

March 12, 2018



USANA Named Top Rated Direct Selling Brand for Fifth Time

Award based on ConsumerLab.com Customer Satisfaction Survey

SALT LAKE CITY, March 12, 2018 /PRNewswire/ -- USANA, The Cellular Nutrition Company, always goes the extra mile to ensure that they are developing the highest quality products on the market, and being named the 2018 Top Rated Direct Selling Brand in [ConsumerLab.com's](https://www.consumerlab.com/survey2018) Survey of Vitamin and Supplement Users confirms their commitment to excellence. This is the fifth time USANA has earned this award, which is based on customer satisfaction, with a greater percentage of consumers being highly satisfied with USANA than with other direct selling brands. For more about ConsumerLab.com's customer survey, visit <https://www.consumerlab.com/survey2018>.



Find out for yourself why USANA ranks as the top choice for consumers. Go to [USANA.com](https://www.usana.com) and shop for a wide variety of high-quality nutritionals, healthy food and personal care products.

"Receiving this kind of feedback directly from our consumers is something we value a great deal. It serves as an indicator of our passion and focus for putting our customers first," says Dan Macuga, USANA's chief communications and marketing officer. "Our investment in

research and development and manufacturing are validated by consumer satisfaction awards like this. With the further development of our USANA InCelligence Technology® and brand new Celavive® skincare system, 2018 and beyond will be a great time to be a USANA customer."

ConsumerLab.com is an independent, third-party supplement testing company providing results, reviews, ratings and comparisons of vitamins, supplements, herbs and nutrition products to consumers. It surveys its readers annually regarding their use, choice, and satisfaction with supplements.

"This top rating demonstrates high satisfaction among USANA supplement users," said ConsumerLab.com President, Dr. Tod Cooperman.

About USANA

USANA (NYSE: USNA), The Cellular Nutrition Company, is a U.S.-based nutritional company founded in 1992 that manufactures high-quality supplements, personal care and healthy products in its state-of-the-art facility in Salt Lake City. Learn more about USANA by visiting our website <http://www.usana.com> or the official USANA blog <http://whatsupusana.com>.

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