

## USN – IT'S ALL ABOUT RESULTS!

Dear USN Partners, Valued Customers, Fans,

Please find below this year's third edition of the official USN CEE (Central and Eastern Europe) newsletter with most important information, updates and happenings concerning our brand - Ultimate Sports Nutrition.

Our mutual effort powers further successful expansion of the brand. USN is fast becoming a household name and is available through all leading supplement and nutritional outlets in a number of countries all around the world.

In order to continually build up global reputation USN will again be present at all major shows, including FIBO. This year it will take place in Cologne, Germany 11th - 14th April 2013 and we are looking forward to see you there!

Increasing numbers of world-class athletes from across various sporting codes make up the USN family and attest to the reputation of our products. But our brand is not limited to professional athletes, as all active people can enjoy the benefits of our products, which cater for muscle gain, endurance, weight loss, and wellness.

All of the above, alongside with feedback from you and our customers, prove, that we have set the right course to establish USN among the top brands worldwide. And this is exactly where we know we belong!



**NEW VISUALISATIONS**  
Hardcore Whey gH



**SAMPLE SACHETS**  
Cyto POWER HP

NEW PRODUCT  
VISUALISATIONS



NEW PRODUCT  
VISUALISATIONS



## NEW TARGETS, NEW CHALLENGES!

As most of you have already noticed, we are changing the designs of products and labels. We have also updated health claims and other texts on labels in order to cope with the newest EU regulations. Apart from innovated and even more attractive design this should also help distinguish our genuine partners from ambiguous resellers.

Many of you probably already know that we are going to introduce new and improved POS materials. We believe you and your customers are going to like those.



**NEW VISUALISATIONS**  
Whey Protein Premium



We are glad to introduce more new and innovated products this month. The first ones to mention are new [Protein Fuel 32 RTDs](#) – low carbs, fat free MRP containing 32g of protein per single 330ml bottle! Available in Chocolate, Strawberry and Vanilla flavours. In order to further support sales and sampling, we have come up with brand new sample sachet boxes of three popular products: [Epic Pro Sachets x 12](#), [Diet Whey Ultralean Sachet x 12](#) and [Cyto Power Sachets x 12](#). We believe those will help you further increase brand and product awareness and thus will have positive impact on sales.

Just to remind you that in recent months we have launched great tasting [Diet Whey Bars](#) - containing 40% of protein, 50g [Protein Delite Bars](#) Toffee Almond with 15g of top quality protein and 0g trans fats, [Spike Energy Drinks](#) 250ml in three flavours or [Diet Fuel](#) in 2kg tub. All of the above are now available for ordering.

Please note that the whole "Downloads" section on [USN.CZ](#) web site is now dedicated to our export partners. This is to bring about improved accessibility of [promo and adverts handouts](#) alongside with [newsletter archive](#). And please feel free to provide us with any feedback, it is always highly appreciated!

Wishing you all the best, we are looking forward to our further cooperation!

Kind regards

Alex Sciklin | CEE Export Manager