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EYE ON ARBONNE

NATIONAL VICE PRESIDENT

NVP Dr. Laura Fortner

Arbonne Independent Consultant

NVP Dr. Laura Fortner

Unshakeable Belief

As a full-time obstetrician, Dr. Laura Fortner of Navarre, Ohio worked 60–80 hours a week and provided a generous income for her family ... but she was missing out on her children’s lives. She found an unexpected opportunity to gain the freedom she desired with Arbonne.

Unshakeable belief is what gets you from Consultant to National Vice President. This has been a four-and-a-half-year journey of successes, failures, ups, downs, obstacles and advantages. No matter what was happening, I pushed through — never quitting — and I persevered. Doubt came and went as I worked this business, but my need and desire for it to work drove me to the top.

*“I developed unshakeable belief
that never wavered.”*

I began Arbonne as a busy, full-time obstetrician/gynecologist working 60- to 80-hour workweeks. I loved my profession, but I kept coming home exhausted and thinking, “Is this all there is?” I wanted my time back. My three children were very young and I wanted to be the room parent, go to all the field trips and be a presence in their lives. I felt I was running the rat race and missing all of their milestones. I had a dilemma though: I was already living the lifestyle of a physician’s income and supporting my family. I did not think there was an opportunity out there that would allow me to replace my income and have the same quality of life ... until Arbonne.

EAM Tiffany Boughman asked me to take a look at the Arbonne products. At the time, I was researching skin care for my practice and a spa we were opening. I also wanted something for myself,



Laura with her family: husband, Craig and children, Jack, Dawson, Olivia and Isabella.



Laura with daughter, Isabella.



Jack, Dawson, Olivia and Isabella.



Above: RVP Tijana Zelich, RVP Cyndee Guerin, Laura, ENVP Dana Collins, ENVP Deana Wilkinson and ERVP Stacy Woodford.

Left: Laura with AM Lisa Marshall's team.

as my skin was changing and I could not find anything that would even my skin tone or help diminish the appearance of my fine lines and wrinkles. I tried the NutriMinC® RE® anti-aging skin care line, and within a week I noticed a huge difference in the appearance of my skin. I also loved the philosophy of this company and that it stands for pure, safe and beneficial products. Initially, I did not entertain the idea of doing something like this because it is so different from anything I ever thought I would do in my life. But God gave me the opportunity to find out what it could do for my family and me. I had fears like everyone else — I didn't like talking to big groups of people, I didn't like talking on the phone, I was too busy ... but I saw the bigger picture of getting my time back and having the flexibility to work around my children while making a great income. I jumped in after seeing the compensation summary, and I played full out.

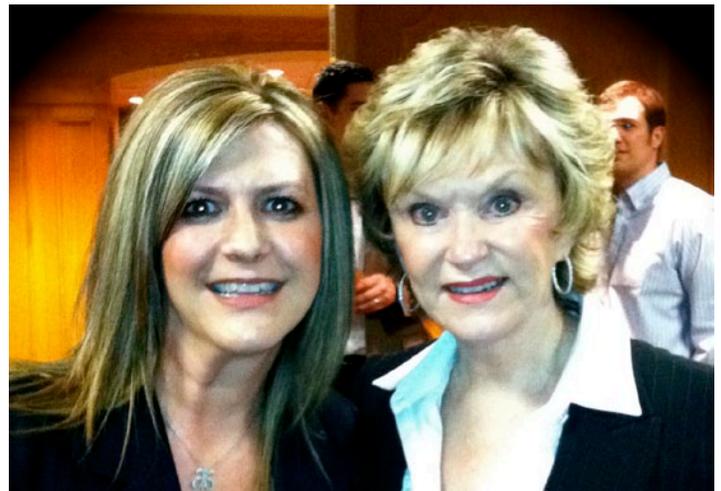
"Time is so precious and we only live once."

I started off as ignorance on fire, and that got me to Area Manager! That's when I started having doubts about if this business could really work for me. I thought about quitting many times because of the rejection I faced. I hadn't experienced this before, as an OB/GYN. Then, at age three, my son got sick. It happened to be the week I was supposed to fly to NTC 2006 St. Louis. I thank God every day that I happened to be on vacation that week so I could be at his bedside 24/7 in the hospital. As the doctors could not figure out what was wrong, he was losing weight and in renal failure. On day four of his hospitalization, he turned to me and asked, "Mommy, am I dying?" That was a turning point for me, because I knew if I continued down the path of my full-time OB/GYN career, I would never give my children the mom they deserved. I wanted to be home. This propelled me to keep going, and the very next month I qualified for RVP.

I became an RVP in nine months, and I stayed there for three more years. That is when I recognized I had to grow in order to become the NVP I desired. It was my mind that held me back — nothing else. When I took full ownership of this opportunity and made the decision to commit to personal growth and self-development, that's when I grew. I developed unshakeable belief that never wavered.

I read books about envisioning success and learning to believe in myself. I carried these books and my vision statement with me everywhere I went and read them whenever doubt crept in. Doubt holds you back, and I was no longer going to allow it to enter my thoughts. This new belief drove me to help others and serve my team better. I now have so much more to contribute to this company and my team. This business has forever changed my life and I am so humbled by what it has done for others and myself. Time is so precious and we only live once. So many of us forget that. God gives us gifts, and we can either walk toward them, or away from them. I am walking toward mine.

My deepest gratitude goes out to CEO Kay Napier and former President Rita Davenport. This company is extraordinary and we are going to become even greater with your leadership.



Laura with former President Rita Davenport.

SUCCESS STRATEGY

“Push through,
never quit and work
through your doubts!”

To my husband, Craig and children, Jack, Dawson, Olivia and Isabella: Without your incredible support, I could not have done this. Our lives will be forever changed because you have given me this chance to build a lasting business.

To my incredible team: I cannot thank you enough. Words cannot express my gratitude.

To ERVP Cyndee Guerin: You have inspired me with your unmatched character and your dedication to our team.

To RVP Tijana Zelich: You always keep me on my toes to better myself and stay on my game.

To AMs, Lisa Love, Sarah Netro, Lisa Marshall, Jaime Miller and Lizzi Hyder: You all are true leaders inside. I will see all of you at the top!

To DMs, Jill Seiple, Kathy Gould, Laura Fano, Susan Ross, Maria App, Amiee Cox, Linda Knickbocker, Diana Berigan, Jaquie Batchelder, Heidi Heckert, Cara Zehnder, Kristin Boylan, Danielle Attar, Molly Pribich, Brook Markley, Mary Bloom, Faye Castellano, Jessica King, Chelsey Winkhart, Pam McCarthy, Cindy Yoho, Joyce Emery and Christy Hopson: You all have contributed so much and I thank you. I have been blessed to be able to work with each of you and am looking forward to our future together.



Laura with AM Sarah Netro's team and former President Rita Davenport.



Laura with ERVP Cyndee Guerin and team at Cyndee's Mercedes-Benz Car Presentation.



Laura with her team at the GTC 2011 Las Vegas 50s bash.



Laura having fun with her team and crossline friends at the Greenbay leadership retreat!

The Arbonne Independent Consultant featured in this EOA has achieved the rank of Regional Vice President. The average number of active Arbonne Independent Consultants who achieved this rank and average compensation is described further in the Independent Consultant Compensation Summary (ICCS) available at arbonne.com > The Company > Corporate Information > 2009 Independent Consultant Compensation Summary.

The testimonial in this EOA is for illustrative purposes only and does not represent income projections. The results discussed in this EOA by the featured Arbonne Independent Consultant are not typical and should not be relied upon by prospective or current Arbonne Independent Consultants as an indication of what they should expect to earn. Actual results for each Arbonne Independent Consultant will vary depending upon individual effort, time, skills and resources.

Æ ARBONNE. JANUARY 2012