

How to Use This Toolkit

This is your complete, pre-cleared script for the competitive conversation. Everything here is designed to be repeated word-for-word. The power of this campaign is that the most compelling thing to say is also the safest — so stay inside these words.

RULE ONE — NO DISEASE LANGUAGE, EVER

We never say a product treats, cures, prevents, or helps any disease. Not cancer, not autoimmune conditions, not "toxicity," nothing. That single discipline protects you, your business, and the company.

RULE TWO — THERE ARE TWO DIFFERENT ANALYSES. KEEP THEM APART.

The figures in this toolkit come from the University of Georgia and describe Manapol® powder against a competing aloe material — an ingredient, not a product on a shelf.

A separate analysis, referenced in the letter from our CEO, compared three finished products. Different laboratory, different subject, different numbers.

Never attach a figure from one to the subject of the other. Nothing in this toolkit may be stated about any competitor's finished product by name.

The 30-Second Answer

Say it like this.

"Acemannan is a high-molecular-weight acetylated mannan, and the scientific literature identifies the one-to-two-million-Dalton fraction as the biologically significant range. Independent testing at the University of Georgia found Manapol® powder carries at least 43% of its material in that range. The competing aloe material tested below 1%.

Manapol also came in at 67% total polysaccharides against 32.9%, and nine detectable monosaccharides against three. Glucose — a simple sugar — was 43.2% of the competing material's profile. In Manapol it was 7.1%.

Those numbers came from a university laboratory, not from our marketing department. Not all aloe is acemannan — that isn't our slogan, it's the lab report."

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The Four Proofs

Your cheat sheet.

1. The Standard

Acemannan is a high-molecular-weight acetylated mannan. The peer-reviewed literature identifies the 1–2 million Dalton fraction as the biologically significant range and reports it as characteristic of native aloe gel. Manapol® powder carries at least 43% of its material there. Lead here — it frames everything that follows.

2. The Profile

University of Georgia figures, Manapol® powder against the competing aloe material: 67% against 32.9% total polysaccharides · ≥43% against under 1% in the 1–2 million Dalton range · nine against three detectable monosaccharides · 7.1% against 43.2% glucose.

These describe an aloe ingredient. They do not describe any finished product, and they may not be attached to one.

3. The Source

Single-origin Costa Rican volcanic soil. A long-standing partnership with Natural Aloe de Costa Rica — agreement current, most recently renewed November 2025. Proprietary cold processing that preserves the high-molecular-weight structure. We name our ingredient, we name our supplier, and we publish the analysis. Ask whether anyone else in this category does all three.

4. The System

Manapol® powder wins the aloe argument. Ambrotose® formulas are a complete multi-glycan system. Manapol is the standard; Ambrotose is the system. Do not let the conversation end on the ingredient — the ingredient is where we win, but the system is what people buy.

Objection Handling

They say: "Their product dissolves faster, so it's more bioavailable."

"Faster dissolving is a physical property, not a measure of value. What matters is the molecular profile — weight, structure, and the range of monosaccharides. That is what independent testing compares, and that is where Manapol® powder stands apart."

If pressed on why size matters: large polysaccharides travel further through the digestive tract. Stop there. Do not describe what happens next in the body.

They say: "Their aloe looks about the same as yours."

"Then compare the analysis instead of the label. Independent testing at the University of Georgia found the competing aloe material was 43.2% glucose — a simple sugar. Manapol® powder was 7.1%, with 67% total polysaccharides against 32.9%, and nine detectable monosaccharides against three.

Same word on the label. Materially different chemistry in the jar."

Land the figures and stop. Do not characterize their product as "sugar" — the figure is stronger than the adjective, and the adjective can be turned around on us.

They say: "Their aloe is 4X more effective — it's patented."

"There is no scientific evidence for a 4X claim, and there is no patent claim on their product labeling — which is how a patent holder normally shows a patent is in use. What I can point you to is third-party laboratory data, and that data favors Manapol® powder on every metric measured."

Never make a 4X or "X times more effective" claim yourself — for their product or ours.

They say: "I can get the same Manapol cheaper somewhere else."

"Manapol® powder is Mannatech's — it is our own product, and it is the finest acemannan available anywhere. But its value was never in the ingredient alone. Even the finest acemannan is one letter of the cellular alphabet.

Our Ambrotose® formulas are built around Manapol to deliver the complete multi-glycan system that supports cell-to-cell communication, backed by Mannatech's published research. That system is what you are actually choosing. So it is not the same thing at a lower price — it is a single ingredient against a complete, research-backed system."

Do not claim our supply arrangement is exclusive. It is current and long-standing; say that instead.

They say: "Isn't the copycat multi-glycan formula the same as Ambrotose?"

"It uses the concept. The concept is not the product. A multi-glycan formula is only as good as the acemannan underneath it — and we publish ours. Named ingredient, named supplier, university analysis you can read for yourself. Ask whether they will do the same.

Then there is the research. Ambrotose® has [N] published studies behind it, including human trials. You can copy a recipe. You cannot copy the studies."

Do not state or imply what aloe material any competing formula is built on. We have not tested it.

They say: "Their aloe is 4X more effective — it's patented."

"I don't know, and I won't guess. We have not tested their ingredient and we don't claim to have. What I can show you is ours — named, published, and analyzed by a university laboratory. That is the comparison I would make."

This answer is stronger than it feels. Declining to claim what you cannot support is what makes everything else you say credible.

They say: "Their aloe is 4X more effective — it's patented."

"That is not accurate. The agreement with Natural Aloe de Costa Rica is current — most recently renewed in November 2025 — and they continue to supply Manapol® powder and to manufacture our Ambrotose® products."

Words You Can Use · Words You Must Never Use

Safe with the disclaimer visible

- "Supports immune function" · "supports digestive health" · "prebiotic" · "supports cell-to-cell communication."
- Analytical facts: molecular weight, Dalton range, polysaccharide %, number of sugars, third-party tested.
- "Single-origin," "proprietary extraction," "the acemannan standard," "not all aloe is acemannan."
- "Glucose is a simple sugar" — accurate, and fine alongside the figure.

Never — these end businesses

- **Any disease word:** cancer, autism, autoimmune, diabetes, arthritis, "detox," "chelation," "removes heavy metals," "reverses aging," "boosts immunity to fight X."
- **Any testimonial** that links a product to recovering from or improving a medical condition — even someone else's story, even "I'm just sharing what happened."
- **Any figure in this toolkit attached to a competitor's product name.** These numbers describe an aloe ingredient. Saying a named finished product is 43.2% glucose is a claim we cannot support and the fastest way to lose this argument.
- **Any statement about what aloe a competing product contains** — its source, its molecular weight, its quality, or whether it contains acemannan at all. We have not tested it.
- **"All other aloe" or any claim about aloe products generally.** One material was tested. Speak about that one.
- **"The competition is glucose" as a bare line with no numbers,** or any characterization of a competing product as "sugar." Always land it with the figures: "Their profile showed 43.2% glucose; Manapol® powder showed 7.1%."
- **"Exclusive" applied to our supply arrangement.** Current and long-standing, most recently renewed November 2025. That is the whole claim.
- **Any "4X" / "X times more effective" claim** — for their product or ours.

If you are not sure whether something is safe to say — it isn't. Stick to the definition, the four numbers, and the mission. That story wins on its own.

Required Disclaimer

Include on any post, slide, or material that uses structure/function language:

**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.*

Comparative figures: testing performed by the Complex Carbohydrate Research Center, University of Georgia. Size Exclusion Chromatography and glycosyl analysis. Ambrotose®, Ambrotose LIFE®, Manapol® and M5M® are trademarks of Mannatech, Incorporated.