

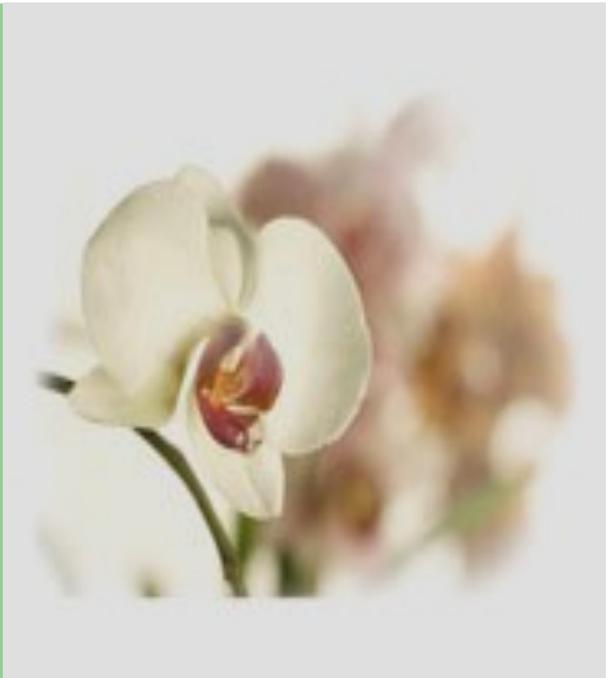


**Arbonne**



# A Gift to Spas and Salons

**Introduce  
Arbonne  
to  
Generate  
Great  
Revenue  
for your  
Business**



[www.arbonne.com](http://www.arbonne.com)

These materials have been produced by a group of Arbonne Independent Consultant for Arbonne Independent Consultants, and are not official materials prepared or provided by Arbonne International, LLC. Arbonne makes no promises or guarantees that any Consultant will be financially successful as each Consultant's results are dependent on his or her own skill and effort.



**Arbonne**

**The  
"Cutting"  
Edge**

Be one of the first selected salons or spas to offer a revolutionary anti-aging product with Swiss heritage that literally turns back the hands of time.

Arbonne's RE9 Advanced line blends nine result-oriented elements to combat the visual signs of aging.



**Would you like to:**

**Increase your profits without increasing your hours?**

**Enhance your clients' lives?**

**Cut back on inventory needs while making more money?**

**Offer products that you are proud to represent?**

**Earn what you are really worth?**

*Arbonne has the answer!*

**[www.arbonne.com](http://www.arbonne.com)**



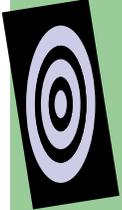
# Arbonne

Why  
Arbonne

1. Up to 100% markup!
2. Not sold in retail stores and will never be diverted
3. Prestige products with Swiss heritage sold at affordable prices
4. 35+ year old US company new to Canada
5. Full range of skincare, health and wellness products including:
  - Facial cleanser, toner, eye, day, night & neck cream
  - Shampoo, conditioner, hair mask, body wash
  - Anti-aging & skin brightening products
  - Ultrasound skincare device
  - Body lotion, hand cream and foot cream
  - Mousse, hairspray and hair serum
  - Sunscreen
  - Cosmetics
  - Acne Products
  - Baby cleanser, shampoo, lotion, & sunscreen
  - Shaving gel, aftershave & other men's products
  - Scrubs, masks, massage oil & other spa products
  - Toothpaste, deodorant
  - Vitamins & other health and wellness products
  - Protein shakes, fiber booster, energy drinks & herbal tea



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**Arbonne**

Pure  
Safe  
Beneficial



Introduce  
Swiss formulated  
skin care  
because you care  
about the health  
of your clients!

**Arbonne products are:**

- **Botanically based**
- **Hypoallergenic**
- **Free of chemical dyes & fragrances**
- **pH correct**
- **Dermatologist, ophthalmologist & pediatrician tested**
- **Free of SLS & harmful preservatives (parabens, formaldehyde & phthalates)**
- **Free of mineral oil/petrolatum (clogs pores, stopping the skin from eliminating toxins)**
- **Free of animal by-products**
- **Packaged in recyclable containers and boxes**



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# Arbonne

Why  
Clients  
Choose  
Arbonne

1. Arbonne International meets today's timing and trends.
  - A) Today's consumer is health conscious and wants pure, safe and beneficial products!  
Arbonne products are:
    - Vegan and Botanically based
    - Free from harmful ingredients such as parabens, phthalates, SLS, mineral oil, animal by-products, and chemical fragrances/colours. Recent research has linked these ingredients to cancer, early puberty, early menopause, infertility, ADD, etc. Most other North American products contain such ingredients.
  - B) The baby boomers are the largest percent of our population and are looking for ways to look and feel young. Arbonne's flagship line, RE9 Advanced, has the most recent technology in anti-aging on the market, such as stem cell, with 9 major age-defying elements.
  - C) Today's consumer wants convenience. Shopping on-line is becoming the preferred method. Arbonne products are purchased and re-ordered on-line, and shipped within days directly to the client.
  - D) Today's consumer look for companies that have a high concern for environmental responsibility and the ethical treatment of animals. Arbonne has a Green Commitment, has a Forestry Stewardship Certification, uses safe harvesting and is carbon neutral. Arbonne products also have never been tested on animals.
2. People want fast results. 100% of clients report noticeable results within 30 days with the Arbonne anti-aging line.
3. People want prestige products at an affordable price. Arbonne's ultra-premium skin care products are comparable to La Prairie at a fraction of the price. Arbonne's original chemist formulated La Prairie.
4. People like discounts. An Arbonne clients can become a preferred clients for a minimal annual fee to receive 20% off and opportunities for free products, vouchers and free shipping.
5. Clients want satisfaction. Arbonne offers a 45-day money-back guarantee for clients who wish to return products.
6. People want to take control of their future. Arbonne offers clients a business opportunity by turning the expense of personal care and health & wellness products into an income.

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# Arbonne

Why  
Salons Sell  
Arbonne

1. Clients are interested in purchasing pure, safe and beneficial products.
2. Arbonne products work and clients reorder them.
3. Customers trust the salon with their hair etc., and therefore trust the salon to recommend Arbonne hair and skin care products.
4. Arbonne is becoming known as a prestige product line. Word of mouth is the best form of advertising!
5. The products can be sold at almost an 100% mark-up.
6. The salon doesn't stock products. As they are purchased on-line by clients, the salon receives a commission.
7. Clients are connected to the salon. Whenever they choose to order products from their home computer, the salon receives the commission. Even when clients travel or move to a city within a country that has Arbonne (Canada, the US, the UK, Australia, New Zealand, Poland and Taiwan), the salon receives the commission when products are purchased.
8. When clients recommend that friends order these prestige products from the salon's Arbonne website, the salon makes a commission each time products are bought.
9. Employees of the salon can sign up as consultants under the salon. Even when these employees no longer work for the salon, each time these employees sell Arbonne products, or build their own teams, the salon earns a residual income.
10. Salon owners and staff get training on the products and on how they are sold by our team of Arbonne Independent Consultants.

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# Arbonne

## How to Introduce Arbonne

1. Integrate the products into your services so your clients are experiencing the products
2. Set up a display with testers
3. Promote products to clients by using an ARBONNE product information video in waiting area
4. Serve Arbonne chews, tea and energy drinks
5. Give out tester sets with set follow-up appointments
6. Invite your Arbonne consultant to host for your staff a product knowledge training session
7. Give a commission to stylists/estheticians/masseurs who sell products
8. Order products as needed instead of stocking them
9. Sign up clients so that they will always purchase products from you even if they move to a different city or country
10. Hold health & wellness workshops or client appreciation events



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Word of Mouth Marketing

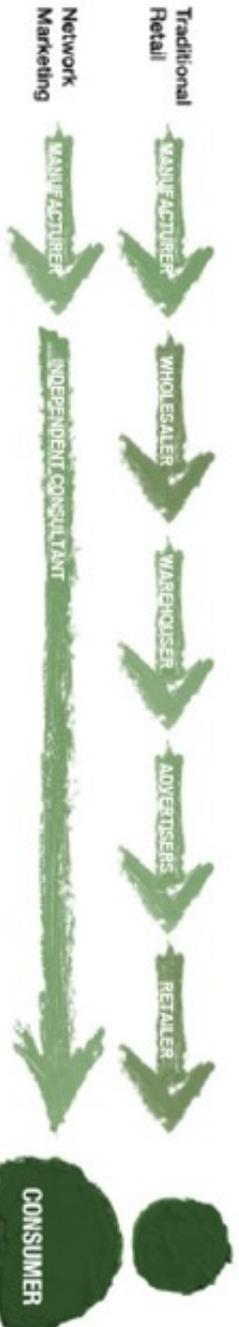
Arbonne



## What is Network Marketing?

A viable business

An effective distribution system via 'Word of Mouth'



Billions of dollars spent in all the right places:

- Research and Development
- An affordable Prestige Product
- An industry leading Compensation Plan with four streams of income



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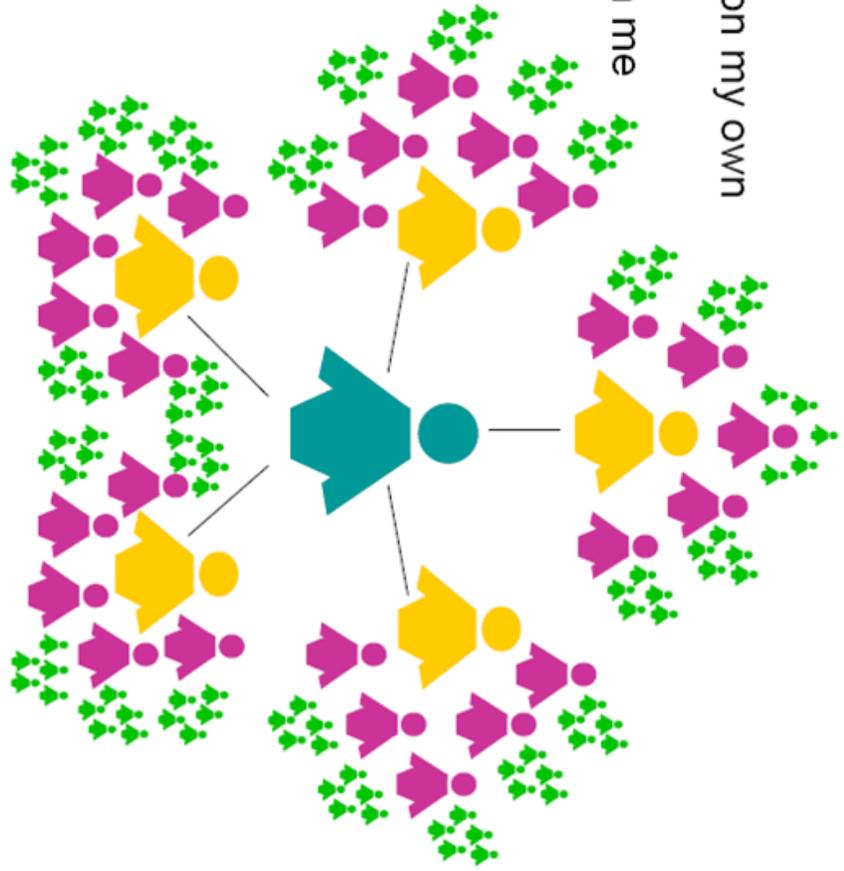
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Building a Network of consumers

Building A Network

- 1 I start a business on my own
  - 2 Then 5 people join me
  - 3 And they find 5
  - 4 And they find 5
- And so on...

5	x 5	= 25
25	x 5	= 125
125	x 5	= 625





# Arbonne

## What salon/spa owners say:

This product [Arbonne] is fantastic! Other popular brands are not even in the same league.

I have owned my salon for over 33 years. I am telling you: put those styling tools down and please listen to the Arbonne consultant. Trust me it will change your life as well as your clients'.

But why skin care?  
Your clients already trust you with their hair - why not their skin too? Everyone wants to put their best face forward.

Retailing such world class products can dramatically boost your bottom line. Not only is Arbonne the very best affordable product for your clients, it is the answer to financial freedom, paid vacations and fabulous gifts beyond your wildest dreams.

Because it's herbal and botanically based, it just feels good on your skin. It is far superior to any other product I have ever used.

Clients come back to your salon for reorders, not the department store. And they refer other clients to you, which increases both your services and retail sales.

You can have confidence that your clients will buy it when you first offer it and continue using the product for repeat sales.

I know well the hard work that is required to increase profits in this industry. Many salon owners are passionate about their work...They stand on their feet day after day offering the best they can to the clients they care about. Arbonne has added an extra dimension...both profit and job satisfaction.



# Arbonne

What salon/spa owners say:

Dear Salon Professional,

Are you looking for an opportunity to expand your business, keeping overhead low, not requiring another license (which takes time and money) and guaranteed to give you residual income so that you will be able to actually retire when you choose, not when your body has completely given out...look no further.

I've been a licensed aesthetician for 16 years and have owned and operated five skin care salons in Southern California. However, I feel like Donald Trump when he was asked, "If you had it to do all over again, what would you do differently?" He replied, "Get into network marketing." Well, I'm here to tell you that if I had been enlightened years ago I would not have worked 14-hour days or gone 10 years without a vacation. I was a top producer for the skin care products I used. In fact, with one line that is very prominent now in the aesthetic field, I was one of their first salons and helped many other salons and fellow aestheticians to get started with their products. All for the privilege of being honoured once a year with a plaque at their annual dinner (whoopee!)

I choose Arbonne International for several reasons. Here are a few:

1. **INGREDIENTS** - I am very selective and Arbonne uses on the finest botanicals, all research and development is in Switzerland but it is manufactured in the US so we get a fresh product.
2. **THE COMPANY** - Arbonne has been a stable company since 1980, now going globally, and supports its people in the field. I have a voice that is heard.
3. **FREEDOM** - I am no longer tied down behind the chair and have flexibility in both my business and my personal life.
4. **NO GLASS CEILING** - I can become a National Vice President if I choose - with absolutely no one to stop me!
5. **RESIDUAL INCOME** - I have taught and trained numerous professionals, many who have gone on to open their own salons. I, of course, have not benefited. In some cases, they became my competition. In Arbonne, as I help and train others to be successful, I receive the fruits of my labour - infinitely!

Let me ask you a question: Does Aveda...Redken, etc., reward you for your efforts with a Caribbean cruise? Trip to Italy? Diamonds? Free products? (I don't think so!) That is only part of the fun of representing Arbonne International. Instead of having a rep who is here one week and gone the next, your sponsor always remains the same. The company provides unparalleled training and motivation to help ensure your success. So why not look into a smart way to invest into yourself and business. Follow in the footsteps of salon owners...who have grasped the vision. Think where you will be five years from now if you choose Arbonne. Where will you be if you don't?

Sincerely,  
Linda Cruikshank, Regional Vice President, Licensed Aesthetician

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