

Arbonne Business Overview



Arbonne

- Founded in 1975 by Petter Mørck, along with a group of leading bio-chemists, biologists and herbalists.
- Original product line developed in Switzerland and brought to the United States in 1980.
- Privately held 400 million dollar health and wellness company. The shareholders of parent company, Natural Products Group, Inc. are made up of a group of financial investors and institutions.
- Ranked #18 on the [DSA's Top 50](#) Network Marketing companies list for the U.S. and is currently #36 on the [DSA's Top 100](#) global Network Marketing companies list.
- Leading-edge product [research and development](#).
- [Corporate Leaders](#) bring experience from successful global companies; Proctor and Gamble, McDonald's, Office Depot, Ogilvy & Mather, L'Oreal, Ebay, Aveda, Neutrogena, Philosophy.
- Known for corporate integrity, committed leadership and for its [charitable contributions](#) in each of its global territories.

Product Advantage

- Over 250 consumable personal care and wellness products in high demand.
- Flagship line [RE9 Advanced](#) skincare: powerful anti-aging system clinically proven to start working in 24 hours.
- [Scientific Advisory Board](#) is comprised of leading professionals in science, medicine, health, wellness and nutrition.
- Ultra premium [botanically based](#) products with a Swiss heritage utilizing advanced scientific discovery.
- Arbonne products are vegan-certified, never tested on animals and do not contain animal-derived ingredients or animal by-products.
- Nutrition and weight loss formulated without gluten, artificial colors, flavors, sweeteners, cholesterol, saturated fats and trans fats.
- Formulated without parabens, formaldehyde-donating preservatives, propylene glycol, benzene, mineral oil, petrolatum, phthalates, toluene, PABA, diethanolamine.
- Strict internal [Purity and Safety Ingredient](#) policy; screens out ingredients that contain GMO.

Global Business

- Global business opportunity currently in U.S., Canada, UK, Australia. With recent expansion into Poland (2014), and Taiwan 2016.
- Business model utilizes Network Marketing, a powerful distribution system that moves products directly from the manufacturer to the end user.
- Internet driven; no need to carry inventory, track customer orders, or handle money. Arbonne handles everything.
- Network Marketing in a high growth stage; 2012 U.S. direct sales were 31.63 billion, global direct sales sized at over 133 billion.
- Wellness and Personal Care product groups account for 44% of all retail sales in the direct selling industry.
- 1% brand awareness of Arbonne in the US and abroad.
- Multicultural initiative underway with focus on growing Latin and African American markets.
- Health and Wellness on tipping point of becoming the next trillion dollar industry.
- The Arbonne brand capitalizes on [global trends](#): health & wellness, baby boomers, ownership, green, internet, social media, global connectivity.
- Arbonne products and business model appeal to 4 generations of men and women, amidst changing consumer, business and employment landscapes.
- Arbonne satisfies key factors for success: consumable products, marketplace demand, timing and trends, ability to leverage your time.
- [Independent Consultants](#) build consumer networks. Unlimited territories — Independent Consultants may sponsor and sell in any country Arbonne operates.

Green Commitment

- 90% of personal care product packaging is recyclable.
- Arbonne is the first Network Marketing company to be [certified carbon neutral by UPS](#).
- Green Will Call program, resulting in elimination of the corrugated shipping material for over 5,000 orders a month.
- Arbonne uses recycled, soy-based inks on printed materials.
- Use of FSC-certified renewable sources for 100% of paper packaging and all printed materials.
- In 2012, relaunch of Arbonne product lines with more earth friendly packaging resulted in a 50% material source reduction.

Generous Compensation Plan

- Highly regarded; one of the most dynamic and generous [compensation plans](#) in the network marketing industry.
- Arbonne VPs may participate in the Mercedes-Benz Cash Bonus Program.
- Jewelry, trips, cash bonuses and more as recognition for success.
- Management programs, including life insurance. Business is will-able.

www.arbonne.com

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