

## FACIAL OUTLINE

**Set Up (10 min):** Be fully prepared BEFORE guests arrive. Have a mindset of service and fun! Encourage light refreshments (avoid meals). Offer water, fizzies, protein shake and/or detox tea.

### Place Settings - 1 for Each Guest (buy 6-8 total - Purchase at Bed, Bath & Beyond/Target/Dollar Store)

- Placemat
- Small Standing Mirror
- Headband
- Small Bowl (BPA free or stainless are best)
- 1 dry washcloth per guest (place next to bowl so guests can dry hands in between steps)
- 1 moist, warm washcloth per guest (microwave for 2 min, keep in thermal bag to keep warm)
- Attractive clipboard with Client Profile Sheet, Toxic Ingredients to Avoid/Arbonne Advantage
- Matching Pens

### Place on the table: Presentation is key! Place product on placemats/platter

- Place basket in center for used washcloths.
- **Intelligence:** Genius Pads cut in half (tweezer to distribute)
- **AgeWell:** Complete Set
- **Calm:** Complete Set for guests with super sensitive skin
- **3 Favorite Products:** Examples M/U Primer, Fizz Sticks, DermResults Oil, Protein Shake, V Lift Gel
- Small Plastic Spatulas for sampling

### Place on the side:

- Thermal bag with warm, moist washcloths (1 per guest); reheat in microwave if needed
- Pitcher filled with warm water
- **Host Gift:** Wrap in cellophane with ribbon the full size product you've chosen to gift

### The Close:

- Sales Close Sheet (several laminated copies). \*Hand out with catalogs
- Catalogs
- PC Free Product menu (2-3 laminated to share)
- Calculator
- Open Date Card on attractive clipboard

### **RECOMMENDED:**

- Be sure you have host's wifi password (or bring your own hot spot).
- Bring iPad/Laptop for videos and script (or print) and SET UP VIDEO (optional) before so it's ready to play.

### **KEY: BLACK – WHAT TO SAY    BLUE – INSTRUCTIONAL**

**Meet and Greet:** Offer 3 oz. cup of fizz and/or shake. Introduce yourself, thank for coming. ASK

**QUESTIONS TO BUILD RELATIONSHIP:** Have you heard of Arbonne before? How do you know the host? Where do you live? Are you originally from here? What do you do? Married/children?

Invite them sit and **start their Wellness Profile. Do not give them a catalog yet. Collect all clipboards before starting facial** so they don't get wet; note who is who!

**GET STARTED** (Have the host get everyone seated and introduce you)

**LAUNCHING A NEW PARTNER:**

My name is \_\_\_\_\_. Thanks so much for coming tonight to support \_\_\_\_\_ with his/her new Arbonne business. I am truly excited to partner with \_\_\_\_\_. She/he is a great asset to our team and I am looking forward to helping \_\_\_\_\_ build her/his business.

\_\_\_\_\_, please share why you decided to start your business. [New consultant shares 60 second story.](#)

**FOR REGULAR FACIAL EVENT:**

(Have the host get everyone seated and introduce you)

**Thank the host** I'd like to thank \_\_\_\_\_ for hosting tonight. I met \_\_\_\_\_ through \_\_\_\_\_ and for hosting I'd like to gift you with \_\_\_\_\_. [If host has a good testimonial](#) \_\_\_\_\_, would you take a second and share with everyone what you love about Arbonne?

**CAST THE VISION FOR THE BIZ**

Again thank you for being here tonight! [Share your 60 second story—make it relatable, share an AUTHENTIC reason you are doing this and cast a vision.](#) I realize that most of you are not considering this as a business. But I do ask that you to remain open as I share a few bullet points because you may know someone who it's a fit for. I know most of us don't have a clear understanding of this industry. I have come to learn my assumptions were based on perception, misinformation and a lack of concrete facts.

- My personal experience has shown me that social marketing is a reputable & growing industry.
- We all know word of mouth is the most powerful form of marketing. We trust our friend's opinions, or a review by real user more than an ad!
- Arbonne has one of the most generous compensation plans in the industry.
- We are given a bonus to buy or lease a white Mercedes of our choice when we promote to VP
- We can earn beautiful trips every year
- We have tax shelter from having a home based biz
- We can create work-life balance.
- We create global businesses from doing events like this and meeting people 1:1.
- So thank you for your presence here tonight. As you listen, if you are even 1% open in learning more, or think of people who might be, we are grateful for your connections.

**SET THE STRUCTURE AND EXPECTATION for the event**

Let's get started! My intention is to:

- Guide you through a 6-step facial which will leave your skin hydrated glowing!
- Share what makes this brand unique in the marketplace.
- Pass along great information to help you all become more savvy consumers when shopping
- I'll also share how you can shop at a BIG discount, or be involved with Arbonne as I am.

We are in the US, UK, Canada, Australia, Poland, & New Zealand, and soon to be more!

We have Swiss heritage with products for the whole family, inside and out. Made in the U.S.

We formulate all of our products with strict guidelines and our philosophy has always been Pure, Safe and Beneficial.

**PURE** - Our products are botanically based. The best of nature meets the safest of science. We source the most potent raw ingredients, and even if from an organic vendor, they are all screened for heavy metals, pesticides, lead, arsenic and GMO's.

**SAFE** – The European Union has banned over 1500 chemicals from their personal care products. Does anyone know how many are banned by FDA in the US? [Let them guess](#). Just 11!! Arbonne self-regulates according to the world's highest standards. Arbonne is - Vegan certified, PETA approved, Non GMO, Gluten free, kosher certified and low glycemic. We have NO artificial fragrance or hormone disruptors, and NO artificial dyes, colors, sweeteners and NO harmful chemicals like petro-chemicals or preservatives like parabens.

**BENEFICIAL** - The good news is - you don't have to forfeit performance to have safe products. Arbonne is committed to making products that work and do what they say they'll do. They are 3<sup>rd</sup> party, clinically tested by independent companies, for proven results.

This is ALL important because the skin is our largest organ, and what we put on our skin is absorbed into our bloodstream within 26 seconds. That's 10 times faster than what we eat. Think of nicotine, pain and birth control patches that are absorbed through skin...SKIN is our quickest delivery system.

Does anyone here already read the labels on your products? I find more people are becoming aware as they are with food, but it is also very normal that this is the first time people learn about it. I wanted to be a better-informed consumer, and most of us don't have time to research every bottle we bring into our home. That's why knowing what Arbonne does behind the scenes makes it an easier purchase for me personally. I don't have to think – or worry! [Pour warm water in bowls](#)

## **The FACIAL (35 minutes)**

Now that you know about the quality of our products and the high standards they live up to, it's time for a hands-on experience with our Vegan Healthy-Aging Facial! Our super advanced AgeWell line features Bakuchiol, a plant based alternative to retinol. It's just as powerful, yet more gentle on the skin. Combined with Vitamin C, and Plant Stem Cell Extract, the collection uncovers youthful looking skin minus the harsh ingredients.

**DO NOT SKIP THIS SENTENCE:** This is the line I use every day. It takes just 2 minutes to do and it gives results that make that little bit of daily self care worth every second!

[Offer headband to pull hair back. Explain: place dry washcloth in lap to catch drips and wipe hands.](#)

**IMPORTANT:** Take a close look at your skin in your mirror– notice your pore size, little lines, and the moisture content because you're going to see all that change after we've completed the facial.

- We are mainly using our most popular AgeWell healthy-aging skin care and Genius products, which are designed and clinically proven to show results as quickly as 24 hours.

Does anyone have very sensitive skin? By that I mean, you get red easily, you have rosacea, bad acne or eczema? Or are you using Retin-A? [\(if using Retin-A, they can opt out of sampling Genius Pads\)](#)

- In my experience, those with sensitive skin can use most of our products, because it's often fragrance, preservatives and other chemicals causing the reaction or irritation.
- That said, I will tell you the most active products before we use them.
- We also have the SuperCalm line, which is for extremely sensitive skin. It is allergy tested, gentle and fragrance free.
- Does anyone have an allergy to citrus or any fruit or plant?

## **Step 1: Cleanser** Pea size amount, 1 pump.

Step 1 is the Cleanser. Moisten your fingertips with water and I'll give you about a pump of cleanser. Gently massage this all over your face using circular motions, like you are washing your face at home.

The cleanser is safe to use on your eyes. If you'd like it to lather more, just add a little more water from your bowl with your fingers.

- Notice this cleanser doesn't foam a lot because we don't use sulfates, which are a chemical foaming agent (SLS). Same chemical used in detergents, shampoo, car washes.
- This cleanser creates a fluffy, cloud-like foam that sweeps away impurities.
- A sign of a good cleanser is it leaves you feeling clean but not tight. All of our cleansers work to remove dirt and oil and are pH correct, so they cleanse without stripping or drying your skin, removing makeup, including lipstick and eye makeup, unless it's waterproof.

Hand out warm WET washcloths. Now, with washcloth, remove the cleanser and place in basket when finished. Remove bowls from table.

## **Step 2: Genius Resurfacing Pads** ½ pad – use tweezer (Optional for those using Retin-A)

This is our secret weapon to aging - like a magic eraser for your face! Genius pads helps diminish the appearance of fine lines, wrinkles, age spots, acne and acne scarring, melasma and also helps with uneven skin texture and minimizes pore size. Use one pad at night after cleansing in upward strokes. You can gently pat around your eyes too. I use one pad for my entire face, neck, chest and back of hands. You'll notice there is a lot of solution on the ½ pad you are using. Some people cut them in half so they have a 4-month supply.

- Can be used with all product lines - Amazing results and safe for ages 12 and up.
- Arbonne has created a plant form of Retin A/Renova, but it doesn't have all the side effects of a prescription retinoid, as it is a plant based ESTER not an ACID.
- Standard Retin A is an effective acne and anti-aging treatment but many cannot use it because it is too harsh for their skin.
- High dose vitamin A is also harmful to your liver and kidneys long term - you don't have that issue with our gentle, plant based Genius Pads.
- Contains ginger and chicory root; you'll notice it leaves a nice, healing oil that soaks in.
- Genius uses a 100% plant-derived grain alcohol, which is a fatty and moisturizing alcohol, which improves delivery of key ingredients for superior performance.

## PARABENS/PHTHALATES TALKING POINTS

I'll give you a toxin awareness sheet so you can check your products at home for harmful ingredients if you are interested. There are 2 I really want to educate you on - Parabens and Phthalates. We know not to leave a plastic water bottle in a hot car and drink it b/c the BPA leeches into the water – right? These two chemicals come from the plastic family. Parabens, phthalates and plastics mimic estrogen in our bodies. These are known endocrine disruptors and should be avoided.

- Parabens are preservatives that extend the shelf life of a product so that it can sit on a store shelf for years without separating or getting moldy.
- You will recognize this on the label of most of your products and it will be at the end of a long word such as - methylparaben, butylparaben, propylparaben, etc.
- The synthetic false estrogens collect in our reproductive organs (organs where we make and store estrogen such as ovaries, breasts, cervix and in men, the prostate).
- 5 different types of parabens are being found intact in a large percentage of breast tumors
- Phthalates are plasticizers that make ingredients stick to your skin, like artificial fragrance.
- If a product uses an artificial fragrance, you can be assured there are phthalate in there as well.

### Step 3: Toner

This is our Refreshing Toning Mist and is meant to stay on the skin and not be wiped off. The Vitamin B3, aka Niacinamide in this alcohol free formula helps enhance the appearance of skin brightness and tone. Be sure to close your eyes and mouth. Spritz 2 pumps into your palm, then pat your hands together and smooth it on your face in upward motion, or spritz a couple of pumps directly on your face, whichever you prefer. **While the toner is drying, say:**

- **Perhaps this information may feel overwhelming.** But we have good news! Our bodies are super-resilient and small changes can make big differences.
- I like to think of it like this: It takes effort to eat right, it takes effort to exercise, it takes effort to mind your mind, but it takes very LITTLE effort to use a different shampoo, lotion or cosmetic!
- When you decrease your exposure to harmful chemicals in your personal care you free up your liver, kidneys, etc. to get to work on other things.

### Step 4: Serum

One pump; very active. Avoid eyes, dot serum around face, massage in upward motion.

- Exfoliating is the key to good skin (baby's skin regenerates every 7 hours; an adult every 7 days), but we don't want to do harsh scrubs every day.
- The serum has 2% Bakuchiol and Vitamin C, which help cell turnover daily.
- It is like a vitamin cocktail for your face – feeding your cells, reducing wrinkles and helping with age spots – leaving a healthy glow.

### VEGAN TALKING POINTS

Arbonne is certified vegan, which means that we do NOT test on animals, we're PETA approved, and we use NO animal fat in our products. Why does vegan matter in your personal care products?

- I don't know about you, but until Arbonne, I didn't even know that animal fat was in any of my products!
- The cosmetics industry uses fat from deceased animals to create emolliency.
- There is an industry known as Rendering which is responsible for animal recycling. They collect dead animals from farms, our euthanized pets, roadkill, even old restaurant grease.
- They take these animals to a factory where they process them by throwing the carcasses in a big vat that looks like a silo, and they cook it up like you and I would make chicken soup.
- The fat rises to the top and the largest purchaser of that rendered animal tallow is the cosmetics industry. Gross right? But it's not just gross, there's a health implication.
- Our skin is a rapid delivery system. When we use product with animal, we absorb the animal hormone, the pesticides from the food they ate, and the steroids, antibiotics. Was the animal diseased? We don't know!
- We aren't suggesting a vegan lifestyle, but we are recommending that you use vegan skincare. If your product does not say vegan or formulated without animal byproducts, it's in there.

### Step 5: Eye Crème Need ¼ pump, pearl sized amount

Apply using the tips of your ring fingers (weakest finger) and pat gently around the orbital bone and the delicate skin around your eyes ([show them how](#)).

- It will "travel" so don't get it too close to your lash lines.
- Important to only use eye cream to hydrate the eyes. If you use a regular moisturizer on your eyes, it is too heavy and can lead to puffiness and sagging.
- This Enriching Eye Creme is not only luxurious, it is ophthalmologist tested. It helps reduce puffiness, fine lines, and dark circles thanks to a special combo of Caffeine, Bakuchiol, and Stabilized Vitamin C.

## Step 6: Night Crème (Pea sized amount)

As the last step, we'll apply the Night Crème (or Day Crème). Many people NEVER use night cream because they think they will wake up feeling greasy, but with ours, you won't because we don't use mineral oil.

**Night Crème:** Need only a small amount, massage into your skin in an upward motion and avoid your eyes.

- Rich, but lightweight. The night crème is your “corrector”. It helps to repair cell damage from the day and it encourages cell recovery while we sleep.
- Won't clog pores or cause acne. These ingredients soak in to the deep layers of your skin and correct from the inside out.
- In the daytime we use our Moisture Restoring Creme and you can choose with or without SPF. Think about Day Creme as your “protector” and Night Creme as your “corrector”.

**MINERAL OIL TALKING POINTS** Real quick – is everyone familiar with the story and problem with Mineral oil? (let them answer). I'll explain fast, b/c I want to make sure everyone is aware of this one. I was shocked when I learned this. Most people are b/c we grew up using baby oil and Vaseline!

- It's the base of most personal care products in the US and is what baby oil and Vaseline are.
- Also known as petrolatum and is a derivative of crude oil.
- Using mineral oil on your skin is similar to covering your skin in plastic wrap. Think about what happens to birds in an oil spill – they suffocate. Same thing with mineral oil on human skin.
- It creates a barrier on your skin that does not allow ingredients to be absorbed and that barrier doesn't allow toxins to be released either – skin is our largest elimination organ.

So now we are finished with your facial! Take a look in the mirror! What differences do you notice? How does it feel? Be sure to pay attention to how your face feels and looks in the morning too. You are going to love it! To wrap it up let me share briefly about these 3 favorite products that I also brought. [Share briefly what you love about each.](#)

## The Close (15 minutes) - THIS IS THE MOST IMPORTANT PART

Now I'll tell you how to get an incredible discount! I'll pass out our catalogs in a minute and you can make a wish list on your order form. I will help you get the very best deal, that's my job. I want to sit with each one of you, hear what you're most interested in, and get the best value for you.

(hold up the catalog - do not pass out yet)

Everyone in our catalog is an Arbonne consultant – we don't hire models, these people actually use and love the product! It's so important to take care of your skin, because your face goes with every outfit...we only get one face and we want to you to have products you'll fall in love with!

The first place to start is with a skin care system. Here ([turn to page](#)) you'll see our most popular line, AgeWell, which you experienced. This is what I use every morning and night, takes 2 min. This line competes with products at a medical level, without any harmful ingredients.

[Refer to the AgeWell set for a visual.](#)

AgeWell set includes Cleanser, Toner, Serum, Eye Crème, Day Crème and Night. It's just 5 steps and takes less than 2 min, less time than brushing your teeth.

Place **Genius Pads** next to **AgeWell** and say: The set also enables you to pick the Genius pads, also known as our magic eraser, for Free! These are our top-selling skin care products and I'll show you how you can get your AgeWell set AND the Genius pads at 40% off! I've never paid retail prices for Arbonne and I don't think you should either! Get the best deal and discover the difference by investing in your health with this brand!

This is how Arbonne works:

#1 You can pay full price as a Client and shop at competitive prices, often less than department stores, dermatologists, or salons. The company stands behind ALL our products with a 90-day money back guarantee!

#2 Most people like to shop at a discount, and love this option, which is to become a Preferred Client. As a Preferred Client, for \$29 you save 20% - 40% all year. No monthly purchase required. Plus you get a free gift with first purchase of \$250 retail or more. The AgeWell set qualifies for this special.

### Hold up Close Sheet

Your best deal is to get the AgeWell Set as a whole. THIS IS WHAT MOST PEOPLE DO BECAUSE IT'S 40% OFF, FREE SHIPPING, AND you get to choose a FREE PRODUCT. IT REALLY IS THE BEST DEAL. Lancôme's skin care line is over \$479, and at the mall you're going to pay more for products that contain mineral oil, artificial fragrance and animal by-products. It has a Retail Value of \$385 and as a Preferred Client you can get all 5 pieces for only \$225.60 and it will last you several months.

**Hold up Catalog** If you don't want the entire set now, simply become a Preferred Client by choosing a \$150 order. You'll save 20% on your orders for an entire year, starting with this order. That more than covers your \$29 signup fee, and you'll get a Free Product Reward placed on your account to use in the future. If you aren't ready for anti-aging yet we also have skincare for Acne, Sun/Age Spots, Younger and even Sensitive Skin. I'm happy to help you find the line that is best for you.

#3 The third way is as a Consultant. If you are even 1% open to learning more, I can give you some information to help you make an informed decision. This is not for everyone, but it may be a fit for you. Or perhaps someone you know is looking for another income stream, a way out of the rat race, more flexibility or more fun! Let me know when we review your profile together. No pressure, just info!

- If you'd like to sample and learn more about our other product lines, you can have a few friends over for a Healthy Happy Hour, Cocktails and Cosmetics or a Facial event like this and you'll get GREAT host benefits like (HOST NAME).

### \*\*\*PASS OUT CLIPBOARDS AND CATALOGS\*\*\*

I do want to sit with everyone and help you get the best possible deal. We don't want you to just make a purchase to just buy something; we want to help you change your skin and health. We believe you can change your life when you change your brand to Arbonne. We want you to be so in love with your product that you use every bit!

I am going to start with \_\_\_\_\_ (whoever seemed the most interested person first) unless someone is in a hurry?

Then continue to sit with the next interested looking person and keep saying, "Who's next?"

"Does anyone need clarification on anything?" (instead of do you have any questions).

## **SIT DOWN NEXT TO THEM**

### **#1 Invite to SHOP -**

If they don't have a list, take the profile and YOU start writing!! Ask:

"So, \_\_\_\_, what was most intriguing to you tonight?" "What really piqued your interest?"  
"What did you like the best?" "What do you currently use?" "Are ingredients important to you?"  
Be sure to use the words, "What I recommend is..." and "Would it be ok if..."

"What else? What about \_\_\_\_" (recommend some of your favorites - **stay focused and move quickly.**)

Write up the total, let them see the free gift and the discount.

Say "If you did this, it would be all of these products for this...does that sound good?"

**\*\*\*IMPORTANT\*\*\* Do NOT sign up anyone as a PC without a \$150 order; it does not serve them. They can sign up next time; they will not get free shipping or free product reward without a \$150 order!**

**#2 Invite to HOST** Have your OPEN DATE card on an attractive clipboard **IMPORTANT: SAY THIS TO EVERYONE!** "My business is built by product sampling and referrals. Would you like to take one of my open dates for a Healthy Happy Hour, Vegan Facial or Cocktails & Cosmetics for you and a couple of friends? You can choose a free gift and you'll get to shop up to a generous 50% discount. We can just pencil it in, and if we have to move it, we will! "

When someone books an event: "I'll email you the date of your event and an invitation and I'll call you in the next day or two. We're going to have a great time!" **DO NOT go over Host Rewards now...you can go over that LATER when you are Hostess Coaching.**

If they say no to hosting, fine! Say "Thanks so much for coming! It was so nice meeting you, and I'll be in touch to see how you're doing with your products."

### **#3 Ask to watch video:**

**IMPORTANT: SAY THIS TO EVERYONE!** "May I ask you a quick question before we finish up? Would you be open to taking a peek at the business? It may not be for you, but I promise it's worth your time to look at. If I sent you a short video, would you watch it?"

Make sure you have their email and cell phone on the profile!

- Ask about Facebook & IG – Ask if you can friend/follow them to share helpful hints, articles, specials, etc. Remember, you are just starting the relationship.

### **Trouble shooting:**

Q: May I take a catalog?

A: "You'll get a brand new catalog in your box as a new PC." Definitely give a catalog to a client who would like one and has made a purchase.

Q: I am not going to buy anything right now.

A: "I understand. What are you currently using?"

Q: I've got so much product at home already/I already have a bunch of different stuff/I just bought \_\_\_\_.

A: "You have a lot of different stuff bc you're not in love. May I make a recommendation? You could get started with the cleanser and day crème." (if they want just one product, recommend the cleanser).

"Does that sound good to you? Are you OK with that?"

OR

A: "May I make a recommendation...looking at your profile you could get started with \_\_\_\_."

Recommend something from wellness line or whatever they're interested in.