

Arbonne in the professional setting – information and benefits

When an experienced professional evaluates and tests individual Arbonne products they are often surprised by the quality of the formulations and the ingredients used. Research and development of the product line began in 1975 and debuted in 1980. Their current formulations are on par with some of the finest professional lines in the global marketplace. Arbonne's founder focused on creating cutting edge products and looked for what he believed would be the benchmark of distribution in the 21st Century. His research led him to the networking marketing model of distribution.

Here are some key points to note:

Research and Development – The heart of Arbonne is seen in their commitment, from day one, to being green and bringing pure, safe and beneficial products to market. This was long before commercial and professional companies took note of growing consumer demand for such products. Their first formulas and today's formulas are a cutting edge marriage of nature and science. The company was a pioneer in eliminating ingredients like animal by-products, man-made fragrances, synthetic dyes, hormone disrupting compounds, and a number of common petrochemical derivatives.

In 1975 Arbonne's research began in Switzerland at the **ARBONNE INSTITUTE OF RESEARCH AND DEVELOPMENT (AIRD)** with noted cosmetic formulator, Dr. Pierre Bottiglieri. Dr. Bottiglieri is the highly regarded founding formulator of two other prestigious lines of ultra premium Swiss skin care. He was president of the Swiss board of cosmetic chemists for more than a decade and sat on the prestigious world board of cosmetic chemists. Pierre retired in June 2013 and handed the reigns over to noted personal care product formulator, Dr. Peter Matravers. Dr Matravers came to Arbonne with an impressive resume as the formulator of a well known and exclusive line of professional products formulated with natural ingredients.

With the retirement of Dr. Bottiglieri came the debut of the new state of the art **ARBONNE RESEARCH AND DEVELOPMENT LABORATORIES (ARDL)** in Irvine California. Arbonne's research and development team, under the noted leadership of Dr. Matravers and Michael D'Arminio, Arbonne Sr. VP and Chief Creative Officer is now collaborating with a **SCIENTIFIC ADVISORY BOARD**. This board is chaired by noted dermatological research physician, Christopher Zachary, M.D. Dr Zachary is professor and chair of the Department of Dermatology at University of California, Irvine. The Scientific Advisory Board includes research professionals from the Mayo Clinic, Yale School of Medicine and other prestigious facilities.

Arbonne has always been a leader in the cosmetic industry, utilizing cutting edge state of the art technology, ingredients and the expertise of master cosmetic formulators.

Delivery System – A targeted delivery system is a key element in Arbonne's results oriented product line. Each product is designed with a delivery system that assures activity and efficacy. A benchmark of Arbonne's formulations is their vitasphere technology which encapsulates key ingredients for delivery at a precise level within the skin's cellular matrix.

Key elements:

Stabilized Vitamin C – The stabilization of Vitamin C is critically important for efficacy and measurable anti-aging results. Arbonne's source of vitamin C is non-GMO.

Correct pH for each product function. Arbonne products have always been created to protect the skin's acid mantle by being formulated to be pH correct, rather than pH adjusted. When using FC5 Exfoliating New Cell Scrub and RE9 Cellular Renewal Masque, with pH levels in the 3 to 4 range, optimal levels of cell turn over and renewal are achieved. These pH levels facilitate thorough exfoliation of the stratum corneum and deeper penetration of the products that follow.

Non-GMO

Gluten Free – Critical with the growing population of gluten intolerant individuals

Free of animal by-products and petrochemicals – eliminates sources of toxicity and hormone disruption.

Peptides – A number of Arbonne products contain different peptides. These are amino acid chains that repair and restore many types of cells. Two of the various peptides Arbonne includes in their products are:

1. **Palmitoyl Oligopeptide:** Considered the next best thing to retinol, its' main function is the restructuring of skin tissue, and also increases collagen, elastin, hyaluronic acid and glucosaminoglycan production.
2. **Palmitoyl Tetrapeptide-7:** Prevents glycation (process that leads to wrinkles and sagging skin) and slows or suppresses interleukins, inhibiting unnecessary inflammatory responses & glycation damage.

When these 2 peptides are combined it boosts the growth of connective tissues and naturally increases the production of collagen in the skin. When the production of collagen is increased the skin can heal & rejuvenate itself.

Arbonne in the back bar – 3 key products

1. FC5 Exfoliating New Cell Scrub – a 3 in 1 treatment

- Manual exfoliants – Bamboo & Jojoba beads
- Chemical Exfoliants - papain
- Clays – Bentonite & Kaolin – draws out impurities
- Enzymes - digest dead skin cells
- Fresh carrot cells
- Rice Starch
- Moisture Fresh Complex™

2. RE9 Cellular Renewal Masque

- Glycolic acid, Lactic Acid, and Salicylic Acid
- Niacin - stimulates DNA repair, speeds up cell metabolism and cell turnover, increases wound healing, & decreases appearance of hyper-pigmentation.
- Stabilized vitamin C
- Vitamins A & E
- Marine Lavendar
- Kudzu
- Pineapple and Papaya enzymes
- Menthol
- pH of about 3 – accelerates cell turnover and regeneration

3. Intelligence Genius

1. Hydroxypinacolone Retinoate (HPR) - An ester of retinoic acid
 - Works similar to Tretinoin (Retin A) but without the irritation
 - Unlike Retinol & other derivatives that must be converted to the biologically active form of Retin A, HPR binds directly with retinoid receptors to initiate a response (i.e. cell proliferation & differentiation) in the skin
2. Mandelic Acid
 - Alpha hydroxyl
 - Anti-aging
 - Anti-bacterial - Good for acne because of its anti-bacterial properties
 - Extract of bitter almonds
 - Larger molecule than glycolic
 - Great for melasma & hyperpigmentation
3. Azelaic
 - Anti-bacterial
 - Anti-inflammatory
 - Used for acne and rosacea
 - Does this by facilitating skin renewal which results in a decrease in blemishes & blackheads
 - Has properties similar to Retin A
 - Tyrosinase inhibitor

Business plan for the professional

Arbonne – money right now and in your retirement years

1. Affordable registration fee (requires minimal annual renewal fee)
2. Sell to your clients – profit 35% and up
3. Register your clients as preferred clients
 - They place their orders directly with Arbonne
 - They receive a 20% discount (requires annual renewal)
 - You receive income from their orders
4. Register your staff
 - They develop an additional stream of income now and in their retirement years
 - You receive residual income on all their sales

Benefits:

1. Create an additional stream of income –*you can take time off and still get paid*
2. Create residual income for your retirement years
3. Receive commission payments, bonuses, and override commissions
4. Earn luxury vacations
5. Life insurance
6. No territories
7. Unlimited income potential
8. Your business is willable to your family
9. Earn a white Mercedes Benz

Marketing - Business schools in major universities are focusing on Network Marketing as the 21st Century's emerging business model. Arbonne knew that in 1975 and set up what is now one of the most highly regarded compensation systems in network marketing. Arbonne is a member in good standing with the Direct Selling Association (DSA) and one of their corporate officers sits on the DSA board of directors.

Created for Independent Consultants by Independent Consultants

Eileen Kolar, independent consultant, n.v.p., licensed master aesthetician, owner of a private skin care practice and certified natural health care provider.
Utilizing Arbonne in her private skincare practice for 24 years – Creator of “The Ultimate Facial”

This document is neither produced or endorsed by Arbonne