

Product Sales Training Guides:

How do we Use Them?

Monday, October 20, 2008

Update on Trifolds and Booklets

Schedule for OsoLean Newsletters, website, Support calls

Slides for OsoLean™ presentation – on Mannatech’s website under
“Download Mannaquest Presentation”

New Mannatech Athletic Website - www.teammannatechelite.com

1. Overview

- A. Great language to use in ads (also check with “What Can I Say”)
- B. Speaking points in your presentation

2. Who is The Target

- A. Targeting Prospective Customers
 - 20% analysis is not just about this product but all products
 - Natural Selling: in Discovery Stage locate only those who
Have a need
- B. Specific Market for given product
 - 1) Use to approach your market
 - 2) Use to decide who to market to
 - 3) Ideas as to what is most important in your approach

3. What do they want?

- A. What does a customer want? Ask these questions to find your
specific customer’s desire; remember the Discovery Stage
- B. Do they need to try?
 - Gives you best method of approach
- C. Brand Loyalty

4. Competition

- A. Know what is in the marketplace
 - Review your competition
- B. Data on the competition?

5. What makes us Better?

- A. How best to differentiate

Here is your research

B. Clinical trial results

C. Specific ingredients that distinguish as well as results

6. Packaging and Pricing Info

7. Overcoming Objections

A. Great ideas on how to respond

But remember, you listen to them and respond naturally

8. FAQs

A. These are very helpful tidbits of information for presentation

B. Help you to be prepared

Many are questions you will hear from potential customers

Mannatech[®]

Enriching Quality of LifeSM

Mannatech Optimal Skin Care SystemTM

Product Sales Training Guide

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Section

1

Mannatech Skin Care System™ Overview

Mannatech knows that having healthy skin is a vital part of maintaining wellness. The Mannatech Optimal Skin Care System™ products are ***designed to promote the appearance of more youthful-looking skin through quality ingredients.*** All while providing the ***hydration and nourishment your skin needs.***

This is a ***proprietary, water-based system**** that includes natural ingredients to offer moisture and remarkable hydration. It is formulated without added paraben preservatives**, which can be harmful to your skin.

Clinically tested to improve skin tone and smoothness, these products produce dramatic results, offering incredible moisturization, hydration and radiance.

While many skin care lines offer complex products requiring lots of decision-making, Mannatech Optimal Skin Care System™ is ***designed to help women and men*** have more beautiful, healthy skin in five quick and easy steps.

1. CLEANSE
2. BALANCE
3. NOURISH
4. REPLENISH
5. SOOTHE

And, when combined with Optimal Health products you can feel great on the inside and look great on the outside!

*Optimal Cleansing Oil is not water based

** No added parabens

Section

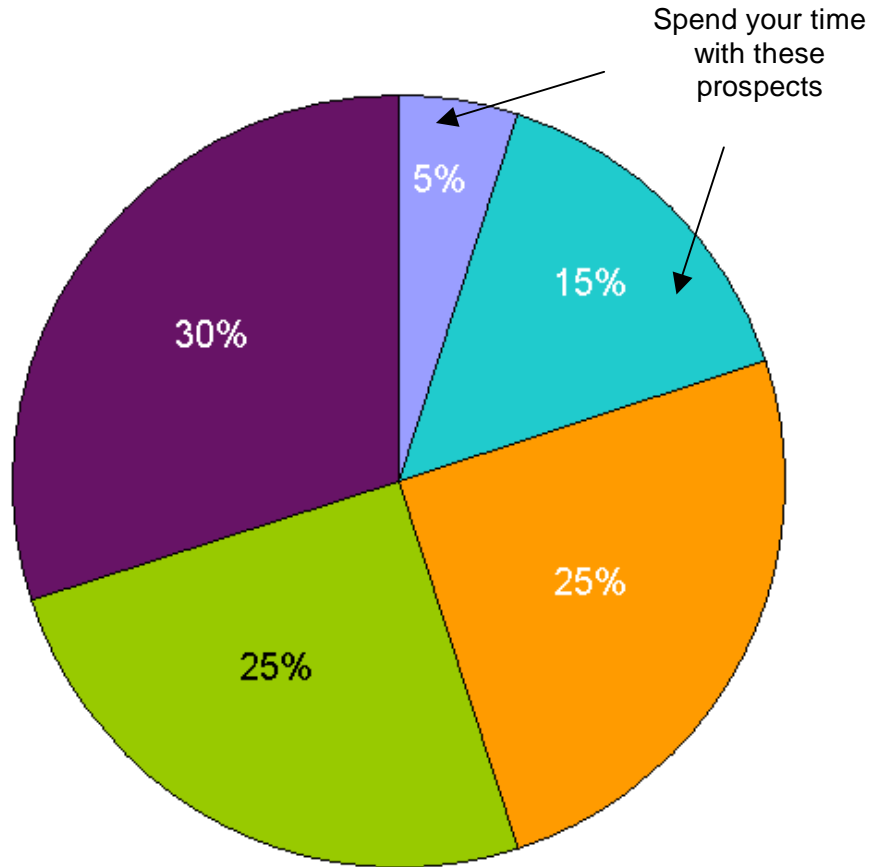
2 Who is the target?

Targeting Prospective Customers and Team Members:

Time is your most valuable asset. Identifying who is more likely to buy Mannatech Optimal Skin Care System™ products is key to growing your business.

- 1) Look for the signs that someone is either READY to buy, OPEN to buy, or think they might be interested.
- 2) Don't spend time on people who are either not thinking about your product, or will never be interested.

Statistics show that the target market for the product you are selling is around 20%. This 20% is where you want to spend your time, and will provide the best opportunity for sharing skin care.



Mannatech Optimal Skin Care System™ Target Prospects:

The largest target market for skin care worldwide is women ages 30 – 55+. **This group makes up 43% of global sales for facial skin care products.** And, globally facial skin care is a **\$26 billion dollar industry! In North America alone that comes to \$5.2 billion!** What a great time to be offering the Mannatech Optimal Skin Care System™ products!

Although women are the target market, **men can benefit from the products too.** As they become more and more aware of the differences a regular skin care regimen can make, the number of men using skin care is growing.

So who is the target consumer and what are her primary skin care concerns throughout her life?



Female with small children

Time starved

Internet savvy

Keeps up with the latest skin care trends

Primary skin care concern is preventative maintenance with hydrating and anti-aging products

Reads magazines like *Allure* and *In Style*

Female with adolescent and/or teenage children

Multi-tasker

Likes to pamper herself; dedicates time to her skin daily

Primary skin care concern is minimizing fine lines and wrinkles while increasing hydration

Obtaining a more youthful appearance is very important

Uses internet sites like iVillage to keep up with skin care trends

Reads *Redbook*, *More* and *O Magazine* for skin care articles and product ads

Female with older children

Very active with work and social activities

Takes care of her skin and wants to look the best she can for her age and facial features

Primary skin care concerns are reduction in lines and wrinkles, skin smoothness and increased hydration

Relies on word of mouth and some magazines such as *Redbook* and *O Magazine* to stay informed of what products are available

Female with grown children

More time to focus on hobbies and social activities like book clubs and church

Primary skin care concerns are visible reduction of wrinkles, improvement in skin elasticity, increased hydration

Relies on word of mouth for product trends, brand loyal

3 What do they want?

Understanding what motivates a consumer to buy a particular skin care line helps you have a more effective dialogue about how Mannatech Optimal Skin Care System™ products meets her needs and why she should purchase it. It also helps you tailor your communications based on the type of consumer you are speaking with.

The target consumer for skin care is very clear about what they are looking for:

- 90% desire products that serve more than one purpose (multi-functional)
- 68% want anti-aging products that provide quick results
- 49% are looking for products that have natural, safer ingredients

Because they are savvy shoppers, they understand the link between healthy on the inside and out. A whopping **74% of the target market is looking for a total beauty solution that includes a vitamin regime! Optimal Support Packets are a perfect complimentary product for Mannatech's skin care line.**

There are two strong motivators for this target consumer, regardless of age, convenience and achieving a more youthful appearance.

- Convenience comes from a desire to achieve maximum results with as few products as possible through a simple to use system.
- Youthful Appearance is the desire to look the best for their age, skin type and features.

Another important factor is the target consumer is **not only buying for herself but for her family as well.** As the primary shopper, she is the gatekeeper for what products her family uses.

It's also interesting to note that **62% of women who are brand loyal would considering switching if given a sample** and **39% say they have to try a product before buying it.** With an 80% increase in hydration with a single use just think of the potential you have when sharing Mannatech Optimal Skin Care System™ products!

Section**4**

Who are we competing against?

When it comes to skin care we face a lot of competition. The top selling skin care brands globally are:

Channel	Competitor and Product Line
MLM	Mary Kay – Timewise
	Artistry – Time Definance
	Avon – Anew
Department Stores	Shiseido – Future Solution
	Lancôme – High Resolution
	La Prairie – The Anti-Aging Collection
Mass Retailers	Nivea – Q10
	Neutrogena – Age Reverse
	Olay - Regenerist

This is just a small list of the top competitors worldwide. The products listed above are what the target consumer is buying. All of the products are positioned as being able to reduce the visible signs of aging, but none offer the 100% hydration Mannatech Optimal Skin Care System™ products do!*

* After eight weeks of use based on clinical results from Stephens & Associates, Carrollton, Texas.

5 What makes it Better?

Key Benefits:

Knowing how to sell against the competition is the key. So what makes Mannatech Optimal Skin Care System™ better than the competition?

It is a water-based* line of products that are formulated without added paraben preservatives***. This is an important selling point because **recent scientific studies have shown that certain parabens in skin care products, when exposed to UV rays, can act as pro-aging elements.** Mannatech Optimal Skin Care System™ products provide optimal hydration for the skin and help to protect against external aggressors. Because it is a gentle, water-based system* it is perfect for all skin types and both genders.

Clinical testing revealed incredible results after eight weeks of use**:

- 100% improvement in hydration
- 96% improvement in smoothness
- 60% improvement in radiance
- 32% improvement in fine lines and wrinkles
- 28% improvement in skin tone

One consumer study showed an 80% improvement in skin hydration after just one use! This is exactly the type of quick results the target consumer is looking for in a product.

What else sets Mannatech Optimal Skin Care System™ products apart? The quality of the products and that it delivers on what consumers want – products with natural, safer ingredients.

- Formulated without added paraben preservatives***
- Colorant-free*
- Fragrance-free
- No synthetic oils
- Product is not tested on animals
- Allergy-tested
- Non-comedogenic (will not clog pores)
- Environmentally friendly packaging

* Excluding Mannatech Optimal Face Cleansing Cream

** Clinical results from Stephens & Associates, Carrollton, Texas

*** No added parabens

Key Ingredients:

Along with pure water, the products also include:

- Trehalose, a disaccharide to **moisturize and protect** skin cells
- Iris Florentina Root Extract with isoflavones to **help prevent the visible signs of aging**
- Artemia Extract to **help retain moisture**

How to Use:

More radiant, youthful looking skin can be achieved in five simple steps.

1. CLEANSE

- Cleansing Oil
 - Removes makeup and dirt
 - Use before you go to bed or anytime you need to remove makeup
- Face Cleansing Cream
 - Incorporates finely ground silica powder to gently remove excess oil
 - It also works great as a shaving cream!
 - Use morning and night

2. BALANCE

- Skin Lotion
 - Hydrates and protects
 - Use morning and night before Optimal Skin Serum

3. NOURISH

- Skin Serum
 - Helps provide a more youthful, radiant appearance
 - Blend of healthful extracts, sweet almond seed and marine collagen to help increase moisture retention
 - Use morning and night before moisturizing

4. REPLENISH

- Skin Cream
 - Provides a moisture cushion between skin and daily toxins
 - Perfect for use under makeup
 - Use morning and night after Optimal Skin Serum
- Eye Cream
 - Exclusive trehalose-and-collagen formula nourishes and moisturizes
 - Helps minimize the appearance of fine lines
 - Use morning and night; can be used before Skin Cream as well

5. SOOTHE

- After Shave Milk
 - Calm and soothe freshly shaved skin

- Nourishes and revitalizes skin
- Use after shaving, or as a body lotion (day and night)

Section

6 Mannatech Optimal Skin Care System™ Packaging & Pricing

The Mannatech Optimal Skin Care System™ product line is a premium, high quality product priced at \$329 for the complete system. As a complete system the products are in line with competitor pricing.

PRODUCT	SIZE	PRICE
Cleansing Oil	5oz Pump Bottle	\$38/USD
Face Cleansing Cream	5.3oz Tube	\$57/USD
Skin Lotion	4oz Pump Bottle	\$56/USD
Skin Serum	1oz Pump Bottle	\$72/USD
Skin Cream	1.4oz Jar	\$57/USD
Eye Cream	1oz Jar	\$64/USD
After Shave Milk	5.3oz Pump Bottle	\$46/USD

Section

7

Overcoming Objections

Objection:

It's *too expensive*. I can buy something just as good at a department store or at Wal-Mart.

Response:

Yes, it is true that this is a premium priced line of skin care, but many brands out there today include harmful ingredients, fragrances and dyes that have the potential to irritate the skin. The ingredients used in Mannatech Optimal Skin Care System™ products work together to give your skin the hydration and nourishment it needs to achieve a youthful radiant glow. Plus, not many can claim an 80% increase in hydration after just one use! The benefits can be seen immediately. Just imagine the potential after only 8 weeks of use!

There is a great way you can earn some extra income to help pay for the products and that's by hosting a MannaSpa for a few of your friends. When you host a MannaSpa I will come to your home and take you and your friends through a demonstration so you can see the wonderful benefits of this Japanese-based skin care line firsthand.

Objection:

You say it's a simple five step system, but there are seven products. That's a lot of steps for someone as busy as me. It just doesn't seem very convenient.

Response:

The products in the system combine to give you the optimum results. When you look at similar systems on the market today, you'll find they have several steps involved as well. The great thing about this line is many of the products can serve multiple purposes. For instance, the Optimal Face Cleansing Cream works great as a shaving cream. The After Shave Milk is an excellent body lotion that's also safe for the face for those who prefer a little less moisture under their make-up. The Cleansing Oil also works well as a cuticle oil. When you look at all the ways the system can be used, it opens up a world of possibilities!

Where are Mannatech Optimal Skin Care System™ products manufactured?

All of our Mannatech Optimal Skin System™ products are manufactured in Japan. Japan has the most competitive skin care market in the world.

What makes Mannatech Optimal Skin Care System™ products unique?

Mannatech Optimal Skin Care System™ products are a water-based* line of products that are formulated without added paraben preservatives.** These products provide optimal hydration for your skin and help to protect it against external aggressors. Because it is a gentle, water-based* system, the Mannatech Optimal Skin Care System™ is perfect for all skin types and both genders.

What's so important about water-based skin care products?

Water-based products allow for a universal skin care system that can be used by people with oily and dry skin types alike. Many skin care products are oil-based, and in order to work with different skin types, the percentage of oil contained in each product must be adjusted. Dry skin types require more moisture, while oily skin types need less. Fortunately, when it comes to skin care, you can never have too much water. Your skin needs water to remain healthy and radiant.

Do the products in Mannatech Optimal Skin Care System™ products contain only organic ingredients?

No. However, we searched for the best ingredients that would combine naturally and offer optimum results.

Do the products in Mannatech Optimal Skin Care System™ products contain SPF?

No. The products in Mannatech Optimal Skin Care System™ products do not contain SPF. In order to keep your skin protected from potential sun damage, we recommend you use a face cream or foundation that contains SPF. We are researching the development of a separate SPF cream as an extension to the product line, but we will not be adding any SPF to the current products.

Are Mannatech products tested on animals?

Mannatech does not engage in or support animal testing. All formulas are tested only on a panel of willing human beings.

* Excluding Mannatech Optimal Face Cleansing Cream

** No added parabens

Are there special considerations that need to be taken into account for this water-based skin care line?

For optimum utilization, simply keep skin care products at room temperature when possible and do not expose them to direct heat or sunlight. Use the special spatulas provided for distribution of the Mannatech Optimal Eye Cream and Mannatech Optimal Skin Cream instead of using fingers. Keep all caps on products when not in use. It is best to utilize products within the first 3–4 months after opening.

What is the current shelf life of the Mannatech Optimal Skin Care System™ products?

One year after opening and within two years of the date of the manufacture.

Are there any clinical study results for Mannatech Optimal Skin Care System™?

Clinical testing of the products revealed incredible results after eight weeks of use*:

- 100% improvement in hydration
- 96% improvement in smoothness
- 60% improvement in radiance
- 32% improvement in fine line and wrinkles
- 28% improvement in skin tone

What safety tests have been performed on this skin care line?

All of the products, like most standard skin care systems, are HRIPT (allergy) tested and comedogenicity (will not clog pores) tested.

What is Squalene oil and where is it derived?

Squalene oil is derived from Spanish olives. It is also a natural component of the skin and considered to be a wonderful emollient (skin softener).

What are silicones and how do they help the skin?

These are substances derived from silica (sand is a silica). The unique fluid properties of silicone give it a great deal of slip, and in its various forms it can feel like silk on the skin, impart emolliency (softness), and be a water-binding agent that holds up well, even when skin becomes wet.

Are there peanut oil components contained in any of Mannatech Optimal Skin Care System™ products?

Yes. One product, the Mannatech Optimal Skin Serum, does contain a trace amount of peanut oil. If you have sensitivity to any peanut products, we recommend that you speak with your licensed healthcare provider before using this product.

Can we sell Mannatech Optimal Skin Care System™ products at retail price to our customers?

Associates may sell any Mannatech products at retail and earn a profit from those sales. You must provide retail purchasers with a properly completed sales receipt.

*Clinical results from Stephens & Associates, Carrollton, Texas

**No Added Parabens