

Strategies for Taking Phytomatrix™ to the Market

Monday conf call 10/30/06

Mannaquest: Register Now...never too late
Bad News Friday: what does it mean to you?

1. Why do these strategies apply to me?
 - a. Many methods of visibility out there to increase your prospects. New product means new customers...60% of all Americans are taking supplements, and 60% of those are taking a vitamin/mineral supplement.
 - b. Need to constantly be looking for new techniques once get through your warm market and all involve cold marketing.
 - c. Use Phytomatrix™ as the Trojan Horse. How easy is it to explain one vitamin is best in the market (versus science of Glycobiology).
 - d. Great techniques for reactivation, adding GPV to already existing orders, as well as marketing to “no’s” and new market.

2. Taking Phytomatrix™ to your Current Active Associates
 - a. This is a must since Mtech requires associates to change their orders.
 - b. Many in your downline are taking Ambrotose but perhaps not a good vitamin/mineral product...not one of ours. This is a great opportunity to shift.
 - c. Mechanisms:
 - 1) Develop a web page just on Phytomatrix™ with a ‘Contact Me’ section.
 - 2) Send video email out (Hello World) giving a short clip on Phytomatrix™.
 - 3) Mass email and send to your new web site.
 - 4) Mail letters out with a Support Material (see below) and follow up with a phone call three days later
 - 5) We are doing a November Mannamail as well for more coverage.
ARE YOU GETTING THAT MECHANISMS ARE UNLIMITED?

3. Taking Phytomatrix to your Reactivation List
 - a. Send letter to all “0’s” in your downline explaining their prior commitment to glyconutrients and updating on Forbes and Mtech, but highlighting the newest vitamin/mineral complex in the market. Let’s get you started!
Call back in a few days. Send out 20 letters per day for as many weeks as it takes and follow up.
 - b. Personal contact is imperative...so make sure to call.
 - c. Attack this list from a children’s/granchildren’s perspective too...Mtech announced they will have a children’s Phytomatrix™ so we need to hammer on this since a lot of people care more about their kids than themselves.

4. Taking Phytomatrix™ to your “dead” prospects
 - a. Take out that old list of all those you never signed up and start from the

top...contacting everyone with the New News. Yes, they never stepped into the breakthrough technology of Glycobiology, but they all need the support of a great vitamin. Surely they are on one now and you just want them to be aware of the best in the market place.

b. Again, we need to approach this from a children's/grandchildren's perspective as well. Quote some of the scary statistics to help raise the concern.

5. Cold Marketing Strategies

a. Host a Product Fair (Featuring Phytomatrix™)

- 1) Have tables around the room on all the most critical Mtech products (this is your choice; for associate education could have tables on all products).
- 2) Each table is supported by a Mtech associate who shares materials as well as answers questions on that specific product.
- 3) Have free product giveaways.
- 4) Also have a booth for the Business Opportunity...tons of great materials on Glycobiology, Pilzer, Kiyosaki, etc.

b. Run ads in the local newspapers...typically smaller town so not so expensive. Make sure you have a terrific USP (Unique Selling Proposition).

c. Buy lists from contact firms i.e. USAData.com (search on internet for mailing lists, can get them for any zip code, etc.)

Send letters with Support materials/postcards out and follow up in 3-5 days. Send 20 per day for a month and just see what happens!

d. Alternative Health Care Practitioners...chiropractors, acupuncturists, colon hydrotherapists, are all looking for a great vitamin supplement.

- 1) All this communication must be more professional.
- 2) Use the science end of it...brassica juncea, hyperaccumulation, etc.
- 3) Follow up with one-on-one meeting and HAVE A PLAN how they get their patients started...could include your giving a half hour presentation for them weekly for a few weeks to cover all patients.

e. All medical doctor offices

Same as above...they all like to recommend great products to their patients so develop a brochure with your name and contact information, or use the Proevity brochure.

f. All Mops groups, Babies are Us, Mom's Day out, Day cares, PTA programs for grade schools, etc.

Approach all of these when the children's vitamins come out.

6. Support Materials for your communications

a. Press Release by Mannatech (Attached)

b. Statement by the AMA that Vitamins/Minerals are necessary (Attached)

c. Proevity piece that compares the different vitamins

d. Newest food pyramid that states vitamins/minerals necessary (Attached)

e. Technical data on the brassica juncea for medical professional letters.

f. Merri-jo's new DVD called "Let's Go Natural!" (available at Mannaquest)

g. Steve Burns new piece on Phytomatrix™ (also available at Mannaquest)

Mannatech introduces revolutionary advancement in vitamin, mineral, phytochemical supplementation

July 27, 2006

Coppell, Texas (NASDAQ-MTEX) – Mannatech, Incorporated, announced today it plans to introduce PhytoMatrix, the nutrition industry's first supplement containing fully standardized and completely plant-based vitamins, minerals and phytochemicals.

Modern farming practices have dramatically compromised the nutritional value of many fruits and vegetables. And while experts agree that supplementation can provide the body with these missing nutrients, many supplements contain synthetic, chemically derived, mined or chelated minerals and vitamins that studies show are not readily absorbed or used by the body.

Scheduled for sale beginning during the fourth quarter, PhytoMatrix will not contain any synthetic or chemically derived active ingredients. Instead, it will contain vitamins, minerals and phytochemicals that have been absorbed by a plant's roots and stored in its tissue. When harvested, these plants provide all-natural ingredients.

An article in the Vol. 71, 2000, edition of peer-reviewed Journal of Food Chemistry stated that plant-based minerals are much more easily absorbed by the body. The article referenced a study showing the body was able to use less than 10 percent of the synthetic minerals contained in the most popular brands of multivitamins. By contrast, the body was able to assimilate between 80 percent to 100 percent of the minerals derived from plants.

Mannatech has obtained exclusive rights to a patented, hydroponic cultivation technology that allows plants to absorb significantly greater quantities of minerals. This 10-year agreement with INB:B Technology (AMEX-INB) of New Jersey makes Mannatech the only network marketing company allowed to use a blend of six or more INB-harvested minerals. PhytoMatrix will contain 10 minerals.

INB developed its hydroponics process during the 1990s using Indian mustard, widely known as "nature's magnet" for its ability to absorb minerals from the soil. Growing Indian mustard using enriched hydroponic cultivation can significantly increase the number and amount of minerals concentrated in the plant's tissue.

A recent study showed that Indian mustard grown using enriched cultivation produced concentrations of iron, zinc and chromium many times greater than concentrations found in mineral-rich vegetables purchased from a local market. The enriched cultivation used for PhytoMatrix will provide optimum quantities of the most essential minerals.

In fact, a daily serving of PhytoMatrix will provide the same amount of minerals typically found in several pounds of fresh fruits and vegetables. The body uses minerals for many important functions, including the activation of enzymes, hormones and other molecules needed to sustain life.

In addition to plant-sourced minerals, PhytoMatrix will contain plant-sourced vitamins. When derived from the plant matrix, vitamins come with the beneficial fibers, sugars and organic acids that reside in natural matrices – providing the body with maximum benefit and functionality.

PhytoMatrix will provide a substantial portion of the Recommended Daily Allowance of vitamins and minerals as well as powerful plant-derived phytochemicals. A 2003 issue of Nature Reviews defined the role of phytochemicals as "halting or retarding the progression of pre-cancerous cells to malignant ones." Science has shown there is a synergy when various plant-sourced vitamins, minerals and phytochemicals are combined.

Mannatech has filed for a patent protecting the combination of the key technologies that comprise PhytoMatrix.

"PhytoMatrix is a revolutionary advancement that is indicative of the focus Mannatech places on securing the best technology to support the market's best and most unique products," said Mannatech founder, CEO and Chairman of the Board Sam Caster. "While some companies focus on creating an extremely large product line, Mannatech tailors its research and development to create and maintain a few core optimal products."

Founded in 1993, Mannatech is a leading wellness company and a pioneer in the field of proprietary glyconutritional supplements and wellness products. The company announced a ground-breaking formulation in 1996 of a nutritional supplement comprised of a unique blend of plant-based sugars, which are also known as glyconutrients ('glyco' is the Greek word for 'sweet').

Medical research acknowledges that eight glyconutrient sugars are needed at the cellular level for optimum immune

system function. Considering that six of these glyconutrients are often lacking in modern diets, Mannatech sought new and better sources of the nutrients. The effort culminated in the Ambrotose complex. Twenty patents – including one from the U.S. Patent and Trademark Office – have been issued to Mannatech for technology related to the Ambrotose complex.

Today Mannatech has more than two dozen glyconutritional products for adults and children that address health and nutrition, sports performance, weight management and skin care.

About Integrated BioPharma (INB)

Integrated BioPharma is a unique grouping of companies presently serving the varied needs of the health care industry. Through its nutraceutical business, the Company creates, develops, manufactures and markets products worldwide. The company's biotechnology business uses its patented plant-based technology to produce vaccines and therapeutic antibodies. Its pharmaceutical business operates a cGMP facility for the production and sale of Paclitaxel and related drugs and provides technical services through its contract research organization. Further information is available at www.iBioPharma.com.

About Mannatech, Incorporated

Mannatech is listed on the NASDAQ Global Select National Market under the symbol "MTEX." For over a decade, Mannatech has developed innovative, high-quality, proprietary nutritional supplements, topical products and weight-management products, which are sold through independent associates operating throughout the United States and the international markets of Canada, Australia, the United Kingdom, Japan, New Zealand, Republic of Korea, Taiwan, Denmark, and Germany. For additional information about Mannatech, please visit its corporate Web site: www.mannatech.com. Media may contact Alan A. Van Zelfden at 972-471-7334 or by e-mail at pr@mannatech.com.

Please Note: This release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. These forward-looking statements may be identified generally by the use of phrases or terminology such as "scheduled," "believes," and "plans" or other similar words or the negative of such terminology. Similarly, descriptions of Mannatech's objectives, strategies, plans, goals or targets contained herein are also considered forward-looking statements. Mannatech believes this release should be read in conjunction with all of its filings with the Securities and Exchange Commission and cautions its readers that these forward-looking statements are subject to certain events, risks, uncertainties, and other factors. Some of these factors include, among others, Mannatech's inability to attract and retain Associates and Members, increases in competition, litigation, regulatory changes and its planned growth into new international markets. Although Mannatech believes that its expectations, statements, and assumptions reflected in these forward-looking statements are reasonable, it cautions its readers to always consider all of the risk factors and any other cautionary statements carefully in evaluating each forward-looking statement in this release, as well as those set forth in its latest Annual Report on Form 10-K, and other filings filed with the Securities and Exchange Commission, including its current reports on Form 8-K. All of the forward-looking statements contained herein speak only as of the date of this release.

Vitamins for Chronic Disease Prevention in Adults

Scientific Review

Kathleen M. Fairfield, MD, DrPH
Robert H. Fletcher, MD, MSc

VITAMINS ARE ORGANIC compounds that cannot be synthesized by humans and therefore must be ingested to prevent metabolic disorders. Although classic vitamin deficiency syndromes such as scurvy, beriberi, and pellagra are now uncommon in Western societies, specific clinical subgroups remain at risk (TABLE 1). For example, elderly patients are particularly at risk for vitamins B₁₂ and D deficiency, alcohol-dependent individuals are at risk for folate, B₆, B₁₂, and thiamin deficiency, and hospitalized patients are at risk for deficiencies of folate and other water-soluble vitamins. Inadequate intake or subtle deficiencies in several vitamins are risk factors for chronic diseases such as cardiovascular disease, cancer, and osteoporosis. In addition, pregnancy or alcohol use may increase vitamin requirements. At least 30% of US residents use vitamin supplements regularly, suggesting that physicians need to be informed about available preparations and prepared to counsel patients in this regard.¹ At a minimum, patients should be queried about their usual diet and use of vitamin supplements.

We searched MEDLINE for English-language articles published from 1966 through January 11, 2002, about vitamins, vitamin deficiencies and toxic-

Context Although vitamin deficiency is encountered infrequently in developed countries, inadequate intake of several vitamins is associated with chronic disease.

Objective To review the clinically important vitamins with regard to their biological effects, food sources, deficiency syndromes, potential for toxicity, and relationship to chronic disease.

Data Sources and Study Selection We searched MEDLINE for English-language articles about vitamins in relation to chronic diseases and their references published from 1966 through January 11, 2002.

Data Extraction We reviewed articles jointly for the most clinically important information, emphasizing randomized trials where available.

Data Synthesis Our review of 9 vitamins showed that elderly people, vegans, alcohol-dependent individuals, and patients with malabsorption are at higher risk of inadequate intake or absorption of several vitamins. Excessive doses of vitamin A during early pregnancy and fat-soluble vitamins taken anytime may result in adverse outcomes. Inadequate folate status is associated with neural tube defect and some cancers. Folate and vitamins B₆ and B₁₂ are required for homocysteine metabolism and are associated with coronary heart disease risk. Vitamin E and lycopene may decrease the risk of prostate cancer. Vitamin D is associated with decreased occurrence of fractures when taken with calcium.

Conclusions Some groups of patients are at higher risk for vitamin deficiency and suboptimal vitamin status. Many physicians may be unaware of common food sources of vitamins or unsure which vitamins they should recommend for their patients. Vitamin excess is possible with supplementation, particularly for fat-soluble vitamins. Inadequate intake of several vitamins has been linked to chronic diseases, including coronary heart disease, cancer, and osteoporosis.

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ity, and specific vitamins in relation to chronic diseases. We paid specific attention to cardiovascular disease, common cancers (lung, colon, breast, and

prostate), neural tube defect, and osteoporosis. We reviewed reference lists from retrieved articles for additional pertinent information. The coauthors

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See also p 3127 and Patient Page.

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“Most people do not consume an optimal amount of all Vitamins by diet alone.

It appears prudent to take Vitamin (mineral) supplements.”

New Food Pyramid

