

# HEALTHY BUSINESS INSIDE & OUT

When promoting your Arbonne story through social marketing or creating any type of promotional material, it's important to ensure the claims you make are in line with building a healthy business inside & out. The guidelines below will help you share your authentic journey while abiding by consumer protection laws and regulations, the Direct Selling Code of Ethics, and the Arbonne Policies & Procedures.

## Promoting Arbonne Products

### BEST TO:

- 1. Share your Healthy Living journey. Your testimonial and pictures should reflect only approved product claims as they appear in packaging or promotional materials approved and provided by Arbonne.**

**REASON:** Consultants are responsible for anything they post or share — even if they didn't create the content. Please review the Sharing Your Testimonial Guidelines document found on The Source.

- 2. Make product claims only found in country-specific, corporate-created tools.**

**REASON:** Only use tools created for the specific country in which you are conducting business and where your end consumer purchasing products resides. The product claims permissible in one country may not be compliant in another country.

- 3. Talk about how Arbonne is Healthy Living Inside & Out and promote the Arbonne 30 Days to Healthy Living Program. Explain how the program is a weight management program and that Arbonne has weight management products.**

**REASON:** Arbonne does not sell weight loss products nor do we have a weight loss or detox program (e.g., 28 Day Detox Program). For consistency and branding purposes, Consultants must provide the name of the Arbonne program and not create their own.

- 4. State that Arbonne's products are formulated without artificial flavors, synthetic dyes, parabens, animal products, and by-products. Do not say, "Free of ..."**

**REASON:** Always state that Arbonne's products are "formulated without" a certain ingredient, unless otherwise specified in corporate-created labeling and tools. From a layman's perspective, the phrases "formulated without" and "free of" may be synonymous, but from a regulatory standpoint, there is a difference.

- 5. Avoid statements that imply Arbonne's products treat, cure or prevent any type of medical condition (e.g., psoriasis, eczema, rosacea, fibromyalgia, cancer, autism, lupus, constipation, gastrointestinal disorders, migraines, depression, burns, etc.) — even if it's your own testimonial.**

**REASON:** Don't mislead consumers or potential prospects by making claims that Arbonne products can do things they were not formulated to do, even if you believe they worked for you in that way. Medical or implied medical claims violate the Arbonne policies and potentially federal and state laws and regulations. All product claims must be substantiated by competent and reliable scientific evidence. Arbonne follows regulatory guidelines when creating marketing tools to ensure the claims can be substantiated and not mislead the average consumer.

- 6. Defer consumers who are under medical care to seek doctor's advice rather than imply that Arbonne products can be used in place of prescription medications.**

**REASON:** Arbonne products are not formulated to take the place of prescription or over-the-counter products.



# Promoting the Arbonne Opportunity

## BEST TO:

- 1. Explain how product sales relate to title qualifications, income, trips, awards, incentives, bonuses, jewelry, etc. and how sponsoring a team of business builders will help leverage your time.**

**REASON:** Any amount or type of income earned through an Arbonne business is based solely through the sale of Arbonne products and not the mere act of sponsoring other Consultants. Do not state that Consultants can turn an expense into income. Income is not earned by purchasing products.

- 2. Be honest about the time, effort, skill, and dedication required to build and maintain a sustainable and successful Arbonne business.**

**REASON:** The financial success of a Consultant depends on their effort, dedication, skill, income-producing activity, and the time spent training and coaching their team. Earnings vary significantly and depend on a range of factors. Do not downplay the work that goes into building and maintaining an Arbonne business, or imply that after attaining VP status, Consultants can sit back and collect residual or passive income. These terms can mislead others to believe their income will continue to generate over an extended period without continued effort.

- 3. Share the importance of building a balanced business of both Preferred Clients and Consultants.**

**REASON:** Personal sales and sponsoring will help you grow a strong and balanced business. Continuously sponsoring Preferred Clients will keep retail sales coming through your business. Sponsoring Consultants and teaching them how to sell products and build a team will help leverage your time and build a healthy business.

- 4. State that the only requirement to start an Arbonne business is the Consultant Starter Kit fee.**

**REASON:** Unethical, false or unlawful recruiting practices violate consumer protection laws. Consultants should not require or encourage another Consultant to purchase unreasonable amounts of inventory or sales aids.

- 5. Explain how Consultants can increase sales by using the Arbonne Special Value Packs as business tools for product demonstrations during One-on-One and Group Presentations.**

**REASON:** It is okay to offer product options (e.g., Arbonne Special Value Packs) that meet a person's financial budget to provide them with tools to start their business. It is equally important to explain how to use these tools to increase retail sales.

- 6. Provide the information from the current Independent Consultant Compensation Summary (ICCS) when talking about the average annual earnings at each title or the time it takes to promote to each level in the SuccessPlan.**

**REASON:** Provide your prospects with sufficient information about the average time it takes to promote to each level and the average annual earnings of active Consultants from the preceding year. This information can be found at [iccs.arbonne.com](http://iccs.arbonne.com).

- 7. Explain how your Arbonne business has provided you with time freedom and financial flexibility.**

**REASON:** Explain how your business has allowed for time freedom because you get to work the business on your schedule and within the nooks and crannies of your busy life. If your Arbonne business has provided you with the financial flexibility to help pay off debt, go on vacation, or meet any other type of goal, it is okay to share those stories if you provide the amount of time and work it took to accomplish those goals.

- 8. Share how an Arbonne business can provide part-time or full-time earning potential.**

**REASON:** As independent business owners, you get to decide how much time you want to dedicate to income-producing activity and building your team. Some Consultants work to earn a little extra cash, and some want to dedicate their time and effort to turn this into a full-time business. Always refer to the ICCS when talking about income.

- 9. Talk about how a Regional Vice President (RVP) and National Vice President (NVP) earn the Mercedes-Benz Cash Bonus to purchase or lease a white Mercedes-Benz.**

**REASON:** The Mercedes-Benz Cash Bonus is not a gift nor is it "free." Vice Presidents must have the required sales volume (Qualifying Volume, or QV) in their Central Region or Nation to earn the cash bonus to purchase or lease a white Mercedes-Benz.

- 10. Explain when using the term "duplicate" how duplicating sales and sponsoring efforts helped you promote through the SuccessPlan and earn the incentive trip, bonus or award.**

**REASON:** Talk about a sale and sponsoring system that is easy for others to duplicate. Great coaches lead by example, do the do, and get into personal activity — selling, sponsoring, goal setting, personal development, etc. There is not one system for success. It is misleading to imply that someone is going to be successful or promote through the SuccessPlan by "duplicating" what someone else has done.

