

What to Bring:

- Business Aids
- Catalogs & Seasource Brochures
- Calculator & Pens
- Hostess Packets – See “Partnering with Your Hostess” training and handouts and hostess incentives document on site under presentation section
- Sponsoring Packets – (Success from Home Magazine or Empowering Women Magazine, Arbonne NOW CD and Brochure, EOA’s)
- Laminated – Menu of “PICK A PARTY” Events to pass around
- Before and After Pictures
- Arbonne Bucks (auction game) or other game items

\*ENTIRE SEASOURCE PRODUCTS, hand-towels, foot tubs, plastic or basting bags big enough for one or two feet. Basket with robe, dry brush and products – should look very clean and spa-like.

\*A candle and relaxing ‘spa music’ in the background, dim the lights, and simple refreshments such as cucumber-water, detox tea for beverages, and grapes, apple slices, strawberries & yogurt....sets the mood for an in-home spa experience.

- RE9 Set & Intelligence Set
- Intelligence Set
- Any additional products you wish to highlight in your presentation
- Gift for Hostess
- Gifts for any game you play

***Killer Secret:***

***You will want to have your presentation bags packed and ready to go at all times! Waiting until the last minute to put together what you need can make you late and stressed which can start your presentation off on the wrong foot!!***

Ideas for staying prepared:

- Put the packets together with smaller children, they love the responsibility.
- Pay older children to put together packets and keep bags presentation ready, they love the extra money.

## Presentation

(Arrive ½ early to set up. If you keep it simple it takes no time! Remember this must look simple! GOAL: BUILD RAPPORT W/HOSTS & GUESTS, SURPRISE THEM!!!!)

**I. Greet Guests** as they arrive by inviting them to try the sea salt scrub. (Remember the purpose of this step is to establish rapport. Learn their name, how they know the hostess) **SEAT EVERYONE & GET STARTED ON TIME!**

**II. Hostess Introduces You** and evening (the hostess should be told in advance that she will be doing this. Help her with create a strong intro!)

**III. Guests Introduce Themselves** (their name and how they know the hostess)

**IV. Introduce Yourself** briefly give hostess her gift and thank her ("I" story will be at closing) Hand out Hosting Benefits Sheet (resources section of site) and explain

**V. Tell Guests What to Expect** – Learn about Arbonne and what makes us different, become educated, try products, and have fun! Pass out client profiles to fill out.

**VI. Game** – this is a great place to insert an icebreaker game (there are several games on website under presentation)

### **VIII. Hand Out Catalogs**

- **[PG.3] Introduce Arbonne** – *company founded in 1980, 27 years old; products formulated in Switzerland manufactured in USA; 45 day money back guarantee.*
- **[PG. 4] Arbonne Difference**

### **IX. Our event tonight focuses on our Detox In-home Spa (HAND OUT SEASOURCE BROCHURE)**

Are you ready to get pampered and to relax for ½ hour? (Each guest should have a foot tub, with a little of the Sea Source Purifying Sea Soak in each bath. One packet should be enough for 5 guests.

[Tip – tell your hostess that when she has 5 yeses, her class is closed!]  
Have guests put feet in bath, let them know that they will be soaking for 15 minutes to start a mini-detox because the soles of our feet are an area of the body that stores and releases lots of toxins. Think about how bad shoes can smell if you don't wear socks.

I am thrilled to share Arbonne's newest product line ... SeaSource Detox Spa ... an in home spa program that of course follows our philosophy of Pure, Safe and Beneficial. The products are botanically based, however for this product offering we have switched to marine botanicals ... plants harvested from the sea!

I don't know about you but I go to the spa only a few times a year and then as a celebration or luxury ... not for the therapeutic benefits the way women and men do in Europe.

In Europe it is widely recognized that our body has a natural ability to cleanse and restore itself. Doctors even write prescriptions to go to a spa to help the body work optimally.

Arbonne's SeaSource Detox Spa Set uses marine botanicals and European Spa Sciences to help the skin detoxify our body. Again the best of science and nature combined! (If you google these, it's so impressive!)

- **Balneotherapy:** Bathing in mineral salts, seaweeds and essential oils to improve circulation and purify the skin.
- **Algotherapy:** Using macro nutrients and trace minerals in deep sea algae to fortify the skin.
- **Thalassotherapy:** Using the therapeutic effects of the ocean to release stress.
- **Hydrotherapy:** Using heat and sea nutrients to invigorate the body, open pores and stimulate circulation.

This all sounds intriguing but you are probably wondering if YOU even need to detox. In today's environment we cannot escape toxins, they are in the air we breathe and the food we eat. When toxins build up your immune system becomes weakened resulting in symptoms such as:

- Poor Digestion
  - Stress
  - Stiffness
  - Premature Aging
- \*Fatigue
  - \*Skin Breakouts
  - \* Weight Gain

There are actually 30 symptoms associated with toxin build up. Did you know medicine today recognizes toxicity as one of the largest contributing factors in disease today? ZENO = BIOTICS

## X. What Is a Toxin?

- A substance that can create an irritating or harmful effect on our body. It becomes toxic when our body cannot effectively eliminate this toxin and it causes a negative effect.
- You may be surprised at the toxins we are in contact every day – pollutants, smoke, pesticides, fertilizer, plastics, petrochemicals, and even pool water. These affect all of us!
- When these Toxins build up, they overwhelm our body.
- We all experience external and internal toxins through the air we breathe, the water we drink, the things we touch, the food we eat – not to mention the stress we experience.
- Do you get enough sleep, eat right, and exercise?
- Do you drink coffee... do you eat refined carbs and sugar?

I know you have probably have said yes to at least one of these, so let's take a look at this product line that stimulates, strengthens and supports overall wellness.

## XI. "Let's go through the program...SEASOURCE DETOX SPA™ (BROCHURE)

**Dry brushing** [PG. 11] – It all starts with the ancient practice of dry brushing to start the elimination/drainage process. This stimulates circulation and the overall function of the skin. Dry brushing prepares the skin to benefit from the ingredients in the products. Don't wet the brush – use circular motions, start at feet and work

your way up, always working towards your heart. Improves circulation.

**Foaming Sea Salt Scrub** – you experienced this when you arrived this evening – exfoliates, releases toxins and improves microcirculation. The dry brush and scrub “open the skin” to prepare for a deeper detox.)

**Sea Mud Face/Body Mask** – (tell guests to look in the water. Many will see black pepper like particles which are metals and toxins. Now have them put the mask on feet and put their feet in the plastic bag(s) – this mask pulls toxins from deep within the skin to detoxify and condition your skin. As it works, it will feel very warm. You can wrap yourself in a robe or even a shower curtain to let the heat work.

[While masque is drying, you will continue presenting additional products]

**Purifying Sea Soak** [PG. 8] – Didn't it feel good? It makes the water feel very smooth. Weren't you amazed that it could feel good and you could see results so quickly? This product also – relieves stress – sea minerals help purify and nurture your skin. You'll love the smell as you lay back and relax the day away. If you don't have time for a full soak, just soak your feet.

**Massage oil** (try back of hand) – smell the aromatherapy –improves circulation and lymph system to drain waste – can even be used on your hair, under our hair mask for the best conditioning your hair has ever had. If you put a few drops in a basin of hot water you can do a relaxing, purifying steam facial. This oil has can be used in so many ways which is why it is called the 5-in-1 oil!

**Fortifying Hair Mask** – great repairing mask – perfect for color/chemical treated hair – harsh environments or swimming in chlorinated water – removes heavy metals. We can't forget our scalp! This mask works on the scalp and the hair.

**Detoxifying Rescue Wash** – (use to wash off mask off feet) toxins come out as we sweat – the soles of our feet, when we swim or workout. It even removes smoke. This can be used on your hair (remove swimming pool chlorine) face, and body. Traps heavy

metals and washes them away. It can be used as bubble bath. The wash and scrub are products that you can use frequently to maintain between full spa treatments.

**Re-Mineralizing Body Lotion** (try on hands) – 24 Hours – replenish minerals and moisture. Another great product that can be used on a more frequent basis. It is an incredible moisturizer as well as a nutritional supplement for the skin. After a deep detox with the mask, your body is really primed for “remineralization”.

**Renewing Body Gelée** [PG. 09] (apply on feet, great with massage oil if so inclined) – apply on feet after removing mask; can blow on it to feel cooling affect) great for sore muscles or stress in your neck and shoulders – loaded with antioxidant protection. We all tend to store tension and after soaking in the sea soak and putting this on the stored tension is washed away.

**Internal 7 Day Body Cleanse** Dietary Supplement [pg 09]

- Average American consumes 150 lbs. of sugar a year – that’s 52 teaspoons a day.
- Organs that eliminate – skin, kidneys, liver, lungs and digestive tract – are overloaded & we need to help ourselves push the “reset” button. In our lifetime, our bodies will process 100 tons of food... that’s 20 elephants!
- The 7-day cleansing beverage contains detoxifying botanicals for an intense body treatment.
- It is a way to support and Detox our organs internally.
- Helps with gentle elimination and flush out excess fluids. Cleanses GI tract. Has herbs that support liver function.
- Just add a bottle of supplement to 32 oz of water and sip throughout the day with equal amounts of plain water, or even our Detox Tea. This process draws water to the intestines so your body can cleanse itself.
- Nutrition is important! Do not miss your Daily Hybrid Supplements during this time.
- Great product to put on our AutoShip program...
- May experience elimination symptoms – loose stools, slight cramping, and feel tired. This is normal for detoxing and by the end, you will feel amazing!

**XII. RECAP** – “How do your feet and hands feel? Can you imagine how great this would feel all over your body?”

- We want to Detox to purify our body
- Toxins are all around us and we overload our bodies
- By cleansing externally and internally, we help our bodies work at their best
- SeaSource Detox Spa™ is the foundation. By getting our body & skin to function optimally, we will see better results from all of Arbonne’s product lines.
- [Plant seed about hosting a presentation again] “Can’t you think of some people who really need this?”
- [Go to page 10] – show them the SeaSource Set
- [Complete any games you’ve chosen to do.]
- continue on next card to close with 3 Ways to Win

**KEY: TURN TO THE INSIDE BACK COVER OF SEASOURCE BROCHURE:**

*“We all know that a “DAY AT THE SPA” is a luxury, costing anywhere from \$100-\$500 on up! A simple “body mask” alone can cost on an average of \$149 for one application! With Arbonne’s SEASOURCE IN HOME DE-TOX SPA, you can experience these benefits, at the fraction of the cost, over and over again in your home! EXPERIENCE YOUR SEASOURCE IN HOME SPA (THE ULTIMATE EXPERIENCE) ONCE A WEEK....(THE PAMPERING EXPERIENCE) EVERY OTHER WEEK....and (THE NECESSARY EXPERIENCE) ONCE A MONTH WHILE YOU ARE DE-TOXING YOUR INTERNAL CLEANSE.”*  
Seasource is a NECESSITY, not a LUXURY

**XIII. CLOSING AND SPECIALS**

“Thank guests for coming [thank host again] ....Now’s the fun part for you to see how you can experience Arbonne with great savings tonight.

First, as a CLIENT, we have some great ordering specials tonight ---- These specials are available only through our event tpday! When you place a \$250 order tonight, **YOU ARE ELIGIBLE TO select another \$100 in products of your choice for only \$20!** The Detox Spa set qualifies you to take advantage of this generous offer. You may want to purchase two of the internal cleanses for only \$20 because you will want to cleanse internally more than once, or share w/a loved one!

When you look through the catalog, you’re going to see all of these great products for you and your family, and you’re going to want it all. But, your budget may not allow you to have it all tonight. So, once you become a client, there’s an incredible opportunity for you to earn products at an 80% discount, and this is how it works. (Hand out hostess incentive sheet)

HOST a presentation, for every \$250 of sales generated at your event, you receive \$100 of products of your choice for only \$20! Average sales at a presentation are \$750, so when you achieve that, you will receive \$300 of products of your choice for only \$60.

Optional: “When you place your order tonight that qualifies you for our CLIENT \$100 for \$20, when YOU HOST YOUR EVENT, I’ll REBATE that \$20!

Lastly, you can do what I do – become a CONSULTANT - build an Arbonne business. You could even drive the company car – a Mercedes-Benz! If you’d like to learn more about an additional stream of income, saving \$ on your products and getting paid for having fun, let’s talk and I’ll give you some additional information to take home tonight.”

#### **XIV. WRAP UP**

- Thank guests one last time

- Ask if anyone needs to go first (get home to babysitter, etc.)
- Meet with each Guest individually: Recommend the RE9 skin care system, work with their budget; offer specials and assist with their order.
- Ask each guest to host a presentation if they didn't schedule already during the presentation: "(Name), how would you like to get a few friends together to experience Arbonne so you can earn additional gifts and products at a great discount?"
- Remember to ask for referrals
- If interested in business opportunity, give additional information.

FAQ: What if someone at the presentation says: "Do I have to schedule a presentation to sign up? What if I just want to sign up tonight?"

A: "Jan, it's just a courtesy for Mary's class tonight....I know you would want to make sure she receives host gifts. So, it's my personal request, that since you are asking me to give up my commission, to ask for referrals or a booking. Have you given some thought to possibly build a business with Arbonne?"

CONCEPT: When you create value to having their own account by asking for a booking or referrals, they will respect it as well! It's a WIN/WIN for everyone! You are creating clear boundaries for those that want to be clients, hosts, consultants, and business builders. It gives the host time to think about engaging more deeply in the Arbonne Opportunity. Consultant wins with increased bookings, ASAP points, right now money profits (from clients). Host wins, they get more HOST GIFTS (\$100 for \$20's), and those who schedule win, they receive a great discount!

## **XV. WRAPPING UP WITH YOUR HOST**

Sit down with and review the results of the presentation with your host.

"(Host), thanks for a great evening – I had a great time. I'm so excited – your friends love Arbonne and received some great

specials! Now it's time to show you what you earned. We had over \$750 in sales tonight which means you receive \$300 in products for only \$60! I'm so pleased two of your friends booked a presentation. (Host), have you given any thought to building an Arbonne business? I think you'd be great. I made about \$265 tonight just in "right now money" – that doesn't include my other commissions. You would already have two presentations to launch your business. Does that sound like something you would like to explore?"

"(Host), who are just two people that couldn't make it tonight that you really wish could have been here? I would be happy to meet with them individually so they can experience Arbonne's products and give you credit for their orders."

- Proceed with the Host's Consultant Application and Order.
- If the Host is interested in the business, and wants to be part of the presentations that were booked, you will help launch their business with these bookings.
- If the Host is not interested in the business or presentations, you'll do the presentations booked yourself. Explain the benefits of saving 35% as a Consultant.
- Sales from this event go under YOUR ID# so that you receive all your commission. Do not give your 35% commission away to your host. Your host can make 35% at his/her own business launch presentations when they decide to do the business.
- You can make extra money for guilt free trips to the mall – a presentation can equal a pair of great shoes! Or you can build a business that generates a substantial income so you can fire a boss, create a more flexible schedule, take more vacations, and spend more time with your family. As a consultant you have the ability to make a little or a lot. Whatever your goal, we will train and support you to achieve it, and we'll have fun in the process!
- Tell Your "I" Story – (For help, please see trainings by Kathy Lutz ENVP, Deana Wilkinson ENVP under presentation section)

- Arbonne Evites: Using the evite program allows your host and clients to receive \$100 for \$20 w/\$250 purchase.
- How to REBATE the \$20 for those guests that earned \$100 for \$20 and booked. At their presentations close, say "Mary, congratulations! Your party tonight totaled \$750! That means that you are eligible for \$300 in products for only \$60. However, since you purchased at Suzie's party where you first learned about Arbonne, and spent over \$250, and purchased \$100 for \$20, you qualify for the \$20 rebate by hosting this evening! That means you only have to pay \$40 for your \$300 for \$60!

Thank you Dana Collins, Kathy Whittington, Kathy Lutz, Dianne Partee, and all who helped create this SEASOURCE SCRIPT. Donna Johnson