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USANA Stands Committed to Ethical Business Practices

Company participates in DSA Code of Ethics for Eighth Consecutive Year

SALT LAKE CITY, Sept. 12, 2017 /PRNewswire/ -- For the eighth consecutive year, USANA has been recognized for taking its ethical business practices to the next level within the direct sales industry. For the eighth year in a row, USANA was named to the Direct Selling Association (DSA) Code of Ethics Communication Initiative, whose purpose is to encourage and promote the education and communication of the DSA Code of Ethics among member companies, members of the field and the general public.



To find out more about USANA, please visit USANA.com.

"USANA is deeply invested in its commitment to ethical business practices—which is why we are proud to be a part of such an important initiative," said Dan Whitney, vice president of ethics and market expansion. "Every year, we voluntarily participate in the Code of Ethics Communication Initiative because we believe it is of the utmost importance to maintain the highest level of ethics in operating a direct sales business. Being a part of this initiative helps spread the word to all of USANA's Associates and the public about the code that guides ethical business practices and consumer services in this significant industry."

Created in 2008, the initiative recognizes member companies that go above and beyond in their efforts to promote awareness of the code by fulfilling the necessary criteria and adhering to ethical business practices within direct sales. The initiative encourages companies to be truthful about their products, services, identity and privacy. It seeks to eliminate deceptive or unlawful consumer or recruiting practices and creates an environment of ethical business practices.

USANA was required to complete five of the [16 recommended activities](#) before March of this calendar year to qualify for the initiative. USANA's qualifications were then reviewed by DSA staff and verified by DSA's code administrator.

About USANA

USANA, The Cellular Nutrition Company (NYSE: USNA), 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>.

Media Contact: Ashley Collins
Vice President of Marketing & PR
(801) 954-7629
media@us.usana.com

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