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USANA Launches Next-Generation Celavive Skincare: Advanced Formulas, Expert Ambassadors, Proven Results

Breakthrough products and upgrades redefine cellular skincare for radiant, resilient skin

SALT LAKE CITY, Sept. 11, 2025 /PRNewswire/ -- USANA (NYSE: USNA), a global leader in cellular nutrition, has unveiled the next evolution of its Celavive skincare brand. The launch includes potent new offerings, enhanced formulas, and the recruitment of two globally acclaimed beauty authorities as international spokespeople. This new era of Celavive combines advanced science with real-world expertise to help people everywhere achieve their most youthful, glowing skin. The updated Celavive range merges cutting-edge scientific research with practical knowledge, with the goal of assisting individuals worldwide in maintaining radiant, youthful-looking skin.



To learn more about USANA's Celavive skincare line, please visit [here](#).

"At USANA, we believe skincare should do more than just sit on the surface — it should work at the cellular level to help skin look and feel its best," said Brent Neidig, USANA's Chief Commercial Officer. "That's why we've poured our hearts into developing this next-generation of our Celavive line and upgrading our formulations to work at the cellular level. These new innovations give our Brand Partners and customers confidence in products that deliver visible results, backed by cutting-edge science and expert education. Celavive is more than skincare — it's empowerment, resilience, and beauty you can believe in."

Next-Generation Products That Deliver Visible Results

Celavive Vitalizing Serum

Now formulated with more than four times the actives, including BioPeptide-CS, Olivol24™, CoQ10, and plant-based Bakuchiol. This daily powerhouse serum encourages collagen synthesis, smooths the look of wrinkles, supports the skin barrier, and restores radiance — all without irritation.

Celavive Bi-Phase Makeup Remover

A brand-new, lightweight, dual-action formula that cleanses and conditions in one step. Infused with cucumber fruit complex, it melts away makeup and impurities while cooling, soothing, and hydrating skin — with no greasy residue.

Celavive Contouring Face & Neck Crème

This new, powerful "lift and firm" cream made with Feminage™, a clinically studied ingredient that helps support elasticity and smoothness. Specifically designed for women 35+, this formulation supports firmer contours and a radiant, youthful appearance.

Celavive Triple Action Eye Cream

With nearly 10x more active ingredients than before, this advanced eye cream targets the look of fine lines, puffiness, and dark circles. Enhanced with brightening peptides, it visibly improves the most delicate areas of skin for a refreshed, revitalized look.

Celavive Perfecting Toner

Upgraded to balance pH, boost hydration, refine texture, and protect against dullness and uneven tone. With a blend of peptides, botanicals, and antioxidants, it helps skin feel calm, clear, and resilient after every use.

USANA has also refreshed the look of Celavive staples like the Creamy Foam Cleanser, Conditioning Makeup Remover, and Protective Day Cream and Lotion SPF 30 with sleek new packaging and branding.

Global Ambassadors Bring Expertise and Inspiration

To elevate Celavive education and connection, USANA is proud to announce that it has partnered with **Joy Tan and Violet Chan** as the brand's new global ambassadors with the goal of enhancing education and engagement with the brand on a worldwide scale. With more than a decade of experience in beauty education, services training, and industry partnerships across Asia, Joy and Violet are some of the most trusted voices in skincare.

Together, they will enable USANA Brand Partners to communicate the scientific basis of Celavive in terms of practical application and visible outcomes. This will foster trust, boost assurance, and motivate engagement in markets worldwide.

About USANA

USANA (NYSE:USNA) has been providing premium-quality nutrition and lifestyle products for more than 30 years. From its award-winning supplements manufactured in its FDA-registered facility to its cutting-edge Celavive skincare and healthy living products, USANA is committed to empowering people to live healthier, more vibrant lives.

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