



## ETHICS IN ACTION CERTIFICATION—FAQS

**Q: What is the USANA Ethics in Action certification?**

**A:** The USANA Ethics in Action certification is a short training that covers key USANA policies and topics, including sharing product benefits, discussing earning potential, and managing a USANA business. Knowledge of these topics will help you craft and share a powerful USANA story and set the foundation for a lasting enterprise that fortifies your legacy as a USANA business owner.

**Q: I've been a USANA Associate for several years and am familiar with USANA Policies & Procedures. Why do I need to complete the USANA Ethics in Action certification?**

**A:** The USANA Ethics in Action certification is part of a global growth strategy for USANA and our Associates. Re-familiarizing yourself with these topics will empower you to create a story that is aligned with our policies, support your business-building efforts, and help teach new Associates to share their own story.

**Q: How much time does it take to complete the USANA Ethics in Action certification?**

**A:** Most Associates are able to complete the course in about 10 minutes.

**Q: Where do I access the USANA Ethics in Action certification?**

**A:** You can access the USANA Ethics in Action certification by logging in to The Hub. Please navigate to Training > Ethics and Education > Ethics Courses.

**Q: Will I be required to complete the USANA Ethics in Action certification?**

**A:** Beginning in **2019**, all U.S.-based Associates will be required to complete the Ethics in Action certification to remain commission qualified.

**Q: Will my business be affected if my team does not complete the USANA Ethics in Action certification?**

**A:** No, your ability to earn commissions with USANA will not be affected if your downline does not complete the USANA Ethics in Action certification. Their own commissions, however, will be held until they complete the certification. We hope you will work with your team to ensure their participation for their own benefit.

**Q: Is the Ethics in Action certification required by the government?**

**A:** We have not been required by the government or its agencies to institute a mandatory certification, but—as an industry leader and member of the Direct Sales Association—it is important to be ahead of the curve in this regard.

Considering today’s business landscape, it’s a good practice to have better-informed Associates who can confidently craft and share a powerful USANA story with the knowledge they acquire from certification.

**Q: Do my team members based in other countries like Mexico, Australia, and France have to complete the USANA Ethics in Action certification?**

**A:** As of right now, they do not. This is specific to the U.S. market. However, we hope to roll out a similar certification that is appropriate for each country.

**Q: Will there be additional certifications like this in the future?**

**A:** We plan to offer a number of educational opportunities through our learning platform in the near future.

**Q: Will the additional certifications be exactly like the USANA Ethics in Action certification?**

**A:** Probably not, but we hope to deliver content in an easily digestible format that you’ll enjoy using and sharing with your teams.

**Q: How often do I have to complete the USANA Ethics in Action certification?**

**A:** Once. That’s it!

But we hope you refer back to the content found in the USANA Ethics in Action certification often. It is a reminder of our core policies and is a teaching tool for your team.

**Q: Why is it important for me and my team members complete the USANA Ethics in Action certification?**

**A:** There are many benefits to having a required certification. First, the USANA Ethics in Action certification protects your USANA business. Learning and utilizing best practices related to sharing product benefits, discussing earning potential, and managing a USANA business plays an important role in crafting and sharing your USANA story. It's important for your team members—especially your newly enrolling Associates—to become familiar with these key policies as they set out on their journey to grow and manage a USANA business.

**Q: Can I have a prospect complete this before they sign up?**

**A:** Accessing the USANA Ethics in Action certification requires an Associate ID and a USANA Hub login. This enables them to participate in USANA's compensation plan and receive commission payments after enrollment.