

GLOSSARY

INTRAPRENEUR: The act of behaving like an entrepreneur while working within a large organization that provides all of the necessary infrastructure to do business.

INTELLECTUAL DISTRIBUTION: The process of educating customers about virtual products and services, and providing access to purchase online

VIRTUAL FRANCHISE: A virtual franchise shares many commonalities with a traditional franchise, but where it differs is that your business is online, or virtual, versus requiring retail space of a physical location.

MULTIPLE DISTRIBUTION SYSTEMS: A network where products are sold to two different kinds of consumers: 1) Customers who may be repeat purchasers and 2) Distributors who commit to being monthly consumers & build a network

INFORMATION AGE: Building and owning networks of consumers who shop online

ASSET: A single item of ownership having exchange value.

ANNUITY: A fixed sum of money paid to someone each year, typically for the rest of their life

CONVERGENCE OF TRENDS: New technologies, public awareness and demands for safer products, changing employment landscape, 4 generations in the workplace

GLOBAL EXPANSION: The planned expansion of a company's business activities into countries in several regions throughout the world

EXIT STRATEGY: A preplanned means of extricating oneself from a situation that is likely to become difficult or unpleasant.

PEDIATRICIAN, OPHTHAMOLOGIST, DERMATOLOGIST TESTED: Tested, not simply recommended

TRANSFERRING OF WEALTH: From big box stores and CEO's to individuals

FUTURE FORWARD: Your network is highly capable & dynamically expandable, so as technology advances, so too will your network.

CONSUMABLE PRODUCTS: Products that are daily essentials must be replaced

RESIDUAL INCOME: Income that continues to be generated after the initial effort has been expended

HEALTH AND WELLNESS: Growing sector of the economy slated to be a trillion dollar industry by 2017

DIGITAL STOREFRONT: Website included in your \$79 or \$ 95 fee (Canada)

LOYALTY PROGRAM: Incentivizing customers who love to shop at a discount

BUNDLE PACKAGES: 50% off

WILLABLE BUSINESS: At Area Manager level your business becomes a willable asset for unlimited generations

CORPORATE PEDIGREE:

Currently CEO Kay Napier 20 years at Proctor and Gamble running the Woman's International Health division, followed by McDonalds where Kay ushered them through the 'Supersize Me' debacle and introduced the International Healthy Meals Initiative which caused the stock to skyrocket DOES ANYONE HAVE REAL NUMBERS?

Dr. Peter Matravers 20 personal patents, 13 years at Aveda, departed Aveda when Estee Lauder purchased the company and introduced a very contrary philosophy to the brand. Peter is considered one of the top botanical chemists in the world and he chose Arbonne

PLANT BASED FORMULATIONS: The purest of botanicals

EXPONENTIAL GROWTH: Growth of a system in which the amount being added to the system is proportional to the amount already present. The bigger the system is, the greater the increase.

COMPOUNDING: The ability of an asset to generate earnings, which are then reinvested in order to generate their own earnings.

TIME LEVERAGING: Teaching others how to do what you do without you to increase productivity to an extraordinary extent.

SUSTAINABLE HARVESTING: Harvesting that allows population numbers to be maintained or increased over time.