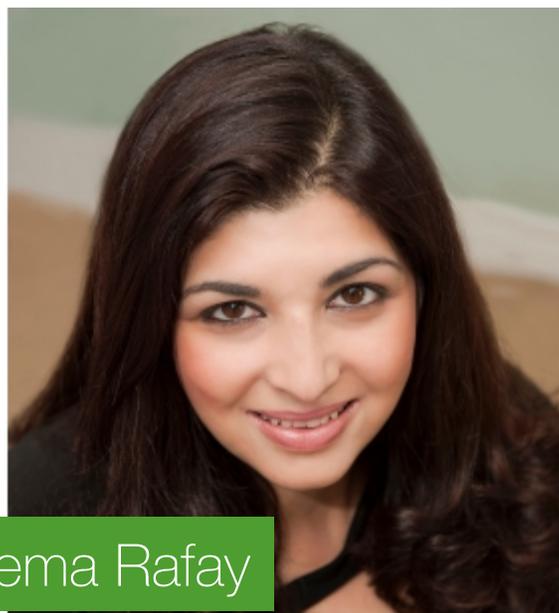




EYE ON ARBONNE REGIONAL VICE PRESIDENT



Reema Rafay

Arbonne Independent Consultant, Regional Vice President
Profession: Entrepreneur & Business Owner

Creating Extraordinary Results!

Reema Rafay of Brampton, Ontario, was a highly successful entrepreneur, but the birth of her son changed her perspective. When Arbonne came along, she knew instantly it was the perfect opportunity!

I am so excited to have reached this milestone with Arbonne, earning the Mercedes-Benz! My journey began in May 2010. I was five months pregnant with my second child when my close friend, Seema Shah, handed me an RE9™ sample. I was not interested in hearing about the company, much less trying the sample. However, I tried the product, fell in love with it, and decided to dig deeper.

The opportunity seemed too good to be true. Up until December 2008, I had run a very successful recruiting firm for 10 years. At the age of 23, I was chosen as one of the “100 faces of the future” in a Canadian national magazine, for building my recruitment firm into a million-dollar business in one year. I was also featured in Canada’s largest newspaper and on local TV shows, I received the Etobicoke Chamber of Commerce Award for Entrepreneurship and Leadership, and I was featured as a successful entrepreneur in university business books across Canada. The success, accolades and income were great. However, after the birth of my son Aadam in 2004, I stopped enjoying it. On the outside, things looked great, but on the inside, I wanted more! I wanted the freedom and flexibility to live life on my terms. Oftentimes, small businesses provide the income, but only the illusion of a free life. In reality, you are tied to your business 24/7.

Shortly after my son’s birth, my father was diagnosed with cancer. He died six months later. My father’s untimely death led me on a path of rediscovery. I felt God was giving me a chance to truly find my purpose. Six years passed, and then Seema came knocking at my door.



Reema with her fabulous family.



Reema’s Why: Aadam (8) and Rayya (2).

They say sometimes in life you get one opportunity, one shot, one chance to make a life-altering change. I got that chance, and I took it! Taking that sample changed my life. Within days, I knew this was something I had to do. My gut told me I was in for life. I had to share the knowledge about Arbonne's pure, safe and beneficial products. I knew it was not going to be an easy task, but I had aligned myself with an awesome company.

The businesswoman in me realized what a huge market opportunity this was. Less than two percent of Canadians knew about Arbonne; we had not gone global yet! The first year, I intentionally took it slow. I had my daughter, Rayya. When Rayya turned one, I went full steam ahead, and within 11 months, I earned my Mercedes-Benz!

The most exciting part of arriving at this milestone is that my Area Managers are right behind me. This business works for anyone who wants to work at it. The system is there to duplicate — all you have to do is stick to it. Stay consistent and watch your team grow! Be passionate, persistent, and persevere no matter what.

As I reflect upon my journey, I see that my belief changed my life. The best gift we can give ourselves is to love and believe in ourselves unconditionally. The rest will follow.

Thank you, God! I am humbled and forever your servant.

To my dad, Tahir Rafay: Thank you for teaching me about finding the beauty in others and always viewing the glass as half full.

To my mom, Zeba: I love you. Your support and belief is something only a mother can give.

Rayan and Apa, thanks for being the best siblings.

To my in-laws, Haleem and Jarjees Qureshi: I could not have done this without your love and support.

Thank you to ERVP Dana Zangari, ERVP Natasha Hall and ENVP Erin Van Imschoot.

To EAM Shirin Habib: I am so grateful you said yes. You are the perfect combination of beauty and brains! To AM Raman Dhillon: You're on your way, baby! To AM Rehana Kalair: Wow! Your team is on fire!

Seema Rafay, thank you for saying yes.

To DMs Nadia, Huma and Shauna, and our entire Region: Let's do it! Let's keep our businesses growing. I am grateful for all you do.

To Omar, my husband and soul mate: Thank you. Your love amazes me, and I will always be in awe. You complete me.

Last, but not least, to my darling Aadam and Rayya: I love that I get to be home with you. Aadam, you are my *Why*. You are the reason I began this journey, and I want you to know how much I love you for the fabulous and caring boy you are. This is for you. Mama loves both of you!

The Arbonne Independent Consultants featured in this EOA has achieved the rank of Regional Vice President or National 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 on Arbonne's website at iccs.arbonne.com. **A typical Arbonne participant in Canada earned between \$30-\$250 in 2017 in bonuses and commissions.**

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

☞ **Eye On Arbonne**

SUCCESS STRATEGY

“You’ll see it when you believe it.”



Reema with husband, Omar Qureshi.



RIP Tahir Rafay. The most positive father/mentor who believed!



Reema with AM Raman Dhillon and EAM Shirin Habib.



The Reema Rafay Region cheering at a makeup training event.

Arbonne Independent Consultant will vary depending upon individual effort, time, skills and resources. Arbonne makes no guarantees regarding income.