



CALM COLLECTION

For Sensitive Skin

Make peace with your sensitive skin. Calm's extra-gentle formulas, with soothing botanicals and naturally derived ingredients, were developed for skin that's easily irritated to help provide hydrating relief from tightness, dryness and discomfort. Calm is clinically tested for sensitive skin and is non-comedogenic, fragrance- and colourant-free, and allergy- and dermatologist-tested. For best results, use all 4 products in 4 simple steps and leave your skin in peaceful tranquility. How zen is that? **#8705; \$138** (123 QV) 🇨🇦

4 Products. 4 Minutes. 4 Best Results. Calm your sensitive skin in 4 simple steps: **1 CLEANSE** with Gentle Daily Cleanser. **2 PROTECT** with Soothing Facial Serum. **3 MOISTURIZE** with Gentle Daily Moisturizer. **4 SOOTHE** under eyes with Soothing Eye Gel. Every step builds on the next, so don't skip a step!

Talking Points

- 45% of women and men declare themselves as having sensitive or very sensitive skin.*
- Calm is a great line to introduce to younger Consultants and new Arbonne users.
- This product line is gender neutral and gentle enough for all ages.
- With every 150 QV purchase, qualify to purchase a set of four travel-size products and a toiletry travel bag.

*Source: 2011 The International Society of Dermatology Study



KEY INGREDIENTS & BENEFITS

- Aloe vera, cucumber, licorice, mallow, chamomile and sea mayweed soothe, comfort and moisturize skin.
- Japanese green tea contains antioxidants.
- Contains naturally derived and food-grade ingredients.
- Extra-gentle formula helps soothe easily irritated, sensitive skin by providing hydrating relief.

PRODUCT FEATURES

- Optimal for sensitive skin
- Allergy- and dermatologist-tested
- Paraben-free
- Sulfate-, fragrance- and colourant-free



CLINICAL RESULTS

After 2 days of using the 4-Step Collection*

- 88% agreed the collection calmed and soothed their skin.
- 88% agreed the collection hydrated their skin, helped prevent moisture loss, and soothed red, dry skin by moisturizing.
- 82% agreed it helped their skin feel softer and smoother, with improved appearance of skin texture and tone.

After 7 days of using the 4-Step Collection*

- 100% agreed it is one of the most gentle product systems they have used.
- 94% said it provided cool and refreshing relief from tightness, dryness and overall skin discomfort.

*Based on clinical studies of 50 individuals



ARBONNE

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FREQUENTLY ASKED QUESTIONS

Q. Is the Calm Collection good for those with rosacea, eczema or psoriasis?

A. Calm was created for anyone who believes they have sensitive skin. However, anyone with a medical condition (including allergies, pregnancy, or nursing), who is undergoing medical treatment, or using or will be using a prescription medication should consult their physician prior to using any Arbonne products in conjunction with their condition or treatment. This would also include anyone with sensitivities to certain ingredients.

Q. What age do you recommend starting to use the Calm 4-Step Collection?

A. Calm is created for all skin types, for both adults and teens, above age 12.

Q. What are the benefits of the Soothing Facial Serum, and what is the best way to use it?

A. Soothing Facial Serum is lightweight and it absorbs into your skin, fortifying it with a protective moisture barrier so skin stays hydrated, while at the same time creating the perfect canvas for better product absorption of step 3 (Gentle Daily Moisturizer) and step 4 (Soothing Eye Gel). The serum works immediately and has

long-term benefits — protecting and relieving skin sensitivities due to environmental factors. The serum can also be used on any area where you experience dryness, including elbows and knees.

For best results, use this two times a day after cleansing with Calm Gentle Daily Cleanser.

Q. Can you use the Calm products with other Arbonne skincare products?

A. Calm works well in combination with other Arbonne skincare lines. It is a gentle line to incorporate into your daily skincare regimen and adds soothing long-term benefits. If you experience dryness or irritation from any other line, you can use Calm on alternate days or use in the morning and a separate Arbonne product line at night.

Q. How can the Calm line be fragrance- and colourant-free?

A. The line contains naturally derived and food grade ingredients that do not contain fragrance or colour.

Q. Does the Calm line have gluten or salicylic acid?

A. No, it is formulated without salicylic acid, and all of Arbonne's products are formulated without gluten.