Pure Advantage Workshop – 30 Day Virtual Presentation

1. PRESENTATION
   a. I STORY
   b. Our 30 Day Live Well Program is an effective system for restoring health and wellness, achieving long term weight management and lasting energy and vitality.
      i. Our clients’ results consistently include a dramatic loss of body fat, increased energy, lowered and eliminated medications, better sleep, and generally improved health.
      ii. In this workshop we will share with you the philosophy of our pure advantage program, and layout for you a simple to follow path to healthier living.
      iii. The Pure Advantage 30 day Live Well is not a diet. It’s not a rapid weight loss program and it’s not a once a year Live Well program. It’s a lifestyle that is easy to follow, easy to learn, and easy to sustain. It is not controversial and it is family friendly. It’s designed for everyone.
      iv. There are many benefits as to what this program can do for you. It will Remove toxins from your body, Reset your metabolic thermostat, Reduce food cravings, Renew unhealthy skin, Reveal foods that harm your health and your endocrine system (your homones!) and Rediscover YOUR health, vitality, energy, sex drive, & beauty

2. DID YOU KNOW?
   a. Our country is in the middle of a significant health crisis. Some startling statistics include:
      i. More than 7 out of every 10 Americans are overweight
      ii. 36% are considered obese
      iii. 17% of our children are obese
      iv. In 1995, no state had an obesity rate above 20%, now all states do
   b. In 2008, medical costs associated with obesity were estimated at $147 billion. The “sickness industry” is expensive! A primary goal of this system is to help you prevent or avoid the extraordinary cost of illness.
   c. What are we missing? 161 Billion annually is spent on wellness in the US alone; dollars are spent on gyms, books, products, systems, etc. Even with all these tools, the numbers are increasing. Yet studies show that by 2020, nearly half of our country will be obese. These staggering statistics show that our crisis is far beyond simply “eating less and exercising more”.
   d. Is it what we know or what we don’t know that is stealing our health?
   e. This workshop is going to reinforce “what we do know” and help you to reach a better understanding of what you may not know…our goal is to help you make more informed decisions and take control over your health.
3. **DO YOU KNOW WHAT YOU ARE EATING?** They way we eat has changed more in the last 50 years than in the previous 10,000 years. Commercially grown food contains 75% less nutrition than it did in the 50’s
   a. There are no seasons in today’s produce market. *Tomatoes for instance when not in season locally, are grown half way around the world, picked while they are still green, and shipped long distances. This practice is a contributing factor in the diminished nutrient levels.*
   b. We commonly eat microwave and convenience foods.
   c. And Increasing amounts of Genetically Modified Foods, Crops, and Organisms - 80% of what’s in your grocery cart contains at least one genetically modified ingredient
   d. Causing most of us to be overfed but undernourished.

4. **DO YOU KNOW WHAT YOU ARE EATING?** In 2010, the Presidents Cancer Panel published a landmark report stating that the U.S. Government has been “grossly underestimating the risk of developing cancer from toxins found in our food”.
   a. As defined by Webster’s Dictionary “any substance that your body does not recognize as fuel is a toxin”.
   b. Our diets today regularly expose us to...
      i. Virus and bacteria (E.Coli)
      ii. Irradiation: *food is exposed to radiation in an effort to kill the “enemy” (viruses and bacteria)*
      iii. Livestock that is regularly treated with Antibiotics & Hormones
      iv. Produce that is regularly exposed to Pesticides and Herbicides
      v. Chemical Preservatives and Food Additives that are used to “enhance” appearance and taste and to prolong shelf life
      vi. High amounts of Sugar, High Fructose Corn Syrup & Sodium
   c. Companies will argue that levels of toxins in any one product may not be enough to harm you, however, the layering of all these chemicals will. Especially when you consider what you may be putting on your skin with makeup, personal care products, perfume, etc. Did you know the average woman puts 515 chemicals on her face every day?

5. **CAN THIS BE AFFECTING YOUR BODY**
   a. Our body is constantly working to eliminate toxins. The primary organ in the body’s detox system is the liver.
   b. When the liver is clogged and overburdened, the body is designed to store toxins in the safest place...the fat cells...particularly around the middle... which help *prevent them from circulating, storing and damaging our vital organs.*
   c. Once fat cells are overburdened Toxic Fat can spread to organs that are not designed to store fat: such as the thyroid, brain, central nervous system, cardiovascular system and pancreas.
d. We then can experience “warning signs” (*Get the “Why Detox Questionnaire” from your Consultant*).
   
i. Foggy thinking, bouts of depression, mood swings?
   
   ii. Have you been told you have thyroid issues?
   
   iii. Dry wrinkled skin, dark circles under your eyes, or acne?
   
   iv. Migraines
   
   v. Spare tire around the middle?
   
   vi. Digestive system irregularities?
   
   vii. Sugar or Salt Cravings?
   
   viii. Fatigue, aches and pains, or stiffness
       
       1. If you answered yes to three or more of these, it may be time to clean house before toxins overflow and more significant conditions develop...such as

   ix. Cardiovascular Disease
   
   x. Cancer
   
   xi. Stroke
   
   xii. Diabetes
   
   xiii. Arthritis
   
   xiv. Neurological (Alzheimer’s, ADD, ADHD)

  e. It is no secret that people are commonly treated with medications to control their symptoms without addressing the potential or probable cause. Medications are prescribed without talking about healthy eating habits even though there is **substantial** evidence showing poor nutrition is frequently at the core of these issues.

  f. We all must learn to recognize and react to the small warning signs in our health and be proactive about prevention.

  

6. Healthy Living is a choice and it is within your control. Our effective 30-day Elimination and Detoxification program utilizes the Arbonne Essentials Product system for a simple approach designed to help you...
   
   1. Identify and minimize your exposure to common toxins.
   2. Maximize your body’s detoxification pathways.
   3. Nourish, strengthen, and protect your body.

7. This program is highly structured and is designed to gently dislodge toxins and toxic fat to create a clean slate that you will fill with a simple, nutritious, healthy, whole food meal plan

  a. **ELIMINATE POSSIBLE INFLAMMATORY OR ALLERGENIC FOODS**

   i. You will receive a detailed plan that outlines how to eliminate or control the intake of possible inflammatory or allergenic foods such as gluten, dairy, alcohol, caffeine, soy, GMO foods, artificial sweeteners and flavors, and sugar. (SHOW BOOK)

   ii. Toxic overload can be a result of an acidic environment. Eliminate the 3 A’s: Acidic, Allergenic & Addictive Foods

   - Refined Sugar – Acidic & Addictive
     - Goal is to Balance Blood Sugar
• Insulin Is Secreted In Response To Eating Acidic Carbohydrates (bread, crackers, cookies, white potatoes, fruit, sugar, etc)
• Insulin Signals The Body To Bring The Blood Sugar Down & To HOLD On To FAT!
• Scientists Have Established that anything that causes A Rise In Our Blood Sugar Results in Inflammation

• Dairy – Acidic & Allergenic
  o Why No Dairy?
  ▪ Dairy Is Full Of Hormones And Antibiotics
  ▪ Dairy Contributes To Acne & is Mucus Forming
  ▪ The Countries With The Highest Consumption Of Dairy Have The Highest Rates Of Breast Cancer and Osteoporosis
  ▪ The EPA States 100% Of Beef And 93% Of Cheese and Ice Cream Is Contaminated With DDT (A Harmful Chemical Insecticide)

• Gluten – Acidic & Allergenic
• Soy – Acidic & Allergenic (almost always GMO)
  o Why No Gluten or Soy
  ▪ Gluten Is Found In Wheat, Rye & Barley
  ▪ Difficult To Digest & Allergenic
  ▪ The Immune System Often Attacks These Proteins Causing Inflammation, Bloating And Potbelly
  ▪ Gluten Inflames The Intestines, and makes it leak Into the Blood Stream/Body
  ▪ Soy Contains Phytoestrogens and it can mimic The Effects Of The Female Hormone Estrogen. Fact: Drinking 2 glasses of soy milk daily for one month has enough of the chemical to alter a woman’s menstrual cycle

• Coffee – Acidic & Addictive (It’s also often laden with pesticides and chemicals. More importantly, it’s the artificial sweeteners and toxic creamers that many people add to it that can make it so dangerous!)
• Alcohol – Acidic & Addictive (It can be loaded with gluten and sugar)

iii. Now that you have gasped...remember its 30 DAYS at a time! And at the end I’m going to fill you in on a 15 Day Option that includes a Power Flush if you have a trip coming up or can’t wrap your mind around 30 days just quite yet!

iv. After the 30 days, we will reintroduce the restricted foods back into our meal plan one at a time. This will help us to determine the individual effects these various foods have on our body. You will discover what foods and environmental toxins may be causing excess weight gain, blood sugar imbalance, high blood pressure, high cholesterol, digestive issues, sleep problems, headaches and migraines, and more – empowering you with which fuel best powers your body.

b. Again, you will be provided with a detailed plan that includes shopping guides, meal planning, recipes, and much more to easily guide you through the clean eating
practices. Also, we have an incredible Facebook community page for questions, support, education, recipes, etc. Power in numbers!

8. ARBONNE ESSENTIALS
a. Arbonne Essentials offer pure, robust, active botanicals carefully selected to deliver results and maximize absorption. High-quality ingredients work together to increase nutrient uptake and provide you with complete balanced nutrition.
b. These products are easy to integrate into your daily life no matter how hectic your schedule and will become the platform for your journey to wellness and will help you stay young and healthy.
c. Arbonne is vegan certified and free of dairy, lactose, gluten, trans fats, cholesterol, artificial colors, flavors, and sweeteners, no soy, and non-GMO
d. Let’s introduce the foundational products that will accelerate your results.

9. PROTEIN SHAKE
a. A delicious chocolate or vanilla shake that delivers 20 grams of vegan protein, 20 essential vitamins and minerals per serving
   i. Pea Protein is loaded with nutrition and is the most easily digestible protein
   ii. Rice Protein encourages muscle building by providing a unique amino-acid profile and aids in workout recovery (same "benefit" some tout for Whey protein) 
   Fact: Whey is a major contributor to intestinal toxemia which leads to the overgrowth of bacteria. Toxemia can lead to IBS or Crohn’s Disease. Whey is a cheap by-product of the processing of dairy and it is a large money-maker despite the less-than clean sources it usually derives from.
   iii. Cranberry Protein is a complete protein and is a good way to get more fiber, omega fats and antioxidants
   iv. The 3 make a complete AA profile!
   v. Includes CoQ10, and Flaxseed

10.DAILY FIBER BOOSTER
a. Adding an excellent source of fiber to your diet is now easier than ever with this unflavored blend of soluble fiber from fruits and grains. Our Fiber Boost can be mixed with hot or cold food and liquids. Each serving includes 12 grams of fiber, half of your recommended daily amount.
b. Fiber...
   i. will decrease the number of calories absorbed from food and increase the number of calories excreted from the body
   ii. Helps reduce the risk for many chronic conditions including: constipation, cholesterol, unstable blood sugar levels...
   iii. Acts like a PAC MAN in your body: Fiber traps toxins, heavy metals, and environmental pollutants binding them for transport out of your body. Stops reabsorption and recirculation which in turns helps with that stored belly fat!
11. ENERGY TO KEEP YOU GOING and CONTROL CRAVINGS
   a. Keeping the blood sugar balanced and energy levels stable are key goals of the Arbonne Essentials system. The next three products help you to feel better throughout the day as well as release those unwanted pounds.
   i. FIT CHEWS are delicious, chewy treats that help satisfy your sweet tooth and relieve cravings between meals. They are formulated to provide a quick "pick-me-up" boost of energy and contain an proprietary blend to help the body adapt to stresses, including a weight management program or other physical stresses.
   ii. ENERGY FIZZ STICKS have a unique proprietary blend, which contains green tea and B Vitamins. They have an enhanced energy formula to power you through the day with natural ingredients to help control hunger and appetite. These clinically proven ingredients help increase metabolism. Mix a convenient packet into water for a healthy and safe alternative to soda, energy drinks or coffee. In our package you will receive 2 boxes of either pomegranate, citrus, or both.

12. AVOID THE PLATEAU
   a. The human body has an amazing ability to cleanse itself, however, this can be seriously compromised when the internal organs – particularly the liver – are not in peak health.
   b. Have you ever released weight but couldn’t get rid of the belly fat?
   c. A study by Laval University states that toxins in our blood increase by 23% during weight loss. Therefore, it is necessary to flush them out, otherwise you will see only some success in your weight loss goals, but then eventually you’ll reach a plateau as these toxins settle into a new area. Once toxins are flushed out, you will see the excess pounds steadily drop off and that is exciting!

13. CLEAR THE DRAIN
   a. Back to our overflowing bathtub… we’ve turned down the faucet and NOW in order to maximize your body’s detoxification pathways, we need to unclog and clear the drain.
      i. Your body’s avenues for elimination include the kidney, liver, bowels, lungs and skin.
   b. The next products are designed to...
      i. Mobilize and remove unwanted toxins while gradually reducing fat storage
      ii. Support the function of the liver
      iii. Restore a healthy digestive environment
      iv. Cleanse and open your skin.

14. HERBAL DETOX TEA
   a. A delicious, mild, caffeine-free herbal tea with 9 botanicals that support the liver and kidneys for overall health and supports toxin elimination
   b. Enjoy your tea hot or cold… or “Have a Tizzy”… tea with an energy fizz tab over ice.

15. 7 – DAY BODY CLEANSE
a. 80% of our immune system is located in our intestinal tract
b. This product will help cleanse and detoxify the system as it assists with gentle elimination and flushing our excess fluids. The marine botanicals infused in this concentrated treatment stimulate, strengthen and it supports antioxidant activity and liver health
c. With Arbonne’s 7 Day Body Cleanse you can Safely Cleanse & Detoxify
   - ALKALIZING. GENTLY SCRUBS THE INTESTINAL TRACK
   - Milk Thistle Protects Liver From Toxins
   - Aloe Vera Relieves Digestive Issues
   - Nettle Leaf Detoxification Of Chemicals
   - Slippery Elm Bark Relieves Inflammatory Bowel Conditions
   - Chlorella Removes Toxins
   - Spirulina Minerals Amino Acids
   - Nori-seaweed Vitamins
   - Red Marine Algae Boosts Immune System
   - Blue Green Algae Antioxidants
   - Astragalus Improves Immune Function
a. This cleansing beverage is used for 7 days in a row and will be introduced in week two.
b. Detox programs are popping up right and left, and they are not created equal. Most do not include enough antioxidant and nutrient support to protect the body from free radicals during toxin elimination.

16. DIGESTION PLUS
a. Each 3-tier single serving contains mild flavored powder that can be added to any cold or room temperature liquid
b. Probiotics are beneficial microflora found in the GI tract; a healthy balance is needed to ensure proper digestion and utilization of nutrients.
c. Prebiotics help create an ideal environment for probiotics to grow and colonize, increasing their effectiveness.
d. Enzymes help break down specific components of foods like protein, fat, carbohydrates, and many more so that they can be better absorbed and utilized.

17. Full Control & Thermobooster: Read Slide

18. Phytosport – Read Slide – CLEANEST AND GREENEST

19. This presentation is focused on nutrition and wellness from the inside, but Arbonne has developed comprehensive, botanically based products that address anti-aging concerns for men and women. We have included a combo package with our flagship RE9 Advanced that synergizes 9 major age-defying elements and botanicals in a powerful system clinically proven to start working within 24 hours. Remember, what you put on your skin is just as important as what you put in your mouth! Did you know a chemical can be found in every
vital organ of the body within 26 seconds of contact with the skin? – Get with your CNS for
details on recommended skincare packages in combination with our LIVE WELL Program.

20. PROVEN SUCCESS WITH OUR PURE ADVANTAGE DETOX!
   a. This system can work for anyone! Whether for wellness or release of unwanted pounds
      and/or inches. No matter what you are here for, you will have substantial results with
      our program, including, but not limited to “feeling better”, “being more alert”, “less
      bloating, gas”. Healthy weight loss is a positive side effect
   b. INSERT YOUR SUCCESS STORIES – FB page loaded with support, ideas, inspiration,
      workouts and success stories and progress!

21. LET’S GET STARTED
   a. Our recommended set includes:
      i. 2 Protein Shake Mixes, chocolate and vanilla, for clean vegan protein as a meal
         replacement or snack
      ii. Daily Fiber Boost to fill in the gap and make sure you’re getting adequate fiber
      iii. 2 boxes of Energy Fizz Sticks
      iv. 2 Herbal Detox Tea for liver support
      v. 7 day Body Cleanse to clean the slate
      vi. Digestion Plus for GI health
      vii. Bag of Fit Chews

Our Ultimate Live Well package reflects up to 40% savings. It includes the targeted weight
loss products and fit chews. You can also get the Ultimate Live Well package that includes
the PhytoSport line for your workout needs and benefits. Both are a $559 value for only
$354.

You are also able to get our Basic Live Well Package that is 40% off. This package is only $241
and includes everything but the Full Control, Thermoboooster, and Fit Chews.

The 15 Day package is for those who need a quicker time frame (maybe an upcoming trip) or
would like to start with a warm-up. This program still follows the same principles as our 30
day packet entails. The set includes one of each of our essential daily products (protein,
fiber, fizz, tea, 7 day cleanse as well as incorporates our Herbal Colon Cleanse supplement
for a Power Flush during the last 10 days. This set is $171 and comes with it’s own set of
specific instructions.

22. CLOSING
   a. Some of you may be wondering, “Can I afford this”. However, when you look at the
      plan, you can see that most of the products are geared towards a “replacement”, so
      think of this purchase as grocery $$’s.
b. Consider what you spend each and every day on energy drinks, coffee, lunch or dinner, eating on the run, supplements, snacks, etc. If you journal your food (which I recommend!) you will actually see that you save money the month you detox. Your grocery bill will be higher, but your overall food expense is lower. Packaged and convenience food is always more expensive!

c. Then consider the cost of illness and you’ll get a fresh perspective. I wonder “How can we afford not to?” We have to make the effort to take control of our health and pass that on to our families to combat the scary rising statistics of our poor health epidemic.

d. Closing: My recommendation to you is to jump in and gain control of your health for good! I do this program 4 times a year, and it is powerful to know that I truly have control over my health. For now and the future. You will never go back! Get with your consultant NOW!

e. Orders must be in by January 31 to participate in our February 9 group. THANKS SO MUCH!