



HEALTH
SCIENCES

ALL THE RIGHT REASONS TO LEAD A BILLION-DOLLAR NUTRITION BUSINESS

BY: FRED YOUNG

Kevin Guest

Chairman & CEO / USANA

USANA's CEO Kevin Guest loves music and believes in living life to the fullest. He also keeps working hard putting a healthy, happy life within reach for all

USANA
THE CELLULAR NUTRITION COMPANY

\$1.19 Billion
Revenue

1,978
Employees

Salt Lake City, US
HQ

NYSE:USNA
STOCK



HE IS A PASSIONATE BASS GUITAR PLAYER who has shared the stage with big stars in the music business. He also loves spoiling his grandchildren while living life to the fullest. He is a mental health advocate who wrote the bestselling book 'All the Right Reasons'... and he is also Chairman and CEO of USANA Health Sciences.

"I recognized many years ago that optimal cellular nutrition is key to maintaining long-term health. Since that time, I have made it my life's mission to help people live healthy lives through scientific research, advanced nutritional products, cutting-edge medical facilities, and progressive humanitarian work. I believe, with the help of exceptional nutrition, people can live healthy and more rewarding lives."

DR. MYRON W. WENTZ / USANA'S FOUNDER.

Kevin Guest's profile, talent, charm and intelligence are as unique as the company he heads.

Creating high-quality nutritional products, but also making sure you are giving back to your communities, has been USANA's mission for the past 30 years,

since it was founded in West Valley City, Utah. The science-based nutritional supplements, healthy foods, personal care products and skincare products manufacturer is ruled by one simple idea: "if you feed the cells in your body exactly what they need, your health will benefit." According to USANA this concept fuels



their drive to innovate and advance the science of nutrition “putting a healthy, happy life within reach for all.”

A RESPECTABLE START OF THE YEAR

USANA's first quarter net sales were \$273 million as compared with \$308 million during the first quarter of the prior year. Diluted EPS totaled \$1.15 versus \$1.45 during the first quarter of 2021.

For Kevin, results are a respectable start of the year as sales were softer than anticipated particularly in a few key Asia Pacific markets. “We made progress in executing our customer experience strat-

egy by rolling out more active nutrition products in key markets and by enhancing onboarding programs and training tools,” he said.

The CEO added that the operating environment in Asia Pacific has become more challenging, particularly in China, where the escalation of COVID-19 has resulted in mass lockdowns, restrictions, and other disruptions. “As we look ahead, we are adjusting our strategy to support our teams and associates in these markets, and we remain optimistic about delivering results in the face of these challenges. We remain focused on ex-

USANA PRODUCTS

USANA NUTRITIONALS ESSENTIALS & CELLSSENTIALS

Core vitamin and mineral supplements that provide a foundation of advanced total body nutrition for every age group beginning with children 13 months of age.

OPTIMIZERS

Targeted supplements designed to meet individual health and nutritional needs. These products support cardiovascular health, skeletal/structural health, and digestive health and are intended to be used in conjunction with our Essentials.

FOODS

Low-glycemic meal replacement shakes, snack bars, and other related products that provide optimal macro-nutrition (complex carbohydrates, complete proteins, and beneficial fats) in great-tasting and convenient formats. Combine these products with our Essentials and Optimizers to benefits from a complete and healthy diet, as well as sustained energy throughout the day.

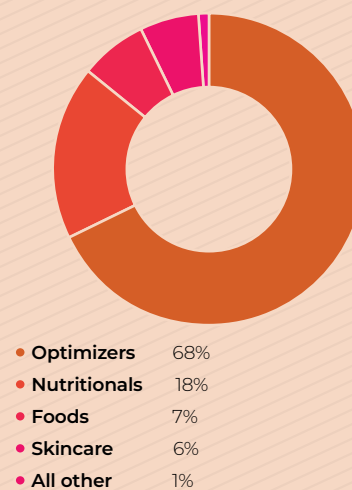
CELAVIVE®

A new innovative skincare system formulated with our USANA InCelligence Technology®. Celavive® offers a comprehensive skin care regimen benefiting multiple skin care types and ethnicities, upgraded science, and more noticeable user benefits.

ALL OTHER

These include materials and online tools that are designed to assist our Associates in building their businesses and in marketing our products.

PERCENT OF PRODUCT SALES 2021





ecuting our strategic initiatives, which we believe will deliver long-term, sustainable growth for all stakeholders.”

The company’s growth strategy focuses on increasing their number of associates and preferred customers using their products throughout the world. Their international expansion plans are also still driving the agenda.

COMMITMENT TO ADVANCE THE ESG GOALS

Just as the industry moves towards the same direction, USANA is stepping up the pedal in their ESG agenda and involvement with communities.

During the recent presentation of the company’s second sustainability report, Kevin pointed at substantial improvements. “As I look ahead, I am optimistic about the future. Our strategy

“I dream of a world free from the pain and suffering of degenerative disease. Share my vision. Love life and live it to its fullest in happiness and health.”

DR. MYRON W. WENTZ / USANA’S FOUNDER.

USANA’S CORE VALUES



EXCELLENCE

They rely on scientific research to provide innovative, healthy living solutions, and they empower all individuals to continually improve each day.



COMMUNITY

They support, care for, and encourage one another—and the world—to live happier, healthier lives.



INTEGRITY

They demonstrate honesty, responsibility, and accountability through our individual actions and corporate decision-making.



HEALTH

They cultivate a holistic view of wellness that supports a healthy body and a strong mind.

"I thank all our employees for their hard work and all our stakeholders for their continued support as we work to create the healthiest family on earth."

KEVIN GUEST / CHAIRMAN & CEO, USANA.

to strengthen, diversify and grow our worldwide business is right on track, underpinned by our commitment to advance the ESG goals set forth by our Board of Directors."

Kevin noted that incorporating best practices across all operations and markets and working with communities around the world, has been a massive team effort. "I thank all our employees for their hard work and all our stakeholders for their continued support as



we work to create the healthiest family on earth," said Guest, a BA in Communications from Brigham Young University.

In 2020 USANA began a formal materiality assessment to gather insight on its ESG performance, priorities, areas where USANA could make the greatest impact, and how the company could enhance its sustainability disclosure and reporting.

For the 2021 report, the company increased its alignment with relevant reporting frameworks including the Global Reporting Initiative (GRI) Standards, the Sustainable Accounting Standards Board (SASB) Standards, and the United Nations Sustainable Development Goals (SDGs).

THE FUTURE MUSICIAN IN MONTANA

Being aware of the company's footprint





and how nature is a precious gift comes easy for a musician who grew up in Mon-

“In my quest to live a life in harmony, a habit of setting clear priorities in the greater context is one secret to regulate personal energy, cope with stress and avoid a multitude of problems.”

KEVIN GUEST / CHAIRMAN & CEO, USANA.

tana, surrounded by friends and family who shaped his outlook for living a balanced life. Leading a company that has invested so much into improving the people, the planet and the products sold to their customers, has reaffirmed his persona. “Leading a global company



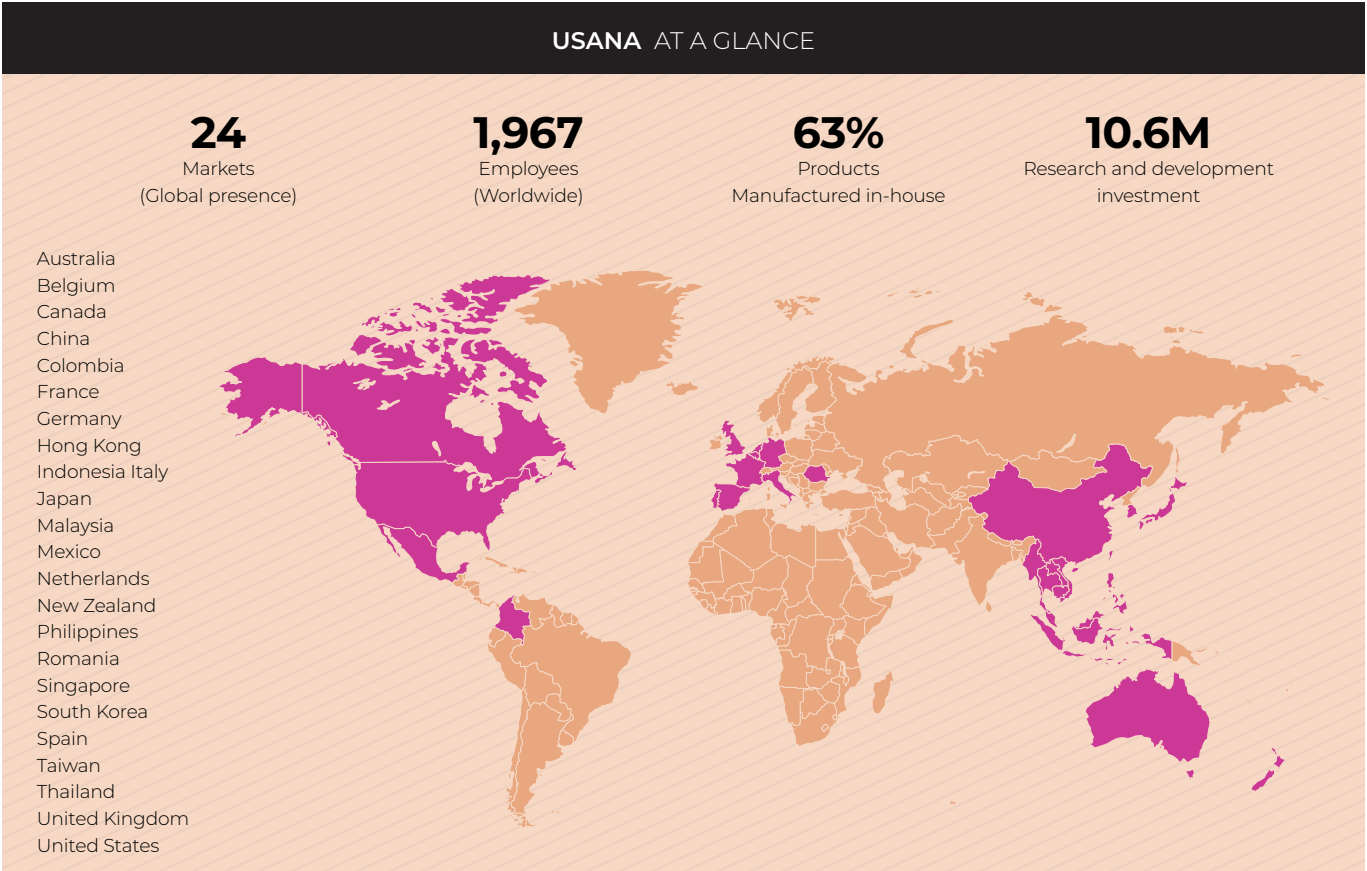
We **Build Relationships** Between Our Respected Ingredient Manufacturers and the Leading Innovative Producers of Health and Wellness Products.

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**DISTRIBUTING QUALITY
INGREDIENTS
FOR OVER 30 YEARS**







“Some mental health aspects are highly vulnerable to environmental influences, and the pandemic has certainly levied an unprecedented effect on workers.”

KEVIN GUEST / CHAIRMAN & CEO, USANA.

can bring high levels of nonstop stress,” said Guest. “In my quest to live a life in harmony, a habit of setting clear priorities in the greater context is one secret to regulate personal energy, cope with stress and avoid a multitude of problems.”

Kevin worked closely with USANA in its early days producing the company’s videos and events as a managing partner with FMG Productions. When USANA brought FMG in-house to form USANA Studios in 2004, Kevin became USANA’s Vice President of Media and Events.

For Kevin, having an entrepreneurial experience gave him “a unique perspective to better understand and relate to USANA, USANA Associates, and its stakeholders.” In 2014 the company named him president and the following year, USANA CEO. In 2020, Kevin began

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The customer experience is our only standard. We gain competitive advantage through operations and supply chain management in design and planning. We make big data analytics that work to raise our service standards and SOP. Thus to create a new high standard of logistics enterprises.

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serving as Chairman of the Board, as well as CEO.

Kevin took the seat that once belonged to visionary, scientist, philanthropist and entrepreneur Dr. Myron W. Wentz, USANA's former CEO and founder.

LIVING IN HARMONY

A more recent aspect of Kevin's life is related to his bestselling Book 'All the right reasons: 12 timeless principles for living a life in harmony'.

"Some mental health aspects are highly vulnerable to environmental influences, and the pandemic has certainly levied an unprecedented effect on workers," Guest said during the National Mental Health Month in May.

The CEO said maintaining social support is top of the list to combat isolation. "Even in today's hybrid working environ-

AWARD-WINNING SUPPLEMENTS



Among the highest quality nutritional products sold in 26 markets stands out the award-winning supplements to its innovative Celavive skincare and Active Nutrition lines.

USANA InCelligence Technology.

Patent-pending technology designed to support the body's natural ability to nourish, protect and renew itself.

Celavive skincare.

Introduced in 2017 and formulated with USANA InCelligence Technology. The Celavive line offers a comprehensive skin care regimen for multiple skin care types and ethnicities.

"Even in today's hybrid working environment, staying connected to a network of people, groups and organizations that are supportive and fun is key to good mental health."

KEVIN GUEST / CHAIRMAN & CEO, USANA.

ment, staying connected to a network of people, groups and organizations that are supportive and fun is key to good mental health," said Guest.

In the book, Kevin shares entertaining anecdotes and inspiring stories, collected from years of meeting fascinating people and learning valuable life lessons. The result is a book featuring 12 foundational principles by which he lives and that he believes will lead others on their own path to success.



It makes sense that these aspects are important for an artist who is really concerned about the future of the company he heads, but also for the future of the planet and the people living in it. Those who want to know more about Kevin Guest can jump into his social media accounts. There you will have a glimpse of a person that happens to love music as much as he loves running a billionaire business. If you want to know details about him, maybe you can ask stars like Kenny Loggins, Tommy Shaw, Eddie Money, Belinda Carlisle or Collin Raye, with whom he has played.

These “guys” might know a thing or two, because when musicians share a stage to perform before an audience, they team up and connect and create harmony and enjoy being there, living life to the fullest... just the way Kevin likes to live his own. ✎



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