

Long Distance Business Launch Script

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We are here tonight to launch _____'s Arbonne business.

I want to thank all of you for being on the line and on your computer with us. Many of you know from the invitation that this is _____'s long distance business launch. At Arbonne we pride ourselves in assisting new consultants in getting their business started successfully with the training we offer. With technology today we can be in front of you now. We can actually share our products and train our consultants all over the world. Thank you for sharing this time with us tonight. We know you are busy and we promise that your time will be well spent!

I am _____'s sponsor and I'm going to doing the presentation tonight as part of helping _____ get her Arbonne business started.

First, I would love to turn the call over to _____ so that she can say a few words about why she chose Arbonne and where she is going with it. Also, why she wanted you to be a part of her long distance launch.

****New consultant speaks.****

We actually have 2 parts to our business.

Part 1: is the product. I'm sure that once you hear about our great products you are going to want to try them. We are going to share with you how you can order them tonight. Arbonne has a 45 day money back guarantee with all of the products. You will be able to purchase online with a credit card or you can have _____ place the order for you and the products will come straight to your home. Fast, easy and convenient. If you are not sure what you want to try _____ will send you some samples of the items that interest you.

The products are the foundation of our business because they do what they say they are going to do.

Our products focus on Anti-Aging and wellness for the whole family.

They are designed to make you look and feel your best while living your life.

Our motto is "How old you are is your business. How old you look is our business".

Again, I'd like to thank you for taking the time to support _____ by being on the call tonight.

The ways that you can help _____ get launched:

1. Become her client. If you see products that you are already using – we encourage you to try Arbonne's. We know that no one has products that perform and give results like Arbonne does. Everyone uses shampoos, body lotions, or if you have children we have a great baby care line.
2. Perhaps you might be interested in taking a look at our business opportunity. _____ is looking for people who are looking for a way to enhance their lives. That is actually Part 2 of Arbonne – our wonderful business opportunity. I'll go into that just a little bit after I talk about the products.

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We own our proprietary formulas and use ground breaking technology.

100% natural fragrance: the products smell unbelievable. They smell beautiful.

They are formulated without parabens, petrolatum, mineral oil, PABA, propylene glycol, paraffin, sodium laurel sulfate, or animal-derived ingredients.

What all of this means to you is simple:

- RESULTS FROM STATE OF THE ART, SWISS FORMULATED PERSONAL CARE PRODUCTS
- PURE, SAFE, BENEFICIAL PRODUCTS FOR YOUR ENTIRE FAMILY

Slide 3

Arbonne defines the future of your skin with protection and anti-aging, so that radiant, youthful skin is never a thing of the past. Arbonne has two signature skin care lines that I will be sharing with you tonight.

RE9 is Arbonne's signature product line, which addresses anti-aging needs with proprietary, innovative formulations that repair and restore. This line addresses fine lines and wrinkles while firming and protecting. All of this helps reduce the signs of aging. Giving you beautiful, younger looking skin.

Here are a couple of quick facts: 30 to 50 skin becomes less resilient/starts to lose elasticity – between 20-80 production of collagen and elastin slows down 65%. Skin loses its memory and becomes less able to snap back. Normal signs of aging become more apparent - fine lines, wrinkles and sun spots may appear.

If I had a magic wand what would you like to see different with your own skin?

Thinking about your skin right now - what is your main concern? If you are concerned with aging, lines, or dry skin I recommend RE9 as the line for you.

RE9 has 9 key anti-aging elements. I'm going to point out a few so that you can see the benefit of using this line:

Peptides are protein strands that visually improve skin's smoothness and lessen the volume and depth of wrinkles. The result is radiant, youthful-looking skin.

Vitamin C, in the form of magnesium ascorbyl phosphate strengthens the skin's collagen and elastin. The result is firmer looking skin. RE9 provides Vitamin C therapy for your skin. It's a powerful anti-oxidant that defies the signs of aging.

Copper - helps to diminish the appearance of fine lines. The result is smoother looking skin.

3 sets to choose from:

This set includes: a hydrating wash, a balancing toner, a facial serum, eye cream, day moisturizer and a night cream. *Share how to use.*

This set retails for \$298.50 - (save \$59.70 with a preferred client account) and choose a free product from the catalog (I recommend the enzyme peel or an extra night cream). \$238.80

You will receive a Transforming Lift (we call this a face lift in a bottle) a \$45.50 value for FREE with your set.

If the full set is not in your budget, I recommend a few products to get you started: Wash, eye crème, day crème and enzyme peel - if you get a preferred client account you can get the night cream as your free gift. \$177.50 (save \$35.50 with preferred client account) total \$142.

If you are on a strict budget but want to get immediate results the last set I recommend is: Wash, eye crème, and night crème (preferred client account - save \$33.40) free gift - choose your Day Moisturizer - \$49.50 value as your Free Gift. total \$133.50

*If anyone has sun or aging spots on their face or hands you can recommend the Concentrated Age Spot Minimizer.

If you are looking to pause time and you're not yet ready for Anti Aging, then the FC5 products would be better suited to your skin care needs. I recommend the FC5 line. In the skin care business we say, "In the end you get the skin you deserve based on how you took care of what you were given". Arbonne is committed to teaching you how to care and preserve your skin so that you have great skin at every age.

Our FC5 line stands for Fresh Cell 5. The cell nutrients from the kiwi, strawberry, mango, pumpkin and carrot are extracted and remain encapsulated, fresh and untouched until they are applied to the skin. The precious nutrients revitalize, hydrate and protect your skin!

We are so proud that Arbonne is the only company in North America licensed to use this ground breaking technology.

I'd like to share a few key points about how the FC5 line will make your skin look and feel its best:

You can have oily skin and still have dehydrated skin. One of the most obvious signs of premature aging is dehydration the loss of the skin's ability to hold water. The skin cells weaken over time and this causes skin to lose essential hydration and it changes the structure of youthful skin.

FC5 provides 5 basic elements of skin care: hydration, cleaning, exfoliation, moisturization and protection. It helps to provide the moisture and protection your skin desires.

Here are some benefits that you can look forward to when you are using the FC5 line:

Fresh Fruit cells have an abundance of antioxidants they also purify and tone the skin.

B-carotene is a natural plant pigment that also has antioxidant skin protection and it promotes healthy cell growth.

FC5 has two sets because they are formulated for specific skin types:

Oily/combination - Complexion Perfecting Set. This balances oily skin. It includes: Cleanser/Toner in 1, oil absorbing day lotion with SPF 20 and a Mattifying Powder - reduces the appearance of redness and absorbs oil. \$80 - normally \$89.50 - save 10% when you purchase the set.

Normal to Dry - Complexion Revitalizing Set. This set hydrates, nurtures and protects the skin leaving it soft and smooth. It includes: Cleanser/freshener in 1, nurturing day lotion with SPF 20 - light weight and non-greasy, night crème that hydrates and restores the skin. \$96 Set Savings - normally \$106.50.

Two great products that you can add to either set:

Hydrating Eye Crème - minimizes the appearance of fine lines and dark circles - \$30.

Exfoliating New Cell Scrub - gentle scrub infused with antioxidants – warms the skin and draws out impurities and exfoliates to uncover radiant, younger looking skin - \$28.

If you know you want to purchase something tonight but you're not sure what – I recommend skin care - if you're not ready for that I'd highly recommend the FC5 hair care set and the body set.

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Color:

From concealing imperfections to enhancing natural beauty with shape, color and contour, Arbonne color gives you a palette of flattering colors to define your own sense of style!

Our color line has cutting edge, anti aging ingredients. One of these amazing ingredients is GABA, a non-invasive cosmetic that minimizes and smoothes the appearance of fine lines and wrinkles. Another is Hyaluronic filling spheres that attract and lock moisture at the skin's surface, while creating radiance for a dewy looking soft complexion.

You'll be able to easily determine if you are Warm, Cool or Neutral and then have fun choosing the About Face Color Products that are perfect for you!

Detox - SeaSource Line:

Today, Detoxification is as essential to well being as a healthy diet and exercise. Arbonne's Sea Source Detox Spa products are formulated with sea extracts and marine botanicals that help cleanse and rid your system of the internal and external toxins that we are exposed through the air we breathe, the water we drink, the objects we touch and the food we eat. Toxins that build up in our body lead to POOR DIGESTION, FATIGUE, STRESS, SKIN BREAKOUTS, STIFFNESS, WEIGHT GAIN, and PREMATURE AGING.

We recommend our Detox Spa Express Set to help you start your detoxification program which includes a rescue Wash, Foaming Sea Salt Scrub, Renewing Body Gelee plus a fortifying hair masque and Sea Mud Face and Body Mask. This set is \$197.50 value for only \$152.50.

If you know you want to purchase something tonight but you're not sure what – I recommend getting started with a skin care set - if you're not ready for that I'd highly recommend the FC5 hair care set and the body set or some of the Detox products - they are amazing. It's like having your own European spa at home.

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People buy REsults.

- Our products address anti-aging and wellness for the whole family.
- People are going to ask you what you are doing differently and you are going to love your products so much that you find yourself talking about them.
- Arbonne has created a way for you to make money and enjoy having your own business.
- With Arbonne you can merge a sophisticated, in demand product with a sophisticated business opportunity.
- Because once you start using Natural products you will never use anything else.
- It makes sense to buy your products from your own store, make money, and enjoy the tax benefits from having your own home-based business.

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When I was presented this opportunity, I just wanted to earn some extra money.

I also considered a few other facts:

1. I felt like I was not being paid what I was worth.
2. I wanted more time with my family.
3. I wanted a meaningful career with a secure future.
4. I was dreaming about a way to make more money so that I could make some changes in my life.
5. I was already using personal care products, I was buying them from stores - making other people money.

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The wheels in your head may be turning right now. I know they were for me.

According to USA Today, 96% of adults between the ages of 25-44 describe themselves as **being very interested** in owning their own business.

- Our business opportunity is more relevant today than it has ever.
- An extra \$500 a month can make the difference in someone saving their home, having health care or helping a parent
- Whether you want to make a lot of money or a little – Arbonne can be a plan B to create more security and be a buffer or it can turn into a Plan A like it did for me.
- People go into debt with 100's of thousands of dollars to start traditional businesses and 80% of them fail within 3 years.
- Arbonne is a viable option for everyone because it doesn't take a lot of money to get started.
- I started my business with a few products, a tester set, business cards and some samples.
- Ongoing low costs.
- Technology based business. If you have a phone and a computer – you are in business.
- Arbonne has a quick learning curve.
- It caters to part-time people.
- It's a part-time business with full time potential .
- You may be looking for a way to have an additional income stream... If you are, I encourage you to take a look at what we have to offer. _____ and I would be happy to do a 3 way call with you and answer your questions.
- Also, jot down the number off of this slide or the link. You can listen to an opportunity call about the business before we talk.

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Anti-Aging and Wellness are two of the biggest industries.

Arbonne provides products that are in demand and products that families use every day.

People like to buy from people they know, like and trust.

At least .40 on every dollar you spend goes towards advertising.

That money pays an actor or a model who you don't know to tell you to use something that they probably are not using.

Arbonne takes out the middleman, the warehouse, advertisers, retailers and puts that back into the pockets of the clients and consultants. An example for the client is – La Prairie's night cream that retails for \$250 – you can get just as good of one or better from Arbonne for \$79.

We do 3 things

1. We share the products
2. We show the business
3. Show other how to do the same

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You can decide what the best option for you is.

The fun part of this call is the shopping part. ____ will be making sure that you get great customer service. I'll be helping you place your orders along with _____. You can look through the shopping area. Shop online with ___ ID # tonight. Or, we can place your order for you. ___ will be following up with each of you individually.

Let me share with you the different options you have. With Arbonne we have something for everyone. You can:

Slide: Something for Everyone

- Client - Just for being on the call tonight we want to offer you the opportunity to take advantage of some of our specials. (*Free lift with your set, or whatever specials you and the consultant decide to give*). Hopefully you saw a few things tonight that you would like to try.
- We have a great option for \$29 you can become a Preferred Client and save 20% on your order tonight and your orders in the future. This makes sense especially if you know that you want to be Arbonne from head to toe or try the RE9 anti-aging set. If you decide to do this as a business you will already have an ID# and a team to work with.

- If you are interested in looking at the business opportunity - whether you want to make a few hundred dollars a month or several thousand a month. We would love to talk to you one on one and get more information to you about the business. No pressure; we will just take a look to see if this might be a fit for you.

- As you can see whether you are a Client, a Preferred Client or a Consultant, you are valued and rewarded.

" _____ will follow up with each of you individually. I am also available if you have any questions.