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USANA Focuses On Recognizing And Empowering Women Entrepreneurs

SWEET Things Happen at Annual Event

SALT LAKE CITY, Feb. 13, 2017 /PRNewswire/ -- Running a successful business is all about perseverance. It takes drive, passion, and creativity—and for thousands of women across the globe, it represents their ability to overcome tremendous adversity. That's why one company is turning heads with an event dedicated solely to helping women succeed in business. Recently [USANA](#), a global health company, celebrated its sixth annual Successful Women Encouraging Entrepreneurs Together (SWEET) Retreat in Phoenix, AZ.



"The women on stage at this event built successful USANA businesses their own way, and it's incredible to see how they have changed their lives and the lives of so many others," said Lori Truman, vice president of US field development.

While the event was filled with ambitious and successful women sharing their stories and advice, USANA took things one step further and worked to make a difference beyond the event itself. The company teamed up with the Phoenix Rescue Mission Changing Lives

Center, a women's shelter dedicated to helping women get back on their feet and providing them with the tools necessary to do so. USANA asked SWEET Retreat attendees to donate professional clothing, purses and shoes to the cause, and this group of entrepreneurs really stepped up to the plate with hundreds of donations.

"I've been attending this retreat every year since it began and I absolutely love learning from USANA's women leaders," said Viola Creb, a USANA Executive Gold Director.

"Women have unique gifts and talents and USANA's SWEET Retreat gives us the added bonus of helping us explore our powerful female forces."

According to the [Direct Selling Association](#), more than 77 percent of participants in the direct selling industry are women.

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 facility](#) 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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