



REQUIRED DISCLAIMERS

When promoting the Arbonne business opportunity, sharing your personal Arbonne story (e.g. Why Story), recognizing your team for reaching milestones, sharing and posting about earnings and lifestyle, or sharing product information, Arbonne Independent Consultants (AICs) are required to provide the disclaimer(s) that coincide(s) with the statements they are making. The disclaimers provide reasonable expectations of what the typical person can expect when building an Arbonne business and/or using the Arbonne products.

Disclaimers must be CLEAR AND CONSPICUOUS on all IC-created materials including digital advertising, social media posts, training materials, videos, and website/blog content, regardless of space constraints (and should also account for platform limitations).

Please make sure you are using the appropriate required disclaimers in the chart below. Depending on the scenario, you may be required to use more than one disclaimer.

ADVERTISEMENTS THAT DO NOT MAKE EARNINGS, LIFESTYLE, OR PRODUCT CLAIMS

(FLYERS, EVENTS, EXCLUSIVE OFFERS, DIRECTORY LISTINGS, ETC.)

This advertisement has been produced by [first and last name], an Arbonne Independent Consultant, and has not been prepared or provided by Arbonne.

PROMOTIONS, MILESTONES, PERSONAL STORIES, OR THE LIFESTYLE YOU HAVE BECAUSE OF YOUR ARBONNE BUSINESS

When available, you must hyperlink to the Independent Consultant Earnings Statement (ICES) at earnings.arbonne.com

National Vice
President (NVP)

Less than 1% of AICs achieve the NVP title. The annual typical earnings of AICs can be found at earnings.arbonne.com.

Regional Vice
President (RVP) and
below

Less than 2% of AICs achieve this title. The annual typical earnings of AICs can be found at earnings.arbonne.com.

PROMOTING INCENTIVE TRIPS

(AIT, NVP Leadership Training Meeting in Maui, etc.)

Use the incentive and reward recognition disclaimers found in the most current version of the ICES.

In 2019, 344 Arbonne Independent Consultants at the National Vice President level were eligible to earn the NVP Leadership Meeting incentive trip to Wailea, HI, of which 262 earned the trip. The annual typical earnings of AICs can be found at earnings.arbonne.com.

POSTING PHOTOS OF A WHITE MERCEDES-BENZ AND/OR REFERRING TO THE VP SUCCESS AWARD

The VP Success Award is available at the VP level; less than 2% of AICs achieve this award. The annual typical earnings of AICs can be found at earnings.arbonne.com.

**PROMOTING THE ARBONNE OPPORTUNITY, SUCCESSPLAN, EARNINGS, OR LIFESTYLE
OPPORTUNITIES IN IC-CREATED MATERIALS**
(flyers, newsletters, videos, training documents, etc.)

Include the disclaimer at the bottom of the document, or at the beginning and end of a video.

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SHARING YOUR PERSONAL STORY, WHAT YOU LOVE ABOUT THE PRODUCTS AND THE HEALTHY LIVING PROGRAM
(whether on social media or in personally created materials)

The typical results are different for everyone. Results vary depending on individual effort, body composition, age, eating patterns, exercise, etc.

**SHARING PRODUCT CLAIMS FROM ARBONNE CREATED TOOLS THAT REFER TO THE BENEFICIAL
EFFECTS OF ARBONNE NUTRITION PRODUCTS.**
(e.g. Meet the Product Sheets)

*The US Federal Drug Administration (FDA) requires a disclaimer to be provided any time beneficial effects of products are shared.
The disclaimer needs to be in a box and in bold.*

Arbonne Essentials® Protein Shake Mix is supplemented with 24 essential vitamins and minerals to support healthy living inside and out.◇ Protein promotes satiety.◇

**◇These statements have not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure, or prevent any disease.**

**PROMOTING ARBONNE PRODUCTS OR THE OPPORTUNITY VIA BLOGS, INDEPENDENT WEBSITES,
OR DIGITAL MARKETING CHANNELS.**

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FIND MORE INFORMATION TO PROTECT YOUR BUSINESS

- ✓ Search “social media” on The Source to review tools that can help you conduct your business with best practices.
- ✓ Engage with us at facebook.com/arbonnebest to get weekly tips, examples, articles, and more.
- ✓ Review additional tools on **The Source > B.E.S.T. > Protecting Your Business.**

Need help or a second pair of eyes?

Send a request to BEST.arbonne.com!

For additional information, please refer to **3.13 Medical Claims & Product Testimonials**; **3.14 Income & Lifestyle Representations**; and **4.5 Blogs, Websites & Digital Marketing** in the Policies & Procedures manual.