



## Calm

### Collection Focus Guide

#### DID YOU KNOW?

Sensitive skin affects millions in different ways and in varying degrees. Many people with sensitive skin experience an adverse reaction to skincare products or household items, causing redness or tightness.

*The following content is provided for educational purposes only. It is not intended to be used to make health claims regarding our products.*

Dermatologists look for the following when identifying sensitive skin:

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

Skin reactions can be caused by:

- Overly dry or injured skin that cannot protect nerve endings
- Excessive exposure to environmental factors, such as sun, wind, or excessive heat or cold

- Contact with materials or substances that cause a reaction such as burning, stinging, redness or sensitivity
- Allergy or irritation
- Product fragrances

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

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

## The Calm Collection Story

Calm products were designed to address the needs of sensitive skin, formulated to be extra gentle and soothing. The products focus on hydrating, moisturising and soothing skin discomforted by tightness and dryness.

Clinically tested for sensitive skin, the Calm line is non-comedogenic, and fragrance- and colourant-free.

The Calm Collection includes:

- Gentle Daily Cleanser
- Soothing Facial Serum
- Gentle Daily Moisturizer
- Soothing Eye Gel

## 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 moisturising
- 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



# GENTLE DAILY CLEANSER

## Features

- Gently washes away makeup, dirt and oil without over-drying or irritating skin
- Extra-gentle formula helps soothe easily irritated, sensitive skin by providing hydrating relief while cleansing
- Allergy- and dermatologist-tested
- Fragrance- and colourant-free
- Certified vegan

## Benefits

- Aloe vera soothes and moisturises
- Cucumber helps soothe skin
- Licorice softens and soothes skin
- Mallow, rich in vitamins, softens and soothes
- Chamomile contains antioxidant properties
- Sea mayweed calms skin
- Japanese green tea helps soothe skin

## How to Use

Apply a small amount to moist skin and massage gently in circular motion. Rinse with warm water.



# SOOTHING FACIAL SERUM

## Features

- Lightweight serum absorbs quickly, locking in moisture to leave skin feeling hydrated and refreshed
- Extra-gentle formula helps soothe easily irritated, sensitive skin
- Allergy- and dermatologist-tested
- Fragrance- and colourant-free
- Certified vegan

## Benefits

- Aloe vera soothes and moisturises
- Cucumber helps soothe skin
- Licorice softens and soothes skin
- Mallow, rich in vitamins, softens and soothes
- Chamomile contains antioxidant properties
- Sea mayweed calms skin
- Japanese green tea helps soothe skin

## How to Use

Squeeze tip of dropper to fill, and squeeze again to release serum onto hands. Apply evenly over face and neck. Use in the morning and evening after cleansing.



# GENTLE DAILY MOISTURIZER

## Features

- Lightweight, fast-absorbing formula soothes and moisturises skin, leaving it feeling soft and refreshed
- Provides hydrating relief from tightness and discomfort caused by dry skin
- Allergy- and dermatologist-tested
- Fragrance- and colourant-free
- Certified vegan

## Benefits

- Aloe vera soothes and moisturises
- Cucumber helps soothe skin
- Licorice softens and soothes skin
- Mallow, rich in vitamins, softens and soothes
- Chamomile contains antioxidant properties
- Sea mayweed calms skin
- Japanese green tea helps soothe skin

## How to Use

Apply evenly over face and neck in the morning and evening, after serum application.



# SOOTHING EYE GEL

## Features

- Glides on and absorbs quickly with cool roller ball application
- Helps reduce the appearance of puffiness, and hydrates skin around the eyes
- Leaves skin around the eyes feeling hydrated and refreshed
- Allergy-, dermatologist- and ophthalmologist-tested
- Fragrance- and colourant-free
- Certified vegan

## Benefits

- Aloe vera soothes and moisturises
- Cucumber helps soothe skin
- Licorice softens and soothes skin
- Mallow, rich in vitamins, softens and soothes
- Chamomile contains antioxidant properties
- Sea mayweed calms skin
- Japanese green tea helps soothe skin

## How to Use

Using gentle pressure, roll under each eye, from inner corner to outer corner, in the morning and evening.





## Dialogue

I know you suffer from symptoms associated with sensitive skin, so I wanted to tell you about an Arbonne product line that would be beneficial — Calm. It consists of four products developed to address the needs of sensitive skin; they are extra gentle and soothing.

The four products work best when used together. They hydrate and moisturise to fight skin dryness, tightness and discomfort. Your skin will feel refreshed and clean. The products are also formulated without common skin irritants like fragrance and colourants. Let's get you started by placing an order online today.





ARBONNE®

Calm

# Set Goals and Track Your Success

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



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