



ARBONNE UNIVERSITY

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“Arbonne Weight Loss and Nutrition”

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Hello, I'm Candace Keefe, Sr. VP of Product Development & Field Events at Arbonne International, and I'm really excited to be here to share with you a tremendous amount of information about Arbonne's products.



Arbonne University: Weight Loss and Nutrition

Now we are going to get into the weight loss and nutrition part of Arbonne's product line and I want you to remember that all of our products are based on similar principles. The same things that propelled Arbonne's success with our skin care products are incorporated into our Nutritional and Weight Loss products. We have some very exciting technologies incorporated into our Nutritional and Weight Loss supplements and products. Everything must be Pure, Safe, Beneficial, beneficial being the key word. If the products don't work, how could you sell and represent them? They have to work and we have a long history of providing products that truly do work.



The Arbonne Difference

Let's talk about the Arbonne difference in our Nutritional Supplements and also in our Weight Loss Program. Arbonne supplements are cold-pressed or cold-processed, meaning that no additional heat is applied during the manufacturing process. This is very important because heat can damage or start the deterioration process of the nutrients that are included in the formulations. Arbonne supplements are blended with only the highest quality, pharmaceutical-grade ingredients and we follow the USP guidelines for disintegration and dissolution, guaranteeing that all supplements breakdown and dissolve within 30 minutes. USP stands for United States Pharmacopoeia.



We offer the standardization of botanicals and herbs. Standardization guarantees that the same amount of the active component is included within each botanical and herb. We also offer proprietary blends that are unique and specific to Arbonne and are formulated based on recent scientific research. We offer maximum absorption and bioavailability and we do not use colors, starch, caffeine, preservatives, or salt. The Arbonne Smart Nutritional Hybrids™ are offered in convenient, daily-use packets. They provide whole food supplementation offering an ORAC value of 8,000, which is Oxygen Radical Absorption Capacity. ORAC is a test that measures the antioxidant capacity of a whole food.

I’m going to wrap this up very quickly. We use the highest quality ingredients; we use USP standards; and we have incorporated a comprehensive use of vitamins, minerals, herbs and botanicals, not deviating from our foundation. We are giving you maximum antioxidant protection and we are doing this in a very clean way.



Quality Control

Lets talk about our quality control. All of Arbonne’s ingredients and finished products undergo stringent, quality control procedures to guarantee an effective, bioavailable, safe product. The nutrition products are based on scientific research and all of the raw materials are purchased from around the world so that we can have the most efficacious formulas. Each raw material comes with a certificate of analysis guaranteeing safety and consistency and is tested for potency and purity.



Good Manufacturing Processes

All of our products are manufactured in FDA-approved facilities and they follow the good manufacturing practices, which in the industry are referred to as GMPs. All of Arbonne’s finished products are also tested for potency and purity and for disintegration, dissolution, and stability. At the end of the day the products perform based on scientific research, good manufacturing processes, and independent testing to ensure they are going to deliver what we say they are going to deliver.



Figure 8® Products

So, let’s talk about Figure 8® and the products specific to that category. Everyone knows that we took a very simplified approach to making this plan work. There are four products that make it simple and eight dietary elements that make it work. The eight elements that make this product work are: A healthy vegetable protein, low carbohydrate, low fat, has no satu-



rated fat, no cholesterol, no artificial sweeteners, colors, or flavors, no animal products or by-products, and included herbs and botanicals to help suppress appetite, boost metabolism and increase energy.

The four products that make this program simple to follow are: The Go Easy! Protein Shakes that are available in three delicious flavors (Chocolate, Vanilla, Chai Latte), the Just Go! Fiber Shake, the Going, Going, Gone! Dietary Supplement, and the On the Go! Weight Loss Chews in Chocolate and Berry Burst. I love the Weight Loss Chews, they make me feel like I am cheating on my diet because they taste so great, but really do help suppress the appetite.



Figure 8® Proprietary Complexes

We take our formulas and product development seriously; therefore, we have proprietary blends in everything that support and make us different in the market place. Let’s talk about some of the Figure 8® proprietary complexes. The INNER-G-PLEX®, found in the Go Easy! Protein Shakes, is a blend of nutrients that work synergistically to help increase energy, which is very important during a weight loss program, and it increases energy at the cellular level. This blend includes CO-Q10, Alfalfa, Kelp, Korean Ginseng, and Alpha Lipoic Acid. In the Going, Going, Gone! Dietary Supplement, we offer the Get Going! Herbal Blend. This is an exclusive blend of Ginger, Pepper, Banaba, and other botanicals that are known to boost the metabolic rate, which is the key to effective weight loss. The On the Go! Weight loss Chews offer the Keep Going! Blend. The chews are low in calories and taste great. The blend features Condonopsis, which increases energy; Astragalus, which is an energy tonic; and Rhodiola, which helps promote weight loss, relieve stress, and is also a tonic for well-being. All of these herbal blends really offer the support that is important when you are losing weight.



Figure 8® Weight Loss Products

Let’s talk about two other products that are part of the Figure 8® program and what makes them special and unique. We introduced Figure 8® Daily Detox Tea and that product is very well liked and is used by thousands of people. The whole formula is a worldwide proprietary blend of herbs that creates a synergistic blend to support optimal health. It helps prepare you and your body to achieve your weight loss goals. This formula includes Milk Thistle, Couch Grass, Lemon Grass, Sarsaparilla Root, Peppermint, Dandelion, Uva Ursi, Burdock, and Fennel. The Daily Detox Tea is not designed to be a laxative product; it is simply a product that helps to cleanse the internal foundation of your body in a very gentle manner.

Let’s also talk about Figure 8® Vanish™, our 2-step cellulite system. This 2-step cellulite system offers a scrub that is applied prior to the shower and a cream that is applied after your



shower. These two products smooth out the skin with synergistic formulations that provide the ultimate defense for visually diminishing the effects of cellulite dimpling. The Figure 8® Vanish™ system incorporates clinically proven ingredients that effectively combat the visual signs of cellulite. I also want our listeners to understand that we have a patent pending on this product.



Arbonne Smart Nutritional Hybrids™

Arbonne Smart Nutritional Hybrids™ utilize the Arbonne key elements, which are a gender-specific, simplified method of making a product line that is comprehensive and that works. These supplements are convenient, a.m. and p.m. packets that provide core nutrients and proprietary blends to help healthy individuals of all ages create the energy they desire so that they can live the lifestyle that they desire. The Arbonne Smart Nutritional Hybrids™ offer many proprietary blends. The first one is the Women’s Gender Specific Blend, which is proprietary and combines proven beneficial botanicals for support to encourage optimal health for adult women. The formulation also includes a gender-specific formula for men that combines proven beneficial botanicals to encourage optimum health for adult men. Within the Women’s packets is a critical blend that offers critical bone support with a combination of essential minerals and nutrients to support healthy bone tissue. In both the men’s and the women’s formulations is an essential enzyme blend and this is an important broad-spectrum blend that supports better digestion of carbohydrates, fats, proteins, lactose and other dietary components. The Super ProFood blend is found in both formulations and is a proprietary, beneficial, super antioxidant blend that works to fight free radical, oxidative damage and provides an abundance of beneficial phytonutrients. These packets are gender-specific and they incorporate the use of superfoods for antioxidant protection, ultimate calcium and essential enzymes, so that we break down food properly and get the most out of them. All of this is combined into a smart, hybrid nutritional packet. Some of the fast facts are that it is not just our research that indicates that daily supplements should be taken by adults. It is very well documented in the Journal of the American Medical Association (JAMA), that also encourages daily supplementation to be taken with meals.



Arbonne Bio-Nutria®

Outside of the Arbonne Smart Nutritional Hybrids™ category, which is specific to men and women’s needs, are the Arbonne Bio-Nutria® products that offer a comprehensive approach to our health needs. Not only in health, but also fitness, longevity and remedy. Let’s spend a little bit of time on our health category with a product that supports long-term health.

The Herbal Colon Cleanse is a robust blend of cleansing and detoxifying herbs, plus the ben-



eficial flora that supports colon health. The Herbal Colon cleanse is a combination of herbs, to support elimination, help combat occasional constipation, general stiffness, aches, fatigue, and skin problems. It also includes Lactospore, which is a heat and pH resistant beneficial bacteria.

Arbonne Bio-Nutria® Fitness includes Herbal Muscle Massage Gel and Joint Formula, which is a dietary supplement. These fitness products help with the aches and pains associated with exercise. The Joint Formula includes glucosamine, plus herbs and nutritional building blocks for optimal joint support. The Herbal Muscle Massage Gel is a pain-relieving gel with active ingredients and added botanicals and herbs. Whether you’re a weekend gardener or a professional cyclist in the fitness category, there are products that will help you with the aches and pains of exercise.

Longevity includes proprietary formulas that focus on enhancing and improving the quality of your life. Arbonne Bio-Nutria® Longevity products use standardized herbs to ensure the same amount of active ingredients are in each tablet. The formulas are based on scientific research and European natural alternatives. The Longevity line includes Heart Formula and Leg Vein Formula and these are herbal dietary supplements that help support the aging process. The Heart Formula includes Arbonne’s exclusive formula featuring Arbonne’s proprietary herbal blend to help support cardiovascular health. The Leg Vein Formula fights varicose veins and contains an effective level of horse chestnut seed extract and Arbonne’s proprietary herbal blend of botanicals. The Longevity products support the aging process. Research has shown that horse chestnut strengthens the leg vein wall, which will help combat the visual appearance of varicose veins. The Heart Formula, which is very important to long-term health, helps support the healthy functioning heart.

The Remedy products support your body’s natural defense system and provide soothing relief of the aches and discomfort from common conditions, such as the cold and flu. These products offer unique, effective natural formulations that are free of sometimes-serious side effects of some medicines. The Arbonne Bio-Nutria® Remedy line includes: Herbal Vapor Soak, Herbal Vapor Rub, Get Well Soon Dietary Supplement, Herbal Lip Ointment, and Lip Service Dietary Supplement. The Herbal Lip Ointment combats cold sores naturally. All of these products together are natural remedies for common ailments. They help you relax with soothing comfort and vapor action to sooth tender skin in the bath or even with a vaporizer. These products include aromatic herbal ingredients. We use natural essential oils and vapor action to help open nasal passages for ease of aches, pains and congestion.



Summary of Arbonne Nutritional Products

Between Arbonne’s Smart Nutritional Hybrids™, gender-specific daily supplementation for good health and utilization and the creation of energy; to our health products that support the detoxification and cleansing of our systems; to fitness, if you’re a weekend warrior or profes-



sional athlete there are products to combat the aches and pains that come along with exercise; to Longevity, a heart formula that helps with long-term heart health as well as a Leg Vein Formula for the visual fight against varicose veins; to Remedy, natural products that help to support the immune system in a fight against common illnesses in our daily lives. I want our listeners to understand we don't cut any corners, we follow all USP standards, we use the finest ingredients, and we offer a nutritional line that is unparalleled in the industry. I hope this little journey through the product knowledge workbook has been insightful and I hope you have learned a lot. There is so much more to learn, but the reality is that using the products is when you will see the true benefits.

What I hope you got out of this is that we have put a tremendous amount of work into our Arbonne proprietary formulations. I hope that you have learned the Arbonne difference, what sets us apart in the marketplace and where we put the emphasis in our heritage. I hope that you were able to learn about the skin and the body and why we need specific products. I think an educated consumer makes a wise choice. When you know why it is easy, the answer is very easy because we formulate all of Arbonne's products to address the "why." Why do we want to combat that? Why do we need that? Why is this beneficial as we age? We believe in beauty from the inside out. We are going through change from the day we are born until the day we die. We want to make sure that we enhance beauty from the inside out, as well as from the outside in. That is what we are all about at Arbonne, giving you the purest, the safest, most beneficial products to support beauty from the inside out. I appreciate you taking the time to listen and learn and I wish you much success with Arbonne.

