

# USANA's CoQuinone® 30 vs Comparable Product



The red bar is what USANA charges its distributors for their CoQuinone® 30.

The blue and green bars are what other companies sell their CoQ-10 and Alpha Lipoic Acid products per mg per tablet, and then recalculated to match USANA's dosage.

- USANA CoQuinone® 30
- CoQ-10 (30 mg)
- ALA (12.5 mg)

Why does USANA charge its distributors so much? To fund their pyramid scheme.

Why do distributors keep buying inventory if it costs too much? Because they are forced to purchase over \$100 worth every 28 days in order to be "eligible" for commission.

### **USANA CoQuinone® 30**

Bottle Contains 56 pills each with 30 mg of CoQ-10 & 12.5 mg of Alpha Lipoic Acid

**Distributor cost: \$37.95**

Retail price: \$45.54

#### **GNC**

CoQ-10: \$25.59 for 30 pills with 400 mg each = \$0.00213 /mg/pill

Alpha Lipoic Acid: \$15.99 for 60 pills with 600 mg each = \$0.00044 /mg/pill

Recalculate to give same pill and dosage amount as USANA's:

30 mg of GNC CoQ-10 = \$3.58

12.5 mg of GNC ALA = \$0.31

Total GNC Equivalent = **\$3.89**

#### **Natrol**

CoQ-10: \$17.07 for 45 pills with 100 mg each = \$0.00379 /mg/pill

Alpha Lipoic Acid: \$10.49 for 30 pills with 600 mg each = \$0.00058 /mg/pill

Recalculate to give same pill and dosage amount as USANA's:

30 mg of Natrol CoQ-10 = \$6.37

12.5 mg of Natrol ALA = \$0.41

Total Natrol Equivalent = **\$6.78**

#### **Source Naturals**

CoQ-10: \$36.98 for 60 pills with 125 mg each = \$0.00493 /mg/pill

Alpha Lipoic Acid: \$41.98 for 120 pills with 300 mg each = \$0.00117 /mg/pill

Recalculate to give same pill and dosage amount as USANA's:

30 mg of Source Naturals CoQ-10 = \$8.28

12.5 mg of Source Naturals ALA = \$0.82

Total Source Naturals Equivalent = **\$9.10**

#### **Nature's Bounty**

CoQ-10: \$24.49 for 60 pills with 100 mg each = \$0.00408 /mg/pill

Alpha Lipoic Acid: \$12.99 for 60 pills with 100 mg each = \$0.00217 /mg/pill

Recalculate to give same pill and dosage amount as USANA's:

30 mg of Nature's Bounty CoQ-10 = \$6.86

12.5 mg of Nature's Bounty ALA = \$1.52

Total Nature's Bounty Equivalent = **\$8.37**