Hello, I am Candace Keefe, Senior Vice President of Product Development and Field Events at Arbonne International, and I am excited that you are embracing Arbonne University to learn the most about Arbonne’s products. Throughout the University and all through each module, you will learn specific things about every single category of Arbonne’s products. I am anxious to get started, and I am anxious for you to learn. I want you to have confidence in yourself when you’re finished with this, and I don’t want you to feel like you have to be a nutritionist or a cosmetic chemist to be successful. I want you to be assured with the knowledge that Arbonne does everything possible to make sure it markets pure, safe, beneficial products.

### “The Arbonne Difference”

**BY CANDACE KEFFE**

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Let’s get into the Arbonne difference, and about what makes Arbonne’s Products stand apart in the market-place? You know people ask me all the time, “What do you do?” and I say, “I work for Arbonne International.”

Our products are pure, safe, beneficial, and they are formulated in Switzerland, and then made in the USA. They are based on herbal and botanical principles, PH-correct, hypoallergenic, dermatologist tested, formulated without animal or human ingredients, never tested on animals, free of mineral oil, and are Certified Vegan. I am so proud of that statement, but in this module I am going to teach and train you about what makes Arbonne so unique and different in the market-place, what each of those statements means, and why it is important in our formulation process.

- **The Arbonne Difference I**

- **AIRD**
Let’s take that first statement- Formulated in Switzerland and made in the USA, Arbonne has AIRD (The Arbonne Institute of Research and Development), which is located in Switzerland.

AIRD is a laboratory that coordinates the extensive expertise of master care formulators, to develop the products in the Arbonne Skin Care category. We have a Swiss heritage, which means that we can incorporate centuries of knowledge in the use of herbs and botanicals into formulating skin care products that work.

• Pierre Botiglierri

We have Pierre Botiglierri, who is our Swiss representative for AIRD, the Arbonne Institute of Research and Development. Pierre has been a long-time member of the Society of Cosmetic Chemists (SCC), the Swiss Society of Cosmetic Chemists (SSCC), and the International Federation Society of Cosmetic Chemists (IFSCC). As you can see, Pierre is able to tap into resources and technology worldwide to bring his expertise, along with the expertise of other formulators, to the Arbonne product line. At the end of the day, it is this, that gives us the edge in creating products that truly perform, that truly deliver the benefits that the consumer expects.

• Pure, Safe, Beneficial

Let’s talk about pure, safe, beneficial and what that means exactly. You hear a lot of people in the market-place talk about 100% natural products and 100% organic products... but 100% is really not the truth. We at Arbonne focus on pure, safe, and beneficial.

• Pure

Arbonne combines the best of science and nature for beneficial results. We want to use the purest ingredients available to put into products that are proven safe. We want to use the finest ingredients that actually perform, and that’s what pure means to us. It doesn’t always mean 100% natural, though we do use organic herbs where they are available, but we like to ensure that they are the purest ingredients at hand, to perform safely and offer optimum results in each formulation.
• Safe

What safe means to us, is using extensive voluntary test on each formulation to ensure they are safe for the consumer. At the end of the day, we have thousands and thousands of Independent Consultants sharing our products. We want to make sure that their experience is the best it can be, and they very few people experience any kind of negative reaction at all. We want to make sure our products are safe by using pure ingredients.

• Beneficial

In order for products to work, at the end of the day they need to provide benefits, and you have to see a visual improvement or there really is no purpose for the product. That’s why it is very important to focus on what Arbonne stands for.

Arbonne stands for Pure, Safe, Beneficial!

• Pure, Safe, Beneficial

Another important aspect of Arbonne skin care products is that they are manufactured in accordance with FDA, and Good Manufacturing Practices (GMP). What this simply means is that the pride we put in to proprietary formulations we own, is extended into the manufacturing process. We want to make sure that whoever uses our formulas to produce a product, follows the strictest guidelines available, to ensure that the products are never compromised from a safety standpoint.

All of Arbonne’s skin care products are reviewed by internationally-known scientist with Ph.D.s, accompanied by over 60 years experience, starting with Pierre, our Swiss representative at AIRD. Together with our formulators, we have Ph.D. qualified professionals with years of experience who bring that expertise to all of our proprietary formulations.

Another important aspect about the safety is how Arbonne uses independent laboratories to perform its safety studies. This is an uncompromised third eye on our formulations to ensure that at the end of the day, they are safe. This is a voluntary process Arbonne goes through, again we want to make sure that the products we distribute to thousands of Consultants are indeed safe, that they can be used by the major of the consumers without any negative results.

Again, all of these tests are performed prior to marketing any product.
The Arbonne Difference

I have to tell you that from the product’s profile to the bench to the formulation, and through the safety testing, which can take two years in some cases, we make sure the products pass every standard 100% before we begin to market.

Pure

Now I would like to spend a little bit more time breaking down our pure, safe, beneficial philosophy, because in the pure category alone there is so much you need to know and understand about the basis or the foundation of our product line, why we use herbal and botanical ingredients. Throughout our formulations, dozens of plant extracts are used as agents in our Arbonne products and many of these extracts have been shown for years to be beneficial in supporting vibrant and healthy looking skin. What you need to know is that plant extracts are simply natural complexes of various chemicals, but don’t let the word chemical scare you. So many people relate that word to floor cleaner or glass cleaner, because it is in fact made up of chemicals. The truth is, our own bodies are made up of thousands of chemicals and chemical reactions. Don’t let chemicals scare you, they are not an abrasive cleanser or chemical, they are simply a molecular structure in a complex. Plants are made up of hundreds of thousands of these complexes that are truly beneficial for the long-term visual health of skin. They can help the skin become more vibrant-looking and appear more healthy and alive.

I would like to take a little bit of time to focus on just one so you have an understanding of these thousands of chemicals within one plant extract, and that chemical is Comfrey Extract, which is used widely in our skin care products. If you look at the chemical breakdown of this, you will see it has a complete amino acid profile. Amino Acids are the building blocks to proteins and are simply complete in it’s amino acid complex. We have a complete vitamin profile where you will find Thiamin, Riboflavin, Nicotinic Acid, Vitamins A, B-5, B-12, C, E, and Allantoin. This is a very comprehensive vitamin makeup within this one extract. Then you will notice a complete mineral profile, every mineral again coming from the earth. These are all vital to the support and the health of the plant but also provide that same support in the health of the visual appearance of the skin.

When we talk about that pure aspect of the Arbonne products, how we incorporate herbal and botanical blends into our foundations, this becomes the foundation for everything and is why our products perform. The Earth provides everything necessary to protect itself from the environment. That’s how a plant grows from a seed to a plant, has a life cycle, and can exist because it has everything it needs to exist.
Let’s talk about the safe aspect of our products. I talked about voluntary safety studies previously. Before we market a single product, we put it through a myriad of tests. One of those tests is the RIPT, or the Repeat Insult Patch Test. The intention of this test is to actually use the product, use it as it is recommended, on the skin of a human panel over a period of time to ensure there is no reaction.

Basically, through an independent laboratory, we submit the product with a number and a description. It doesn’t have a company name or a product name it simply gives instructions for use. The product is applied repeatedly over a course of time and throughout that test we want to see absolutely no reaction on that person using that product, no redness, no rash, and no bumpiness.

At the end of the day, we want zero reactions across the board to market this product. What this gives us is a hypoallergenic claim.

What we want in a hypoallergenic claim is to support that the majority of the population can use a product without having a reaction. Now, that does not mean that someone, somewhere might not have an allergic reaction, because that’s impossible, somebody might have one someday. This gives us confidence that the majority of the population can use our products without having a reaction.

One of the other safety tests we perform is called a USP challenge test or United States Pharmacopoeia standard test for microbiology. What we do here is take the actual formulization and inoculate it with common bacteria, yeasts, and molds to ensure that the product’s preservative system will support the formulation long term. We don’t want our formulizations compromised by either misuse, or in some cases, contamination through the manufacturing process. We want to make sure our preservative system will hold true through time to ensure that the product is safe.

Preservatives are very important in a product formulation in the Arbonne world. Our products are oil in water emulsions and anytime you have two sides or two faces to a formulation, both oil and water, you not only have to protect the oil from oxidation, but you have to protect the water from exposure to yeast, mold, and bacteria. It is very important that we perform this test, that we put it up against the most common yeasts, molds, and bacteria and that our preservative systems will protect it, that’s called the USP challenge test.

Another important element of our safety studies is making sure that the products are pH correct. Why this is so important is the skin has a protective barrier made up of: Lipids, sebum and sweat. I know that doesn’t sound very appealing, but the reality is, it is the skin’s own natural defense mechanism against the environment. We really do come equipped with everything necessary to protect ourselves through the aging process, but in many cases if the products are not pH correct, they can strip off that protective layer and just leave us exposed for a period of time.

Our skin naturally has a pH of around 5.5, so cosmetics and skin care products that are formulat-
ed to be pH balanced are perfect and work in perfect harmony and do not disrupt that natural protection mechanism that our skin creates for itself. So it’s really important to not compromise the barrier of our skin so that we do not expose it to unwanted bacteria. Therefore, pH correct is vitally important in testing our products to ensure that they are safe, and is one of those very important steps that Arbonne takes.

One of the next tests we perform, and this is a necessary test when you make an SPF claim or Sun Protection Factor claim, is done on a human panel. This panel is convened to evaluate the effectiveness of the material as a sunscreen and it also helps us to determine the SPF factor. So that when we assign a number to it, we ensure through these test that we get the length of time as a sun protection factor correct.

You can find this test or the description of this test at the Federal register of the Food and Drug Administration. Because of an SPF, this becomes an OTC product or an over-the-counter drug, and it is very regulated by the FDA. We cannot make a SPF claim without having this test performed and having it approved through the methods of the FDA testing. The results of this test are what give us an SPF claim. It is very important that we follow all protocol, because every single batch that makes an SPF claim has to be registered with the FDA.

Hypoallergenic, I spent a little bit of time on this, we want to be sure that our products perform well on the majority of the population, and that is what our RIPT test tells us (Repeat Insult Patch Test).

Our hypoallergenic claim doesn’t mean that everyone will never have an allergic reaction, it simply means that the majority of the population will not. All of you know someone who has extremely sensitive skin or may be allergic to everything under the sun. Our recommendation is that if you run into an individual like this who would like to use the Arbonne products, just perform a simple patch test. How you do this is to apply a small amount of product on soft tissue, under the backside of the arm is one of the best places to do it. Then put a Band-Aid over it and let them have the product on that spot overnight. You will see very clearly if that person has an allergic reaction to the product. Again hypoallergenic does not mean no allergies ever, it simply means the majority can use the product with fewer allergic reactions.

Our products are also Ophthalmologist-tested and are made specifically for around the eye area. They have undergone and passed a voluntary panel for ocular irritancy, and that sometimes supports the tear-free claim. It also eliminates the possibility for eye irritation. It is very important that when you have a product that you use around the eyes that you perform this test and make sure it passes. Because it is a voluntary test, it is not something we are required to perform.
• Pure, Safe, Beneficial

With hundreds of thousands of Independent Consultants selling and representing our products, we want everyone to have a great experience with the Arbonne product. This wraps up the safety portion of it. Again, because we own all of our formulations, it is a very important piece to the Pure, Safe, Beneficial aspects of the Arbonne product line.

• Beneficial

Let’s talk about Beneficial. At the end of the day, the products have to work. They have to perform and they have to show a visual difference. One of the tests we perform, especially when we say that they increase moisturization, is a moisturization summary, and the intention of this test is to determine the level of moisture provided by the submitted sample. It is also done on a human panel and it is done over and extended period of time. Unlike some tests that evaluate the benefit immediately after application, the test we perform proves it increases the skin’s ability to retain and hold moisture over time. Many of you may see advertisements on moisturizers in magazines that say you will instantly experience a 47% increase. Well, if you splash water on your face you will get that increase instantly.

What we want to do is prove that over time we are encouraging and supporting the skin’s ability to create and hold moisture. That’s what combats the visual signs of aging long-term, so the purpose of this is to ensure that our moisturizing products do indeed support the skin’s own ability to create and retain moisture.

One of the other tests that we perform in the beneficial aspects of our products is Wrinkle Density Skin Replica Studies. In this method, we divide the skin replica into equal bandwidths or sub areas to measure.

• Wrinkle Density Skin Replicas

What we want to do here is spacing, and this means the distant in millimeters between wrinkles – we want to minimize that. Depth is the average depth in millimeters of the skin wrinkle. Can we decrease the depth visually, or can we make it appear less deep? Shadows are where we see most of the aging process in the wrinkles they create. Shadows casted away from the wrinkle only make it look like a bigger or longer wrinkle, so we want to be able to create diffusion and light reflectiveness so that we can get those shadows away from wrinkles.
All of this is done through silicon replicas and over the course of time. We want to minimize the appearance of all of those effects of wrinkles.

Efficacy Studies – We do efficacy studies and clinical trials on all of our finished formulas. In the case of regimen of products a human panel is convened and they will use the products as outlined. In the case of RE9, they use the complete facial system. In the case of our new Intelligence line, which you will learn about, it is a complete regimen. In the case of our Figure 8 2-Step Cellulite system, it’s using both products together in normal application and as directed.

We do a complete clinical study to ensure that the efficacy works when using the products as recommended.

The next step that we take in the beneficial area, is the dermatologist tested aspect. Allot of people want to know what is the difference between dermatologist tested, dermatologist approved, and #1 dermatologist recommended.

In dermatologist tested, because these are test performed in independent laboratories, all of our products are tested so that there is no irritancy, that the USB challenge holds up, and our preservative systems hold up, and that our efficacy studies show results, because nobody knows in the testing process who the company is. These are all very third party, and they are not compromised or biased in any way. All of this is done under the supervision of dermatologists, who then sign the reports and say yes in fact this is what this test did. That’s what gives us the dermatologist-tested claim. In the case of dermatologist approved, it simply means that the dermatologist just approves of the product, thinks it is great, or in the test of dermatologist recommended, it’s usually a bi-product of marketing, that this dermatologist receives a tremendous amount of free samples and recommends it.

Dermatologist tested, is an unbiased view of all of these tests and safety studies to ensure that we are meeting the needs for the consumer in a pure, safe, beneficial way.

One other point is Pediatrician tested. Any of the products formulated for a younger segment of the marketplace (babies and young children), have also gone under the watchful eye of a pediatrician. In the case of our ABC baby care product, these tests were performed under the watchful eyes of a pediatrician, and received that stamp of approval and signature that the products are indeed safe for that segment of the market.
Summary

In summary, Arbonne voluntarily puts all of its products through extensive testing to ensure they are proven pure, safe, beneficial. Every single batch of products must pass microbiological tests to ensure there is no contamination, not from the raw materials, not from the manufacturing process, and not from any kind of handling that may have taken place, but from the compounding, to the tank to fill. Through the filling process, we run several microbiological tests to ensure that the product is never contaminated and as part of Arbonne’s stringent quality control, again because we own our formulas we take great pride in them all test are performed per batch and must be on file prior to meeting market demand or putting them into the marketplace.

That, in summary, explains our philosophy Pure, Safe, Beneficial, and all the extra work that goes into the Arbonne products to ensure that you, the Consultant, or you as a Client using the products have the results that you expect when you purchase such a high quality product. This concludes this module on product knowledge and I hope what you have learned is what you need to have the confidence in the Arbonne products to going forward with the Arbonne Difference, and see it from a pure, safe, beneficial standpoint.