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EYE ON ARBONNE

EXECUTIVE REGIONAL VICE PRESIDENT

The Sky is Not the Limit

For Bassamba Sao of Knoxville, Tennessee, America was a dream come true. It was also a place of opportunity, where he could help his family in Africa. Arbonne offered him the ability to help others without limits!

My story is simple in a complicated way, as I always say. First of all, I am very thankful to be here today. Never take anything for granted. I was born in Mali, in Northwestern Africa, where life is a survivor mode for many. I was raised from eight months old by an amazing woman (my grandmother) and was fortunate enough to receive love from my mother, my brother, my four sisters, and even my father. His way of showing love made me unbreakable in many ways. I am simply thankful for my past, without which I could not be the man I am today.

As a young man full of dreams in the year 2000, I was recruited for a future in basketball and education in America. With \$427 in my pocket at the age of 16, I came to the U.S.A. I could see myself meeting all my childhood superstars: Michael Jordan, Jackson, Cindy Lauper, Halle Berry, J.Lo, and so on. I thought it was that easy. Boy, was I wrong.

Building a better future.



Bassamba Sao

Arbonne Independent Consultant, Executive Regional Vice President

I started pursuing my basketball career, enrolled full time with a double major in business management and computer science. I had many setbacks, including knee injuries, and soon my dream got set aside to take care of responsibilities: My family and loved ones back in Africa

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needed my help. When responsibility knocks at your door, you face it or run. I firmly believe that a life not lived for helping others is not a life at all. The image of the U.S. in the outside world is the Eldorado, where wealth is accessible at will. It can be harsh when family and friends see you as an answer to prayer. I found myself going to school for my MBA

Pursue happiness.



and working 100-plus hours a week per job (not fun). I was a basketball player/manager and fitness coach.

One morning after training a few clients — tired as usual — I met this amazing young lady. She wanted a trainer who would push her to bring out her best relentlessly. She came in to train every other day to reach her goal. One day was different. The struggle of my country, my people, and my family was getting too heavy to carry. She could see that it was bringing me down, then she offered to help with the Arbonne opportunity.

Me, do Arbonne? No way. I had been approached by many consultants from a variety of network marketing companies. I had lots of why and how, but at that point, really nothing to lose. I was just a little nervous about the “what if.” “Give it a chance,” my mind was telling me. “She looks trustworthy.” I followed the simple system from my leaders, showing products and sharing the business opportunity.

Arbonne offered me the chance to better myself, help my family, and help others grow their businesses and pursue big dreams. What a relief!

I am thankful for my sponsor, ENVP Heidi Kniss. Thank you for everything. I got more than a client that day at the gym; I gained a leader in my life, always going above and beyond helping others. That is the true definition of greatness.

To ENVP Carleeta Nelson: Thank you for the opportunity that got us here today. To ENVP Shelly Nelson: Thanks for all your help, support and guidance.

I am part of an incredible team where people truly care and are family. From the ERVPs to the Preferred Clients and the Arbonne staff, I am blessed for the privilege.

Thanks to family, friends and all those I came across. You have taught me a lot. Without you, I would not be able to stand nor write this today.

This is not about me, but us all. We are getting better together each day. The sky is no longer the limit — not anymore.

To our team: Your dreams and desires have now become mine. I am very thankful for each of you. You have enriched my life. I can only hope to do the same for you all.

My grandmother taught me life lessons that I cherish: Keep things simple. Honor yourself and others. Never do anyone wrong who doesn't deserve it. Do your best in anything you do and remain humble regardless of the outcome. Work hard and smart to improve. Everything in this life is a miracle. It didn't take long for me to make these a lifestyle and business philosophy. Thank you all once again for this opportunity. Let us all hope and try for honor, courage and integrity to make this world a better place, while enjoying life.

Top to Bottom

- Bassamba Sao with his team. The sky is no longer the limit.
- Together, they are unstoppable!
- Fresh and clean: The result of pure, safe and beneficial products.

The Arbonne Independent Consultant featured in this EOA has achieved the rank of Regional Vice President. The average number of active Arbonne Independent Consultants who achieved this rank and average compensation is described further in the Independent Consultant Compensation Summary (ICCS) available at arbonne.com > The Company > Corporate Information > 2011 Independent Consultant Compensation Summary.

The testimonial in this EOA is for illustrative purposes only and does not represent income projections. The results discussed in this EOA by the featured Arbonne Independent Consultant are not typical and should not be relied upon by prospective or current Arbonne Independent Consultants as an indication of what they should expect to earn. Actual results for each Arbonne Independent Consultant will vary depending upon individual effort, time, skills and resources. Arbonne makes no guarantees regarding income.

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SUCCESS STRATEGY

“Be limitless, be the change, and never give up on your dream.”

