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USANA Health Sciences Launches New TenX™ Antioxidant Blast

SALT LAKE CITY—(BUSINESS WIRE)—Sept. 22, 2006—USANA Health Sciences Inc. (NASDAQ: USNA), a leading developer and manufacturer of nutritional supplements, recently introduced its new TenX™ Antioxidant Blast. This innovative product, launched at USANA’s international convention, is the best dietary supplement of its kind. It provides a concentrated dose of antioxidants in one delicious serving.

USANA developed TenX as a way to offer its independent associates and customers all the benefits of antioxidant-rich fruits and fruit juices in a more convenient and portable product. More importantly, TenX provides, ounce per ounce, 10 times the antioxidant power of even the best juice products on the market today.

According to Dr. Tim Wood, USANA’s Executive Vice President of Research and Development, antioxidants play an important role in good nutrition, as they help promote long-term health by defending the body against oxidative stress. “The challenge is getting optimal amounts of these dietary antioxidants in today’s fast-paced world,” Wood explained. “USANA has met that challenge with TenX. Our product provides a great tasting and convenient way for people to boost their antioxidant intakes while on the go.”

TenX provides the equivalent of two servings of real fruit and is fortified with important antioxidants, including vitamin C, plus diverse polyphenols like USANA’s exclusive Olivol® olive-fruit extract. TenX Blast is also all-natural, free of artificial flavors, and free of artificial colors, sweeteners and preservatives.

About USANA

USANA develops and manufactures high-quality nutritionals, personal care, and weight management products that are sold directly to Preferred Customers and Associates throughout the United States, Canada, Australia, New Zealand, Hong Kong, Japan, Taiwan, South Korea, Singapore, Mexico, the Netherlands and the United Kingdom. More information on USANA can be found at <http://www.usanahealthsciences.com>.

*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.