



## **Product Sales Training Guide**

# **OsoLean<sup>®</sup> Powder**

For Mannatech Associate Use in the US Only  
© 2010 Mannatech, Incorporated  
All rights reserved.

## **Table of Contents:**

<b><u>SECTION:</u></b>	<b><u>TITLE:</u></b>	<b><u>PAGE:</u></b>
1.	OsoLean Powder Overview	3
2.	Weight Management Market Overview	4
3.	Who Is The Target Market?	5
4.	What Do They Want?	6
5.	Who Are We Competing Against?	7
6.	What Makes OsoLean Powder Better?	8
7.	OsoLean Powder Packaging & Pricing	10
8.	Overcoming Objections	11
9.	FAQs	13

**Section****1**

# OsoLean Powder Overview

In alignment with **Mannatech's Intelligent Supplementation<sup>SM</sup> philosophy**, Mannatech's Enriching Quality of Life<sup>SM</sup> brand promise, and recognizing the importance of maintaining a healthy body weight, Mannatech has developed OsoLean powder, an advanced technology at the forefront of the weight management industry.

The OsoLean powder is a specially formulated, proprietary whey protein blend that has been shown to enhance fat loss while maintaining lean muscle, when combined with a reduced calorie diet and proper exercise.\*

The effectiveness of OsoLean powder is backed by a recent human clinical trial. By adding OsoLean powder to their reduced-calorie diets, participants lost twice as much fat over a 12-week period than people who only reduced their caloric intake. Among the reduced calorie dieters, half the weight loss was fat, and half was muscle. By adding OsoLean powder, almost 75% of the weight loss was fat!\*

In addition to its powerful fat-loss effectiveness,\* OsoLean powder is all natural, with no preservatives or fillers, and provides:

- 20% of the daily value of protein per serving
- 22% of the daily value of calcium per serving.

The OsoLean powder is a reliable supplement for those who are ready to take control of their weight management.\*

**\*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.**

## Weight Management Market Overview

---

Globally, people are eating more and exercising less. This trend is driving the \$89 billion weight loss industry.

- The U.S. owns an estimated 70% of this market, or \$62.2 billion, with growth estimated at 6% per year.<sup>1,2</sup>
- Japan is the 2<sup>nd</sup> largest market.<sup>1</sup>
- Australia spends about \$0.5 billion per year.<sup>3</sup>

Trends in dieting reveal more people are dieting more often and for longer periods than ever before.

1. More People:<sup>4</sup>
  - 45% of men diet, up from just 10% in 2002
  - 61% of women diet, up from 23% in 2002
2. More Often: The number of dieting attempts per year increased from 2.5 in 2004 to 4 in 2007.<sup>5</sup>
3. For Longer Periods:
  - The average time on a diet is 10 weeks.<sup>1</sup>
  - The average dieting woman spends 6.4 months per year on a diet.<sup>2</sup>
  - The typical dieter starts at age 20+ and continues until age 60+.<sup>1</sup>
  - The typical U.S. woman dieter spends at least 21 YEARS of her life dieting!

### Sources:

1. GLGI: (NYC) The US Diet Market Outlook—2008 and Beyond. Gerson Lehman Group. March 2008.
2. Online Dieter Research Report. 4<sup>th</sup> Quarter 2007. Marketdata Enterprises, Inc. January 2008.
3. "The cost of weight loss." *Money Magazine*. October 2007.
4. Weight Control Products. Mintel Reports. March 2007.
5. National Consumer Survey. Calorie Control Council. August 2007.

**Section****3****Who Is The Target Market?****Targeting Prospective Customers and Team Members:**

As a business owner, your most valuable asset is your TIME.

- 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 even thinking about your product, or will never be interested.

**OsoLean Powder Target Prospects:**

The OsoLean powder is aimed at men and women, between the ages of 35 and 65, who want to take control of their weight management. The target consumer is often “on a diet,” but has a sedentary lifestyle, and would rather keep it that way! Although women primarily “diet” for appearance reasons and men primarily “diet” for health reasons, the goal for both of them is the same: RESULTS.<sup>1,2,3</sup>

Here are just a few examples of people who would be ideal customers for OsoLean powder:

- A 43-year-old, stay-at-home mom who wants to carry less weight around so that she can keep up with her three young, active children.
- A 59-year-old male, nearing retirement, who doesn't think he's overweight, but his doctor recommended he drop a few pounds to keep his cholesterol in check.
- A 36-year-old professional female, who never lost the “freshman 15,” but would finally like to...doesn't care what the scale says...she just wants to fit into her old cheerleading outfit in time for her 15 year college reunion.
- A 40-year-old vital, active male, who plays basketball with his buddies on the weekend, and realizes that he's quicker on his feet when his body is leaner.
- A 52-year-old female yo-yo dieter, who has been very self-conscious about her body since high-school, and is currently searching for the next weight management product to help her lose the extra 10 pounds she gained from her last attempt at dieting.

Sources:

1. Weight Control Products. Mintel Reports. March 2007.
2. The Media Audit FYI. The Media Audit. December 2007.
3. New Developments in Global Consumer Trends. Datamonitor. April 2007.

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

Understanding what motivates a consumer to buy a weight management product helps you have more effective dialogue about how OsoLean powder meets his or her needs and why he or she should purchase it. It also helps you tailor your communications based on the type of consumer you are speaking with.

Consumers of edible weight management products are looking for three things:

**Results**

This is the starting criterion for any weight management program. The great news is that OsoLean powder produces results...and not just any results...**FAT-LOSS** results.\* The effectiveness of OsoLean powder is backed by a recent human clinical trial that showed that when combined with a reduced-calorie diet and proper exercise, almost 75% of the weight loss was pure fat.\*

**Convenience**

Consumers want weight management products that are easy to use and easy to incorporate within their daily routine. Just 2 scoops twice daily, before breakfast and before dinner, either in liquid or mixed directly with food puts people on the path towards a leaner body. The OsoLean powder is flexible enough to fit within anyone's day, on their terms.

**Taste**

Consumers want edible weight management products that taste good. OsoLean powder mixes well with many things. It can be mixed with the beverages you like. It goes well with beverages such as coffee, milk and fruit juices. Mixing OsoLean powder with vanilla or chocolate soy milk is a popular favorite. The OsoLean powder also mixes well with cereal, yogurt, and soups. In addition, it can be mixed directly with the GlycoSlim® meal replacement drink mix.

**\*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****5****Who Are We Competing Against?**

Understanding the weight management solutions competitors offer helps you educate your prospects on why OsoLean powder is better.

Competitors of OsoLean powder cross many categories:†

Category	Competitor Examples	Price Per Month
Commercial Weight Loss Programs	Weight Watchers®	\$40 plus the cost of food
	Jenny Craig®	\$420 – \$570
Diet Foods / Dinner Entrees	Smart Ones®	\$90 – \$250
	Lean Cuisine®	\$90 – \$250
Diet Food Home Delivery	NutriSystem®	\$300
	eDiets®	\$600
Meal Replacements / Weight Loss Drinks	Herbalife® Formula 1	\$65
	Slim•Fast®	\$40 – \$80
	Quixtar® Trim Advantage®	\$150
	IsaGenix® IsaLean®	\$75
Over-the-Counter Diet Supplements	alli™	\$50 – \$60
	SlimShots™	\$30

† In the pure sense, OsoLean powder competes with any weight management product, however, given the unique nature of the product and the fact that it is not a food substitute, OsoLean powder can be positioned as complementary to all of the offerings above.

**Section****6****What Makes OsoLean Powder Better?****Key Benefits:**

While many weight management products focus on weight loss and the number on the scale, what they don't say is that most of the weight loss comes from loss of water weight and lean muscle mass. With so many products claiming to help people lose weight or have a healthier body, OsoLean powder stands alone. ***With OsoLean powder, you lose the fat, but keep the lean.***\* Success with OsoLean powder is measured in inches, not pounds!\*

The benefits of OsoLean powder are like no other weight management solution:

- Helps reduce body fat when combined with the OsoLean Plan and proper exercise.\*
- Helps you lose fat while maintaining lean muscle mass when combined with the OsoLean Plan and proper exercise.\*
- Helps curb appetite when combined with the OsoLean Plan and proper exercise.\*
- Provides an excellent source of calcium.
- May help you lose inches from your waist when combined with the OsoLean Plan and proper exercise.\*
- Contains no artificial ingredients.
- Contains no fillers or sweeteners.

These benefits are only available with OsoLean powder!

**Advanced Peptide Technology:**

The OsoLean powder is a specially formulated whey protein blend that includes advanced protein peptide technology. ***Through a proprietary process, specific parts of whey protein, called peptides, are separated and concentrated to ensure that the optimal level of fat-loss peptides exist in the product to produce maximum results.***\* These peptides are blended with calcium-rich minerals from whey to make OsoLean powder.

**\*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.**

**Key Ingredients:**

Unlike many diet plans and meal replacement drinks, OsoLean powder contains all-natural, recognizable ingredients. No unpronounceable chemicals!

<b>Supplement Facts</b>		
Serving Size 2 scoops (12.2 g)		
Servings Per Container 30		
	Amount Per Serving	% Daily Value
Calories	45	
Cholesterol	< 5 mg	< 1 %*
Total Carbohydrates	< 1 g	< 1 %
Protein	10 g	20 %*
Calcium	225 mg	22 %
Sodium	120 mg	5 %
Mannatein™ Blend	12.1 g	
Partially Hydrolyzed Whey Protein Isolate		†
Whey Mineral Complex		†
* Percent Daily Values are based on a 2,000 calorie diet.		
† Daily Value not established.		
<b>OTHER INGREDIENTS:</b> Soy lecithin.		
Contains Milk, Soy		

**How to Use:**

Just mix 2 scoops of OsoLean powder in 8 fluid ounces of liquid, or add to food twice daily.

For best results, take OsoLean powder with 8 fluid ounces of liquid 20 minutes before breakfast and 20 minutes before dinner. When taken 20 minutes before meals, OsoLean powder helps bring on a feeling of fullness, which is important when reducing caloric intake.\*

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

**Section****7****OsoLean Powder Packaging & Pricing****Packaging:**

The tall, orange canister signifies action and the dawn of a new day... consumers of OsoLean powder are ready for change, and ready to take control of their weight management!

**Associate Pricing:**

The OsoLean powder is a premium, high-quality weight management product. The Associate price for canisters is \$52.50 for a 15-day supply, or \$105 for a month's supply. Compared to many other premium products and given its fat-loss results\*, OsoLean powder is competitively priced.

**OsoLean powder**

**Price:** \$52.50/each

**APO:** \$16.33

**QV:** 50

**Product #:** 22101

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

**Section****8****Overcoming Objections**

As with any new product or technology, you may encounter objections during the sales process. Please try one of the following responses when appropriate.

Objection:

The OsoLean powder is *expensive*. Other whey proteins cost less.

Response:

Yes that's true. But OsoLean powder is no ordinary whey protein. OsoLean powder includes an advanced protein peptide technology, and in a clinical study has been shown to promote fat loss while maintaining lean muscle.\* With an Associate Auto-Order, a canister of OsoLean powder will cost about \$3 -\$4 per day. For less than a latte a day, you could be losing fat\*. Is this too much to help you lose fat and look great?

Objection:

I've heard that some people don't like the taste of OsoLean powder in water.

Response:

The OsoLean powder can be used with the food and drinks you already enjoy. The OsoLean powder mixes well with virtually anything. It goes well with beverages such as coffee, milk and fruit juices. Mixing OsoLean powder with vanilla or chocolate soy milk is a popular favorite! OsoLean powder also mixes well with cereal, yogurt, soups and salad dressings. In addition, it can be mixed directly with the GlycoSlim® meal replacement drink.

Objection:

Taking OsoLean powder 20 minutes before breakfast and 20 minutes before dinner is inconvenient.

Response:

Successful weight management requires commitment. The small change of adding OsoLean powder to your daily routine could result in big changes in you! Aren't you worth that? To help keep yourself on track, keep OsoLean canisters where you're most likely to use it, for instance on the kitchen counter. However, if taking OsoLean powder 20 minutes before breakfast and 20 minutes before dinner doesn't best fit your daily schedule, it can be blended directly with your food right before eating.

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

Objection:

I've dieted before, but did not get great results.

Response:

Successful weight management, even with OsoLean powder, is a lifestyle change. There is no “magic bullet” that will help you lose weight without changing your eating and exercise habits. The OsoLean Plan was developed to help people achieve their desired results, but you won't get there without commitment. If you can commit to the OsoLean Plan for 8 weeks by using OsoLean powder twice daily, reducing your caloric intake and increasing your physical activity, I'm sure you won't be disappointed.

**Section****9** **FAQs****Q: What is OsoLean® powder?**

**A:** Mannatech's OsoLean powder is an all-natural protein blend that in a clinical study targeted fat loss while sparing lean muscle, when combined with a reduced-calorie diet such as the OsoLean Plan and proper exercise.\*

**Q: What ingredients are in OsoLean® powder?**

**A:** The OsoLean powder is a specially formulated whey protein blend that includes an advanced protein peptide technology, which helps the body burn fat while maintaining lean muscle.\*

**Q: What is the Mannatein™ blend?**

**A:** The Mannatein™ blend is the proprietary name for our partially hydrolyzed whey protein isolate and whey mineral complex. The OsoLean® powder is comprised of this blend and soy lecithin.

**Q: I have had weight-reduction surgery. Can I use OsoLean® powder?**

**A:** Weight-reduction surgery is always very serious. Any changes to diet or exercise, especially those recommended with use of OsoLean powder, should be discussed with your personal healthcare professional who is most familiar with your medical history and current lifestyle program.

**Q: What does OsoLean® powder taste like?**

**A:** Our OsoLean powder tastes similar to dairy products such as skim milk.

**Q: How many calories does 1 serving (2 scoops) of OsoLean® powder contain?**

**A:** One serving of OsoLean powder contains 45 calories.

**Q: How many grams of fat does one serving of OsoLean® powder contain?**

**A:** Mannatech's OsoLean powder is considered fat-free as it contains less than 0.5 grams of fat per serving.

**Q: How do I use OsoLean® powder?**

**A:** Mix 1 serving (2 scoops) in 8 fluid ounces of liquid or add to food twice daily. For best results, take OsoLean powder with 8 fluid ounces of liquid 20 minutes before breakfast and 20 minutes before dinner. Our OsoLean powder can be mixed directly into beverages and sprinkled into foods.

**Q: Can I add OsoLean® powder to the GlycoSlim® drinks?**

**A:** Yes!

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

**Q: What can I mix OsoLean® powder in?**

**A:** The OsoLean powder mixes well with virtually anything. It goes well with beverages such as coffee, milk, meal replacement drinks and fruit juice—even plain water. Our OsoLean powder also mixes well with cereal, yogurt and soups.

**Q: Can I use OsoLean® powder in food**

**A:** Yes! Mannatech's OsoLean powder blends perfectly with countless foods right before serving. However, for best results we suggest following the recommended directions for use—with 8 fluid ounces of liquid 20 minutes before breakfast and 20 minutes before dinner.

**Q: How is OsoLean® powder different from ordinary whey protein?**

**A:** Most whey protein is simply that—whey. In developing OsoLean powder, Mannatech secured a proprietary process where specific parts of whey protein, called peptides, are separated and concentrated to ensure the optimal level of fat-loss peptides.\* Mannatech's OsoLean powder also contains sialic acid, a sugar found in glycoproteins.

**Q: Is the soy lecithin in OsoLean® powder non-GMO?**

**A:** The OsoLean powder is made with non-genetically modified (or non-GMO) soy lecithin.

**Q: How much protein is in OsoLean® powder?**

**A:** Each serving (2 scoops) of OsoLean powder contains 10 grams of protein.

**Q: Does OsoLean® powder contain gluten?**

**A:** Our OsoLean powder is gluten-free.

**Q: I am allergic to casein. Can I use OsoLean® powder?**

**A:** Mannatech's OsoLean powder is a whey protein supplement, but it may contain trace amounts of casein. Testing for the presence of casein has not been performed. Anyone with allergies to casein should discuss use of this product with their personal healthcare professional.

**Q: I am lactose intolerant. Can I take OsoLean® powder?**

**A:** There is a small amount of lactose in OsoLean powder, but it is significantly less than what is found in an eight-ounce glass of milk. Since the effects of lactose intolerance vary with each person, consult your healthcare practitioner with any concerns regarding OsoLean powder.

**Q: Can OsoLean® powder be used during pregnancy?**

**A:** The OsoLean powder is designed for use by adults who want to lose fat and spare lean muscle, when used in conjunction with a reduced-calorie diet and proper exercise.\* Due to the high nutritional demands of pregnancy, expectant mothers who wish to use OsoLean powder should discuss its use and the accompanying lifestyle changes with their personal healthcare professional to determine if it is appropriate for them.

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

**Q: Can OsoLean® powder be used by nursing mothers?**

**A:** Our OsoLean powder is designed for use by adults who want to lose fat and spare lean muscle, when used in conjunction with a reduced-calorie diet and proper exercise.\* Due to the high nutritional demands of breastfeeding, nursing mothers who wish to use OsoLean powder should discuss its use and the accompanying lifestyle changes with their personal healthcare professional to determine if it is appropriate for them.

**Q: Can children use OsoLean® powder?**

**A:** Mannatech's OsoLean powder was not developed for use by children. If a parent would like for his/her child to use this product, use of OsoLean powder and the accompanying lifestyle changes of calorie reduction and proper exercise should be discussed with the child's healthcare professional.