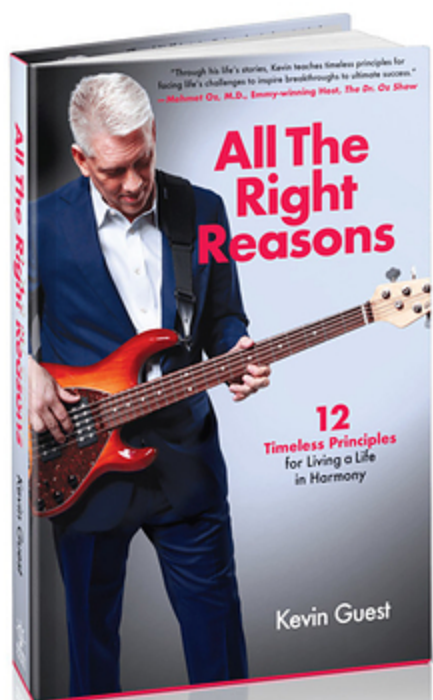


October 1, 2026



USANA CEO Kevin Guest Shares Three Ways to Celebrate International Music Day

SALT LAKE CITY, Oct. 1, 2026 /CNW/ -- In recognition of International Music Day on Oct. 1, USANA Health Sciences (NYSE: USNA) Chairman and CEO Kevin Guest is urging people to experience music as a force that can reduce stress, lift spirits and connect people across cultures.



International Music Day celebrates the world's diverse musical traditions and music's ability to advance peace, friendship, and mutual appreciation. Guest, a lifelong musician who plays guitar and sings, says the day offers a simple invitation: slow down, listen and share music with a friend.

"Music is medicine for the soul," Guest said. "It can meet us where we are emotionally, help us reset, and bring people together even when they're from different backgrounds or languages."

That conviction is deeply personal. In his [bestseller](#), *All the Right Reasons: 12 Timeless Principles for Living a Life in Harmony*, Guest writes that music filled his childhood home and became his passion. With a love for music, his parents bought a piano before they could afford a car, and Guest grew up singing, playing instruments and dreaming of performing on

stage.

"When music comes from the heart, the connection between the musician and the audience is honest and powerful," Guest said. "Music speaks to the soul like nothing else can. It has transformed my life."

Research points to two clear benefits of making music part of daily life:

1. **Music can help regulate stress and emotion.** A [review of 47 studies](#) involving 2,747 people found that music therapy can significantly reduce physical and emotional stress. Research also suggests that listening to music can calm the body and help people manage difficult emotions.
2. **Music can strengthen human connection.** Research on music and social bonding indicates that listening, singing and making music together can encourage shared emotion, coordination and a stronger sense of belonging.

Guest offers three ways to celebrate International Music Day:

1. **Listen beyond your usual playlist.** Choose a genre, artist or musical tradition from another culture. Give it your full attention and learn something about the people and history behind it.
2. **Experience music with other people.** Attend a local concert, school performance, community event or open-mic night. Live music creates a shared experience that a solo playlist cannot fully duplicate.
3. **Share a song that matters to you.** Send a favorite tune to a friend or family member and share why it matters. Then ask them to send one back. A simple exchange can start a meaningful conversation and introduce both of you to something new.

"You don't need to be a professional musician to feel music's power," Guest said. "Sing, play, listen or share a song. On Oct. 1, let music help you find a little more peace within yourself and a little more harmony with the people around you."

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.

MEDIA CONTACT:

Tim Brown, Candid Communications

tim@candidcom.com



USANA

View original content to download multimedia <https://www.prnewswire.com/news-releases/usana-ceo-kevin-guest-shares-three-ways-to-celebrate-international-music-day-302888681.html>

SOURCE USANA