

Press Release



ARBONNE INTERNATIONAL UNWRAPS ITS 2011 HOLIDAY LINE

New Additions and Holiday Favorites Make for a Season of Celebration and Pampering

IRVINE, CALIF., Sept. 1, 2011 – Arbonne International, LLC (Arbonne) defines the art of holiday giving this season with gifts designed to touch all of your senses. Available today, Arbonne's Holiday Collection includes several new products, including a trio of botanically based fragrances for women presented in unique, collectible bottles, a warm spirited cologne for men, and mineral-infused shimmering eye shadows. In true Arbonne tradition, there is a wide selection of body, skin, and hair care luxuries to round out the head-to-toe *scent-sational* experience.

"We are extremely excited about this year's holiday collection because we took a different approach," said Kay Napier, CEO of Arbonne. "We are introducing our new fragrances inspired by our Independent Consultants, in a special edition collectible line. We are celebrating our Independent Consultants inner and outer beauty by featuring them as models in our holiday catalogue. In keeping with our festive tradition, we are, of course, also offering our dazzling array of beautifully designed gift sets that offer something for everyone on your list."

New Arbonne® Products: Holiday 2011

Fragrance Trio: The Dreamer: With notes of Fuji apple, yuzu zest, white cyclamen and Baltic amber; The Dazzler: With notes of green bamboo, bergamot, ylang-ylang and Australian sandalwood; The Dynamo: With notes of white cardamom, frosted pink grapefruit, night blooming jasmine and golden amber. Available for pre-order starting September 1. Ships on or before October 1, 2011. 1.7 fl. oz., \$78, or \$198 for the trio.

Peach Shea Butter Hair Care Set: Start the holidays sweet and gentle with new, sulfate-free Peach Shea Butter Shampoo (8 fl.oz.) and Conditioner (8 fl. oz.). The formulas are infused with nourishing shea butter and beneficial amino acids to cleanse, strengthen and condition. Safe for color-treated hair. \$25

Pampermint Body Care Set: Get ready for a festive, all-over tingle with new Pampermint Body Wash (8 fl. oz.) and Body Lotion (8 fl. oz.). \$25

Ginger Citrus Hair Care Set: Complete your indulgence with new, sulfate-free Ginger Citrus Shampoo (8 fl. oz.) and Conditioner (8 fl. oz.), with formulas that leave your tresses soft, manageable and lightly fragrant. Safe for color-treated hair. \$25

Eye Shadow Quads: Be daring and dazzling with our richly pigmented, mineral-infused eye shadow quads and stunning new metallic shades (gold, silver, bronze). Designed by a professional makeup artist to deliver a high-impact expression of color, each eye shadow palette comes with four hues and a dual-end sponge tip/defining brush applicator. *Glamour-eyes* your look with Arbonne® Cosmetics Smokey Eye, instructions included. \$58

The Art of Red Lipstick: Steal the scene with Arbonne's Strawberry Lipstick in a signature limited-edition Arbonne® Cosmetics case. Wild mango butter and pomegranate extracts intensely hydrate and soothe. \$29

SKY for Men Cologne: A warm, masculine expression of his strength and spirit, infused with woods, refreshing herbs and brilliant citrus top notes. 1.85 fl. oz., \$45

Arbonne's traditional holiday favorites including the Pampermint Foot Care Set, Shea Butter Hand Cream and Vanilla Amber Sugar Scrub are also available this season. Please visit arbonne.com to view the entire Holiday Collection.

Arbonne® products are vegan certified, formulated without gluten, dermatologist-tested and allergy-tested safe for most skin types. All Arbonne® products are pure, safe and beneficial and can be purchased through Arbonne's extensive network of Independent Consultants, or online at www.arbonne.com.

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About Arbonne

Founded in Switzerland in 1975, Arbonne International, LLC, creates personal care and wellness products that are crafted with premium botanical ingredients and innovative scientific discovery. Delivering on the Company's commitment to pure, safe and beneficial products, Arbonne's personal care and nutrition formulas are vegan certified and adhere to a strict Purity and Safety Ingredient Policy. Arbonne® products are available at arbonne.com or through an extensive network of Arbonne Independent Consultants in the United States, Canada, Australia and the United Kingdom. Arbonne is a privately held company and is headquartered in Irvine, Calif. For more information, including ingredient information, please visit www.arbonne.com.

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