

MyHealthPak

Customized Nutritional
Supplement pack

USANA Health Sciences is committed to developing innovative products that help people achieve better health through high-quality, cellular nutrition. That commitment has led to the development of many advanced solutions to nutritional health, including one of USANA's latest revolutionary products—the **MyHealthPak™** customized nutritional supplement pack.

What is MyHealthPak?

The nutrition you need.
The customization you want.

The MyHealthPak system is the first of its kind. Providing a completely customized selection of USANA® Nutritionals in near limitless combinations, this revolutionary product lets customers select a complete and balanced spectrum of beneficial nutrients to meet their personal dietary needs. A month's supply of individual morning and evening supplement packs—each containing up to eight USANA supplements—is delivered directly to the customer.

The individual packs:

- Eliminate the need for multiple supplement bottles
- Make it easy for customers to consistently take the full dose of supplements they've selected every day
- Are easy to transport, so customers can take their supplements with them while they are traveling or on the go



What's in MyHealthPak?

Top-rated nutritional supplements.

Through a firm commitment to cutting-edge research and uncompromising quality standards, USANA has created a line of high-quality nutritionals that provide a full range of important nutrients.

USANA nutritional supplements include the Essentials and the Optimizers, a line of products that lead the way in the field of nutritional science. In fact, USANA's Essentials recently received a 5-star Gold Medal rating from the *NutriSearch Comparative Guide to Nutritional Supplements*, which compares and ranks more than 1,500 supplements, making the Essentials the highest-rated nutritional supplement in North America.

Essentials: a full-spectrum vitamin, mineral and antioxidant supplement

- The Essentials supplements are a combination of two products packaged as one
 - **Mega Antioxidant** is a comprehensive formula of high-potency vitamins, antioxidants and other important nutrients
 - **Chelated Mineral** is a full-spectrum blend of essential minerals and trace elements
- The Essentials now contain advanced levels of vitamin D (1800 IUs in the US)—the maximum strength for this important vitamin. Vitamin D is essential for optimum bone health, muscle function, cardiovascular health and immune function.

Optimizers: an extensive selection of state-of-the-art nutritional products that enable consumers to customize their nutritional program to meet their individual needs.

- USANA's Optimizers support cardiovascular, cellular, skeletal, endocrine, nervous and immune function.
- USANA's AO Booster™ provides consumers with the same amount of resveratrol as is contained in five bottles of red wine. Resveratrol is a powerful antioxidant that helps protect against the aging effects of free radicals and oxidative stress.
- New Super Pills, exclusive to MyHealthPak, are extra-strength formulas of USANA's most popular Optimizers.

How does MyHealthPak work? Nutrition made to order.

USANA has developed a unique Web site and packaging system that allows MyHealthPak customers to design customized AM and PM nutritional supplement packs that fit any busy lifestyle.

MyHealthPak Builder Site

USANA's award-winning MyHealthPak Builder Web site gives customers access to an exclusive Health Assessment and Advisor, designed by USANA's scientific team to help customers identify which supplements they need. Or, customers can select pre-determined profiles created by USANA that match their health and lifestyle.

The MyHealthPak Builder walks customers through a step-by-step process, tracking nutrient levels to ensure customers do not receive unsafe dosages. Finally, as customers complete their orders, they are able to personalize their packs with their name and message of their choice.

Innovative Packaging System

A proprietary packaging machine designed exclusively for USANA quickly and efficiently assembles every individual MyHealthPak. The server on this revolutionary machine receives the order from the Web site and communicates with a high-speed packer that dispenses the appropriate tablets.

Fifty-six individual AM/PM packs, a four-week supply, are sealed in plastic, stamped with customers' personalized information, boxed, and labeled with a complete, fully compliant supplement facts label.

An Innovation in health

With MyHealthPak, individuals are truly able to take charge of their health. USANA's innovative use of technology—an interactive, intelligent Web site and a customized packager for manufacturing—is helping a growing number of consumers improve their lives by making it easier to get better nutrition for better health every day.

“MyHealthPak brings the ultimate in customization and convenience to USANA's line of high-quality, science-based supplements. With its nearly limitless product combinations, award-winning Web interface and precision packaging system, MyHealthPak puts fully personalized, optimal nutrition at your fingertips.”

—Tim Wood,
USANA Executive Vice President of
Research and Development

MyHealthPak fast facts

- MyHealthPak eliminates the need for multiple supplement bottles
- The MyHealthPak Builder Web site won a Stevie Award in 2008
- The USANA supplements available in MyHealthPak have received the highest rating by the *NutriSearch Comparative Guide to Nutritional Supplements*
- There are tens of thousands of potential supplement combinations in MyHealthPak
- Unlike many competitors' supplement packs, which are not truly customizable, MyHealthPak allows consumers to select the supplements that are right for them
- The MyHealthPak Builder site does not allow unsafe dosages or combinations to be created
- MyHealthPak's innovative customization technology allows the customer to print his or her name on the box and on every packet of pills
- The majority of supplements in MyHealthPak are manufactured in an NSF International certified facility
- Consumers can also add new Super Pills to their MyHealthPak. Super Pills are extra-strength formulas of USANA's most popular Optimizers, helping consumers free up space in their daily packets for other supplements



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