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USANA Selects Three New Vice Presidents

Management Changes Continue at Global Nutrition Company

SALT LAKE CITY, Dec. 15, 2016 /PRNewswire/ -- Today, USANA announced the promotion of three executive directors to vice president of their respective areas. Ashley Collins, former executive director of PR & social media, has been named vice president of marketing & PR; Amy Haran, former executive director of communications, has been named vice president of communications; and Howard Gurney, former executive director of quality systems and regulatory affairs, has been named vice president of product development process.



"I have had the pleasure of working with these proven leaders for many years now and know firsthand their dedication and commitment to our employees, stakeholders, distributors and customers," said Kevin Guest, CEO of USANA. "These talented and ambitious individuals have been essential in hitting key benchmarks within the company and will continue taking us to the next level of excellence."

Ashley Collins began her career at USANA in 2000 and quickly became recognized as a trusted leader within the organization. Collins has successfully managed major campaigns, developed and cultivated relationships with athletes, celebrities, and other influencers and has played a critical role in the success of *The Dr. Oz Show* sponsorship. In her new role, she will continue leading PR and social media, but will also steer USANA's marketing and digital marketing teams.

Newly named vice president of communications, Amy Haran, has worked in content marketing and communications at USANA for 13 years. She has been integral in expanding global internal communication efforts and developing long-term communication strategies to

support the company's global initiatives. In addition to overseeing digital communications for USANA's 1,300 employees and 400,000 distributors worldwide, Haran will also guide the customer service, translation and content creation teams.

Former executive director of quality systems and regulatory affairs, Howard Gurney, has had a successful career leading and managing the regulatory team to ensure government and public relations are in good standing. As vice president, Gurney will supervise the streamlining of the product development process across many departments at USANA in addition to overseeing quality assurance, quality control, regulatory affairs and regulatory systems.

USANA congratulates these outstanding individuals on their new positions. For more information about USANA, go to USANA.com.

About USANA

Founded in 1992, USANA Health Sciences (NYSE: USNA) is a U.S.-based nutritional company that manufactures high-quality supplements, personal care and healthy food products in its [FDA-Registered Drug Establishment](#) in Salt Lake City. Learn more about USANA by visiting our web site <http://www.usana.com> or the official USANA blog <http://whatsupusana.com>.

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