

Skincare/Balancing Creams/Nutrition Presentation Outline

Arrive about 1/2 hour early

Welcome guests and invite to sink for **Sea Salt Scrub.**

Introduce Yourself (limit to name and title)

Enjoy sharing the product and get to genuinely know some of the people attending the class.

Try to start as close to on-time as possible. Letting the start time go too late may affect your ordering at the end of the presentation.

1. My name is _____ and I represent Arbonne International. Thank you for coming. I promise to deliver a fun and educational 45 minute class today.

2. Thank you _____

(Story of how you met the host)

I met _____ at a previous class just like this and she purchased _____ which allowed her to host this class. *She will have the opportunity today to purchase \$422 in product for \$29 when her sales for this class reach \$500 and then for every \$250 above that she can purchase more products for an 80% discount.* As a hostess you have the same opportunity.

3. I want to thank you in advance for your purchases. Here is my **thank you gift** to you.

(RE9 NutriMinC Body Repair and/or Thermal Fusion Masque sample.) Pass around the **Body Repair Set**. Also, since I'm working for promotions I will be very generous with incentives and free gifts at the end of the class!

4. I'm here for 4 reasons today:

...To share some information that will surprise you and forever change your purchasing habits.

...To give you an individual consultation, to personalize a skincare and/or wellness system designed just for you.

...To schedule more classes just like this, as referrals are the way I build my business.

...To meet women/men who would be perfect in the Arbonne business.

My job is really simple. I do 2-3 classes a week just like this. If I do a good job, you will be just as excited as I am about the Arbonne products and the business. Most people think that my job is to sell product. Actually my job is to help women (individuals) change the quality of their lives and raise their self-esteem. I do this in 3 different ways:

...When a woman gets up in the morning and looks in the mirror, and doesn't like what she sees, it affects her. It affects the choices she makes and how she relates to other people. I help women like what they see

...When a woman has money in her pocket that SHE earned and doesn't have to account for to anyone else-it raises her self-esteem

...and when a woman can make a difference in another woman's life-it changes her forever.

I LOVE to help women start their own business and become financially independent. For many, earning just \$500 extra a month would alleviate a lot of the financial burden in their household. Many Arbonne businesswomen were making a 6-figure income in corporate America prior to their Arbonne Career—they had financial security—but they didn’t have financial freedom or the time to enjoy the things that are important to them.

For other women, being home with their children or leaving a job they hated, without taking a pay cut, seems like only a dream. I help women achieve their dreams.

So, watch me and see how easy and fun this is. If you or someone you know has leadership qualities, and would do well helping others in this way, ask me for a **Freedom pack** that has information on the business that you can take home.

Why I decided to become a Consultant. You’re looking for business builders, try to gear this toward your reasons for doing the business.

5. Before we begin, I want to ask (*hostess*) why she decided to host this class and invite you. Then I would like each of you to share your name with me again, how you know (*hostess*) and what made you decide to come today.

6. Left Right Game

Bring small hand creams/foot creams—1 for every 4th person. Tie a cute bow around them.

The story goes like this:

What is Arbonne you say? Well, let me tell you **right** now what it’s all about. The company is named after a town in Switzerland, the land of precision and cleanliness. Arbonne means ‘good things from the earth.’ There is a man whose name is Petter Morck, who **left** Norway for Switzerland in 1975 to create a skin care line that is Pure, Safe and Beneficial. He knew that a lot of the products out there that are being **left** on people’s skin were not the healthiest for them. He also knew that our skin is the largest organ of the body, and whatever anyone has **left** on their skin penetrates the skin, goes into the bloodstream and affects all of the internal organs.

When you are dusting your furniture the polish that is **left** on your skin is found in all of your organs in 26 seconds. So Petter got together a team of leading biochemists, biologists and chemists, fulfilled his vision and founded Arbonne.

When you get your catalog you’ll notice on the first page on the **left** side of the page Arbonne has seals of approval for ‘Beauty without Cruelty’ and ‘Friends of the Environment’ these seals are very hard for companies to get. Isn’t it nice to know that Arbonne has done the research for us, and it keeps us on the **right** track to healthier bodies, inside and out?

Just think, what is **left** on our skin from Arbonne's products are botanical ingredients that deliver antioxidants, or healing agents, that are bio-identical to our skin, or recognized by the skin as being the same.

You know how we feel good when we eat nutritious food? Well, that's how our skin reacts to Arbonne's products.

Well, what are the ingredients that should be **left** off of our skin you might ask? You will learn how to be an expert ingredient/label reader after you listen to this: A common ingredient that is in most skin care is Mineral Oil. Mineral oil's molecular structure is too large to be absorbed by the skin. When it's **left**

on the skin's surface it forms a film blocking the pores, halting natural respiration and the secretion of toxins from the body, as well as blocking the absorption of nutrients. Mineral oil also leaches vitamins and nutrients out from the skin. Mineral oil is identified as being **the second most aging thing for the skin, the first being the sun.** So be sure it is never **left** on yours!

ANIMAL PRODUCTS such as lanolin and collagen are molecularly too large to penetrate the skin as well. ARTIFICIAL COLORS AND FRAGRANCES have no purpose being **left** on the skin either. Last, but not least, let's talk about ANIMAL BY-PRODUCTS. Did you know that the most prestigious cosmetic companies in this country purchase ingredients from Rendering Plants? These are all ingredients that are not **right** for the skin.

Aren't you happy to know I am **right** here to recommend products that are guaranteed not to have those ingredients in them?

When you get your catalog you'll see on the **right** side of the opening page the Arbonne difference. Products that are pH correct, hypoallergenic, and dermatologist tested. So what are we waiting for, let's get you started in testing out for yourself these awesome Arbonne products, **right** away!

7. We originally made a name for ourselves with skincare. We have now expanded our skin care line to include hair care, aromatherapy and nutritional supplements. As well as doing classes like this, we service "by appointment" businesses that exclusively recommend our products such as dermatologist, physician, salons, spas and plastic surgeons. The UM Burn Center actually recommends 2 of our products to their burn patients. (**Skin Conditioning Oil/Rejuvenating Cream**) Also, our makeup line is the only makeup recommended by the American Modeling Association.

8. I have found that the best way to introduce people to Arbonne is to concentrate on one area—I always start with skin care. However, today we'll also be spending some time on our natural balancing creams and how they work with nutritional supplementation.

9. Ok—before we begin, I have to ask. How many of you have a cosmetic graveyard? Products that promised to work and didn't but they were too expensive to throw away so you keep them in a drawer or closet? Arbonne WORKS—we are so confident in our products we back them with a 45-day money back guarantee.

10. Naturesomes and mirrors—Results should be immediate and obvious if a product truly works. This is Naturesomes—I call it liquid gold! It is a moisture booster that tones and firms the skin and maximizes the benefits of all of the other Arbonne skin care products. It is used under your moisturizer (day/night) and many of my clients carry it with them and use it over their make-up. I'm going to have you apply it around your eye (right/left, everyone the same side) and in a few minutes we will compare the difference.

11. Aromatherapy—While we are waiting for the Naturesomes to do its job, I'm going to pass around some of our aromatherapy line for you to sample. (Check results of naturesomes!, create excitement) - **Use Aromatherapy lotions or mists.**

12. We did the left/right game and you were probably surprised at some of the information you received. Well there's more and I was certainly shocked when I first learned this information. Let's continue your education and you won't be able to go home and continue to use some of the products you may have been using up until now.

13. Cosmetic and skin care products are not regulated in this country. The FDA regulates food and drugs but no outside agent regulates the cosmetic/skin and hair care industry. Questionable and harmful ingredients are rampant in the cosmetics and skincare sold in this country. Ingredients like petroleum, mineral oil, waxes, chemical dyes, chemical fragrances, the same chemicals found in perm solutions and hair spray, formaldehyde,

and animal and human by products are found in even the most prestigious brand names. (human byproducts—human fat from liposuction/human placenta).

14. These ingredients are not required to be listed on the bottles and sometimes the “beneficial” ingredients promised are not even in the bottle! Most products have a 10/20 yr. shelf life, which proves that over 1/2 the formulation include preservatives like formaldehyde. Arbonne's shelf life is about 3 years.

15. How can companies get away with it?

Well, there is one company who owns 90% of everything that is sold in this country. (do you know who this is? - Estee Lauder) They own everything from the products sold at the isles of beauty in the big department stores to the less expensive brands you find at grocery stores and drug stores as well as exclusive salon and spa brand names. In many cases the same \$100 eye cream sold at the expensive cosmetic counters is the same \$10 eye cream sold at discount stores! In almost 100% of the products on the market, there is more money spent on the packaging than what is in the container!

16. *Ok, so how is Arbonne different?*

give it away to the cosmetic industry! Remember the Valdese oil spill and what happened to the wildlife?

...Mineral oil lays like a plastic bag on our skin. The problem with this is that our skin is a vital organ. It works in conjunction with our liver. Our skin is designed to get rid of toxins and waste. When you put mineral oil on you inhibit this process. Your skin is the largest organ of our body.

...That's not the worst of it. Mineral oil also leaches the natural moisture from your skin it actually makes your skin dehydrated and causes you to use more products. If you have been using mineral oil based products, it may take 30 days to reverse the vicious cycle effects.

17. **Pass out catalogs/pens/forms**

Here is your catalog and the pen is my personal gift. This is yours to keep. Mark it up and if you think of anyone who you know could benefit from a particular product write their name down next to the product. Open the catalog to the inside cover and let's go over the bullet points on the top of pg. 3.

(have someone read the bullet points)

18. Lets go over some additional reasons why Arbonne has NEVER used mineral oil in our products.

...All products have a base—98% of the products sold in this country are mineral oil based—it's in everything.

...Mineral oil is a petroleum by-product or was product from gasoline. It's so expensive to dispose of because of its toxic effects on the environment that it is simply cheaper to

...Lastly mineral oil is now linked to causing estrogen dominance in women—estrogen dominance is directly linked to many symptoms, including female cancers.

Cracker demo

Bowls, crackers, mineral oil

In Switzerland (where Arbonne is formulated) it is illegal to use mineral oil in hospitals. Arbonne is one of the only companies who has never used mineral oil in their formulations.

Instead of mineral oil and chemicals—we use a base of pharmaceutical grade, organic herbs and botanicals. (**catalog pg. 22**). This is the base that we start with before we even add the “beneficial” ingredients to our products.

19. Client Profile/Product Use Forms—

Before we begin experiencing the RE9 skin-care system please fill out the Client Profile and Product Use Forms inserted in your catalog. This will assist me in understanding what problems you would like to address today.

20. While you're filling those out we can address questions you may have about specific problems. (*LISTEN & ask questions. Give their problems some attention, if there are no problems go to next card—RE9 Benefits*)

21. So obviously what you are using isn't correcting these problems. And here is the worst part—in most cases I find that the products people have been using are actually causing the problems!

22. Every problem you have mentioned can be corrected with the RE9 skin care system.

RE9 Benefits—RE9 System and wipes

Normalizes ALL skin types (dry, oily, sensitive, combination, blemish prone) The RE9 line includes technology that makes it self-adjusting for ALL SKIN TYPES Even problem skin like Acne and Rosacea.

- Smoothes & Evens skin texture
- The eye cream lightens circles under the eyes as well as age spots and pigmentation from sun damage
- Firms and tightens the skin
- Eliminates clogged pores and blemishes
- Eliminates lines and wrinkles up to 68% by causing your skin to produce collagen again like it did in your early 20s. Check out the photo on **(page 11)**.

23. **Remember—RE9 is a system.** Not a single product. Each product works independently, but together they work synergistically to give you the results you want. There are 6 products that are used in a 5-step facial skin care system for both day and nighttime use. It includes the body repair system we already samples and the ever-popular lift as a supplemental enhancement for immediate and long-term lifting of the skin.

24. PLEASE don't worry about trying to remember the steps, I will give you a menu of how to use everything with your RE9 set.

25. *Apply product to one hand (stop between each step and have them look and feel). Have disposable towels available.*

Foaming Cleanser—use—with water—morning and night—**easily** removes makeup, dirt, oil, pollutants w/o stripping acid mantel.

Toner—balances the Ph and sets up the skin to receive the RE9 treatments; (Water is a 7—you skin needs to be at 4/5 to absorb all the benefits from the RE9 treatments)

Ph pencil demonstration

Serum deep penetrating treatment—the vitamin pill for the skin. You will get amazing results with your serum. Helps correct all of the skin problems all of you mentioned.

End with Day or Night Cream on 1/2 of hand (Day protect/Night correct) hydrate/moisturize—all skin needs water which is

moisturizing. Even oily and acne prone skin. Helps skin retain moisture while adding needed moisture.

Day cream to moisturize/protect

Night to correct/moisturize/repair

30. Apply Lift (*demonstrate on 1/2 the neck & face—make sure it is the same side that you used Naturesomes - Use basic toner or freshener to remove makeup first.*)

It takes about 5 to 10 minutes to see the results of the lift. The Set special on **page 11** includes the lift for **FREE!** The lift is a SUPPLEMENTAL product and works when you are using the rest of the RE9 system. This IS NOT a product you want to take home and use with your current harsh cleanser or mineral oil based moisturizer.

31. **Eye Cream** (*on same side of face*)

The eye cream includes Kojic Acid to lighten dark circles.

32. Lastly I have to tell you about an addition everyone needs to add to their RE9 Set

(**page 8**) **Thermal Fusion—Spa Treatment.**

This is a safe and natural alternative to a chemical peel. (*tell them your experience*) If it is in your budget to add this \$20 product — this is a MUST for everyone (except Rosacea).

33. We're going to finish this presentation by learning about natural hormone balance.

(**page 15**) **PhytoProlief and Prolief** helps restore your hormonal balance naturally. They're different than what you receive from your doctor in that they are bioidentical hormones meaning they are the same molecule that your body makes naturally.

If you suffer from symptoms like PMS, migraine headaches, mood swings, depression, osteoporosis, hot flashes, irregular cycles, cramps, acne, thinning hair you may be suffering from estrogen dominance which means your hormones could be imbalanced. There are over 80 symptoms of hormone imbalance.

When choosing a balancing cream you want to look for several things:

... USP Pharmaceutical grade natural progesterone

...NO mineral oil/petroleum. It won't absorb into your skin

...20 mg /1/4 tsp. per dose—Arbonne has pump dosage

...air tight container to protect potency

Make sure your skincare products also do not contain mineral oil, your skin will not absorb the balancing cream.

They're applied topically on the thin areas of your skin. Back of knees, inside arms, neck, cheek, breast tissue, bottoms of feet. Rotate the application daily to make sure your whole body is benefiting.

Instructions for use are on the container and differ depending on where you are in your life cycle. It averages 3 weeks per month.

With a 2 day to 1 week resting time to help your body continue to naturally keep balance.

PhytoProlief includes a botanical formulation that includes black cohosh, chaste tree berries, dong quai, evening primrose oil, red clover, alfalfa, licorice and ginseng. These have been used for centuries to help balance the body naturally.

Prolief is designed for men and women. Women who are breast feeding, pregnant, or have had certain cancers. Men can use 1/2 pump daily Prolief to help them rebalance and keep balanced.

Order any of the Bio-Nutria products through Autoship and enjoy an unbeatable 20% savings, the convenience of autoship, delivery to your door and a FREE product each month.

At the beginning of our class I promised to give you purchase incentives.

- With the purchase of your RE9 set, not only does Arbonne give you the \$38 lift for free—I'm going to give you the **RE9 Body Set** for only \$20.
- For every \$50 increment you can choose any of our basic body care products: **hand, foot, body, cleansing gel** for \$5.

When you book a party you can qualify for \$422 in product for \$29 just like ____.

And finally once your are rebalanced your cells will be able to absorb the nutrition you take in. You want to be healthy inside and out. So, the last step we're going to discuss is supplemental nutrition.

Your body needs certain vitamins, minerals, antioxidants and enzymes so you can perform at your ultimate possibility.

(Have someone read the Scientifically Advanced Nutrition Products—pg. 28)

Page 30/31 You can choose sets for all ages or individual products. I'll be glad to consult with you to help you choose what's best for you.

With 2 bookings from your party I'll give you the **RE9 Body Set** for FREE

When you book your party you too will receive the **Awaken Sea Salt Scrub** for free just for inviting a few friends over.

An Arbonne business is easy to start. You'll work closely with your sponsor. There are lots of training, tapes and resources to help you too. That's how I learned. Some of the perks: Flexible schedule - Great income potential Trips - Travel - Gift incentives Tax write offs AND A Mercedes Benz Car program! **REMEMBER ask for your FREEDOM pack!**

I want you to bring your survey and catalog to me and I will make the BEST recommendations to address your skin care and nutrition needs, plus we'll work with your budget. I take all forms of credit cards and personal checks. As _____ and I assist each person individually, feel free to browse the catalog, sample the products I have displayed and circle products that I didn't cover today that you may have questions about or want to purchase while you have refreshments.

Is there anyone who is in a time crunch and needs me to assist them first?

Notes when taking orders:

1. Ask everyone to book a class
2. Show them the booking schedule
3. Make sure you offer bonus products
4. Do they want a **FREEDOM** pack
5. **Hostess** pack when they book a presentation
6. When can you followup to book a presentation
7. Go over **Autoship Form**