



## The Philosophy

### The Arbonne Policy



#### The Arbonne Promise

To deliver pure, safe and beneficial products in line with our botanical tradition.

## Ingredient Policy



### **The Arbonne Philosophy** **pure - safe - beneficial™**

#### **Arbonne: Ahead of its Time**

- Before Trends
- Before it was the “right thing to do” for corporate responsibility

## Ingredient Policy



### **Role of Product Development**

- To maintain the integrity of this philosophy
- To stay ahead of the curve
- To dedicate ourselves to ingredient excellence and a strict internal ingredient policy

## Ingredient Policy



### How do we do this?

- Combining Botanical Principles and Scientific Discoveries
- Align with Global Regulatory Requirements

### So that we can


- Find the Right Ingredients
- Overcome Misconceptions
- Meet Consumer Expectations

## Ingredient Policy



### Examples:

- Parabens
- Phthalates
- Endocrine Disruptors
- Soy Allergens



## Ingredient Policy

### The Best Way is:

- Communicate
- Educate
- Validate

### Be Transparent To Win Popular Support

Share why ingredient decisions are made;  
Back-up reasons why we do what we do:  
Scientific Facts, Logic, Costs, Efficiency,  
Availability, etc.



## Ingredient Policy

### Requires a Strict Vendor Policy

- Precautionary Principle
- Avoid Controversial Ingredients
- Stay Ahead of the Curve
- "NO-NO" Ingredient List

### Ingredient Suppliers MUST Adhere to Guidelines

Key Restrictions for Personal Care  
Additional Restrictions for Nutrition



## Ingredient Policy

### About Our Products

At Arbonne, beauty begins with premium botanical ingredients, innovative scientific discovery, and an unwavering commitment to pure, safe and beneficial products. Arbonne creates personal care and wellness products that preserve and enhance the skin, body and mind for an integrative approach to beauty. Working closely with scientists around the world and our Arbonne Institute of Research and Development (AIRD®) facility in Switzerland, we continually explore and develop scientifically advanced, botanically based proprietary formulas that meet our exacting standards for quality, safety and sustainability.

### Arbonne Ingredient Policy

### Arbonne Green Commitment



Arbonne is committed to environmental responsibility. As our business grows, we strive to minimize our impact on the earth through the implementation of innovative and responsible environmental practices, and we encourage our manufacturing and sourcing partners to do the same.



“Integrity is never an accident;  
it is always the result of high intention,  
sincere effort and intelligent choices  
without compromise.”

- P. Matravets

Ingredient Policy

## To Achieve Our Objectives

INTEGRITY



INGREDIENT POLICY



PRODUCTS

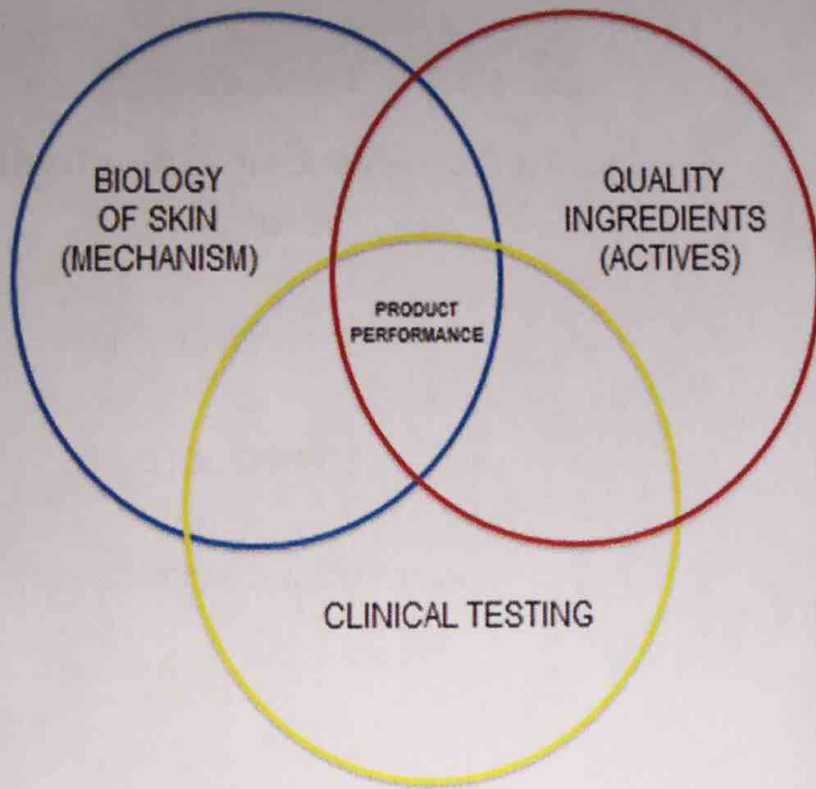


BRAND QUALITY CONSISTENCY

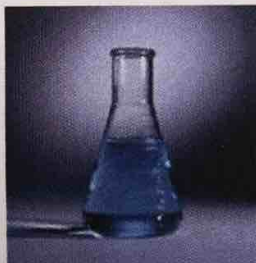


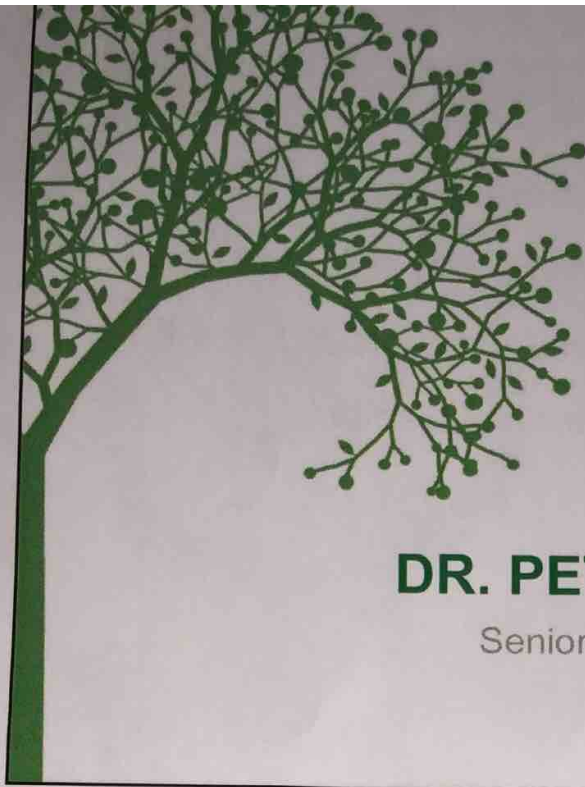
## REASON FOR SUCCESS

- Understanding skin biology
- Proprietary active ingredient choices
- High standard to exceed consumer expectations
- Innovative world class



ARBONNE  
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## **DR. PETER MATRAVERS**

Senior VP Product Development &  
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**In short;**

**To be**

**Pure / Safe / Beneficial**