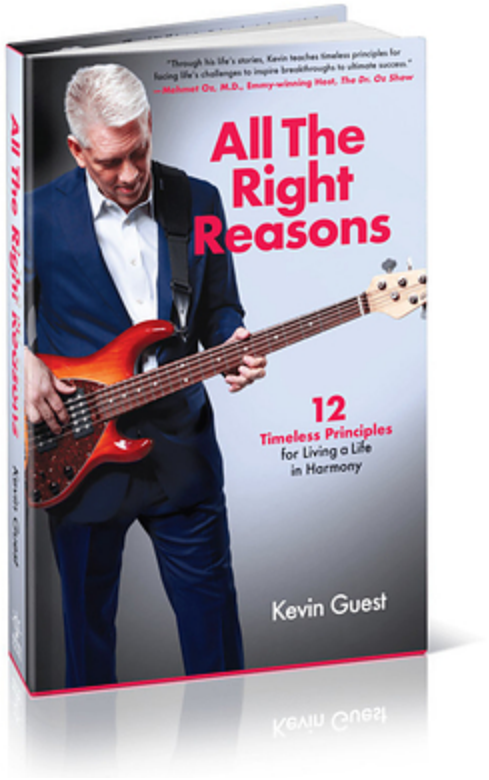
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As Thanksgiving Nears, USANA CEO Kevin Guest Urges All to Rethink What Success Really Means

Author and business leader encourages gratitude for experiences, relationships, lessons that make life meaningful

SALT LAKE CITY, Nov. 2, 2026 /CNW/ -- As millions of people prepare to reconnect with family and friends during the Thanksgiving holiday season, USANA Health Sciences (NYSE: USNA) Chairman and CEO Kevin Guest is encouraging people to reconsider how they measure success.



Rather than focusing solely on income, career achievements or material possessions, Guest suggests looking at the experiences, relationships and lessons that have shaped their lives.

"Success isn't always about what you've accomplished or how much you've accumulated," Guest said. "Sometimes the greatest rewards come from the people who've shared your experiences, helped you through difficult times and made your life better along the way."

In his book, *All the Right Reasons: 12 Timeless Principles for Living a Life in Harmony*,

Guest calls this The Journey Principle: "Success is about the experiences you have, the relationships you build, and the lessons you learn."

That philosophy grew partly from his childhood in Montana, where his father spent years building and expanding a family cabin on Lake Blaine. Guest and his siblings frequently helped with construction.

Finishing the cabin was the goal, but Guest realized his father found satisfaction in the time he spent teaching and working alongside his children.

"My dad was perfectly happy doing the work himself," Guest recalled in his book.

Looking back, Guest believes those shared experiences and the relationships they strengthened were more important than completing the cabin.

With Thanksgiving approaching, Guest offers three ways to put The Journey Principle into practice:

1. **Thank someone who shaped your journey.** Reach out to a parent, friend, mentor or former colleague. Tell that person specifically how their encouragement, example or support made a difference.
2. **Make time for meaningful connections.** Use holiday gatherings to ask about family stories, shared experiences and lessons learned. Give people your attention and listen to their answers.
3. **Recognize the value of unexpected lessons.** Reflect on an experience that didn't go as planned but helped you grow. Consider what it taught you and how that lesson influences your life today.

Guest says his greatest personal and professional lessons have reinforced the importance of relationships, especially those closest to him.

"Thanksgiving gives us a wonderful reason to look around and appreciate the people who've helped us become who we are," Guest said. "Years from now, we may not remember every accomplishment, but we'll remember the experiences we shared and the people who made them meaningful."

Guest encourages everyone to make gratitude more than a seasonal expression by putting it into action throughout the year.

"The journey is happening every day," Guest said. "Don't become so focused on reaching your next goal that you overlook the people and experiences that make getting there worthwhile."

About Kevin Guest

Kevin Guest is Chairman and CEO of USANA Health Sciences, a global health and wellness company based in Salt Lake City. He is also a musician, author, speaker and humanitarian. His book, *All the Right Reasons*, shares lessons on leadership, integrity, relationships and purpose. All proceeds from book sales go to feed hungry children. Visit kevinguest.com for more information.

About USANA Health Sciences

USANA (NYSE: USNA) has provided nutrition and lifestyle products for more than 30 years. Its portfolio includes award-winning supplements, Celavive® skincare and healthy living products. USANA products are used by athletes, Olympians and health-conscious consumers in more than 25 markets worldwide.

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