



ABC Arbonne Baby Care[®]

Collection Focus Guide

DID YOU KNOW?

A baby's skin is more delicate and fragile than our own. A baby's skin is thinner and continues to develop through the first year of life, making it more vulnerable to irritants. Skin acts as a protective barrier, the first line of defense against outside organisms, toxins, irritants and allergens. Therefore, a baby's skin is more sensitive and needs gentle products to deliver gentle care.

Many baby care products on the market contain artificial fragrances, dyes, and other chemical ingredients that can irritate a baby's skin. In addition, other products often contain harsh cleansing agents or surfactants that can penetrate deep into the skin and be absorbed by the body.

THE ABC STORY

Parents need and want baby care products they can trust for their baby, while still providing the moisture, cleansing and protection necessary. Parents consistently prefer products made with pure ingredients to use on their babies. The collection includes:

Hair & Body Wash

Body Lotion

Broad Spectrum Sunscreen SPF 30

Nappy Cream

ABC Arbonne Baby Care Set

COLLECTION POINTS OF DIFFERENCE

- The products are developed with the finest, most gentle ingredients for ultra-delicate skin and hair to meet our strict Ingredient Policy.
- Products were tested by pediatricians, dermatologists and parents to ensure that they meet expectations and deliver results.
- Products soothe, moisturise and cleanse a baby or child's delicate skin.
- Products protect sensitive skin from sun damage or environmental irritants that can cause dry skin.
- Products help avoid common skin irritations from allergies to environmental factors, artificial fragrances or chemical agents found in other popular baby care products.
- The cleansing agents are vegetable surfactants, so they are mild, gentle and can be washed off the skin.

KEY PRODUCT IMPROVEMENTS

- Completely new and improved formulas follow the strict Arbonne Ingredient Policy. Arbonne uses the finest, most efficacious ingredients to develop products with only what's needed and works best together.
- New squeezable tubes with flip-top caps make them more convenient to use and store.
- **Hair & Body Wash:** New botanically based formula has vegetable-derived cleansing agents, gentle surfactants that wash off and can't be absorbed into the body.
- **Body Lotion:** Improved formula is clinically proven to provide 24-hour moisture with an ultra-mild, ultra-soothing formula that can replace the need to use Baby Oil. This new formula does the job of both products, all in one.
- **Broad Spectrum Sunscreen SPF 30:** New formula is a chemical-free, non-nano zinc oxide mineral sunscreen active that provides a physical barrier to protect skin from damaging UVA/UVB rays.
- **Nappy Cream:** The new deeply hydrating, ultra-rich formula creates a water-repelling moisture barrier to help reduce skin dryness and irritation.
- The following ingredients were removed from our reformulated products:
 - Butylene glycol
 - Synthetic fragrances from Hair & Body Wash and Body Lotion
 - Chemical sunscreens from our sunscreen
 - The removed ingredients were replaced with natural ingredients, fragrances, botanicals and minerals to meet our updated Ingredient Policy standards.

Each product has unique features that provide specialised benefits.



HAIR & BODY WASH

FEATURES

- Ultra-gentle, tear-free daily cleanser for face, body and hair
- Two-in-one product cleanses, calms and moisturises in one step
- Naturally scented with an essential oil blend of cottonwood, sandalwood and vanilla
- Vegetable-derived cleansing agents function as gentle surfactants that wash off and can't be absorbed into the body
- Pediatrician-, dermatologist- and ophthalmologist-tested
- Vegan certified
- Soap-free to prevent moisture loss or irritation

BENEFITS

- Gently cleanses without stripping delicate skin of moisture.
- Ultra-mild, tear-free formula soothes and moisturises with aloe and shea butter.
- Leaves skin, scalp and hair soft, soothed and comforted with a blend of soothing botanicals, antioxidants and minerals:
 - Aloe barbadensis leaf juice is an excellent cleansing and moisturising agent.
 - Chamomile and calendula extracts contain natural moisturising properties that soothe and calm.
 - Vitamin E is a moisturising antioxidant that calms and hydrates skin
 - Sunflower seed oil, used as an emollient, softens skin and helps it retain moisture
- Improved squeezable tube with the flip-open cap makes it easy to use (even one-handed), as well as portable and easy to store



HOW TO USE

Use in the bath after wetting skin. Pour a small amount of washing solution onto a sponge or washcloth and gently lather body and hair. Rinse well.

BODY LOTION

FEATURES

- Botanically based lotion provides 24-hour moisture-loss prevention, offering all the features of an oil (which forms a moisture barrier) and a lotion (which conditions the skin) in one, easy-to-use product
- Naturally scented with a soothing essential oil blend of cottonseed, vanilla and sandalwood
- Ultra-gentle formula has been pediatrician-, dermatologist- and allergy-tested to be safe for babies or anyone with sensitive skin
- Natural ingredients such as shea butter, sunflower seed oil, aloe, vitamin E and chamomile nourish skin and provide a protective layer of natural emollients and antioxidants

BENEFITS

- Formula absorbs quickly and contains soothing botanicals, antioxidants and minerals to calm and support the skin in retaining moisture.
- Aloe barbadensis leaf juice is an excellent, natural moisturising agent.
- Chamomile extract has natural moisturising properties that soothe and calm.
- Vitamin E is a moisturising antioxidant that calms and hydrates skin.
- Allantoin is a natural soothing agent.
- Sunflower seed oil, used as an emollient, softens skin and helps retain moisture.
- Shea butter hydrates skin and provides a protective layer to prevent moisture loss.
- Forms a protective barrier to help shield skin from environmental irritants.
- Enhanced formulation eliminates the need to use an additional product, such as baby oil, by providing skin conditioning, hydrating and moisture-loss prevention all in one.
- Improved squeezable tube with the flip-open cap makes it easy to use (even one-handed), as well as portable and easy to store.



HOW TO USE

Gently massage a generous amount of lotion over the entire body. A baby's skin can be exceptionally sensitive. If redness occurs, discontinue use.

BROAD SPECTRUM SUNSCREEN SPF 30

FEATURES

- Non-chemical mineral sunscreen, formulated with non-nano zinc oxide, along with botanicals, antioxidants, minerals and natural moisturisers
- Protects against UVA and UVB rays by creating a physical barrier on the skin
- Non-greasy formula glides on easily and absorbs quickly into the skin without whitening
- Water-resistant for up to 40 minutes
- Pediatrician- and dermatologist-tested unscented formula, clinically allergy-tested for use on sensitive skin

BENEFITS

- Formula absorbs quickly and contains soothing botanicals, antioxidants and minerals to calm and moisturise the skin.
- Aloe barbadensis leaf juice is an excellent cleansing and moisturising agent.
- Chamomile and calendula extracts contain natural moisturising properties that soothe and calm.
- Vitamin E is a moisturising antioxidant that calms and hydrates skin.
- Improved squeezable tube with the flip-open cap makes it easy to use (even one-handed), as well as portable and easy to store.
- One convenient product offers sun protection along with moisturisers to prevent sensitive skin from becoming dry and uncomfortable as a result of sun exposure.



HOW TO USE

Apply sunscreen liberally and evenly to all exposed areas 15–20 minutes before sun exposure. Reapply frequently or after towel drying, swimming or perspiring. Avoid prolonged exposure to the sun and wear protective clothing, hats and eyewear.

NAPPY CREAM

FEATURES

- Botanically based formula helps soothe and protect against wetness and irritation
- Deeply hydrating, ultra-rich formula creates a water-repelling moisture barrier to help reduce skin surface irritation
- Formulated with soothing, calming plant-based ingredients to protect the delicate skin from wetness
- Allergy-, pediatrician- and dermatologist-tested
- Vegan certified

BENEFITS

- Deeply hydrating formula glides on easily to help condition the skin to minimise moisture loss.
- Forms a soothing barrier to protect the skin from irritation caused by wetness in between nappy changes with a blend of soothing botanicals, antioxidants and minerals:
- Aloe barbadensis leaf juice is an excellent moisturising agent.
- Chamomile and calendula extracts contain natural moisturising properties that soothe and calm.
- Vitamin E is a moisturising antioxidant that calms and hydrates skin.
- Sunflower seed oil softens skin and helps it retain moisture.
- Gently relieves sore, dry, chapped skin and prevents chafing from nappy friction with a zinc oxide barrier.
- Improved squeezable tube with the flip-open cap makes it easy to use (even one-handed), as well as portable and easy to store.



HOW TO USE

Change wet or soiled nappies promptly, cleanse the nappy area, and dry. Apply cream liberally as often as necessary, with each nappy change, especially at bedtime or anytime when exposure to a wet nappy may be prolonged.

ABC ARBONNE BABY CARE SET

- Includes all four products: Hair & Body Wash, Body Lotion, Broad Spectrum Sunscreen SPF 30, and Nappy Cream
- All products work together to provide a complete solution for baby or anyone needing ultra-delicate skincare
- Great way to introduce a Client to this collection
- Perfect baby shower gift





Dialogue

You: Congratulations on your new grandbaby on the way! When is the baby due?

Client: She'll be here next month! I'm so excited, I can hardly wait. I want to hold her and spoil her.

You: I know you have been focused on taking care of your skin and you've also introduced your daughter to some of the products.

Client: Yes, we've both loved everything we've used. Even better, nothing you've ever suggested irritated my daughter's sensitive skin. She's got many allergies, but Arbonne products have been very successful for her.

You: I've got the perfect line for you to introduce to your daughter. Our ABC Arbonne Baby Care line gives you everything you need to protect, soothe, moisturise and cleanse her baby's skin and hair. The

whole line is formulated within our strict Arbonne Ingredient Policy so it won't irritate the baby's eyes or cause any sensitivity from allergies that she might not even be aware of yet. The products work together to protect a baby's extra delicate skin from moisture loss, sun damage or any environmental irritants.

We have a Broad Spectrum Sunscreen, Body Lotion, Nappy Cream, and Hair & Body Wash. Everything has just been newly formulated with a blend of soothing botanicals, antioxidants and minerals. Plus it all comes now in a squeezable tube with a convenient flip-top cap. You can buy each product individually or in a set to get the best value. That's a \$150 value for only \$136.50.

We can add this to your order today and if that brings your total to \$195 RRP or more, you'll earn a Preferred Advantage Reward to apply to your next order. Let me show you how.





ARBONNE.®

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Set Goals and Track Your Success

Week 1		Week 2		Week 3		Week 4	
Goal _____							
Sold _____							
Week 5		Week 6		Week 7		Week 8	
Goal _____							
Sold _____							



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