



30 Days to Healthy-Looking Skin Client **Support Guide**

Conducting an effective healthy skincare program is more than just selling some skincare products. To set up your Client for success, you need a structured program for support, follow-up, motivation, and guidance. This guide is designed to give you a proven system to help guide your Clients through the 30 Days to Healthy-Looking Skin Program, establishing a relationship that can be nurtured and grown.

This starts with a commitment from you.

Consultant Commitment

- I have personally completed or am currently doing the 30 Days to Healthy-Looking Skin Program.
- I will only add Clients to the 30 Days to Healthy-Looking Skin Program who are “all in” and have purchased the complete RE9 Advanced® Anti-Aging Face Arbonne Special Value Pack (ASVP).
- I will consistently coach my Clients according to the steps listed below and will document everything on the 30 Days to Healthy-Looking Skin Client Tracker.
- I will participate in the 30 Days to Healthy-Looking Skin Facebook group, helping answer questions and offering encouragement.

Follow the steps below.

Be sure to document everything for each Client on the 30 Days to Healthy-Looking Skin Client Tracker (located on The Source).

Step

Action

1

When the Client Places Their Order

- Place your Client’s order for their RE9 Advanced Anti-Aging Face ASVP.
- Give the Client the Arbonne Intelligence® Genius Ultra® Usage Chart (on The Source).
- Recommend the RE9 Advanced Cellular Renewal Mask as a free gift for their next order as a result of their ASVP purchase Preferred Reward.
- Record the order in your Client binder, or your preferred record keeping system.
- Add the Client to your Client Tracker (on The Source).
- Ask for a referral: “Who else might want to do this with you? It’s so much more fun to do together and it helps with accountability too. Post on Facebook what you’re doing — you might be surprised who wants to join you. If you do find someone else, I’ll give you a free product!”

Step

Action

2

Monday Before Start

- Add the Client to your 30 Days to Healthy-Looking Skin Facebook group.
- Explain the 30 Days to Healthy-Looking Skin Facebook page to the Client and invite them to join.
- Email the Client the 30 Days to Healthy-Looking Skin Welcome Email (on The Source).

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Weekend Before Start

- Call the Client Saturday or Sunday before they start to make sure they have their Arbonne skincare products (along with nutrition products if they have completed or are continuing with their 30 Days to Healthy Living plan).
- Go over a typical daily regimen in detail. Recommend using the Arbonne Intelligence® Genius Nightly Resurfacing Pads & Solution 2x per week. This will support skin cell turnover slowly as the Client adjusts to the products and regimen.
- Remind them to take their “Before” photos including the entire face as well as close-ups of eyes, cheeks, forehead, lips and chin area.
- Talk with the Client about their goals and the results they hope to see at the end of the 30 days.
- Answer any questions they might have and remind them to drink plenty of water each day to stay hydrated.
- Connect with the Client to ensure they have visited the 30 Days to Healthy-Looking Skin Facebook group to explore all the posts including the RE9 Advanced Training Video.
- **Share this TIP:** “Post on Facebook that you are starting a ‘healthy-looking skin program’ on Monday. It’s fun for people to see your results as you post and share your photos and testimonials. You may be surprised at who wants to join you in this. You can even tag me and I’ll cheer you on too!”

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Week 1, Day 1

- Connect with the Client to ensure they have their “Before” photos.
- At the end of day 1, connect with the Client to see how they are feeling so far.
- Ask them specific questions:
 - Did you take your photographs?
 - Did you find it easy to follow the regimen?
 - Did you have any questions on products or steps?
 - What is your favorite product?
- Do you have any questions about your regimen tonight?
- Make any adjustments needed with the Client to make sure they start their plan right and feel great about it.
 - **For example:** “If you’re experiencing redness or sensitivity, try using the Calm cleanser for a few days to help soothe the skin.”

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Week 1, Day 3

- Check in with the Client to ask how their plan is going and how they are feeling. Let them know that they can expect to see an improvement by now or in the next few days in facial radiance and skin clarity. According to Dr. Naissan Wesley, M.D., F.A.C.M.S. CV and Arbonne Dermatology Advisor, they should also begin to see a decrease in any skin roughness on their face as well as in the delicate skin around their eyes.
- Help them make any adjustments needed to their daily regimen, if needed.

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Start of Week 2

- Connect with the Client to see how their weekend went and how they think their skin is looking and feeling so far. Share with them that, according to Dr. Naissan Wesley, M.D., F.A.C.M.S. CV and Arbonne Dermatology Advisor, they should expect to see improvement in their skin's radiance, clarity, texture, hydration, appearance of fine lines on the face and around the eye area, as well as overall appearance.
- Discuss how the Genius Pads are working with their regimen. If there haven't been any issues, inform the Client that they can increase to using them 3–4x times per week and eventually nightly. If the Client's skin is sensitive, they can stay at 2x per week. If any irritation issues have occurred, ask them to discontinue use.
- Explain how to incorporate the Cellular Renewal Mask 1–2x per week to help with exfoliation and skin radiance. Introduce this initially on days that they are not using Genius Pads.
- Ask the Client to write a short testimonial that they can post on Facebook and tag you. Encourage the Client to share what they are doing with their friends and remind them that you will give them a FREE product gift for any referrals.
 - **For example:** "Wow, you are having great results. You should post your testimonial on Facebook and tag me so your friends can see how great you're looking! Plus, I'll give you free product gifts for referrals!"

NOTE: If they have already begun referring Clients, begin talking with them about becoming a business partner or invite them to a Discover Arbonne presentation.

- **For example:** "Since you are already referring people, we should chat about upgrading to a Consultant. This way, you can get paid and start building your own team with your referrals. Have you ever thought about doing something like this?"

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Start of Week 3

- Connect with the Client to see how their weekend went and to make sure they like the Cellular Renewal Mask or give them ideas to adjust as needed. Follow up on the improvements the Client is continuing to see in their skin's radiance, clarity, texture, hydration, appearance of fine lines on the face and around the eye area, as well as overall appearance.
- Explain how the Genius Ultra can help maximize the results the Client is already seeing. Share the Genius Ultra Point of Difference video. If the Client is local, give them a Genius Ultra to try for a few days and explain which products to use it with in their morning and evening regimens.
- Ask the Client to write a short testimonial that they can post on Facebook and tag you. Encourage the Client to share what they are doing with their friends and remind them that you will give them a FREE product gift for any referrals.

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Start of Week 4

- Connect with the Client to see how their weekend went and to talk about whether they have begun to achieve the skincare results that they were hoping for. If they have been trying the Genius Ultra, ask how it went.
 - If they have NOT achieved their goals, encourage them to try some alternative products as a part of their regimen.
- **For example:**
 - If you're experiencing redness or sensitivity, try using the Calm Gentle Daily Cleanser for a few days to help soothe the skin.
 - If you're experiencing increased oiliness, try using the Clear Future® Deep Pore Acne Cleanser intermittently to help reduce excess oils without stripping the skin of essential moisture.
 - If you're experiencing dryness, try adding the Arbonne Intelligence® Nourishing Facial Oil before or after the Intensive Renewal Serum, morning or night.
 - If you're experiencing skin flare-ups, including breakouts, alternate Clear Future Deep Pore Acne Cleanser with the RE9 Advanced Smoothing Facial Cleanser, followed by the rest of the steps in your RE9 Advanced skincare regimen. Another option is to alternately use Calm Soothing Facial Serum and Calm Gentle Daily Moisturizer to help soothe skin.
 - If they are loving their results, let them know about some additional products they can use to enhance their regimen such as Arbonne Intelligence Nourishing Facial Oil and Lip Treatment. Talk about placing an order for the products they will need to continue with their skincare and nutrition.
- Ask the Client to write a short testimonial that they can post on Facebook and tag you.
- Give the Client their arbonne.com user name and password for their records, even if you are placing their next order for them.
- Make sure the Client knows how to get the best deal by placing at least a \$150 order each time. This is also a great time to let them know about Arbonne Autoship.

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End of Week 4

- According to Dr. Naissan Wesley, M.D., F.A.C.M.S. CV and Arbonne Dermatology Advisor, Clients can expect to see improvements in their skin at the end of this week. They may have experienced improvements in facial skin tone evenness (with a reduction in the appearance of dark spots), texture, firmness, radiance, clarity, and overall appearance. In the eye area, discuss improvements that they have experienced in a reduction of the appearance of fine lines, deep wrinkles, crow's feet, puffiness, and dark circles, as well as improvement in the appearance of skin radiance, clarity and texture.
- Ask them specific questions:
 - Did you experience improvement in radiance?
 - Did you notice a reduction in the appearance of lines and wrinkles?
 - Did you notice smoother-looking skin around the eyes?

These responses make great testimonials alongside Before & After photos for sharing on social.
- Ask the Client to take their "After" photos. Remind them to capture the same poses in the same lighting. Once done, create a designed Before & After for them using Photofy or the Digital Toolkit. Have them post their photos along with a short testimonial on Facebook and tag you. Encourage the Client to share what they are doing with their friends and remind them that you will give them a FREE product gift for any referrals.

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Post Week

- Connect with the Client to congratulate them on their results and ensure that they have all the products they need ordered.
- Give the Client a foundation sample as a gift and explain the benefits of pure, safe, and beneficial makeup to go with their new healthy living and healthy-looking skin plans.
- If they have already begun referring Clients, begin talking with them about becoming a business partner, a healthy-looking skin coach, or invite them to a Discover Arbonne presentation.
- Add your Client to any team or personal social media groups so they can continue to stay connected with Arbonne and up-to-date on new products and promotions.

