

## Change Your Life. Change the World.

### What Is Social Entrepreneurship?

You may not be familiar with the phrase “social entrepreneurship,” but it’s quietly becoming the most powerful business model of the 21st century. It’s an exciting new business strategy that tackles global problems such as poverty, malnutrition, clean air and water, and health care.

In fact, this new initiative has the world’s leading policy makers predicting that it will not only become the most purposeful, profitable platform of our time, but also a revolutionary paradigm shift for sustainable global improvement.

While all of this may sound lofty and unreachable, it’s absolutely not. We’ve got an easy, seamless, dynamic way for you to join us as we set out to change the world.



### Who Are Social Entrepreneurs?

Even though they come in all shapes and sizes, they share some common threads. Social Entrepreneurs:

- Are people determined to solve the world’s biggest challenges through innovative and purpose-driven solutions.
- Leverage both the cash flow and technological support of their for-profit enterprises by linking them synergistically to existing not-for-profit organizations, in order to achieve their world-changing goals.
- Are the forerunners, the catalysts, for a major paradigm shift in how we solve the world’s biggest problems.

### What Makes Up a Successful Social Entrepreneurial Movement?

1. Take on a Global Problem
2. Develop an Innovative and New Solution to that Problem
3. Tap into the Public’s Passion for Your Cause
4. Find Creative Ways to Compensate the People Who Choose to Participate

# Our Social Entrepreneurship Platform—A Powerful Blend of Purpose, Product and Passion

## The Global Problem: Nutrition

Lack of proper nutrition has become a global epidemic. The facts are startling and tragic.

In developing countries, children receive **too little** of the **right** kind of food. According to *The New York Times*, one-third to one-half of all children's deaths in the world are related to malnutrition.

In industrialized countries, children receive **too much** of the **wrong** kind of food. In fact, a recent study in *The Journal of Nutrition* exposed that nearly the entire U.S. population fails to eat a diet in line with the Dietary Guidelines for Americans.

It is estimated that approximately 70% of the \$2.3 trillion cost of health care in the U.S. could be eliminated simply through improved nutrition and exercise.

## A Real, Natural Solution Sourced from Food

Until recently, the only way to provide standardized levels of vitamins and minerals was through synthetically manufactured and inorganically sourced ingredients. However, when given the choice, most people would prefer to get their nutrients from food.

With this food-based preference in mind, we develop products based on Real Food Technology® solutions. In fact, Mannatech **received a patent for the technology supporting PhytoMatrix® caplets, the world's first nutritional complex with both standardized and nutritionally effective levels of vitamins, minerals and phytonutrients sourced from natural, food-based ingredients.** Mannatech formulated PhytoBlend™ powder, derived from our state-of-the-art PhytoMatrix caplets, to best meet the needs of the world's most vulnerable children.

The impact of our innovative new technology has been radical and heart-stirring. Right now, in front of our very eyes, we are affecting the lives of the world's most undernourished children. We're an agent of change, right in the middle of it all. And you can be, too.

## The Ripple Effect

Our Social Entrepreneurship program is based on the ripple effect—a chain reaction that occurs when one person helps another who, in turn, helps another and another. And so on. It begins with Mannatech's Mission 5 Million<sup>SM</sup> movement, which allows you to help nourish the world's most vulnerable children by simply nourishing yourself. **Our goal is to link millions of consumers worldwide directly to the needs of millions of malnourished children.**

It's an easy, seamless and dynamic solution designed for someone like you: someone who wants to take care of their family while making a real difference in the world.



## A Rewarding Income with a Priceless Outcome

We've embraced a network distribution and compensation model into our Social Entrepreneur business strategy that **allows us to financially reward individuals who choose to participate in our world-changing fight against malnutrition, in direct proportion to their level of activity.** So, it's really up to you.

**M5M<sup>SM</sup>**  
**MISSION 5 MILLION<sup>SM</sup>**

**You can be the change.**

Find out how you can change your life *and* change the world. Visit **Mannatech.com** today.