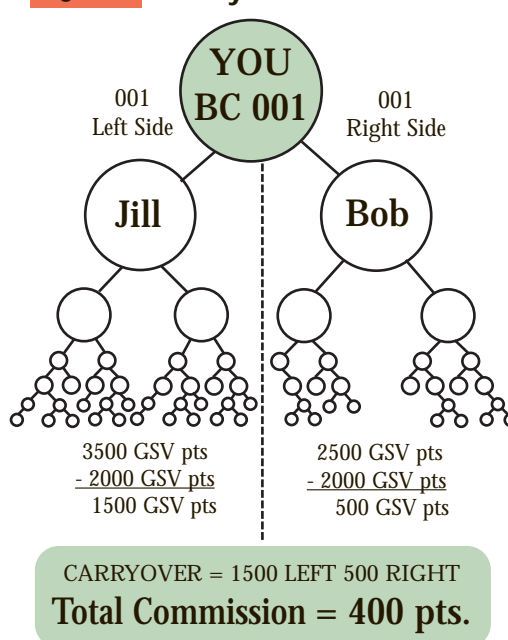
Calculating Commissions with 1 Business Center

Assume that your 001 Business Center is active and has 100 points in PSV within the current week. To determine the GSV, which is the combined PSV of your downline from which your commission for the week is calculated, you total the points in PSV generated during the current week from every Business Center in the left and right side of your 001 Business Center. In the example to the right, you have 2,000 points in GSV on your left side and 2,000 points on your right; your own PSV counts toward the GSV of your upline. According to the Commission Payout Schedule (Figure 3) your highest balanced GSV is 2,000 on each side, which would earn you a commission of 400 points for the week.

Carryover

In Figure 4, you have a total of 3,500 points on your left side and 2,500 points on your right. According to the Commission Payout Schedule, your highest balanced GSV is 2,000 on each side, equaling 400 points for the week. The extra GSV would carry forward, and you would start the next week with 1,500 points in GSV on your left side and 500 points on your right side.

Figure 4 Carryover



Preferred Customer

Another way to accumulate Group Sales Volume is to add Preferred Customers to the left and right side of your Business Centers (Figure 5). Preferred Customers can order USANA products at Associate prices, but they do not accumulate Personal Sales Volume, nor are they paid commissions. Although you do not earn retail commissions from the orders of Preferred Customers, their orders earn points, which are added to your GSV total for the side in which they are placed (left or right). Those Associates who choose not to be Distributors, and thus do not retail products, fulfill their sales requirements through Preferred Customers.

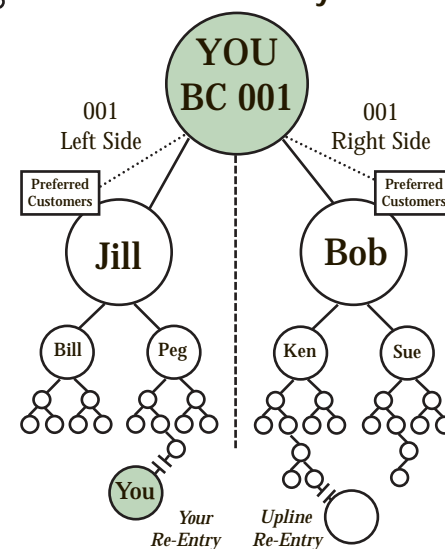
Additional Income Potential

As you become increasingly successful selling USANA's nutritional and personal care products, you can qualify for Re-Entry Certificates, which allow you to increase your number of Business Centers and your income potential.

Whenever you maximize a Business Center (accumulate 5,000 points in GSV, current and carryover, in both your left and right sides in a single week), you can earn a Re-Entry Certificate (Figure 5). A Re-Entry Certificate allows you to re-enter in your own downline with an additional Business Center. To activate a Business Center with a Re-Entry Certificate, you send a written

request to USANA with placement information and generate 150 points in PSV at the time you place the new Re-Entry. The product order corresponding to the PSV generated must be attached to the placement information. You can earn up to two Re-Entry Certificates per Business Center, and no matter how many Business Centers you activate, it only takes 200 points in PSV in your 001 Business Center within each four-week period to keep all of them active.

Figure 5 Preferred Customers and Re-Entry

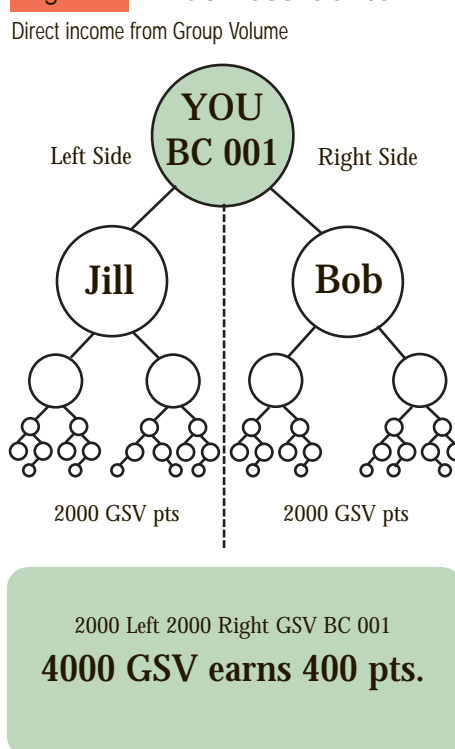


Doubling Commissions with 3 Business Centers

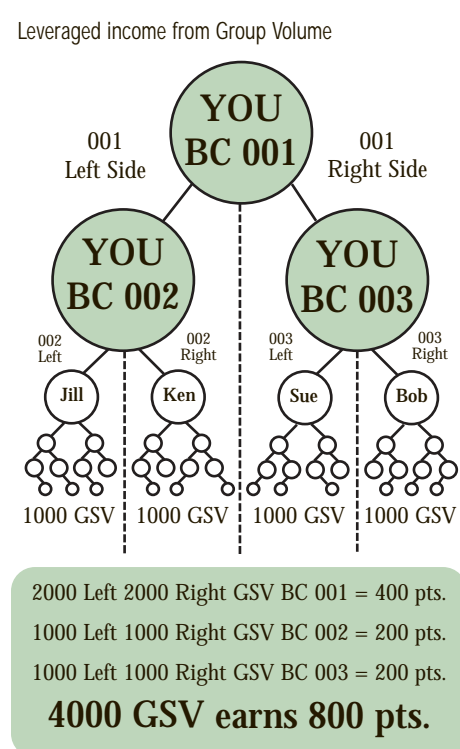
As illustrated in Figure 6, you can see the difference between building a business with 1 Business Center versus 3 Business Centers. As you build Business Centers 002 and 003, you are simultaneously building Business Center 001 without additional effort. With 3 Business Centers, you build balanced legs on two Business Centers and earn commissions on three.

On the right side of Figure 6, you will see that your 002 and 003 Business Centers each have 1,000 points in GSV on the left side and 1,000 points on the right. According to the Commission Payout Schedule, the highest balanced GSV is 1,000, earning you 200 commission points for the week in the 002 and 003 Business Centers. Your 001 Business Center would earn the same 400 points as compared to the one Business Center on the left side of Figure 6. That's a 800-point commission for you—twice the commission for the week.

Figure 6 1 Business Center



3 Business Centers



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Living the USANA Dream



Lyndon Redman draws parallels between the independence created by network marketing and the freedom experienced while sailing. “You’re free. You’re able to develop your own future. That’s the way I look at sailing as well—you’re sailing with the wind and not relying on an engine out there. It’s really an amazing feeling.”

Working didn’t always feel so free to Lyndon. He labored seven days a week as owner and operator of a small restaurant and hotel in Alberta for nearly six years. Then, when he moved to British Columbia to be closer to his ailing father, Lyndon took a job as general manager of a Denny’s restaurant. A frequent customer at the restaurant introduced him to network marketing and USANA in 1995. “I saw the vision of what residual income and a network marketing company could do. I knew this was an opportunity that would attract a lot of people,” he says.

Though Lyndon and his girlfriend, Cami, have a beautiful scenic home in Lake Tahoe, the couple doesn’t hesitate to leave home for business and leisure travel. In the last six months, the couple has taken six business trips to Taiwan. They also spent two weeks in Hawaii last November, vacationed ten days in Orlando for New Year’s, and shopped and celebrated during Chinese New Year in Hong Kong. “But it’s not only being able to travel,” Lyndon says. “It’s being able to travel business class and stay in the finest hotels. It’s something that most people only dream about.”

Why USANA Should be Your Opportunity of Choice

Since its inception in 1992, USANA has matured into a solid, publicly traded company that continues to attract thousands of baby boomers and others seeking lucrative home-based businesses, nutritionally balanced lifestyles, and improved standards of living. More and more people are discovering that USANA is not only a compelling company to work with, but also an incredible company to provide a lifetime of health and well-being.

Founder Dr. Myron Wentz developed USANA by increasing the standards of excellence in the nutrition industry combined with his years of hands-on experience in international business. By expanding his research in microbiology and immunology, Dr. Wentz developed nutritionally balanced and effective health supplements that are leading the expanding nutrition market.

After ten years in operation, USANA has passed the pioneering stage where many new companies fail and entered the momentum stage where fortunes are created. This couldn’t be a more perfect time, as 76 million baby boomers are beginning to look for products that make them look and feel better.

While thousands of people discover the positive health benefits provided by USANA, thousands more are discovering that USANA also provides lucrative home-based businesses. Through a unique compensation plan, supported by world-class train-



ing in health, wealth, and empowerment, USANA allows all people an opportunity to succeed.

USANA also supports your business-building efforts and credibility with access to a Medical Advisory Board, on-staff Ph.D.s, physicians, and an Associate force, all of which include highly respected business and health-care leaders. USANA also provides a wide range of Associate support services that make building your USANA business much easier.

Associate Ani Black shares USANA’s vision to help people expand and maintain their physical and financial health. Since joining USANA she

has afforded herself with a beautiful home in Saxe Pointe, British Columbia with a 35-mile ocean view of the Olympic Mountains in Washington state. “I am so passionate about sharing USANA,” she says. “And I tell people every day, ‘With USANA it’s never too late to become healthy, rich, and free.’”

The empowerment that USANA provides to Associates makes it easy to envision and allow you the opportunity for better living. And through strong scientific support and proven business growth, USANA continues to provide dependable resources needed to improve your career, health, and life.



Collette Larsen
California, USA

My journey with USANA began in 1994 when I set a goal to make a little extra money each month in order to keep my daughter Sharlie, who suffers from cystic fibrosis, on

the USANA products. I had no idea how positively these products and this company would impact our lives and shape my future.

I was a single mother of five simply trying to avoid bankruptcy. My youngest daughter, Lexi, (also born with cystic fibrosis) had undergone a double-lung transplant in an effort to save her life. Sadly, just a few months after I joined USANA, Lexi’s body rejected her new lungs and she passed away. I was emotionally, physically, and financially devastated. I was desperate. I needed to make a lot of money, I needed to make it quickly, and it was critical that I be able to work from home so I could continue to care for Sharlie who had been given less than a year to live.

I didn’t know a thing about network marketing but I had nothing to lose and everything to gain. USANA seemed to have advantages over other opportunities I had looked into. The start-up costs and monthly sales requirements were minimal compared to starting a traditional business. I could work from my own home and I knew I could start with just two people—one on my right and one on my left. There were no levels and no one would ever break away from me. I was very excited to learn that USANA paid weekly.

What started out as “mom’s USANA business” has evolved into a family enterprise. My children are now grown with children of their own. We work our USANA business as a family and

have been fortunate to travel the world as we’ve helped open many of USANA’s international markets. My precious Sharlie is now 24 years old and continues to be my inspiration.

One final thought. When I started my USANA business I was a single mother of five with a high school education and no business experience. I was completely broke—facing bankruptcy. I had no references and no business experience. What I did possess was a belief in myself, a burning desire to support my children and a determination to turn my life around. USANA was the vehicle and I provided the fuel. When I signed my name to my USANA application, the impossible became the inevitable.

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In Good Company

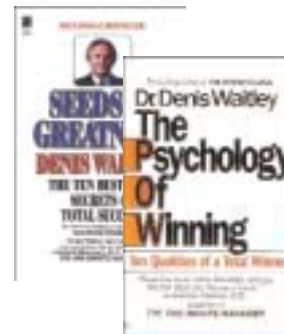
What the Business Experts are Saying...

Dr. Denis Waitley

"I've never seen a company that has excited me as much as USANA. I've looked at it. I've tested it. I've kicked the tires. I've chosen to be affiliated with this company, and I encourage you to consider the USANA opportunity as well. You'll find that through USANA your state of mind, state of health, and state of lifestyle will accelerate in fast forward to a level enjoyed only by those who become the CEOs of their own lives."

—Denis Waitley, Ph.D.

*Trainer of Super Bowl and Olympic athletes, Apollo astronauts, and Fortune 500 executives
Chairman of USANA's Sports Advisory Board*



Fiona Clayton-Law

"As an accountant and financial advisor, I have come to the conclusion that it is unethical for me *not* to share USANA Health Sciences with my clients and all those who ask advice of me. My responsibility as a professional is to recommend the very best options I know of and through my continued education within that profession, USANA offers better long-term prospects than any other financial choice I know of. As part of the diversification of income I see USANA as a necessity, through it's offering both health and wealth—USANA is a life solution."

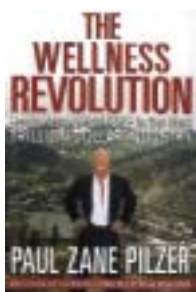
—Fiona Clayton-Law

Accountant, international speaker, best-selling author, and spokesperson for the National Institute of Sports, USA

Sandy Botkin

"There are many reasons why so many people favor home-based over traditional businesses. There is no commute, no boss, lower overhead, few employees if any, and fewer government restrictions. In fact, many of the laws don't apply to small firms that have few or no employees. The light at the end of the tunnel. . . is the financial opportunity that starting your own business offers."

—Sandy Botkin, CPA, attorney, and former trainer of IRS attorneys



Paul Zane Pilzer

"The wellness industry is products and services you purchase when you're not technically sick. I have identified 200 billion dollars in this industry from fitness clubs, nutritional supplements, vitamins, and minerals that people voluntarily consume in order to feel better. When I look forward to the year 2010, I see a clear one trillion dollar business just in the growth of the existing products and services in the wellness industry and that doesn't include new products and services that are currently in the laboratory and coming down the pike."

—Paul Zane Pilzer, entrepreneur, world-renowned economist, best-selling author, and trend forecaster

USANA Sports Advisory Board



The establishment of USANA's Sports Advisory Board, composed of top Olympic athletes, world-renown coaches, and sports science professionals from a variety of sports science and high-performance athletic disciplines, is dedicated to educating athletes and the public about the health-enhancing properties of nutritional supplements and about issues related to banned substances. The addition of this advisory board, which will grow and expand with the company, is another benchmark illustration of the USANA Difference.



Denis Waitley, Ph.D., Sports Advisory Board Chairman

Dr. Waitley is an internationally known keynote speaker, consultant, and former chairman of psychology for the U.S. Olympic Committee's Sports Medicine Council.



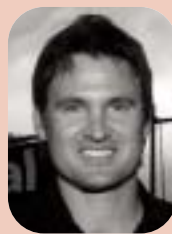
Derek Parra

Parra is a member of the U.S. Speed Skating team and won the Olympic gold medal for a world-record performance in the 1500-meter speed skating event at the 2002 Winter Olympic Games in Salt Lake City.



Jennifer Azzi

Azzi is a point-guard for the Silver Stars of the WNBA, an Olympic gold medalist, a three-time world basketball champion, and NCAA national champion.



Grant Connell

Connell is the executive director of Tennis BC (British Columbia, Canada) and the non-playing captain of Canada's Davis Cup team.



Amy Peterson

Peterson is an eight-time U.S. short-track speed skating champion, four-time Olympian, and three-time Olympic medalist.



Glen Redd

Redd played for the NFL New Orleans Saints. He led the team in tackles two of his six years in the league and received several Player of the Week awards.



JoAnn Dahlkoetter, Ph.D.

Dr. Dahlkoetter is a medical staff member at Stanford University Medical Center and best-selling author of *Your Performing Edge* and www>YourPerformingEdge.com



Richelle Lund

A recognized nutritional expert on behalf of professional athletes and a former strength and conditioning coach for the Utah Starzz of the WNBA, she trains NBA and WNBA athletes.



Claude Bédard

Bédard has been involved with the World Hockey Association throughout his career and is a celebrated sports editor, columnist, analyst, and TV/radio commentator for hockey broadcasts worldwide.



Roger Skillings

Skillings is president and CEO of PacificSport Canadian Sport Center Victoria in British Columbia, recognized as one of the premier multi-sport athletic training centers and sports institutes in the world.

USANA in the Community

Around the world...

USANA Health Sciences is playing a large role in assisting malnourished children who are suffering from hunger around the globe. USANA has teamed up with Children's Hunger Fund to provide supplements to children in need of proper nutrition.

USANA and Children's Hunger Fund's similar interests in nutrition make them ideal partners. USANA stresses the importance of beginning proper nutrition at a young age.

Hunger causes pain and robs these children of their potential for a healthy, productive life in the future. To help their bodies grow, children need advanced levels of nutrients because poor nutrition can lead to problems such as degenerative diseases later in life.

The impact of USANA's contributions can be felt in the United States, Asia, Africa, Central and South America, the Caribbean, and Eastern Europe. Currently, more than 2,200 children around the world now receive daily allotments of USANIMALS, USANA's nutritional supplement for children.



Closer to home...

Long known for its state-of-the-art nutritional products, USANA Health Sciences is now becoming recognized for its relationship with a state-of-the-art entertainment facility, the largest outdoor entertainment venue in Utah—the USANA Amphitheatre.

USANA is the first direct-selling company to have a major entertainment venue bear its name. By sponsoring the facility, USANA is able to support the arts in the state of Utah and attract the biggest names in entertainment to Salt Lake City, giving music fans and arts aficionados a chance to see events not previously available in a local outdoor venue.



In the industry...

USANA Health Sciences President Dave Wentz was recently elected to the Direct Selling Association's Board of Directors.

Wentz joins many influential industry leaders on the Direct Selling Association (DSA) board, including Brian Connolly, president of Avon North America; Douglas DeVos, president of Alticor, Inc.; and Brian Kane, co-president of Herbalife International.

Wentz is excited by the opportunity to play an active role in shaping the direct sales market. "I'm so pleased to be associated with the DSA because of its strong commitment to ethical business practices. By serving on the board, I can help USANA remain on the forefront of the industry as our company moves into its second decade of business."



USANA Racks Honors

- "One of the nation's top price-performing companies"
—*Business Week*, December 16, 2002
- #3 Best Performing Stock in the U.S.
—*CBS Marketwatch*, January, 2003
- #1 Nutritional Supplement in North America
—*Comparative Guide to Nutritional Supplements*, 2003
- Best Company to Work For
—*Utah Business Magazine*, November, 2002
- Best Dietary Supplement
—*Best of State Awards*, June, 2003
- Investor's Business Daily 100
—*April, May, June, July, August 2003*
- Member of Russell 3000 Index
—*NASDAQ 2003*
- Dr. Wentz named Utah 2003 Ernst & Young Entrepreneur of the Year



"I have finally met someone who I think has the key to true health and wellness. A phenomenal man, Dr. Myron Wentz of USANA Health Sciences brings us a holistic approach to provide the most comprehensive nutritional products available."

—*Bernice A. King, Georgia, USA*
Youngest daughter of the late
Dr. Martin Luther King, Jr. and
Coretta Scott King

Join Us in Sharing True Health and True Wealth



Dave Wentz, President
USANA Health Sciences

My father, Dr. Myron Wentz, started USANA Health Sciences with a strong vision—True Health and True Wealth.

With a family of tens of thousands depending upon USANA for their health, science will always be the focus of USANA. By following pharmaceutical-grade Good Manufacturing Practices and offering a potency guarantee, every customer can be

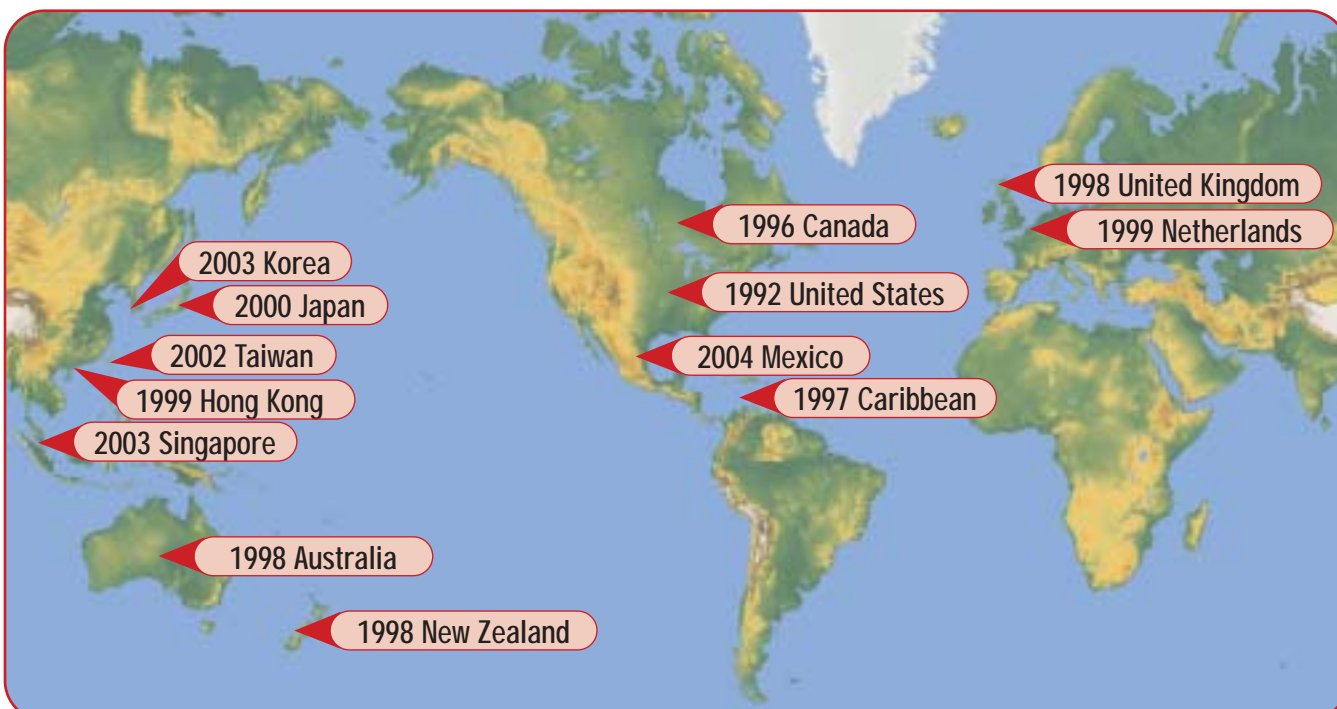
assured that our products are of the highest possible quality.

The quality and value of our products also provides a stable foundation for Associates to create a solid, home-based business. With technically advanced online services, a unique and lucrative compensation plan, significant tax benefits, and expanding international business prospects, USANA is a great opportunity for part-time or full-time income.

We hope that you have found what you are seeking in USANA, and will join us in our mission of True Health and True Wealth for all.

Live life and cherish it,

Dave Wentz
President



Dave received a bachelor's degree in bioengineering from the University of California, San Diego. He has also earned a certificate in financial management from the University of Chicago's Graduate School of Business Executive. Recently, Dave became a member of the Direct Selling Association's Board of Directors.