



# SAY THIS, NOT THAT

## Compliance Tips to Support What You Can Share

Here are some compliant ways to reframe common comments, facts and claims that you might have been used to sharing about the products, the Arbonne Opportunity and even team recognition.

This tool will make it easy to “Say this, not that!”

### PRODUCTS

**SAY THIS:** “I love the RE9 Advanced® Set. It reduced the appearance of my fine lines and wrinkles. It has the most amazing texture, and I know I can trust the ingredients Arbonne uses.”

**NOT THAT:** “I love the RE9 Advanced® Set. It cured my adult acne!”

*Reason:* You can only share a “love statement” about a product. Your love statement is not a testimonial. Even if you’ve experienced an unexpectedly great result, your love for this product is your feeling — not fact. If you’re sharing a statement about a product that is a fact or based in science, use the MTP sheet verbiage!

**SAY THIS:** “I love how I feel after the 30 Days to Healthy Living program. I am so grateful that Arbonne has safe and effective products to support a healthy lifestyle and my holistic journey in wellness. I feel my mind, body and skin have all improved because of it.”

**NOT THAT:** “Check out this weight loss testimonial and before and after photos from my 30 Days to Healthy Living journey.”

*Reason:* Testimonials, before and after photos and weight loss claims are not supported by Arbonne’s vigorous scientific testing. Instead, talk about how the program makes you feel and use verbiage from the 30 Days to Healthy Living Guide.

**SAY THIS:** “I used Arbonne’s makeup products to create an amazing makeup tutorial.”

**NOT THAT:** “I used Arbonne’s makeup products to create an amazing before and after photo.”

*Reason:* Makeup cannot be positioned as a before and after; However, you can always use makeup tutorials to share an amazing new look.

**SAY THIS:** “I love using Arbonne’s SuperCalm skincare line! It’s formulated for sensitive skin, but safe for all skin types! The milky, non-foaming cleanser helps support the skin’s moisture barrier, leaving a soothing layer over my skin so it feels protected, calm and hydrated.”

**NOT THAT:** “Arbonne’s SuperCalm skincare line is the only skincare line I can use because it cured my eczema.”

*Reason:* When you say a product helps with a medical condition, you are making a medical claim, which is not supported by Arbonne’s vigorous scientific testing. Eczema is a medical condition. Sensitive skin a skin type, which is okay to talk about and share.

**SAY THIS:** “I started using Arbonne’s RE9 Advanced® skincare line, and I am loving the results! My skin looks amazing, and I absolutely love it. Thanks, Arbonne!”

**NOT THAT:** “I started using Arbonne’s RE9 Advanced® skincare line, and all of my wrinkles completely disappeared overnight! Thanks, Arbonne!”

*Reason:* The second statement is misleading and could set other’s expectations too high. Be realistic with timelines and results when sharing with others. Transparency adds to your credibility, so always use the science and facts that can be found in the product MTP sheets!

**SAY THIS:** “Join our next 30 Days to Healthy Living group! Fuel yourself with nutrition that optimizes how you look and feel. You’ll be part of a community that works together towards the same goals including discovering a whole new relationship with food, learning how to move your body, drinking plenty of water and practicing gratitude and mindfulness. Want to join us? We start Monday, June 4! Shoot me a message for more details.”

**NOT THAT:** “Want to transform your body and life? Whether you need to lose weight or clear up your acne, the 30 Days to Healthy Living program will recreate your body and redefine your mind. Join the challenge today!”

*Reason:* Don’t market a product about weight loss or acne treatments, unless that is what the product/program is specifically designed to do. These types of claims require rigorous scientific testing, so only share this information if it can be found in the MTP sheets. For this example, talk about the health benefits mentioned in the 30 Days to Healthy Living Guide, as well as the community benefits of joining a group.

## **OTHER GREAT EXAMPLES OF WAYS TO TALK ABOUT THE PRODUCT:**

“Hot days have your skin feeling dry? Same, girl. So, I’m busting out my Arbonne® Bio-Hydria™ Set! Bring back that dewy glow with skincare that boosts hydration!”

“A few too many days inside for these legs...so I’m making my own sunshine today!  
#ArbonneLiquidSunshine”

“Do you think vegan makeup means poor performance? I did, too, until I tried Arbonne® Makeup Perfecting Liquid Foundation with SPF 15. It’s a vegan foundation that covers flawlessly, provides SPF protection, doesn’t feel heavy and stays put throughout the day! I’m so in love with this foundation, so I’m never going back!”

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**NOTE: NOTHING SHARED ONLINE IS EVER PRIVATE. ALWAYS SHARE COMPLIANT INFORMATION, EVEN IN CLOSED, PRIVATE GROUPS. YOU MUST ALWAYS ASSUME THE INFORMATION YOU ARE PROVIDING WILL BE SHARED PUBLICLY.**

## THE ARBONNE OPPORTUNITY

**SAY THIS:** “I wanted to have more balance in my life and more opportunities to be present with my children when it mattered most to me. It took a lot of hard work, but I am proud of the balance I achieved.”

**NOT THAT:** “I was able to leave my full-time job where I made six figures to stay home with my kids.”

*Reason:* The second statement implies this Consultant was able to replace a six-figure income, which is not achieved by most Independent Consultants — so is, therefore, misleading. You cannot claim to replace income, unless most Independent Consultants achieve this result. The second statement also fails to mention the hard work it takes to grow an Arbonne business and implies it can be done by just staying home.

**SAY THIS:** “Now that I’m a Regional Vice President with Arbonne, I have more opportunities to earn through Arbonne’s SuccessPlan and in different ways when I train others to do the same. This month I also earned the VP Success Award. Less than 2% of Arbonne Independent Consultants achieve this, so I am so proud of our team for the time and effort it took to get here! Please see [earnings.arbonne.com](https://earnings.arbonne.com).”

**NOT THAT:** “Now that I’m a Regional Vice President with Arbonne, I will earn around \$72,000 a year — plus I got the Mercedes-Benz Cash Bonus!”

*Reason:* Do not share earning details with others. Always link to [earnings.arbonne.com](https://earnings.arbonne.com) when talking about the Arbonne Opportunity.

**SAY THIS:** “I am so grateful to earn some extra money through my hard work in my Arbonne business. [Earnings.arbonne.com](https://earnings.arbonne.com).”

**NOT THAT:** “I am so grateful for the replacement income I have with Arbonne.”

*Reason:* Income implies a passive nature to making money. Because your commission cheques rely on active sales of products and hard work, use the words *earnings*, *commissions* and *overrides*. Always cite to [earnings.arbonne.com](https://earnings.arbonne.com).

**SAY THIS:** “Because of Arbonne, I have the flexibility to schedule my own time. As a result, I’m able to attend all of my children’s soccer games.”

**NOT THAT:** “Because of Arbonne, I have the time freedom and financial freedom to attend all of my children’s soccer games each week!”

*Reason:* The word *freedom* is misleading. Most people believe *freedom* means having as much time or as much money as they want — without having to work for it. Financial freedom is an earning claim; therefore, it is not compliant.

**SAY THIS:** “We share the products we love with our network and earn commission on everything we sell. Our business model is simple, and you’ll have the chance to earn a little extra money. [Earnings.arbonne.com](https://earnings.arbonne.com).”

**NOT THAT:** “You would make so much money with Arbonne! It’s easy, and you’d be great at it!”

*Reason:* Do not make promises about earnings or product results — even casually. Do not imply it’s “easy” to earn money by joining Arbonne. It takes time, dedication and hard work to earn money when you join Arbonne.

**SAY THIS:** “With Arbonne, you can earn a little extra money through selling and recommending awesome products. [Earnings.arbonne.com](https://earnings.arbonne.com).”

**NOT THAT:** “With Arbonne, you can earn a second income and fire your boss!”

*Reason:* We cannot say income. It is okay to talk about earnings. Most people who join Arbonne do not replace their full-time career, so avoid words like “fire your boss” or “retire right now”, etc.

**SAY THIS:** “When your ‘why’ has eyes, you’ll never quit. My daughter is my ‘why.’ She’s the reason I wake up earlier and stay up later. She’s the reason I read and listen and learn and push myself to be the best. She’s the reason I’m willing to work hard, face rejection and push past my comfort zone. She is my ‘why,’ and she is so worth it.”

**NOT THAT:** “I started Arbonne because I was a new mom and wanted to stay home with my daughter instead of work.”

*Reason:* Having an Arbonne business still requires hard work, discipline and effort.

**SAY THIS:** “Getting from Area Manager to Regional Vice President (RVP) took a lot of hard work. I had to learn to become a leader, grow my team and teach and train others to do the same before I promoted to RVP. Personal growth paid off with my Arbonne business because we eventually promoted to National Vice President, the top level of the Arbonne SuccessPlan! **Earnings.arbonne.com.**”

**NOT THAT:** “I sat at Area Manager for 10 years before I promoted to Regional Vice President, but then my team caught fire and I promoted to National Vice President in eight months! You will zoom ahead to success with Arbonne! \$\$\$\$\$.”

*Reason:* Do not share your personal timeline to success. Everyone’s journey is different and cannot be compared. Do not imply that is easy or quick to earn money by joining Arbonne.

**SAY THIS:** “We just promoted to Area Manager, and I couldn’t be prouder of the hard work my team and I put in!”

**NOT THAT:** “We just promoted to Area Manager with 32,000 QV over three months and our numbers are BIG!”

*Reason:* Do not share Qualifying Volume, SuccessLine Volume or earnings in posts, photos or even verbally.

**SAY THIS:** “Congratulations for hitting halfway to your goal of reaching National Vice President! You and your team have been working so hard, and I’m so proud of you.”

**NOT THAT:** “Congratulations to RVP Michele Smith for doing 100,000 QV in her SuccessLine. This is real \$\$\$\$\$\$\$! She is on her way to Nation, and the numbers don’t lie! I am so proud!”

*Reason:* Do not share personal or team income, sales, numbers, etc.

**SAY THIS:** “I am so grateful for my Arbonne sisters. This community of passionate world-changers has shown me so much about who I am, what I am capable of and what I deserve. Thanks for breathing life into me on the daily.”

**NOT THAT:** “I am so grateful for my Arbonne sisters who are living their dream lives just because they said ‘yes’ to dreaming BIG and living BIG...Arbonne makes dreams come true!”

*Reason:* Their team had to do a lot more than just say “yes” to succeed.

## OTHER GREAT EXAMPLES OF WAYS TO TALK ABOUT THE ARBONNE OPPORTUNITY:

“Because of the flexibility my business allows, I am able to spend more time doing the things I love, like traveling!”

“So grateful for the opportunity to be able to work when I want, where I want and with the people I want to surround myself with. Like any business, it only works if you do, but with Arbonne, I get to do it on my schedule!”

“I’m so glad I said ‘yes’ to Arbonne. I started my business because I wanted to earn a little extra money, but it ended up being so much more! As an Independent Consultant, I have the opportunity to build something better with my extra time because I can choose when to work and when to play. With the right leadership, tools and hard work, it’s possible to do all of that while also growing personally and professionally. If you’re interested in hearing more, please direct message me!”

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**NOTE: ANY TIME YOU SHARE INFORMATION ABOUT EARNINGS, YOU MUST ALSO SHARE THE ICES AVAILABLE AT EARNINGS.ARBONNE.COM.**

