

growing their business 4 X 4. So changing it to be like Team Bonus...12,000 PQC no more than 6000 in any leg.

3. Sam discussed our identity as a company

If you think Give for Real is the icing on the cake, you are wrong. It is the cake!! Everything else is the icing.

He went through the birth of the company, the path we have been on, and then his epiphany around social entrepreneurship, and it became absolutely clear, we have finally found our purpose: Social entrepreneurs to stomp out global malnutrition of children. It is who we are, it is the essence of Mannatech.

He desires to change MLM...the most effective way to drive the social entrepreneurship is through network marketing model.

THURSDAY NIGHT:

Rob Sinnott

His year as our new Co-CEO

Learned a lot; now a time to re-invent ourselves which helps keep the company fresh. New Goal: fight global malnutrition...clearly a goal worth fighting for.

Focus on integrative health: combining the best in medical science with the best in nutritional. We have Dr Guarneri's video, and now add Dr Ben Carson's. They captured today and he is speaking tonight. Get back to basics: We are Ambrotose!

Growth correlates into recruitment, so the Company is dedicating its resources to tools that support our recruitment.

Top Associates

Rookies: _____ Li from the United States

Enrollers: Ben Klein from Canada

Business Builders: Simeon Cryer, Myung Jung Li, John and Jean Prater, Gene and Lora Enabnit, JP Costas, Masaka Fukomana, Liu Chung Fu (19 yr old from Taiwan)

Highest Income Growth: Liu Chung Fu

New Business Development: Masaka Fukomana

Top Business Builder worldwide: Myung Jung Li

Sam Caster

Transformation: Change your life, change the world...this is the foundational principle upon which our company has been built.

"How to Change the World" David Borenstein

One common feature: building platforms that unleash human

potential

Newman's Own, Tom's Shoes, Grameen Bank

For profit companies all being social entrepreneurs in different ways

Distinguish these from "cause based marketing"

Companies like Whirlpool who contribute some of their profits to a charity (Habitat for Humanity)

"We look at social entrepreneurs as transformational forces...who will not take no for an answer."

"**Wellness Revolution**" In the book, " It is as if the food industry and the medical industry are conspiring against the consumer."

1. Processed foods: 90% of what we eat today is processed
Consequences: not getting what our bodies need, poor health
2. Pharmaceutical: they merely profit from peoples' mismanagement of their own bodies.
3. Government: passes laws to protect and perpetrate "free sick care" solutions. WRONG EMPHASIS.

Sen Tom Harkins: 75% of health care costs are largely preventable

Social Entrepreneurs have to figure out a way to make it happen.

Keys to successful social entrepreneurship:

1. Pick a global problem
2. Create an innovative new solution
3. Tap into the passion of the public
4. Create a way to motivate/compensate people

GIVE FOR REAL meets all four

"Good purpose study" concluded that 63% will buy a product if they are engaged in something of significance.

In Mexico, Brazil and India, this percentage is even larger!

See new Direct Selling Magazine article (attached) (will be posted on www.mannafest.com) GREAT TOOL

Marketing strategy: 70% of baby boomers are now saying they can not retire, however they do not want to re-enter the same corporate jobs. With the world looking for purpose, don't we have the answer? 10 Million people pray every night to be a part of something significant...we have their answer!!

Sam says "I can talk to anyone about this!" So can you.

Dr Ben Carson

Gave his history with lots of humor...chose pediatric neurosurgery to "get a better return on investment" since kids can last another 50 years whereas older people might just die 5-10 years after surgery!

"I don't believe in political correctness. If I insult you, know I did not intend it." You should always speak up. Story of the two birds. Integrating science and nature is a good thing. The profession is learning that in medicine, there may be room for exercise, drinking water, and natural supplements.

Most scientists believe in

- (1) the Big Bang theory, and
- (2) the 2nd law of thermodynamics which says everything works toward a state of imbalance.

The problem: these two cannot co-exist.

Even Charles Darwin in his theory of evolution said it would in the future be proven or disproven by the finding of fossils of every form of life (we still have not found the fossils)

Look at the brain: unbelievably complex, and Big Bang says "a slime pit with a bunch of promiscuous biochemical" created the brain.

"Their belief requires a lot more faith than mine does."

Obesity in children: activity is not enough

"gland problem"?? Yeah right, a salivary gland problem!!

There is no such thing as spontaneous effect.

Insurance Company:

They set goals but don't care how their money is made

They make money by denying care.

Traditional medicine: promotes all kind of pills and Insurance companies will pay but not to keep people well.

Today we just want to take the magic pill.

ADD: tons diagnosed; he asks "can they watch an entire TV program? Can they sit still to do video games? Then not ADD but pseudo ADD. Their brain is in rapid fire mode.

Cure: ban TV and video games; exchange with quality time with parents

Business and health go together!

"Mannatech offers product that improves the most important thing people have...their health. And Mannatech has a program that helps the most vulnerable people in the world...malnourished children. Hard to beat the combination of these two."

Stress: when he looks back at the prostate cancer he had, trying to understand why since he eats well, he pinpointed stress.

So he has de-stressed his life.
Teamwork: "We are affecting the lives of potentially millions of people around the world. Never forget God!"

FRIDAY:

Rob Sinnott, "Integrative Health"

In all research, quality and efficacy are two most important variables.
\$1.4 trillion cost of health care annually is too great.

Integrative health: whose purpose is to deliver best health we can, and this is combining the best of medical science with the best of nutritional...not nutritional in lieu of.

Also, need to incorporate exercise, spiritual, etc.

Why Mannatech? validated, and clinical studies to support which does not exist for over 90% of all nutritional products in the market.

History:

Shaman: multiple approaches in their technique person's body viewed as connected to their environment.

Eastern Medicine: very integrative; body, energy, spirit balance and flow; focused on prevention

Western approach: bit more aggressive, technology driven with heavy reliance on tools and drugs; not focused on prevention rather "fixing"

National Healthcare Policy: opinions are changing

New Affordable Health Care Act mentions integrative health...in fact the first \$15 billion is allocated to having a panel work on integrating this into our healthcare.

Two Bills we should support:

DSHEA Full Implementation and Enforcement Act

Tax Fairness Act for Dietary Supplements

Allow people to use Flexible spending accts for nutritional supplements.

What is causing this change?

cost effectiveness, more and more insurance companies reimbursing

AMBROTOSE: "terrific platform for integrative health"

Highly validated supplement, nearly 20 million units sold worldwide

Impacts: Cell to cell communication

Immune system

Cognitive brain functioning

GI Tract interactions

GI Pro Balance

Launching in NA today

This product was birthed out of research...saw that Ambrotose impacted the bacteria, but the bacteria was also impacting the Ambrotose...unlocking the power of Ambrotose. They worked synergistically so Ambrotose as both prebiotic and probiotic. 6 strains of specific bacteria chosen after the research...15 billion CFU
CFU: colony forming units

Showed the Dr Guarneri video..."complete the circle of care"

Dr Sinnott and Claire Zevalkink

Special program on GI Pro Balance

27 ft of intestine (showed a rope with that length and lots of knots)

70% of your immune system is in your digestive tract

Adding good bacteria "crowds out" the bad bacteria

The 6 stains chosen also selected because they withstand the harsh environment of the acids and enzymes in the stomach.

"GI Pro Balance is the perfect partner with Ambrotose"

It was Dr Murray who also surmised that the reason some people did not get the maximum benefit from Ambrotose was due to problems in their guts.

Now able to achieve maximization...(reactivation anyone???)

See comparative sheet attached on GI Pro and GI Pro Balance;

<http://publications.mannatech.com/print/GI-ProBalanceComparisonFlyer.pdf>

also competitive products in market place (Attached and will be in the Marketing Guide for Gi Pro Balance in the Mannatech Library)

Dr McAnalley

standing ovation for 5 minutes!

He liked kinetics... $A + B = AB$ at a constant rate

so if we take these sugars, mannose is broken down and absorbed by the bacteria

Dr Freeze argued these came from glucose; McAnalley did G-14 labeling on mannose to show not converted from Glucose; Dr Freeze argued but then put out his own paper saying 70% of our mannose comes from our foods we eat.

Conclusion: We get very little if any from daily food supply

But again, they are funded by pharmaceutical companies so rather have synthetic sugars.

Dr Bill was excited about this discovery (Ambrotose) but had no idea it would have the phenomenal success it has had...1 of 43,000 new patents on drugs make it to market so who was to say our patent would result in such market proliferation.

He now "expects to see Ambrotose as a household name in the next couple of years"

Dr John Rollins

Greatest ride of his entire life...to have been around for the entire life of Ambrotose.

In mid-1980's he first met Dr Bill...aloe discovery with Mannose.

Then about 10 years later the patent application came through for Ambrotose...he withdrew from reviewing it since he wanted his wife on the products immediately, knowing this was something that could revolutionize medical science.

After he retired he worked with Mannatech to get the patent issued since those in the patent office were in judgment about aloe and the company was not walking in the shoes of the biochemists and examiners.

No natural plant occurs with Ambrotose in it (or has not been discovered as of yet).

"Gene expression itself is influenced by Ambrotose...research now shows."

Dr. Steve Nugent

Discussed his history as naturopath, rejected Ferris Haddad numerous times and then finally gave in. Tested the product and found it had resounding impact on test patients so required 100% of his patients to take it.

Became Presidential quickly, and then started getting offers to rep other products. Denied them all because: "there is only one company that owns Ambrotose."

"This is the most important technology that has ever been created for human health."

Dr. Talitha Best

Nutrition and cognition

Saccharides and the brain

seeing how saccharides impact neuroprotective function, electrical activity, communication between cells, synaptic function, transport and regulation of neurotransmitters, central nervous system development...

Results: increases (1) learning, immediate recall
(2) interference
(3) delayed recall
(4) recognition

Mood scores showed:

(1) less anger
(2) less depression

Are plant saccharides the same as sugar?

Results were incredible...

adding sugars to 73 people after 3 hours of fasting...

1. "cupcake sugars" caused spike and then drop
2. starch sugars caused same spike and drop just a little lower
3. Ambrotose caused absolutely no spike in blood sugar

She is so excited about future research...believes plant polysaccharides play a huge role in the brain function.

Much more to come as she continues her research.

Friday Afternoon-trainings

Deb Jones...Give for Real

Attached is the language sheet she advises

She uses three videos on the givingchangeseverything.com site:

The 20:20 piece in advance of the meeting

"The Problem"

"The Solution"

And then the Plan piece that Lou Davies made

All three of these are available from Mannalife.com on one DVD

For validation of the products;

ISKA Manual by Mannatech (she carries with her)

NSF certification

"Face the Risk" book by Dr Ben Carson p. 170

Atlanta Voice with Dr. John Rollins

She also shares the Phytoburst Chews after the Solution video and the tear sheet

Jeff Allen

Developed a new booklet that can be used to share Mannatech.

I like 4 X 4 so I will not use it for the business.

I think it is very professional and you can see if you like it by viewing it fully on the following website: www.mannatechinsidestory.com

Lots of good ideas on how to share products.

GI Pro Balance

Dr Nugent

Fat people have a totally different bacteria in their gut than thin people

Need to change out that bacteria to lose weight; reprogram the body and GI Pro Balance may do that.

Lift Skin Care

Susie Galvez has new book "You Are So Going To Thank Me For This..."

ISKA

Butch Johnson

Ideas: do not call studios...get some local information on what the club is doing for the community...lamine the recognition and go visit the club while kids are there.

Bring Mannabears and try to distribute for the kids.

Study their commitment statements: know their hearts, passion

80% of the clubs are not run for money rather develop young minds with proper discipline and outlook

Create a common ground with them...that is Give For Real

I think this NASKA partnership with Give For Real is great!

Mike McCoy on why Mannatech: "Our philosophies are parallel."

ISKA stuff is now in Spanish as well as English

Hispanic Marketing

Al Bala

#1...Must have the intention of play in the international market glyconutritionals is a new term in Mexico...do not use Aloe since we found so many of the aloe products preceding us failed.

Communicate:

1. Stability of Mannatech
2. Science
3. Seamless global downline
4. Social responsibility

How to grow Hispanic Organization:

1. In your own organization
2. Referrals
3. Community
4. Internet Marketing

FRIDAY 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.

Servant's Heart Award: Cathy Schuster

Giving Spirit Award: Jeff Allen

Natalie Clark

We are on an unbelievable journey ...Undeniable Destiny, Company of Destiny, etc.

Great products, incredible opportunity and a tremendous giving spirit.

Reinventing ourselves as Social Entrepreneurs

The Founders Video...a must watch and now because of popular demand, it will be available on DVD

MannaRelief has now impacted over 109,000 children in 83 different countries.

Our Goal: 1 million children; everyone you talk to is very important so ask them to join us.

Leo Shreven

He is walking across the US in 100 days. He is about to enter Texas.

Wow, exciting and you can be a part...100% is donated to MannaRelief for the Give for Real program.

"Let's raise \$5 million! Can contribute based on number of steps...make a pledge. Just go to the website:

www.kidscharitywalk.org

Sam Caster

Give For Real

Looking for partnerships with those who already have distribution means so 100% of the money contributions go for products.

Vamos Mexico is first: 5000 children getting the products daily now for 4 months. Sam played a video form the caregivers.

Results: gaining weight, more joy, energy, more communicative, participating more in class, etc. They all were

overwhelmed by the results and so thanked us all.

Get this video!

New partners now:

1. "Convoy of Hope"

From Missouri, feeding over 21,000 per day. Used to be giving just enriched grain cereal until introduced to Sam. Now added Phytoblend and already there is enough product in El Salvador to feed 6000 children for one year!

2. "R.U. 4 Children" CEO Trey McAlister

goal: 5 million children/day in five years

Works in Guatemala which is 4th highest malnutrition rate in the world! "What if you lived in a world where malnutrition was no longer an issue? What if Phytoblend is the answer? Please don't walk away!"

The famous soccer player, Orlando Fanseca, is now joining forces as the face...we will soon be in Guatemala for at least 5000 more children per day. And it looks like Costa Rica might be next (that is where Fanseca is from).

SATURDAY

Al Bala Global Expansion

We are totally committed to growing internationally
Mexico was terrific, lots of success with pre-registration, and the new approach to opening rather than following where associates are already illegally doing the business.

Sergio Medina, GM Mexico

Talked about his past with Herbalife

Greatness of what we have in the market in Mexico

Showed the slides of grand openings, and Casa Mannatech in Guadalajara

Al Bala

Then brought on panel of people who opened Mexico...spent endless time in Mexico: Sylvia, Luciano, Johanna, Merri-jo, Tim and Poni.

Answered two questions:

What did it mean to you to open up Mexico?

Was it worth the price that you had to pay?

Answers were great...listen to this piece.

Al brought in European GM, Collin to discuss upcoming expansion
Four new countries to open this coming June:

Estonia
Czechoslovakia
Finland
Ireland

Your role: Start NOW! Over next five years expect to be in BRIC:
Brazil, Russia, India and China

Butch Johnson and ISKA

After 25 years and being in 50 countries, ISKA has endorsed us.
For past 6-7 months Mannatech has traveled with ISKA, and
associates have been signing up Karate studios.
Get certified. Learn the member program and do not try to "do it your
way."

This endorsement makes it possible for you to work with any sports
group.

Now NASKA...series of tournaments around North America, and they
are taking on Give for Real as their cause!!

Going on tour over next few months, with National Champions
promoting the sport, the tourneys AND Give for Real so watch for
publicity. (Laminate news articles to take to clubs, other sports??)

Mike Sawyer of ISKA on why Mannatech

All these athletes want the best products

There are 15-20 million involved in this sport waiting for you

Understand the karate code...see how it overlaps with ours.

"Mannatech is the only company who has the products, technology,
philosophy that supports us in karate."

Mike McCoy's wife Tracey: "every child should be on Mannabears"

"Because Mannatech is founded on the glory of God this is what is
incredibly important to us."

Give for Real is perfect since we all are servant leaders.

Greg Laroque, Canadian Presidential

He is using this not just for Karate studios but also cyclists, soccer,

"It opens a huge door for all of us."

He has a soccer league to have Mannatech on all their jerseys.

Limited only by your own imagination.

Chip Townsend's Team performed

Asked about his mental state while performing: "Have laser focus.
Nothing but WIN. Put all fears behind you. Break through your
obstacles."

SATURDAY AFTERNOON

Nancy Lieberman

No place she would rather be than here with us.

"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.

This Company is not a Leap of Faith.

A call to action is YOU. Her book (which everyone got) is a navigation guide to success.

If you want change, you must be the change.

We have the best products, the best infrastructure, the best management, and the best associates...how can you not have confidence?

We don't care what other people think because we are the ONE...those are the exact people we are going to go out and beat.

No excuses, No explanations.

Failure is noble...if you don't try you will never know.

"You can't tell me what I can be. I can be whatever I want to be as long as I believe in it."

Before you leave today, have your call to action...have your plan to WIN!

Patrick Park

GM of South Korea

Gave his entire background.

Just like the 19 yr old from Taiwan...she just imagined she was Presidential. IMAGINE this entire building filled with Platinum Presidentials.

No matter what you do always do your best. Even if people are not watching you, work hard.

He is Made in Korea, built in the US.

PRO

P=privilege to take this around the world

R=responsibility

O=opportunity

"In order to succeed your desire for success must be greater than your fear of failure.

Ray Robbins and the top business builders in each country

Bo Alex: Keep it simple. He has a simple plan and he just reinforces it over and over. Big on phone teams.

Weekly conference calls to motivate his team every Monday morning at 10:00 a.m.

Stewart: developed a retirement plan...

It took him 7 years to get to Presidential, but he tells people do you want the 40 year plan where you retire at \$25,000 per year, making less than it takes to live on? (Australia)

When you say network marketing is hard, "No what you are doing is hard!"

"Go to work to make a living, work for yourself and make a fortune."

When you first meet people and you are smart, people believe 100% of what you say. Second time, 80% of what you say and 20% of what you believe. Third time, 60% of what you say and 40% of what you believe. This trend continues until they believe nothing of what you say and only what you believe. Think about this...

Myung Jung Li

#1 Must have a dream and a goal. With a reason, and a direction, you will overcome obstacles.

#2 You must be committed and determined.

#3 You must be willing to sacrifice...give up TV, and other distractions.

Soo Yung Lin

19 years old; she took the high school grad test to see if she could go on to university...possible score=600, and she got a 99. So with no future there, she dedicated her life to Mannatech. Now she makes more money than any college professor in Taiwan!(Ray Robbins quote)

1. Getting her teams on phone calls...take all those names of people who said no, write on toilet paper, and then you know what you do with toilet paper? She blew her nose and wiped her rear.

2. Make a list of at least 100 names

3. Tone of voice must always be upbeat

"Sam how are you? I have something super duper that I want to share with you...when would you like to buy me a cup of coffee and learn about it?" See, not a yes/no question.

Japanese woman

She always wins the incentive and gets all her friends to win as well.

"Not every day you get a free trip."

JD Costas (South Africa)

He works the business part time. It is so simple with all the tools we have...success tracker, social media, etc. Being at a job gives you even more contacts. He uses phone teams and Monday conf calls with Team.

Jean and John Prater

Works with leaders, tons of recognition with plaques for every level of leadership.

Jean talks to everyone, tough love, she drips and drips. One person she had 8 contacts with and he finally signed up... he is about to become her newest Presidential.

Have strength about you, strong in what you believe in.

Must collect the names of people you meet. "This is a mission and you must be about the mission."

She uses a lot of assumed language..."When you are taking the products... When you are connecting with people..." so they feel like they are already in the business.

Gene and Lora Enabnit

"You see a 20 yr old and 80 year old on stage; what's wrong with you?"

The poor have no means to help themselves; God wants us to be wealthy so we can help.

If you give a little you will get a little.

Fear paralyzes you.

Choose a strategy the one that fits you best, and just do it!

Dr Dan Fouts

Reiterated the importance of integrative medicine.

"This technology has totally changed my practice."

Transition from disease to integrative health.

Make it about them, not about your knowledge.

The best option:

Combine the best of modern medicine with the best of nutritional science. And you have the best in Ambrotose.

We have Dr. Guarneri, Dr. Carson,

Hosts Patty Barnett and Kevin Robbins

Language:

If someone asks about their disease.

"Are you working with a doctor?"

If Yes, "Do you feel you are getting the best possible results?"

Whether Yes or No or Maybe,
"Would you be open to an integrative health approach? It combines the best of medical science with the best of nutritional science."
"I have a video I would love to share with you...(use Guarneri or Carson)
Then lead them into Ambrotose of course.
If no interest, give them your card and let them know that you are there to support them or anyone they know to take a more integrative approach to their health.

Luciano

Choosing a global business...just make the choice to do it. Mannatech is the absolute best opportunity ever in all his 20 years.
#1 DECIDE.
#2 who do you already know in these countries
#3 Ask anyone with an accent, "Where are you from?"

Deb Jones

Wrap up of the training she did on Give For Real.

Simeon Cryer (as a Sargent)

Are you an independent distributor or a dependent non-distributor?
What would the facts show in a court martial?

Evidence:

- pay attention to detail
- strategy
- organized
- mobilize
- committed to results

A soldier dies only once, a coward 1000 times (with every could have, would have, etc).

There are moms and dads every where crying out.

"I am not here to make you feel good, I am here to keep you alive in the market place."

"Successful people get comfortable with being uncomfortable."

Only variable is YOU.

TIPS:

1. 95% of our society will retire dead or dead broke; means you better be doing what the other 5% are doing.
2. Stop watching TV

3. Stop using credit cards for things you can't afford, things you don't need to impress people you don't like.
4. Look in the mirror...are you your own best friend or worst enemy.
5. Your past does not equal your future.
6. SMART goals...you must aim for something; you will miss 100% of the shots you do not take.
7. It's not the man in the fight, it's the fight in the man. It's our WHY.

For Simeon, he was tired of bouncing checks no money on credit cards, and desperately needed the respect of his wife.

8. Overcoming excuses gives us authority to help others.
9. SMILE...it builds trust and makes you look like you know what you are doing.
10. Get good at people skills...work hard on yourself.
11. Nothing in life worthwhile is EASY.
12. FORM use to approach people. the only difference between us and them is specialized knowledge and skill...and we all can get that.
13. Worst part of success is getting a little of it...then we start managing people and we leave behind the most important work...prospecting.
14. Anyone struggle with motivation? with fear?
These are byproducts of non-action.
Take no action, you will have these.
Take tons of action, two laws kick in:
 Law of numbers
 Law of averages
- Take enough action and you will create a vacuum behind you which will fill with people following your lead.
It needs to be consistent, methodical action today!
15. Scripts...he loves them and uses Dani Johnson
16. Honor yourself: YOU ARE GOOD ENOUGH.

Closing: In this Company we have the responsibility to bear arms. This weekend we were given lots of arms, so just go out and do it! Don't give a rip about what anyone thinks!!
In 5 years, you will make 10 times what you are making today.

Sam Caster

He closed by just saying, "Do everything Simeon just told you."

Wow, We have an incredible mission; hurting children are everywhere so let's be that beacon of light for all.

Get a better, stronger gut feeling.

GI-ProBalance slimsticks—everything you've ever loved about GI-Pro capsules—and more.

Check it out!



Key Product Feature	GI-ProBalance™	GI-Pro®	What It Means
Colony Forming Units (CFU)	15B at manufacture; 1.5B at expiration	7.5B at manufacture	Minimum of 1B required for health benefits
Number of Probiotic Strains	6 different strains	3 different strains	Variety provides benefit; quality product should provide at least 2 to 3 strains
Number of Prebiotics	2 sources (650 mg)	2 sources (89 mg)	Prebiotics stimulate the growth of good bacteria*
Delivery Method	Individual-serving slimsticks Yogurt flavor	Capsule — 1 per day	Slimstick requires no refrigeration and can be transported more easily
Storage	Keep in cool dry place No refrigeration required	Refrigeration recommended	Individual-serving slimstick not exposed to light or oxygen until opened
Unique Marketing Position	Specially formulated to work with Ambrotose® products	N/A	GI-ProBalance provides a key additional benefit not found in other products

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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 **Mannatech.**
Live for Real.
HEALTH



Competitive Price/Value

Product	Pro/Prebiotics	CFUs	Price	Price/Serving
Usana® Probiotic	2 strains of probiotics	12B at manufacture	\$29.94/box of 14 sticks	\$2.14
Nutrilite® IntestiFlora 7®	7 pro / 1 prebiotic	1B*	\$34.61/box of 30 sticks	\$1.15
Align® (P&G)	Bifantis™	1B at expiry	\$29.44/box of 28 caps	\$1.05
Culturelle® Probiotic Digestive Health (Amerifit, Inc.)	1 strain of probiotic**	10B at expiry	\$18.59/box of 30 caps	\$0.62
Phillips' Colon Health®	3 strains of probiotics	1.5B at expiry	\$15.99/bottle of 30 caps	\$0.53
Advocare ProBiotic Restore™ Ultra	7 strains of probiotics	6B*	\$20.37/bottle of 45 caps	\$0.45
Herbalife® Florafiber	1 strain and fiber	"Millions per tablet"	\$13.15/box of 90 tabs	\$0.44
Mannatech GI-ProBalance	6 pro / 2 prebiotics	1.5B at expiry	\$25.75/box of 30 sticks	\$0.86

* Does not specify whether at manufacture or expiry.

** Claims Lactobacillus GG is considered most premier in the world.

Usana, Nutrilite, IntestiFlora 7, Align, Bifantis, Culturelle, Phillips' Colon Health, Advocare ProBiotic Restore, and Herbalife are the trademarks of their respective companies.

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Mannatech's Give for Real Program

Using Social Entrepreneurship to Fight Global Malnutrition

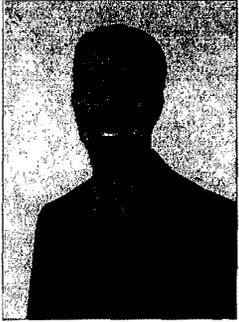
For Mannatech, the passion and the culture of its business has always been to change people's lives. The developer of high-quality health, weight and fitness and skin care solutions based on nutritional science has had one mission in mind since it was founded in 1994: to enhance the well-being of those it touches through its products and Real for Real™ social solutions.



Mannatech.
Live for Real™

With an identity deeply rooted in the spirit of giving, the company is now using its corporate philanthropy to step up the fight against global malnutrition. In 2010 it launched the Give for RealSM program, a unique donation-through-consumption initiative designed to fight malnutrition in children.

"According to UNICEF, more than 5 million children die from malnutrition every year," says Robert A. Sinnott, Ph.D., MNS, Co-CEO and Chief Science Officer of Mannatech. "In short, there is a dietary crisis growing for these children that demands our assistance. Our Give for Real program allows the company and our independent sales associates to optimize nutrition across the globe."



Robert A. Sinnott, Ph.D., MNS, Co-CEO and Chief Science Officer, Mannatech

What makes the Give for Real program work in the direct selling industry is that the lack of proper nutrition is a global problem, and not just a problem in the developing world. Mannatech can bring Real Food Technology solutions to people in industrialized nations—such as the United States, where there is a tremendous need for good nutrition—and create a funding

mechanism in the developing world through orphanage organizations.

That funding mechanism is based on the concept of social entrepreneurship, which proffers new thinking on solving a variety of social and economic problems in the world. When executives realized that the company met the criteria of this new business model, they embraced it and wove it into the corporate culture.

Meeting the Challenge

The first criterion of social entrepreneurship is to identify a problem on a global scale. Mannatech had already done that. In 1999, founder Sam Caster and his wife, Linda, expanded their efforts to support orphanages by establishing MannaRelief, a charity that provides advanced nutrients to malnourished children in orphanages around the world.

The charity started with one orphanage in Romania. In the 11 years since it began, it has touched the lives of more than 109,000 children

in 83 countries around the globe, with more than 25 million servings of nutritional support provided to children in need.

However, the old model of the charity did not fully engage Mannatech's 400,000 independent sales associates and was hindered by the economic pitfalls associated with the traditional charitable fundraising model. Like many charitable organizations, MannaRelief saw monetary donations decrease as the demand to help malnourished children increased. Mannatech executives and board members felt they needed to come up with a more aggressive approach to the company's philanthropic efforts for fighting global malnutrition without putting all the financial burden on the associates. They agreed that if they could create a sustainable funding mechanism, then they could really go out and make a difference.

So that's what they did. Launched on July 13, 2010, Mannatech's Give for Real program became the mechanism to help fund the company's fight against malnutrition. For every purchase on an order containing specific Mannatech products, a donation of PhytoBlend[™] powder is provided through MannaRelief to children in need worldwide. "Mannatech's Real Food Technology solution-inspired products provide one of the best strategies for addressing [the malnutrition] crisis because the products are developed from real-food-sourced ingredients chosen from those scientifically proven to best benefit the human body," Sinnott says.

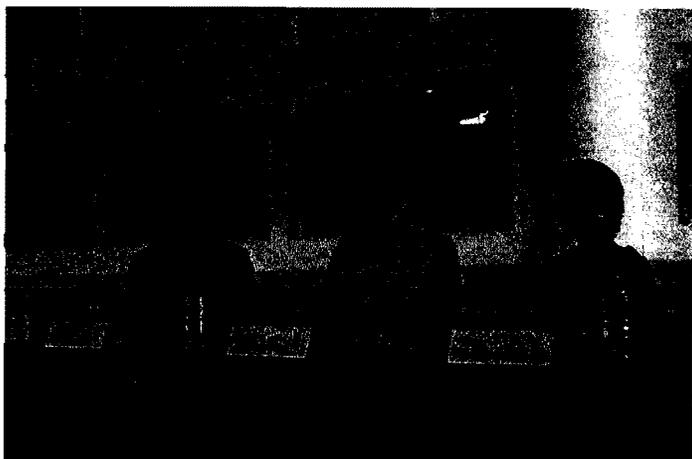
The company's monthly volume creates a sustainable donation base that allows Mannatech to make a real commitment to orphanage organizations. Its ultimate goal is to link millions of consumers worldwide to millions of at-risk children to reduce malnutrition.



Children in Mexico enjoying hearty and healthy meals containing Mannatech's PhytoBlend powder supplement provided by MannaRelief.

Now armed with the second criterion of social entrepreneurship—an innovative solution to a global problem—Mannatech went about addressing the third and fourth criteria: tapping into the passion of the public and driving the social entrepreneurship movement by finding a way to financially incentivize those who were passionate about the problem.

When Mannatech executives landed on the concept of social entrepreneurship, they knew they had the technology, the passion and the purpose to take on malnutrition. They also knew that they had an associate base intricately involved in the fundraising aspects of MannaRelief, which meant they were engaged—and that they wanted to be a part of a solution. Through the Give for Real program,



From left to right: Mannatech founder Sam Caster with former Mexican President Vicente Fox and his wife, Marta Sahagún de Fox, at a Dec. 7, 2010, press conference announcing the first donation of product made to Fundacion Vamos Mexico by MannaRelief.

Mannatech is now able to provide its associates with a way to become social entrepreneurs for a global cause.

“Social entrepreneurship works so well in our business because of the network marketing structure that brings together associates that can unite to fight this global epidemic,” Sinnott says. “The Give for Real

“The Give for Real program exemplifies the company’s philanthropic spirit and allows our independent sales associates to donate and help optimize nutrition where it is needed most across the world.”

program has allowed us to find a medium that will allow us to increase the quality of life for every individual we are able to touch.”

International Exposure

The Give for Real Program enabled MannaRelief to make its first major donation this past December, supplying more than 600,000 servings of PhytoBlend powder supplement to malnourished children in Mexico. More than 5,000 children in 52 orphanages across four Mexican states will receive the supplement through MannaRelief and its partnership with Fundacion Vamos Mexico, an organization

[Mannatech’s] goal is to link millions of consumers worldwide to millions of at-risk children to reduce malnutrition.

created by former Mexican President Vicente Fox and his wife, Marta Sahagún de Fox.

Mannatech and MannaRelief presented the product to Fundacion Vamos Mexico at a press conference outside the Vicente Fox Center in Guanajuato, Mexico. “We believe this significant donation through our Give for Real program symbolizes Mannatech’s commitment toward enhancing the health of children in need through better nutrition,” Sinnott says. “The Give for Real program exemplifies the company’s philanthropic spirit and allows our independent sales associates to donate and help optimize nutrition where it is needed most across the world. We are thankful for the missions of organizations like MannaRelief and Fundacion Vamos Mexico that recognize the growing need to combat malnutrition and provide young children the proper nourishment they need.”

The second organization that aligned with the Give for Real program is one out of Springfield, Mo., called Convoy of Hope, a major international relief organization that has made a significant shift toward meeting the needs of malnourished children. Earlier this year, MannaRelief sent enough product to nourish 6,000 children in El Salvador through the organization, which hopes to help nourish 100,000 children over the next several years.

What has come from meeting with various organizations is the “feeding” versus “nourishing” debate that was brought to light a few years ago when Doctors Without Borders launched a campaign called “Food Is Not Enough.” What that debate refers to is that today’s international food aid relies heavily on enriched flour-based cereals that no longer meet the new minimum standards set by the World Health Organization for young children.

Mannatech’s strategy is to take its Real Food Technology that it patented—vitamins and mineral and phytochemicals from real food

Robert A. Sinnott, Ph.D., Co-CEO and Chief Science Officer, Mannatech

sources—and put it in a powdered blend that allows other cultures around the world to blend it into food being cooked for children. In Guatemala, another area recently visited by Mannatech representatives, that’s black beans and tortillas. What the children receive is 100 percent of their micronutrient requirements from real food sources.

And what a difference it is making. The company recently sent a video crew to Mexico to document the progress made in the orphanages that received the supplements in December. What they found is that symptoms of malnutrition—the failure to thrive, the lack of appetite, the stunted growth, the learning disabilities and the bad behavior—

have been alleviated. It does not take long for a child's body to respond to proper nutrition.

Mannatech executives now believe they have a key strategy for fighting malnutrition. The company's patented technology provides the nourishment at-risk children need, and the direct selling model provides a sustainable donation base that allows the company to continue fundraising activities. As the company's efforts receive more international exposure, the hope is that more organizations around the world will be willing to invest money to help fight malnutrition. What most of these organizations want is a proven strategy, and Mannatech's Give for Real program is able to offer just that.

Looking Ahead

Mannatech is not only aligning with orphanage organizations to defeat malnutrition. In 2010, the company became the official health and wellness supplement provider to the International Sport Karate Association. Several of Mannatech's products will be the only health supplements on the market to receive an "ISKA-Certified for Elite Athletes" seal featured on its packaging. As part of strengthening that partnership, Mannatech announced on Feb. 17 that it had formed a partnership with the North American Sport Karate Association (NASKA) to fight malnutrition. This marks the first time in its 34-year history that the association has embraced a cause.

NASKA will team up with Mannatech along its 14-city tour of martial arts competitions. "This North American tour is so much

Mannatech's goal has always been to bring awareness and support that will inspire others to take action. Through the model of social entrepreneurship, it has created a way to engage its 400,000 associates in the cause of defeating global malnutrition.

more than an elite martial arts competition. It's about a cause to fight against malnutrition," Sinnott says. "Together, with some of NASKA's elite athletes, we can make a difference among the lives of people of all ages by educating them about the benefits of proper eating and a balanced diet while simultaneously working to alleviate malnutrition across the globe through our Give for Real program."

Mannatech's goal has always been to bring awareness and support that will inspire others to take action. Through the model of social entrepreneurship, it has created a way to engage its 400,000 associates in the cause of defeating global malnutrition. By enabling everyone to play a role, the company is able to make a real dent in this crisis.

The shift toward the social entrepreneurial way of doing business marks a huge change in how the company is able to give back to others. It is the difference between cause-based marketing and social



The PhytoBlend powder is based on Real Food Technology solutions and is targeted to combat the devastating effects of malnutrition.

entrepreneurism. Whereas cause-based marketing is dedicated to *supporting* worthy causes, social entrepreneurs are dedicated to *solving* problems. Mannatech has witnessed the devastating effects of malnutrition around the world and knows it has the technology to solve the problem—and it will use every resource available in the company to accomplish that goal.

The new model has also given Mannatech a better understanding of itself. "Social entrepreneurship has brought us into the fullness of who we are," Caster says. "I think we have been a different kind of company in the direct selling industry. A lot of focus in direct sales is on the business opportunity, which it should be. It's a wonderful business to be involved in. But because of our core technology, what we found is that a lot of people were more attracted to the ability to impact people's lives than to just the business. So the business was sort of a side benefit to doing what we did. I think that has always been sort of the passion and the culture of our business—to change lives. And I believe if we commit ourselves to it, we'll attract people from all over the world who are seeking a purpose-driven life."

And that they are. Mannatech is finding that many people are interested as much in impacting the lives of others as they are in building direct selling businesses. And those new entrepreneurs fit well with a company that believes doing good business includes doing good for others. *DSN*

For more information, please contact:

Effective Language to Use in Your Presentation

The following is an example of effective language to use in your presentation to talk about social entrepreneurship. However, this is not to imply that you cannot add in comments and questions of your own.

When people ask me what I do:

I am part of a team of social entrepreneurs – which means we use a business model to solve a major social problem. Our vision is to take a nutrient dense technology, which we have, and provide it to 100,000 children all over the world this year. I'm building a team of people who want to join me to help champion the cause of malnutrition while building a substantial income."

Scheduling the appointment:

"Hi _____. This is _____. I would love to sit down with you and talk to you about social entrepreneurship and what we are doing to help 100,000 children with their nutritional needs over this next year. Do you have an hour that we can get together to visit? What does your schedule look like this week? What day works best for you? Would Tuesday or Wednesday be better?" (Get the appointment.)

At the appointment:

"As you were coming here to meet me today, what did you think that this meeting was going to be about? What were you hoping this meeting was going to be all about?" (Listen)

If they say, I figured this was about products (or making money, etc) . . . *"This is a whole lot bigger than that. If they say, I hope this isn't about selling . . . "I think you're going to love what I share with you. This is about giving, about paying it forward, about helping yourself, while helping me to champion the cause of helping malnourished children.*

Let me share with you what I do. Are you aware of how many companies donate part of their profits to important causes, like donating to Haitian Relief? This is called cause-driven or cause marketing. The company I work with is not cause driven but is instead a social entrepreneurial organization. In other words, Mannatech has identified a social problem that has not been solved, global malnutrition, and has come up with a solution to actually solve this problem.

What I would like to do is share with you a short video about the problem and what really is going on around the world."

Play "The Problem" video clip with Sam Caster (8 minutes)

"What I would like to share with you now is "The Solution" not only for malnourished children but solutions for undernourished children and families right here in our community."

Play "The Solution" video clip with Sam Caster (8 minutes)

What did you like most about what you just saw?"

What one thing really stands out for you?"

Sample the PhytoBurst – *"The children are getting this same technology except it is in a powder form, but I want you to sample it in a chewable form." (They get the idea of Real Food)*

Share Validation points

ISKA – *“There are thousands of products out there. It can get very confusing, but what is really interesting is this . . . you probably know what martial arts, taekwondo, and karate is? Would you agree that they have very high standards with their students? It is interesting because ISKA (International Sports Karate Association) has never endorsed a product or a company. For the first time in its 25-year history, ISKA has chosen Mannatech as its official dietary supplement company. ISKA is in 61 countries and 28,000 studios here in North America. I don’t know about you, but it makes me ask – if all these companies are the same, and all the products out there are the same, why would they hand pick Mannatech. They put their ISKA seal on our bottles. Why would they risk their reputation unless there was something different about our products? What is amazing about this partnership is – here is a company like Mannatech who has the science, validation, efficacy, safety and no banned substances. ISKA found the perfect company to align itself with. And Mannatech found an organization they are excited about because they have such high standards in what they do. That lets you know there is something very unique about the products and technologies that we have.*

Doctors Endorsement of Integrative Health Strategies – *“Look at the brightest and best doctors in the world and what they are doing.”*

“What I’m really looking for is . . .

People who want to make a difference

People who want to impact their community by enriching lives

People who want to be healthy and stay healthy

People who want to be business partners, who are coachable, have great attitudes and who want to help us champion the cause of helping children while building a significant income for themselves

And everything in between.

“The last thing I want to share with you is a short video that talks about how you might want to participate with us. I don’t know if this is a fit for you. I don’t know if you are a fit for our team, but what I would like to do is share this with you and then you can tell me where you’re at with this.”

Play “Doing Well While Doing Good” video clip (12 minutes)

Do you see any part of this being a fit for you?”

If so, what part?” (Listen)

“Let me show you what I take. I take these easy and convenient packets every day. (Show Optimal Health Support packet) This is the PhytoMatrix – this is the same technology that is in the PhytoBurst Nutritional Chews, PLUS is for endocrine support, and Ambrotose AO is our powerful antioxidant. I also take Ambrotose every day.”

The goal is not to necessarily sign them up. The goal is to help them make a list of names and share this with people they know. You want to send them home with something (i.e. Real 4 for Life brochure, The Atlanta Voice) and get back with them within 24-48 hours to get back what you loaned to them and help them with their list of names.