

**Essential Oils**  
**What? Why? How to Grow My Business?**  
**Monday, October 19, 2015**

- The next “Tuesday Night Live” meeting at Corporate Offices... October 27
- Regional Convention Review: WOW Presentations and handouts available on <https://www.facebook.com/mannatechntl>
- Last week of BP... use success tracker to grow your volume
- Check where you are on the Mannatech Incentive... 2 More BP’s to qualify.... Don’t Give UP!
- Mannafest 2016 – Only 170 More days... Are you Registered? Prices increase October 30<sup>th</sup>. Register NOW!!! – <http://mannafest.com>

We will get back to covering Transforming your Business next Monday

1. What is this Essential Oil offering?
  - a. The Product
    - 1) What is Essential Oil?
    - 2) Lavender, Lemon, Peppermint and Eucalyptus
    - 3) Carrier Oil: Sweet Almond Oil
    - 4) Diffuser
  - b. Available through end of year. Thereafter?
  - c. Pricing is \$74.99 for Associates/\$79.99 for Members  
Individual Oil Pricing:
  - d. If I know nothing about Essential Oils, what distinguishes ours?
    - 1) Organic
    - 2) "Therapeutic" or "Certified Therapeutic grade"?
    - 3) Guarantee on purity
    - 4) Top Quality:
      - GCMS tested
      - Heavy metal tested
      - Organoleptic testing (color, odor, appearance)
      - Specific gravity testing
      - Food Grade (although NOT intended use)
    - 5) Location of Fields?
2. Why Essential Oils?
  - a. History in the Health Industry...Aromatherapy
  - b. Adds to our Aloe story
  - c. Never takes away from the Glyconutrient Story
3. Understand the "Don'ts"
  - a. FDA regulated  
Are "oils" deemed foods? No, unless say ingest. However, still are deemed "drugs" if make drug claims. (see attached letter from FDA to Young Living)  
***The Food, Drug, and Cosmetic Act defines "drug" as any article (except devices) "intended for use in the diagnosis, cure, mitigation, treatment, or***

*prevention of disease" and "articles (other than food) intended to affect the structure or function of the body." These words permit the FDA to stop the marketing of products with unsubstantiated "drug" claims on their labels. \*Labeling refers to the label as well as accompanying material that is used by a manufacturer to promote and market a specific product. It also applies to our commercial speech: in other words what you say to people in the process of marketing the products is regulated!*

Young Living FDA Letter:

<http://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2014/ucm416023.htm>

b. Limitations virtually identical to what we have with our other products...

- 1) No "treatment"
- 2) No mention of any disease condition
- 3) No using noncompliant information found on internet
- 4) No defense to say "WebMD said this", or "found this independent site," or I found a DoTerra representative saying this," or "bought this booklet from a health food store"

Just don't do it. You risk not only your business, but Mannatech getting cited.

c. Review of some of the things you will find on internet.

#### 4. How to Use to Grow My Business

a. Educate the customer/associate base by sending out pdf

b. Work with your existing Consumer/Associate base

- 1) Many already use Essential Oils "Make the Shift" Program  
Now they can get GPV and earn commissions off their buy  
Also, use Customer Loyalty Credits to get them for FREE
- 2) Open up new purchases by doing trainings for those who have never used  
Tap into experienced Essential Oil users for training.

c. Train on how to share with others (Do I lead with Essential Oils?)

- 1) Why ours?
- 2) 100% money back apply?
- 3) Great as fall back if prospects "can't afford \$169 pack...great way to start on a health trek"

d. Holiday Ideas

- 1) Gifts: Both Thanksgiving and Christmas  
Either complete set or individual oils  
Mix Diffuser for newbies with a couple of oils...
- 2) Use oils to make different types of products as Christmas gifts...  
Internet DIY: "15 DIY Essential Oil Recipes for Gifts and Holidays"

e. Reactivation Program is coming...use a gift of an oil or two to "break the ice"

- 1) Write a nice "Just checking in" card and include 1 bottle oil, update on news, and "sure miss you!" "Sure miss the value of your insight..."  
"remembering the great times we had in the business together..."

#### **Documents/pages/videos to Help you:**

1. Landing page...[promo.mannatech.com/essentialoils](http://promo.mannatech.com/essentialoils) (Relaunching 10/20/15)
2. Essential Oils Flyer: <http://library.mannatech.com/7450>
3. Introduction to Essential Oils (video) <http://library.mannatech.com/7452>
4. Essential Oils FAQs <http://library.mannatech.com/7327>