



USANA Health Sciences, Inc.

2023 United States Income Disclosure Statement

WHAT IS USANA?

USANA, founded in 1992, is a direct selling company that develops, manufactures, and sells high-quality, science-based nutritional supplements, healthy foods, and personal care products. USANA operates in the United States and 24 other markets around the world.

HOW CAN I BE A PART OF USANA?

You can participate in USANA as a **Preferred Customer**, **Affiliate**, or an **Associate**. Only Associates and Affiliates are permitted to participate in the business opportunity by selling USANA products to earn compensation.

Experience the Products Preferred Customer	Share & Earn Affiliate	Build & Earn Associate
<ul style="list-style-type: none">• Enjoy the products and refer friends to earn free products• Save 10% on all product orders• Save an additional 10% on product subscriptions through Auto Order• Earn 10% back in product credit for every product purchased through your unique Refer a Friend Share Links	<ul style="list-style-type: none">• Share your favorite products with friends, family, and social media followers and earn when they buy• Save 10% on all product orders• Save an additional 10% on product subscriptions through Auto Order• Earn 10%–20% commissions for every product purchased through your unique Affiliate Share Links• Refer other Affiliates and earn extra rewards on their purchases	<ul style="list-style-type: none">• Share the products you love and build a team of like-minded individuals who do the same to maximize your earning potential• Save 10% on all product orders• Earn 10% commissions for every product purchased through your unique Associate Share Links• Earn additional weekly commissions based on personal and team sales• Qualify for additional bonuses, trips, and rewards when you and your team succeed <p><i>A new Associate can only be referred by an existing Associate.</i></p>

WHAT ELSE DO I NEED TO KNOW ABOUT THE USANA BUSINESS OPPORTUNITY?

- There are no required product purchases to participate in the business opportunity. However, Associates must purchase a Welcome Kit at enrollment, which contains helpful business information, for a one-time payment of \$9.95. Associates must also pay a \$20 renewal fee annually to renew their rights to sell USANA products. Affiliates do not need to pay renewal fees.
- On average, Associates spent \$26 on non-commissionable products/purchases in 2023. Non-commissionable products/purchases include sales aids, Welcome Kits, and event registrations.
- People become USANA business owners for various reasons. Some Associates join and sell our products to friends and family as a side business to earn some extra money. Affiliates often join to share products on social media and get paid when someone purchases products through their link. Only a small percentage of our Associates sell USANA products full time.
- Associates and Affiliates do not earn compensation for recruiting or sponsoring other Associates, Affiliates, or Preferred Customers—they only earn compensation when products are sold.
- **Just like any sales business, earning compensation takes considerable dedication, time, and effort. As such, the compensation earned by our Associates and Affiliates varies significantly.**

HOW MUCH CAN I EARN IF I SELL USANA PRODUCTS (RETAIL)?

As a USANA business owner, you set your own selling prices. USANA's published retail prices suggest a 10% markup over the "Preferred Price" received by Associates and Preferred Customers. Associates (and Preferred Customers) receive an additional 10% discount off the Preferred Price for products purchased through our Auto Order program. With this additional discount, Associates can purchase product for up to 20% below published retail prices.

As Associates set their own pricing on the retail of product, USANA does not provide an estimate of compensation from product retail sales by Associates.

HOW MUCH CAN I EARN FROM PARTICIPATING IN THE USANA BUSINESS OPPORTUNITY?

In 2023, there were a total of 23,336 active* USANA Associates and Affiliates in the United States.

2023 Net Profit	Percent of U.S. Associates
\$0 to \$250	72.6%
\$251 to \$500	8.5%
\$501 to \$1,000	6.6%
\$1,001 to \$2,000	4.8%
\$2,001 to \$5,000	4.0%
\$5,001 to \$20,000	2.5%
\$20,001 to \$50,000	0.7%
\$50,001 to \$100,00	0.3%
\$100,001 to \$200,000	0.1%
\$200,001 and above	0.1%

*Includes all Associates/Affiliates who made at least one purchase in 2023.

How is net profit calculated?

We define "net profit" as the sum of (i) all commissions, bonuses, and other compensation paid by USANA to an Associate/Affiliate, minus (ii) non-commissionable purchases made by an Associate/Affiliate (as defined above), and shipping and taxes paid by Associates/Affiliates. Net profit does not include expenses incurred by an Associate/Affiliate at their discretion in the promotion of their business, nor does it include Associate/Affiliate spending that is deemed personal consumption.†

WHAT IF IT DOESN'T WORK FOR ME?

USANA offers an unconditional money-back satisfaction guarantee on all Products and Sales Tools, including the Welcome Kit. If for any reason a customer is not satisfied with any product or sales tool, they may return the sales tool or any unused product within thirty (30) days from the date of purchase for an exchange or a one-hundred percent (100%) refund, less shipping. Buyers also may return any Product or Sales Tool for up to one year after the date of purchase for a one-hundred percent (100%) refund (less shipping charges) if the Product is in re-sellable condition. Please see USANA's U.S. Terms & Policies for more information.

Associates and Affiliates may terminate their USANA business at any time, for any reason.

†Associate/Affiliate personal consumption is based on product purchase levels of Preferred Customers who bought in six or more distinct months from January through December 2023. The average amount deemed Associate/Affiliate personal consumption in 2023 was \$163.