

POWER PRESENTATION

Simply read and smile – enthusiasm is key!

Things you need for your demo:

Re9 Wash, RE9 Toner, RE9 Serum, RE9 Moisture for Day, RE9 Night Crème, RE9 Eye Crème, RE9 Lift
Progesterone Cream and one of Dr Lee's books for display
Cracker Demo—Saltine cracker in jar of baby oil
Cotton pads
Spray bottle

Things you need for guests:

Awaken Sea Salt Scrub

Cleansing Gel

Hand Lotion

Catalogs—

Important!! TEAR OUT mid section that talks about hostess rewards.

We now offer \$100 for \$20 only once!

Retail Order Forms

Education Sheets –

Progesterone Symptoms Sheet

Specials Sheet

Discovery Packs—

Discover Arbonne Audio (business aids) or Company of Choice Audio
(successlinesupport.com)

Discover Arbonne Brochure

Hostess Packs—

Catalog, Hostess Letter, Hostess Tip Sheet, Guest List Sheet, Wholesale Account
Sheet, Retail Order Form

Figure 8 Brochures

Autoship Agreements

Pens

Pre-Profile Sheets

Applications

Consultant Product Order Forms

1.8 oz. products for booking gifts (Herbal Foot Cream & Hand Cream tied with a bow)

Sample packs for guests who bring a friend (tie with a bow)

Hostess Gift (Sea Salt Scrub) in a gift bag

Guests will arrive intermittently. Greet each guest and have them use the sea salt scrub, cleansing gel, and hand lotion. Have the hostess invite them to get some snacks and to take a seat in the room for the presentation. Give each guest a pre-profile sheet to fill out while the rest of the guests continue to arrive.

After everyone arrives and the eating is winding down, introduce yourself and thank your hostess. Ask her to give her testimony of the products and what she loves about Arbonne.

(rev. 1/04 - C. Pirozzoli)

Presentation Begins:

“Thank you all for coming tonight. I am so glad to be here with you because I am VERY excited about the products I am going to share with you today, but even more than that, I am extremely passionate about the Arbonne opportunity.

“Let me ask you, have you ever recommended a movie or restaurant to your friends? If they went, did the theater or restaurant send you a check for referring them?”

“Well, since Arbonne is a network marketing company—which means we use only word-of-mouth advertising—they compensate people for recommending their products. This means that when you refer others to Arbonne—Arbonne sends you a check!

“I love Arbonne’s products and when I tell friends about the products, I am compensated. And that is network marketing...it’s just as simple as that! Some of the most successful leaders in Arbonne sat in skin care classes just like you are today. Please watch me today and notice what I do. This business is simple and it has a lot of great rewards.”

“I love working with Arbonne because _____.” (Share your “I” story. If you are new, you can also share a success story of someone else.)

“Many people like Arbonne because they can open an account and get the products at a substantial discount. Sometimes they share the products and make a very lucrative income. For some, all they are looking to do is to make a car payment or save for their children’s education. And sometimes that leads to incredible money just by working part-time—about 10-15 hours each week. So watch what I do and think if it might be something for you. You don’t have to have money, experience, education, or good looks to get started in this business. It truly is the real American Dream!

“Where do you see yourself in 3 years? At the same job? Making the same income? Will you be driving a white Mercedes? If you start an Arbonne business today, you could be driving a white Mercedes a year from now because that is the Arbonne company car! Anyone can start their own Arbonne home-based business and there is no limit to your success. I have Discovery Packets that I will be giving out at the end of this class that will give you some more information about Arbonne as a business. I don’t know if Arbonne is a fit for you, but I know for sure that it’s worth taking a look at this incredible opportunity.

(Then briefly talk about two “Eye On Arbonne” stories that you like. Have them laminated so you can pass them around to show that it can work for anyone.)

“We’ve talked about the Arbonne opportunity but now it’s time for you to experience the Arbonne products.

“Now EVERYONE loves to buy things but no one wants to be sold to, so I’m here to educate you and then you can decide about making a purchase. I love what Arbonne has done for me. I guarantee you won’t look at the products you have at home the same way after tonight.

“We’re going to start off with what makes Arbonne different. Arbonne is formulated in Switzerland and made in California. We are committed to making products that are proven to be PURE, SAFE, and BENEFICIAL. The Swiss have much higher standards than we do here in the states. Since all of our formulations are of the highest standards, this is what makes Arbonne different. Arbonne is unlike any other skincare, cosmetic, and nutritional company on the market. I believe Arbonne is the best skincare you can buy and here is why...

“Botanically Based: This means we use things like herbs and botanicals instead of toxic fillers. Every ingredient in every product has to be PURE, SAFE, and BENEFICIAL! That means all the ingredients have to do something to benefit your skin!

“pH Correct: There is an acid mantle layer on your skin that protects your body from germs, holds in moisture, and allows your body to eliminate toxins. When you use products that are not pH Correct, they destroy the acid mantle and prevent your skin from doing what it was designed to do. Arbonne products help your skin to function properly by maintaining a healthy acid mantle. And being that your skin is the largest ORGAN on your body, you definitely want that to work properly!

“Hypoallergenic: Arbonne products are formulated without the use of certain ingredients that are frequently known to cause allergic reactions. The term “Hypoallergenic” does not mean NON allergenic; there is no such thing. But the majority of people can use hypoallergenic products, see great benefits, and not have allergic reactions.

“Dermatologist Tested: This means our products have been tested for irritation under dermatologist supervision. Our products are put through extensive testing to ensure they are proven pure, safe, and beneficial. You may have heard of other products that claim to be #1 Dermatologist recommended. How this happens is that a company will spend millions of dollars on samples for advertising purposes. Then they GIVE these samples in bulk to doctors and dermatologists. The doctor gets so much in free samples he has to give it away to patients and it becomes #1 doctor recommended even though it was never tested or proven to be the best. Those are the types of marketing techniques that challenge me to be self-educated.

“Never Tested on Animals: Arbonne products are tested on humans rather than animals. Why would you test on animals anyway? I don’t think our skin and an animal’s skin have all that much in common...do you? Animal testing is cruel...what they do is disgusting and sickening. Instead, Arbonne uses a Repeat Insult Patch Test. This is where a human panel uses a product on the same site for an extended period of time. Many high profile cosmetic companies do this test and each product is given a score. To pass the test, the score must be below a 4 in irritation. So there are products with a 3.9 in irritation, meaning they are highly irritable but still pass the test and are out there on the market for you to buy. ARBONNE will not release a product unless it scores a ZERO in this study! This means there must be no adverse reactions from any person to any product in this study.

“Formulated without Animal Products or By-Products: Some common animal products you hear about are collagen or lanolin. Have you ever scratched your fingernail on your head? You know that stuff that is sometimes under your fingernail? THAT is exactly what lanolin is on a sheep. Lanolin is excretion from sheepskin. GROSS!

“And, We hear this catch phrase all the time, “Animal By-Products,” but who really knows what they are and where they come from? It is a nasty little secret that other cosmetic companies DON’T want you to know. I recently found out myself when I read the book Mad Cowboy by **Howard F. Lyman**. In his book he writes,” *I am a fourth generation dairy farmer and cattle rancher. I grew up on a dairy farm in Montana, and I ran a feedlot operation there for twenty years. I know first hand how cattle are raised and how meat is produced in this country. When a cow is slaughtered, about half of it by weight is not eaten by humans; the intestines and their contents— the head, hooves, and horns, as well as bones and blood. These are dumped into giant grinders at rendering plants, as are the entire bodies of cows and other farm animals known to be diseased.*

“There is simply no such thing in America as an animal too ravaged by disease, too cancerous, or too putrid to be welcomed by the all-embracing arms of the renderer. Another staple of the renderer’s diet, in addition to farm animals, is euthanized pets – the six or seven million dogs and cats that are killed in animal shelters every year.

“Added to the blend are the euthanized catch of animal control agencies, and road-kill. (Road-kill is not collected daily, and in the summer, the better road-kill collection crews can generally smell it before they can see it.) When this gruesome mix is ground and steam cooked, the lighter, fatty material floating to the top gets refined for use in such products as cosmetics, lubricants, soaps, candles, and waxes.

“And that, my friends, is the cold, hard truth about where the “Animal By-products” come from that the cosmetic industry pawns off to the American public.”

“Last but not least, and most importantly, our products are...

Formulated without Mineral Oil:

From the web site of (OSHA) Occupational Safety & Health Administration, Washington DC there is the link to the 10th Annual Report on Carcinogens from the National Toxicology Program (2002) and they list untreated or mildly treated Mineral Oil as a carcinogen. Who regulates how mineral oil is “treated” in our skincare products—if anyone?

“The OKLAHOMA CHAPTER of the Cancer Prevention Coalition came out with this press release June 17th 2002 stating: (This is from the press release so I read it exactly as to not misquote it.) *“Cancer and health risk experts just concluded reviews that indicate mainstream cosmetics and personal hygiene products pose the highest cancer risk exposures to the general public—higher than smoking! It goes on to say... “Cancer rates have essentially grown from 1 in 1,000 to 1 in 2 in the last 100 years. We are in an epidemic that is expected to get much worse. At the current cancer growth rate, by the year 2030, essentially every American can expect to contract cancer. Most scientists agree that cancer is initially caused by industrial chemicals and/or radiation exposures. Everyone comes in contact with these chemicals in food, water, air (tobacco smoke), but the biggest risk now appears to be absorption and inhalation of chemicals in hair care products, mouthwash, cosmetics, toothpaste, lotions, skin care products, suntan items, etc.”*

SHOW CRACKER EXPERIMENT—(the cracker in mineral oil is coated and hard)

“Mineral oil is like plastic wrap on your body; it keeps toxins from escaping and good things from getting in. Why would you want to wrap cellophane-like substances on your body? Since your skin is the largest organ on your body you want it to breathe, don't you?”

“The late Dr John Lee, Harvard graduate, in his book What your Doctor May not tell you about Menopause. Pg. 50-53 said products that contain petrochemical-based ingredients could cause hormone imbalance as well. Mineral oil is made from petroleum oil.

(Pass out hormone imbalance symptoms sheet)

“If you experience these symptoms you would be a good candidate for our Prolief or Phytoprolief, Arbonne's balancing creams. (Give your testimony or the testimony of someone you know.)

“Arbonne is made with herbs and botanicals, with vitamins A, C, & E, and ingredients that are nutrients for your skin. Just as your skin can absorb bad things, it can also absorb GOOD THINGS! Arbonne is all about putting good things in your body through the skin to help you look and FEEL better!

“Our RE9 Anti-Aging system is full of topical antioxidants which help the skin repair itself. Every day we are exposed to elements that damage or breakdown collagen in our skin. Sun damage, pollution, and wear and tear are just a few. When collagen breaks down, you see wrinkles, sags, and loose skin.

“Dr. Nicolas Perricone wrote the book The Wrinkle Cure where he writes; “*You can avoid a facelift by using topical antioxidants.*” The RE9 Anti-Aging System is the most effective skin care for reversing the hands of time! The RE9 system is proven to prevent and **reverse** aging that has already happened. We also have awesome skincare systems that help prevent aging for all types of skin from extremely dry to acne prone.

“Now we are going to try the RE9 System on the back of one hand. When we are finished you will be able to feel and even SEE a difference in your hands!”

Explain the benefits of each product as you demonstrate on their hands.

RE9 Wash— squirt hand with water first and give wet cotton pad to wash off cleanser. —cleans and hydrates without stripping.

Toner— restores acid mantle since water disturbs it; packed with nutrients for your skin; eliminates bacteria; refreshing to the skin; and sprays on with ease!

Serum— gives wonderful long-term effects, diminishes lines, wrinkles, acne scars, etc.

Day or Night Crème (give choice)— Day Creme: hydrates, nourishes, and protects; Night Creme: strengthens, firms, and encourages cell recovery while you sleep!

Eye Crème—don't apply, just show the size dot to use on each eye and demonstrate how to apply with ring finger. —moisturizes; reduces appearance of dark circles and puffiness; protects and repairs delicate tissue around eyes.

“COMPARE YOUR HANDS! If you are still skeptical look in here! (Pass out catalogs.) Turn to page 11 of the catalog and look at the eyes. With clinical trials performed there was a 327% increase in collagen type 4 in skin. THIS IS UNHEARD OF! Arbonne test results were so phenomenal that we were advised by legal council to get a patent on this system! No product I’ve seen comes close to this!

(Pass around the RE9 lift)

“Here is one of the RE9 products that has obvious and immediate results. We call it a “facelift in a bottle! *(Demonstrate how to put this on by patting your face and neck)*

“Gently pat this on your face and neck after toning...over your make up is fine too. You will gently feel it tighten—giving you immediate visible results as well as long-term benefits. In your catalog is an order form, please pull that out and fill out your name, address, email, and phone. This will help you with remembering what products you like.

“Now, for \$266, you can get the entire RE9 line—this is a purchase you will only make about twice a year and you will have benefits that last forever. I like to say...“Splurgery” now or “SURGERY” later! Not to mention, when you purchase this set you also get the \$38 RE9 LIFT for FREE! And there is another great offer with this line that I will share in a few moments.

“In closing, I will meet with each of you individually. Please mark the products you like best and are most interested in on your order form. When you leaf through the catalog, you’ll see that Arbonne offers so much more than I am able to share in one class. We have nutrition supplements, our INCREDIBLE new Figure 8 weight loss program (pass out brochures), skincare for acne, oily, normal and dry skin as well as a fabulous line of botanically based cosmetics. Even our cosmetic line is elegant, simplified, and customizable. Our eye and blush colors are talc-free which prevents creasing and the colors are from plant pigments with transparent SPF. Our foundations stay true to color so your make up won’t change shades on you throughout the day...and of course they don’t contain any mineral oil.

“I also want to thank (hostess) _____, for helping spread the word about Arbonne. As a gift to her for hosting a class, she is getting this \$26 Sea Salt Scrub FREE! And if we have \$250 in orders tonight she will get to select \$100 in products for only \$20! **You will also receive these benefits if you host a class.** It’s fun, simple, and I make it very easy for you. For those of you who would like to get more products, we can talk about hosting a class when we meet and I will give you a hostess packet to take with you.

“NOW here are the SPECIALS for YOU TODAY! This is always my favorite part! We have 4 specials for you to choose from...(pass out Specials Flyer)

- Purchase the RE9 system for \$266 and get the \$38 Lift Free AND get the \$85 RE9 Body treatment set for only \$20. Basically, you get \$103 in free products with this purchase!
- Purchase a basic skincare set—the Normal to Dry or Combination/Oily set; the Bio Matte set for very oily skin; or the Clear Advantage set for acne prone skin—and with ANY of these purchases you get a \$25 Bio Hydria EYE CREAM FREE!
- And, with every \$50 purchase, you get a bonus product for only \$5—these are the full-size products shown on page 16.
- THEN THERE IS THE BEST DEAL OF ALL! And my favorite!
After I saw my first class, I was sold on Arbonne. I knew I had to stop using the products I had been on because I was ready to love my skin and quit wasting my time and money with products that were not benefiting my skin. As I mentioned earlier, you can open an account with Arbonne and become a wholesale buyer for only \$29! Plus...
 - Order \$100 in products today AND you get to pick any one product FREE with that order (even the \$72 RE9 Night Crème!)
 - DO this TODAY and get your entire order at 35% OFF! That means your \$100 order is only \$65 with the discount! That is a huge savings, plus you get a free product. And, there are no monthly minimums to order, just a huge discount for you for the next 12 months, and if you like this discount, in 12 months you can renew for only \$15. No strings attached, just a great discount on great products for your family!
 - AND THAT’S NOT ALL! Arbonne also lets you purchase \$700 in products for only \$350! We call it our Right Start Value Pack. With so many products to benefit you from head to toe, this is a fantastic way to have all the products you want for your entire household.

“I mentioned earlier that I have discovery packs for everyone. I see people here that would be great at doing what I do. It’s simple, fun, and it helps others. Plus it may just be what you have been looking for to supplement your income or to give you the financial freedom you’ve been dreaming about.

“Thank you for coming today. If anyone needs to leave quickly I will meet with you first!”

As you meet with each person, look over their profile sheets and ask them what products they like the best. Ask them if they are interested in opening an account and hosting a presentation to share the savings with their friends. Explain that if they sign up and host, they will get to keep the profits and a \$50 bonus for every RSVP from their guest orders the night of their skin care class. Give them a Discovery Pack and thank them for their time and openness to learn about Arbonne. If they want to order the RSVP, call them the next day to complete the order. Don’t take the time to complete it while the other guests are waiting.

(rev. 1/04 - C. Pirozzoli)