

LAUNCH SCRIPT

Huge welcome and thank you to everyone for being a part of (xxxxx) launch. I want you to know that you have been invited for a reason so take it as a huge compliment as it means (xxxx) values you and would either

1. love your support and would really value you being one of their first customers and supporters
2. thinks Arbonne products and brand values would be a great fit for you, or
3. thinks the business opportunity attached to arbonne would be a great fit for you and would love to work with you

So please sit and listen with an open mind over the next 20 mins as we explain everything to you – if this is not for you, I am sure you will know someone that is looking for ethical, clean, green products or would absolutely love the opportunity to create more work/life balance and live with more purpose

Congratulate your new IC on starting their Arbonne journey and share your I /why story compliantly.

Q AND A WITH NEW IC:

1. What did you do before Arbonne and how did you hear about this opportunity?
2. Why did you decide to start an Arbonne business?
3. How much do you love the products/what is your favourite product and why?
4. What were some of your fears / hesitations while looking into Arbonne?
5. What are you most excited about joining this business and what does your future look like now?
6. If someone is excited by what they hear on this launch, what would your best advice be for them?

Please go through these Qs with your new IC before the launch so you can ensure everything is fully compliant. Make sure the Q and A is conversational – share some of your thoughts etc too

MINI DA

So now, I am going to share some info about Arbonne as a brand, the products we offer and how the business works for you all.

Arbonne was founded in 1980 by Petter Morck, who set out to develop health and wellbeing products unparalleled in quality, purity, safety and beneficial results. Our founder was a forward-thinking visionary who knew what was important to him and the planet and wasn't afraid to fulfill that vision
We know today the world is aligned with our belief

We believe in a holistic approach to beauty, health and wellbeing, focusing on the whole person from the inside out.

So what products do we offer?

We offer a wide range of vegan products that are suitable for the entire family – products for everyone – nutrition, skincare, make up and body-care – products we are all using on a daily basis– there is a consumer need for what we offer in Arbonne.

We have skincare for all skin types – acne prone skin, dehydrated skin, sensitive skin, ageing skin and men's skin. We also offer nutritional supplements to support a healthy body from the inside out including vegan protein powders, probiotics and digestive enzymes for a healthy gut, greens powders to flood the body with nutrition as well as multivitamins and minerals, energy fizz sticks and herbal teas.

We have products for everyday use like hand soap, lotions, hair care, toothpaste, deodorant, essential oils, a spa range and finally we have makeup which is an extension of our skincare line and treats the skin whilst being long lasting.

We can help you find the products that would suit you the most and can even help you create your own customised skincare routine

2 Key Focuses

There are 2 key ranges we are best known for in Arbonne and people have the most incredible results with these lines....so we just have to share these with you!!

Nutrition/ Supplements

What I have learned is that if we want to glow on the outside..look healthy and fresh, eyes sparking and glow dewy skin...the first step is what we put in the body.

So...look no further than Arbonne's amazing nutrition line.

Most people are aware of gut health these days. And the important role this plays in how we feel as well as how we look. If the gut is imbalanced....you can experience symptoms like tiredness, general lack of energy, difficulty losing weight, poor sleep, and dull skin and spots. It can even affect our mood!

By paying attention to what we are putting into the body We can make huge changes to the gut. In our 30 day programme we teach you what to eat, how to cook healthy quick meals and give you knowledge that lasts a lifetime. We also add in our incredible vegan,

high quality supplementation to fill the inevitable gaps and flood your body with the nutrition it needs to feel incredible.

There are 3 tiers of this plan:

- 30 day programme (full reset)
 - Healthy Habits (change your breakfast and fill nutritional gaps)
 - Green Gut Glow Drink (explain about the power of the 3 ingredients)
- We have a 90 Day Money Back Guarantee on all of these products and what's cool is if you dont feel and see a difference you know youll get a full refund!!

If we want the glow, we also need to be using excellent skincare thats clinically tested, and has some key ingredients to genuinely impact the skin. Most of the time we find ourselves paying too much for brands and good advertising. Its all about the active ingredients of the products, and this is why Dermresults is amazing.

There are a few KEY ingredients that if you go to any skin clinic, you'll be recommended to have in your skincare.

- Vitamin C. (Helps skin cell turnover)
- Hyaluronic Acid (attracts and retains moisture in skin cells)
- Phytic Acid (helps remove dead skin cells)
- Vitamin E (supports glow, through hydration)
- Ferulic Acid (A super antioxidant that works synergistically with Vitamins C & E)
- Bakuchiol/retinol (A gentle, plant based retinol alternative that helps reduce the look of facial wrinkles.
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- Niacinimide (amazing pore refiner and supports the skins moisture barrier)

All of these plus a few more make up the key ingredients in the dermresults line

Not only that, but these are provided at levels above what you get in dept stores, this is what you'd get in skin clinics..levels that really create a visible impact to the skin short and long term

CLINICAL TRIAL RESULTS

SKIN CONCENTRATE

100%

showed improvement

in the appearance of dark spots, skin texture & skin tone

91%

saw improvement

in the look of skin firmness, fine lines and wrinkles

IF YOU WANT AN INSIDE OUTSIDE SOLUTION TO FEEL AMAZING, HEALTHIER, GIVE BODY WHAT IT NEEDS AND GLOW ON THE OUTSIDE. THESE 2 SETS ARE IT.

(xxxx) will be able to set you up with an online VIP preferred client account to enable you to benefit from 20-40% discount on all Arbonne products so please feel free to ask any Qs about the products and great savings you can get

SUSTAINABILITY

As consultants with Arbonne we are healthy living enthusiasts, who believe everyone can flourish, by being good to themselves, their community and the planet.

We are also passionate about the planet and sustainability. Being a B Corporation means we have a commitment to people and the planet and use the power of our business as a force for good. We are held to the highest standards – there are only just over 3000 B corps globally and Arbonne sits in the top 25 largest B corps on the planet – this is huge validation for the credibility of this brand

PRODUCT TRANSPARENCY

We follow a stringent ingredient policy with our not allowed list comprising of over 2000 ingredients we choose not to include in the products and formulate with the highest ethical standards. To put this into perspective, the EU bans approx. 1400 ingredients and the US bans approx. 14 ingredients! Arbonne go way above and beyond industry standards to ensure the safety of our products. Our product philosophy embraces the connection between a healthier mind, stronger body, and more beautiful skin. The products are co – developed with leading professionals in skin and holistic wellness to keep us on the cutting edge of science and innovation

We also hold some impressive certifications such as vegan, cruelty free, gluten free and additional certifications on certain product lines which include informed sport

WHY ARBONNE?

We are really ticking to boxes of what people are looking for today..business and product wise!

WHY PARTNER WITH ARBONNE AS A CONSULTANT?

Work habits are dramatically changing – people are looking for more flexibility and work - life balance, direct selling is on the rise and Social media is growing – how many times have you seen people recommending things they use on social media? This is social selling and something we get to do in Arbonne. Couple this with the fact Global wellness is booming and you can see why Arbonne is uniquely positioned to lead the revolution of the global wellness market

SO HOW DOES BEING PARTNERED WITH ARBONNE WORK? WHAT DO WE DO AS INDEPENDENT CONSULTANTS?

The first thing to know is you don't need any previous experience or skills to be able to start an Arbonne business – you get full guidance mentoring and support on your journey. Arbonne provide all the tools we need to build our businesses successfully.

The second thing to know is that Arbonne is an effort-based business so if you have a great work ethic then this business could be a great opportunity for you. Your business grows based on your own efforts, drive and determination

As Consultants we have swapped our own personal care products to Arbonne so we can be authentic ambassadors of the brand. We use the products and love the products. We have switched our spend to Arbonne on products we were already buying elsewhere. As consultants, we have the ability to earn on product sales created from our recommendation on the products, so we share the products with others. Think of the last thing you recommended to a friend or shared on social media – was it a service or a product of some sort? We all do it all the time! This is what we do in Arbonne and we can help you grow your network and reach out to people who would love these products so if you are concerned you won't know the right people don't let that stop you taking a serious look at this business. There is such a demand for clean, ethical, results driven health and wellness products! What is so powerful about this business is that we are able to expand our businesses globally in the countries Arbonne trades in (share the countries we are in)- thanks to the internet we are able grow a business from our laptops and phones whilst on the go from wherever we choose. When people shop through your unique Arbonne website, they get delivered directly to the end consumers door

The second thing we do as consultants is show people how they too can become consultants, build their own Arbonne business with us and be a part of our passionate and diverse community of like-minded people. I loved the fact that I could share this business with people I cared about and they could be a part of it with me, growing ourselves and a business together, so as I mentioned at the start know that you have been invited to take a look because (xxxx) really values you and would love you to be on this journey with her/him

CLOSE

(xxxx) is going to pop you a private message so we can just chat with you personally and see what you liked best about everything we shared – if you are going to be a cheerleader and would love to be one of xxxx first customers I know how much that would mean

to her/him. Supporting someone in their new business is the best gift you can give them. If you love the sound of the products we can help you get the best discounts and work out which products are right for you.

- EXPLAIN PC PROGRAMME and 90 DAY MONEY BCK GUARANTEE

And, if you have Qs about the business we can chat through the finer details with you, so expect a message In your inbox and we look forward to seeing you all again soon.

Thank you so much everyone

This document was created by Lesley Collins an Independent Consultant and is not official material from Arbonne International