

Empowering You

USANA Terms & Policies Breakdown

Our Terms & Policies have been updated to empower you to better your business.



Before, only Gold Directors and above could create websites or promotional content once they submitted it for legal approval. Now, anyone can create content and advertise after completing an online certification. (Policy 9)



No more guessing how to attract customers with promotions. Advertise any product at Auto Order price or above, and offer these non-price incentives: free shipping, free logo gear, and official USANA product samples. (Policy 13)



Attract more people and have the freedom to promote USANA with non-USANA products—as long as they are not from another Direct Selling company. (Policy 22)

Additional Key Updates:

- Guidance on making effective and proper income and lifestyle claims (Policy 11)
- Approved locations where you can sell USANA products; kiosks are now excluded (Policy 18)
- Online sales should be placed in your own Business Center (Policy 19)
- Sponsor/placement change wait times are consistent. Changes will happen six months after inactivity or cancellation. (Policy 28)
- Increased protection for you from unfair and improper business-building practices of other Associates (Policy 30)
- In China, business activity by non-BabyCare Distributors is specifically prohibited (Policy 33)

USANA's ethics and education team is here to help answer any questions.

Contact them at Ethics@usana.com. To see the entire Terms & Policies, visit The Hub, or download this PDF.