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USANA appoints new chief officer and managing director of China

Brent Neidig, executive vice president of China, promoted

SALT LAKE CITY, May 6, 2019 /PRNewswire/ -- USANA is proud to announce that Brent Neidig has been appointed chief officer and managing director of China. As the executive vice president of China since February 2017, Neidig oversaw USANA's Chinese subsidiary, BabyCare, and the notable expansion of USANA's presence in China. His new role will see him continue his efforts to grow and manage USANA's Chinese market.



"Brent is a true leader and has been instrumental in the tremendous growth our Chinese market has seen over the years," said Kevin Guest, CEO of USANA. "His dedication to his job and family means so much to me, and I appreciate everything he does for this company. I look forward to seeing the new heights that Brent can take USANA in China."

Neidig enjoyed a successful career leading the organization's ethics and education team before transitioning into his roles of vice president of China strategic development and, most recently, executive vice president of China.

"I am honored and humbled by the faith that Kevin Guest and the board has placed in me to fulfill this important position," said Neidig. "I have spent more than 10 years at USANA, and have enjoyed every second of it. I'm excited to continue my work with the incredible people in China and at USANA."

Neidig graduated from the University of Utah's David Eccles School of Business with his MBA in 2013 and is fluent in Mandarin.

For more information about USANA and its executive team, please visit usana.com.

About USANA

USANA (NYSE:USNA) prides itself in providing consumers the highest quality nutritional products in the world. From its award-winning supplements to its innovative new skincare line, USANA has proven for more than 25 years why it's a company you can trust. How about giving us a try? Shop at USANA.com or learn more at whatsupusana.com.

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