



## **Product Sales Training Guide**

# **Essential Source<sup>™</sup> Omega-3**

## **Dietary Supplement**

The Essential Source Omega-3 Product Sales Training Guide has been created to assist you in understanding the product's intended use and benefits and to help you identify the different market segments (customer types) for which this product can be targeted. Once you've determined the correct market segment, the guide will direct you in your communications and sales approach. This includes use of the most compelling language and benefits for each particular group. The contents of this guide are based on extensive market and product research, so we encourage you to familiarize yourself with it and include the information in your current sales strategy. This sales training guide is not intended as an advertising, marketing or promotional piece, and therefore should not be shared with your prospects. Mannatech provides other product materials suited for this purpose.

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**Section****1**

# Essential Source Omega-3 Overview

After years of researching unique ingredients and new products that have been introduced into the marketplace, Mannatech concluded that the most effective omega-3 product is one that provides high concentrations of EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) in a highly purified form. EPA and DHA are the two omega-3 fatty acids believed to be the most important to health. Most of the positive health information you read or hear about omega-3s is derived from research and clinical studies on the consumption of EPA and/or DHA from fish oil. There are currently more than 800 clinical studies supporting the health benefits of EPA and DHA.

Once it was determined that Mannatech would develop an EPA/DHA concentrate, the next step was to find one of the world's purest sources of fish oil. Not only did Mannatech do this, but they utilized advanced technologies to produce a product according to pharmaceutical standards. These technologies also help prevent fishy reflux. Most importantly, Mannatech succeeded in making this product available to consumers at a competitive price.

Mannatech's Essential Source Omega-3 is produced according to pharmaceutical standards. It utilizes a proprietary, two-step molecular distillation process ensuring ultra-purity.

One serving delivers 1,110 milligrams of highly concentrated EPA and DHA and provides the following health benefits:

- Helps support cardiovascular and heart health\*
- Provides support for healthy triglyceride levels already within normal limits\*
- Helps maintain healthy blood lipid levels already within normal ranges\*
- Helps support healthy blood platelet function\*
- Helps support brain function and health\*

## **Mannatech's Essential Source Omega-3 is:**

- Naturally sourced
- Ultra-pure, thanks to a proprietary, two-step molecular distillation process
- A highly concentrated source of EPA and DHA
- Gluten-free
- Manufactured in conformance with federally established, current Good Manufacturing Practices (cGMPs)

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

## Section

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## Why Omega-3s Are So Important

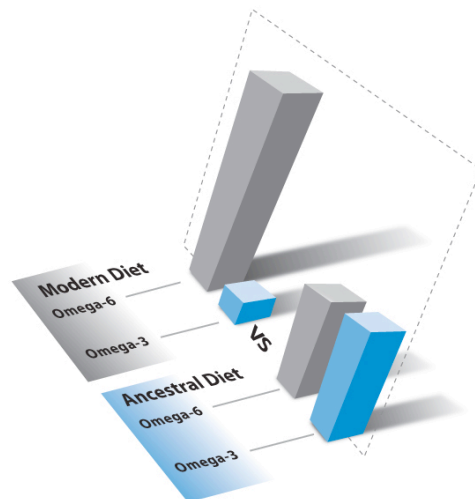
Although many consumers know that they should add omega-3 fatty acids to their diets or consume more than they're presently consuming, most don't know what to look for in an omega-3 food source or product, and many don't understand the reasons why they need omega-3s.

It's much easier to sell someone a product if they truly understand its importance, how it works and what benefit they'll derive from using it. In the case of omega-3s, this explanation is quite simple.

Omega-3 fatty acids are simple, unsaturated fats that are required for the maintenance of good health. They are essential because they cannot be made by the body and must be obtained through your diet. Not long ago, omega-3 fatty acids were an unavoidable component of our diet. In the early 1900s, cattle and chickens roamed on farms, foraging and grazing on omega-3-rich grasses. Our beef, milk, cheese, butter, chicken, eggs and many of our plant foods were all rich in omega-3s.

Today, much of our livestock is fattened with grains, including corn and soybean. Grains and seed oils are cheap and more readily available. They also provide longer shelf lives than other oils such as omega-3 fatty acids, so they are common in modern packaged foods. The fats in these seed oils are called omega-6 fatty acids. Although essential and healthy when consumed in moderation, omega-6s compete with omega-3s for space within the cells of our bodies. As omega-6s become more abundant in our food supply, they become more abundant in our cells, creating an unhealthy imbalance. Our ancestors ate dietary omega-6s and omega-3s in a ratio that was approximately 1:1. Today, our modern diet provides a ratio that ranges from 15:1 to 30:1 omega-6s to omega-3s.

Omega-6 fatty acids have become so common in modern food sources, that it's almost impossible to keep a healthy balance of omega-6 to omega-3. This imbalance is the reason for many of the health challenges associated with the modern or Western diet; it is also a primary reason we must supplement our diets with omega-3s.



**Section****3****Who Is the Target?****Prospects for Essential Source Omega-3**

An enormous amount of scientific data supporting the health benefits of omega-3 fatty acids has given rise to increased media attention and growing consumer awareness. In fact, data suggests that 65% of consumers are aware of the health benefits of omega-3 fatty acids.

Many consumers already take an omega-3 supplement or they are trying to add more omega-3s to their diet. In fact, a recent ConsumerLab.com survey of supplement users in the U.S. determined that omega-3 supplements have become almost as popular as multivitamins.

**Targeting Prospective Customers**

Mannatech's Essential Source Omega-3 was formulated for:

- Adults wanting to supplement their diet with omega-3s because they know that they're not eating enough of the right varieties of fish or other fortified foods on a regular basis
- Individuals wanting to upgrade from their current omega-3 supplement to a higher quality and more effective product
- Individuals who may be interested in extra nutritional support for their heart and cardiovascular health\*
- Individuals who may be concerned with their brain function and health\*
- Pregnant women and new mothers seeking vision and cognitive development benefits for their babies, who may have concerns about the mercury contamination in fish as a source of omega-3 supplementation\*

Nutrition Business Journal's *2008 Supplement Business Review* reported that omega-3 fatty acids were the key driver in the heart health supplement category and the main driver of growth in the brain health/mental acuity supplement category.

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**Section****4****What Do They Want?**

When a consumer decides to purchase an omega-3 supplement, there are four major considerations they will likely take into account:

**Purity of the product**

A major concern for anyone consuming fish or fish products is mercury contamination and other possible pollutants such as PCBs and dioxins. According to a number of government agencies, nearly all fish and shellfish contain traces of mercury. Due to ocean pollution and mercury contamination, the current guidelines for safe fish consumption are two servings per week for certain species and many species are to be avoided altogether. These guidelines are even more stringent for young children and women who are pregnant, nursing or who may become pregnant. For some, if not most, it's impossible to safely achieve a desired level of omega-3 fatty acids without the addition of a quality fish oil supplement.

According to a recent survey conducted by Equation Research, of those who take fish oil supplements, 94% look for assurances of purity as the most important factor when choosing a particular supplement.

**Quantity of EPA and DHA**

Although there are a number of omega-3 fatty acids, the two believed to be most important to health are EPA and DHA. They are the fatty acids you most commonly read or hear about. There is currently no Recommended Daily Intake or Recommended Daily Allowance (RDI/RDA) for omega-3s, but the general recommendations are a **minimum** of 500 mg of EPA/DHA daily for a person with no health concerns. However, many practitioners, health agencies and advocacy groups recommend even higher amounts, up to 2,000 mg per day.

**Reflux technology**

A major side effect of fish oil consumption is fishy reflux or “fishy burps.” Fishy reflux can be a major deterrent for many consumers. In fact, data tells us that a significant percentage of the population avoid fish oils due to taste and smell.

**Cost effectiveness**

Because fish oil is most often a single ingredient product and there is little differentiation among premium brands, cost can become an important factor when everything else is equal.

## Section

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## Who Are We Competing Against?

Understanding the omega-3 products our competitors offer helps you educate your prospects about why Essential Source Omega-3 is better.

Competitors of Essential Source Omega-3 cross both the MLM and retail channels.

Channel	Competitor	EPA/DHA (per day)	Price (per day)
MLM	Herbalife — Herbalifeline	672 mg	\$0.86
	Herbalife — Tri-Shield	45 mg	\$1.18
	Amway — NutriLite Ocean Essentials Heart Health	1,800 mg	\$1.16
	Amway — NutriLite Ocean Essentials Brain Health	1,500 mg	\$1.16
	Pharmanex — MarineOmega	1,000 mg	\$1.25
	Pharmanex — Optimum Omega	1,000 mg	\$0.58
	<b>Mannatech - Essential Source Omega-3</b>	<b>1,110 mg</b>	<b>\$0.94</b>
	USANA — BiOmega	1,050 mg	\$1.71
	ShakLee — OmegaGuard	905 mg	\$0.87
	Advocare — OmegaPlex	1,000 mg	\$0.35
Retail	Nordic Naturals — Ultimate Omega	1,100 mg	\$0.90
	GNC — Triple Strength Fish Oil	900 mg	\$0.33
	Zone Labs — OmegaRx	2,400 mg	\$1.70

## Section

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## What Makes Essential Source Omega-3 Better?

### Key Benefits/Selling Points

As stated earlier in Section 4 of this guide, consumers have a number of factors and product attributes to consider and evaluate when making their purchase decisions.

These include:

- Product purity
- Effectiveness (level of EPA/DHA)
- Measures taken to prevent fishy reflux
- Competitive price
- Easy to swallow form

### What makes Essential Source Omega-3 better?

- **Product purity** — Most brand name omega-3 supplements advertise some measure of purity. And most of them are, in fact, safe and provide little or no risk of mercury contamination or exposure to other dangerous pollutants such as PCBs or dioxins. However, the premium brands take extra precautions and measures to further guarantee their purity and quality. They use an advanced refining process known as molecular distillation. Molecular distillation is a mark of quality for omega-3 fish oil supplements and is employed by only the more premium brands.

Mannatech's Essential Source Omega-3 starts with the highest quality fish oils and then employs a proprietary, two-step molecular distillation process to remove virtually all impurities. The end product is an ultra-pure fish oil with no measurable levels of mercury or other pollutants. Mannatech's Essential Source Omega-3 meets or exceeds all global authorities' limits for environmental pollutants.

- **Effectiveness (level of EPA/DHA)** — Once a consumer determines that a particular product is pure and therefore safe to use, they should then check for the levels of EPA and DHA per serving. EPA and DHA are considered to be the two most important omega-3 fatty acids and are believed to be most responsible for the health benefits associated with an omega-3 fish oil product. When it comes to EPA and DHA, the consensus is that more is usually better, up to a certain point. Many health practitioners, health agencies and omega-3 advocacy groups recommend a minimum of 500 mg to 1,000 mg per day. This is significant because many omega-3 fish oil products, especially the less expensive brands at retail stores, provide less than 500 mg per day, so you would have to increase your serving size to reach the most beneficial levels.

Mannatech's Essential Source Omega-3 provides 1,110 mg of EPA/DHA per serving, so you're assured of obtaining an effective amount without increasing your serving size. Please note that many products of lesser quality will promote total milligrams of omega-3 fatty acids or



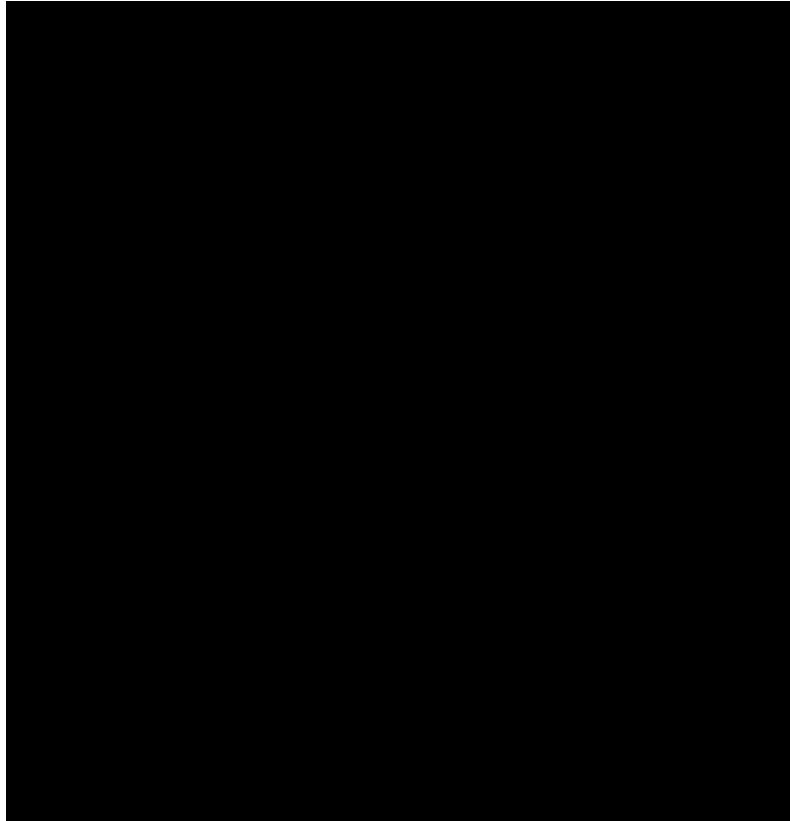
fish oil, which is not the same as milligrams of EPA and DHA. Again, EPA and DHA are believed to be the most important omega-3 fatty acids and one should try to consume a minimum of 500 mg to 1,000 mg per day.

- **Fishy reflux technology** — A major reason many consumers avoid fish oil supplements is that they can cause fishy reflux or “fishy burps.” If you’ve ever experienced this, you know what a deterrent it can be. Many omega-3 fish oil products include a lemon flavoring or some other pleasant taste to offset the fish taste if reflux occurs.

Mannatech’s Essential Source Omega-3 features two effective technologies for the prevention of fishy reflux. The first is an extra step in the purification process to further remove the fish smell and taste. This process results in virtually no fishy aftertaste or smell. The second technology is the addition of a pleasant lemon flavoring, which will improve the taste if reflux does occur.

- **Easy to swallow** — An added bonus of using Mannatech’s Essential Source Omega-3 is the smaller, easy-to-swallow soft gels. Many oil-based supplements come in either a liquid form or in large gel caps that, for some, can be difficult to swallow. Due to the quality and high concentration of EPA/DHA in Essential Source Omega-3, you can obtain a large amount in a smaller, easy-to-swallow serving.

## Key Ingredients



## How to Use

Just two capsules daily deliver 1,110 mg of EPA and DHA omega-3 fatty acids and provide the following health benefits:

- Helps support heart and cardiovascular health\*
- Helps support healthy brain function\*
- May support a more healthy balance of immune functions\*

Adults take 2 capsules once daily with 8 fl oz of water or other liquid.

People who are pregnant, nursing, taking medication, have a health condition or are planning a medical procedure should consult a health professional before use.

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## Section

**7** Packaging & Pricing**Packaging****Pricing**

Mannatech's Essential Source Omega-3 is a premium, high quality product, priced at \$28.25 (for Associates) for a one-month supply. Compared to many other premium fish oil supplements, Essential Source Omega-3 is very competitively priced.

Essential Source Omega-3	Product Number	Member Price	Associate Price
60 Capsules	12201	\$29.80	\$28.25

**Section****8**

## Overcoming Objections

Objection:

I try to eat a healthy diet and I make sure to eat a variety of foods including milk, eggs and cereals that are fortified with omega-3s. I don't need to take an omega-3 supplement.

Response:

Well, first and foremost, please understand that only certain varieties of fish are considered good dietary sources of EPA and DHA. This alone poses a problem because most health officials and government agencies recommend that we limit the amount of fish we eat to two servings per week due to mercury contamination and waterway pollutants. Two servings a week will not provide the daily amounts of EPA and DHA recommended by many health practitioners and agencies.

It's also true that many packaged foods now claim to include omega-3s. However, one should know that most of the time the omega-3 included in packaged foods is the ALA (alpha linolenic acid) form, which still has to convert to EPA and DHA. Remember, the EPA and DHA omega-3 fatty acid forms are believed to be more beneficial to your health. Furthermore, the conversion of ALA to EPA and DHA is a very inefficient process so very little ALA actually gets converted to EPA and DHA. This means you would have to consume large amounts of ALA to obtain an adequate amount of EPA/DHA.

The packaged foods that do include omega-3 in the form of EPA and DHA most often include very small quantities, making it unlikely that you would consume enough of the given food on a daily basis to even come close to obtaining the recommended amounts of EPA and DHA.

Objection:

I take an omega-3 product that has 1,000 mg of fish oil, and it's cheaper than your product.

Response:

Please check the label of your product and make certain that it provides adequate amounts of EPA and DHA. Of all the omega-3 fatty acids, EPA and DHA are believed to be the two most important and beneficial to health. Many less expensive omega-3 products often show or call out a total "fish oil" quantity or even a total "omega-3" amount, which is not the same as EPA/DHA totals. Upon a closer inspection of their labeling, you may find that they include only a few hundred milligrams or less of EPA/DHA. In some instances, these products may not list an EPA/DHA total at all, which should be a red flag or cause for concern because these are the two fatty acids you should seek the most. Remember, most of the studies and reports you read about the health benefits of omega-3 fatty acids are based on EPA and DHA content.

Objection:

I don't need an omega-3 supplement. I eat a healthy diet and take nutritional supplements daily.

Response:

It's great that you are careful to eat a healthy diet and take supplements. I hope that your diet includes sources of omega-3 fatty acids, as they are absolutely necessary for good health. More information about their importance to health seems to come out every day. Just a short search on the Internet will bring you an overwhelming amount of positive data regarding their necessity and importance to health. One thing that you certainly need to know is that omega-3 fatty acids are essential nutrients, meaning that your body cannot make them on its own. You must get them through your diet.

Nowadays, getting enough omega-3 fatty acids through diet alone can be a bit of a challenge. There are just a few omega-3 food sources existing in the modern food supply, and only certain species of fish are considered rich sources of what are thought to be the two most important omega-3 fatty acids, EPA and DHA. With concerns about ocean pollution and mercury contamination, consuming fish on a daily basis can be risky. In fact, there are a number of government agencies which recommend that you eat fish no more than a couple of times a week. So you can see that getting enough omega-3 fatty acids in your diet can be a real challenge, but a quality, ultra-pure fish oil supplement can be a good solution.

Objection:

I'm pregnant and my prenatal vitamin has DHA, so I don't need an omega-3 supplement.

Response:

It's great that your prenatal vitamin includes DHA. This fatty acid is very important to the proper development of your baby's brain, cognitive skills and eyesight during pregnancy and throughout the early years of his or her life.\* However, many prenatal vitamins include only the minimum amount of DHA required to promote these health benefits. It would be wise to ask your doctor about adding additional EPA and DHA to your supplement regimen. Additional EPA and DHA from an ultra-pure source can ensure that your baby is receiving adequate amounts of these very important fatty acids. It can also ensure that you are receiving a healthy amount of both EPA and DHA, which can benefit your health, especially your heart and brain health. It is also important to know that EPA and DHA combined provide a great deal of benefit, but they are also known for their specific individual health benefits. So, taking an adequate amount of both of these important fatty acids may be more beneficial to your overall health.\*

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Objection:

I'm currently taking a cardiovascular supplement that includes the omega-3 fatty acid EPA, so I don't need to take a separate omega-3 supplement.

Response:

It's possible that you may be receiving all of the omega-3s you need from your current supplement. However, most health practitioners and agencies recommend a minimum of 500 mg to 1,000 mg of EPA/DHA per day, so please check to make sure that your supplement helps you meet this daily recommendation. Also understand that EPA and DHA are believed to have specific strengths individually. It is believed that DHA is responsible for the known brain health benefits while EPA is believed to be more responsible for the cardiovascular health benefits.\* So, while each of these fatty acids is beneficial, taking them in combination may provide you with more overall health benefits.

Objection:

I'm currently taking an omega-3 product with krill oil. Krill oil is supposed to be stronger than fish oil, so why would I take your product?

Response:

There is some evidence that krill oil may be more bioavailable, which means that less is needed to achieve the health benefits associated with fish oil consumption. The problem is that while their health benefits are the same, krill oil is much more expensive than fish oil. Manufacturers cannot create a competitively affordable product with a large amount of krill oil. Most krill oil products on the market provide very little krill oil, and therefore very little EPA and DHA. While krill oil may be more bioavailable, it is not likely that a very small amount of krill oil will provide the same benefits as a highly concentrated EPA/DHA product from fish oil. If a manufacturer were to include enough krill oil to rival a high-quality fish oil product with high concentrations of EPA/DHA, the cost would be many times more than that of the fish oil product.

You should also note that there are very few clinical trials supporting the benefits of krill oil at this time. The majority of studies supporting the benefits of omega-3 fatty acids have been conducted on EPA/DHA from fish oil.

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**Section****9****FAQs****Q: What are EPA and DHA?**

**A:** EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) are considered the two most important omega-3 fatty acids. They are essential nutrients, which means they must be obtained through your diet. EPA and DHA are found in many of the body's organs and tissues and are vital to long-term health.\* They are found naturally in fish, especially cold-water fish. EPA and DHA are the most-often-studied omega-3 fatty acids and are considered to be very important to health.

**Q: What are the best sources of omega-3 fatty acids?**

**A:** The best sources of omega-3 fatty acids are cold-water, fatty fish such as salmon, mackerel, sardines and anchovy. These cold-water fish provide rich amounts of EPA and DHA, which are the long-chain fatty acids believed to be responsible for most of the health benefits associated with omega-3s. Small cold-water fish are also preferred because they provide a natural balance of both EPA and DHA with less risk of mercury contamination.

When it comes to obtaining omega-3s through the diet, one should note that not all fish are rich in omega-3s; farm-raised fish that are grain-fed provide omega-6 fatty acids, further contributing to the unhealthy imbalance of omega-6 to omega-3. Supplementing with fish oil is a convenient and safe way to add omega-3s to your diet.

**Q: Since there is not an established RDA for omega-3s, how do I know how much fish oil to take?**

**A:** The general consensus among experts seems to be a minimum of around 500 mg a day of EPA/DHA for the maintenance of good health. However, higher amounts have returned positive results in some studies. The FDA recommends that no more than 2,000 mg per day be consumed in supplement form.

**Q: Is Essential Source Omega-3 suitable for vegetarians?**

**A:** Currently, omega-3 supplements that provide higher and balanced amounts of concentrated EPA and DHA are fish derived. Essential Source Omega-3 is derived from fish oil and is contained within a capsule sourced from bovine gelatin.

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**Q: If I'm currently taking other Mannatech health products, do I really need omega-3s?**

**A:** Yes. Omega-3 fatty acids are essential nutrients and are necessary in order to ensure long-term health. No other Mannatech health product currently provides an adequate amount of omega-3 fatty acids, so unless you're eating the appropriate species of fish on a regular basis, you should supplement with Essential Source Omega-3.

**Q: Can I take Essential Source Omega-3 if I'm currently taking medications or being treated by a doctor?**

**A:** You should consult with your physician before taking this product if you are pregnant, nursing, taking medications, have a health condition or are planning a medical procedure. Essential Source Omega-3 is natural and safe, but because quality omega-3 products can be very effective and can have a blood-thinning effect, they may interact with other medications.

**Q: Does Essential Source Omega-3 contain vitamins A or D?**

**A:** Essential Source Omega-3 does not contain a measurable amount of vitamins A or D. Vitamins A and D come primarily from the livers of fish. The oil in Essential Source Omega-3 is made from the whole fish. The livers of these small cold water fish are very small, so there are only trace amounts of vitamins A and D in them. Once the oil goes through the molecular distillation, most of the remaining vitamins A and D are removed.

**Q: Why didn't Mannatech use a plant-sourced omega-3, like flaxseed?**

**A:** Plant-sourced omega-3s provide alpha linolenic acid (ALA), which has a shorter fatty acid chain than EPA and DHA. While ALA is healthy and beneficial, most of the benefits associated with consuming omega-3s are related to increased consumption of the longer-chain fatty acids EPA and DHA. ALA can be converted to EPA and DHA by an enzymatic process inside the body, but the body is not very good at this process, and the conversion occurs at such a low rate that you would need to consume large amounts of ALA in order to satisfy your EPA/DHA requirements.

**Q: Why does Essential Source Omega-3 contain vitamin E, and why is the amount different than what is found in other fish oil brands?**

**A:** Vitamin E is added to fish oil products because of its antioxidant properties. Fish oils are very susceptible to oxidation, so vitamin E is added to preserve the freshness of the oil. In most cases, vitamin E is not added for any purpose other than to preserve the freshness, so a large amount is not required. The amounts may vary from product to product depending on the purity of the oil and the amount of antioxidant protection deemed necessary to ensure freshness.



**Q: I've seen products that provide omega-3 and omega-6 or omega-3, -6 and -9. If omega-3 is good for me, wouldn't the addition of omega-6 and omega-9 provide even more benefit?**

**A:** For most people, the answer to this question is *no*. People eating a normal diet that includes fats and vegetable oils do not need omega-9 fatty acids as they are not essential and can be made by the body. Omega-6 fatty acids are essential, but they are already over-abundant in our food sources and are being over-consumed by those eating the typical Western diet. In fact, the over-consumption of omega-6 fatty acids and the subsequent unhealthy imbalance of omega-6 to omega-3 is a primary reason behind the need for omega-3 supplementation. Products that provide omega-6 and omega-9 fatty acids may benefit individuals on a very fat-restrictive diet or those with special health concerns that require supplementing with omega-6 and/or -9. However, this is not the case for the average consumer on a normal diet that includes fats from vegetable oils.