

## Arbonne Class Script

**Use this as a guideline for what to say – but feel free to put it into your own words so you feel comfortable with your personal presentation!**

-Leah Wagner

### Pre-class checklist:

- Blank Index Cards (one for each guest and hostess)
- 2 drinking glasses, mineral oil, 2 thick crackers for Mineral Oil Experiment (*\*see description below*)
- f.y.i Sugar Slush (kitchen sink before show)
- Mini hand cream give-away (Left-to-Right game)
- RE-9 Set in gold tote (display)
- Five Favorite products (display)
- Catalogs, Client Profile Sheets and Order Forms
- Pens and Calculators (ordering/check-out)
- Sponsor Folders (for potential business builders)
- Before and After Pictures
- Host Menu, RSVP sheet, fyi Price List
- Sponsor Game bag of samples
- Deal or No Deal script and “goodie bags”: either a bag with a free product/free samples OR a picture of the free gift they receive the night of their class. Up to you.

## I. Guests Arrive (20-30 min.)

- ❖ F.y.i SugarSlush for ½ or all of the guests, depending on size of the group
- ❖ Hand out Deal/No Deal bags, Client Profile Sheets
- ❖ Get to know guests as they scrub – ask if they have specific skin/nutrition questions you can address during the class. Let them pick personal scent.
- ❖ *(For a Peel Party – have guests wash their faces at the sink and apply the Enzyme Peel – rinse right before you highlight Re9 during the presentation.)*
- ❖ *(For an f.y.i teen-only party – have them guess which scent they think describes them best, then let them smell each scrub to see if they guessed right. Highlight Intelligence instead of Re9 during the presentation, and decide if the sponsoring game is appropriate or not, depending on their age.)*
- ❖ *(For a Mother/Daughter party – let mums guess which scent they think describes their daughter best, and let daughter pick her favorite before trying the scrub at the sink.)*

## II. Beginning the Presentation (3 min.)

**Hello everyone, and welcome!** My name is \_\_\_\_\_ and I am an independent consultant, \_\_\_\_\_(title)\_\_\_\_\_ with Arbonne International. Thank you so much for taking the time to be here, and thank you \_\_\_\_\_(host name)\_\_\_\_\_ for hosting – we have some great rewards in store for you! Would you mind sharing with everyone how we met and why you decided to

host? If you have a favorite product that you've tried, feel free to share that, too.

**Here's what you can expect** from our time together tonight/today: We'll introduce everyone to Arbonne's philosophy, test some of our products so you can see for yourselves how they feel/look/smell, and we always play a couple of games so you can be sure to walk away with some free samples. We'll be sitting down together for no more than 45 minutes for the class, and at the end I'll give you some free time to ask me questions, work on your wishlists and shop! My hope is for you to have fun, relax, and learn something new.

Everyone should have a catalog of their own, and something to write with. I'm also going to pass out an index card (or sheet of Arbonne padfolio paper) to each of you. The reason for this is because we're also going to have a contest as I go through the presentation. Is anyone here competitive? Here's what to do: Whenever you think of someone who would enjoy Arbonne based on what you learn tonight, write down their name. Whoever has the most names at the end of my script gets a gift! (And, no, I'm not going to collect them and call all of your friends, this is just for a bit of fun.)

Let's begin. You're probably wondering how I first got involved with Arbonne, so **let me tell you a little bit about myself.**

**Read/tell your "I" story at this point.**

## Example : Leah's WHY Story

My background is as a performer and a teacher, and Arbonne couldn't have come into my life at a better time. My Dad told me about it, and I trusted his opinion as a successful businessman, so I checked it out. I was looking for a way to make a good living doing something fun while still having the flexibility to be an actor. I fell in love with the products, the company's philosophy, and went to work building my team about 2 and a half years ago. I promoted to Regional Vice President in April, earned the company car, and now have the freedom to spend my time doing the things I love as I continue to do Arbonne part-time, doing 6 to 10 classes a month. I am passionate about introducing others to "greener" products that are safe for us and for the environment. Also, watch what I do, and if it looks like fun, I have a few information packets you can take home to learn more about joining our team - we are looking for people to teach and train! Arbonne is brand new to the UK and the opportunity here is wide open.

*(This should include an invitation for them to watch what you do and see if looks fun. You are looking for people to join you on your team and would love to share the opportunity with them. Also, work with your sponsor to develop an awesome "Why" story. If you are having trouble developing one...borrow someone's in an [Eye On Arbonne!](#))*

**GOING GREEN:** Also, we all hear about "going green" nowadays, and I like to say that Arbonne was green before it was hip and trendy to be so 😊

For most of my clients and myself it is important to shop GREEN with products that are safe for us and for the environment. So, just fyi -

- Our packaging is recyclable
- we do not create more emissions by having a middleman that drives our product to a warehouse, to a retail store then to you
  - we'll talk about what makes our products "green" shortly
  -

I feel great about controlling my own small business and keeping it green. I control my commute (from the bedroom to the home office to my presentations). I control my paper use and recycling. I control the energy I use. **Having Arbonne as a small home based business is the ultimate way for me to have a GREEN business.**

### III. Skin 101, Left-Right Game (5 min.)

**OK, let's get started.** You're probably wondering what makes Arbonne so different from all the other skin care companies out there. **Let's talk about the Arbonne Difference for a moment:**

How many of you go to the store and read your food labels? (ie. # carbs, how much fat, # calories)

How many of you go to the department store and read the label on your lipstick, cleanser or moisturizer?

Isn't it funny how we pay so much attention to what we ingest, but don't pay as much attention to what we put on our skin? Actually, what we put on our skin gets absorbed and enters our bloodstream 60 times faster than what we put in our mouth!

If you want to test out this theory, go home tonight, take a clove of garlic and put it between your toes. In less than 30 minutes, you will taste garlic in your mouth. That is how fast it works!

This is why it is so important to know what is in your SKIN CARE, as well as in your DIET.

Optional Game: Skinology 101! (have your bowl of Smarties ready to grab)

Let's play our first game of the night – can you tell we like to have fun at Arbonne? Let's find out how much you really know about your skin. I will ask a question and you can yell out the answer.

The first person who says the correct answer gets to grab a SMARTIE. The person who has the most SMARTIES at the end of Skinology 101 is the biggest SMARTY PANTS and gets a prize!

1. What is the largest functioning human organ?

answer: your skin! It's also known as our third kidney and is last to receive nutrients in the body, yet it is the first to show signs of imbalance or deficiency.

2. What are 5 main functions of the skin?

answer: To protect your body. To regulate your body's temperature for hot and cold. To manage your sensations like pain or tickling. To secrete or release things like sweat, bacteria, and oils from your body and is responsible for one quarter of the body's detoxification each day. Receives one third of all the blood circulated in the body.

3. After you take a bath or shower, how many minutes do you have to “lock in” moisture to your skin?

answer: 3 minutes!

4. How many days does it take for your skin to “turn over” or create new skin?

answer: it takes 21 days from your teens to 30s, 35 days for a person in their 40’s and 45 days for a person in their 60’s.

5. How can you damage your skin?

answer: you can get serious damage from getting constant sunburns, tanning in beds, and not wearing SPF, even on a cloudy day!

6. Why can Arbonne’s make up products claim they offer “beauty with benefits”?

answer: Arbonne’s make up products in both the FYI and About Face lines are enriched with botanical extracts that nourish the skin with anti-oxidants and help protect against the environment.

7. True or False you should always wash your face and remove makeup at night.

Answer: TRUE! Nighttime is when your skin renews itself, so when you don’t wash your face you wake up with yesterday’s grit on your skin. Everytime you leave your makeup on overnight, you age your skin 7 days.

**To help you learn a little more about why Arbonne does not use certain ingredients in our products, let’s play our first game of the night! (Or second, if you play *Skinology 101*). I have a free gift that one lucky person will start with whose birthday is closest to today? OK, you’ll start with the gift. I’m going to read you story about Arbonne, and every time you hear me say the word “left” pass the gift to the person on your left. Every time I say**

“right”, pass it to the right. Whoever has the gift at the end of my story will get to keep it. Does everyone understand? OK, here we go...

## **The Story Goes Like This!**

What is Arbonne you say? Well, let me tell you “**right**” now what we’re all about. The company is named after a town in Switzerland, the land of precision and cleanliness. The founder began the company in 1975 with the intent of creating a skin care line that was pure, safe and beneficial. He knew there were a lot of products out there that were being “**left**” on people’s skin that were not healthy for them.

Arbonne has seals of approval from “Beauty without Cruelty” and “Friends of the Environment” – these seals are very difficult for companies to obtain! Just think: what’s “**left**” on your skin from Arbonne’s products are botanical ingredients that deliver antioxidants, nourishment and vitamins which promote healthy skin! Arbonne keeps you on the “**right**” track as our products are herbally and botanically based using the finest pharmaceutical grade ingredients!!

What are the ingredients that should be “**left**” OFF your skin? You will learn how to be an expert ingredient and label reader after you listen to this: A common ingredient found in many other skin care and cosmetic products is **MINERAL OIL, also known as Petroleum, Petrolatum or Parrafin**. Does the person on your “**left**” use hand cream five times a day? Does the person on their “**left**” use chapstick every half-hour? Better yet, does the person on your “**Right**” go to bed with Vaseline and socks on their hands and feet thinking that this works? If it did, why do they have to keep doing this over and over again? I’m going to tell you “**right**” now. Mineral Oil’s molecular structure is too large to instantly be absorbed by the skin, so instead it forms a film on the skin’s surface. This film **blocks** your pores and interferes with your body’s natural respiration as well as the secretion of toxins. Mineral oil also **blocks** the absorption of any beneficial nutrients in your product and actually **leaches** vitamins, nutrients, and water from your skin causing you to show signs of aging. Be sure it is never “**left**” on yours! How about when you go to the zoo and after petting the sheep, you’re left with a sticky, greasy residue on your hands? What is “**left**”

on your hands is actually sheep sweat, commonly known as Lanolin, an **ANIMAL BY-PRODUCT**. Lanolin and collagen, another animal by-product, are also molecularly too large to penetrate the skin. **ARTIFICIAL COLORS AND FRAGRANCES** have no purpose being “**left**” on your skin either. And for those concerned with animal “**rights...**” Let’s talk about **ANIMAL BY-PRODUCTS**. Did you know that the most prestigious cosmetic companies in this country purchase ingredients from Rendering Plants? These are collection centers for animal carcasses, such as road kill, diseased farm animals, euthanized cats and dogs, and old restaurant grease. They boil the dead animals, mix the residue with the restaurant grease and get a rendered greasy by-product that cosmetic companies use for lipstick and eye make-up, as well as facial creams and soaps. This is called **TALLOW**. Have you ever picked up a tube of lipstick and wondered why it smelled like perfume? The purpose of this scent is to mask the odor “**left**” by these animal by-products. These ingredients are not “**right**” for the skin. Aren’t you happy to know that Arbonne’s products are guaranteed to NOT have these ingredients in them?

On the top “**left**” side of page 4 in your Catalogue you will see written, **The Arbonne Difference**. Arbonne’s products are: Mineral Oil Free, Animal By-product Free, never tested on animals, pH correct, hypoallergenic, and dermatologist and pediatrician tested!!! Our products are also certified vegan and we were one of the first companies, over 27 years ago, to embrace recyclable materials and eco-conscious manufacturing. So what are you waiting for, let’s get started in testing these awesome Arbonne products for yourself “**right**” away! Now pass the gift to the “**left**”. The person holding the gift “**right**” now is the winner!”

**Informative isn’t it?** OK, who do you know that would appreciate this information? Write their names down on your index card! Think about who you know that would appreciate pure, safe, beneficial and **AFFORDABLE** products that work! As you’re doing that, I have a couple of Arbonne fun facts to go over.

#### IV. Fun Facts (3 min.)

**First, I want to address why Arbonne products are not sold in stores.** Our products are 80-99% organic and will go rancid if left on department store or drug store shelves. Our products have a one-to-two year life span in comparison to the ten-to-fifteen year life span for products sold in a retail setting.

**We do not have the overhead** of retail space, warehouses, commercials, advertisements, fancy packaging, etc. that dept. store companies use to get you to try their products. Instead of spending money on advertising, we put it back into our research and development, and to compensating our consultants. If you think about it, the best restaurants and services in the world do not spend a lot of money advertising... They don't have to, because happy customers do it for them! That is how Arbonne works, too!

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If you will **turn to pages 4-5** of your catalogs, I want you to see that Arbonne really is for everybody (*...so long as they shower, I guess ;)* We have skin care systems for all ages: babies, teens, twentysomethings, men, and our most popular - the Re9 anti-aging line! The most exciting this about Arbonne in the UK is that, as we expand, we'll continue to launch new products every few months so keep checking back to see what's new! (*Highlight what's new, if it isn't in the catalog already.*)

I'd like to challenge everyone here to try out one of our skin care systems for six weeks, and if you're not 100%

satisfied with the results, I will personally refund your money in full. Arbonne has a 45-day guarantee on all of our products, that's how much we believe in them!

### V. Mineral Oil experiment (3 min.)

**Have you been wondering what these two cups are all about?** The cup with water represents Arbonne, as our products are water and essential oil emulsions. Your skin knows what to do with essential oils that come from plants they absorb and use them. The glass with the mineral oil represents 99% of all skin care companies and products no matter how “high end” or “low end” their products sell for...having a synthetic base simply keeps any beneficial ingredients from being absorbed. *(Show guests the two glasses and view the crackers/cookies. Pull out the cracker in the mineral and crack it. Guests will hear it and are shocked... Then I point to the cracker in the water and say...)* Mineral oil is the #1 preservative used by most skin-care lines. Because our products are packed with active ingredients instead of shelf-life enhancers, **our products also last you twice as long as you're probably used to, and are highly concentrated...**

*(for a Mother/Daughter class:*

- *walk through Intelligence line*
- *any particular skin questions from teens?*

- *Release teens with fyi mag to fyi table, finish presentation with adults)*

## **VI. Favorites Talk**

**I wish I could tell you about all of my favorite products in this catalog I have a lot but in the interest of time, I am just going to highlight a few of my absolute favorite products. Hopefully this will help you get familiar with the catalogue; I'll also pass around some before and after pictures so you can see Arbonne's results for yourself. (*Try to pick a variety of products from different sections of the catalogue – remember: facts tell, STORIES SELL! Pass around your favorites as you mention them.*)**

Favorites: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_,  
\_\_\_\_\_, \_\_\_\_\_

## **VII. Re9**

**We've been saving the best for last, but I promise it was worth the wait. Are you ready to test out the Re9 line? It's our best-seller, and I think you'll see why. Please flip to page 22.**

I think a **picture speaks louder than words**, so check out the picture of the eyes at the bottom of the page. Those are the results you can expect! If you didn't get a chance to look at the other before and afters from this line, we'll pass them around again.

*(Pass around the products in order.)*

**At first, it might look like using this system is a lot of steps – not really!** It's your basic 3-step process – wash, tone and moisturize – and if you want to see the full benefits of the system, you'll use one of the serums before your moisturizer. And if you were as impressed as I was with the before and after photos of the eyes in the catalogue, the eye cream is a hard thing to skip.

Daytime:

**Wash. Toner:** corrects skin's pH. **Lift:** like “botox in a bottle” – without the needles! A temporary lifting serum that boosts collagen production over time. **Day Crème:** to protect your skin from the environment and the sun during the day. **Eye Cream:** helps with dark circles, too.

Nighttime: Same steps as before, only you'd use the **Day/Night Serum:** vitamins for your skin, and the **Night Cream:** everyone's favorite, just feel for yourself how rich it is, but how quickly it absorbs.

**Quick fact:** Our skin care products are SELF-ADJUSTING! I won't go into the nitty gritty of how it

works (if you're curious, just ask me later), but Arbonne uses a highly advanced technology that lets the product customize itself to your skin's needs. Your body will absorb only the elements of the product that it needs most. This is why everyone can use this line, regardless of their skin type! Pretty cool!

## **VII. Q&A Game (Sponsor Game)**

**Who likes free samples?!** This game is for you! It is also a chance for you to learn more about Arbonne as a business, especially if you have someone in mind who would be good at what I do. Also, if you're sitting there thinking, "Hey, all s/he's doing is reading from a script, I could do that!" then you'll want to listen up as well. People from all walks of life are doing Arbonne for many different reasons, and it's my job to simply "pay it forward" pretty great job, right? You never know who you could help by sharing Arbonne with them.

**Here's how we play:** I have some questions that I'm going to ask to the group, and you are going to guess the answers! Whoever answers first or is closest to the right answer will get a "dip" in the sample basket. This game is much more fun if you don't raise your hands just take a guess and shout it out!

**Ask Q & As.**

1. **Who here wishes they had more time, more money, or a healthier lifestyle?** Nearly all of us! With Arbonne you can ‘have it all’ we teach people to redirect the money they are already spending to a product line that is pure, safe, and beneficial that you can buy at a discount or use to earn an income.
2. **What are some of the perks for doing Arbonne?** Work from home, tax write-offs, discounted/free incredible products, jewellery, Mercedes-Benz, a ‘living will’ if I die, Arbonne will keep my ID active for 15 year and my paycheck is willed to my family, free vacations you can earn, and no salary cap!
3. **How much does it cost to get started?** Only £20. This gives you your consultant ID and 35% discount and/or commission. If you decide to pursue this as a business, you can earn additional income in override payments and bonuses from your team sales each month.
4. **As a consultant, would I be required to work a certain amount of time or place a certain number of orders each month?** No! No monthly minimums or quotas to keep your ID active or to use your discount. You set the pace and decide what you want out of Arbonne, not the other way around.
5. **How many group presentations per month do consultants do who are on pace to earn the Mercedes-Benz?** 6-10 classes or ‘parties’ per month if you are talking to 30-50 people per month about Arbonne, whether it’s one-on-one or in groups, you’ll be on pace to earn the Mercedes in 18 months!

6. **If you had an extra £75, £500, £2,000 or even £10,000 in income per month what would you do with it?** Arbonne is a 28 year old company that is just beginning to explode in the UK, and the opportunity here is wide open! The monthly incomes that I just quoted are the average commissions of each of Arbonne's four management levels. We cannot promise you them, but we can teach you how to be successful at Arbonne so you can earn the amount that would make a difference to you.
7. **Who would be good at this?** Anyone who know people with skin 😊 You can share the products casually with family and friends, or enjoy the benefits of training and helping others!

Is there anyone who didn't get a sample? If you can think of a question to ask me about my business, I'll give you one, too!

### VIII. 3 Ways to Win

**Before we play, I'd like to quickly go over what we call the "3 ways to win" with Arbonne.**

You can be a **client**: Shop retail for your products, and receive excellent customer service from yours truly. Our team really takes pride in how well we treat our customers we are your personal shoppers and will always do our best to help you.

You can become a **consultant**: *(You can decide how you'd like to word this, depending on how much you'd like to focus on retail. Retail sales means \$ in your pocket, so if you'd like to use the discount as a way to leverage yourself and get more bookings, go for it!)* For \$£20, you can receive 35% off your products for a year – the same discount that I get! This option is available to everyone. We hope you understand, however, that when you're able to shop wholesale, your consultant is giving up his/her commission for the night. So, we truly appreciate it when you introduce a few of your friends to Arbone by hosting a class or giving referrals as a thank you for the savings. If your wishlist is getting larger by the minute, this is a great way to save some money and earn free products through our hosting rewards! As a new consultant you're also eligible for Arbonne's BEST VALUE – the rsvp package. This is even lower than my cost – 50% off! *(Pass out RSVP sheet.)*

The third way to become involved is to be a **business builder**: This is what I do! You'll have the potential to earn an income through sharing the products and opportunity with others, and then teaching them to do the same! Be sure to take an info packet home with you tonight and set a time to talk with me privately if you're curious.

## VIII. Deal or No Deal

**OK, It's time to find out what's in your goodie bags** *(or envelopes)* – **just don't open them yet!**

Remember what I said before: If you had even 2 or 3 names on your index card, we like to say that you're holding your guest list in your hands! Let's talk about the rewards for hosting a class of your own: *(pass around Host Menu)* You can choose a theme for your class, so check out the different types of get-togethers we offer – whatever you think you and your friends would enjoy the most. You can earn up to £200 in free products, receive bonus products, and get up to 80% off your personal order! We treat our hosts like royalty. Don't worry about the size of the get-together, we love small and large crowds equally – plus, if you have a friend here who you'd like to buddy up with, you can split the hosting rewards. This is a great option if you have the same circle of friends – or, just invite this same group over for a different class!

**Here's how we play the game** – it's our version of **Deal or No Deal**: Inside your bag is a FREE product *(or picture of a free product)*. If you decide to open your bag by saying "DEAL" when I ask you "deal or no deal", you get to keep what's inside, and you're agreeing to host a class. Deal, you're opening the gift, No Deal, no problem! Any questions?

*Go around the group and ask guests "Deal or No Deal" ONE at a time – start with the most excited-looking guest! Take note of who books and make sure to pencil in a date on your open date card with them when they're checking out.*

**IX. Wrap up and Make your EXIT!**

**That wraps up my part of the presentation, thank you so much for playing along!** I know there were some guests who had to leave shortly, so I'll be happy to check you out first, and if there's anyone who didn't have a chance to try the sugar scrub when they first arrived, you can come with me!

## **XI. Checkout and Cleanup**

- ❖ Answer guests' questions, be available for consultation
- ❖ Set up Checkout with calculator and order forms  
YOU fill out the order form, THEY fill out their Client Profile Sheet. Keep both for your records. (Offer to mail a copy as a receipt if they'd like one.)
- ❖ Compile guest orders and see what your host earned in rewards so they can shop, too.
- ❖ Thank host again, and be on your way no more than 3 hours after you began!