

Company

- 29 Years Old (was founded in 1980)
- Momentum Accelerating Towards Critical Mass In North American Market
 - 2001 Sales - **\$25 Million**
 - 2002 Sales - **\$50 Million**
 - 2003 Sales - **\$100 Million**
 - **2004 Sales - \$200 Million**
 - **2005 Sales - \$300 Million +**
 - **2006 Sales - \$400 Million +**
 - **2007 Sales - \$500 Million +**
 - **2008 Sales – Over Half Billion +**
- Arbonne Product Markets & 10 Yr. Forecasted Growth (Source: Merrill Lynch, Jaywalk, Hoovers)

○ Anti-Aging	▶	\$8 Billion	▶	\$0.75 Trillion
○ Cosmetics	▶	\$50 Billion	▶	\$1 Trillion
○ Weight Loss	▶	\$0.5 Billion	▶	\$0.25 Trillion
○ Personal Care	▶	\$80 Billion	▶	\$0.25 Trillion
○ Aromatherapy	▶	\$0.5 Billion	▶	\$0.25 Trillion
○ <u>Nutrition</u>	▶	\$1 Billion	▶	\$0.5 Trillion
	▶	\$140 Billion	▶	\$3 Trillion (2100% Forecast Growth)
- “Competitor” Comparison:
 - Mary Kay’s 2007 Sales - \$2.4 Billion in 50 Countries
 - Estee Lauder's 2008 Sales - \$7.7 Billion in over 150 Countries
 - Avon’s 2007 Sales - \$9 Billion in 143 Countries (founded 1886 Ca Perfume Co)
- Predicted to Be the **“Largest Company of Its Type”** by John Maxwell (World's Top Leadership Coach and Best Selling Author), Putting It Over **\$6 Billion Annually**
- Is Poised for Massive International Expansion (Currently in United States, Canada, Australia, United Kingdom –only currently in 4 countries!)

Unique Marketing Proposition (Products)

- First Company to Utilize **Nanosphere/Vitasphere Technology** In Hair & Skin Care
- Only Skin Care Recommended by the current and past 5 Presidents of the **American Modeling Association**
- For Years Has been the Product of Choice for Many Celebrities & Movie Stars
- **World’s 1st Upscale, 100% Botanically-Based, Natural Skin Care & Make-Up Line**
 - Free of Dyes, Fragrances, Mineral Oil, and Animal or Human By-Products
 - Many Competitive Cosmetic Products Contain **Mineral Oil and/or Petrolatum**, Which are Refined from Crude Oil.

- Many Competitive Cosmetic Products Also Contain Various **Animal and/or Human By-Products**, including “Tallow” from Rendered Animal Carcasses, Hydrolyzed Animal Protein, Collagen, Human Placental Extract, etc.
- Numerous Product Lines are pH Correct, Hypoallergenic and Dermatologist Tested
- **Has Proprietary Formulations Developed at the Arbonne Institute of Research & Development (AIRD), Sion, Switzerland, under the direction of Pierre Bottiglieri.** Pierre is arguably the leading cosmetic chemist in the world, and has served as the Managing Director of AIRD for over seven years. Further, Pierre is the President of the Swiss Society of Cosmetic Chemists, Europe's leading technical association for natural skin care
- Also Have Proprietary Patent Pending Anti-Aging Products, and Botanically Based Natural Hormone Balancing, Sun Protection, Baby Care, Weight Control, And General Nutrition Product Lines

Compensation Plan

- 35% - 50% Retail Profit on All Products (depending on quantities ordered)
- Has **White Mercedes Benz** Program (Obtain With \$40,000 in Monthly Team Volume)
- Has Strong Promotions, Trip Incentives & Company Provided Life Insurance Program
- An Accelerating Number of New Consultants are **Achieving Regional Vice President In Less Than 3 Years of work!! (RVPs average \$4,511 monthly and qualify for a White Mercedes additional bonus of \$800)**
- An Accelerating Number of New Consultants are **Achieving National Vice President In Less Than 5 Years (NVPs average \$21,604 monthly)**

Market Penetration Analysis

- This is the current Mercedes count for Canada. All population numbers are approximate.

Province	"Mercedes Count" RVPs & NVPs As of June 1, 2009
Canada(33.5m)	92
British Columbia(4.4m)	17
Alberta(3.2m)	46
Saskatchewan(1m)	12
Manitoba(1.2m)	1
Ontario(13m)	7
Quebec(7.7m)	1
New Brunswick(800,000)	0
Nova Scotia(950,000)	7
Prince Edward	1
Island(140,000)	0
Newfoundland(508,000)	
The Territories (YT, NT, NU)(100,000)	0

- As you can see, we are still a ground floor opportunity with less than 1% of Canada's population even knowing what Arbonne is!

- Here is the current Mercedes count (based on population) for the U.S., and a few states that are all normally "Top 10 States" for any major network marketing company (CA, TX & FL are usually the top 3):

State / (Population per/mil)	"Mercedes Count" RVPs & NVPs As of April 2009
United States (307 m)	1645
Oklahoma (3.4 m)	141 –most NVPs W/58 in US
California (34 m)	168
Texas (22 m)	151
New York (19 m)	57
Florida (16 m)	77
Illinois (15 m)	28
Ohio (12 m)	29
North Carolina (8 m)	30
Minnesota (5 m)	27
Louisiana (4.5 m)	18

- If you factor in the future growth that is likely to occur in these states, the Equivalent Mercedes Count gets even more staggering. For example, if Oklahoma's numbers doubled from 141 to 282 over the next 5 years (which is very possible with over 3 million people!!!), all the above numbers would also **double** to reach the same equivalent level of development.
- Arbonne's growth rate over the last few years most likely makes it the fastest growing company within the 6 industries listed herein above (anti-aging, cosmetics, weight loss, personal care, aromatherapy, and nutrition), which are projected to grow from \$240 Billion this year to over \$3 Trillion over the next 7 years.
- **In conclusion, Arbonne is a record breaking company that is uniquely positioned in 6 exploding industries, and that very few people even know about! Out of the 330 million people in the U.S. and Canada, our estimate is that roughly 303-305 million of them have not yet heard of Arbonne, but over 300 million of them most likely will over the next 5-10 years.**

If you become just one of the future RVPs in your state/province, you'll be at a rank that currently averages about \$60,000 in annual income. If you develop just 3-4 RVPs on your team, you would most likely be a NVP, which is a rank that currently averages about \$260,000 in annual income.

This Synopsis Was Written By An Independent Arbonne Consultant. There Are No Guarantees Regarding Income, and the Success or Failure of Each Independent Consultant, Like Any other Independent Business, Depends Upon Each Independent Consultant's Own Skills and Personal Efforts.