

10 REASONS WHY

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one supplement brand is better

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10 Reasons Why You Need a Great Supplement

In a perfect world, we'd meet all our nutritional needs from food.
Unfortunately, we don't live in a perfect world.

1) You don't really eat as well as you think.

The Standard American Diet (SAD) is full of packaged, processed or fast foods. The average American diet gets 45 percent of its calories from fat and another 35 percent from sugar. In other words, 80 percent of the calories we consume provide none of the nutrients that our bodies need. (Read that again). Basically, we are over fed and under nourished.

2) Soil quality is decreasing, chemical use is increasing.

Soil quality has been steadily declining since we modernized farming, because we have more and more people to feed. A side effect of producing more is a rapid turnover of soil and increased growth and pest-resistance of plants. (Have you noticed the strawberries the size of your fist at the grocery?) This causes a significant decrease in healthy minerals, vitamins and microbes. On top of this, the animals that eat these low nutrient plants can also become undernourished. When you're constantly exposed to toxins your body and liver are in detox overdrive. Cellular pathways are in desperate need of support.

3) Prescription meds come with a hidden cost.

44% of all Americans take at least 1 prescription medication, and 17% take 3 or more medications. Some medication can interfere with getting nutrients to where they have to go in your body or from being absorbed properly. What's ironic is that some of those medications may not have been necessary if the body had been given what it needed prior to getting sick.

4) Alcohol is not a health drink - not even red wine.

A 2017 study found alcohol use rose from 65% to 73% in the American adult population, which is about an 11% increase. And not only are more people drinking alcohol - they are also drinking more amounts of it. Alcohol is a toxin and the body will give it precedence over other nutrients to ensure that it will be digested and passed through the GI tract first (how rude). Alcohol also has a diuretic effect that can cause essential nutrients to be excreted. Alcohol can contribute to poor dietary habits and can deplete digestive enzymes needed for nutrition, as well.

5) Stress is no laughing matter.

About eight in 10 Americans say they frequently (44%) or sometimes (35%) encounter stress in their daily lives. Stress negatively affects all the body's systems, especially the digestive system. When you're stressed, you're in flight or fight mode and your digestion comes to a standstill. Stress can be emotional/mental, physiological (i.e. disease) or environmental (i.e. chemicals). Chronic stress can also rapidly deplete B vitamins and cause low energy levels. Stress can also lead to poor dietary habits.

6) You are as healthy as your cells are happy.

Everyone can benefit from quality supplementation. But older individuals and pregnant women are at an even higher risk for nutrient deficiencies. Pregnant women have an increased need for quality nutrients. They really are eating for two! Elderly individuals often have lower appetites and have a decreased ability to digest, absorb and utilize nutrients. Other groups of individuals such as those who have specific medical conditions could be at risk for poor nutrient absorption. And children rarely eat a diet that provides meets their best nutritional needs. Also, when you exercise often, your body uses up the stored reserves it has.

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7) An unhealthy gut can't do it's job.

So many people are going to the doctor for a variety of gut problems including reflux, heart burn, stomach pain, Celiac disease, and gluten related problems like chronic abdominal pain and indigestion. According to a 2013 survey, 74 percent of Americans are living with digestive symptoms like diarrhea, gas, bloating and abdominal pain (and the numbers are rising). Proper levels of stomach acid and digestive enzymes are needed to ensure maximal nutrient absorption. Digestive issues (such as those from food allergies, auto immune disease, or medications) can result in decreased stomach acid and enzymes, leading to poor nutrient absorption and utilization.

8) Free radicals are costly.

You've seen a slice of apple that turns brown after some time. That's oxidated stress! When naturally occurring free radicals can't be gradually destroyed, their accumulation in the body generates oxidative stress. Antioxidants protect cell membranes, lipids, cells, and tissues from oxidative damage. Oxidative stress plays a major part in the development of chronic and degenerative ailments such as cancer, arthritis, aging, autoimmune disorders, cardiovascular and other diseases. It's always best to get antioxidants from whole, healthy foods, but most people don't get enough of them from whole, healthy food. That's why you take a vitamin antioxidant.

9) Convenience has a higher price than you think.

Commercial harvesting, shipping processes, long term food storage, processing, and addition of preservatives degrades the nutrient content of food. So, unless you're eating a very fresh plant, it is a far different food on your plate than it was when first harvested. In addition, compounds added to the food during many of these processes, such as MSG, artificial sweeteners, colorings, and flavors will increase your body's need for nutrients to deal with these damaging synthetic additives. (And you know, that stuff is hidden everywhere.)

10) The Recommended Daily Allowance is as outdated as a phone booth.

The RDA is – by definition – the lowest level of nutrient intake necessary to prevent deficiencies. This is clearly important for helping individuals avoid acute deficiency diseases, but it fails to address the issue of optimal nutrition. RDAs reflect the bare minimum nutrients needed to survive. Proper, quality supplementation takes you from surviving to thriving. You make the call!

Prevention
is Better
than Cure

10 Reasons Why One Supplement Brand is Better

Your health is worth taking some time to know exactly what you're putting into your body.

1) Some supplement formulas are better.

The truth is, most supplement formulas and manufacturing is outsourced. How a supplement is formulated makes a huge difference in how it works - or doesn't work - in your body. 25 years ago USANA was founded by Dr. Myron Wentz, a microbiologist passionate about creating a healthier world. USANA's commitment to research and development is evident, with more than 60 scientists around the world actively working with USANA at their amazing labs and manufacturing facility. In addition, USANA collaborates with prominent health institutions to ensure that products are being designed to meet cellular needs.

2) It's pharmaceutical grade - fewer than 3% of supplements are.

New flash: not all supplements are what they appear to be. A recent study shows that many popular supplements contain fillers, such as soybeans, wheat, rice and weeds. USANA supplements are Pharmaceutical Grade, meaning they must exceed 99% purity (natural sources) and contain no binders, fillers, excipients, dyes, or unknown substances. FEWER than 3% of the products on the market are pharmaceutical grade. USANA's laboratories use only the highest quality ingredients and go above and beyond the Good Manufacturing Practices. USANA operates an FDA-registered facility, following the FDA's highest possible standard for manufacturers.

3) The supplement's potency and purity is guaranteed.

USANA sources and selects only the highest quality ingredients for their products, based on the potency, purity and safety of those ingredients. USANA carries a Potency Guarantee, ensuring that what is defined on the label is actually contained in the product. Formulas developed in USANA's laboratories use only the highest quality ingredients and are modeled after Good Manufacturing Processes.

4) Independent, third party confirms what's on the label.

USANA has, again, been recognized as Editor's Choice in the NutriSearch Comparative Guide to Nutritional Supplements, 6th (Consumer) Edition. Even more, USANA earned the NutriSearch Gold Medal of Achievement, the highest distinction possible. The guide independently compares, reviews, and rates more than 1,600 supplements in North America.

5) Patented positive cell signaling means you can talk to your cells.

USANA InCelligence Technology® is intelligent supplement design. InCelligence is a platform for creating products that support optimal cellular health through a natural process called cell signaling. This technology utilizes molecular targeting of nutrients to optimize cellular function. Key nutrients, scientifically proven to be effective cell-signaling molecules, speak your cell's language. They cut through the biochemical noise—whether naturally occurring or from your lifestyle or environment—to activate your body's abilities to support vibrant health. This is a cutting-edge game changer!

6) You deserve more than just the Recommended Daily Allowance.

Are you interested in surviving - or thriving? The RDA is the recommendation for the lowest level of nutrient intake, USANA's products provide a sufficient amount to give the body the opportunity to use the nutrients it contains effectively. It's the difference between eating and hoping your body is getting everything it needs, and proactively making sure your body is getting what it needs. In many ways, supplements are to humans what fertilizer is to plants. Give a plant adequate amounts of sunlight and water, and it will survive. Add some nutrient-rich fertilizer (organic, of course), and the plant will thrive.

7) You don't want convenience to compromise performance.

Everywhere you turn you see a vitamins disguised as candy or drinks. A well-made tablet or capsule provides a very effective delivery system, making it the chosen form of most pharmaceutical medications. This is because years of carefully controlled clinical studies have confirmed they're reliable, and efficient delivery systems for medications. These products can also provide an increased amount of active ingredient (much more than a liquid, gel, or gummy). In general, the availability of nutrients, stability and shelf-life of tablets is superior to liquids or gummy vitamins.

8) A quality supplement relies on science - not gimmicks.

Have you noticed how many foods suddenly include (for example) a "probiotic"? Everything from yogurt to juice! Even if the probiotic high quality how much yogurt would you need to eat a day - every day - to get the optimum amount to really make a difference in your gut health? What kind of quality control do you think is included regarding dosage, absorption, purity, and potency? Sure orange juice includes Vitamin C, but unless you're consuming enough juice to equal 18.5 oranges you aren't getting enough C. USANA relies on science, experience, integrity, and a passion for wellness - no gimmicks, ever.

9) Quality doesn't cut corners just to be the cheapest.

There's a reason network marketing companies are becoming more and more popular and it's not because of slick advertising. Do the health stores, box stores, and online resellers often offer low prices on supplements? Sure! But if you've read this far you know that cheaper isn't necessarily better. Like most things in life - you pay a bit more for quality in the short run. Remember, taking care of yourself is an investment. Trying to recover from illness is an expense - in more ways than one. USANA uses referral marketing to reduce marketing and retail overhead, passing the savings on to customers and associates.

10) Thousands of athletes bet their health and career on one brand.

Thousands of world-class athletes trust their health to USANA and its high-quality supplements. They know the safety and quality associated with each USANA product is guaranteed (up to one million dollars) to be pure and free of any banned substances. Can any other supplement company say the same? No nutritional supplement company has stepped forward to assume their portion of the liability that a banned substance contamination would create - except USANA.

*You wouldn't build your house
with cheap materials and expect
it to weather a storm. Consider
your body your house.*



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