

CREATE AN EXTRAORDINARY LIFE

I started my Arbonne business dreaming big dreams and deciding to succeed no matter what. As I sit here writing my *Eye on Arbonne* story, I realize how often I had pictured reaching these goals in my mind over the last eight months. I have always wanted to create an extraordinary life for my family and now I can make that happen through my Arbonne business. The added blessing is that I can show others how to achieve this for their families as well.

Five years ago, I had a good career in pharmaceutical sales, but always felt something was missing. Growing up, I had a deep desire to help others, change other people's lives and be my own boss in whatever profession I chose in the future. However, once we started our family, the idea of having a full-time career was no longer a priority for me because I wanted to be home with my kids. That was one of the reasons my husband and I decided to open a women's weight-loss and exercise center. With our own business, I could quit my job, work part time primarily from home and be with my children as much as possible while generating an income. The plan was for my husband to keep his full-time sales career, in addition to helping run our business. In May 2004, we opened the doors. I saw it as a way that I could change lives for the better by helping others get healthy! However, starting a small business was very difficult. We took out a second mortgage to finance the start-up (which went way over budget) and did not make any profit in the first year. In that time, we dealt with employee turnover, client complaints and constant financial and emotional stress. This was especially difficult because my husband was juggling his full-time job and traveling extensively out of town to support our family, while I was juggling two children under the age of 3 and a new business.



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About 16 months into this venture, our center began making a profit so we decided to open a second location. Our idea was to duplicate this business model four more times so that my husband could quit his job and we could run our expanding business together. I loved the flexibility of working for myself and knew that I never wanted to be an employee again! This was when I was introduced to Arbonne and signed up to purchase products. My order was going to be delivered on August 29, 2005, a day that would change our lives forever! You see, we lived in a suburb of New Orleans and on that day, Hurricane Katrina hit and our city became a national disaster. My house flooded and we were forced to move several times in five weeks. The consequences put our business plans on hold. Suddenly, we were at a crossroads with our future. In the

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Jennifer, Heath, Holden and Lily on vacation.



Jennifer and Heath's children: Lily Catherine, 3 and Holden, 5.



success strategy:

// The road to success starts with believing in dreams and then deciding to succeed. //

midst of everything going on, I learned that family is the most important thing in this life. Being born and raised in New Orleans, we felt like we could not leave despite the devastation. Although we cancelled expansion plans for our weight-loss centers and were facing increased debt and financial risk, we worked hard to maintain our existing location.

During the turmoil of being evacuated, Arbonne stayed on my mind and in my dreams. I had heard about the income potential and the Mercedes-Benz Cash Bonus Program. Despite the upheaval, I researched the company by scouring the Web site for information and was impressed with the company's image. I was intrigued with Arbonne's business plan, especially after opening our small business. This business seemed so simple and I made my decision to dive in head first! With the Arbonne opportunity, I could see the potential to give my family that extraordinary life I had always dreamed for them, a business that could survive a hurricane and a way for my kids to have the best childhood, one with their father home and in all of their important memories! My husband has been traveling for four years and we want him home! So, in November 2005, I proudly told my friends and family that I was starting an Arbonne business and that I would have the Mercedes-Benz by August of 2006. Everyone thought I was crazy because of how busy I was, but I did not care. I knew that Arbonne was special, and I believed in my success long before I saw it as a reality in my life.

I shared Arbonne with everyone I knew, saw and met, and showed anyone who would let me how they could start a business of their own. I was extremely driven and excited! You do not need to know who will be on your team before you start building it. Just know that there will be people who catch the vision, even people who you never dreamed would do this business. You simply need to see your success in your own mind first and work at your mission every day by opening your mouth and showing your enthusiasm. When starting your Arbonne business, you have to decide to succeed. Do not think about all of the reasons that you may fail. Think positively, tell everyone, envision your success, follow the system, be excited and have fun!

First, I want to thank God because I know there is a bigger reason I am here and succeeding. Next, to my husband, Heath: Thanks for trusting



Jennifer with her mom, AM Judy Babin.

and supporting me. Your love and friendship are immeasurable and I love you with all of my heart. To my children, Holden and Lily: You have been my *Why* for wanting to create an extraordinary life for our family. Because of Arbonne, I know that our lives will be more incredible than ever now that we have the potential for financial and time freedom. To my amazing parents, Mike and AM Judy Babin: You have always believed in me and taught me that I can achieve anything that I put my mind to! Dad, thank you for taking me to see a prominent motivational speaker when I was only 11. To my brother and his wife: Thanks for making me stronger in my Arbonne business. I love you and am a better teacher because of you.

I want to thank my best friends for trusting me with an opportunity to change their lives. To EDM Claudia Adamcewicz: I appreciate you saying, "OK, let us just do it!" To RVP Yvette Endom: Thank you for agreeing to pursue another business venture with me. I love you both and could not be blessed with better friends. To RVP Jen Rouse: Thanks for "getting it" and believing in yourself. To our book club, Yvonne, Yvette S., Kelly and Tricia: Thanks for sticking together. I cannot wait for you to be here with me. To Jeani and her team: Thanks for always making work fun. To Erin: You will be here, too. To NVP Kathleen Bono: Thank you for all that you do and for being a pioneer. I have had so much fun working with you. To ENVP Teresa Epps: Thank you for being just a phone call away! To the rest of my team: Your belief in what you can achieve is incredible, and I am blessed to be touched by so many awesome people through Arbonne. My Arbonne mission is to ensure the future successes of my team. Let us get ready to play and get busy!



Jennifer's daughter: Lily, 3.



Long-time friends: EDM Yvette Salkeld, Jennifer, AM Kelly Alfortish, RVP Yvette Endom and AM Yvonne Landry.