



CALM

Collection Focus Guide



A Sensitive Issue

Millions of people are affected by sensitive skin — in different ways and in varying degrees. Many people experience adverse reaction to skincare products or household items, causing redness or tightness.



Louise Benbow
Arbonne Independent Consultant
Executive Regional Vice President

THE TOUCH POINTS

When identifying sensitive skin, dermatologists look for the following:

- Reactions such as redness, bumps and skin flaking.
- Severe dryness.
- A tendency toward blushing and skin flushing.



Stop Being So Sensitive

The best approach is to prevent irritation in the first place and take steps to maintain healthy-looking skin. The first step is proper cleansing. Most dermatologists agree facial cleansers with fragrance should not be used if you have sensitive skin. Fragrance-free and soap-free cleansers are ideal because they have less potential for irritation.

Ashley Wells
Arbonne Independent Consultant
Executive District Manager

Just the Essentials

Moisturizing is the next step, helping skin retain hydration to resist drying and abrasion. When choosing skincare products for sensitive skin, look for products that contain only essential ingredients, free of potential irritants like fragrance.

The products should soothe and hydrate skin, leaving it feeling and looking healthy, refreshed, and calmed.



THE BUTTON PUSHERS

When identifying sensitive skin, dermatologists look for the following:

- Overly dry or injured skin that cannot protect nerve endings
- Contact with materials or substances that cause a reaction such as burning, stinging, redness or sensitivity
- Allergy or irritation
- Product fragrances

This is why it's important to choose gentle products and avoid exposure to potential environmental irritants whenever possible.





THE CALM STORY

Calm products were designed to address the needs of sensitive skin, formulated to be extra gentle and soothing. The products focus on hydrating, moisturizing and soothing skin discomforted by tightness and dryness. Clinically tested for sensitive skin, the Calm line is non-comedogenic, and fragrance- and colorant-free.

CLINICAL RESULTS

After 2 Days

88%

of participants agreed the 4-step collection calmed, soothed and hydrated skin; helped prevent moisture loss; and soothed red, dry skin by moisturizing

82%

of participants agreed the products helped their skin feel softer and smoother, with improved appearance of skin texture and tone

Based on clinical studies of 50 individuals using the 4-step Calm Collection



BEFORE

AFTER

Before and after images feature Arbonne Independent Consultant. After image taken after one month of use of the Calm Collection.



The Arbonne Advantage

Extra gentle, non-comedogenic products free of color and fragrance, work together to relieve skin sensitivity, dryness and tightness through moisturization.

Calm Collection



◆ Gentle Daily Cleanser

◆ Gentle Daily Moisturizer

◆ Soothing Facial Serum

◆ Soothing Eye Gel

To learn more about each product, visit [The Source](#) and search:
Calm Meet the Product Sheets.

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