

"The New Wellness Revolution"

Week 2 of 2

Monday Call, March 23, 2015

- The next "Tuesday Night Live" meeting at Corporate Offices... is Tuesday March 23 at 7:30 PM with Speaker: Merri-jo Hillaker
- Mannafest 2016... April 6-10 register today!!! Plan to be there!!! Register at events.mannatech.com Keynote Speaker: Eric Worre. Prices change March 31
- Check out upcoming Mannatech Town Hall Meetings - <http://events.mannatech.com>
- Third BP of Incentive... now is the time to focus! Build your business. See you on the Mexican Riviera!!

Paul Zane Pilzer's newest book (2007)

"My objective is to illustrate how great an opportunity there is in wellness, and to stimulate your mind to apply your own background, education, and life experiences to becoming an entrepreneur in the wellness industry."

We covered first few chapters last week. Here is the balance of book.

3. What you need to know about Food and Diet

a. Human body requires food for three reasons:

- 1) Energy (fuel, calories)
- 2) Building blocks (raw materials like proteins, most minerals)
- 3) Catalysts (chemical compounds (eg vitamins, enzymes, and some minerals necessary to facilitate chemical reactions converting food to energy, and into the body's organs)

Our bodies want energy naturally (and we typically eat sugar and fat to get that)

Our bodies don't alert us to missing catalysts typically until we are ill.

b. Two major problems with our food supply:

- 1) We eat too much (65% are overweight)
- 2) Most of us are not getting the right catalysts/building blocks

c. 75% of Americans are chronically dehydrated...a mere 2% drop in body water can trigger fatigue and mental dysfunction. Water consumption of 5 glasses per day decreases risk of colon cancer (45%), breast cancer (79%) and bladder cancer (50%).

d. Excess calories converted to fat. The human body requires 2200 for woman daily and 2900 for man. When consume more, store fat.

4 reasons difficult to lose fat:

- 1) We consume carb calories before fat
- 2) Our bodies tell us to look for more food before using stored reserves
- 3) Readily available food causes our metabolism to stabilize at the higher fat level
- 4) The type of food we eat today different than that when our biological formula for energy storage was developed.

e. Cellular replacement (apoptosis) results in our cells replicating at an incredible rate. (See attached sheet not actually in the book)

"Without a daily supply of proteins, vitamins, and minerals, no matter how much

energy we get in the form of calories, our bodies and minds deteriorate because we are not able to fully replace the dying cells in our internal and external organs."

Modern medicine treats these diseases with drugs...they are mere deficiencies.

f. Our food companies did much to destroy our health by making calories affordable (adding fat, processing foods, pasteurizing, fast foods, making foods have long shelf life with added chemicals, etc.)

"Empty calories: the core of the food supply problem."

1970-2007 the percentage of meals eaten or prepared outside the home increased more than 50%...these meals are much higher in fat and lower in vitamins and minerals.

4. Making your Fortune in Food

a. The wellness opportunities in food lie in two basic areas:

1) Growing, finding, harvesting, transporting and preparing healthy foods

2) Teaching consumers how to choose healthy foods and how to limit their overall consumption of food

b. "Even today in the US the main mission of the US Dept. of Agric. is to protect the incomes of the farmers not to protect the food supply of consumers."

It was a good mission to protect farmers in 1776, when 95% were farmers...but today less than 2% of our population, farm sales less than .5% of our economy.

c. Agricultural subsidy programs:

You pay for them.

Subsidized produce will compete with wellness products.

They keep farmers producing unhealthy foods, which increases the demand for more wellness products.

In 2005, this "government welfare" program paid \$25 billion in subsidies to not grow certain crops!!

d. The Dairy deception: "Milk and milk by-products are leading contributors to the \$2 (now \$4) trillion sickness industry...milk causes allergies, gas, constipation, obesity, cancer, heart disease, infectious diseases, and osteoporosis."

Although natural cows may live 20-25 years, dairy cows live 4-5!

e. Soy is a great opportunity. "Soy is high in calcium and, unlike milk does not contain the casein proteins that result in calcium loss in the bones."

Edamame...an amazing 22 grams of protein per cup.

SILK Soymilk was a huge WIN in wellness Industry.

Steve Demo's "Who bought into Whom?" his favorite topic from 2002-2004 regarding selling out to Dean Foods.

f. He outlines the opportunities in the restaurant industry for wellness.

5. Making your Fortune in Medicine

a. Hippocrates was first physician to focus on preventing disease as well as treating. Human body is a WHOLE not individual parts...like they do today.

Huge diff in wellness versus medicine: prevention a avoidance.

b. Our bodies evolved on this planet to exist in their natural state based on a natural diet and a natural amount of exercise."

c. We were so wrong to think all was about the human cell thinking it was the smallest or final building block of the body. "Virtually everything we know today about the critical biochemical functions performed by proteins, vitamins, minerals, and nutritional supplements takes place on a molecular versus a cellular level."

- d. Multilevel marketing and the vitamin mineral business. He reviews Amway as the start. ConsumerLabs as a testing agency...to be successful today must have independent third party validation...only the top quality will survive.
- e. He also reviewed people like Mercola, The Fitness Institute, Club One athletic facilities close to work (or in work places), Gentempo and Chiropractic Leadership Alliance, Other chiropractic services....

6. What you Must know about Health Insurance

- a. "Health insurance expenses threaten the US economy more than any other economic threats combined...In 2005, for the Fortune 500 as a group, the cost of providing sickness industry health benefits for employees exceeded profits."
- b. The US Health Insurance system is #1 cause of personal bankruptcies.
- c. Drug companies have no intention of providing cures when they sell one time. By working on "symptom drugs" the patient takes it the rest of their life!
"But the main reason that US medicine is not focused on curing or preventing illness is because the insurance companies, and ultimately the employers, do not have a financial stake in the long term health of their employees."
Average employee will change job 10 times in 45 years of employment.
The pharmaceutical companies also drove up costs by inventing solutions to things that were never defined as health issues: all of which could be resolved by proper diet.
- d. He reviews the three major aspects of health insurance:
 - 1) Medical discount networks
 - 2) Prepaid medical care
 - 3) Financial protection

7. The New Health Insurance Solution: Helping your Customers Finance their Wellness

- a. Healthy customers can get better health insurance coverage by opting out of their company group plans.
- b. You can put up to \$5000+ in your pocket by taking a higher deductible and getting only the coverage that you really need.
- c. You and your wellness customers should all open Health Savings Accounts to save tax free for future wellness.
(Better than 401(k) since never have to pay income taxes on the funds when you use them in the future for health costs).
- d. "For the past three decades, the majority of the R&D dollars in the pharmaceutical industry have been spent on products that treat merely the symptoms of the disease rather than cure or prevent disease - thus creating customers for life."
- e. Visit www.ZaneHRA.com to learn more.

8. Making your Fortune Distributing Wellness

- a. "The fastest growing area of wellness distribution is direct selling."
"Consistent success has come only from distributing the ever-expanding production of cutting-edge technology."
- b. Two main principles of unlimited wealth in our high tech economy:
 - 1) take advantage of advancing technology that results in specialization;
 - 2) total wealth of a society is thus limited only by distribution.
 Today the greatest opportunities lie in the distribution sector of our economy.
- c. Relative distribution costs have not come down like manufacturing costs because we have not applied to distribution the same innovative methods applied on manufacturing.

d. *Intellectual distribution*: process of educating customers about products and services, typically items that they either don't know exist or don't know are now affordable.

Physical distribution: is the process of helping customers physically obtain products and services that they already know they want.

"You must maintain your physical distribution service at the same level as your intellectual distribution service and vice versa, constantly riding the flip-flop that occurs in the nature of the distribution opportunity."

e. "Within intellectual distribution, the greatest entrepreneurial opportunities exist with wellness products and services - because consumers don't know many of these products exist and because many wellness products and services have low or effectively zero marginal unit product cost."

f. Combination of high touch with high tech critical and this is reason why direct sales is such a huge opportunity. Intellectual distribution through high touch is so critical. We don't have customers whom we serve but rather *clients whom we educate*.

9. Direct Selling...How to get Started

a. He loves the model and discusses how to get started.

b. "The internet will soon take over the function of teaching people things they already know they want to learn, and it will do that better, faster and in far more detail than ever before possible."

"But the really vital sales function of teaching people things that they don't yet know they want to learn ...will always be an educational model that will function best person to person."

c. He discussed the value of residual income...the difference between economic freedom and servitude.

d. In direct sales your greatest financial opportunity comes from recruiting and training others into the business.

10. Staking Your claims: the Next Millionaires

a. He reviewed a number of wellness professionals who have grown huge businesses including AL Williams in the insurance industry.

b. Staking your claim through your religion: "All wellness entrepreneurs need to understand the relationship between wellness and religion in order to better motivate their customers to choose and stick to a wellness lifestyle."

c. "Religious faith is the highest motivating force in the world." There is plenty of doctrine that suggests God wants us to be healthy, so this can be used to motivate people to take on a greater wellness plan and stick to it.

Conclusion: Unlimited Wellness

Will there be a day when we can reverse aging? Paul Zane Pilzer thinks so as he expressed at Mannafest. He suggested that in the next 5-10 years science would discover the genes involved in the aging process and set us free from the aging process so longevity will be appreciated at a whole new level. He touches upon this in the final chapter.

C	Cell type	Turnover time	BNID
	Small intestine epithelium	2-4 days	107812, 109231
	Stomach	2-9 days	101940
	Blood Neutrophils	1-5 days	101940
	White blood cells Eosinophils	2-5 days	109901, 109902
	Cervix	6 days	110321
	Crypts in colon	7 days	
	Lungs alveoli	8 days	101940
	Platelets	10 days	Peter curtin
	Bone osteoclasts	2 weeks	109906
	Intestine Paneth cells	20 days	107812
	Skin epidermis cells	10-30 days	109214, 109215
	Pancreas beta cells (mouse)	20-50 days	109228
	Blood B cells (mouse)	4-7 weeks	107910
	Trachea	1-2 months	101940
	Hematopoietic stem cells	2 months	109232
	Sperm (male gametes)	2 months	110319, 110320
	Bone osteoblasts	3 months	109907
	Red blood cells	4 months	101706, 107875
	Liver hepatocyte cells	0.5-1 year	109233
	Fat cells	8 years	103455
	Cardiomyocytes	0.5-10% per year	107076, 107077, 107078
	Skeleton	10% per year	109908
	Central nervous system	Life time	101940
	Lens cells	Life time	109840
	Oocytes (female gametes)	Life time	