

# USANA

Volume 4 2016

your **health**. your **life**. your **way**.™



## InCelligence™



A NEW ERA OF NUTRITIONAL SCIENCE IS HERE

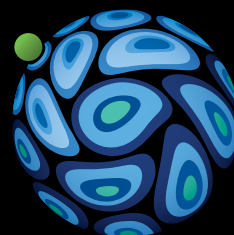
# USANA INCELLIGENCE TECHNOLOGY™

**WE GET IT—  
SCIENCE ISN'T FOR  
EVERYONE. AND THESE  
NEXT FEW PAGES HAVE  
A WHOLE LOT OF SCIENCE.**

But you'll find that, in the coming months, you're going to want to learn more about the science behind InCelligence. This new technology is a big deal, and people are going to start asking you all kinds of questions about it. When it comes time to answer those questions and expand your knowledge, you'll want to keep this magazine nearby.

To start out, you can check out the **"InCelligence Takeaways"** and **"Cellular Vocabulary"** sections of some of the articles for a brief summary of each topic. Then, if something catches your eye, you can always get more in-depth and become a total expert.

Science isn't for everyone, but it drives every product we create at USANA. So go ahead. Turn the page and learn why InCelligence is a total game changer.



**InCelligence**  
only from USANA

A Message from Dave Wentz

# The Future of USANA

I'm proud of USANA's past. As a company and as Associates, we have celebrated success after success for a quarter of a century.

I'm proud of USANA's present. People across the globe from all walks of life are experiencing what everyone else around the world wants—personalized health and financial freedom.

And I'm proud of developments coming in the very near future. Trust me, it's a game changer.

We don't change with the times; we change ahead of the times. While many people fear it or wait until they are forced to do it, we embrace it.

We are perfectly positioned right now to once again lead the charge into the future. Never content with just good enough, USANA is taking things to a whole new level—with InCelligence.

I'm guessing InCelligence is a word you hadn't heard prior to USANA's 2016 International Convention. But it's a smart word—an intelligent word. And from here on out, it's going to be a word you utter multiple times a day as you share this incredible technology with, well, everyone.

InCelligence is a great advancement in our vision of being the premier personalized nutrition company. With the ability to personalize our foundation product—CellSentials™—along with the personalization already in place with our Optimizers, we are now truly serving each person in a way that is unique to them and their needs.

The ingredients in the products that contain USANA InCelligence Technology™ react to the specific needs of the individual. This is visionary, my friends. This is our future—and your future.

Go out and share it with the world.

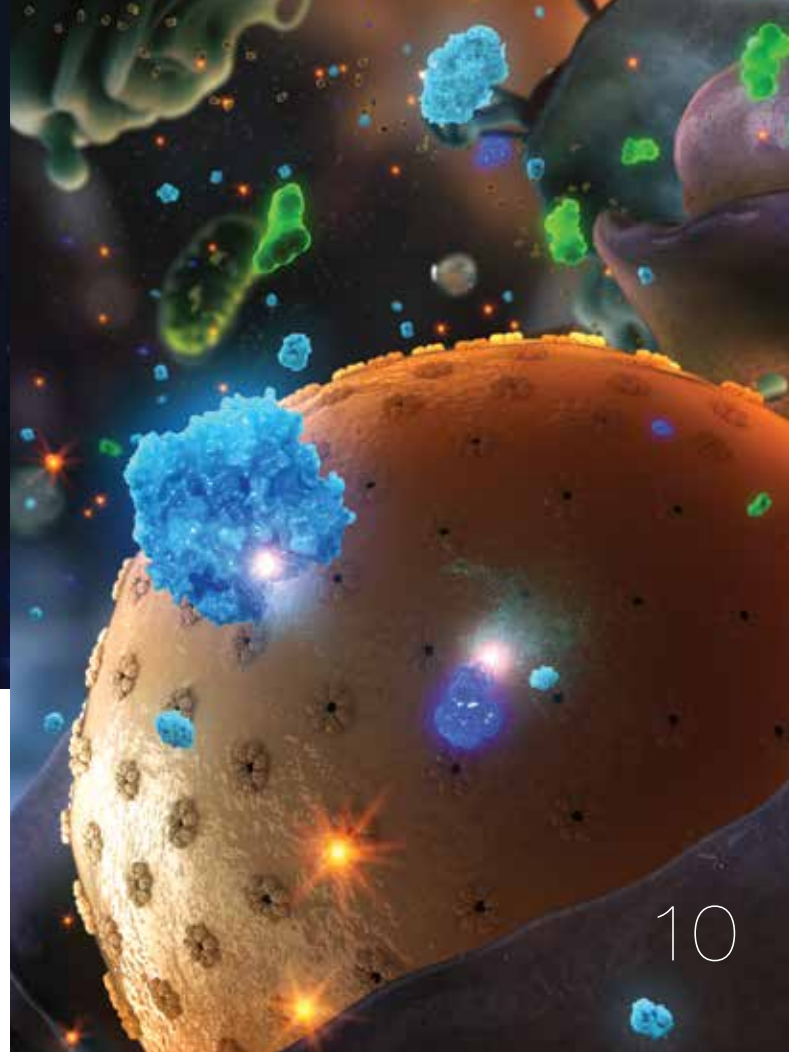
Love life and live it,



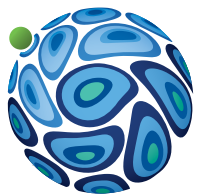
Dave Wentz  
USANA Co-CEO



The ingredients in  
the products that  
contain InCelligence  
Technology react to  
the specific needs  
of the individual.  
This is visionary,  
my friends.



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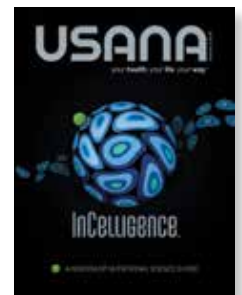


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The new USANA InCelligence Technology™ uses cell signaling to support your health. You'll find this groundbreaking technology in the CellSentials™, Proglucamune™, Procosa®, and Hepasil DTX™.





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USANA Magazine is published by  
USANA Health Sciences, Inc. for USANA Independent Associates.

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Average earning chart: <https://www.usana.com/static/images/na/Training/ComplianceCorner/AveIncome-US-EN.pdf>

Executive Associates portrayed in this magazine earned their Executive title before April 9, 2016.



# THE USANA VISION

Written by Dr. Myron Wentz

OUR TECHNOLOGY IS  
EVOLVING BUT OUR  
GOALS REMAIN THE SAME

## HEALTH BEGINS AT THE CELLULAR LEVEL



Every living cell in our body is a dynamic, fascinating world of its own, capable of incredible adaptability and resilience. In fact, the entire human body functions in ways that are miraculous to me, even after years of studying its foundational building blocks—the cells. It's in these building blocks where health begins and ends. This is why I have always emphasized the importance of cellular nutrition.

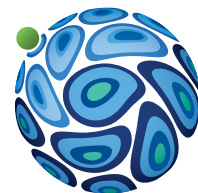
Keeping your cells healthy and communicating properly plays a critical role in the quality and quantity of healthy years in your life.

When I developed the USANA® Essentials™ more than two decades ago, they were the result of my years of study and research on how nutrients could affect the function and longevity of the cell.\* And in the years since, I am proud that USANA has continued to study and grow as an innovator in the science of cellular health and nutritional supplementation. With USANA InCelligence Technology™, we are taking a leap forward.

Recent advances in the field of nutritional science, molecular biology, and genetics have shown that it is possible to leverage the natural intelligence of the body to be more active, not passive, in creating and sustaining optimal health.\* So USANA's Research & Development team took this breakthrough understanding of gene expression, cell signaling, and mitochondrial renewal, and used it to create InCelligence.

This effort took years of cutting-edge research and has led to the creation of the formula for the new CellSentials™, incorporating InCelligence.

And it doesn't stop with the CellSentials. InCelligence Technology will revolutionize many of our other products, keeping us on the cutting edge of nutritional supplementation for many years to come. ■



InCelligence.

**MY VISION REMAINS UNCHANGED. THE USANA FAMILY CAN AND WILL BE THE HEALTHIEST FAMILY ON EARTH. I INVITE YOU TO JOIN ME IN THIS NEXT EXCITING PHASE OF USANA'S EVOLUTION.**



UNLOCK THE POWER OF YOUR OWN  
**ANTIOXIDANTS**

Written by Mark Brown, PhD, with Emily Alaniz @USANA\_Emily

**ENDOGENOUS** ANTIOXIDANTS  
ARE THE KEY TO **PROTECTING**  
**YOUR CELLS**



**MARK BROWN, PHD, DIRECTOR OF PRODUCT DEVELOPMENT**

Dr. Mark Brown has completed extensive research in bioorganic chemistry and holds a PhD in organic chemistry from the University of California and a bachelor's degree in chemistry from California State University, Chico.



## ANTIOXIDANTS ARE PRETTY IMPORTANT

In fact, Dr. Wentz founded USANA because he couldn't find any existing supplements with optimal levels of antioxidants. But now we know that unlocking your own antioxidants can be even more powerful.

### EXOGENOUS VS. ENDOGENOUS

If you want to fight oxidative stress, it's important to understand the difference between two different types of antioxidants.

Exogenous antioxidants come from supplements or food. These antioxidants are important, but they are also limited in number, and they can only quench as many free radicals as they can touch.

Endogenous antioxidants are produced by your own cells, and their effect is hundreds of times more powerful than exogenous antioxidants. Think of them as machines churning out molecules to quench free radicals. They give your cells a better defense against oxidative stress.

If you want the ultimate defense against free radicals, you need both exogenous and endogenous antioxidants.

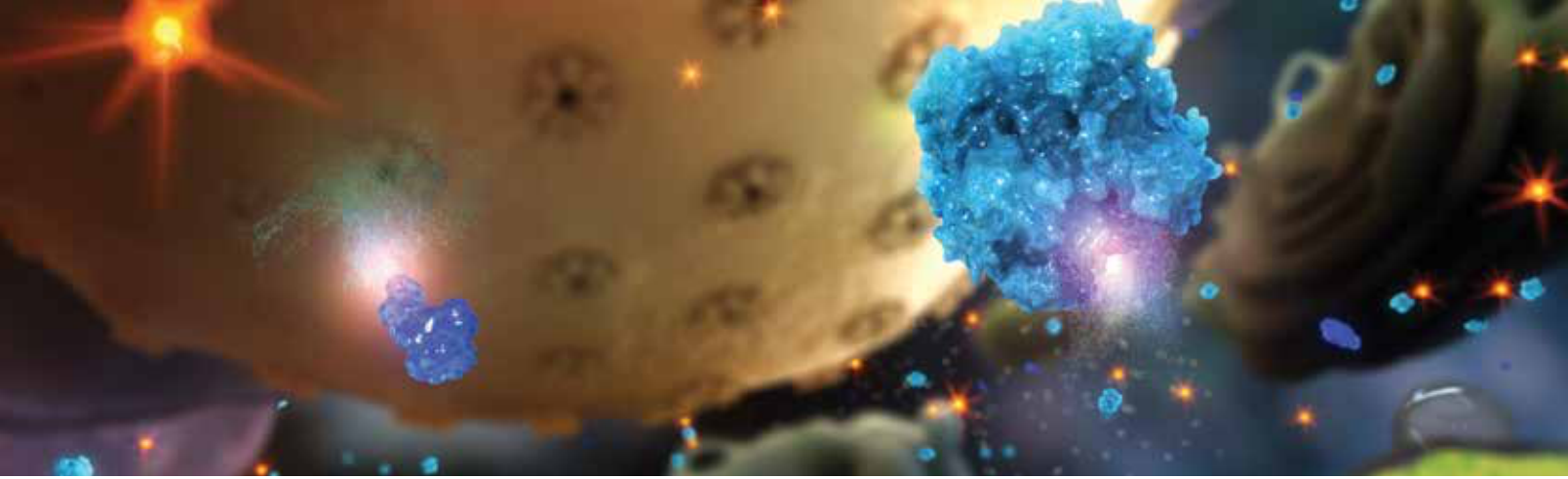
### STRESSING OUT

Your body requires a healthy balance between oxidation and antioxidation to maintain your health. All day long your cells are being assaulted by free radicals. These harmful molecules can come from our diet, our environment, and even from inside our own body. Free radicals cause oxidative stress, which can exacerbate the aging process.

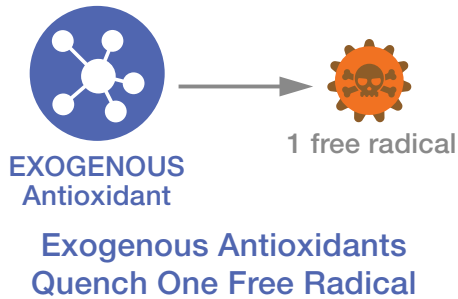
Antioxidants are your best bet in the battle against excessive oxidative stress. They quench free radicals—this means they neutralize them and keep them from doing further harm to your cells.\*

← ENDOGENOUS (LIGHT BLUE) AND EXOGENOUS (DARK BLUE) ANTIOXIDANTS QUENCH FREE-RADICAL ACTIVITY INSIDE THE CELL

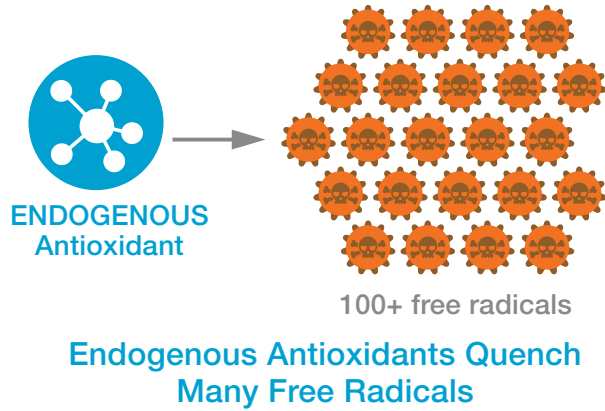
\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



## STANDARD NUTRITION



## NUTRITION WITH INCELLIGENCE



## THE INCELLIGENCE DIFFERENCE

Now that you know all about endogenous antioxidants, you probably want more of them in your life, and we can't blame you.

USANA InCelligence Technology™ is building on our past knowledge of exogenous antioxidants and taking it a step further. The nutrients in the InCelligence Complex signal your cells to produce their own endogenous antioxidants to protect them from free radicals. These endogenously produced antioxidants are potentially hundreds of times more powerful than the antioxidants you'll receive from your diet.

The U.S. patent-pending InCelligence Complex found in the CellSentials™ supplements offers your cells unique, effective antioxidant protection.\*

**DON'T YOUR CELLS DESERVE THE BEST?**

**TO SEE FOR YOURSELF HOW ENDOGENOUS ANTIOXIDANTS WORK, VISIT USANA'S YOUTUBE CHANNEL AT [YOUTUBE.COM/USANAHEALTHSCIENCES](https://www.youtube.com/usanahealthsciences). ■**

## CELLULAR VOCABULARY

- **EXOGENOUS ANTIOXIDANTS** COME FROM FOOD AND SUPPLEMENTS.
- **ENDOGENOUS ANTIOXIDANTS** COME FROM INSIDE YOUR OWN CELLS, AND THEY ARE MORE POWERFUL THAN ANTIOXIDANTS FROM SUPPLEMENTS OR FOOD.
- **GLUTATHIONE** IS AN ENDOGENOUS ANTIOXIDANT THAT PREVENTS CELLULAR DAMAGE.
- **SOD** IS SUPEROXIDE DISMUTASE, A POWERFUL ENDOGENOUS ANTIOXIDANT THAT REDUCES OXIDATIVE STRESS.

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# STRENGTHEN YOUR CELLULAR RENEWAL SYSTEM

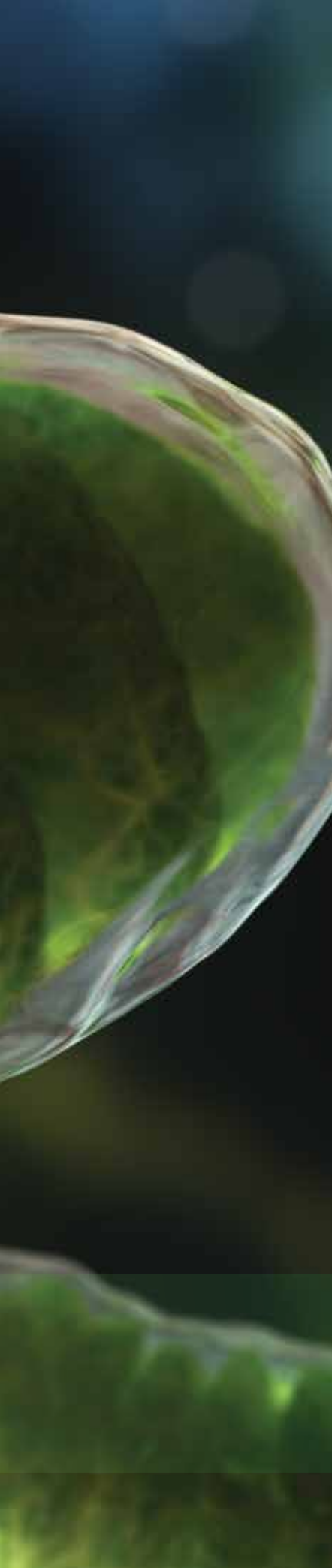
Written by John Cuomo, PhD, with Emily Alaniz @USANA\_Emily

INTELLIGENCE  
UNLOCKS YOUR  
CELLS' NATURAL  
ABILITY TO  
CLEAN HOUSE



**JOHN CUOMO, PHD, EXECUTIVE DIRECTOR OF GLOBAL RESEARCH & DEVELOPMENT**

Dr. John Cuomo's experience in synthetic organic chemistry, manufacturing, and analytical methods make his contribution to USANA invaluable. He holds over 20 United States and European patents and is the author of numerous scientific papers.



You know how when you get a shiny new laptop, it works really well at first and does everything you ever wanted from a computer? And then how after a few years, it gets slower and less efficient, and then it starts producing free radicals and doing more harm than good? Okay, maybe that last part isn't completely accurate. But that's how mitochondria work in your cells. Read on to learn more about how to keep your mitochondria in working order to support your overall cellular health.

## CELLULAR STATUS QUO

You may not know what mitochondria are, but they're a pretty big deal in the cellular world. Your mitochondria are the powerhouses inside your cells. When mitochondria are young and healthy, they work efficiently, churning out lots of ATP (battery packs that power cellular energy) allowing your cells to stay alive.

While mitochondria are producing ATP, they sometimes create "sparks" of free radicals. When the mitochondria are working efficiently, there are only a tiny amount of free radicals. But as the mitochondria age, damage from these free radicals degrades the membranes within the mitochondria and they don't work as well as they used to. They won't produce nearly as much ATP for their cell, and they also start leaking a great deal more free radicals.

That's right: your own mitochondria can start producing damaging free radicals. It may sound like a betrayal, but that's just how things work. While free radicals can come from your environment or your diet, most of the oxidative stress your body experiences comes from your own cells.

**THE GOOD NEWS IS YOUR CELLS HAVE A NATURAL WAY TO RENEW THEIR MITOCHONDRIA.**

## CELLULAR VOCABULARY

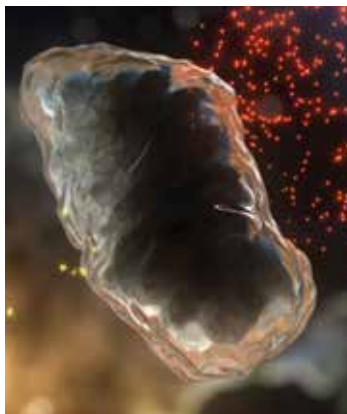
- **ATP (ADENOSINE TRIPHOSPHATE)** IS LIKE A BATTERY PACK OF ENERGY FOR YOUR CELL.
- **MITOCHONDRIA** ARE THE POWERHOUSES INSIDE YOUR CELLS.
- **MITOPHAGY** IS THE CELLULAR PROCESS OF RECYCLING OLD, INEFFICIENT MITOCHONDRIA.

## NEW MITOCHONDRION



**Produces a great deal of energy  
and few free radicals**

## AGING MITOCHONDRION



**Produces little energy  
and lots of free radicals**

## MITOPHAGY

When your mitochondria become damaged the cell starts the process of mitophagy. It selectively identifies, isolates, and degrades damaged mitochondria, and recycles some parts to create new, healthy mitochondria. Easy, right? Well, it's not so easy these days.

There are many reasons why mitophagy can become less efficient, including aging and our modern diets. For example, back when people were simply hunter-gatherers, there were many times of scarcity. When people lacked enough food, their cells would upregulate mitophagy in order to increase energy efficiency. Today, most people get plenty of food to eat—in fact, some people may get too much food, and that can disrupt mitochondrial fitness, leading to suppressed mitophagy.

**IT'S A MODERN PROBLEM, BUT FORTUNATELY  
THERE'S A MODERN SOLUTION.**

## USANA INCELLIGENCE TECHNOLOGY™

The U.S. patent-pending InCelligence Technology helps your cells optimize the process of mitophagy helping to clean out old, inefficient mitochondria—even if you're not fasting. This helps your cells to work efficiently, and helps prevent the unnecessary production of free radicals.\*

This advanced technology supports your cells' renewal in unique, powerful ways.

**DON'T YOU WANT YOUR CELLS TO WORK AS  
EFFICIENTLY AS POSSIBLE?\*** ■

**TO SEE MITOPHAGY IN ACTION,  
VISIT USANA'S YOUTUBE CHANNEL  
AT [YOUTUBE.COM/  
USANAHEALTHSCIENCES](https://www.youtube.com/usanahealthsciences).**

## INCELLIGENCE TAKEAWAYS

- Mitophagy is when your cells naturally recycle old, inefficient mitochondria to keep things running efficiently.
- Modern diets and aging can make your cells less likely to recycle mitochondria.
- InCelligence encourages your cells to start this process of mitophagy, supporting optimal cellular health.

\*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 USANA CELLSENTENTIALS™

Written by Emily Alaniz @USANA\_Emily

## THE ENHANCED FOUNDATION FOR OPTIMAL HEALTH

USANA InCelligence Technology™ is on the cutting edge of nutritional science. As our scientists discovered how nutrients instruct cells to proactively initiate natural protection and renewal processes, they began reevaluating our formulas and updating our products accordingly. After years of refining the formula, the USANA CellSentials vitamin, mineral, and antioxidant supplements are the next evolution in USANA's exceptional cellular nutritional products.\*



### AN ENHANCED FORMULA

If you know USANA, you know that we're all about nourishing your cells. That's what vitamins, minerals, plant-derived biomolecules, and other antioxidants do—and it's a vital part of supporting your health.

And now, with the addition of USANA's patent-pending cell-signaling InCelligence Complex, the CellSentials go beyond nourishing to also protect and renew your health on the cellular level.\*

The levels of nutrients in the proprietary formula have been meticulously rebalanced based on the latest nutritional research. And the InCelligence Complex, which replaces our previous Bioflavonoid Complex, contains more of the premium-quality nutrients shown to deliver cell-signaling benefits.\*

Working together, Vita-Antioxidant and Core Minerals provide a foundation of micronutrition your body needs to support the cells' ability to do what they already do best—keep you healthy.\*



\*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.



# NOURISH

Vitamins, minerals, and antioxidants in the CellSentials nourish your cells.

## NOURISH, PROTECT, RENEW

This superior triple-action system will nourish, protect, and renew cells for optimal longevity of healthy cellular function.\*

### NOURISH

Many people don't get enough essential nutrition in their everyday diet, and this problem can be detrimental to overall health because every cell in your body needs to be nourished. Fortunately, the CellSentials provide optimal amounts of micronutrients to help keep your cells healthy and happy.\*

This rebalanced formula also supports the cell-signaling activities in the InCelligence Complex.

### HERE ARE A FEW HIGHLIGHTS OF THE FORMULAS.

A

#### VITAMIN A

Vita-Antioxidant contains two different forms of vitamin A: beta-carotene, which the body turns into vitamin A as needed, and retinyl acetate, which is useful for people who have trouble converting beta-carotene into vitamin A. With the addition of mixed carotenoids, the CellSentials are an excellent source of vitamin A—especially when it comes to addressing individual needs.\*

C

#### VITAMIN C

The vitamin C found in Vita-Antioxidant is our proprietary Poly C® blend. An in-house analysis showed this unique formula raised levels of vitamin C in the blood higher and longer than ascorbic acid does on its own. Vitamin C is also now in the Core Minerals, which comes from the ascorbate forms of calcium and magnesium in the formula.\*

I

#### IODINE

Core Minerals contains advanced amounts of iodine to support healthy thyroid function and more.\*

E

#### VITAMIN E

The level of vitamin E was rebalanced and fortified with additional mixed tocopherols. This provides a broader range of vitamin E activity that more closely matches the variety that would come from a healthy diet.\*

K

#### VITAMIN K

Vita-Antioxidant is distinctive for containing both forms of vitamin K—K1 and K2—to help ensure proper utilization of calcium. This is in addition to its other supporting roles in blood clotting as well as cardiovascular, bone, and cellular health.\*

N

#### N-ACETYL L-CYSTEINE (NAC)

Now found in Core Minerals, where it retains its potency best, NAC is important for supporting the activity of the InCelligence Complex.

CI

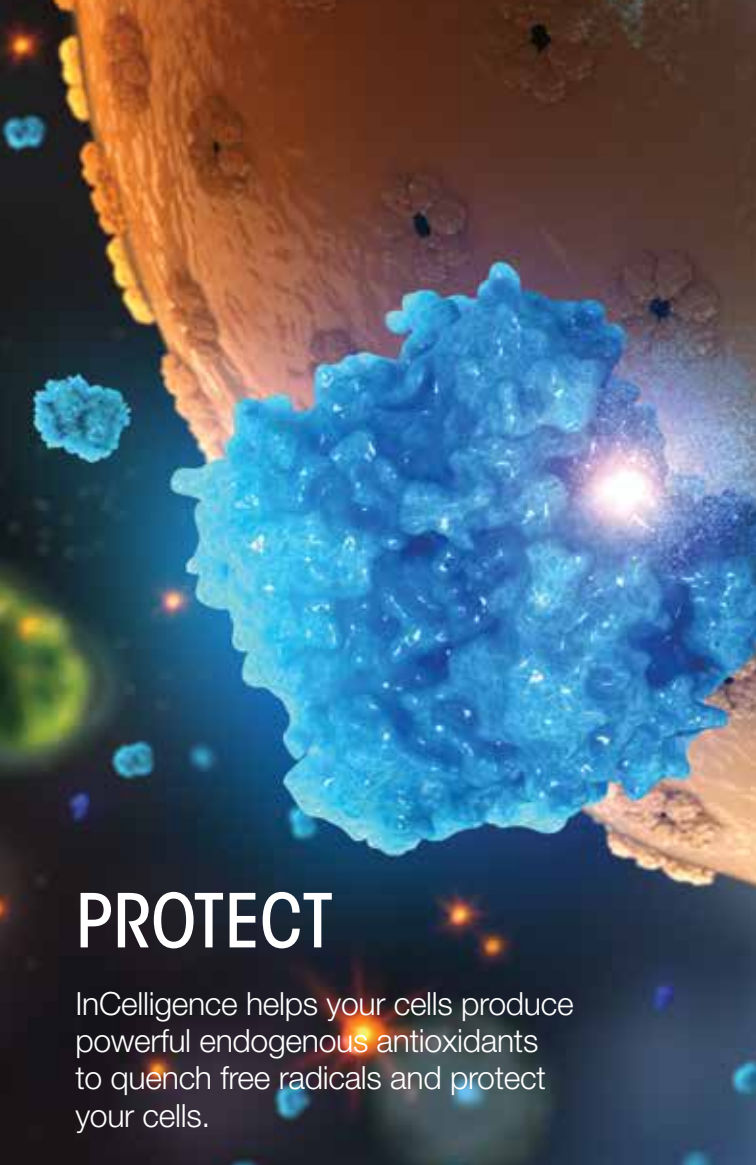
#### CHOLINE

Vita-Antioxidant contains more of this B-vitamin-like nutrient, which continues to be shown to play important roles in many aspects of health.\*

D

#### VITAMIN D

This micronutrient was bumped up to 2,000 IU per day. Our in-house study found people may need to consume as much as 5,000 IU to reach optimal blood levels.\*



## PROTECT

InCelligence helps your cells produce powerful endogenous antioxidants to quench free radicals and protect your cells.

## PROTECT

USANA's products have always provided powerful antioxidants in supplement form. Antioxidants from supplements or food are called exogenous antioxidants. The addition of InCelligence takes this much further. The InCelligence Complex enhances the protection of your cells by signaling them to produce their own antioxidants. These are called endogenous antioxidants, which are potentially hundreds of times more powerful for quenching free radicals than exogenous antioxidants—meaning your cells are better able to protect themselves. (Think of it as teaching a man to fish, rather than just giving him a fish.)\* Read more about endogenous antioxidants on page 10.

## RENEW

Most of the cells in your body have mitochondria—the powerhouses of your cells where ATP (cellular energy) is made. The process of making cellular energy creates a lot of free radicals, which, over time, will damage some of your mitochondria. The InCelligence Complex signals your cells to initiate the cleanup process, called mitophagy, to remove and recycle the damaged mitochondria. This allows your cells to function more smoothly and easily to support efficient energy production. (Think of it as cleaning all of the garbage out of your office so you can do your work without distraction.)\* Read more about mitophagy on page 14.

WITH THE ADDITION OF INCELLIGENCE, THE CELLSSENTIALS ARE SO MUCH MORE THAN A MULTIVITAMIN. THEY ARE A STRONG FOUNDATION OF ADVANCED NUTRITION UPON WHICH YOU CAN BUILD YOUR PERSONALIZED NUTRITION ROUTINE. AND FOR AN EVEN MORE CONVENIENT WAY TO GET THE CELLSSENTIALS PLUS THE EXCLUSIVE MAGNECAL D™ AND CELLSSENTIALS BOOSTER, TRY THE USANA HEALTHPAK™.

## CELLULAR VOCABULARY

- **EXOGENOUS** MEANS SOMETHING THAT COMES FROM OUTSIDE OF THE BODY. EXOGENOUS ANTIOXIDANTS HELP YOUR CELLS FIGHT FREE RADICALS.
- **ENDOGENOUS** MEANS SOMETHING THAT IS PRODUCED INSIDE THE BODY. ENDOGENOUS ANTIOXIDANTS ARE PRODUCED BY YOUR OWN CELLS, AND THEY ARE MANY TIMES MORE POWERFUL THAN EXOGENOUS ANTIOXIDANTS.
- **MITOPHAGY** IS YOUR CELLS' NATURAL PROCESS OF DISCARDING AND RECYCLING MITOCHONDRIA, WHICH ARE THE POWERHOUSES OF YOUR CELLS.



## RENEW

InCelligence encourages your cells to start mitophagy, a type of cellular renewal.

# Make the Move from THE ESSENTIALS TO THE CELLSSENTIALS

“Help your team and customers understand that USANA’s new scientific breakthroughs mean the CellSentials will give them even more benefits than the Essentials. I always remind people that supplements don’t work if you don’t take them. After just one month on the CellSentials morning and night, I believe they will feel the difference!”

—DIAMOND DIRECTOR ELIZABETH RIDER

“The key to helping others transition from the Essentials to the CellSentials is education. There are numerous ways to share this information with Associates and customers, including Communication Edge, The Hub, USANA sales tools, webinars, team calls, and more. Once people understand the science behind this groundbreaking product, the transition will be seamless.”

—FOUNDATION EXECUTIVE DIAMONDS  
AND 2-STAR DIAMOND DIRECTORS  
DEAN & SHERRI CHIONIS & MATT CHIONIS

## INCELLIGENCE TAKEAWAYS

- THE CELLSSENTIALS NOURISH, PROTECT, AND RENEW YOUR CELLS TO SUPPORT OPTIMAL HEALTH\*
- THE CELLSSENTIALS INCLUDE THE INCELLIGENCE COMPLEX, A GROUNDBREAKING COMBINATION OF POWERFUL NUTRIENTS THAT PROMOTES THE CELL’S ABILITY TO PRODUCE ITS OWN ANTIOXIDANTS AND ACTIVATES THE BODY’S NATURAL CELLULAR RENEWAL PROCESS\*
- HEALTH BEGINS ON A CELLULAR LEVEL, SO START YOUR SUPPLEMENT ROUTINE WITH THE USANA CELLSSENTIALS TODAY

## A STUDY IN VIBRANT HEALTH

Written by USANA Senior Scientist Mark Levy, PhD



### MARK LEVY, PHD

Dr. Mark Levy is a Senior Scientist at USANA. He received his PhD in human nutrition from Ohio State University. Mark has worked as a post-doctoral researcher at both the University of Central Florida and Oregon State University in conjunction with the Linus Pauling Institute.

Our scientific team has been studying the effects of the CellSentials, and the results are impressive. We have found that the new CellSentials formula can deliver important health benefits in a relatively short amount of time.

In one four-week trial conducted at Sanoviv Medical Institute, participants saw positive improvements in vitamin D status for maintaining bone health, iron status to maintain healthy iron levels, and improved cardiovascular health-related markers.\*

Another study has shown that the CellSentials can have a positive impact on measures of quality of life. Participants reported that while taking the CellSentials, they experienced improvements in overall health perception, vitality, and mental acuity.\*

Overall, these studies are incredibly promising. I’m excited for the entire USANA family to experience these health results for themselves.

\*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 USANA  
**CELLSENTENTIALS™**  
 with USANA INCELLIGENCE TECHNOLOGY™



# THE USANA CELLSENTIALS™

with USANA INCELLIGENCE TECHNOLOGY™



## NOURISH

- Many people don't get enough essential nutrition in their everyday diet, but the CellSentials provide optimal amounts of micronutrients to nourish your cells and help keep them healthy.\*
- These micronutrients include powerful exogenous antioxidants to quench free radicals. Exogenous antioxidants come from supplements or food, and the CellSentials provide precisely balanced levels of a variety of endogenous antioxidants for optimal health.\*

## PROTECT

- USANA InCelligence Technology™ enhances the protection of your cells by encouraging them to increase production of their own antioxidants.
- These are called endogenous antioxidants, which are potentially hundreds of times more powerful for quenching free radicals than exogenous antioxidants—meaning your cells are better able to protect themselves.\*

## RENEW

- Mitochondria are the powerhouses of your cells. The process of making cellular energy creates a lot of free radicals, which, over time, will damage some of your mitochondria.
- InCelligence Technology signals your cells to increase the rate of their natural clean-up process, called mitophagy, to remove and recycle the damaged mitochondria. This allows your cells to function more smoothly and easily to support efficient energy production.\*



# THE NEXT EVOLUTION OF NUTRITIONAL SUPPLEMENTS

ONLY USANA CAN DELIVER PRODUCTS WITH PATENT-PENDING **USANA INCELLIGENCE TECHNOLOGY™** TO PROTECT AND RENEW PERSONALIZED OPTIMAL HEALTH FROM WITHIN.\*



ORDER USANA'S PRODUCTS MADE WITH **INCELLIGENCE TECHNOLOGY**

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

# ASK THE SCIENTISTS

Written by Russ Barton, MS, CNA, CISSN, with Brian Dixon, PhD, Toni McKinnon, RN, CCRP, and Austin Winegar, BS, Additional Reporting: Tricia Cacace



As scientists, we are excited to share some of what we do with Associates and anyone else who is curious! I posed a few questions to my colleagues and we're happy to share the results of that conversation with you.

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Brian Dixon, PhD: Executive Director of Health & Science Education. Dr. Dixon has authored scientific, peer-reviewed manuscripts on topics including cancer, antioxidants, cellular signaling, gene regulation, and more.



Toni McKinnon, RN, CCRP: Director of Health and Science Education. As a co-author of several scientific, peer-reviewed manuscripts regarding USANA's innovative nutrition compounds, Toni's extensive expertise led to her creating USANA's Ask the Scientists.



Russ Barton, MS, CNS, CISSN: Senior Nutrition Scientist and Manager, Nutrition Spotlight, Health and Science Education. Russ has written more than 500 research-related articles and answered 120,000+ health- and product-related questions.



Austin Winegar, BS: Ask the Scientists and Essentials of Health Manager, Austin's knowledge of biology, chemistry, and sports nutrition is shared through the presentations and educational materials he creates for the department, public speaking, and maintaining the Ask The Scientists website.

**WHAT WOULD CUSTOMERS BE SURPRISED TO LEARN ABOUT USANA'S DEPARTMENT OF HEALTH AND SCIENCE EDUCATION?**

The depth of our experience and education, specifically as it relates to human clinical research, nutrition, cellular biology, and overall health might be surprising to some. Many similar companies don't have this level of experience and education in these fields.

We are focused on helping educate and support Associates, customers, and prospective customers. This unique advantage helps our customers and Associates stay abreast of the constant barrage of new scientific information. We are so dedicated to education, we have a fantastic new resource called Ask the Scientists, just to share information with the USANA family.

**HOW DO INCELLIGENCE PRODUCTS DIFFER FROM OTHER PRODUCTS ON THE MARKET TODAY?**

USANA InCelligence Technology™ is on the cutting edge of nutritional science. Regardless of the quality of the individual components, if the products are not made correctly and at the highest quality, the benefit of the product can be highly compromised. We are unique in that we are one of a very few companies that manufacture our own tablets. We conduct hundreds of tests on our different products both during development and on the finished products to ensure they meet all of our quality standards. USANA uses several third-party organizations to substantiate and validate the quality of all our products. What really sets us apart, though, is the experience and knowledge involved in every aspect of the products, from raw materials to finished product.

**HOW CAN ASSOCIATES EXPLAIN THE NEED FOR USANA INCELLIGENCE TECHNOLOGY™ TO CUSTOMERS?**

The body is a complex, high-performance organism. Adequate sleep, activity, and fuel are required to maintain optimal performance. A lack in any of these areas can be very detrimental.

Recent advances in the field of nutritional science have found that it is possible to leverage the body's natural intellect to become more efficient at empowering better health. The primary purpose of USANA InCelligence Technology is to provide nutrients that help maintain the health of the cells, organs, and body.\*

**WHAT IS THE MOST IMPORTANT THING FOR ASSOCIATES TO KNOW ABOUT USANA SCIENCE?**

Real science is a slow, deliberate, and painstaking process. It is methodical and detailed. For every product or ingredient change we bring to market, many times more are discarded or shelved during research and development due to many factors. If we cannot be certain of the safety, efficacy, and benefit to the consumer, it simply does not get out to the public as a product. ■

**WE HOPE YOU'VE ENJOYED LEARNING MORE ABOUT THE SCIENCE SIDE OF USANA AND THAT YOU'LL VISIT ASK THE SCIENTISTS TO STAY ON TOP OF OUR TECHNOLOGY AND SCIENCE AND WOW YOUR CUSTOMERS AND TEAMS WITH YOUR KNOWLEDGE!**

**VISIT THE HUB TO FIND ASK THE SCIENTISTS.**



### Top Growth Earners

Top Growth Earners were determined by comparing the "Top Associate" time period below. February 21–April 8, 2016 as compared to April 9–May 20, 2016.

ASSOCIATE NAME	REGION
Jessica Xu	Texas, USA
Xuwei Lan	Ontario, Canada
Hu Lan Zhang	British Columbia, Canada
Wei Liao	New York, USA
Song Yu Tang	British Columbia, Canada
Lewen Chen	New York, USA
Chenglong Ge	New York, USA
Pedro Alfonso Zavala Silva	Baja California, Mexico
Mei Feng	British Columbia, Canada
Lilia Magallanes	Querétaro, Mexico
Mo Lin	British Columbia, Canada
Jin fu Liu	New York, USA
Jun Bo Tang	British Columbia, Canada
Hua Li	British Columbia, Canada
Xiang Liu	British Columbia, Canada
Chen Zhu	Washington, USA
Xin Zhang Zheng	New York, USA
Xiaoqing Fu	British Columbia, Canada
Jiang Chen	New York, USA
Yanli Xu	British Columbia, Canada
Wei Zhong	British Columbia, Canada
Brian Bowen	British Columbia, Canada
Xiaomu Ye	Washington, USA
Humberto Juárez	Guerrero, Mexico
Sydia Vega Gutiérrez	Baja California, Mexico
Allan Francisco Sanchez Ortiz	Jalisco, Mexico
Shu Ying Xu	Massachusetts, USA
Betty Zhu	British Columbia, Canada
Weiming Liao	New York, USA
Lidia Contreras & Gabo Santamaria	Querétaro, Mexico
Xiao Yuan	British Columbia, Canada
Andy & Yan Wang	Ontario, Canada
Shunmei Gong	British Columbia, Canada
Yaoyi Dai	British Columbia, Canada
Joanna Tabony	Louisiana, USA
Zhurong Feng	New York, USA
Ji Guang Chen	Arizona, USA
Dong Hui Ni	Arizona, USA
Arelly Nohemi Torres Quintanilla	Nuevo León, Mexico
Hui Wang	Ontario, Canada
Shaohua Yang	British Columbia, Canada
Chun Mei Gong	British Columbia, Canada
Chun Mei Li	British Columbia, Canada
Dafeng Yang	New York, USA
Juan Manuel Chagoya	Chiapas, Mexico
Xiao Li Zhang	Delaware, USA
Weiqun Chen	Ontario, Canada
Huimin Fan	British Columbia, Canada
Chidan Luu	New York, USA
Nancy García	Querétaro, Mexico
Yuxia Han	British Columbia, Canada

### Top Global Income Earners

Determined by the total commissions earned. April 9–May 20, 2016

ASSOCIATE NAME	REGION
Bill & Jenny Huang	New Zealand
Conchita & Paola Vargas Lugo	Querétaro, Mexico
Rita Hui	Hong Kong
Vincent, Mable & Adrian Chan	British Columbia, Canada
Steven Chen & Zhi Xian Jin	Australia
Bob, Mary, Amy & Xian Lin	Australia
Chun-Ming Chang & Aileen Zhou	Australia
Lei Wu & Susan Xu	Australia
Feng Ye & JianQin Gu	Australia
Jia Tao, Weimin Jiang & William Tao	Australia
Eduardo Barreto	Distrito Federal, Mexico
CheongJa Park & HakBeom Pyoun	Korea
Wendy Wu & Michael Zhang	Australia
Annette & Victor Que	British Columbia, Canada
Ada Chai & Jeff Ng	Hong Kong
Jeremy Stansfield	Utah, USA
Collette Larsen & Zachary Ross	California, USA
Peter & Bibiana Pau	Washington, USA
Liu Tang Jung & Pan Hsiu Jou	Taiwan
Gong Zheng Fa & Zhao Qian	Singapore
Lawrence & Precious Sia	Singapore
Dennis Chen & Sheila Xiao Nan Wang	California, USA
Dean & Sherri Chionis & Matt Chionis	Illinois, USA
Billy & Josephine Dela Fuente	Philippines
HyunJin Kwon	Korea
Lucas Lim & Jane Leow	Malaysia
Sophia Marcoux & Jacques Fiset	Quebec, Canada
Jordan & Kristen Kemper	Florida, USA
Kung Ping Feng & Kung Ching Chun	Taiwan
P Gao, HC Zhang & JingJing	Australia
CheBum An	Korea
Ivy Chan & Wilson Leung	California, USA
Brenda Alcaraz & Dr. Alberto Peña del Moral	Baja California, Mexico
Bryan & Monica Penrod	Texas, USA
Daniel & Dr. Paige Hunter	Texas, USA
Nathaniel & Joan Sunio	Philippines
Perry Chong & Rena Nong Ren	British Columbia, Canada



### Top Associate Enrollers

For every new Associate enrolled during the time period below, the sponsor will receive one point every month the new Associate makes a purchase. (Must have some point value.) April 9–May 20, 2016

ASSOCIATE NAME	POINTS	REGION
Annette & Victor Que	41	British Columbia, Canada
Di Zhang Li	18	British Columbia, Canada
Lisa Cui	15	British Columbia, Canada
Ma. Angélica de Acha	15	Baja California, Mexico
Jing Liu	12	British Columbia, Canada
Dong Qi Lian	12	British Columbia, Canada
Shan Shan Yu	11	Alberta, Canada
Hui Liu	10	Texas, USA
Crystal Yoder	10	Georgia, USA
Carlos & Lupita Gil	10	Jalisco, Mexico
Brandon Coccimiglio	10	Ontario, Canada
Yujuan Han	10	British Columbia, Canada
Lizeth Castillo & Gabriel Merienné	10	Baja California, Mexico
Wei Wang	10	British Columbia, Canada
Noel Kachaturian	10	California, USA
Deddy Valentino	10	California, USA
Xiao Hu	10	British Columbia, Canada
Lilia Magallanes	10	Querétaro, Mexico
Vincent, Mable & Adrian Chan	9	British Columbia, Canada
John & Kim Goerlitz	9	California, USA
Sophie Yu Ting Sun	9	British Columbia, Canada
Angeline & Carl Wehmeyer	9	Texas, USA
Lisa Fen Shi	9	Texas, USA
Edmund San Pedro & Rhea Raymundo	9	Alberta, Canada
Laura Hernández Ojeda	9	Guanajuato, Mexico
Pablo Valverde Morales	8	Distrito Federal, Mexico
Delia Díaz	8	Distrito Federal, Mexico
Blanca Jessica Muñoz Lozano	8	Estado de Mexico, Mexico
Emmanuel Ramírez Flores	8	Guanajuato, Mexico
Xiao Long Guo	8	British Columbia, Canada
Dimas Nieves	8	Michoacán, Mexico
Minjing Chen	8	Ontario, Canada
Chunlei Zhao	8	British Columbia, Canada
Norman Yoder	8	Iowa, USA
Naijun Wang	8	Ontario, Canada
Pedro Alfonso Zavala López	8	Baja California, Mexico
Adolfo Nicolas	8	California, USA
Daniel Leman	8	California, USA
Xin Liu	8	British Columbia, Canada
Jiang Chen	8	New York, USA
Gui Fen Zheng	8	British Columbia, Canada
Yulius Sie	8	California, USA
Pak Link Man	8	Utah, USA
Laribel Canoneo	8	California, USA
Yongxi Jiang	8	Ontario, Canada
Jing Li	8	Arizona, USA
Guanyi Liu	8	British Columbia, Canada
Chun Xia Qiu	8	British Columbia, Canada
Miriam Sánchez	8	Guerrero, Mexico
Teddy Wang	8	British Columbia, Canada
Chen Zhao	8	British Columbia, Canada
Fengqin Wang	8	California, USA
Marie-Eve Normandin	8	Quebec, Canada
Jin Fu Liu	8	New York, USA
Weiming Liao	8	New York, USA

### Top Preferred Customer Enrollers

For every new Preferred Customer enrolled during the time period below, the sponsor will receive one point every month the new PC makes a purchase. (Must have some point value.) April 9–May 20, 2016

ASSOCIATE NAME	POINTS	REGION
Tracy Wenkman	105	Florida, USA
Richard Potvin	67	Quebec, Canada
Alma Corres	59	Jalisco, Mexico
Conrad Deschênes	59	Quebec, Canada
John & Kim Goerlitz	47	California, USA
Sarah Shamon	43	Ontario, Canada
Scott Pearson	41	New York, USA
Juan Gerardo Barroso Villa	41	Distrito Federal, Mexico
Ruth Harris	37	North Carolina, USA
Patrick Mousseau	34	Ontario, Canada
Matthew Cascioli	30	New York, USA
Martín Martínez	28	Nuevo Leon, Mexico
Kelly Marentette	28	Ontario, Canada
Santa Telleri	26	France
Danielle Daubigny	25	France
Valerie Virginia Viscardi	24	Ontario, Canada
Andre & Nannette Gordon	24	California, USA
Kelly Marcyniuk	23	Ontario, Canada
Luis Del Rio	23	Puerto Rico
Catherine Wierzbicki	22	France
Liliana Danila	21	Quebec, Canada
Jordana Barbuto	21	Ontario, Canada
Janice F. Moranz	21	New Mexico, USA
Bruno Thériault	21	Quebec, Canada
Carlos Cortés Arreola	20	Distrito Federal, Mexico
Zora Pesio	19	Washington, USA
Monica Parodi	18	Washington, USA
Carla Flores	18	Tennessee, USA
Xuewei Lan	18	Ontario, Canada
Roni-Leigh Lerue	17	Nova Scotia, Canada
Rosa Aguilar	17	Jalisco, Mexico
Luis Alberto Cabrera Huerta	17	Michoacán, Mexico
Elizabeth Rider	16	Montana, USA
Emily Rivera	16	New Jersey, USA
Maria Cromwell	16	Ontario, Canada
Mark Puckhaber	15	Wisconsin, USA
Jodi Manning	15	Ontario, Canada
Tristen Alleman	15	California, USA
Stephanie Newcomb	15	Arkansas, USA
Chantal Driscoll	15	Ontario, Canada
Dr. Nkem Ezeilo	14	United Kingdom
Chantale Belhumeur	14	Quebec, Canada
Phil Young	13	California, USA
Alex Puckhaber	13	Wisconsin, USA
Tara Wilkins	13	Ontario, Canada
Julie Boyer	13	Ontario, Canada
Maria Rusu	12	Quebec, Canada
Maricel Joy Mission Dicion	12	Ontario, Canada
Janna James	12	Ontario, Canada
Daniel Steen	12	Wisconsin, USA
Tala Khoury	12	Ontario, Canada
Robin Rhine McDonald	12	California, USA
Elizabeth Finch	12	Arkansas, USA
Karin Henderson	12	British Columbia, Canada
Katie Evans	12	Ontario, Canada

See income disclaimer on page 3.

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THE USANA  
**CELLSENTIALS™**  
with USANA INCELLIGENCE TECHNOLOGY™



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