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USANA Announces the Elevation of Its Opportunity

Enhanced incentives, a renewed brand story, and stronger sales system are aimed at driving early success and sustainable growth for USANA Brand Partners

SALT LAKE CITY, July 1, 2025 /PRNewswire/ -- USANA, a global leader in cellular nutrition, announced an elevated opportunity to its global Brand Partners this week, including an updated brand story and enhanced compensation plan. The updated incentives fully launch in October and give USANA Brand Partners improved tools for attracting and retaining new customers and team members.



To learn more about USANA and its opportunity, please visit [here](#).

"We are excited to bring this enhanced opportunity to our business partners around the world," said USANA President and CEO Jim Brown. "We worked closely with more than 50 experienced USANA Brand Partners across our markets, reviewed extensive company data, and consulted with experts inside and outside the direct sales channel to guide our strategy. Those efforts led us to build upon our unique strengths, adding incentives that will attract new generations of entrepreneurs and reward existing business builders for engagement and consistent growth."

Highlights of USANA's compensation enhancements include:

- **New Sales Bonus:** All Brand Partners will earn a bonus of 10% of their Brand Partners' and customers' first six months of purchases—allowing for faster earnings and stronger rewards for early retention.
- **Milestone Bonuses:** Three new Milestone Bonuses pave a simpler path to success for new Brand Partners, providing specific targets to help create early success and a more stable business.
- **More targeted leadership** bonuses that motivate team leaders to drive lasting results.

"Our business grows by partnering with people who are passionate about sharing USANA products with their wellness community," said Brent Neidig, USANA's chief commercial officer. "Part of that partnership is ensuring our incentives are relevant in today's competitive

landscape, rewarding for a variety of business builders, and sustainable for the long-term health of everyone's business. We've seen in our data that Brand Partners who hit key earnings early in their USANA journey are more likely to stay engaged and achieve long-term success. Many of our enhancements are targeted to help new Brand Partners do just that. We are excited to marry these improved incentives with a revived brand story and products that meet a growing demand for whole-body, cellular nutrition."

About USANA

USANA (NYSE:USNA) prides itself on providing consumers with quality nutritional and lifestyle products. From its award-winning supplements made in its FDA-registered facility that follows strict Good Manufacturing Practices, to its innovative Celavive skincare and healthy living products, USANA has proven for over 30 years why it's a company you can trust. How about giving us a try? Shop at [USANA.com](http://www.USANA.com) or learn more at whatsupUSANA.com.

USANA

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