



As Independent Distributors of USANA Health Sciences, we strive to express a world standard against which business behavior can be measured. We seek to identify shared values and thereby develop a shared perspective on business behavior acceptable to and honored by all.

These principles are rooted in two basic ethical ideals: **kyosei and human dignity**. The Japanese concept of "kyosei" means living and working together for the common good, enabling cooperation and mutual prosperity to coexist. "Human dignity" refers to the sacredness of each person as an end, not simply as a means to the fulfillment of other's purposes.

For these reasons, and because business can be a powerful agent of positive change, we offer the following principles as a foundation for action by entrepreneurs in search of a business venture with USANA Health Sciences:

1. Respect for people which includes our concern for the interests of all persons worldwide who are touched by our company including customers, business associates, and communities.
2. Integrity that embraces the highest standards of honesty and ethical behavior.
3. Excellence that is reflected in our continuous search for new ways to improve the performance of our business to become the best at what we do.

We Are entrepreneurs who:

- Take pride in performing well
- Change consumers to lifelong customers through education.
- Are open to creating wealth, not only for ourselves, but for others as well.
- Represent the highest standards of trust and integrity.

We make an unusual effort to identify and recruit the very best people as our business partners. We carefully select our business partners one by one. In a service business, we know that without the best people, we cannot be the best organization.

As a business partner you can expect:

- Respect for you as an individual
- Training and development
- Rewards and recognition
- Long-term profitable growth
- A secure return on your investment
- An alliance with a company with a deserved reputation for innovation and ethical behavior
- Mutually beneficial relationships
- Integrity

We are a community of individuals focused on your success.

Whether you are seeking products to enhance your health, securing a part-time income or developing a lucrative solid recurring income, the potential for reaching that desired success is real.

Winston Churchill said *“Once---perhaps twice, but no more---in an entire lifetime will a person have an opportunity of life-changing magnitude. When such an opportunity knocks, it’s up to you to accept it and make the most of it---or to simply let it pass by.”*

If you choose the high road please contact us.

If you choose to pass by, we wish you good luck as you continue your search.

Ed and Lexie Loseth
USANA Business Owners