

# Mannatech Launches Freshden Toothpaste Containing Natural Ingredients at Global Event in Korea

2015-10-30

SEOUL, South Korea--(BUSINESS WIRE)--Oct. 30, 2015-- **Mannatech, Incorporated** (NASDAQ: **MTEX**), the founder of the **M5M<sup>SM</sup> (Mission 5 Million<sup>SM</sup>) Foundation**, the pioneer of nutritional glycobiology and the global innovator of naturally sourced supplements based on **Real Food Technology<sup>®</sup> solutions**, today officially launched a new, premium dental care product, Freshden<sup>™</sup> toothpaste, exclusively for the Korea market during its Asia MannaFest<sup>SM</sup> event in Seoul.

Mannatech's Freshden toothpaste contains natural ingredients which help fight plaque and promote healthy gums, teeth and fresh breath.\* This toothpaste is paraben-free and contains no fluorine, artificial coloring or flavoring agents, ethanol or artificial sweeteners.

"Freshden toothpaste is an exciting, revolutionary new Mannatech product that we are thrilled to launch in Korea," said Regional President of Asia, Patrick Park. "Dental health is often overlooked, but it is an important indicator of overall health and wellness. Freshden is a product that is truly perfect for everyone looking for a lasting smile. We look forward to seeing this product take off in Korea and help our Associates expand their Mannatech businesses."

Natural ingredients in Freshden toothpaste include spearmint, lavender oil, grapefruit seed extract, rosemary extract, pomegranate extract and aloe vera gel, which soothes oral cuts, sores and abrasions. It also includes a natural foaming agent derived from coconut, making this toothpaste gentle, mild and perfect for people with sensitive teeth or gums.

Freshden toothpaste was launched during Mannatech's Asia MannaFest event, which welcomed an audience of

more than 10,000 guests. The toothpaste has been made available to order on site, and is exclusive to the Korea market.

For more information on Freshden toothpaste, please visit [kr.Mannatech.com](http://kr.Mannatech.com).

## About Mannatech

Mannatech, Incorporated, develops high-quality health, weight and fitness, and skin care products that are based on the solid foundation of nutritional science and development standards. Mannatech is dedicated to its platform of Social Entrepreneurship based on the foundation of promoting, aiding and optimizing childhood nutrition where it is needed most around the world. Mannatech's proprietary products are available through independent sales associates around the globe including the United States, Canada, South Africa, Australia, New Zealand, Austria, Denmark, Germany, Norway, Sweden, the Netherlands, the United Kingdom, Japan, Taiwan, Singapore, Estonia, Finland, the Republic of Ireland, Czech Republic, the Republic of Korea, Mexico, Namibia, Spain and Hong Kong. For more information, visit [Mannatech.com](http://Mannatech.com).

Please note: This release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. These forward-looking statements generally can be identified by use of phrases or terminology such as "intend" or other similar words or the negative of such terminology. Similarly, descriptions of Mannatech's objectives, strategies, plans, goals or targets contained herein are also considered forward-looking statements. Mannatech believes this release should be read in conjunction with all of its filings with the United States Securities and Exchange Commission and cautions its readers that these forward-looking statements are subject to certain events, risks, uncertainties and other factors. Some of these factors include, among others, Mannatech's inability to attract and retain associates and members, increases in competition, litigation, regulatory changes and its planned growth into new international markets. Although Mannatech believes that the expectations, statements and assumptions reflected in these forward-looking statements are reasonable, it cautions readers to always consider all of the risk factors and any other cautionary statements carefully in evaluating each forward-looking statement in this release, as well as those set forth in its latest Annual Report on Form 10-K and Quarterly Report on Form 10-Q, and other filings filed with the United States Securities and Exchange Commission, including its current reports on Form 8-K. All of the forward-looking statements contained herein speak only as of the date of this release.

\*Product claims are specific to Korea Freshden toothpaste formulation.

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