YOUR "HOW TO" GUIDE

#USANA X SPARTAN

WHERE SCIENCE AND ATHLETICISM MEET

Transform Your Body, Change Your Life

For nearly 30 years, USANA has provided individuals and families the opportunity to create true health with the highest quality nutritional products backed by a potency guarantee. We've strived to create the healthiest family on earth through four pillars of holistic living, our core values: excellence, community, integrity, and health.

Now, we have an energizing U.S. partnership with the fastest-growing leader in endurance events: **Spartan Race Inc.**

Push past the impossible. Get comfortable with being uncomfortable. Challenge yourself and your friends. The healthiest family on earth has joined the strongest warriors in the world.



Science Meets Spartan

Spartan is an international company created and led by founder and CEO Joe De Sena. His goal is to help people develop resiliency and a more capable body and mind through obstacle course races held across the globe. Individuals and teams register for a Spartan race weeks or months in advance, committing to consistent training and healthy nutrition habits to prepare. Along the way, they find strength and accountability in their new network of fellow racers, both veterans and first-timers.

USANA's partnership with Spartan is a fusion of health science and healthy living, putting our nutritionals to the ultimate test. And Joe is no stranger to USANA—as of 2019, he's been taking **HealthPak™** for 20 years! That's an incredible testament to the power of the premium supplements you rely on to maintain your healthy lifestyle.*

Read the Spartan story to learn more about the company's vision.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

"It's about the challenge. There's comfort in being uncomfortable. Bite off more than you can chew, then keep chewing."

Joe De Sena,
Spartan CEO and Founder,
New York Times Best-Selling Author

Crunching the Numbers

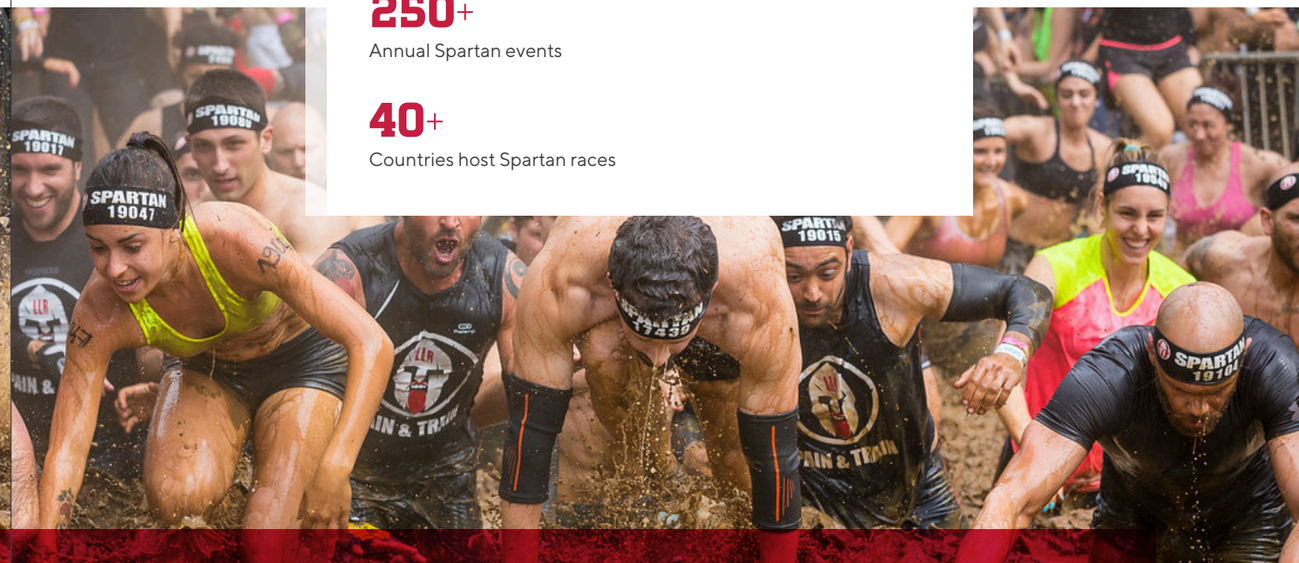
2010
Year of the first Spartan race in Willison, Vermont

5
Types of Spartan races: Stadion, Sprint, Super, Beast, and Ultra
Learn about each at **Spartan.com**

250+
Annual Spartan events

40+
Countries host Spartan races





Grow Your Base with Spartan

Teaming up with Spartan is the perfect opportunity to authentically build your network and business. Committing the time and effort to participate as a competitor or volunteer is a big task, but it unlocks many opportunities to connect. And recommending USANA's premium supplements to prepare for the race is a natural way to generate new Auto Order customers.

Challenging someone to join you in a Spartan race is an exciting way to develop new Preferred Customers, reignite the interest of current customers and team members, and promote our industry-leading supplements. Naturally, the best way to prepare for any physical challenge is with the best nutrition. To talk about Spartan authentically, look for opportunities to enter your first race as soon as possible.

When you meet a new contact, bring up Spartan during the conversation. It's fine if you haven't participated in a race yet; if anything, this will make your first event more approachable to new contacts. Invite them to learn more about your team, the supplements you take, and exercise routines you incorporate to prepare for a race. Ask your new contact if they know anyone who would be interested in participating. This is a zero-pressure way of making connections—for business or a new workout buddy. **#FitFam**.

#USANAxSpartan

Explore your opportunities with Spartan:

Find an upcoming race near you.

Connect with other USANA Associates in your area.
Network, network, network. Spartan events are an opportunity to contact local Associates and teams. Join them in a race or volunteer to host a get-together to hear what they have learned from past races.

Search your Spartan race to see if a USANA team already exists. If not, create one. Name your team with USANA in mind to make it easy for fellow Associates to find you.
Everyone on your Spartan race team will automatically get the same starting time.

Utilize the power of social media.
Establish a social media group for your new team with event reminders, new workouts, and inspiration to join or keep going.

Post progress updates and lessons learned along the way. Testimonials are a powerful tool for generating interest and even shares, exposing potential customers to your business.

Follow up with new contacts before and after race day.
The only thing more important than networking is following up. Keep in contact with the people you meet through texts, email, social media, or however they prefer to be reached.



"[With the Spartan partnership,] we can appeal to a lot more people—it's beyond the HealthPak. We're explaining less, showing more. Instead of focusing on the business, we go to the park, set up some obstacles. We started with 10, 20 people. It's grown from there to 70-plus."

Abby Ramboyong,
USANA Emerald Director



Becoming a Spartan

You've decided to compete in your first Spartan obstacle course race. Awesome! Registering for an event is your first step toward new, healthy habits. Here are six additional steps you can take to help ensure a successful run.

6 Tips for Your First Spartan Race

1

Drive starts on the inside. One of the most important elements for a successful race is consistent, wholesome nutrition, with a balance of healthy proteins, carbohydrates, and fats. Download our low-glycemic shopping guide from the Welcome Kit to enjoy deliciously satisfying meals up to race day and beyond.

2

Supplement early and often. Nutritionals can take weeks of consistent use before all their benefits are revealed. Take your supplements at the appropriate time each day, especially in the weeks before your race. Set reminders on your smartphone, or build your own MyHealthPak™ to simplify the habit.

3

Exercise to win. Proper exercise strengthens muscles, reduces the risk of injury, and increases endurance. Find a new training routine on Spartan's website, and download the 5-week Spartan training plan, available in English on the Share USANA Media Center.

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USANA CellSentials® x Procosa®

A Winning Combination

Fuel your cells and power through every obstacle with the potent combination of USANA CellSentials® and Procosa®.



USANA CellSentials® is formulated with the InCelligence Complex to meet the needs of healthy adults—nutritional support for the entire body, including your cardiovascular system and muscle tissue. A healthy body means better performance and, just as important, a smoother recovery. You might even feel good enough to commit to your first Super.*



Procosa® elevates your active lifestyle and protects the health of joints with vegetarian glucosamine and curcumin, plus vitamin C as part of the InCelligence Joint-Support Complex. Healthy joints are key to a full range of motion, including your ability to run, jump, climb, crawl, pivot, and more—critical for a successful Spartan race.*

See Procosa in Action

4

Focus on recovery. Two weeks out from your race, get plenty of sleep and avoid stimulants like alcohol altogether (coffee is OK, but only in the morning). Proactively promote your body's natural recovery mechanisms with the InCelligence Joint-Support Complex found in Procosa.*

5

Share your strength. After your first race is over, you're sure to feel a powerful spectrum of emotions. Even if you don't keep a regular journal, jot down your thoughts some time during the day and share them with your team through calls, social media, or a post-race celebration. Use the hashtag #USANAxSpartan with each post.

6

Take it to the next level. When you reach 50+ participants at any of your Spartan events, reach out to USANA. We'll provide corporate support, branded swag, and maybe even a professional athlete!

"The only bad workout we ever have is the one we don't do."

Joe De Sena

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Make the Commitment

Save 20% on all Spartan U.S. events with code "USANAspartan"