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A MILLION REASONS WHY



NTC 07

Arbonne Product Knowledge

2007 New Product Training

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Senior VP Product Development & Field Events

Candace Keefe

What You Will Learn Today

- f.y.i.arbonne™ ... For Young Individuals
- About Face Product Reformulations
- Arbonne Smart Nutritional Hybrids™ for Teens and Kids



The Arbonne Difference

- Botanically-based
- pH correct
- Hypoallergenic
- Dermatologist-tested
- Never tested on animals
- Formulated without animal by-products
- Formulated without mineral oil
- Formulated without dyes or chemical fragrances

pure safe beneficial



The Arbonne Difference

- Pure
 - Combining the Best of Science and Nature for Beneficial Results
- Safe
 - Extensive Testing Performed on Each Formulation
- Beneficial
 - Must Work and Provide Targeted Benefits



Arbonne's Product Focus

- Creativity – New Opportunities
- Innovation – Invent for Today Reinvent for Tomorrow
- Expertise – Maximize Technology
- Responsiveness – On-Going Research
- Reliability – Build Trust and Loyalty

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Director, Product Development
Deborah Hicks

Let's begin with About Face Product Updates



About Face Color makes an “about face”

- Repackaging
 - for a complete NEW look
- 2 NEW product upgrades
 - for advanced Beauty Benefits!



Repackaging

- Started last year...and now the following products have the updated look, too!
 - Lip Pencil
 - Eye Pencil
 - Brow Wax
 - Translucent Loose Powder
 - Translucent Pressed Powder



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About Face product line

Clean • Fresh • Modern • Upscale



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Beauty Q&A



Q: What key beauty product bridges skin care and makeup?

A: Foundation



Q: Why?

A: A true "skin care" foundation helps protect and renew skin's beauty, not just cover it!

Women today are looking for makeup with anti-aging properties.



About Face Color

- Totally Advanced Reformulations
- Gives our color line ... and your business ... a LIFT



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About Face Color ... *introducing*



- About Face Line Defiance™
Liquid Foundation SPF 15
- About Face Cream Concealer
...for a flawless-looking complexion



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About Face Line Defiance™ Liquid Foundation SPF 15

Defy your age!



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Before



SPF 8
Vitamins A & E
15 Shades

After



SPF 15
Totally Advanced Formula
15 Shades

About Face Line Defiance™ Liquid Foundation SPF 15

A lightweight, creamy foundation that beautifully conceals imperfections, lessens the appearance of fine lines and wrinkles and minimizes the look of dark circles...all while delivering protective, soft-focus color...naturally.



Key Features

- Broad Spectrum SPF 15
– protects against UVA & UVB radiation
- Oil-free
- Talc-free
- Fragrance-free
- Dermatologist-tested
- Convenient pump bottle



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Key Elements

- 4 Patented Technologies
 - GABA (GAMMA AMINO BUTYRIC ACID)
 - Hydrogel Time-Release Hydration
 - Haloxyl™
 - Retinoic Ester
- Antioxidant Botanicals
 - Tibetan Goji Berry Extract
- Light-Deflecting Pigments





GABA (GAMMA AMINO BUTYRIC ACID)

- A safe, non-invasive BOTOX[®] alternative
- Innovative, highly-effective molecule
- Recognized cosmetic topical relaxer
- Smooths appearance of lines, wrinkles, signs of stress
- Short term, high performance effect
- Leaves complexion looking beautifully smooth and flawless



HYROGEL Technology

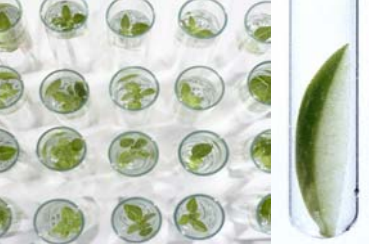
- Tiny capsules permit the time-release of nourishing moisture lost throughout the day
- Brings a feeling of freshness and softness
- Provides a soft cushioning effect
- Renders a dewy, radiant, more youthful look
- All skin types...especially ideal for dry, aging



HALOXYL™

- Advanced polypeptide technology promotes enzyme activity to help improve skin's micro-circulation
- Helps reduce the look of dark circles
- Helps ease under-eye puffiness
- Eyes appear younger and brighter





RETINOIC ESTER

- Vitamin A derivative
- Non-irritating cosmetic alternative to Retin-A[®]
- Wrinkle smoothing properties
- Helps strengthen and support skin's upper layers
- Helps promote a younger-looking complexion





TIBETIAN GOJI BERRY EXTRACT

- Rich in amino acids and antioxidants
- Helps reduce appearance of wrinkles and lines
- Promotes a radiant, youthful complexion



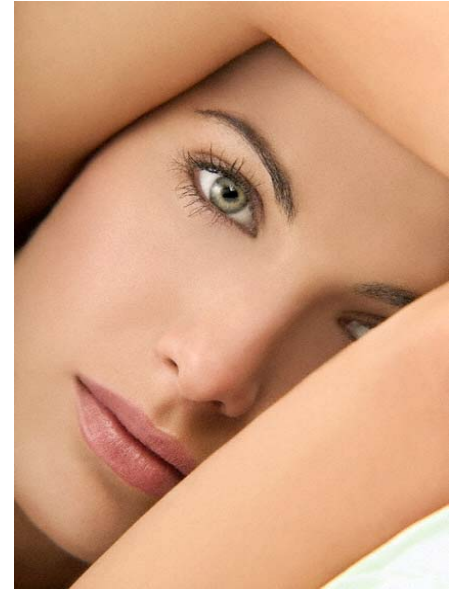
LIGHT-DEFLECTING PIGMENTS

- Micronized, optical pigment spheres
- 2 different size particles deliver the perfect look
- Small color particles deflect light away from lines and shadows on the face
- Larger color particles sit on the skin's surface to provide glide and even blending
- Promotes a flawless-looking complexion



Key Benefits - SUMMARY

- Colors and cares for the skin
- Protects against environmental elements
- Moisturizes
- Smooths the look of fine lines and wrinkles
- Promotes a flawless-looking complexion
- Helps strengthen and fight visible signs of aging for a radiant, younger appearance
- For all skin types



Beauty Q&A



Q: What color product can best help diminish the look of dark circles and tiny imperfections?

A: Concealer



Q: Why?

A: A good concealer can help reduce skin discolorations and naturally enhance and brighten the eyes.



About Face Cream Concealer

Go in hiding!



Before



Botanically Enriched
Vitamins A & E
4 Shades

After



Totally Advanced Formula
Light Deflecting Pigments
4 Shades

About Face Cream Concealer

This lightweight, oil-free creamy camouflage works overtime to moisturize and protect while keeping dark circles, little flaws and imperfections hidden with its advanced patented technologies, beneficial botanicals and light-deflecting qualities.



Key Features

- Oil-free
- Talc-free
- Fragrance-free
- Dermatologist-tested
- Blends easily, covers well
- Cream formula ensures comfortable, even application
- 4 shades



Key Elements

- Patented Technologies
 - GABA (GAMMA AMINO BUTYRIC ACID)
 - Hyaluronic Filling Spheres®
 - Time-Release Encapsulation
- Beneficial Botanicals and Vitamins
 - Buckwheat Seed Extract
 - Green Tea Leaf Extract
 - Antioxidant vitamins A & E
- Light-Deflecting Pigments





GABA (GAMMA AMINO BUTYRIC ACID)

- A safe, non-invasive BOTOX® alternative
- Innovative, highly-effective molecule
- Recognized cosmetic topical relaxer
- Helps smooth the look of lines, wrinkles, signs of stress
- Short term, high performance effect
- Leaves complexion looking beautifully smooth and flawless



HYALURONIC FILLING SPHERES®

- A cosmetic anti-aging ingredient used by professionals to fill lines and wrinkles
- Able to hold up to 400X its own weight in water
- Plumping effect minimizes the apparent depth of lines and wrinkles
- Provides long-lasting hydrating effect
- Renders a radiant, more youthful look
- Ideal for all skin types



TIME-RELEASE ENCAPSULATION

- Micro-spheres surround and carry ingredients through the upper layers of the skin
- These “capsules” control the steady release of active ingredients
- Enhances treatment benefits
- Sustains performance over time
- Provides a lasting, cooling sensation



BUCKWHEAT SEED EXTRACT

- Helps minimize the appearance of dark circles
- Helps reduce the look of under eye puffiness
- Promotes youthful appearance





GREEN TEA LEAF EXTRACT

- Rich in amino acids and antioxidants
- Helps protect skin against visible signs of aging
- Promotes a radiant complexion





LIGHT-DEFLECTING PIGMENTS

- Micronized, optical pigment spheres
- 2 different size particles deliver the perfect look
- Small color particles deflect light away from lines and shadows on the face
- Larger color particles sit on the skin's surface to provide glide and even blending
- Promotes a flawless-looking complexion



Key Benefits - SUMMARY

- Colors and cares for the skin
- Hydrates for a younger, firmer more vital appearance
- Helps smooth the look of fine lines and wrinkles
- Minimizes the look of dark circles, under-eye puffiness, tiny flaws and imperfections
- Brightens the look of the eye
- For all skin types

Beauty Q&A



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Q: Aside from the “Baby Boomers,” what other market demographic is a BIG opportunity for your business growth?

A: Teens 12-18



Q: Why?

A: These sophisticated, savvy, brand conscious shoppers have spending habits projected to reach **\$243 billion** in 2007... and 5% of this is spent on personal care.

They have skin, too!



Q: What are some of the competitive brands in the US marketplace targeting teens?

A: MAC, Stila, Benefit, Bath & Body Works, L'Oreal H.I.P., Mark. by AVON



Q: What products does Arbonne currently have that helps satisfy the needs of teens?

A: ✓ Clear Advantage
- for acne-prone skin
✓ Intelligence
not-so-basic skin care™
- 5 step system for 16-30 yr.



Q: How can Arbonne capture more of the teen market?

A: By offering additional products that are:

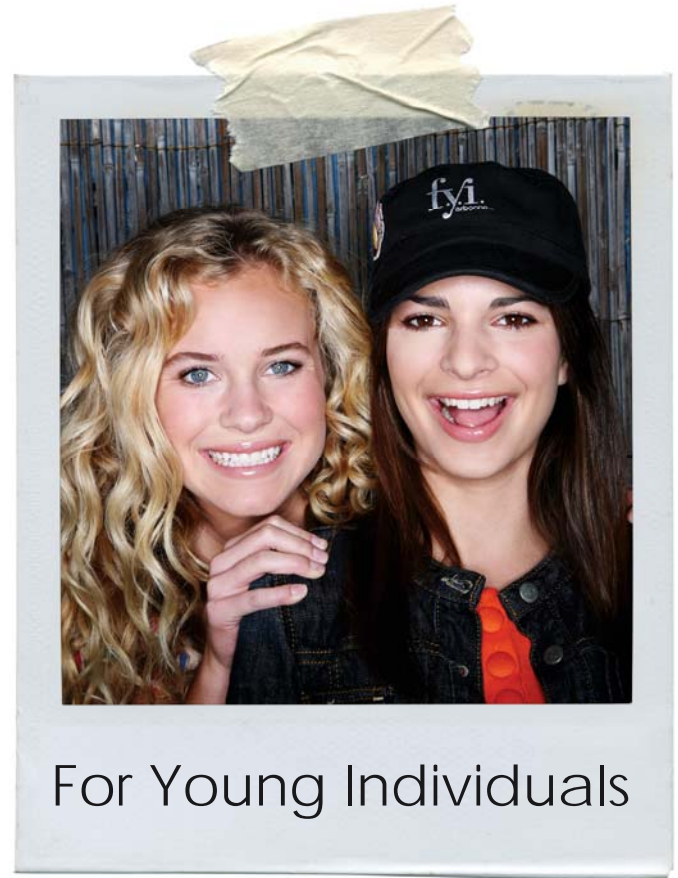
- teen specific
- high quality
- affordable
- safe & animal friendly
- offered exclusively by their consultant parents...
...now over 1 million strong!





Introducing ...

fyi.
arbonne™



For Young Individuals

arbonne®



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Specially created for
Teens 12-18 yrs.



fy.i.
arbonne™

because TEENS...

- need quality products
- are willing to spend
- want to have fun!

f.y.i.
arbonne™



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TEENS want...

- their own scent
- their own style
- their own personality
- to be grown up

fyi.
arbonne™



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Introducing...
body care • color • accessories

fyi.
arbonne™



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The products: 27 SKUs

- created in 3 best-selling teen segments
 - body care = 9 products
 - color = 16 products
 - accessories = 2 products
- formulated with Arbonne's principles:
 - pure, safe, beneficial
- teens need quality, too!



Body Care

- begins with BODY LANGUAGE
- 3 fragrant water-based scents...
that are pure, light, natural blends
 - Mysterious
 - Flirtatious
 - Ambitious



3 fragrant, water-based scents

- Mysterious
 - blackberries and pomegranates
 - unique, intoxicating
- Flirtatious
 - grapefruit and mango
 - fun, playful
- Ambitious
 - clover and green tea
 - stimulating, refreshing



3 fun, popular product forms

- **wash&wear_{TM}** body wash
- **bodybetter_{TM}** body butter
- **personalspace_{TM}** spray-on fragrance



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wash&wear™ body wash

- available in all 3 scents
- gently cleanses skin
- pH balanced
- breaks down dirt
- refreshes the senses
- leaves skin ultra-clean, ultra-soft
- imparts a light, irresistible scent



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bodybetter™ body butter

- available in all 3 scents
- ultra-pampering cream
- luxurious texture
- moisturizes
- conditions
- leaves skin soft and silky
- imparts a light, luscious aroma



personalspace™ spray-on fragrance

- available in all 3 scents
- unique water-based blends
- creates the mood
- captures the personality
- can be worn alone or layered
- for the true individualist
- convenient spray
- perfect for “on-the-go”



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face me color

- begins with SHEER and NATURAL color that cares for the skin
- contains gentle botanical ingredients to help protect and keep skin youthful



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3 fun, fashion product forms

- **geteven**_{TM} tinted moisturizer SPF 15
- **eyeQ**_{TM} cream eye shadow
- **itshines**_{TM} lip gloss



geteven™ tinted moisturizer SPF 15

- broad spectrum sun screen SPF 15
- offers UVA and UVB protection
- sheer, oil-free formulation
- hydrates with fresh moisture
- helps absorb excess oil
- delivers a velvety, matte look
- offers a natural, flawless finish
- for all skin types, any time of day
- 4 wide-range shades



eyeQ™ cream eye shadow

- 3-in-1 formulation
= eye shadow + highlighter + eye liner
- cream to powder for long wear
- easy to apply and blend
- contains aloe leaf for gentle moisture
- antioxidant vitamins A & E
- 6 shades*

* fits into About Face compacts/palettes



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itshines™ lip gloss

- offers delicious, sheer color
- adds luminous shine
- delivers sparkling luster
- natural, refreshing flavors
- select botanical oils moisturize and condition lips
- 6 shades



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2 “must have” **beauty** accessories

... that are also exciting business aids!

- **custom** compact
- **cosmetic** bag & brush set



custom compact

- exclusive compact design
- stylish, signature black patent
- 2 applicator brushes
 - = 1 for eyeliner + 1 for shadow
- generous mirror
- holds 3 **eyeQ™** eye shadows*

* or it can hold 3 About Face eye shadows



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cosmetic bag & brush set

- exclusive cosmetic bag design
- stylish, signature black patent
- metal logo zipper pull
- 4 applicator brushes
 - large logo makeup mirror
- holds everything!



f.y.i. arbonne™

product line-up

clean fresh bright
happy fun





A totally NEW product line specifically tailored to today's teens that will carry Arbonne's pure, safe, beneficial philosophy to the next generation.

Thank you!



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Product Manager, Nutrition

Michele Arth

Nutrition Q&A



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Q: How do we use the body to efficiently create energy?

A: Arbonne Smart Nutritional Hybrids™, it's daily nutrition made simple.



Arbonne Smart Nutritional Hybrids™

- Based on Four Hybrid Principles
 - Balanced Nutrition
 - Antioxidant Protection
 - Proprietary Blends
 - Body Efficiency



Arbonne Smart Nutritional Hybrids™

- Balanced Nutrition
 - Provides a Spectrum of Essential Vitamins and Minerals in Proper Amounts
 - Supports Dietary Requirements*



Arbonne Smart Nutritional Hybrids™

- Antioxidant Protection
 - Important Antioxidant Vitamins
 - Broad Spectrum of Powerful Antioxidant



Arbonne Smart Nutritional Hybrids™

- Proprietary Blends
 - Specific Age Groups
 - Specific Health Concerns
 - Super ProFood™ Blend
 - Whole Fruit and Vegetable Concentrates
 - Beneficial Phytonutrients



Arbonne Smart Nutritional Hybrids™

- Body Efficiency
 - Proper Nutrition
 - Proper Energy
 - Proper Body Function



Nutrition Q&A



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Q: How do we get kids to eat fruits, vegetables and get their vitamins too?

A: Daily Power Punch for Kids!



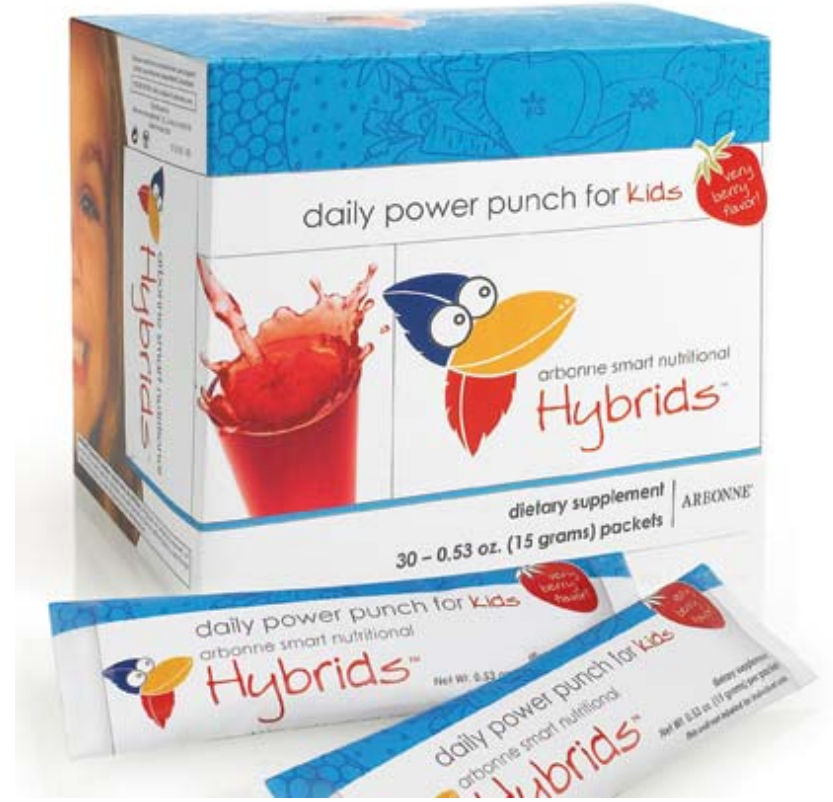
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Arbonne Smart Nutritional Hybrids™

Daily Power Punch for Kids



Before



Chewable Multivitamin
Tablet

After



Advanced Multivitamin
Powder

Arbonne Smart Nutritional Hybrids™

Daily Power Punch for Kids

- Daily Vitamin and Mineral Powder
 - Offers Essential Vitamins, Minerals and Antioxidants (Vitamins A, C & E)
 - Helps to Support Daily Requirements*



Arbonne Super ProFood Blend™ for Kids



- Think Color
- Eating Fruits and Vegetables in Different Colors
- Provides a Broad Range of Nutrients



Arbonne Smart Nutritional Hybrids™

Daily Power Punch for Kids

- Arbonne's Product Philosophy
 - Pure, safe, beneficial
 - No Artificial Colors
 - No Artificial Flavors
 - No Artificial Sweeteners



Arbonne Smart Nutritional Hybrids™

Daily Power Punch for Kids

- Key Features
 - Berry Flavor
 - Individual Convenient Packets
 - On-the-Go
 - Simply Add to Water
 - Formulated to Hybrid Principles



Arbonne Smart Nutritional Hybrids™

Daily Power Punch for Kids

- Usage
 - Easy for Parents
 - Fun for Kids
 - Mix With 6 oz of Water
 - One Packet per Day
 - For Children 2 – 12 years



Nutrition Q&A



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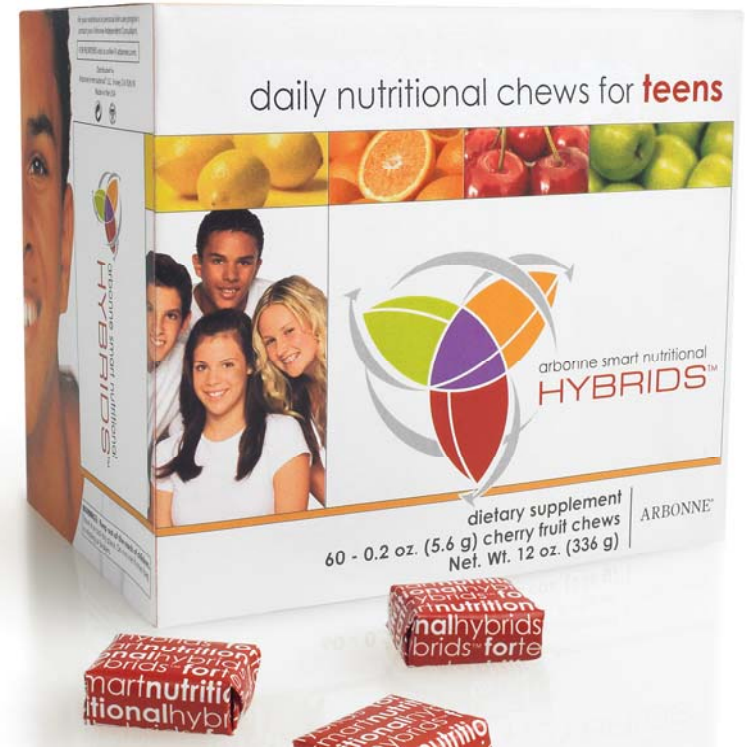
Q: How Do You Get Teens to Focus, Handle Stress and Eat Healthy?

A: Replace Cravings for Junk Food and Sweets with a Great Tasting Fruit Chew that Delivers What They Need.



Arbonne Smart Nutritional Hybrids™

Daily Nutritional Chews for Teens

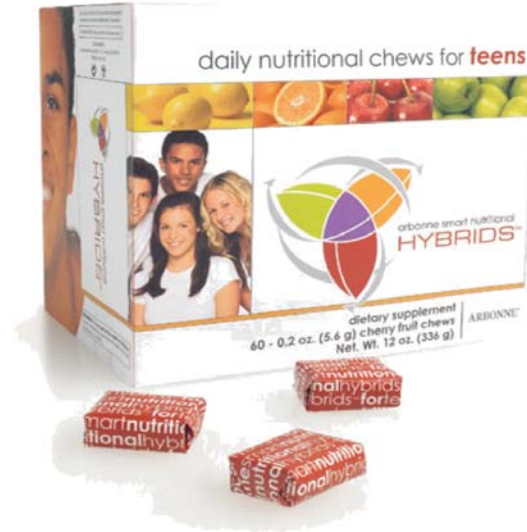


Before



Vitamin & Mineral
Tablet with Ginseng

After



Advanced Multivitamin
Fruit Chews

Arbonne Smart Nutritional Hybrids™

Daily Nutritional Chews for Teens

- Daily Multivitamin and Mineral Fruit Chews
 - Offers Essential Vitamins, Minerals, Trace Elements and Antioxidants to Supplement a Teenager's Diet
 - Supports Daily Requirements*



Arbonne Smart Nutritional Hybrids™

Daily Nutritional Chews for Teens

- Antioxidant Protection
 - Super ProFood Blend™ for Teens
 - Proprietary Blend Unique to Arbonne
 - Whole Fruit and Vegetable Concentrates
 - Rich in Antioxidants to Support a Healthy Immune System*



Arbonne Smart Nutritional Hybrids™

Daily Nutritional Chews for Teens

- Adaptogen and Immunity Blend
 - Adaptogens are herbs that help the body adapt to stress
 - Codonopsis, Astragalus, Schizandra, Rhodiola, Eleuthero Extract, Aswaganda



Arbonne Smart Nutritional Hybrids™

Daily Nutritional Chews for Teens

- Adaptogen and Immunity Blend
 - Provides specific ingredients known to sustain healthy immune system*
 - Andrographis, Shiitake, Maitake & Reishi, Arabinogalactan, Beta Glucan



Arbonne Smart Nutritional Hybrids™

Daily Nutritional Chews for Teens

- Key Features
 - Individual & Convenient Servings
 - On-the-Go
 - Cherry Flavored Fruit Chews
 - No Artificial Colors, Flavors or Sweeteners
 - Formulated to Hybrid Principles



Arbonne Smart Nutritional Hybrids™

Daily Nutritional Chews for Teens

- Usage:
 - Easy for Parents
 - Two Chews per Day
- For Teens 12 – 18 years



Arbonne Smart Nutritional Hybrids™

Summary

- Daily Nutrition Made Simple
- Core Vitamins and Minerals
- Super Food Antioxidants
- Gender Specific, Age Specific
- Key Benefits in Proprietary Blends
- Great Tasting
- Convenient
- **C O M P L E T E**



Summary

- f.y.i.arbonne
- About Face
- Arbonne Smart Nutritional Hybrids™ for teen and kids
- Pure, Safe, Beneficial



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THANK YOU

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