

The USANA Difference

USANA® ESSENTIALS

- Selection time = 0 hours, delivered to your door
- Convenience of home delivery (2 bottles, 3 tablets twice daily, morning & evening)
- Cost efficient—\$39.95 for a one-month supply
- Laboratory tested and carries an unconditional guarantee of purity and potency 
- Manufactured to the strictest pharmaceutical-grade standards or GMPs
- Innovative, science-based balanced formulas containing a full complement of essential vitamins, minerals, antioxidants, and other important nutrients associated with long-term health
- Premium grade of raw materials used to ensure maximum bioavailability, effectiveness, and safety
- Superior formulation of vitamin C—POLY C®
- Contains a proprietary blend of bioflavanoid antioxidants 
- Contains USANA's exclusive, patented Olivol™ an extract containing potent antioxidants obtained only from olive fruit
- Customer service and product support from one company

The Others

- Selection time = over 2.5 hours
- Cost of time and travel to purchase
- 35 bottles from different companies costing \$279.43
- No clearly stated potency or purity guarantee
- Only required to follow GMPs for food
- Mostly single ingredient formulations with no balance of nutrients, which may present a significant risk of overdosing on certain nutrients and may lower the effectiveness of others
- Quality of raw materials unknown
- Vitamin C available as ascorbic acid
- Unable to purchase this exact proprietary blend of bioflavanoids
- Olivol™ is a USANA exclusive; the monthly cost below does not include the additional \$84.56 required to obtain the equivalent amount of polyphenols from natural sources (see back panel).
- Would need to contact 30+ companies for customer service and product support

Monthly cost = \$39.95 U.S.

Monthly cost = \$87.13 U.S.

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.

Superior Savings— Unparalleled Value

As an example of how difficult it is to obtain optimal amounts of nutrients from a typical diet, consider what you must eat to receive 450 IU, the amount of vitamin E contained in a daily dosage of ESSENTIALS:

FOOD	TO OBTAIN 450 IU
Wheat germ	4.5 lbs.
Almonds	3.0 lbs.
Spinach	38 lbs.

Aside from the health benefits of ESSENTIALS, you'll also receive considerable cost savings.

“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 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

“To get the same amount of antioxidants from extra virgin olive oil as in a daily dose of ESSENTIALS, it would take about 3 oz. of oil and would equate to about \$3.02 per day. In addition to the antioxidants, you would also get approximately 750 calories. Therefore a month’s supply of olive oil would cost \$84.56 and add up to 21,000 calories. Or, you could just take the new ESSENTIALS—an investment in your health.”

John Cuomo, Ph.D.
Director of Product Development

The USANA Difference



OR



the choice is yours