

## How to Effectively Use GREAT News

September 11, 2018

- Sampling programs: what are YOU doing? TruPlenish now ½ price. Don't forget to follow-up with those to whom you send out samples. They now have Ambrotose Life Samples both for prospecting and the Win Back Program
- The last Transformation Challenge started September 1 and you have until September 30<sup>th</sup> to get registered.
- TNL – September 11 at 7:30 PM at Mannatech Corporate or [www.allaboutmannatech.com](http://www.allaboutmannatech.com) The speakers are Ray and Kevin Robbins
- New "Your Business Tools Roadmap" is now available in the Library
- Where are you with respect to the upcoming Caribbean Cruise?? Get on the BOAT!!

### 1. Plenty of GREAT RECENT news!

- a. August 29, 2018 Article: **"New National Training Program Aims to Mainstream Glycosciences"**
- b. August 28, 2018 Article: **"Cracking the Sugar Code: Why the 'Glycome' is the next big thing in Health and Medicine"**
- c. There are so many others...
  - 1) Including the 2017 piece attach link as well \$163 billion drug industry <https://phys.org/news/2017-06-body-thousands-sugarprotein-complexes-healthy.html>
  - 2) The one on antibiotics: <https://www.sciencenews.org/article/mother-lode>
  - 3) The Natl Acad of Sciences: <https://www.ncbi.nlm.nih.gov/pubmed/23270009>

### 2. Educate your downline Associates...(with note as to restriction on use)

- a. These articles build credibility.
- b. These articles provide "fodder" for speech...select language to use as every day talking points.
- c. These articles are great for marketing...compliantly!

### 3. Build confidence among your downline Consumers

- a. Any person who is consuming Ambrotose (any 1 of the 3) should get the two recent articles.
  - 1) How do I find out who is on the Ambrotose? Assumptions on total GPV
- b. Consumers who never started on Ambrotose and should!
- c. Consumers who for some reason quit

### 4. Use these articles in the current WINBACK program by Mannatech!

- a. Run your lists (go to [allaboutmannatech.com](http://allaboutmannatech.com)...click Mannatechlive...then conference calls "WINBACK PROGRAM")
- b. Make the calls  
After discussing the receipt of the sample of Ambrotose Life (or the postcard), then *"Have you heard or seen the recent news on glyconutrients?? It is so exciting!"*

*"Did you know that the medical industry is now all over these glycans...predicting it is the future?"*

4. Use of articles in prospecting/closing those who may have at one time said "No"
  - a. Look back at everyone you talked with in the past 12 months  
Pen a text with links to the articles  
"NEW SURGE in the scientific community to understand the glycome and its critical importance. Medical Impact can no longer be denied."
  - b. Article on the \$\$ in the glyco drug industry (As of 2017, \$163 billion industry!)
5. Use of articles with undecided prospects...same as 4 above
  - a. NOTE: edit to delete info on disease conditions
6. Use of articles with brand new prospects
  - a. Great to prove the significance of the Aloe Discovery. Draw out a timeline on this!
  - b. Language: *"Most significant discovery in nutritional science in the past 50 years"*
  - c. *"Ambrotose Life: if you were only going to take one nutritional supplement let it be this one."*
7. Legal issues for using articles in promoting Mannatech Products to Non-associates
  - a. Never link to specific disease
  - b. Review all articles to avoid connecting with diseases...how to use second article (edit copy specifically excluded areas mentioning disease claims)
  - c. References in our Policies and Procedures

**Mannatech Policies and Procedures**

*(These are extracted portions applicable to using these published articles)*

**2.7 Creation, Use and Disclosure of Third Party Materials**

*2.7.3. All sales aids, generic materials or other materials not produced by the Company are considered "third-party materials." This definition is intended to include sales aids and materials that are either in printed, audio, video or electronic formats.*

*Materials are considered "generic" if they can be utilized by any other company in our industry.*

*You are prohibited from creating, selling or distributing third-party materials which link the benefits of Mannatech products, the ingredients*

*of Mannatech products and/or Glyconutrients in conjunction with any particular disease, disease process or disease claim, or which violate **2.8 or 2.25** of these Policies and Procedures. You must only use compliant materials when representing the Company and the Company's business, the Career and Compensation Plan, training other Associates and/or making representations in connection with the products. Materials must be compliant for the country in which they are to be used.*

**2.8 Representations as to Products**

*As an Independent Associate, you acknowledge that Mannatech products are not a substitute for a doctor's care or standard of care in the treatment or prevention of a specific disease, and you shall not make representations to the contrary.*

*2.25 **This provision does not exist.***

First Article

**"New National Training Program Aims to Mainstream Glycosciences"**

Univ of California San Diego Health

August 29, 2018

<https://health.ucsd.edu/news/releases/Pages/2018-08-29-new-national-training-program-aims-to-mainstream-glycosciences.aspx>

Over next 5 years, NIH will award approximately \$20 million to 4 academic centers to launch a new national Career Development Consortium for Excellence in Glycoscience.

University of Cal San Diego will receive \$5 mill

"All life forms on Earth contain four basic building blocks: nucleic acids (DNA and RNA), proteins, lipids (including fats), and glycans (simple and complex carbohydrates). While most everyone has heard of DNA, RNA and proteins, people typically associate fats and carbohydrates with unhealthy food and obesity. BUT life requires all four components work together in various combinations. Mounting evidence also suggests glycans play important roles in human development, health and disease, and should be taken into account when new therapeutics are designed and tested."

"Since the molecular biology revolution of the 1980's and 1990's, most biomedical research has focused on DNA, RNA and proteins," said Ajit Varki, MD, Distinguished Professor of Medicine and Cellular and Molecular Medicine at UC San Diego School of Medicine. "Meanwhile glycans have become the "dark matter" of the biological universe - pervasive and critical, yet largely ignored by researchers. As a result, our understanding of glycosciences, including glycan evolution, biological roles and clinical significance, have lagged far behind."

"Our new training program is an attempt to correct this anomaly in the history of biomedical science by making glycoscience more accessible, transforming the field from a super-specialized research domain to an integrated part of mainstream biology," said Jeff Esko, PhD, Distinguished Professor UC San Diego, co-director of the Glycobiology Research and Training Center.

"Our goal is to develop a cadre of biomedical researchers who will drive forward much needed glycoscience-based solutions to a large variety of life-threatening and debilitating diseases," Kamil Godula, PhD, Asst Prof UC San Diego Dept of Chemistry and Biochemistry. UC San Diego School of Medicine brings more than 20 years of experience in the area of glycosciences as well as creating the foundational textbook, "*Essentials of Glycobiology*."

## 2nd Article

### "Cracking the Sugar Code: Why the 'Glycome' is the next big thing in Health and Medicine"

Co-authors: Emanuel Maverakis, Carlito Lebrilla and Jenny Wang (All Professors/Clinical Research Fellows at University California, Davis)

<https://theconversation.com/cracking-the-sugar-code-why-the-glycome-is-the-next-big-thing-in-health-and-medicine-97750>

"When you think of sugar, you probably think of the sweet, white, crystalline table sugar that you use to make cookies or sweeten your coffee. But did you know that within our body, simple sugar molecules can be connected together to create powerful structures that have recently been found to be linked to health problems, **including cancer, aging and auto-immune diseases.**"

"These long sugar chains that cover each of our cells are called glycans, and according to the National Academy of Sciences, creating a map of their location and structure will usher us into a new are of modern medicine. This is because the human glycome - the entire collection of sugars within our body - houses yet to be discovered glycans with the potential to aid physicians in diagnosing and treating their patients."

The lag of glycans reaching prominence compared to the genome project is due to the lack of developing tools to rapidly identify glycan structures..."the sugar coat."

NOW, at University of Cal Davis, is ***"to catalogue the thousands of sugars and their locations on various cell types, and then to use this information to tailor medical therapies to each individual."***

"In the future, it is likely that analysis of an individual's glycans will be used to predict our risk for developing diseases...this is because glycome alterations can be specifically tied to particular disease states."

"...biological processes like aging are linked to inflammation in our glycome. It remains to be tested if reversing these changes can help prevent disease, or even slow aging - an intriguing possibility."

"Along with DNA, proteins, and fats glycans are one of the four major macromolecules essential for life. Of these four, glycans are the final arbiters of how our cells behave."

**"New research has also shown that glycans play a huge role in the development of autoimmune diseases like rheumatoid arthritis and autoimmune pancreatitis. This is not surprising since glycans directly influence the function of immune cells."**

# YOUR BUSINESS TOOLS ROADMAP

## TRAINING

### **Mannatechsuccess.com**

"Training for new Associates"

1. Info to help fast-start your Mannatech business
2. Business skills training

### **Mannatechscience.org**

"Learn the facts about Mannatech's amazing products"

1. Product descriptions and benefits
2. Product ingredient lists
3. Scientific studies

### **Allaboutmannatech.com**

"The news you need"

1. Tuesday Night Live/Saturday Training (live broadcasts and replays)
2. Special Training and Leadership Call replays
3. Mannatech blog

## MARKETING

### **Mannatech+™ App (Desktop/Mobile)**

"Digital marketing tools"

1. Shareable videos, images and documents
2. Contact Relationship Manager (CRM)
3. Personal web pages
4. Sampling program
5. Email campaigns

### **Mannatechtools.com**

"Additional marketing materials"

1. Event supplies
2. Product/Opportunity resources
3. Apparel, branded goods and gift cards
4. Personal development resources

### **Events.Mannatech.com**

"Event marketing tools"

1. Opportunity and product training event calendar
2. MannaFest event registration
3. Event details
4. Create your own events
5. Corporate speaker request

## MANAGING BUSINESS

### **Mannatech.com**

"Get paid"

1. Place/Manage orders
2. Success Tracker/Manage downline activity
3. Access to Mannatech+
4. Set up Direct Deposit and view commissions

### **Library.mannatech.com**

"Forms, rules and administrative documents"

1. Access administrative forms/ documents
2. Incentive rules
3. Access to other country's documents/ marketing materials

