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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

LISA DE MAYO

THE GIFT THAT KEEPS ON GIVING

Independent Consultant, National Vice President
Lisa De Mayo Nation; Floral Park, NY

When I was first introduced to Arbonne in August of 2005, I had no idea my life would be completely changed. As I reflect on the last five-and-a-half months, I have to keep asking myself the question, "Is this really happening?" Changing the products my family and I use, and teaching others to do the same, has impacted my family and me in ways I never believed could happen.

I was introduced to Arbonne by ERVP Katie Dwyer. Although I was immediately intrigued by what I heard, I was skeptical. Well, instead of dwelling on any doubt, I said to my husband, "What if it does work?" Now, I will be forever grateful I chose to jump in.

I jumped into my Arbonne business with both feet and was blown away by the product results. My very first Presentation would eventually jump-start my entire business. That night, I sponsored RVP Joy Sorgi, ERVP Dee Gundersen, RVP Maria Muratore, DM Daniella Cannizarro and AM Monica Emerson. I listened to every single word of advice my upline gave me, and used all of the Arbonne tools that were available. My team started out with a great deal of momentum and I did not miss a beat! My husband, AM Nick, was extremely supportive and knew how badly I wanted to leave my pharmaceutical job. My mother, Eleanor, supported my efforts and did whatever she could to watch our daughters, Gianna and Victoria, when Nick was not available. I worked very hard and knew that in order to be successful I had to treat this as a business, not a hobby. I became a Regional Vice President in 75 days and ironically, when I first signed up to become a Consultant, I knew no matter what, I would be an RVP rather quickly. I did not, however, see myself reaching NVP without years of hard work. I could not even begin to imagine that something as simple as using products that actually do what they were made to do, and sharing them with others, could have a dramatic impact on anyone's life. I was happily mistaken.

ENVP Nadia Shipley saw me as a National Vice President. She kept me extremely motivated and gave me amazing coaching and support. She had me redirect my goals and set my sights on being an NVP. She told me to focus on helping my team members get to the next level. The second I committed to it, my team picked up even greater momentum. I stayed focused on all of the business builders who were as serious about Arbonne as I was. I helped them and their teams achieve their goals. I also talked to everyone about this awesome opportunity! So many people I would have never dreamed would be interested in this business, in fact, were! It was fascinating to see the correlation between my belief in prospects achieving great results in this business, and their interest in what I had to say. Arbonne has the potential to offer a complete lifestyle change for everyone who wants it. Help enough people reach their goals, take the focus off of you and encourage others to live a life they deserve, and you will succeed. I had my share of "nos" and no-shows; I also knew that to succeed in this type of business, I had to accept that, move on, and never, ever, take it personally.

Lisa with husband, Nick.



Lisa's cheerleaders: Gianna and Victoria.



Lisa with her Why: Nick, Gianna and Victoria.



ENVP Nadia Shipley, ERVP BJ Pierce, Lisa and ENVP Bonnie Erickson.



ENVP Donna Johnson, Lisa and Pierre Bottiglieri at the ACE dinner, NTC 2006 St. Louis.

Since I started Arbonne in August, I left the pharmaceutical industry, my husband was able to make a career change, and we are living a life potentially free of financial stress. We wanted to have another baby, but knew that financially, it would be a stretch. Thanks to my success with Arbonne, I am currently pregnant with our third child! I am so excited about our future. As my team continues to grow, the most rewarding part of this business is watching other people succeed. The most amazing aspect of this business is what we get to choose. Life is about choices and yet so many people I meet are stuck in a routine they did not choose. I did not want someone else telling me how much I can earn, when I can take a vacation and how long I can stay home with my new baby. These are choices I want to make on my own! I also want my friends and family to know they can choose to live their lives the way they want to, just like me.

The potential to be successful with Arbonne is so great! Many of the people I have spoken with have still not heard about Arbonne. Arbonne offers us phenomenal products as the vehicle, and it is one of the fastest growing network marketing companies. The training through Arbonne University is unsurpassed, and has given all business builders an opportunity to make sure all our new Independent Consultants are receiving the exact same training. The best part about this business is the teamwork, leveragability and the fact we get to choose how much time we spend working our business. For some people, Arbonne will be about making enough money to pay for their products every month. For others, it may be for the potential to have some extra spending money, or replace their current income source and help give them the potential to become financially independent. It is an individual decision. I moved rather quickly because the timing was right for me to do so. For some Consultants in my Nation, the timing is not exactly right, but they work their business at their own pace, picking and choosing how they spend their time. After all is said and done, their time will come and that is certain. Arbonne is an opportunity for everybody! Where will you be in five years, if you continue to do what you are doing? How will your life be different? These are questions I ask

all the time. If I was able to start my business, while working in corporate America, with two children under the age of 4, you can do it, too!

Once we get out of our own way and stop worrying about how we look, we can move forward and keep sharing this awesome opportunity. My team has realized that relatively quickly and they share this gift constantly. Arbonne is the gift that keeps on giving!

To my husband, AM Nick DeMayo: Thank you so much for supporting me throughout this journey. I would not have been able to get to NVP without your constant encouragement and guidance. I cannot imagine having a completely different lifestyle if I did not have you to share it with. I am so excited about what lies ahead!

To my mom, Eleanor: Thank you so much for the endless hours of babysitting and support. I would never have promoted so quickly if it were not for your willingness to jump in when I needed an extra set of hands. I also appreciate you sharing my success with everyone who would listen, especially cousin Karen.

To my little cheerleaders, Gianna and Victoria: I know I have had to sacrifice time with the two of you to have the business I have now. I want you to know that you and our next new arrival are my *Why* for wanting a better life, through Arbonne. Your hugs, kisses and "I love Arbonne" chants keep me going!

To RVP Joy Sorgi and ERVP Dee Gundersen: It is amazing to think we were able to accomplish life-changing goals in just five-and-a-half months. I am blessed to have the two of you on this journey with me. Your teams are blessed to have you supporting them.

continued ...

success strategy:

“ Help people get what they want in life, and you will get what you want. ”



Lisa, Nick, Gianna and Victoria on Nick's birthday.



Lisa with some of her Nation team members at NTC 2006 St. Louis.



Lisa's Nation at NTC 2006 St. Louis.

To RVP Maria Muratore: Thank you for trusting me. Your excitement, enthusiasm and tireless efforts continue to keep me motivated. You are an incredible leader.

To my downline, AM Jen Brant, AM Monica Emerson, DM Christine Kearns, DM Marilou Giammona and AM-in-qualification Karen Carpino: You are well on your way to RVP! Your dedication, hard work, commitment and excitement are commendable. I love working with you and sharing this fabulous gift!

To my Florida team: I am so excited to have you all on board on the road to success! Arbonne has brought me closer to my cousins, Dorice Ross and Karen Carpino. I am grateful for that.

To my lifelong friends, DM-in-qualification Shannon Gentile and DMs, Eileen Connolly, Darlene Couto, Debbie Salvemini and Lori Evangelista: The best part of this business is sharing it with others, and who better to share it with than my closest friends? I am thrilled you have gotten on board.

To my two best customers, Mom (Flo) DeMayo and my best friend and sister, Marie Day: Thank you for supporting me, recommending Arbonne to all of your contacts and trying everything!

To ENVPs, Nadia Shipley and Bonnie Erickson: Thank you for your endless coaching and your willingness to include me in your system. I continue to learn so much from the two of you!

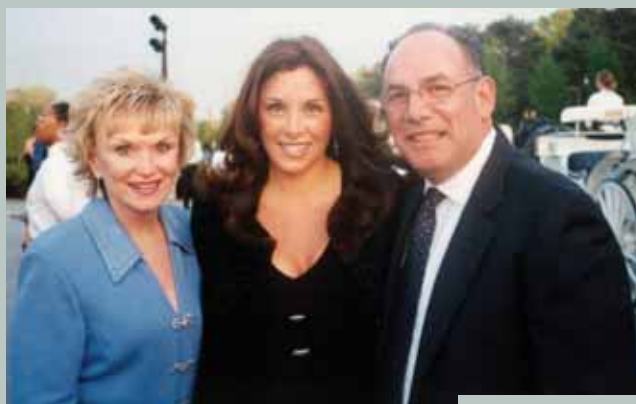
To ERVP Katie Dwyer: Thank you for giving me this very special gift. To NVP-in-qualification Sheila Greene and ERVP BJ Pierce: Thank you for all

you continue to do to help our Nation grow. You are two of the most giving people I know.

To my outstanding Nation: I am so excited for every single person on this team. Your drive, excitement and efforts make this journey an enjoyable one. I appreciate all of you so much and cannot wait to celebrate all of your successes!

To Founder Petter Mørck, President Rita Davenport, Chairman & CEO Bob Henry and Sr. VP of Product Development & Field Events, Candace Keefe: Thank you for all you do to help us live the life we all dream about. What a gift you are!

President Rita Davenport, Lisa and Chairman & CEO Bob Henry at the ACE dinner.



DMs, Lori Evangelista and Eileen Connolly and Lisa.



Lisa, DM-in-qualification Shannon Gentile and DM Eileen Connolly.

