

# Superior Savings—Unparalleled Value



USANA® ESSENTIALS

The USANA ESSENTIALS not only provide you with the nutrients you need for optimal health, they also offer a number of other benefits not available with other products. See the USANA Difference for yourself. Along with health benefits of ESSENTIALS, you'll also receive considerable cost savings.



THE OTHERS

monthly supply\* = **\$39.95 US** ← → **\$279.43 US** = monthly supply  
 (\$57.50 CAN) (\*4 weeks) (\$323.92 CAN)

✓ Selection time = 0 hours, delivered direct to your door

✓ Cost efficient—\$39.95 US for a four-week supply

✓ Laboratory tested and carries an unconditional guarantee of purity and potency



✓ Premium grade of raw materials used to ensure maximum bioavailability, effectiveness, and safety



✓ Manufactured to the strictest pharmaceutical-grade standards or Good Manufacturing Practices



✓ USANA's balanced formulas containing a full complement of essential vitamins, minerals, antioxidants, and other important nutrients associated with long-term health

✓ Contains exclusive active ingredients, such as Poly C®, a unique bioflavonoid complex, and patented Olivol® olive-fruit extract not available in any other product



✓ Customer service and product support from one company

✓ Selection time = over 2.5 hours plus cost of time and travel to purchase

✓ Multiple bottles from different manufacturers costing at least \$279.43 US for a four-week supply

✓ No clearly stated potency or purity guarantee

✓ Quality of raw materials unknown

✓ Many supplement manufacturers follow the less strict GMP set for food products

✓ Mostly single ingredient formulations with no balance of nutrients, which may present a significant risk of overconsuming on certain nutrients and lowering the effectiveness of others

✓ No other manufacturer supplies the same potent antioxidant blends found in USANA's innovative formulations

✓ Would need to contact 30+ companies for customer service and product support

To get the recommended 400 International Units (IU) of Vitamin E every day, you could take one daily dose of the ESSENTIALS™ or consume several servings of foods rich in Vitamin E:

FOOD	TO OBTAIN 400 IU IN	
	CUPS	POUNDS
Wheat germ (Vitamin E fortified)	13.8	3.5
Almonds, dry roasted, without salt	7.5	2.3
Spinach, cooked, boiled, drained, without salt	72.6	28.8
Safflower oil	3.6	1.7

“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 a-half hours later, with a total of 35 bottles costing \$279.43 US, 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 that you just 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