

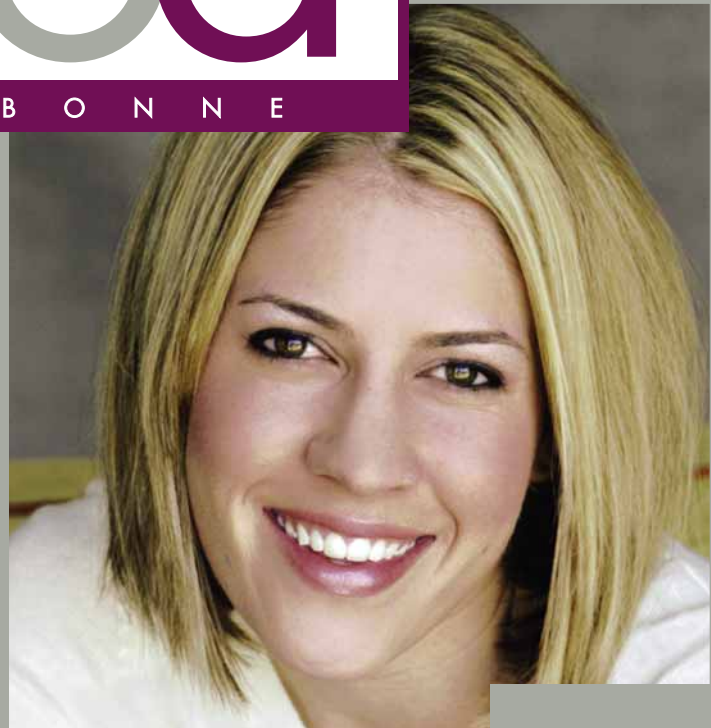
A PURSUIT WORTH DIVING INTO

When I first came across Arbonne, I never imagined I would pursue this business. But, if there is one thing I have learned while building my business, it is that life changes and people change.

I must start by saying that I was a skeptic. Upon first introduction to the company, I told my friend, NVP Casey Simmons I would never do this business. I had a negative view of network marketing and believed few people ever succeeded. But, I did what I encourage anyone reading this *Eye on Arbonne* story to do — ask questions! It is unfortunate how many people will miss out on the unbelievable timing of this company because they will not take the time to ask questions.

So, I went to have coffee with Casey and unloaded my questions. I was surprised to find the misconceptions I had about success in network marketing had more to do with the company you partner with than the business model. I did my Arbonne research learning about the safe and beneficial products, the generous compensation plan, incomparable training and leadership, and unique timing. Once I grasped the idea success in this business was based on helping others succeed — while educating people about being smarter consumers — I was ready to start.

In January 2004, I started my Arbonne business by sharing what I was doing with nine of my friends. Several of them hosted Presentations for me to help launch my business. I went to work and within one month found two business partners who also caught the vision; my sister, now EAM Kenna McGrath and EAM Erika Jeffries. I promoted to District Manager by March 1.



audra berger

Independent Consultant, Regional Vice President
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I stayed busy and consistently worked my business throughout the next two months. I was focused on reaching AM by August, so I committed to my team, attended all the meetings and followed the system. I also went to NTC 2004 Texas that April. I stand by the statement that if you are serious about your business, you must attend NTC. I came home and went into qualification for AM in May ... two months ahead of schedule.

The second half of 2004 was a slow and steady climb. I had an incredible team who kept working, but like most people in this business, we had our share of highs and lows.

continued ...

Audra with husband, Brett.



Audra's 1-year-old son, Cade.

L-R: ENVP Holly Warnol, ERVP Candace Nystrom, Audra and NVP Casey Simmons at NTC 2005 Las Vegas.



success strategy:

“ Attend all meetings. They are the energy of your business. ”

It was not until December that our team caught a new vision. We can show people how to shop together and potentially earn an income. No one has to sell products. We can simply build a network of consumers who are using safer products in their homes. This made so much sense to me. Anyone who knows how to buy soap can build a business! So, we went to work.

January and February 2005 were foundational months. We went back to everyone and shared this opportunity because we knew we could help friends and family who needed to change their circumstances. To be successful, you must share this business with those who deserve it and help guide them to NVP. This is possible when you focus on helping them get to District and showing them how to help others do the same. Focus on building District after District and you will make it to NVP!

In March, we began to see the results of our hard work. My Area volume grew and I went into qualification for Region. By April, we had an unbelievable month and surpassed our Region goals!

I am so grateful to everyone who has helped me reach all of my goals within the past 16 months. This is an incredible business with the potential to bless many people. I hope with the benefits of this amazing opportunity, we all continue to remember that to whom much is given, much is expected.

To my friend, NVP Casey Simmons: What can I say that we have not already talked about on the phone? You are the best encourager and motivator I know! Thank you for offering me an incredible opportunity where I get to work with my family and friends. To EAM Tammy Collins: Thank you for being such an encouraging sponsor.



Arbonne Founder Petter Mørck and Audra at NTC 2004 Texas.

I love that we are doing this together! To ENVP Holly Warnol and ERVP Candace Nystrom: Thank you! I am so glad to be a part of your teams.

To EAMs, Kenna McGrath and Erika Jeffries: Your Mercedes-Benzenes are next! You two saw the potential of this business from the very beginning and are about to reap the rewards! I have loved working with you both and watching your teams grow.

To EDM Sharra Rice: I have never seen someone with so much activity pull it all together like you do! You are so fun to work with and I cannot wait to be at your car presentation.

To AMs, Christa Evernham and Brooke Healy: I have loved being able to work with you both. This is only the beginning!

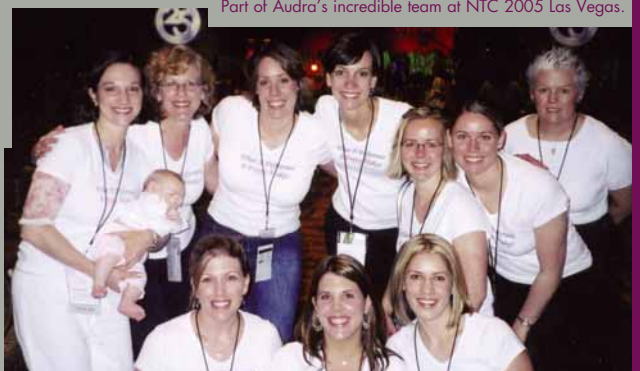
To all my DMs, Aileen, Kim, Christine, Monica, Sharon, Laura F., Debb, Nicole, Lori, Maggie, Laura B., Anna, Wendy, Jenny and Debbe: You will be here, too! This is a team effort and I am so thankful to each of you. And to all my new business builders: You have made the first step. Know the opportunity you have in front of you and go for it!

And finally to my husband, Brett: I love being your wife. Thank you for telling me to go for it and being my biggest encourager. And thank you for helping me stay true to what I believe to be most important. I know you will laugh at this, but you are my best friend!



ABOVE: Audra with upline and close friends.
L-R: EAM Tammy Collins and NVP Casey Simmons.

BELOW: Audra with sister, EAM Kenna McGrath and President Rita Davenport.



Part of Audra's incredible team at NTC 2005 Las Vegas.