

B.E.S.T Guidelines

Important Tips to Remember When Creating Your Presentation,
Recording Your Learn and Burn or Writing Your *Eye on Arbonne* Story



Promoting the Arbonne Opportunity

BEST TO SAY:

1. Explain how ONLY product sales relate to title qualifications, income, trips, awards, incentives, bonuses, jewelry, etc.
2. Talk about the time, effort, individual skill and dedication required to build and maintain a sustainable and successful Arbonne business.
3. Always inform someone that the only requirement to start an Arbonne business is the Independent Consultant Starter Kit fee.
4. Make compliant income and lifestyle claims:
 - a. "My Arbonne business has allowed my spouse to stay at home full time."
 - b. "After three years, the income from my Arbonne business exceeded the income from my previous job."
 - c. "Thanks to my Arbonne business, we are now financially stable and debt free."
5. When talking about the average annual earnings of Arbonne Independent Consultants and/or the time it takes to promote to each level in the SuccessPlan, always remember to provide the information from the current year's Independent Consultant Compensation Summary (ICCS).
6. Talk about how a Regional Vice President (RVP) and National Vice President (NVP) earn the Mercedes-Benz Cash Bonus to purchase or lease a white Mercedes-Benz.
7. When talking about income, talk about earning a commission and override check.
8. When using the term "duplicate" you want to talk about duplicating a sales system. You can talk about duplicating sales and sponsoring efforts that earned you that qualification, incentive and/or bonus:
 - a. "Our team has a simple income producing system that's easy to duplicate."
 - b. "As a result of my team duplicating their sales volume and sponsoring activities, we promoted to RVP on July 1."

REASON:

1. Any amount or type of income earned through an Arbonne business is based solely through the sale of Arbonne products and not the mere act of sponsoring other Arbonne Independent Consultants.
2. The financial success of an Arbonne Independent Consultant depends on their effort, dedication, skill, and the time spent training and coaching their team. Earnings vary significantly and depend on a range of factors. This information must be provided when speaking to prospects. You never want to downplay the hard work that goes into building and maintaining an Arbonne business.
3. Unethical, false or unlawful recruiting practices violate consumer protection laws. It is a violation of Arbonne's policies, the DSA Code Ethics and potentially the law for an Arbonne Independent Consultant to require or encourage another Independent Consultant to purchase unreasonable amounts of inventory or sales aids.
4. You must provide prospects with sufficient information to allow them to make a reasonable evaluation of the opportunity to earn income.
5. You want to provide your prospect with sufficient information about the average time it takes to promote to each level and the average annual earnings of active Arbonne Independent Consultants from the preceding year.
6. Regional Vice Presidents and National Vice Presidents can earn a Mercedes-Benz Cash Bonus to purchase a white Mercedes-Benz. The car is not a gift nor is it "free." You must have a certain Qualifying Volume in your Central Region or Nation in order to earn the cash bonus.
7. Arbonne Independent Consultants are independent business persons, not employees of Arbonne. Therefore, you earn commissions and overrides, not a paycheck.
8. You are not creating copycats or Independent Consultants who do exactly what you do. You are leading by example, doing the do, getting into activity — selling, sponsoring, goal setting and personal development, etc. — activity to help build strong, sustainable businesses.

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Promoting the Arbonne Opportunity

BEST NOT TO SAY:

1. Do not make guarantees regarding income and success. Do not promise or imply that someone is going to earn a certain dollar amount or surpass the income they currently are making by having an Arbonne business:
 - a. "I can show you how to earn six figures."
 - b. "I can show you how to make a million dollars."
 - c. "If you duplicate what I did, you too can earn the income I am making."
2. Do not imply or state that someone needs to purchase a certain amount of products or a certain amount of sets to start their business.
3. Do not give the impression that if someone purchases the same exact tools as you did (when you started your business) that they will promote through the Compensation Plan at a certain speed.
4. Do not state that you turn an expense into an income.
5. Do not give the false impression that all someone needs to do is follow their upline's system for success or duplicate their upline's system and they too will be successful:
 - a. "The reason I promoted is because I duplicated my upline's system."
 - b. "You can promote through the SuccessPlan by duplicating your upline."
 - c. "If you want to be an NVP, you just need to duplicate your upline's system."
6. Do not imply that after someone becomes a VP, that they can sit back and collect residual income.
7. Do not make claims or give the impression that building an Arbonne business doesn't take hard work and effort:
 - a. "It only took me six months to achieve RVP status."
 - b. "I work part-time hours for a full-time income."

REASON:

1. The Federal Trade Commission and several states and provinces have laws and/or regulations that prohibit certain types of income claims from anyone engaging in direct selling or network marketing. Therefore, you are not permitted to make claims that would imply or guarantee income earnings through having an Arbonne business.
2. We never want to make someone feel like they have to purchase a certain amount of products to start their business. It is okay to offer different product options (e.g., Success Packs, ASVPs, etc.) to help them start their business. It is important to get to know and understand each prospect and Consultant to help determine the best fit for them financially.
3. Actual earnings vary significantly depending on the time committed to your business, your skill level, your personal activity (e.g., sales, sponsoring, personal development), and the sales activity of your team, etc.
4. Arbonne Independent Consultants do not earn an income by purchasing products. Commissions are earned from the resale of products to consumers, including Clients and Preferred Clients. Overrides are earned on the Override Volume (OV) of all personally sponsored Independent Consultants.
5. There is not one system for success nor can you promise that someone is going to be successful. It is misleading to imply that someone is going to be successful or promote through the SuccessPlan just by "duplicating" what someone else has done. Every person is different and even if someone does exactly what you do, they may not sell products as easily and they may have a hard time sponsoring Business Builders, Preferred Clients and Clients. You want to talk about leading by example, doing the do, getting into activity (selling, sponsoring, goal setting, personal development, etc.) — the activities necessary to help build strong and sustainable businesses.
6. The terms residual or passive income give the impression that little effort is involved in securing or earning an income. These terms can mislead someone to think their income will continue to come in over a long period of time after the effort has been expended to create the income. Arbonne does not support statements which would imply that Arbonne Independent Consultants can merely sit back and collect passive income without the work being performed to generate sales.
7. All earnings claims must be accurate, truthful and presented in a way that does not mislead a person to believe they are going to promote at a certain speed or to earn a certain dollar amount. It is a requirement by the Federal Trade Commission and the DSA that when a company or its direct sellers make earning claims that they disclose average earnings and the percentage of distributors who achieved each level. This is the story that needs to be presented to prospects, not fast promotions and quick earnings.

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Promoting Arbonne Products

BEST TO:

1. Only make product claims found in country specific corporate created tools.
2. Share your own personal testimonial and ensure your testimonial reflects only approved product claims as they appear in Arbonne approved packaging or promotional materials provided by the Arbonne Home Office.
3. Talk about providing prospects with product samples.
4. Talk about Arbonne's 30 Days to Healthy Living and Beyond Program, and nutrition and weight management products.
5. State that Arbonne's products have a Swiss heritage.
6. State that Arbonne's products are formulated without artificial flavors, synthetic dyes, parabens, animal products and by-products — do not say, "Free of..."

REASON:

1. To ensure your claims are accurate and compliant, only use the Arbonne tools for the specific country in which you are conducting business and where your end consumer purchasing products resides.
2. You never know if someone's testimonial or Before & After pictures are accurate or if they have followed the guidelines provided by Arbonne. You are responsible for anything that you post or share — even if you didn't create the content. For additional information, please review the *Sharing Your Testimonial Guidelines* document that can be found on The Source. Make sure to follow the guidelines for the specific country in which you are conducting business and where the end consumer purchasing products resides.
3. When training on a global stage or creating tools to be used by the Home Office, Arbonne needs to make sure the training messages are suitable for all markets and reach out methods. We need to be inclusive of the broadest audience; therefore, Arbonne will always use the word "samples" instead of "testers" or "kits."
4. Arbonne does not sell weight loss products nor do we have a detox program (e.g., 28 Day Detox Program). When promoting Arbonne's program you must provide the full name of the program and not create your own name.
5. Arbonne products are not manufactured or formulated in Switzerland. They have a Swiss heritage.
6. Always state that Arbonne's products are "formulated without" a certain ingredient, unless otherwise specified on the label or in Arbonne created tools. From a layman's perspective, the word "formulated without" and "free of" may be synonymous, but from a Regulatory standpoint, there is a difference. Therefore, we need to use "formulated without."

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Promoting Arbonne Products

BEST NOT TO:

1. Do not state or imply that Arbonne's products treat, cure and/or prevent any type of medical condition (e.g., psoriasis, eczema, fibromyalgia, cancer, autism, lupus, constipation, gastrointestinal disorders, migraines or depression, burns, etc.) — even if it's your own personal testimony:
 - a. "After using Arbonne's products for six weeks, my Eczema disappeared."
 - b. "After using the ABC Arbonne Baby Care® collection, my son's Rosacea went away."
2. Do not imply that Arbonne products can be used in place of prescription medications:
 - a. "After using Arbonne's products, I no longer have to use the medication prescribed by my doctor."
 - b. "I've suffered from a skin condition all my life. After using Arbonne's products, I no longer have to use the medication from my dermatologist."
3. Do not use testimonials, including Before & After pictures that would reasonably mislead, deceive, create a false impression, or provide the wrong idea in the minds of consumers.
4. Do not use scare tactics or disparage another product brand or company to sell Arbonne products.

REASON:

1. Medical or implied medical claims not only violate Arbonne's policies, but they could potentially violate federal and state laws and regulations in each of the countries in which Arbonne operates.
2. When building a sales network, you don't want to mislead the consumer or potential prospects by making claims that our products can do things they were not formulated to do. Misleading or deceptive claims or statements that cannot be substantiated are a violation of consumer protection laws.
3. All product claims must be substantiated by competent and reliable evidence and cannot be misleading to the consumer. Arbonne does the work for you. We follow regulatory guidelines when creating marketing tools to ensure our claims can be substantiated and do not mislead or deceive the average consumer.
4. Arbonne sells naturally inspired and scientifically tested products with targeted results. You want to promote the positive aspects of Arbonne's products. Using scare tactics or disparaging another company and its products is unethical and gives Arbonne, our field, and the direct selling industry a bad image.

