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USANA Health Sciences and University of Utah Athletics Announce New Partnership

Utah-based organizations unite to support more than 500 student-athletes across 19 sports

SALT LAKE CITY, Oct. 7, 2026 /PRNewswire/ -- USANA Health Sciences and University of Utah Athletics have announced a new partnership bringing together two Utah organizations with a shared commitment to health, performance, and excellence.



Through the partnership, USANA will support more than 500 University of Utah student-athletes across 19 sports, significantly expanding the company's global roster of sponsored, elite athletes and teams.

As part of the partnership, USANA will support Utah student-athletes both on and off the field through access to high-quality nutritional products, NIL opportunities, and community-focused initiatives. The two organizations also plan to work closely with the USANA Foundation, creating ways for student-athletes to give back and make a meaningful impact in the local community. Together, these efforts will support student-athlete health and performance while helping them build their personal brands, connect with the community, and use their platforms for good.

For Salt Lake City-based USANA, the partnership brings the company's longstanding commitment to supporting athletes closer to home.

"We've had the privilege of supporting athletes around the world for many years, so there is something especially meaningful about forming this partnership right here in our own backyard," said Brent Neidig, chief commercial officer at USANA. "The University of Utah has an incredible tradition of athletic excellence, and we're proud to welcome more than 500 Utes student-athletes to the USANA family."

The partnership also brings USANA's connection to the University of Utah full circle. USANA founder Dr. Myron Wentz earned his Ph.D. in microbiology from the University of Utah before going on to build a career in microbiology, immunology, and human health and ultimately founding USANA in Salt Lake City in 1992.

"Utah Athletics' partnership with USANA is a game-changer for our student-athletes and our Performance Nutrition program," said Meredith Price, Utah Assistant A.D. for Performance Nutrition. "Our team of dietitians work individually with student-athletes to optimize their nutrition for performance, recovery and health. Having access to high-quality, third-party sport-tested supplements from USANA allows us to keep health and safety at the forefront of our recommendations."

The addition of University of Utah Athletics further expands USANA's longstanding commitment to supporting elite athletes. USANA currently partners with athletes and athletic organizations around the world, supporting competitors across a wide range of sports with a focus on nutrition, health, and performance.

About University of Utah Athletics

With a long-running reputation as an athletics power, the University of Utah claims 32 national championships and 128 individual national titles in its history, and generates enormous visibility and exposure to the institution through national television broadcasts, media coverage and social media engagement. Utah, which sponsors 19 NCAA sport programs, is a member of the Big 12 Conference. The Utes have achieved a score of 93-percent or higher in the NCAA's annual Graduation Success Rate (GSR) for eight consecutive years, including a department record-tying GSR of 95-percent in both the 2024 and 2025 reports. Learn more about the University of Utah at utah.edu and about Utah Athletics at utahutes.com.

About USANA Health Sciences

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 healthy, vibrant lives. USANA products are trusted by elite athletes, Olympians, and health-conscious consumers in more than 25 countries worldwide.

Learn more at USANA.com or explore the science behind USANA products at AskTheScientists.com.

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