

Mannafest 2010: We Are Back!

Monday conf call 03/22/10

Review of Mannafest 2010

“We have it all: best technology, best story, best products, unbelievable cause...Are you in?”

Atlantis: this is week 1 of BP4...check those numbers! No more procrastination. Use the Incentive to jumpstart your business

Mannafest.mannatech.com

Highlights from Mannafest “Live For Real: Real Products, Real Passion, Real Possibilities”

THURSDAY:

Presidential Gathering, National Training Day, and then kicked off Thursday night.

Presidential and New Presidential Recognition

I truly see you all up there next year with all that is here and coming. Just need one thing...MAKE THE DECISION.

Top Associates of the Year

Outstanding Business Builders

Most Korean, South African or upline from South Africa.

Top Business Builder: Louie and Leona Van der Linda

Top New Business Development: Their son

Servant’s Heart Award: Marianne Ehlen

Giving Spirit Award: Galen Lassiter

FRIDAY:

Trainings: *Product training* by the doctors (Boyd, Nugent)

Compliant testimonials

Opening Mexico

Social Marketing

Tax Service

Compliance: Keith Clark and Dick Lauren

History of regulation, our need for self-regulation

Political Action Committee: jgbishop@mannatech.com

Stan Frederick

A lot of things on our side...economy included. Statistics show 65 million people will join network marketing in the next year...

In an interview of Tony Blair by Mike Huckabee, he said what he liked about the US was our sense of optimism, our sense of opportunities,

possibilities.

Stan talked about the process of deciding to have Co-CEOs

Researched and found many other companies have done this

Produce great results due to both coming from diverse backgrounds so more balance in decision making.

Steve Fenstermacher

12 years with Mannatech; more than 12,000 companies in MLM have come and gone during this era just in the US alone.

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Rob Sinnott

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Build on our strengths

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build what the customer wants/needs

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low cost and convenience of fast foods

artificial and synthetic ingredients

products such as "miracle juices" which over promise and under deliver

consumers have lots of confusion both from pharmaceutical

companies as well as other "nutrition" companies
"Don't discount the value you have of giving good health
advice."

Ambrotose...our first Real Food Technology
group of plant based polysaccharides, we developed processes
of concentrating these particular ingredients.
Ambrotose will be placed in forefront..."They say imitation is
the best form of flattery, well quit it; we don't need you to
flatter us!"

Let's rid this company of product versus business people...whether
you share or prospect we are all on a mission to support people.
Our initiatives: to bring back the great parts of our history, and to
focus on the "moments of truth" with our prospects

Keith Clark

7 companies were filed on just this week for patent infringement
Country Life LLC, Even Better Now LLC, Micro Health Solutions,
New Sun Inc, Oasis Advanced Wellness LLC, Roex, Inc, VDF
Futureceuticles Inc

"None of these products in testing even come close to
Ambrotose...We were founded on Ambrotose, our future is with
Ambrotose and this year we are taking it back!"

Winners of Osolean Contest

Sherry Burke from Oregon was #1 with 27% reduction in waist

Claire Zevalkink

Enjoy the Simple Moments video...one of my favorites.

New Products

Phytobursts...new flavors Acai Berry, Chocolate, and Blueberry
Raspberry

GIPro Balance: incredible product complementing our research
from the Scripps conf two years ago.

Combines specific bacteria with saccharides to create a
great probiotic and prebiotic supplement,
("symbiotic") maximizing the body's utilization of
Ambrotose.

Simply Delicious Bars:

Awesome...totally Organic, Preservative free, GMO free

Processed in factory on total solar energy and never
Processes ingredients of peanut, wheat or soy; good
source of protein (8 g) and excellent source of fiber (6 g).
Chocolate Raspberry and Cherry Pie.

Skin Care: "Lift"

Jeunesse 7 ...representing 7 major ingredients

3 are glycos:

- 1) aloe vera gel - moisturize
- 2) trehalose - hydrate
- 3) arabinogalactan - age-defying, moisture retention

4 are minerals

- 4) zinc - protect
- 5) silica - tightness and firm
- 6) magnesium - hydrate
- 7) copper - revitalize

Also, contains over 30 botanicals.

5 only products; 3 Step Process

Beautiful presentation

Coming in the Fall in US

Live For Real...our new branding

Real Products, Real Passion, Real Possibilities

Landen Frederick

Best tools...his commitment is one of excellence.

Reconnect with who Mannatech is

The Real Passion

Existing Tools:

Top selling are Wellness Report, First Night Info Kit, YES
Plan

New Tools:

Atlanta Voice: "The Most Controversial Discovery in Modern
Healthcare"

Dallas Weekly...Malnutrition

A Sweet Discovery...Ambrotose brochure

Dr. Fouts CD: The Promise of Glyconutrients

COMING: Sam Caster, "The Discovery of Significance...the
Ambrotose Story"

Testimonials they will make available

Real {5} for Life brochure (to replace the Optimal Health Brochure)

Live for Real (emphasis on our new branding Real Products, Passion. Possibilities)

"Can Integrative Health save American Healthcare?"
new article with Sam and Dr. Ben Carsen

Personal Webpages...really not much said on this

Landen then shared stats on social marketing

57% of direct sellers are 35-54 years old

Largest sector of Facebook users are 35-54 years old

38% of Twitter users are over 35

Storycast: we are the only ones who have this

Jeffrey Swame gave a presentation

6 things that separate Storycast from everything else...

- 1) Interactivity
- 2) Engagement
- 3) Personalized
- 4) Customization
- 5) Learning Styles
- 6) Trackable

The stories: basic starting with "Do you believe in Miracles?"

Dr Sinnott

Manna Relief

etc. etc.

How it works? Place a link anywhere on internet and you are tied into them when they click on it

Showed a clip from first draft.

Can register for it now, avoid the up front fee and only pay \$29.95 per month.

Nancy Lieberman

Being prepared for the moment...that is what we need.

"Mannatech has absolutely changed my life on many levels."

She is now Coach of Mavericks D League...the most important thing she can give her players is VISION of what they can be.

We are a TEAM here...how are you being supportive? How are you cooperating? How are you doing in tough times?

We are leaders...we can't get upset with people who make mistakes; it's about what we do.

You must have a playbook to be successful.
"Conviction, love, passion and do the work. Don't let anything derail you from making it happen."

FRIDAY NIGHT: AWESOME!!!!!!

Sam Caster

Heart...it is our mission to impact lives.
Be open to hear tonight...it is that person's truths so he prayed that people could hear and not judge. He also thanked the audience for allowing him to be real.

Bill McAnalley

Watch the video...what can I say? go to mannafest.mannatech.com
It is awesome and even Rob Sinnott said he wants to make it a mandatory part of new employee orientation. This all started as a theory.

Dr. John Rollins

He talked about his history at the patent office; the massive aloe applications but nothing had the science and studies that Mannatech's had.
Don't worry about the lapse of the patent since there have been many new addendums filed, additional patents on upgrades and improvements based on our unending research. All of these have an additional 17 years. So "We will have this technology for a long time. It is ours."

Linda Caster

Critical time...we are taking our company back, our technology back...Where do you think the name came from?? Manna from God and tech for technology or the business side. Corporate is now listening to Sam again, MannaRelief is re-established into its God honoring position and this Company will be blessed. She talked of Joshua, blowing the horn and the wall. It was awesome.

"Give Out Loud"

Sam started this presentation with discussing Doctors Without Borders acknowledging that relief food was not working...not enough nutrition so need to find super nutritionally enhance foods (like Phytobursts).

See Sam's video from Friday night (on Mannatech's website)...
Lots of great statistics and sources.
Combine this with Social Media...unbelievable mix.

Introduced: Craig Smith...Give Out Loud. They picked MannaRelief.
Incredible new Facebook like internet communication network
based on Cause marketing...in other words, tracks giving and charity.
This was kicked off Friday night at Mannafest with MannaRelief
being the first. Basic is free and Premier is \$14.95 per month.
Definitely worth getting the basic and growing with it!
Go to giveoutloud.com and use the password/discount of "manna"
otherwise it is \$24.95. It has incredible capacity...sending videos,
etc., to raise tons of funds for your charities.
You can sponsor MannaRelief children, and sponsor your own kids,
or other kids around the world. 100% raised by you gets to
charity...no costs of admin.
Mentioned a great book: "Wikonomics"

SATURDAY:

Brian Klemmer

Mannatech differentiates itself due to being truly a "cause company"
Klemmer will be sponsoring 100 kids with MannaRelief because
Klemmer is also a "cause company"
Mannatech has given us everything: the best products, the best comp
plan, enough systems (so don't go make your own). Only one thing is
missing...You! You need to make it work.

No More Excuses!

5 birds sitting on a branch. 3 decide to fly off so how many are left?
He then played Heros and Zeros Game.

Lessons: 1) Have to play in order to WIN
2) Have a winning system
check out all the many systems and pick one (MAP is
one!)

3) Follow it without fail

He also told the Starfish story...

He closed with "Make a Difference!"

Randy Bancino

President in charge of Global Markets

Going global is not just a huge opportunity, huge possibilities, but it is

our responsibility...taking these products to the world.
Projected 65 million going to join the MLM business in the next year
We are currently only in 5 of top ten markets.

Start in Mexico

Late Fall

Best open ever; already have people on ground in Mexico since January

Big team working on method of doing business so incorporating a big retail piece.

Lots of pre-launch activity

Once open, massive plans to give meetings in major city every hour, 8 hours per day with trainings as well, for one complete week. Looking for massive explosive growth.

Get your contacts NOW with Hispanics in US.

Mexico is a huge MLM market and everyone values MLM

It will also grow our business with Hispanics here.

Top Income Earners

#1 Jett

#2 Angela Baek

#3 Lora and Gene Enabnits

#4 Dwight and Susan Haveners

#5 Norm and Lynne Phillips

#6 Ferris Haddad

#7 Steve and Tina Shelley

#8 Kazuhiro Yamaguchi

#9 Soo Kyung Kim

Soo Yon Kim

Korean platinum Presidential gave her insight into building a global business.

Take action: the steps are not hard, what is hard is to continue doing the easy steps every day, day in and day out. Be persistent. Keep it simple so it is truly duplicatable.

Must prepare two things:

1) Personal

a) Personality...you must have a good attitude

b) Ability...work every day to get better; try to be better today than you were yesterday, raise the bar every

day...building your abilities.

c) Work hard...it is repetition; get back to the basics

2) System

a)Must have one

It must be standardized and it must be "structured"

Keep it simple and understand that everyone is looking for happiness.

Get rid of your thoughts...be consistent thoughts with company. Your thoughts will stop you.

Passion to Action!!

"You don't have to be broke to make it work...but it sure helps!"

Brenda and Marshall Howard

Spoke on attendance at National Events

Critical for all of us to show up and get this back on track!

Mannatech has given us everything we need, now we just need to go out and do it!

Lora and Gene Enabnit

Win every Incentive. You are a Leader so be one. It is a sure way to grow your business.

Chip Townsend

Leverage off of Team Mannatech...use their materials because they work. Be determined and persistent.

Baeks in Canada

They have 5 meetings per week...massive action results in massive growth. It also keeps everyone of their peoples' attitudes on track. To Do lists and follow to a "T"

Elvin

Can't have public victories until you have private ones. Work on you first!

Luciano

In working with other other networkers, sell on fact that

1) global seamless downline

2) Unique, patented technology...never hit Walmart and if does, Keith Clark will get them

3) We have not even scratched the surface

Louie and Leona Van der Linda

He gives a paper presentation (borrow paper and pen from person); he makes sure he makes a few mistakes along the way so the person believes "if this guy can do it, I surely can!"

Presentation consists of drawing out two legs, walk through Power Bonus; go 20 deep, reach ND and then start 3rd leg; reach ED then start 4th leg

Do the YES presentation, enroll 5 people and help them each get their PB

Duplicate through the depths of your organization

Build at least 3 PD's in each leg to sustain them

Sign up 2 All Stars each week...goal

Reach RD in one Month

Reach ND in Month 2-3

Reach ED in Month 4-6

Reach PD in Month 7-12

Four Meeting Activity Circles:

Meet every day 1 on 1's showing the plan

Every week to 2 Weeks have bigger group meetings

ND or above does the meeting

Once a month have a Regional: 100-200 people

Teach How To's and Attitude

Every 3-6 months have a Super Regional

500-1000 people

At the Regional Meeting:

Every RD must bring 5 businesses

Every ND must bring 15 businesses

Every ED must bring 30 businesses

Get people to believe they CAN DO IT!

Ray Robbins

Just get three people to get three people 6 levels deep!

Presidentials last minute Advice

Wendy Kremer: Make the Decision and just do it

Don't give in to distractions.

Marion Culhane: Look inside...what do you want??

People will be attracted to your enthusiasm and your passion.

Be all you can Be! Be Bold!

Take the Bill McAnalley moment and remember it every time you feel weak...or whatever that moment is for you.

Wonderful testimonials...success leaves clues.

Poni and Tim:

Activity, Attitude, Assignment...3 reasons for her team

Have a hardship that drives you endlessly.

You must control your attitude and activity!

Dwight and Susan:

65 million people to put in your funnel!! Go get 'em.

Greatest success they are seeing is coming from trade shows. Go to thetradeshownetwork.com to find local ones for you.

Chamber of Commerce, find networking events.

If you don't have a big enough WHY, you won't make it happen.

Susan believed in the South Africans and implemented

1 contact per day, 1 training per week, etc to support her downline into action.

This is how she coaches as well.

Sam Caster

In closing, brought up a recent article from Feb. 3rd, 2010 Harvard on "From Great to Good"

Pepsi is great in making sugar water

but it is terrible for people; so to go from Great to Good is to always make sure your product has a positive impact on peoples' lives come and that this comes first.

1. Great to Good says get the best talent on the bus; Great to good says get good value people, the right kind of people on board with sound core values focused on how before who.

2. "Yoda Principle" Good to Great is about only doing what you are great at, make most money; Great to Good is about only doing what is good for all society (not just you). So it is

not just absence of evil but going on the offensive against those not doing good.

3. Culture of meaning More than Being disciplined; it requires a culture of meaning, rendering something beneficial to our culture.

Confront your shortcomings.

Prayed God's blessings upon all of us, and His support of our prosperity.

possibilities.

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consumers have lots of confusion both from pharmaceutical



Beautifully Ageless. Beautifully Natural.

Say bonjour to a more beautiful you and savor a return to more youthful-looking skin. Introducing the Mannatech LIFT line, a new, innovative, easy-to-use, age-defying skin care system.

Inspired by French technology, and formulated with natural plant-sourced ingredients, the Mannatech LIFT skin care system can help turn back the clock and give your skin a more youthful appearance.



95% of Subjects Experienced
One-Third Fewer Lines and Wrinkles*

Turn Back Time in 3 Easy Steps.

STEP
1

CLEANSE



Exfoliating Facial Cleanser

- Gently cleanses and mildly exfoliates
- Improves skin's texture; makes skin more smooth

STEP
2

TREAT



Multiphase Serum

- Firms and tightens in just 1 hour
- Works as an age-defying serum, reducing the appearance of fine lines and wrinkles



Day Moisturizer

- Improves skin hydration; leaves skin moist
- Improves skin tone and texture

STEP
3

MOISTURIZE



Night Repair Crème

- Reduces the appearance of fine lines and wrinkles
- Improves skin condition and moisture after a single application



Body Lotion

- Moisturizes while improving skin hydration
- Relieves and soothes dry skin

* Based on a 12-week clinical study funded by Mannatech, Incorporated with Stephens & Associates, Carrollton, Texas

Skin Care

Mannatech LIFT™



Mannatech
Live for Real.

Natural ingredients. Glyconutrients.

One age-defying system.

Each product in the Mannatech LIFT system includes our remarkable Jeunesse 7 proprietary blend, which includes seven natural ingredients known to moisturize, hydrate and reduce the appearance of fine lines and wrinkles.



Jeunesse 7™

Proprietary Blend

| | | |
|-------------------------------------------|------------------------------------------------------------------------------------|------------------------------------|
| | Aloe Vera Gel <i>Moisturize</i> | |
| Arabinogalactan <i>Age-Defy</i> |  | Trehalose <i>Hydrate</i> |
| Copper <i>Revitalize</i> | | Magnesium <i>Hydrate</i> |
| Zinc <i>Protect</i> | | Silica <i>Tighten</i> |

| | Mannatech Optimal Skin Care System™ | Mannatech LIFT™ |
|---------------------------------------------------------|-------------------------------------|-------------------------------|
| Global Technology | Japanese | French |
| Number of System Steps | 5 | 3 |
| Glyconutrients (Aloe, Arabinogalactan and Trehalose) | 4 Contain Trehalose | ALL Products |
| Key Ingredient Feature | Purified Water | Jeunesse 7™ Proprietary Blend |
| Parabens | No Added Paraben Preservatives | Paraben Free |
| Allergy-Tested | Yes | Yes |
| Non-Comedogenic Ingredients | Yes | Yes |
| Free of Synthetic Oils | Yes | Yes |
| Water-Based | Yes (Except Cleansing Oil) | Yes |
| Improves Skin Hydration | Yes | Yes |
| Reduces the Appearance of Fine Lines and Wrinkles | Yes | Yes |
| Helps Firm and Tighten Skin | No | Yes |
| Associate Price US/CAN | \$330—7 Pieces | \$229—5 Pieces |

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9 Tips on How to Market Compliantly Online

1. Don't make any crazy claims (either online or off!). If you're in doubt, use text and pictures you've seen used over the past year on Mannatech® websites and print materials.
2. Register any web properties you use for your Mannatech business by emailing the url (link) to leg-registration@mannatech.com within 10 days of creating the site. (2.15.2)
3. Let your visitors know you're a Mannatech Independent Associate. Make it clear on your sites. (2.15.3)
4. You may purchase and use your own domain names. Just don't use any Mannatech trademarks, product names or copyrights. (2.15.6.3) For example
 - a. These are good: myname.com, loveNutrition.com, NetworkMarketingGenius.com
 - b. These are not: AmbrotoseRocks.com, LoveMannatech.com, LiveForReal.com, RealFoodTechnology.com.
5. You may link to any website maintained by Mannatech corporate. This includes the main website, microsites and many others (see reverse side).
6. You may use search engines to build your business. This includes optimizing your own site "organically," or by using tools like Google AdWords to pay for search engine placement. Just make sure the keywords you bid on and/or the meta data you use (title tags, description tags, etc.) don't make any false claims or incorporate "flag" words like *cure*, *cancer* and/or *disease*. (2.15.5)
7. You may link to other websites as you see fit, as long as those websites don't claim that a Mannatech product, a Mannatech product ingredient or any glyconutrients cure, treat, mitigate or prevent a disease. (2.15.6.2)
8. Be sure to leverage video, text and testimonials that corporate has already approved. A great place to start is at the Mannatech YouTube channel, YouTube.com/MannatechVideos.
9. When telling your story, start with a phrase like "I felt" rather than "I had." It's a great way to help keep you on the straight and narrow path to telling a compliant story.

These quick tips are not meant to replace a thorough reading of the Mannatech Policies and Procedures. Read them online; they're in the Resource Library.

Mannatech® Links You Should Check Out

Mannatech continues to provide more and more online tools that you can link to and reference via email, social networks or your own websites. Here are sites and links you should incorporate as you grow your business online.

Microsites

- **AllAboutMannatech.com:** Great company info and all the latest press releases. One of the most popular microsites.
- **MannatechScience.org:** Award-winning site driven by the Mannatech R&D team, packed with info on product ingredients, scientific studies and more. Extremely resourceful for people with lots of questions about Mannatech products.
- **ExploreMannatech.com:** Lots of videos and especially helpful support while you're presenting the business to prospects.
- **TeamMannatech.com:** Features our amazing team of athlete endorsers and how they maintain optimal health and wellness.
- **MannatechOsolean.com:** A full site dedicated to Osolean™ Powder, with video, testimonials and even meal planning tips.
- **MannatechSkinicare.com:** Features the ins and outs of the Mannatech skin care line, with testimonials, usage tips and product details.
- **TheYesPlan.com:** Hear Sam Caster explain how the Mannatech Y.E.S. Plan for Wellness addresses the two biggest concerns for most Americans.
- **MannaThink.com:** Be a part of the innovation process and join our brainstorming for product ideas.

Social Media

- **Facebook.com/MannatechInc:** The official Facebook Fan Page for Mannatech. Get news, join discussions, add pictures and videos and connect with other Associates.
- **Twitter.com/Mannatech:** If you tweet, then you need to follow the official corporate Twitter account.
- **YouTube.com/MannatechVideos:** The official YouTube channel from corporate. Features any corporate-created video from the past year.
- **Coming soon Blogs.Mannatech.com:** We're gonna start blogging! Enjoy great posts on health, nutrition, supplements, network marketing, web marketing and much more. Look for it over the next two months.

