

A TRUE BELIEVER

In 1996, my awesome friend Jackie Mammen introduced me to Arbonne. As a hairstylist, I was always looking for the latest and greatest in cosmetics, skin care, hair care and any other products related to my field. Arbonne's line of products met all of my expectations and more, so I quickly signed up to get the discount. I wasn't sure about building a business, but I loved the products!

A few months later, I found out I was pregnant with my first child. Morning sickness became my everyday routine. I certainly didn't have time for much more so any notion of building an Arbonne business was out of the question. However, I still continued to buy product from Jackie over the next four years. It wasn't until after the birth of my second child when my body started to fall apart. I began having gall bladder attacks and went through excruciating pain. Because I was no longer on birth control, I developed adult acne on my face, neck and back. I also experienced uncontrollable mood swings and had fibroid tumors that would swell and put me through a great deal of discomfort. On top of everything, I had lost a lot of hair on both sides of my head, leaving me with triangular-shaped bald spots. As a hairstylist, that was the last straw. I needed to find out what was wrong with me and quick.

No doctor could tell me for certain what was going on with my body. Jackie is the one who suggested that I might be undergoing a hormone imbalance. I just couldn't believe I had hormone problems. For one thing, I wasn't old enough – I thought you had to be my grandma's age! I eagerly started on Arbonne's Natural Balancing Cream. In two months, I felt like a new person. Naturally, I signed up for the discount, again. This time I was enthusiastic about sharing the PhytoProlief Natural Balancing Cream with my family and friends, along with Arbonne's skin care line.

I felt an immediate sense of urgency to share my experience with my sisters, cousins, aunts and everyone else in the family. Much to my surprise, I became a District Manager within three months. The

NEW RVP



cassie hounslow

Independent Consultant, Regional Vice President
Cassie & Co.; Oklahoma City, OK

funny thing about this is that I did not even make a conscious decision to build an Arbonne business; simply out of a concern for other's the business found me. This was an unexpected blessing since I was not in the hair care field anymore. Arbonne's business opportunity provided me with a new vehicle in which I could help others.

For a time, I continued to share my experience and build my business. Then I started to lose my belief and enthusiasm and started making excuses all over again. Not long after, I stopped working the business altogether. I was a month away from losing my District when I found out that my husband was one of 50 people being let go by his company. The prospect of him without a job was terrifying. After much praying, I realized that I had a wonderful opportunity right in front of me! All I had to do was dedicate myself to working my business full-time. That's when Jackie Mammen and Martha McIntyre began coaching me and I went into qualification for Area

continued ...



left to right

Cassie and husband Pete in Hawaii.

Cassie's boys, Ethan and Gavin.



Cassie, Jackie, Debbie, Faith and Stephanie having fun at NTC 2002 Long Beach.

success strategy:

“ Just believe and you shall succeed. ”



Cassie's awesome team. L-R front: Debbie DiNoia, RVP Jackie Mammen and Synthia Simmons. L-R rear: Kristina Cassody, Martha McIntyre, Karen Lott, Sheryl Nowlin, Cassie, Cassy Zobel, Ginger Thompson, Debbie Skinner, Heather Klingaman and Donna Denton.

Manager that very month. From there, I set my sights on Regional Vice President and have not looked back. I have been blessed ever since with all the spectacular women who are now a part of my team.

As a new RVP, I can definitely say that the difference between me – the District Manager and me – the Regional Vice President, is belief. Not only do you have to believe in the company, you most certainly have to believe in yourself and others. I was fortunate to have others believe in me when I didn't believe in myself. I owe them so much.

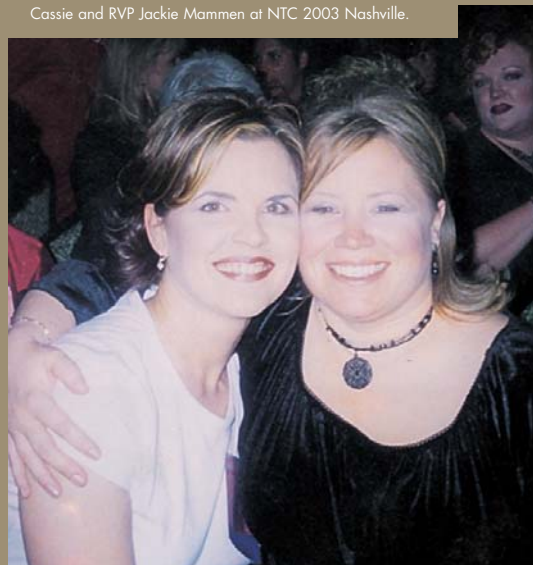
First of all, I'd like to thank God for Arbonne. He believed in me and knew I needed to be able to continue to help others. I also want to acknowledge the tremendous support I received at home. To my husband Pete: You are my knight in shining armor, my world, my everything. Thank you for being the best thing to ever happen to me. You were the one who helped me believe in myself. You've also given me the two most beautiful boys in the world. You are the best father and my best friend! I love you so very much. To my boys – Ethan and Gavin: I hope to set as good an example as your father has. I love you both so much! Thank you for being such good boys. Mom and Dad: Thank you for giving me the work ethic that I have. I appreciate all the times you kept the boys while I worked my business. To my sisters – Melissa Moore and Kelly Smith: Thank you for being my biggest Arbonne supporters. I love you all! Madeleine and Arthur: Thank you for sharing Pete with me and for keeping the boys. I am honored to be a member of your family.

Jackie Mammen: I think of you more as a sister than a friend. You are my favorite Arbonne hero. Thank you for believing in me ... it has brought me this far. You are awesome and I love you!

To my amazing Area Managers – Stefanie Axtell, Synthia Simmons, Debbie Skinner: You girls rock! You are building strong Regions yourself and 2004 will be your year! You are great leaders. Keep up the awesome work! To my District Managers – Cassy Zobel, Karen Lott, Donna Denton, Sheryl Nowlin, Kristina Cassody and DeAnna Carnall: Your commitment amazes me daily. You are in the beginning stages of Region and have made great strides so far. Make this the most fun journey ever! I love to watch all you girls work! Managers are the strength of a team and I am so very proud of all the hard work and dedication you have shown. I think of you all as family and love each and every one of you.

ENVPs Martha McIntyre and Neta Irwin: Thank you for being such an inspiration and for starting this awesome Arbonne contingent in the great state of Oklahoma! Rita Davenport: I always felt you were speaking directly to me when you taught us, "You've got to love yourself because God does not make junk!" There are just not enough words in this world to express the power of your presence. You make each and every one of us feel loved. And we all love you back! Petter, Stian, Candee and all the awesome support staff at the Home Office: Thank you for this incredible opportunity that just keeps on giving. I love Arbonne!

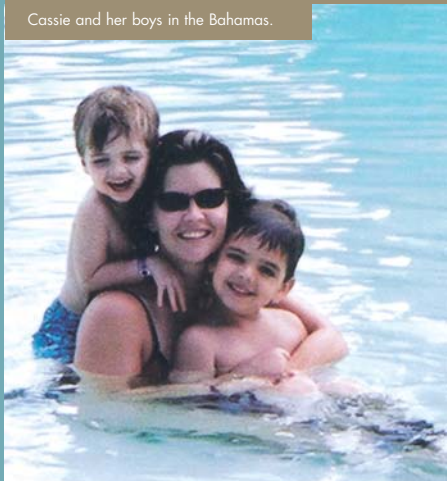
Cassie and RVP Jackie Mammen at NTC 2003 Nashville.



Cassie and AM Synthia Simmons.



Cassie and her boys in the Bahamas.



The testimonials in this story reflect the actual experience of an individual, are anecdotal only, and may be atypical.