

## ARBONNE SUCCESS IS MADE FOR EVERYONE

Allow me to introduce myself: My name is Denise D'Alfonso. New Regional Vice President. I am so proud to say that with this title and position in Arbonne I continue to be a stay-at-home mom for three handsome and very busy sons. Arbonne's opportunity allows you to have both a fabulous career, and the flexibility to be at home with your family. How nice it is to have my cake and eat it too!

This year, because of Arbonne, I am not only experiencing financial freedom but emotional freedom, as well. When you choose to surround yourself with people who have the vision, desire and aspirations to achieve, your life will change. These are the kinds of people Arbonne International attracts.

I want you to see me and think, "If she can do this, I can too." This is why. I had been out of the work force for about 10 years when I began my Arbonne business in July of 2000. I do not have a college degree (school bored me to tears) and I am not a savvy salesperson. I am, however, a woman who had a strong belief in the Arbonne products and couldn't wait to share them with anyone who was willing to listen! At the time, I would have been thrilled just to have a lifetime supply of Arbonne skin care products. Who could have imagined that I would be ready to soar into this incredible business opportunity that has allowed me such personal growth, not to mention a brand new Mercedes, fantastic trips and a Regional Vice President title. What other company compensates you so well for simply doing what comes naturally? *I love Arbonne!*

It was my Mother's grand influence—I refer to her as "Mother Earth" in my presentations—her interest in a natural way, is what made me turn the bottle around on the Freshener to see what I was putting on my face. Because of her I was familiar with all of the botanicals and herbs; I was not only able to feel how the products were working, but understood the reason for the improvement in my skin and developed a passion for the pure, safe and beneficial



NEW ERVP

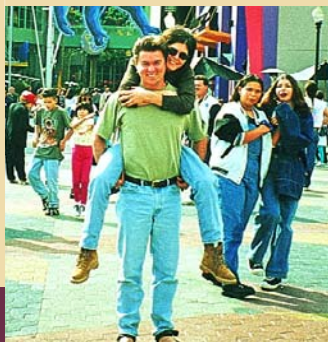
denise d'alfonso

Independent Consultant, Regional Vice President  
Denise D'Alfonso Region; Salem, MI

results. The natural ingredients motivated me to try more and more of Arbonne's skin care products. After I tried the Aromassentials aromatherapy, it was all over. The way I looked and the excitement I had for Arbonne's product line is what ultimately launched my business. Thank you, Mom.

Small, independent business is a very familiar territory for me. My husband has been running a masonry company for close to 20 years now. If he was to stop working tomorrow, the cash flow would stop. I am now becoming familiar with big business. With Arbonne, make an investment now with your time, and even if you reinvest a portion of the profits right back into your Arbonne business, that's okay ... the time and money spent now is your investment toward financial freedom later ... residual income ... and that's what it's all about. The "right now" money is nice, but the residual income is even nicer!

*continued ...*



left to right  
A.C.E. (Areas of Consistent Excellence) awards ...  
work hard, play harder!

My husband, Pete, always taking care of me ...  
love you, baby!



NTC ... it's the place to bel



RVPs together. What a team.

## success strategy:

“ Listen, listen, listen—pay attention to what people say and take action to make a difference for them, not yourself. ”

What am I doing to help my business grow? I am listening to the different needs, big or small, of all the women and men who are interested in Arbonne. Learning how to help others reach their goals is the key. You don't want to fall short or pressure anyone while showing them the window of opportunity that Arbonne has to offer. You must address the individual person and show them how Arbonne can work for them. It's a fine line between what you want, and what they want. If you are to be successful in your Arbonne business, it is a medium that you will have to pay close attention to in order to balance it successfully.

The continued success I have been able to have in Arbonne is due in large part to my family. I have the best family! They are all my great support in life ... always full of laughter and love. To my wonderful husband, Pete: Thank you for always being right at my side and for pushing me out the door to go and be more successful. You have worked so hard for so many years that it is nice to finally be able lighten the load for you. To our three boys, Santino (11), Marco (9) and Vinny (8), you are my blessings and inspiration.

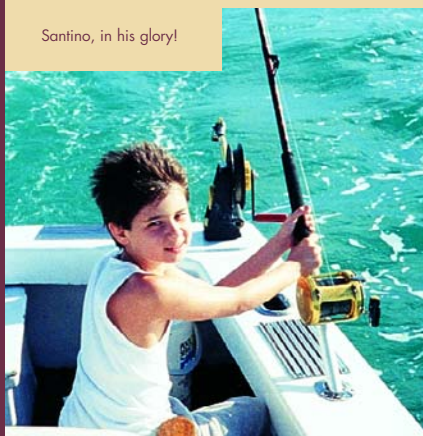
Life has been and continues to be very good to me. I thank God every day for this reality. My personal needs are small and I am grateful for the chance to give and help others. I will continue to share more and more with my advancing achievements. Arbonne truly is a gift.

Reaching this level in Arbonne, I feel like I've graduated from college (with no loans to pay off). I have an incredible salary with tons of room for advancement, on my terms, time and schedule.

Most importantly, I work with women whom I love. We all know that no one makes it to Region on personal effort or love of product alone. It takes group energy and I have the most amazing group of women at my side. I am truly fortunate. To all the VPs who grace my business: Deana Wilkinson, Ann Cullum, Dawn Frank and Barb Armstrong ... you are all awesome leaders and mentors. RVP Stephanie Swaney: If everyone had a Stephanie, we would all have Regions. Your focus and support have been my motivation. Jeanne Sterner: Remember this name, you will be hearing it often. To AM Julie Battjes and DM Cynthia Anderson, Susan Tasker, Laura Alam, Stephanie Bednar and Della Gandolfi: Your help and determination are my reasons and belief for moving forward. Your efforts have made our team strong. To up-and-coming Managers Nancy Labelle, Daphny Hoy, Clarinda Hamilton, Michelle Hern, Bridget Humitz, Vanessa Kirchoff, Michelle Yax, Michael Tadjewski, Sharon Calka, Melissa Reinert, Maureen Wallace, Theresa Lukuta, Laura Hanson, Jennifer Burnette, Mary Dawson and Debbie Taft: All of my appreciation goes out to you. Know that without your time and commitment, I would not be where I am today. Not only do I have the best business relationship with all of these women, the personal examples which I have benefited from are so important to me. Ladies, I know we will continue to make a difference in many lives.

*It means the most to me to know that I can make a difference for someone else ... by achieving a successful presence you can make others feel that it is attainable and so they strive for their own growth. That is so incredibly fulfilling ... Independence Nation, here we come!*

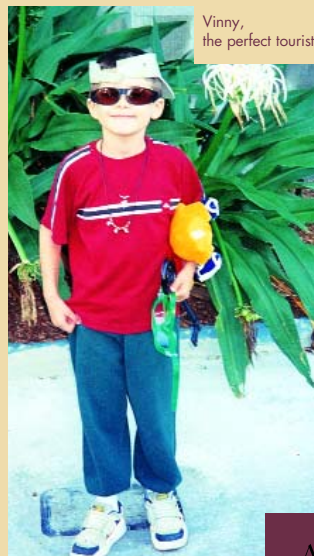
Denise's Mom, "Mother Earth" ... 'aren't I lucky ... look at my blessings!'



Santino, in his glory!



Marco, helping light up Christmas!



Vinny, the perfect tourist!

