



# **Product Sales Training Guide**

# **OsoLean™ Powder**

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**Section****1**

# OsoLean Powder Overview

In alignment with **Mannatech's Intelligent Supplementation™ 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.

Mannatech's OsoLean powder is a specially formulated, whey protein blend that has been shown to promote fat loss while maintaining lean muscle, when combined with a program of reduced caloric intake and increased physical activity.

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. When participants added OsoLean powder, almost 75% of the weight loss was fat!

In addition to its powerful fat-loss effectiveness, OsoLean powder contains naturally sourced ingredients, has no preservatives or fillers, and is an excellent source of calcium for the maintenance of good health.

The OsoLean powder is a reliable natural health product for those who are ready to take control of their weight management.

**Section****2** 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 USD, 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 USD 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:**

Mannatech's 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 reduced caloric intake and increased physical activity, 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 in cold liquid put people on the path towards a leaner body. 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 iced coffee, milk and fruit juices. Mixing OsoLean powder with vanilla or chocolate soy milk is a popular favorite.

**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

\*All dollar amounts in USD

† 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 is due to 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*** when combined with a program of reduced caloric intake and increased physical activity. 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 a program of reduced caloric intake and increased physical activity.
- Helps you lose fat while maintaining lean muscle mass when combined with a program of reduced caloric intake and increased physical activity.
- Provides an excellent source of calcium for the maintenance of good health.
- May help you lose inches from your waist when combined with a program of reduced caloric intake and increased physical activity.
- Contains no artificial ingredients.
- Contains no fillers or sweeteners.

These benefits are only available with OsoLean powder!

**Advanced Peptide Technology:**

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



## Key Ingredients:

Unlike many diet plans and meal replacement drinks, OsoLean™ powder contains naturally—sourced, recognizable ingredients. No unpronounceable chemicals!



**OsoLean™**

**RECOMMENDED USE:** Helps you lose fat while maintaining lean muscle mass when combined with a program of reduced intake of dietary calories and increased physical activity.

**RECOMMENDED DOSE (ADULTS):** Mix 12.2 g (2 scoops) with 240 mL (8 fl oz) of cold liquid and take twice daily. For best results take this product 20 minutes before breakfast and 20 minutes before dinner.

**MEDICINAL INGREDIENTS:** Each dose contains:

Partially hydrolyzed whey protein isolate (from cow's milk).....	12.1g
• Providing Calcium (from partially hydrolyzed whey protein isolate).....	225mg

**NON-MEDICINAL INGREDIENTS:** Soy lecithin.

Do not use if pregnant or breastfeeding. Do not use for children 12 years of age or under. Consult with your health care practitioner prior to use if you are taking medication, have a health condition, or are planning a medical procedure. Keep out of reach of children.

Do not use if inner seal is missing or broken. Keep container tightly closed. Store in a cool, dry place (15–25°C).

Contents may settle during shipping. This product is sold by weight, not volume.

**INSTRUCTIONS:**

			
ML COLD LIQUID	SCOOPS	MIX WELL	TWICE DAILY

Manufactured in the USA for: Fabrique aux Etats-Unis pour: Mannatech, Incorporated 600 S. Royal Lane, Suite 200, Coppell, Texas 75019  
Imported by: Importé par: Direct Distribution Centres Unit 121-5555 69th Ave SE Calgary, AB T2C 4Y7

See container for lot number and expiry date.

## How to Use:

Just mix 2 scoops of OsoLean powder in 8 fluid ounces of cold liquid twice daily.

For best results, take OsoLean powder with 8 fluid ounces of liquid 20 minutes before breakfast and 20 minutes before dinner.

**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:**

Our OsoLean powder is a premium, high quality weight management product, priced at \$50 USD (Associate price) for a 15-day supply, or \$100 USD for a month's supply. Compared to many other premium products and given its fat-loss results, OsoLean powder is competitively priced.

**Price:** \$50 USD/each

**APO:** \$15.50 USD

**QV:** 50

**Product #:** 22011

**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. Mannatech's OsoLean powder is based on an advanced protein peptide technology, and in a clinical study it has been shown to promote fat loss while maintaining lean muscle when combined with a program of reduced caloric intake and increased physical activity. With an Associate Auto-Order, OsoLean powder will cost about \$3 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:

Mannatech's OsoLean powder can be used with the drinks you already enjoy. It mixes well with virtually anything such as iced coffee, milk and fruit juices. Mixing OsoLean powder with vanilla or chocolate soymilk is a popular favorite!

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, or on your desk at work. However, if taking OsoLean powder 20 minutes before breakfast and 20 minutes before dinner doesn't best fit your daily schedule, it can be mixed in the cold beverage you enjoy along with your meal.

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. You won't get there without commitment. If you can commit to reducing your calories and increasing your physical activity for 8 weeks and use OsoLean™ powder twice daily, I'm sure you won't be disappointed.

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

**A:** Mannatech's OsoLean™ powder is a protein blend of naturally sourced ingredients that in a clinical test helped target fat loss while sparing lean muscle, when combined with a program of reduced caloric intake and increased physical activity.

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

**A:** Mannatech's OsoLean powder is a specially formulated whey protein blend that is based on an advanced protein peptide technology, which helps the body burn fat while maintaining lean muscle when combined with a program of reduced caloric intake and increased physical activity.

**Q: What is protein peptide technology?**

**A:** Through a patented process, specific parts of whey protein, called peptides, are separated and concentrated to ensure that the optimal level of advanced whey protein peptides are in the product to produce maximum results. These peptides are blended with calcium-rich minerals from whey to make OsoLean powder.

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

**A:** Mannatech's OsoLean powder tastes similar to dairy products such as skim milk.

**Q: How do I take the product?**

**A:** Mix 2 scoops in 8 fluid ounces of cold liquid twice daily. For best results, take OsoLean powder with 8 fluid ounces of liquid 20 minutes before breakfast and 20 minutes before dinner. However, OsoLean powder can also be mixed in the cold beverage you enjoy along with your meal.

**Q: What can I mix the product in?**

**A:** OsoLean powder mixes well with virtually any cold liquid or beverage. It goes well with beverages such as iced coffee, milk and fruit juices.

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

**A:** Most whey protein is simply that, whey. In developing OsoLean powder, Mannatech secured a patented process where specific parts of whey protein, called peptides, are separated and concentrated to ensure the optimal level of advanced whey protein peptides. This makes it different from any other whey. In addition, OsoLean powder does not contain any fillers, sweeteners or preservatives.

**Q: How is OsoLean powder different from GlycoSlim® meal replacement drink?**

**A:** The GlycoSlim® drink is a meal replacement product that helps you cut calories. OsoLean powder is not a meal replacement; it is a weight management natural health product that promotes fat-loss when combined with a program of reduced caloric intake and increased physical activity.