



# The Arbonne Advantage

Selling the products and the business opportunity successfully requires knowing your facts and representing Arbonne with honesty, integrity and transparency. Here are some of the basics to help you share the Arbonne Advantage.

## THE COMPANY

Arbonne is a global health and wellness company, founded in 1980. Arbonne means “beautiful tree,” which is fitting because all of our products are botanically based and developed with a pure, safe, beneficial- philosophy.

Currently Arbonne conducts business and sells products in the United States, Canada, Australia, New Zealand, the United Kingdom, Poland, and Taiwan, with continuing plans for additional global expansion.

## THE PRODUCTS

From the beginning, Arbonne has developed products that combine the best of nature with leading science. Arbonne works to keep up with the latest advances in science and collaborates with our Scientific Advisory Board to constantly adapt to new and changing standards.

Our collections include skincare, nutrition, cosmetics, and personal care products to ensure we are offering a balanced assortment to meet anyone’s health, wellness and beauty needs.

## THE INGREDIENTS

Each of our products contains carefully selected, botanically based ingredients. We uphold a standard of continuous evaluation and improvement of our ingredient policy to ensure we meet an ever-evolving standard of excellence. Each product we develop has been tested extensively and is consistently evaluated against the latest research on chemicals to ensure that we are always mindful and cautious about everything our formulas contain.

Our list of no-no ingredients has continued to develop over time based on our scientists’ knowledge of the industry, research substantiation, and our desire to make the smartest choices possible.

## PROPRIETARY FORMULAS

Our proprietary formulas are:

- Vegan-formulated
- Never tested on animals
- Formulated without mineral oil
- Formulated without dyes
- Gluten-free
- Dermatologist-tested
- Allergy-tested
- Clinically tested
- pH correct

## We formulate without:

animal products or by-products | artificial flavors | artificial sweeteners | benzene | bisphenol-a | carbon black | diethanolamine (DEA) | formaldehyde-donating preservatives | hydroquinone | mineral oil | parabens | petrolatum | phthalates | sodium laureth sulfates (SLES) | sodium lauryl sulfate (SLS) | synthetic dyes | talc | triclosan | triethanolamine (TEA)

## We adhere to the standards of the:

United States Food and Drug Administration | Health Canada | Australia Therapeutic Goods Administration | United Kingdom Food Standards Agency | European Food Safety Authority (EFSA) | Australia National Industrial Chemicals Notification and Assessment Scheme | International Fragrance Association (IFRA) | European Commission Cosmetics Directive | European Registration, Evaluation, Authorisations and Restriction of Chemicals Agency (REACH) | Cosmetic Ingredient Review (CIR) | Taiwan FDA, Ministry of Health & Welfare





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## THE BUSINESS AND INCOME OPPORTUNITY

Network marketing is a proven, established business model. It is a distribution system that moves products directly from the manufacturer to the end user, via Independent Consultants. Starting your own Arbonne business is a way to earn an income and change lives. The benefits of your network marketing business include:

- Minimal start-up costs (\$79 for Starter Kit and registration fee with no additional purchases required)
- Flexible hours and an efficient business model to allow you to leverage your time most effectively
- Ability to determine your own worth with no income cap
- Opportunity to grow personally, give back, and help others

As Independent Consultants, your role is to:

- Recommend products to people and earn commissions when they purchase Arbonne products from you.
- Highlight product benefits and share with people how to buy better, healthier, safer products.
- Show other people how to recommend and sell the products in order to build their own business.
- Build relationships, find common ground, and inform others about this amazing industry and why Arbonne products are second to none.

## SPONSOR AND TEAM SUPPORT

Our commitment to you is to help you succeed through teaching, training, coaching and mentoring. We offer further support with amazing customer service, warehouse and corporate support teams, which take care of back office needs such as packaging, shipping and delivery.

You are in business for yourself, but never by yourself.

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website at [arbonne.com](http://arbonne.com).

