



**NEW VISUALISATIONS**  
R-3 Excell ▲



**NEW VISUALISATIONS**  
Cyto POWER HP ▲

## USN – IT'S ALL ABOUT RESULTS!

Dear USN Partners, Valued Customers, Fans,

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

As many of you already know, one of the world's biggest and probably the most popular European fitness show - FIBO - takes place this month in Exhibition Centre Cologne, Germany.

The Leading International Trade Show for Fitness, Wellness and Health will be back in Cologne for the first time from 11th to 14th April. Back for the first time? Correct, because after all, the trade show was founded in the cathedral city in 1985 and only moved to Essen on the banks of the Ruhr in 1991.

Organisers will do their best to make re-introduction of the show in Cologne unforgettable. And so will do Team USN - by promoting and presenting the brand in top style. You will find us in hall 2.2, stand E60.

Both, traders and consumers shall be looking forward to our fantastic stand, staff, products and brand presentations. As well as we are looking forward to meeting you there. Just come and judge yourself, after all - It's all about results!

USN Ambassadors  
at FIBO 2012 ▼



USN Stand  
at FIBO 2012 ▼



## NEW TARGETS, NEW CHALLENGES!

As you probably already know, we are in the process of 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.

We are also going to introduce new and improved POS materials. We believe you and your customers are going to like these. In case you need source files to make lingual version of yours, feel free to let us know.

It is pleasure to announce that another new product is to be introduced soon - [USN Active Spring Water 500ml](#).

Just to remind you that in recent months we have launched new [Protein Fuel 32 RTDs](#) containing 32g of protein per single 330ml bottle, great tasting [Diet Whey Bars](#) with 40% of protein, [Spike Energy Drinks](#) 250ml in three flavours, 50g [Protein Delite Bars](#) Toffee Almond with 15g of top quality protein or [Diet Fuel](#) in 2kg tub.

Moreover, 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.

Please visit "Downloads" section on [USN CZ](#) web site , which is dedicated to our export partners. This is to bring about improved accessibility of [Promo and adverts handouts](#) alongside with [Newsletter archive](#).

As continually strive to improve in everything we do, any feedback from you is appreciated. In case you need anything, feel free to let us know.

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



**USN ACTIVE**  
Spring Water 500ml ▲



Kind regards

Alex Sciklin | CEE Export Manager