

HEALTHY BUSINESS — INSIDE & OUT

Be confident in sharing your journey to **HEALTHY LIVING INSIDE & OUT** by becoming an expert on compliant product claims.

COMPLIANT

Uses the correct name.

“Just finished my Arbonne **30 Days to Healthy Living** program and I feel so great!

My goal was to **manage my weight** and fit back into my college jeans. I increased my water intake, eliminated processed foods, focused on a plant based diet, and supplemented it with Arbonne nutrition products. Besides that, I hit the gym about three to five times a week incorporating both weight training and cardio workouts. This took a lot of **hard work** and discipline but as you can see, I’ve achieved fabulous results! If you’re interested in leading a healthy lifestyle, **contact me!** Note: **Results vary based on each individual effort.**

Talks about change in diet, overall health habits, and exercise.

Discusses weight management.

Honest about the work!

Redirects back to the business.

#ArbonneHealthyLiving
#Vegan #WeightManagement ”

Hashtags that align with the Arbonne brand.

Uses a disclaimer to manage expectations and protect business.

NON-COMPLIANT

Arbonne does not have a weight loss program, and brief time periods give unhealthy expectations.

Incorrect name and implication that the program is a detox, which is considered a medical claim.

“Just finished my **28 Days detox program** with Arbonne! I literally lost **25 pounds in two weeks** just by using these products and **nothing else**. I no longer need to take my **medication for my digestive issues!** So, if you have health problems or just don’t want to feel so fatigued, call me!

Arbonne products must be supported by external efforts.

Implying that Arbonne products help with health problems and can replace medical treatment.

#WeightLossJourney
#ArbonneDetox #PoundsLost ”

Hashtags that do not align with the Arbonne brand.

The above is only an example. For more in-depth tools for your Healthy Living business, visit [The Source > Business Basics > B.E.S.T.](#)

HEALTHY BUSINESS — INSIDE & OUT

Be confident in sharing your journey to **HEALTHY LIVING INSIDE & OUT** by becoming an expert on compliant income and lifestyle claims.

COMPLIANT

Talking about possibilities not guarantees.

Selling products is the only way to earn an income.

“What if you **could earn an extra stream of income by recommending and selling** your favorite products? I started my business over five years ago, and after **consistently putting time and effort into income-producing activity, I could quit my job** and rely solely on my Arbonne income! I would love to support you in building your own business! With Arbonne there are bonuses that can **be earned** at each level, including a **Mercedes-Benz Cash Bonus at the VP level!** There are no guarantees. Results are different for everyone. For more information, please visit iccs.arbonne.com.

Transparent about how bonuses are earned.

Able to make claims by fully explaining the time and effort it took.

Very clear about the Mercedes-Benz Cash Bonus.

#ArbonneOpportunity
#SocialMarketing #IAmMyOwnBoss”

Hashtags that align with the Arbonne brand.

Always provide a link to the ICCS site when talking about the opportunity, income, bonuses or lifestyle.

NON-COMPLIANT

This income only applies to a few Independent Consultants and shouldn't be used as it gives prospects false hope.

You only make an income by recommending AND selling products.

“Do you want to make **\$5K to \$23K a month, retire from your job, and take multiple annual vacations** just by making a **recommendation?**

Well, you can do that if you follow the **system for success**. I became an RVP with a **million-dollar business and a #FreeMercedes in just three months**.

If I can do it, you can too.

#ResidualIncome
#PassiveIncome #IDontSell”

There are many systems of income-producing activity that can yield success — shouldn't imply that there's one system that guarantees success.

Less than 1% make this amount and shouldn't be used. The Cash Bonus is earned, not given. Encouraging speed in the compensation plan gives false expectations to prospects.

Hashtags that do not align with the Arbonne brand.

Should include a disclaimer and link to iccs.arbonne.com.

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