

HEALTHY BUSINESS — INSIDE & OUT

Business Need To Knows

As the owner of an Arbonne business, it is important to understand and follow the business guidelines found in the Arbonne Policies & Procedures. These tips will help you build a business within the standard of the Direct Selling Association (DSA) Code of Ethics as well as other consumer protection laws and regulations.

DOS

1. Read and retain a copy of the Arbonne Policies & Procedures manual for the country in which you are conducting business and always reference the tools and materials provided by the Home Office.
2. Use the language found in country specific materials, as Arbonne has done the legal and regulatory legwork to protect your business.
3. Use and retain a copy of the official Arbonne Client Order Form/Sales Receipt for any in-person sales to keep an accurate record for your business. These receipts include the Client Satisfaction Guarantee as well as any federal or state consumer protection rights.
4. Emphasize that the registration fee is the only requirement to having an Arbonne business. There is no minimum purchase requirement. Other product purchase options are acceptable as long as they are based on what is financially feasible for that individual.
5. State that income and title promotions are achieved only from product sales to Preferred Clients and retail Clients.
6. Tell prospects about the actual skill, time, work, expenses, and effort necessary to build a sustainable and successful Arbonne business.
7. State that the Mercedes-Benz Cash Bonus is earned to purchase or lease a white Mercedes-Benz.
8. Make accurate statements about rewards, jewelry, incentives, and how they are earned through hard work and product sales.
9. Provide your prospects with the most current Independent Consultant Compensation Summary when discussing lifestyle and income claims and direct them to iccs.arbonne.com to receive additional information and the required legal disclaimer.
10. Remember that Preferred Client Rewards and Host Rewards are not transferable (with or without the individual's permission).
11. Take responsibility for protecting the personal identifying information of every individual.



B.E.S.T.
Business Ethics Standards Team

HEALTHY BUSINESS — INSIDE & OUT

Business Need To Knows

As the owner of an Arbonne business, it is important to understand and follow the business guidelines found in the Arbonne Policies & Procedures. These tips will help you build a business within the standard of the Direct Selling Association (DSA) Code of Ethics as well as other consumer protection laws and regulations

DONT'S

1. Guess what the rules or policies are in reference to your business — always ask the Business Ethics Standards Team.
2. Say that Arbonne products treat, cure, mitigate, or prevent any medical conditions, including weight loss or severe skin conditions.
3. Sell products on auction sites like eBay and Amazon, or sell to persons who ultimately resell the Arbonne products online. This is considered a zero-tolerance policy violation.
4. Place an order under another Arbonne account to manipulate sales volume in order to qualify for promotions, commissions, bonuses, and incentives.
5. State or imply that any expense or investment is necessary to join or be successful in Arbonne.
6. Assume that content on social media, in a Presentation, or other form of communication created by an Independent Consultant has been approved, or is accurate or compliant.
7. Pressure an individual to purchase a certain volume of products or dollar amount in order to start or work their Arbonne business.
8. Engage in unethical, false, or unlawful prospecting practices, misrepresent the Business Opportunity, or poach Consultants from other companies or teams, etc.
9. Make misleading or deceptive claims, or claims that cannot be substantiated even if it is your personal experience.
10. Mislead prospects or new Business Builders about the skill, effort, and time required to achieve success.
11. Fail to provide the Client Order Form/Sales Receipt to Clients regarding their product order, especially for in-person sales.
12. Misuse the personal identifying information of those who order from you, including their credit card information, address, name, etc.
13. Sell Arbonne products to persons, either directly or indirectly, who ultimately resell Arbonne products to a retail store or export products to unauthorized countries.

Tips and tools? Visit The Source > Business Basics > B.E.S.T. (Compliance)



2018R01 01
©2018 ARBONNE INTERNATIONAL, LLC
ALL RIGHTS RESERVED. | ARBONNE.COM

Follow us on [facebook.com/arbonnebest](https://www.facebook.com/arbonnebest)
Questions? Visit [best.arbonne.com](https://www.best.arbonne.com)

