

B.E.S.T. Trigger Words and Phrases

This document is intended to help Arbonne Independent Consultants identify trigger words and phrases that are utilized in their business language, and educate themselves on better alternatives that are within compliance, regulations, and the law.



Trigger Words/Phrases	Reason for Trigger	Alternative
<ul style="list-style-type: none"> Residual income Make a passive income 	Arbonne does not support statements which would imply that Independent Consultants can merely sit back and collect passive income without the work being performed to generate sales.	<ul style="list-style-type: none"> I earn a generous income through my Arbonne business. Through my Arbonne business I can achieve financial flexibility. <p><i>These statements should be accompanied by a link to iccs.arbonne.com.</i></p>
<ul style="list-style-type: none"> 28-day detox 	The names of Arbonne programs and products should be kept intact for uniformity and brand awareness. Also, certain words have very serious regulatory definitions, for example, the word detox has a medicinal meaning. Arbonne's 30 Days to Healthy Living and Beyond Program is not a detox program and cannot be represented in that manner. Arbonne's program is called 30 Days to Healthy Living and Beyond.	<ul style="list-style-type: none"> Get ready for my next 30 Days to Healthy Living and Beyond boot camp! I feel amazing after following the Arbonne 30 Days to Healthy Living and Beyond Program. I especially love the Arbonne Essentials[®] Chocolate Protein Shake Mix!
<ul style="list-style-type: none"> Free car, Mercedes, or jewelry All-expense paid trip, etc. 	The word "free" has certain connotations that do not accurately reflect how you earn Arbonne Incentives. All incentives are earned based on sales volume, maintenance requirements, sponsoring new Independent Consultants with certain sales volume requirements, etc. Thus, making it seem as if something was free or just given to you is simply not true.	<ul style="list-style-type: none"> Just earned my Mercedes-Benz Cash Bonus! Can't wait to pick out my car! Let's celebrate our new Regional Vice President for earning her Mercedes-Benz Cash Bonus! Just verified! I earned level 3 of this year's Arbonne Incentive Trip. The reward? Lovely accommodations on a Caribbean cruise!
<ul style="list-style-type: none"> I don't sell products All I do is share Get paid for your recommendations 	Being an ethical company, nothing in Arbonne is earned without selling products to end consumers. Whether it is a direct sale to your Clients, Preferred Clients or Independent Consultants, or through the sales of Arbonne Independent Consultants on your team, anything you achieve through your Arbonne business is based on sales.	<ul style="list-style-type: none"> We all love recommending products, now just imagine earning a commission from the orders placed by your friends and family! I share with others how to buy pure, safe, beneficial[™] products. I share with others how to purchase premium quality products from my Arbonne business or under their own Arbonne ID.
<ul style="list-style-type: none"> I now earn six figures Just made 5K in one month I have a million-dollar business 	There are certain Arbonne policies and DSA requirements when referencing income. The key here is not to make promises that everyone can reach this level of success or that it is easy. You need to mention all the effort and time it took to achieve the level you're at. If you're going to disclose your actual earnings to prospects, you must also provide documentation that supports and verifies your statement and provide a copy of the latest ICCS in the country in which you or your prospect resides. When making earnings claims you must include the income disclaimer and a copy of or a link to the correct ICCS: iccs.arbonne.com .	<ul style="list-style-type: none"> Just received my first commission check as an AM! I'm so excited for this momentum. (Insert link to country specific ICCS) After three years of working my business, I promoted to RVP and matched what I was making at my full-time job! I'm so grateful for my Arbonne business. (Insert link to country specific ICCS) Interested in the possibility of achieving financial flexibility? PM for more information on this great opportunity. (Insert link to country specific ICCS)
<ul style="list-style-type: none"> I can show you how to make a million dollars Learn how to replace your full-time income Join me for a successful business 	There is no guarantee regarding earning income. It takes time and effort to build a successful business. When statements like these are made, it seems as if the result is guaranteed. This does not accurately depict the opportunity to your prospect and violates the DSA Code of Ethics, Arbonne's policies and potentially the law.	<ul style="list-style-type: none"> Join me for the opportunity to build a successful business. Learn how to build a successful Arbonne business. I can provide you with the tools and training to help you build a successful business.
<ul style="list-style-type: none"> I work part-time hours and earn a full-time income You only have to work five hours a week 	Accurately depicting the opportunity is very important to the DSA, regulators and Arbonne. While there may be great rewards, you also need to share the time and effort it took to achieve your success. Minimizing these efforts will not prepare your prospect and also violates consumer protection laws. It could also result in dissatisfaction and misrepresentation of the network marketing industry in general.	<ul style="list-style-type: none"> Work this business around your busy life. This opportunity can be built alongside your full-time career. By having an Arbonne business you are able to control your time and choose when to work.

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<ul style="list-style-type: none"> Paycheck Pension/retirement I work at Arbonne Arbonne gives me an income Thanks to Arbonne for allowing me to retire 	<p>As Independent Consultants you are not considered employees, thus using the correct language to describe this relationship is very important. Use language that accurately depicts the benefits you earn from your Arbonne business.</p>	<ul style="list-style-type: none"> Commission/Commission Check Earned a Mercedes-Benz Cash Bonus I own my own Arbonne business. My Arbonne business earns me additional income. After working hard and promoting to RVP in three years, I was able to retire from my corporate job.
<ul style="list-style-type: none"> System for success All you have to do is follow your upline's system for success All you have to do is follow our team's proven system for success and you too will have a lucrative business All you have to do is duplicate your upline and you will be an RVP in six months You will have a successful Arbonne business if you duplicate exactly what your upline has done 	<p>There is not one way to build a successful Arbonne business. Every Independent Consultant can build their business the way that works best for their life and their goals. There is also no guarantee that following a certain system or way of building the business will lead to success. These statements mislead prospects, which can result in dissatisfaction and a feeling of being led away.</p>	<ul style="list-style-type: none"> The way our upline trains has really helped me along my journey, let's see if it works for you. Arbonne offers many tools to help you build your business. Our team has a simple income producing system that's easy to follow. As a result of my team duplicating their sales volume and sponsoring activities, we promoted to RVP on July 1.
<ul style="list-style-type: none"> Swiss company Swiss formulated Swiss products PETA approved Natural/Organic products 	<p>Arbonne is very proud of its Swiss heritage and we encourage everyone to share our company's story. However, the way in which the story and facts about our company are presented needs to be accurate. Arbonne products are not manufactured or formulated in Switzerland. Arbonne products have a Swiss heritage. Furthermore, the certificates and recognitions associated with Arbonne and the products need to be accurately shared, as well as the type of ingredients in our products.</p>	<ul style="list-style-type: none"> Swiss heritage Swiss roots Acknowledged by PETA Botanically based ingredients Naturally inspired and scientifically tested
<ul style="list-style-type: none"> Turn an expense into an income You can have a successful and profitable business just by redirecting your spending and teaching others to do the same 	<p>These statements give the impression that you can succeed because you get paid on your own personal purchases. This is not an accurate explanation of the SuccessPlan and makes it seem as if you do not need to sell products to end consumers in order to earn a commission — commissions are earned from the sale of products to consumers, including Clients and Preferred Clients. Arbonne Independent Consultants earn overrides on their product sales volume and the sales volume of other Arbonne Independent Consultants on their team.</p>	<ul style="list-style-type: none"> Encourage your Clients to purchase from your Arbonne business and earn commissions from their orders. Teach others to recommend and sell Arbonne products that are pure, safe, beneficial...
<ul style="list-style-type: none"> ABC Arbonne Baby Care® helped heal my son's Eczema After using the RE9 Advanced® collection for three months, I no longer had to use prescription medication to treat my Psoriasis 	<p>Arbonne's products are not formulated to cure, heal, treat, support, mitigate, alleviate, assist, or help any kind of medical ailment, no matter if someone feels that the products have had that result. It is against Arbonne policy, the DSA Code of Ethics and consumer protection laws to state or insinuate that any medical ailments, including weight loss, have been affected by Arbonne products.</p>	<ul style="list-style-type: none"> The ABC Arbonne Baby Care® collection made my baby's skin feel soft and moisturized. I saw a significant difference in the appearance of my fine lines and wrinkles after using the RE9 Advanced® collection. After following the 30 Days to Healthy Living and Beyond Program, I felt ready to pursue a healthy lifestyle.

