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## Makeup Party Presentation Outline

**Purpose of Make-up Party:** The beauty bash is a fun and social “party” atmosphere for clients who are using Arbonne’s skin care regimen. This bash offers clients an opportunity to test Arbonne’s color line and purchase wholesale/setting up their own account. Additionally, since Arbonne is a relationship business, this gives us an opportunity to see our clients again and get to know them better. This environment is where we will introduce Arbonne’s business with our 3-ways to win and allow the client to decide where they see themselves!

### **Agenda of Evening/Outline:**

1. What makes Arbonne’s About Face Unique:
2. Warms, Cool, Neutrals
3. Eyes, Cheeks, Lips
4. Assistance with personal makeover
5. 3 Ways To Win With Arbonne
6. Go over the benefits of Autoship and provide BioNutria Autoship order worksheet.

### **Refreshments:**

You can host this event on your own or with your team. If you are hosting with your team, have everyone bring something.

1. Chips, Salsa
2. Add another dish if you like

### **Tools:**

- ☐ Color Bonanza
- ☐ Foundation color samplers
- ☐ Pencil sharpeners
- ☐ Foundation sponges
- ☐ Spatulas
- ☐ SNAP eye makeup remover pads
- ☐ RE9 Skin care set (incase someone needs to remove makeup)
- ☐ Mirrors
- ☐ Ask Guests ahead of time to bring their own clean brushes or use brush off to clean them.
- ☐ Pens
- ☐ Calculator
- ☐ Nametags
- ☐ Open Date Card to schedule more classes
- ☐ Handouts
  - ☐ Blank face with ordering options **Eyes, Cheeks, and Lips** and application tips
  - ☐ Beauty of an Arbonne membership + Wholesale membership options
  - ☐ Freedom packs
  - ☐ Sponsoring packs
  - ☐ BioNutria Autoship order worksheet and Autoship order form

## Script

Welcome to our Beauty Bash! My name is \_\_\_\_\_ and I'm a (consultant, DM, AM, RVP, NVP with Arbonne International!

Thank you all for coming – we are going to have a lot of fun! ☺

You can expect the same high quality and integrity with our color line as you have come to experience with your Arbonne skin care and nutritional products!

(Like our skin care Arbonne's makeup line is anti-aging. It has no mineral oil, no animal byproducts, no perfume, no artificial colors and talc free! It's botanically based to keep your skin feeling light and healthy.

Before we begin, I'd like you to introduce yourselves to each other, how you were introduced to Arbonne and share your product experience (5 minutes)

OK – there are 3 ways to win financially with Arbonne! You can save money and make money!

**1. Host – Best deal going!** (How many of you hosted a class?) Because I appreciate you inviting me into your home, hosts get very generous rewards!

*If you choose – you may recognize one of the hostesses in the room who gave a great party as “host of the month”. Have her come up to front of the room and gift her with flowers – make a big deal out of this!*

**2. Wholesale buyer** (your opportunity today as a preferred client (35% off retail and up to 50% with a Right Start Value Pack)

**3. Business consultants** save money and make money with Arbonne simply doing 2-3 classes per week. I would like to invite a few women on my team to quickly share what caused them to pursue the Arbonne business. (Very quick 1-2 minute)

If you'd like to learn more about becoming a business consultant, even if it's a 5 second thought I'd love to offer you more information tonight! *(Invite them to join you at our opportunity meeting and give them a freedom pack!)*

**Would you like to hear about our wholesale membership?**

- \$29 membership (receives Consultant ID and pin to order online)
- \$35 discount off Retail
- NO OBLIGATION (sell, place orders, place min. orders...)

As a Wholesale buyer, you will still enjoy the same service from your Consultant. However as a Wholesale buyer, you will make your own purchases (for yourself, family, friends) directly from the company.

*If a guest is scheduled to Host a class after today and has not make a commitment to become a business consultant yourself, then the consultant that scheduled that class with them will take care of the class and make that order under her own ID# as well as service those new clients. The host will benefit with Host rewards or RSVP!*

When you register, you get an ID # and PIN so you can order online, see monthly specials, track your orders etc.... If you ever choose to become a Business Partner, you will not need to re-register – your membership already positions you for that possible future decision. In fact you will receive business aids with your wholesale membership in case you ever decide to use them. Again there is absolutely no obligation to make minimum purchases or to do the Arbonne classes.

You will find all your membership benefits in your handouts. But to highlight:

- \$100 Retail (\$65 wholesale) with your membership – receive 1 FREE Product of your choice
- \$250 Retail ( \$162.50 wholesale) with your membership and an additional \$100 Retail for \$20
- Want \$700 for %350 – we suggest the Right Start Value Pack (RSVP)

**It gets better.**

- Monthly Autoship with Nutritional Products is 48% off retail! -
- Plus you get a FREE skin care product every month!

## **Application First Step**

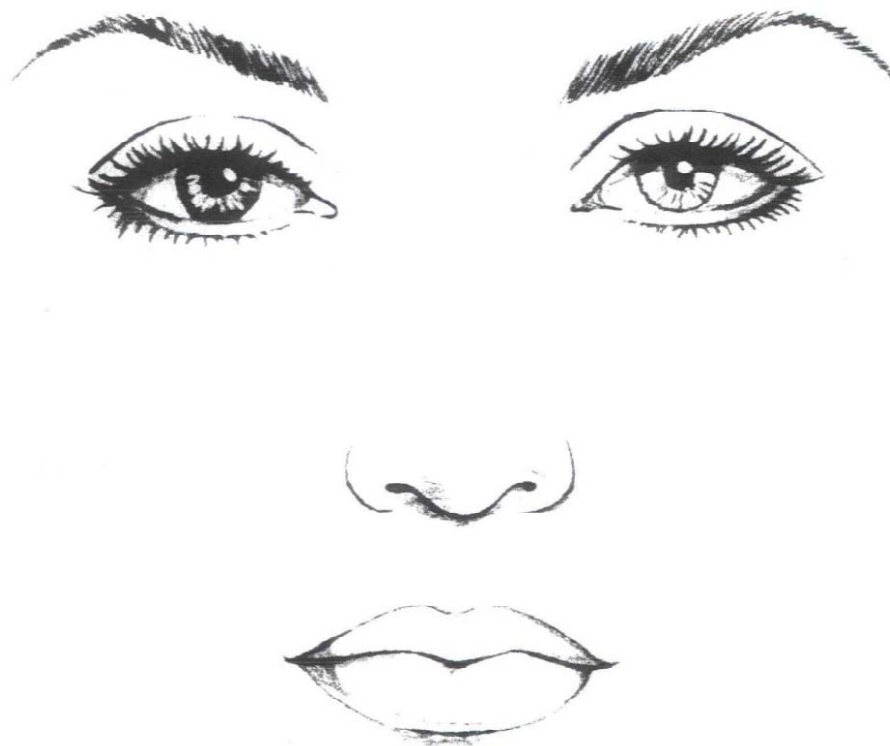
- ❑ The first step in expert makeup application is starting with a great canvas. Skin should be clean, moisturized and protected. If you do not have your full line of RE9 products, we can talk about getting the rest of what you need tonight, to complete your set.
- ❑ Our Collection is separated into Warm, Neutral and Cool colors. This makes it simple for you to select shades that are best suited for your skin tones. Few exceptions: First, hair color is often altered, making it an unreliable source for skin tone designation. Gray hair generally requires the use of Cool colors.

## What Makes About Face Unique

- Easy to select the right color –On pages 32 of the Product Catalog, there is a chart that helps you decide if you are warm, cool or neutral.
- Ability to personalize and customize. Refillable compacts.
- SNAP eye make-up pads; gently and quickly removes make-up
- Not only beauty, also benefits – pure, safe and beneficial. Added vitamins E & C as protective antioxidants
- Arbonne uses no animal by-products such as tallow, gelatin or hydrogenated animal protein, which comes from rendering plants.
- Lip and Eye Pencils are very soft for easy application and stay on for a long time! They are made with Vitamin E, avocado and macadamia nut oils to condition your eyes.
- Eye Shadow and Blushers are talc free. We use a mica base. Our mineral enhances the color's ability to wear longer without flaking or smudging. They deliver true color without drawing attention to fine lines or wrinkles. This is because they are pressed with botanicals to soothe and moisturize your lids versus commonly used petrochemical oils.
- Our Mascara is quite unique. It contains no tar, varnish, shellac or guano (which is bat feces!). About Face Mascara comes in a Lash Duo with Thick It on one end. Thick it separates, thickens and conditions your lashes before colour application. Navy/plum/black/brown-black.
- Two types Foundation- 15 shades to choose from: Line Defiance Liquid foundation is moisture rich, water base that literally lifts the skin and smoothes the look of fine lines and wrinkles. Colour Wand – cream to powder based foundation. It is oil free. Both of the foundations are SPF 8 and include antioxidants of A, C & E.

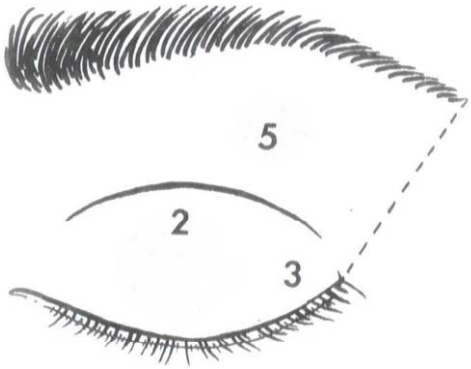
We won't have formal ending to this party – so when you're ready, meet with your Arbonne consultant for assistance.

**[HANDOUTS at Table – Next 4 pages]**



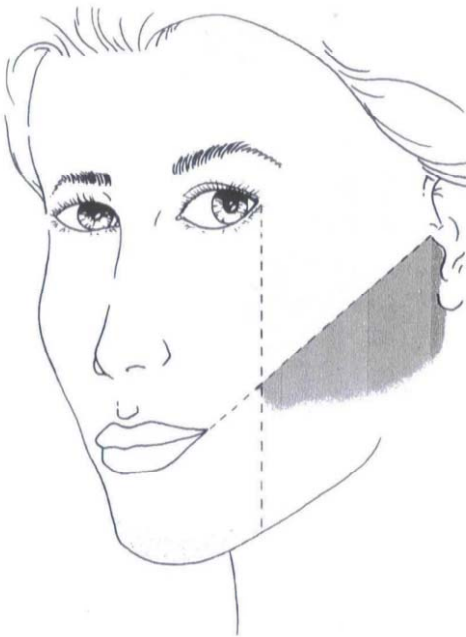
<b>FACE</b>	<b>Foundation</b> ____ Liquid \$26 ____ Wand \$24	<b>Cream Concealer</b> \$12  <b>Concealer pencil</b> \$10.50	<b>Pressed Powder</b> \$16 <input type="checkbox"/> Fair <input type="checkbox"/> Light <input type="checkbox"/> Medium <input type="checkbox"/> Dark	<b>Translucent Finishing Powder</b> <input type="checkbox"/> Wand \$22 <input type="checkbox"/> Tub \$22 <input type="checkbox"/> #1 light/med. <input type="checkbox"/> #2 med./dark	<b>ACCESSORIES</b>  <b>Color compact</b> #2002 \$3 [Holds 1 blush or 2 eye shadows]
	<b>Eye</b> <b>Eye Pencil</b> \$10	<b>Eyeliner pencil</b> \$10	<b>Eye Shadow</b> \$10	<b>Lash Duo</b> \$15 <input type="checkbox"/> Br/black <input type="checkbox"/> Black <input type="checkbox"/> Navy <input type="checkbox"/> Plum	<b>Rhinestone Pressed powder compact</b> #2013 \$20
<b>LIP</b>	<b>Lip Liner Pencil</b> \$10	<b>Lipstick</b> \$15	<b>Lip Gloss duo</b> \$15 <input type="checkbox"/> Cool <input type="checkbox"/> Neutral <input type="checkbox"/> Warm <input type="checkbox"/>	<b>* SNAP</b> Eye makeup remover pads \$18.50 FREE w/color set	10-piece Precision <b>Brush Set</b> w/ case #2304 \$35
<b>CHEEK</b>	<b>Blush</b> \$12.50	<b>COLOR SETS *</b> \$100.50 Natural or Dramatic <input type="checkbox"/> Warm <input type="checkbox"/> Neutral <input type="checkbox"/> Cool			<b>Line Defiance Foundation Pump</b> # 2015 \$1

## Eyes, Cheeks, and Lips



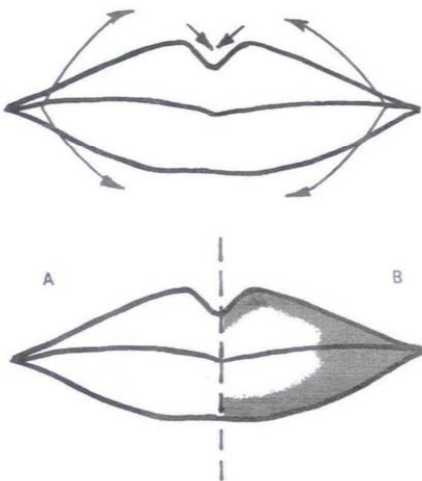
### Highlighter Zones 2 and 5

- Use a large fluff brush,
- Apply highlighter in the center of Zone 2
- And on the bone at Zone 5.
- Use vertical then horizontal motions.



### Blusher

- Start at the indentation of the ear.
- Come toward the corner of the mouth.
- The intensity should be the same as Zone 3 eye shadow.



### Lips & Translucent Powder

- Apply lip liner in the center "V"
- Then line inside the lips at outer corners
- And wrap to outer lip line at center
  - Apply base lip color to the area inside the lip liner.
  - Apply contour lip color to corners allowing color to fade as it wraps toward the center.

## Application Tips

- Start with a clean palette, moisturize face and eyes.
- Foundation – Choose a color that blends best with the natural skin tones on the jaw line. In order to get a smooth, even application, always use a sponge when applying. Apply in downward strokes as not to fill pores or disturb hairline.
- Cream Concealer – Remove tiny amount with spatula and apply to ring finger- melt with both ring fingers and pat gently under eyes or areas, you'd like to conceal. You may also use Concealer pencil "line eraser" for small areas or lines/blemishes...
- Lips - Choose a shade of Lip Pencil that matches the selected shade of Lipstick. Follow directions on Lip Diagram. Apply a light application of concealer to the lip area before applying pencil. Start with applying lip liner in the center "V" then follow the lip line – except in the outer corners – apply on the inside. If your lips tend to be dry, apply a little of the Before Sun Lip Saver. Allow it to absorb a minute then apply the Lipstick.
- Blush – Start at the indentation of the ear. Come towards the corner of the mouth. Except for blending, never bring blush closer to the mouth and nose than an imaginary line straight down from the outer corner of the eye. See blusher diagram.
- Translucent Powder – Apply translucent powder lightly over the blusher and foundation areas to set your makeup.
- Shadows – Always apply Eye Cream and use a little Concealer or a little Foundation on the lids. We are going to use two colors tonight. One for highlighting – if you look on the "eye" diagram on your handout, you will see the #2 – this indicates putting the lightest shade all over the entire eye. Use a darker color in or above the crease #5 on your diagram and blend towards the inside of the eye. (Don't blend out, blend in). You can use an eyeliner pencil now or use our matte shades with water for liner.
- Lashes – Use Arbonne's THICK IT first. It separates and thickens lashes for extra strength and conditioning. Let it dry a minute then apply lash color/mascara. For a more dramatic look, apply several coats.

**Order Form**

1. Registration (Attach Consultant application)

\$ 29
2. Total Retail (Attach Retail Order Form)

\$ \_\_\_\_\_
3. FREE \_\_\_\_\_Product of choice with \$100 order

\$ FREE
4. Bonus Products \$5 each for each increment of \$50.
- [ ] Hand Cream [ ] Body Lotion [ ] Foot Cream [ ] Cleans gel

\$ \_\_\_\_\_
5. PWP [            ]

\$ \_\_\_\_\_
6. Host Gift: \$80 RE<sup>9</sup> body set in gold bag

\$ 20
7. Rewards \$100 for \$20

\$ 20

List a maximum of \$100 retail products:

_____	_____	_____
_____	_____	_____
_____	_____	_____

8. Accessories/ Business Aids

\$ \_\_\_\_\_
9. Add up Lines 1 – 8

\$ \_\_\_\_\_
10. Add Shipping price

\$ \_\_\_\_\_
11. Sub- Total ( line 9 + 10)

\$ \_\_\_\_\_
12. Add MI Sales Tax (x 1.06 line 11)

\$ \_\_\_\_\_
13. Subtract discount (35% of line 2)

\$ - \_\_\_\_\_
14. Total

\$ \_\_\_\_\_

Name on Card \_\_\_\_\_

\_\_\_\_\_ EX/ \_\_/ \_\_ zip code \_\_\_\_\_



[Handouts for clients who are setting up their Arbonne account]

1. Review wholesale membership options
2. Review Bio-Nutria Autoship Order Worksheet.

Note: Prices are Autoship price, less 35% consultant discount. Add tax & shipping.  
Attach Autoship Form.

3. Offer everyone "The beauty of an Arbonne membership" Handout

# The Beauty of your Arbonne Membership



## \$29 account set up entitles you to:

- Minimum 35% discount off every order, no quotas or minimums.
- With **every \$50** in retail purchases (\$32.50 your cost), you are entitled to Bonus Products for just \$5. Select from Herbal Foot Care, Body Lotion, Hand Cream, and Cleansing Gel. = **75% savings**.
- With **every \$75** in retail purchases (\$48.75 your cost), you are entitled to purchase a "Purchase with Purchase" (PWP) special. Look in your monthly UpClose or Online to see product special of the month. It changes monthly and is usually a **50% savings!**
- With **every \$150** in retail purchases (\$97.50 your cost), you are entitled to a Host Promotion, which is the NutriMinC RE9 Body Set for only \$20 (an \$85 value). **76% savings!**
- With **every \$250** retail purchase (\$162.50 your cost), you are entitled to 80% off retail. Select \$100 in products for only \$20. Unlimited quantities. **80% savings.**
- **Autoship** your nutritional supplements, vitamins and shakes and you will **save 48%**. Arbonne will also send you a **FREE product** with each Autoship order.
- Select \$350 in retail products in your start month or following month and receive \$350 FREE. It's called the **Right Start Value Pack (RSVP)**. In addition, you can get the RSVP each year in your annual renewal month when you accumulate annual purchases of \$1500 (that's just \$125/month).
- Research & Development in Switzerland – Made in the U.S.A.
- Advanced formulas + patents pending in Switzerland and U.S.A.
- No minimum purchase required
- No quotas or territories
- Products shipped UPS to your door
- Holiday gift products
- Business tax deductions
- 4-18% Residual income
- Work from home - Flexibility & Freedom
- Mercedes Benz car program
- Annual exotic award trips
- \$15 annual renewal extends yearly privileges

Friends & Family will love the products and you will love the savings!  
Just call 1-800-ARBONNE or log onto [www.arbonne.com](http://www.arbonne.com) to place your order.

*Now that's attractive!*

# Wholesale Membership Options



- ✓ \$29 Registration
- ✓ 1-year membership
- ✓ 35% discount
- ✓ Eligible for bonus products Host benefits and gifts
- ✓ No obligation

## Plan #1\* Best Deal – 50% off (Only in start month, plus following month)

1. Select \$700 Retail products for **\$350**
2. You receive 1 **FREE Product** of your choice (first time only)
3. You may choose the \$80 RE9 body set in gold bag for \$20

## Plan #2\*

1. \$250 Retail Order – Your cost **\$162.50**
2. You receive 1 FREE Product of your choice (first time only)
3. You may choose 5 bonus body products for \$5 each
4. You may choose the monthly PWP special
5. You may choose the \$80 RE9 body set in gold bag for \$20
6. You may choose an additional **\$100 of product for \$20!**

## Plan #3\*

1. \$100 (minimum) Retail Order – Your cost: **\$65**
2. You receive 1 FREE Product of your choice (first time only)
3. You may choose 2 bonus body products for \$5 each
4. You may choose the monthly PWP special

## \*Monthly Autoship Order / Nutritional Line

- ☐ (All Arbonne supplements are a one-month supply, never run out!)
- ☐ 48% off Retail price
- ☐ Free full-size product every month with shipment (to help you try more)
- ☐ No obligation – you may change or cancel your order 14 days prior to ship date.

# Arbonne Bio-Nutria Autoship Order Worksheet

Congratulations! You are now a wholesale buyer with Arbonne and you qualify to receive extra discounts on the BioNutria supplements when you set up a monthly Autoship order. Your order will include a FREE product each month, and will ship to you on the 10<sup>th</sup> or 20<sup>th</sup> of the month, your choice. To help you determine your nutritional needs, fill out this survey and we will go over it together.

## I want help or prevention with: (check all that apply)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Sleep disturbance      | <input type="checkbox"/> Bone Health    | <input type="checkbox"/> Lips/Cold Sores |
| <input type="checkbox"/> Weight loss            | <input type="checkbox"/> Joints         | <input type="checkbox"/> PMS             |
| <input type="checkbox"/> Hot flashes/ menopause | <input type="checkbox"/> Leg Veins      | <input type="checkbox"/> Prostate        |
| <input type="checkbox"/> Constipation           | <input type="checkbox"/> Weight loss    | <input type="checkbox"/> Metabolism      |
| <input type="checkbox"/> Heart                  | <input type="checkbox"/> Digestion      | <input type="checkbox"/> Flatulence      |
| <input type="checkbox"/> Rest & Relaxation      | <input type="checkbox"/> Frequent colds |  |
| <input type="checkbox"/> Protein shakes         | <input type="checkbox"/> Fiber shakes   | <input type="checkbox"/> Other_____      |

## List nutritional products you currently use and price per month.

My supplements	Price	Other Family members	Price

## Arbonne's BioNutria Autoship Prices (after discount)

### Health

Complete Essentials Women I	9.36	_____
Complete Essentials Women II	9.36	_____
Calcium (included above)	4.94	_____
Complete Essentials Teens	6.50	_____
Complete Essentials Men	8.84	_____
Complete Essentials Children	5.46	_____
Defense Builder Antioxidant	9.39	_____
Optimal Digest	15.08	_____
Colon Cleanse	9.36	_____

### Fitness

Joint Formula	15.08	_____
Herbal muscle massage gel	8.06	_____

### Weight Loss. . . . .

Chocolate or orange chews	9.36	_____
Going Going Gone supp	19.76	_____

### Longevity

Leg Vein Formula	14.04	_____
Menopause Formula	18.50	_____
PMS Formula	18.50	_____
Heart Formula	24.14	_____
Rest & Relaxation Formula	9.62	_____
Prostate Formula	16.12	_____

### Remedy

Get Well Soon	12.48	_____
Herbal vapor soak	11.44	_____
Herbal Vapor rub	7.80	_____
Herbal Lip Ointment	7.80	_____
Lip Service Supplement	11.44	_____
Just Go Fiber shake	11.44	_____
Protein shake (chocolate/vanilla)	11.44	_____
Go Figure Set Special	63.44	_____