

Press Release



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ARBONNE INTERNATIONAL INTRODUCES ARBONNE ESSENTIALS™

Nutrition Solutions Are Just What Every Body Needs

IRVINE, CALIF., Jan. 19, 2011 – Arbonne International, LLC (Arbonne) today introduced the new Arbonne Essentials™ product line, featuring nutrition solutions that are easily tailored to meet individual needs. Formulated with active botanicals, the Arbonne Essentials line is comprised of 22 products, which support a range of areas including digestion, immunity boost, increased energy and weight management, and featuring formulas targeted for adults and kids.

“Arbonne Essentials keeps it simple,” said Arbonne CEO Kay Napier. “Our incredible product development team has blended the highest quality active botanicals selected to help deliver results that every body needs. With the daily demands of life, we know how tough it is to get all of the important nutrients in our diet. No matter what your body type, or your health goals, Arbonne Essentials gives you the nutrition you need, when you need it, in a convenient and effective way.”

Arbonne Essentials are vegan certified and formulated without artificial colors, flavors, sweeteners, gluten, cholesterol, saturated fats, trans fats, animal products or animal by-products.

“Feeling great starts with smart nutrition. Because we are looking for convenience, many of the foods we eat are over-processed, frozen or fast foods, which often lack the nutritive value of fresh foods,” said Dr. Peter Matravers, Sr. Vice President of Product Development for Arbonne. “To ensure you are getting the fundamental nutrients your body needs from the foods you eat, Arbonne Essentials brand products include carefully selected ingredients that work together to increase nutrient uptake for optimum absorption and effectiveness.”*

Featured Products For On-The-Go Nutrition

Digestion Plus

Arbonne is one of the first to market with a digestion supplement that contains all three main components to help support optimal digestive health* – prebiotics, probiotics and enzymes.

Digestion Plus is a single-serving stick pack containing a mild-flavored powder that can be added to any cold or room temperature liquid. Digestion Plus (30 stick packets): \$49

Protein Shakes

Available in both chocolate and vanilla, Arbonne Essentials Protein Shakes deliver 20 grams of vegan protein, plus 20 essential vitamins and minerals per serving.

Protein Shake Mix Powder (30 servings): \$59

Protein Shake Ready-to-Drink (12 pack): \$34

Protein Shake Mix Powder Packs (10 single serving packs): \$24

Energy Fizz Tabs

Contain natural ingredients to help boost and sustain energy while also helping to control hunger and appetite.* Clinically proven ingredients help increase metabolism.* Available in citrus and pomegranate flavors. Each tablet is just 10 calories. Energy Fizz Tabs (20 tablets): \$29

Fit Chews

An ideal on-the-go snack, this chocolate flavored bite-size treat helps control cravings while keeping energy levels sustained.* Contains a proprietary blend of ingredients to help support the body when undergoing a new diet or exercise regimen.* Fit Chews (30 chews): \$19

Super Chews For Kids & Teens

A cherry flavored chew with 15 essential vitamins and minerals, including 300 mg of calcium (equal to one 8 oz. glass of milk) that supports the general health needs of growing kids and teens.* Super Chews For Kids & Teens (30 chews): \$24

Antioxidant & Immunity Booster

A delicious 3 fl. oz. drink shot containing juices from pomegranate, blueberry, acai, grape, cranberry and other known superfruits; infused with powerful antioxidant and immunity ingredients as well as ingredients for energy. Each boost contains as much B12 as 10 eggs and the antioxidant level (ORAC Value) of three apricots, five zucchini, one kiwi, one cup of watermelon and one cup of cucumber. Antioxidant & Immunity Booster (24 bottles): \$69

Arbonne Essentials can be purchased through Arbonne's extensive network of Independent Consultants, or online at www.arbonne.com.

***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.**

About Arbonne

For three decades, Arbonne has been committed to enriching the lives of its Independent Consultants. Through unparalleled products, a strong, supportive community and a generous compensation plan, Arbonne provides the opportunity to achieve prosperity and freedom, and to live beautifully. The company creates personal care and wellness products that preserve and enhance the skin, body and mind. At Arbonne, beauty begins with premium botanical ingredients, an integrative approach to beauty and an unwavering commitment to pure, safe and beneficial products. Arbonne products are available at arbonne.com and through a network of Independent Consultants in the United States, Canada, Australia and the United Kingdom. For more information, please visit www.arbonne.com.