



## CALM GENTLE DAILY CLEANSER

Clinically tested for safety and gentleness, Calm is formulated to help provide hydrating relief from tightness, dryness and discomfort. This extra-gentle, sulfate-free cleanser, formulated with only the most essential ingredients, gently washes away makeup, excess oil and dirt without irritating or over-drying the skin. Use day or night to leave skin feeling clean and refreshed. #8700; \$26

### Talking Points

- Host a Group Presentation and demonstrate the Calm 4-Step Collection, including Gentle Daily Cleanser, Soothing Facial Serum, Daily Moisturizer and Soothing Eye Gel.
- Schedule a minimum of 8 (or more) Group Presentations, with several or all of them focused specifically on selling the Calm product line.
- New Arbonne Independent Consultants should kick off Group Presentations by telling their *Why* stories and discussing the Calm line.

### PRODUCT FEATURES

- Optimal for sensitive skin
- Allergy- and dermatologist-tested
- Helps provide hydrating relief from tightness, dryness and discomfort
- Contains no parabens
- Sulfate-free
- Fragrance- and colourant-free
- Vegan



### CLINICAL RESULTS

#### After 2 days of use\*

- 100% agreed the product is a gentle daily cleanser that removed dirt and grime with no irritation.
- 96% said it calmed and soothed their skin through hydration.
- 86% said it gently lifted away impurities without leaving skin feeling tight or dry.
- 80% said it is one of the gentlest products they have ever used.

\*Based on clinical studies of 50 individuals.

### KEY INGREDIENTS & BENEFITS

- Aloe Vera, cucumber, licorice, mallow, chamomile and sea mayweed soothes, comforts and moisturizes the skin.
- Japanese green tea contains antioxidants.
- Contains naturally derived and food-grade ingredients.
- Extra-gentle formula helps soothe easily irritated, sensitive skin by providing hydrating relief.

### ALSO RECOMMENDED

**Step 2: Calm Soothing Facial Serum**  
#8702; \$52

**Step 3: Calm Gentle Daily Moisturizer**  
#8701; \$40

**Step 4: Calm Soothing Eye Gel**  
#8703; \$36



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## CALM GENTLE DAILY CLEANSER

INGREDIENT	SOURCE	FUNCTION
Aqua/Water/Eau		Solvent
Glycerin	Plant	Skin-conditioning agent — emollient
Decyl Glucoside	Science	Surfactant — cleansing agent
Sodium Lauroyl Sarcosinate	Plant/Science	Surfactant — cleansing agent
Cocamidopropyl Betaine	Plant/Science	Surfactant — cleansing agent
Cellulose Gum	Plant	Binder, emulsion stabilizer
* Aloe Barbadensis (Aloe) Leaf Juice	Plant	Skin-conditioning agent
* Cucumis Sativus (Cucumber) Fruit Extract	Plant	Skin-conditioning agent — emollient
* Glycyrrhiza Glabra (Licorice) Root Extract	Plant	Skin-conditioning agent
* Camellia Oleifera (Japanese Green Tea) Leaf Extract	Plant	Skin-conditioning agent
* Chamomilla Recutita (Matricaria) (Chamomile) Flower Extract	Plant	Skin-conditioning agent
* Malva Sylvestris (Mallow) Extract	Plant	Skin-conditioning agent
* Tripleurospermum Maritimum (Sea Mayweed) Extract	Plant	Skin-conditioning agent
Disodium Cocoyl Glutamate	Plant/Science	Surfactant — cleansing agent
Sodium Cocoyl Glutamate	Plant/Science	Surfactant — cleansing agent
Caprylhydroxamic Acid	Science	Chelating agent
Citric Acid	Plant/Science	pH Adjuster
Polyquaternium-10	Science	Film former
Caprylyl Glycol	Plant/Science	Preservative
Chlorphenesin	Science	Preservative
* Key Ingredient		





## CALM GENTLE DAILY MOISTURIZER

Clinically tested for safety and gentleness, Calm is formulated to help provide hydrating relief from tightness, dryness and discomfort. This non-comedogenic facial moisturizer feels weightless and absorbs quickly, leaving skin feeling soft and nurtured. It can be used day or night to restore and maintain skin moisture with no oily residue. **#8701; \$40**

### Talking Points

- Reward current hosts with items from the Calm line when they purchase any item.
- Build awareness and generate excitement by talking with a minimum of 30 people each week about Calm products.
- Teach others about the soothing ingredients used throughout the Calm line and how Arbonne provides a gentle alternative to other skin care lines.

### KEY INGREDIENTS & BENEFITS

- Aloe Vera, cucumber, licorice, mallow, chamomile and sea mayweed soothes, comforts and moisturizes the skin.
- Japanese green tea contains antioxidants.
- Contains naturally derived and food-grade ingredients.
- Extra-gentle formula helps soothe easily irritated, sensitive skin by providing hydrating relief.

### ALSO RECOMMENDED

**Step 1: Calm Gentle Daily Cleanser**

**#8700; \$26**

**Step 2: Calm Soothing Facial Serum**

**#8702; \$52**

**Step 4: Calm Soothing Eye Gel**

**#8703; \$36**



### CLINICAL RESULTS

#### After 2 days of use\*

- 90% said it helped their skin feel softer, more moisturized and less irritated.
- 92% said it relieved discomfort from dry skin.
- 90% said it made their skin appear smoother.

#### After 7 days of use more than 94% agreed\*

- The product improved hydration with no irritation.
- It alleviated tightness, dryness and discomfort.
- It made their skin look visibly smoother in texture and tone.
- It calmed and soothed their skin through hydration.

\*Based on clinical studies of 50 individuals.

### PRODUCT FEATURES

- Optimal for sensitive skin
- Allergy- and dermatologist-tested
- Non-comedogenic
- Protects the integrity of the skin's moisture barrier for healthy-looking, hydrated skin
- Helps provide hydrating relief from tightness, dryness and discomfort
- Contains no parabens
- Sulfate-free
- Fragrance- and colourant-free
- Vegan



# CALM GENTLE DAILY MOISTURIZER

INGREDIENT	SOURCE	FUNCTION
Aqua/Water/Eau		Solvent
Squalane	Plant/Science	Skin-conditioning agent
Glycerin	Plant	Skin-conditioning agent — emollient
Glyceryl Stearate Citrate	Plant/Science	Skin-conditioning agent — emollient
Dimethicone	Science	Skin-conditioning agent
Butyrospermum Parkii (Shea) Butter	Plant	Skin-conditioning agent
Caprylic/Capric Triglyceride	Plant/Science	Skin-conditioning agent
Carthamus Tinctorius (Safflower) Seed Oil	Plant	Skin-conditioning agent
Polyglyceryl-10 Dipalmitate	Plant/Science	Skin-conditioning agent — emollient
* Aloe Barbadensis (Aloe) Leaf Juice	Plant	Skin-conditioning agent
* Camellia Oleifera (Japanese Green Tea) Leaf Extract	Plant	Skin-conditioning agent
* Chamomilla Recutita (Matricaria) Flower Extract	Plant	Skin-conditioning agent
* Cucumis Sativus (Cucumber) Fruit Extract	Plant	Skin-conditioning agent — emollient
* Glycyrrhiza Glabra (Licorice) Root Extract	Plant	Skin-conditioning agent
* Malva Sylvestris (Mallow) Extract	Plant	Skin-conditioning agent
* Tripleurospermum Maritimum (Sea Mayweed) Extract	Plant	Skin-conditioning agent
Zingiber Officinale (Ginger) Root Extract	Plant	Skin-conditioning agent
Bisabolol	Plant/Science	Skin-conditioning agent
Trisiloxane	Synthetic	Skin-conditioning agent
Niacinamide	Plant/Science	Skin-conditioning agent
Tetrahexyldecyl Ascorbate	Plant/Science	Skin-conditioning agent
Tocopheryl Acetate	Science	Skin-conditioning agent
Stearic Acid	Plant/Science	Emulsifying agent
Carbomer	Science	Skin-conditioning agent
Caprylhydroxamic Acid	Science	Chelating agent
Aminomethyl Propanol	Science	pH Adjuster
Caprylyl Glycol	Plant/Science	Skin-conditioning agent — emollient
* Key Ingredient		





# CALM SOOTHING FACIAL SERUM

Clinically tested for safety and gentleness, Calm is formulated to help provide hydrating relief from tightness, dryness and discomfort. This lightweight serum, with a moisture barrier soothing complex, quickly penetrates, cools and soothes the skin, locking in moisture and leaving the skin feeling hydrated and supple. Non-irritating and non-comedogenic, Soothing Facial Serum is the ideal product for improving the texture and appearance of the skin. #8702; \$52

### Talking Points

- If you know someone with sensitive skin who could benefit from a calming, soothing and non-irritating product, offer him or her a sample from the Calm Collection.
- Invite prospects to a Discover Arbonne Presentation highlighting Calm products.
- Cross-sell by offering Calm samples to clients who place a specific value order.



### CLINICAL RESULTS

#### After 2 days of use\*

- 100% agreed it helped improve skin resiliency and suppleness through hydration, and helped skin feel softer and smoother.
- 96% said it helped their skin feel less irritated from over-drying or moisture loss.
- 92% said it is one of the gentlest products they have used.

#### After 7 days of use\*

- 100% of participants said the product hydrated their sensitive skin while helping prevent moisture loss and rough, dry skin.

\*Based on clinical studies of 50 individuals.

### KEY INGREDIENTS & BENEFITS

- Aloe Vera, cucumber, licorice, mallow, chamomile and sea mayweed soothes, comforts and moisturizes the skin.
- Japanese green tea contains antioxidants.
- Contains naturally derived and food-grade ingredients.
- Extra-gentle formula helps soothe easily irritated, sensitive skin by providing hydrating relief.

### PRODUCT FEATURES

- Optimal for sensitive skin
- Allergy- and dermatologist-tested
- Non-comedogenic
- Protects the integrity of skin's moisture barrier for healthy-looking, hydrated skin
- Helps provide hydrating relief from tightness, dryness and discomfort
- Contains no parabens
- Sulfate-free
- Fragrance- and colourant-free
- Vegan

### ALSO RECOMMENDED

**Step 1: Calm Gentle Daily Cleanser**

#8700; \$26

**Step 3: Calm Gentle Daily Moisturizer**

#8701; \$40

**Step 4: Calm Soothing Eye Gel**

#8703; \$36



## CALM SOOTHING FACIAL SERUM

INGREDIENT	SOURCE	FUNCTION
Aqua/Water/Eau		Solvent
Methyl Gluceth-20	Science	Skin-conditioning agent — humectant
Glycerin	Plant	Skin-conditioning agent
* Aloe Barbadensis (Aloe) Leaf Juice	Plant	Skin-conditioning agent
* Cucumis Sativus (Cucumber) Fruit Extract	Plant	Skin-conditioning agent — emollient
Medicago Sativa (Alfalfa) Extract	Plant	Skin-conditioning agent
Cichorium Intybus (Chicory) Root Extract	Plant	Skin-conditioning agent
* Chamomilla Recutita (Matricaria) (Chamomile) Flower Extract	Plant	Skin-conditioning agent
* Malva Sylvestris (Mallow) Extract	Plant	Skin-conditioning agent
* Camellia Oleifera (Japanese Green Tea) Leaf Extract	Plant	Skin-conditioning agent
* Glycyrrhiza Glabra (Licorice) Root Extract	Plant	Skin-conditioning agent
* Tripleurospermum Maritimum (Sea Mayweed) Extract	Plant	Skin-conditioning agent
Niacinamide	Plant/Science	Skin-conditioning agent
Hydrolyzed Hyaluronic Acid	Plant	Skin-conditioning agent
Benzyl Alcohol	Science	Preservative
Carbomer	Science	Skin-conditioning agent
Xanthan Gum	Science	Skin-conditioning agent
Aminomethyl Propanol	Science	pH Adjuster
Sodium Dehydroacetate	Science	Preservative
* Key Ingredient		





## CALM SOOTHING EYE GEL

Clinically tested for safety and gentleness, Calm is formulated to help provide hydrating relief from tightness, dryness and discomfort. This gentle, ophthalmologist-tested eye gel, packaged with a convenient roller ball applicator, leaves skin feeling instantly refreshed. The lightweight formula helps reduce the appearance of puffiness around the eyes and hydrates and smooths the eye area for youthful, vibrant-looking skin. **#8703; \$36**

### Talking Points

- Reach out to sensitive skin care clients through a personal calling campaign, and offer to host a Group Presentation featuring Calm products.
- Host a Group Presentation and demonstrate how to use the Calm 4-Step Collection, including Gentle Daily Cleanser, Soothing Facial Serum, Daily Moisturizer and Soothing Eye Gel.
- Have Clients use the Soothing Eye Gel for one week and call with results. Option to offer your clients product samples as a thank you.

### PRODUCT FEATURES

- Optimal for sensitive skin
- Allergy- and dermatologist-tested
- Ophthalmologist-tested
- Safe for contact lens wearers
- Helps provide hydrating relief from tightness, dryness and discomfort
- Contains no parabens
- Sulfate-free
- Fragrance-free
- Colourant-free
- Vegan



### CLINICAL RESULTS

#### After 2 days of use\*

- 92% agreed the gel softened the skin around the eye area.
- 86% agreed it helped restore moisture to the skin around the eyes for an improved, youthful appearance.
- 86% agreed it helped reduce the appearance of under-eye puffiness.

#### After 7 days of use\*

- 94% said the product cooled, revitalized and moisturized to help minimize the appearance of aging around the eyes.\*

\*Based on clinical studies of 50 individuals.

### KEY INGREDIENTS & BENEFITS

- Aloe Vera, cucumber, licorice, mallow, chamomile and sea mayweed soothes, comforts and moisturizes the skin.
- Japanese green tea contains antioxidants.
- Contains naturally derived and food-grade ingredients.
- Extra-gentle formula helps soothe easily irritated, sensitive skin by providing hydrating relief.

### ALSO RECOMMENDED

**Step 1: Calm Gentle Daily Cleanser**  
#8700; \$26

**Step 2: Calm Soothing Facial Serum**  
#8702; \$52

**Step 3: Calm Gentle Daily Moisturizer**  
#8701; \$40



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## CALM SOOTHING EYE GEL

INGREDIENT	SOURCE	FUNCTION
Aqua/Water/Eau		Solvent
Methyl Gluceth-20	Science	Skin-conditioning agent — humectant
Glycerin	Plant	Skin-conditioning agent — emollient
* Aloe Barbadensis (Aloe) Leaf Juice	Plant	Skin-conditioning agent
* Cucumis Sativus (Cucumber) Fruit Extract	Plant	Skin-conditioning agent — emollient
* Chamomilla Recutita (Matricaria) Flower Extract	Plant	Skin-conditioning agent
* Malva Sylvestris (Mallow) Extract	Plant	Skin-conditioning agent
* Camellia Oleifera (Japanese Green Tea) Leaf Extract	Plant	Skin-conditioning agent
* Glycyrrhiza Glabra (Licorice) Root Extract	Plant	Skin-conditioning agent
* Tripleurospermum Maritimum (Sea Mayweed) Extract	Plant	Skin-conditioning agent
Niacinamide	Plant/Science	Skin-conditioning agent
Hydrolyzed Hyaluronic Acid	Plant	Skin-conditioning agent — humectant
Coenzyme A	Plant	Skin-conditioning agent
Carnitine	Plant/Science	Skin-conditioning agent
Caffeine	Science	Skin-conditioning agent
Carbomer	Science	Skin-conditioning agent
Xanthan Gum	Science	Skin-conditioning agent
Benzyl Alcohol	Science	Preservative
Aminomethyl Propanol	Science	pH Adjuster
Sodium Dehydroacetate	Science	Preservative
* Key Ingredient		

