



The PhytoBurst™ Nutritional Chews Product Sales Training Guide has been created to assist you in understanding the product's intended use and to help you identify the different markets for which this product can be targeted. Once you've determined the correct market segment (customer type), 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 to this purpose.

Product Sales Training Guide

PhytoBurst Nutritional Chews Dietary Supplement

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Section**1**

PhytoBurst Chews Overview

PhytoBurst™ nutritional chews provide a convenient, great tasting way to ensure proper nutrition for the entire family. With today's on-the-go lifestyles and the myriad of unhealthy food options confronting consumers, they are looking for ways to put sources of "good nutrition" back into their diets. PhytoBurst chews are the solution. They are loaded with plant- and food-based vitamins, minerals and antioxidants, taste great and come in handy, individually-wrapped servings that are perfect for your lunch-box, purse or gym bag.

In alignment with Mannatech's Real Food TechnologySM philosophy and knowing that plant- or food-based supplements provide nutrients in a form your body recognizes, Mannatech utilized the cutting-edge science it has become known for to formulate PhytoBurst chews. This exciting new, nutrient chew contains a unique blend of 20+ natural vitamins and minerals as well as antioxidants.

Mannatech's PhytoBurst Chew supplement combines standardized levels of plant-derived minerals, natural vitamin complexes and a blend of other fully standardized phytonutrients, from:

- Broccoli concentrate
- Acerola cherry
- Cranberry juice concentrate
- Grape pomace extract
- Aloe vera

These phytonutrients offer additional antioxidant protection.*

The minerals in PhytoBurst chews are derived through a patented hydroponic process in which mustard sprouts are grown in a solution of highly concentrated minerals instead of soil. This technology provides standardized levels of minerals in a food matrix—a "food" the body and cells may recognize and more effectively utilize.*

PhytoBurst chews provide consumers with the following benefits:

- Plant- and food-based vitamin, mineral and antioxidant support.
- Convenience and great taste.
- Caffeine-free energy boost.*
- Immune system support.*
- Longevity and vitality.*
- Vegetarian suitable.

With nutritional value, great taste and a convenient delivery format, PhytoBurst chews are a naturally sourced nutritional chew available in a solid, non-pill format.

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PhytoBurst chews are:

- A nutrient rich chew that contains food-sourced vitamins, plant-sourced minerals using hydroponic technology as well as antioxidants
- A tasty, “good for you treat” that helps ensure proper nutrition for the whole family
- A convenient on-the-go nutritional solution
- A Real Food Technology solution in a new delivery format
- A complement to Mannatech’s core Health Solutions products

Section**2****Who is the Target?****Target Prospects for PhytoBurst Chews:**

Primary target is moms who want a convenient way to ensure proper nutrition for themselves and their families

- On-the-go lifestyles don’t allow enough time to shop, cook and eat “right”.
- Modern diets don’t deliver optimal nutrition.
- “Poor” food options are the rule rather than the exception.
- No desire to constantly remind everyone to “take your vitamins!”

While the primary buyer is likely be mom, PhytoBurst chews are designed for the entire family! It has been recently reported that up to 68% of all Americans regularly drink or take a dietary supplement as insurance to offset a poor diet.¹

Optimal use cases include:

- At work as an energizing pick-me-up.*
- Between meals.
- Pre- or post-workout.
- An alternative to taking additional vitamins or capsules.
- Kid’s lunches.

Because they’re individually wrapped, they’re easy to carry in your purse or briefcase. More importantly, they’re perfect for sharing with family, friends and co-workers as well as sampling with prospects.

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Section**3 What do they want?**

Ultimately, customers want a supplement that provides improved nutrition, is delivered in a convenient format that fits their lifestyle and tastes good. PhytoBurst nutritional chews deliver in all three areas –

- Providing a complete range of vitamins and minerals as well as antioxidants.
- Available in an individually wrapped portable format.
- Great-tasting with lemon and mixed berry-flavored supplements.

Your message can be tailored to the type of consumer you are speaking with.

Moms

- Feeling guilty about giving your kids junk food? No problem—just replace their sugary confections and candy with a serving of PhytoBurst soft chews.
- It's a no-guilt, healthy chew that tastes great and supports their nutritional needs.
- It's loaded with essential phytonutrients that growing kids need, from broccoli, cranberry and grape for extra antioxidant support.
- The chews are good tasting, sweetened with natural cane juice and brown rice syrup instead of harsh, processed sugars.
- PhytoBurst chews are packed with the goodness of food-sourced vitamins and plant-sourced minerals that provide immune support.
- Naturally low in sodium and fat, they're cholesterol-free with no caffeine or preservatives.
- A delicious, healthy supplement that will have your kids asking for "more PhytoBurst please!"

Young Adults

- PhytoBurst chews provide a burst of nutrition for a pick-me-up in the afternoon.*
- These chews are a healthy alternative to junk food.
- This group knows they are not eating the right foods, but they don't have the time, or motivation, to change habits.
- They want an easy way to fill their nutritional gaps.
- These supplements provide insurance against a poor diet resulting from their busy lifestyles.
- These consumers will find them easy to use and will keep them in their gym bag, purse, office, briefcase or book bag.

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Baby Boomers & above

- These consumers are looking to improve or maintain their quality of life. They are taking responsibility for their health to minimize the effects of aging.
- These chews will appeal to individuals who are averse to taking a pill and or do not like the idea of having to swallow so many pills every day.
- Although aging, these consumers are not ready to slow down and want the energy and vitality needed to perform daily tasks and enjoy life to the fullest.

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Who are we competing against?

PhytoBurst Chews are loaded with food-sourced vitamins, minerals and antioxidants. These small bites are loaded with key nutrients and goodness. While not intended to completely replace multi-vitamins and antioxidant supplements, PhytoBurst chews are a convenient, tasty way to get extra vitamins, minerals and antioxidants into the diet.

A quick search on the web will produce an endless list of “miracle” products and super juices. Most people aren’t aware that many of these one-stop-shop products provide very little in the way of nutrition. The chart below helps you educate prospects about why PhytoBurst chews are better.

Nutrients	PhytoBurst™ Nutritional Chews (one serving - two chews)	MonaVie® Original Drink 25.35 OZ (750 ml) (one day serving)	Tahitian Noni® Juice 1 Liter (one day serving)	Xango® Juice 750 ml (25.35 OZ) (one day serving)	Zrii® Drink 25 FL. OZ (750 ml) (one day serving)
Vitamin A	29.0%	2.0%	<2.0%	<1.0%	<1.0%
Vitamin C	25.0%	38.2%	0.0%	0.0%	0.0%
Vitamin D	100.0%	0.0%	0.0%	0.0%	0.0%
Vitamin E	53.0%	1.8%	1.0%	2.0%	1.0%
Thiamin (B ₁)	22.0%	0.00%	0.2%	0.0%	1.3%
Riboflavin (B ₂)	21.0%	0.8%	0.0%	0.8%	1.7%
Niacin (B ₃)	18.0%	0.6%	0.4%	0.4%	0.8%
Pyridoxine HCL (B ₆)	24.0%	1.6%	0.4%	0.6%	0.8%
Folic Acid (B ₉)	11.0%	0.0%	0.0%	0.0%	0.0%
Biotin (B ₇)	11.0%	1.8%	0.2%	1.6%	0.4%
Pantothenic Acid (B ₅)	12.0%	1.2%	3.4%	0.0%	0.6%
Vitamin B ₁₂	100.0%	0.0%	0.0%	0.0%	0.0%
Chromium	36.0%	0.0%	0.0%	0.0%	0.0%
Copper	15.0%	1.0%	0.4%	0.1%	0.9%
Iron	7.0%	1.2%	0.3%	0.6%	1.3%
Manganese	22.0%	15.0%	0.0%	4.2%	4.0%
Selenium	41.0%	0.0%	0.0%	0.0%	0.0%
Iodine	15.0%	0.0%	0.0%	0.0%	0.0%
Boron	.*%	.*%	.*%	.*%	.*%
Zinc	17.0%	0.4%	0.2%	0.1%	0.4%
Molybdenum	19.0%	.*%	0.0%	0.0%	0.0%

*% = no RDA established

The results in this table were compiled using analytical test data from an independent laboratory services provider, Covance Labs (Madison, WI).

All testing was paid for by Mannatech, Incorporated and performed at Covance Labs on sealed products. For the purposes of these results Covance Labs employed validated, applicable and industry-recognized methods. For a reference list of the methods that Covance Labs uses, please go to www.mannatechscience.org/files/image/method-reference.jpg

MonaVie, Tahitian Noni, Xango and Zrii are trademarks of their respective companies.

^^This chart is based on one serving (two PhytoBurst chews). The recommended daily serving for adults is six chews throughout the day.

^^The recommended daily serving for children is one chew twice a day.

Section

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What Makes PhytoBurst Nutritional Chews Better?

Key Benefits:

PhytoBurst chews are not like other nutritional chew products or juices:

- Mannatech believes that the plant- and food-sourced nutrients found in PhytoBurst nutritional chews are more readily absorbed and utilized more easily by the body than many of the ingredients found in other nutritional chews or juices.* In addition, this chew gives you a significant portion of the daily nutrients that your body needs, in a small and convenient treat.

The nutrients in PhytoBurst chews are designed to:

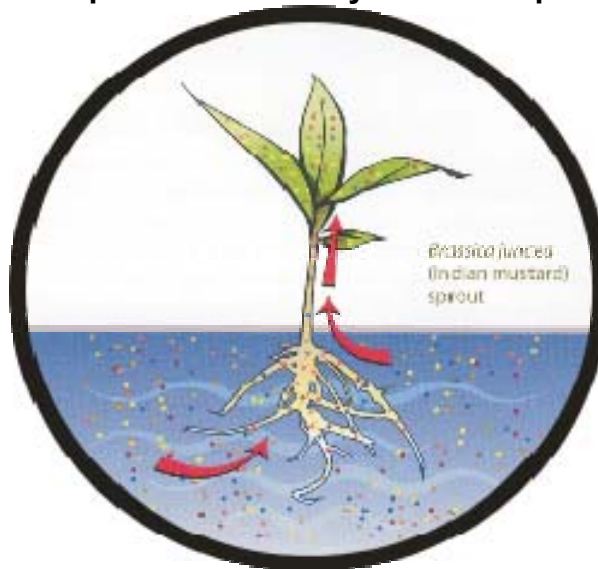
- Be readily absorbed and utilized in the body.
- Provide key nutrients in a convenient, great-tasting format.

The Hydroponics Story:

Traditional agricultural systems grow plants in solid forms of support such as soil and peat moss. Mannatech's PhytoBurst chews employ a process known as hydroponics, whereby we grow Indian mustard plants in a mineral solution to standardize the amount of nutrients absorbed in the plant's tissues.

Why is this important? Because food sources—like Indian mustard plants—provide nutrients in their most natural form, so they can be readily absorbed and used by the body.

It's important to note that while PhytoBurst chews leverage the same technology as PhytoMatrix caplets, it is not a replacement for PhytoMatrix caplets.



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Key Nutrients:

The chart below shows the high level of nutrients provided in a single, two chew serving of PhytoBurst chews!

Nutrients	Measurement
Vitamin A	2 ½ Apricots (fresh)
Niacin	5 Carrots (raw, medium)
Vitamin C	½ Lemon (fresh)
Thiamin	1 2/3 cups of Peanuts
Vitamin D	4 cups of Milk (vitamin D fortified)
Riboflavin	6 Tbsp. Wheat germ
Vitamin B12	60 oz. Chicken (white or dark meat)
Biotin	4 ½ Avocados
Vitamin B6	1 cup Brussels Sprouts
Selenium	2 1/3 cups of Walnuts
Vitamin E	10 ¾ Kiwi (medium)
Pantothenic Acid	4 ¾ cups of Strawberries
Vanadium	4 Pears (small)
Folic Acid	1 ½ cups of Spinach (fresh)
Boron	1 ½ Bananas (medium)
Zinc	1/3 cup Almonds
Chromium	5 ¾ cups of Grape juice
Iodine	1.5 oz. Cheddar Cheese
Molybdebum	1 1/3 cups of Cottage Cheese
Standard Phytonutrients	7 .64mg Organic Acids from Cranberry, Glucosinolates from Broccoli, and Polyphenols from Grape Pomace and Rutin

How to Use:

Adults: 1-3 two-chew servings per day.

Children (4 years or older): 1, two-chew serving per day.

*** (Not recommended for children under 4)

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

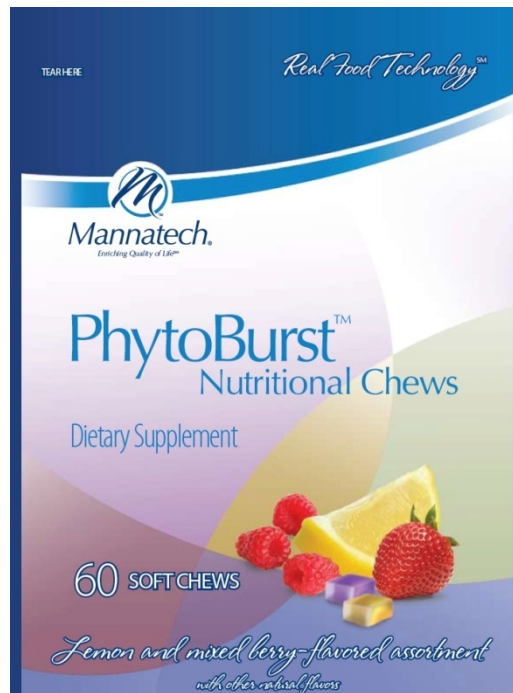
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PhytoBurst Packaging & Pricing

Packaging:

Each bag contains an assortment of lemon and mixed berry-flavored chews. Each chew is individually packaged in a colored foil – yellow for lemon and purple for mixed berry.



Pricing:

PhytoBurst Nutritional Chews are a convenient, chewable nutritional dietary supplement priced at \$34.45 for 60 soft chews.

PhytoBurst	Product Number	Member Price	Associate Price
60 Chews	12801	\$36.36	\$34.45

Pricing:

Compared to many other premium chews, juices or vitamin products, particularly in the MLM channel, PhytoBurst chews are very competitively priced.

PRODUCT	PRICE / DAY
Shaklee Vitalizer Strips	\$2.64
MonaVie	\$1.48
Usana Essentials	\$1.47
Nutrilite Double X	\$1.45
Xango	\$1.40
Pharmanex LifePak	\$1.33
Tahitian Noni	\$1.26
FRS Antioxidant Health Chews	\$1.20
<i>Mannatech PhytoBurst Chews*</i>	<i>\$1.15</i>
Zrii	\$1.00
Herbalife Formula 2	\$0.70
Pharmanex Life Essentials	\$0.63
Garden Greens Global Fruit Chews	\$0.57
Garden Greens AcaiBlast Chews	\$0.50
Shaklee Vita-Lea Gold w/Vitamin K	\$0.43

*Based on one two-chew serving per day

Section**7****Overcoming Objections**Objection:

Mannatech's PhytoBurst chews are *too expensive*.

Response:

Phytoburst nutritional chews are a convenient, great-tasting dietary supplement that makes it easier for you and your family to get proper nutrition. PhytoBurst chews deliver premium, food-sourced vitamins, minerals and antioxidants that your body can readily absorb and use. On a dollar for dollar basis, Phytoburst nutritional chews compare very favorably to other premium nutritional chews and juices, especially when you consider that they deliver less nutrition and may not always come from real food sources. Remember the old adage...you get what you pay for!*

Objection:

Why should I take PhytoBurst chews when I already take a daily vitamin? What benefit will I receive with PhytoBurst chews?

Response:

PhytoBurst Chews are not formulated to replace your daily multi-vitamin, but rather to work with it. Incorporating PhytoBurst chews with a multivitamin and balanced diet can help ensure better levels of nutrition for you and your family. When taken at the recommended servings, PhytoBurst chews are a safe complement to our multivitamin or antioxidant products. In addition, they provide sustained energy, support your immune system, and promote longevity and vitality.*

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Section

8 FAQs**Q: What are PhytoBurst Nutritional Chews?**

A: Mannatech's PhytoBurst Nutritional Chews are a delicious, easy-to-consume, dietary supplement formulated to help you meet your daily nutritional requirements. Our PhytoBurst Nutritional Chews are created using Real Food TechnologySM solutions and are formulated with vitamins, minerals and phytonutrients from food-sourced ingredients. PhytoBurst Nutritional Chews support your immune system, help to keep your energy going and promote longevity and vitality.*

Q: How are PhytoBurst Nutritional Chews different from a multivitamin or antioxidant product?

A: Mannatech's PhytoBurst Nutritional Chews are formulated to help support an overall level of nutrition and do not have the vitamin/mineral concentrations found in many multivitamin products. When taken at the recommended servings, PhytoBurst Nutritional Chews are a safe complement to a multivitamin or antioxidant product.

Q: Is it safe to take PhytoBurst Nutritional Chews if I already take a daily multivitamin?

A: Mannatech's PhytoBurst Nutritional Chews are formulated to support your overall nutrition and include safe levels of natural and food-sourced ingredients. When consumed at the recommended servings, PhytoBurst Nutritional Chews are perfectly safe to take with all other Mannatech dietary supplements.

Q: What is hydroponic technology, and how does it support the efficacy of PhytoBurst Nutritional Chews?

A: Hydroponics is a unique technology for growing plants in nutrient solutions, with no other support. Traditional agricultural systems grow plants in solid forms of support such as soil, peat moss, sawdust, etc.

Hydroponic techniques allow for precise water and nutrient application directly to the roots of each plant. The hydroponic process for the mineral blend in PhytoBurst Nutritional Chews allows for controlled uptake of concentrated minerals, which are stored in the plant's tissues. These food-form minerals may be more readily absorbed and utilized by the body. The hydroponic process utilized exclusively by Mannatech provides standardized concentrations of essential minerals. This technology is significant because even fresh fruits and vegetables, which usually have high concentrations of vitamins, are often low in essential minerals.*

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Q: What are phytonutrients, and why is it important that they're standardized?

A: Phytonutrients are compounds that occur naturally in plants and are believed to have health-benefitting qualities. Phytonutrients are sometimes referred to as phytochemicals and often fall outside of the classification of a vitamin or mineral. A standardized phytonutrient is one in which the ingredient is delivered using a quality-controlled process so that you are ensured of receiving a consistent amount with every serving.

Q: What is the source of the flavoring in PhytoBurst Nutritional Chews and what sweeteners are used?

A: Mannatech's PhytoBurst Nutritional Chews come in two delicious flavors: lemon and mixed berry. The source of these two great tastes is a blend of natural flavors, including natural lemon and natural berry flavors. PhytoBurst Nutritional Chews are also sweetened with organic cane juice, brown rice syrup and tapioca syrup. These sweeteners are less refined than sugar and more natural and less processed than many common sweeteners.

Q: What are Real Food Technology solutions?

A: A Real Food Technology solution is Mannatech's method of creating products using nutritional ingredients sourced from foods. These ingredients are chosen from those scientifically proven to benefit the human body. The human body was designed to eat food, not chemically produced and artificial substitutes.

Q: How are PhytoBurst Nutritional Chews different from Mannatech's Glyco•Bears® and MannaBears™ supplements?

A: Mannatech's PhytoBurst Nutritional Chews are formulated to help support an overall level of nutrition and do not have the vitamin/mineral concentrations found in our Glyco•Bears multivitamin for children.

Our MannaBears dietary supplement delivers glyconutrients, while PhytoBurst Nutritional Chews contain many phytonutrients, they are not a source of glyconutrients.

When taken at the recommended servings, PhytoBurst Nutritional Chews are a safe and delicious way to help ensure your children are meeting their daily nutritional needs.

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Q: Are PhytoBurst chews safe for individuals who have peanut allergies? Does the manufacturing facility produce other products containing nuts, peanuts, or oils such as nut oils?

A: Our PhytoBurst chews are formulated without any peanuts, nuts or nut oils as ingredients. Please note that the facility that manufactures our product also handles the following allergens: milk, shellfish, eggs, fish, wheat, soy and tree nuts. If you are allergic to any of these, please consult your physician with any questions.

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