

# Arbonne Essentials® For Targeted Health

## Key Selling Points Overview

Sleep Well Spray

Antioxidant & Immunity  
Booster

Immunity Support

Calcium Plus

Energy Fizz Sticks

7-Day Body Cleanse

Joint Support

Herbal Colon Cleanse

Women's Balance

Menopause Support

Fit Chews

Nutrition Bars



# The Arbonne Essentials® For Targeted Health Story

The Arbonne Essentials® for Targeted Health collection consists of supplements formulated with premium ingredients and the latest nutrient delivery technology. The formulas supply nutrients to target specific health and wellness needs.

## Key Points Of Difference

- Nutrients your body needs for optimal health
- Easy everyday supplement support
- Products formulated with premium ingredients
- Features standardized botanicals and pharmaceutical-grade vitamins and minerals
- No artificial colors, flavors or sweeteners
- No gluten, soy, animal products, high fructose corn syrup, or trans fats



# Sleep Well Spray

## FEATURES

- Natural lemon-flavored spray delivers an effective dose of vegan melatonin
- Just seven sprays deliver melatonin and a targeted botanical blend to support the body's natural sleep mechanism◊
- Non-addictive formula supports healthy sleep patterns without next-day drowsiness◊
- Certified gluten-free and vegan

## BENEFITS

- Vegan melatonin helps control sleep and wake cycles, promoting healthy sleep patterns and helping to combat sleep disruptions from jet lag◊
- Supports sleep, rest and relaxation with a proprietary botanical blend of chamomile, hops, valerian, and passion flower◊

◊ These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



# Antioxidant & Immunity Booster Features

- Superfruits blueberry, pomegranate, amla, and açai are part of a 3-tier system featuring clinically studied nutrients and botanicals that support immune health, and have antioxidants to fight free radicals◊
- Proprietary Energy Booster Blend provides a gentle, botanical energy boost◊
- Individual pouches are convenient for home, travel and sampling
- Take daily to support immunity, helping you stay healthy year round
- No high fructose corn syrup or artificial colors, flavors or sweeteners
- Certified vegan, gluten-free and kosher

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# Antioxidant & Immunity Booster Benefits



- EpiCor® — a unique, natural, fermentation ingredient — has been shown in clinical studies to help support the immune system and white blood cells◊
- Vitamins C and D help support the immune system◊
- Antioxidant blend of superfruit juices from blueberry, pomegranate, alma, and açai helps fight free radicals◊
- Milk thistle supports the liver◊
- Proprietary Energy Booster Blend contains green tea, guarana, yerba mate, and ginseng, providing a gentle, effective energy boost◊

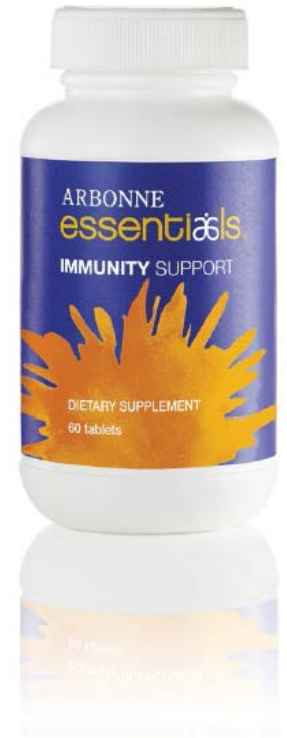
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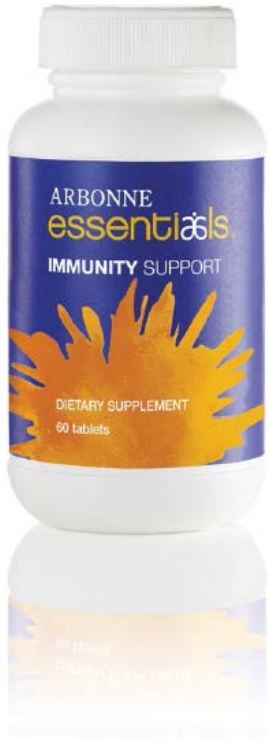
# Immunity Support Features

- Offers immune support with proprietary Triple Shield Echinacea® blend
- Botanical adaptogens help temporarily support the immune system and overall health◊
- Proprietary Protection Plus Blend features elderberry juice powder, andrographis paniculata, beta-glucan, and arabinogalactans
- Antioxidants help support immune health by fighting free radicals and oxidative stress◊
- Certified vegan and gluten-free

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# Immunity Support Benefits



- Echinacea contains active substances that support the immune system while offering antioxidant effects◊
- Goldenseal contains berberine, which also helps support immune function◊
- Astragalus root acts as an adaptogen to support the immune system◊

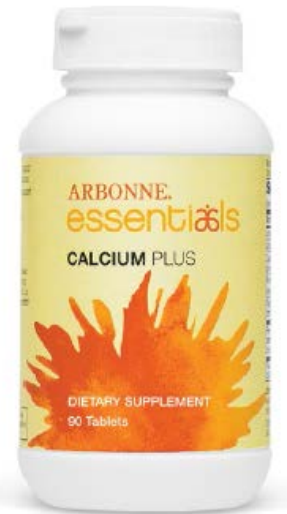
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# Calcium Plus Features

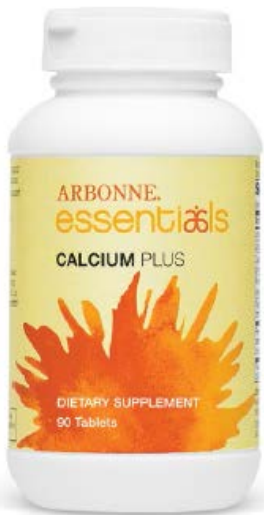
- Blend of calcium, magnesium, vitamin D, and red clover help support skeletal health and other bodily functions◊
- Promotes calcium absorption and supports bone structure and function◊
- Supports muscle function through calcium intake◊
- Formulated with calcium citrate and calcium phosphate
- Certified vegan and gluten-free

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# Calcium Plus Benefits



- Calcium citrate is more easily absorbed and utilized than calcium carbonate, which is used in competitors' calcium supplements
- Calcium, important for bone health, is also imperative for cardiovascular function, muscle contraction, and cellular function◊
- Magnesium, critical for calcium absorption, is important for skeletal health◊
- Vitamin D supports calcium absorption in the intestines and calcium levels in the blood◊
- Red clover, a non-soy source of bone-supporting isoflavones, assists with calcium absorption in bones and supports the skeletal system◊

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# Energy Fizz Sticks Features

- Temporarily helps promote alertness and enhance cognitive performance◊
- Helps promote endurance when you start to feel tired◊
- Two flavors, citrus and pomegranate
- Dissolves quickly in water
- Contains antioxidants to help fight free radicals◊
- Low-calorie, and features natural flavors, cane sugar, and stevia
- Formulated without artificial flavors or colors
- Certified vegan and gluten-free

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# Energy Fizz Sticks Benefits



- Proprietary Get-Up-and-Go Blend:
  - Guarana — Supports energy◊
  - Chromium — Helps support healthy blood sugar levels already in the normal range◊
  - Green tea — Contains catechins, antioxidants that fight and prevent cellular damage◊
  - Taurine — An amino acid that supports energy◊
  - Ginseng root — Helps support physical capacity and performance◊
  - Rhodiola rosea — An adaptogen that helps temporarily support the body during stress◊
- Riboflavin helps metabolize carbohydrates, fats and proteins to provide energy◊
- Niacin helps support energy-yielding metabolism of macronutrients◊

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# 7-Day Body Cleanse Features

- Helps detoxify the system while supporting the gastrointestinal tract◊
- Assists with gentle elimination of toxins◊
- Contains milk thistle standardized to silymarin, which supports the internal antioxidant activity for liver health◊
- Helps promote a sense of well-being while preparing for a weight management regimen◊
- Proprietary Superfood Antioxidant Blend featuring carrot juice, elderberry fruit, chokeberry, hibiscus, blackcurrant juice, blueberry juice, pumpkin, cherry fruit, lemon juice, and apple juice powders
- Formulated vegan and without gluten

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# 7-Day Body Cleanse Benefits



- Full Body Cleansing Blend contains:
  - Nettle leaf extract — Helps support the kidneys◊
  - Milk thistle — Helps support the liver◊
  - Astragalus — Helps support the immune system◊
  - Senna — Helps support the gastrointestinal tract◊
- Inulin, a prebiotic, supports beneficial microflora that aid the digestive tract◊
- Superfood Antioxidant Blend fights oxidation and free radicals◊

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# Joint Support Features

- Bi-layer tablet promotes joint flexibility and comfort, providing support and relief
- Supports healthy connective tissue and cartilage between joints to protect against normal wear and tear
- Contains exclusive Joint Support Blend
- Formulated with vegan glucosamine sulfate; most forms are derived from exoskeletons of shellfish
- Certified vegan and gluten-free

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# Joint Support Benefits



- Glucosamine, naturally found in healthy cartilage, assists in the formation of connective tissue that cushions joints◊
- Vitamin C supports cartilage, collagen and joint tissue, supporting overall joint health◊
- Boswellia serrata and white willow support joint comfort◊
- Pine bark extract provides antioxidant support◊

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# Herbal Colon Cleanse Features

- A robust blend of cleansing and detoxifying herbs, plus beneficial microflora, supports colon health◊
- Promotes natural, gentle elimination of potentially harmful toxins
- Helps promote and balance the body's natural detoxification process◊
- Formulated vegan and certified gluten-free

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# Herbal Colon Cleanse Benefits



- Bacillus coagulans, a probiotic, supports intestinal health
- Proprietary Herbal Cleansing Blend:
  - Senna powder and cascara sagrada — Help gently support elimination◊
  - Psyllium husk — Helps support digestion by increasing bulk fiber volume and water content◊
  - Meadowsweet — Provides soothing digestive support◊

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# Women's Balance Menopause Support Features

- Balancing blend of phytonutrients helps provide natural, more comfortable transition through menopause
- Helps manage symptoms associated with menopause, including hot flashes, night sweats, mood swings, and irritability◊
- Clinically studied formula with a blend of Eastern and Western herbal ingredients
- Certified vegan and gluten-free

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# Women's Balance Menopause Support Benefits



- Menopause Support Blend:
  - Cuscuta — Rich in flavonoids, supports management of mood swings and irritability◊
  - Xylaria nigripes — Supports feelings of calmness◊
  - Chinese motherwort — Supports management of hot flashes◊
  - Astragalus — Helps support management of night sweats◊
- Dong quai supports management of hot flashes and night sweats◊
- Milk thistle helps support the liver◊
- Black cohosh supports management of hot flashes, night sweats and irritability◊
- Red clover contains antioxidant support◊

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# Women's Balance Menopause Support Clinical Results



Arbonne Essentials Women's Balance Menopause Support was subjected to a double-blind, placebo-controlled study (the gold standard for clinical studies).

In 12 weeks, significant difference was shown between the baseline and weeks 3, 8 and 12 in alleviating symptoms associated with menopause.



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# Fit Chews

## Features

- Individually wrapped for convenience, these snack options support weight management efforts while also supporting health◊
- Help control cravings while keeping energy levels sustained◊
- Available in 3 flavors: chocolate, caramel, and lemon
- 30 calories per chew
- No artificial colors, flavors or sweeteners; no high fructose corn syrup, dairy, or soy
- Certified vegan and gluten-free

## Benefits

- Contains Arbonne's exclusive adaptogenic herbal blend to help support the body during stress◊

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# Nutrition Bars Features

- Snack option delivering protein, fiber, vitamins and minerals
- Available in fruit or chocolate flavor
- Convenient for traveling and sampling
- No artificial colors, flavors or sweeteners
- Certified vegan, gluten-free and kosher



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# Nutrition Bars Benefits



- 10 grams of natural vegan protein derived from peas is easily digestible while promoting satiety and delivering essential amino acids◊
- Low allergen potential is achieved by avoiding common allergens, such as soy, whey and nuts, that are present in many nutrition bars
- Contains 16 essential vitamins and minerals with antioxidant vitamins A, C and E◊
- Good source of fiber

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# Social Media Tips

- When promoting the Arbonne Essentials® or any other nutritional product on social media, keep in mind that Arbonne Independent Consultants must refrain from making any misleading, deceptive or false medical claims or statements about the products.
- Remember that a great way to promote products is to speak from experience. Follow the “Sharing Your Testimonial Guidelines” on The Source to learn more about incorporating your own testimonial and result photos on social media. As long as you follow each of the steps and rules in the testimonial guide, you will not have to submit your testimonial to our B.E.S.T. department. You will have to do so if you wish to use a Client’s testimonial, or if you wish for your testimonial to be considered for promotional use by the Home Office.
- Use Share It in the Arbonne Digital Toolkit to easily share product facts and compliant images about Arbonne Essentials® with your Clients.
- Each product featured on Share It is accompanied by three product facts that have been vetted by our B.E.S.T. team.
- By using Share It, you can easily build a post that is compliant for Twitter, Instagram or Facebook use.
- To access Share It, log in to your Back Office. Choose “My Resources” from the top menu, then click “Marketing Tools.” Now click “Share It.”



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# Social Media Tips For Posts

- When promoting products on Facebook or Pinterest, be sure to link back to the information available on the Product Collection page. This includes links to Meet the Product sheets, the Arbonne Essentials® Brochure, and the 30 Days to Healthy Living and Beyond Support Guide:  
<http://www.arbonne.com/discover/products/targetedhealth.shtml>

On Instagram, use images that show how the Targeted Essentials products can be incorporated into a healthy lifestyle.

- For example, when taking a photo of the Energy Fizz Sticks, you can show where you're enjoying them — at the office, at the park, wherever!
- For the Sleep Well Spray, you can take an image of the product next to your nightstand or by some pillows.
- For the 7-Day Body Cleanse, you can talk about how to use in the context of a healthy diet.

On Facebook you could do the following:

- Use Facebook for Client and Preferred Client outreach. Add anyone on Facebook who you may be prospecting. You can see what they're up to and use this information to circle back with them in person on a targeted product. If they talk about nutrition and eating healthy, you can follow up with information on Arbonne Essentials®.
- Talk about the ingredients and formulation.
  - Energy Fizz Sticks Example: "When You Need a Pick-Me-Up! The Get-Up-and-Go Blend in our Energy Fizz Sticks contains targeted botanicals like green tea with EGCG, guarana, ginseng with ginsenosides, and taurine to help support energy, naturally."

