

ARBONNE®

Dear Consultant,

You may have heard rumors or seen media reports in recent days speculating about Arbonne's financial condition and outlook.

I joined Arbonne because I believe it has a very bright and exciting future, and everything I have seen and learned since arriving at the company has only deepened my enthusiasm and excitement. I look forward to continuing to work closely with you, President Rita Davenport and the other members of the management team as we pursue our strategy and business plan to drive our company forward in the years ahead. Rita and I are convinced that what we have coming in 2010, with product utilizing state of the art technology, will make it a banner year for Arbonne.

Since being named CEO in August, I have been closely reviewing our business strategy and operations, and meeting with employees, Consultants and Clients. These meetings have been terrific and have underscored for me that Arbonne is a very special organization, with committed employees and the best Consultants in the MLM industry.

As I'm sure you would expect, I have also devoted time to familiarizing myself with and studying the company's financial situation. I view keeping our financial house in order as an important component of our strategy for success. In recent weeks, I—along with CFO Mark Lehman and our financial advisors—have been meeting with our lenders to discuss constructive ways in which we can strengthen the company's balance sheet, and thereby enhance our future financial performance, as well as be in a better position to invest in business building ideas.

As we are about to celebrate our 30th anniversary, you are to be commended for building a strong, profitable company over time. You should be confident that your compensation from commissions and overrides is secure. All planned trips and incentives such as: ROAR, AAT, Areas in Paradise, NYC Trip, and NTC 2010 will remain as scheduled. In addition, we are planning even more activities and events in the upcoming year.

To the extent that we ultimately pursue financial restructuring with our lenders, the intent is merely to convert debt to equity, namely ownership. Such measures will have no impact on our day to day operations. The company has more than enough positive cash flow to continue our normal operations, and we expect there will be no disruptions to our relationships with Arbonne Independent Consultants, employees, suppliers or vendors.

In summary, I am very bullish on what I've seen and learned since becoming CEO of Arbonne. We have outstanding people and products—and a very bright future. I look forward to reporting to you on our progress as we continue to focus on opportunities to position Arbonne to achieve all of its goals and continue to prosper long into the future. In the meantime, you can help the future of Arbonne best by continuing to deliver your outstanding performance in the field, and in carrying this same message of optimism and belief in the future. I am calling on all Consultants to unite and help create anew the excitement needed to help Arbonne grow now more than ever. We are "Going for Glory" in 2010.

Most sincerely,



Kay Napier
CEO

