



North American Average Total Earnings

The primary reason 17% of USANA independent business owners join the company is to improve their financial future. 21% of that group earns a check at least once a month. Of those whose primary reason is to earn enough to replace a full-time income, 41% have been Associates for at least one year and 56% are full-time Gold Directors and above.¹

The following chart demonstrates the wealth many Associates² are creating with the USANA opportunity:

Rank	% of Active	% of Everyone	Weekly Average	Annual Low	Annual High	Annual Average (Wkly Avg x 52)
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FULL-TIME ASSOCIATES						
Star Director	4%	< .1%	\$ 14,834	\$ 451,592	\$ 1,553,675	\$ 771,368
Diamond Director	6%	< .1%	\$ 11,332	\$ 260,221	\$ 473,148	\$ 589,260
Emerald Director	10%	< .1%	\$ 4,840	\$ 151,100	\$ 559,673	\$ 251,694
Ruby Director	15%	< .1%	\$ 3,197	\$ 106,000	\$ 254,966	\$ 166,226
Gold Director	66%	.1%	\$ 1,676	\$ 38,276	\$ 203,035	\$ 87,171

PART-TIME ASSOCIATES						
Silver Director	< 1%	.1%	\$ 1,252	\$ 45,898	\$ 110,338	\$ 65,089
Bronze Director	< 1%	.1%	\$ 831	\$ 29,382	\$ 68,229	\$ 43,247
Director	1%	.1%	\$ 631	\$ 9,000	\$ 45,413	\$ 32,816
Achiever	1%	.2%	\$ 427	\$ 7,414	\$ 38,561	\$ 22,194
Builder	4%	1%	\$ 223	\$ 2,274	\$ 34,164	\$ 11,614
Believer	63%	19%	\$ 101	\$ 1,180	\$ 20,413	\$ 5,254
Sharer	32%	10%	\$ 49	\$ 606	\$ 15,960	\$ 2,551

¹ According to results from in-house survey taken between 2004 and 2006.

² Calculations based on earnings between February 2008 and January 2009. To be considered in a rank's earnings, Associates must have earned checks at a median rank for at least 16 weeks.

\$85,000 is the average annual income for established, full-time USANA Associates. **\$23,300** is the average annual income for Associates who earn as little as one commission check a month. Total includes all earnings from the compensation plan, Leadership Bonus, and contests and incentives. Figures should not be considered as guarantees or projections of actual earnings, which result only from consistent, successful sales efforts. The average annual income for all 158,934 USANA Associates, including those who are brand new or who are not actively building a business, is \$618.55, with nearly one in three earning a check.



With 131 Million Dollar Earners, it's no wonder USANA Health Sciences has been voted the **#1 Distributor's Choice** "Best Company" for **10 consecutive years** in *NetWork Marketing Today & the MLM Insider Magazine*.