



EYE ON ARBONNE

REGIONAL VICE PRESIDENT

# Everything You Do Today Seeds Tomorrow

**T**rudi Ritchie of Sydney, Australia had nearly two decades of experience in the beauty and cosmetics field, so when she discovered Arbonne, she knew she'd found a truly remarkable product! With personal development and belief, she has built a beautiful business of her own.

I have been a professional beauty therapist/makeup artist for the past 19 years. I worked in salons before taking a position as an international trainer for a well-known French cosmetics company. I loved this position, but after meeting my husband, the travel started to wear on me. That is when I decided to take on a national training role with less travel. I did my post-graduate studies in paramedical therapies and gained in-depth understanding of ingredients, which is now a passion of mine!

Trudi with her amazing husband, Rohan, on their wedding day.



**Trudi Ritchie**

Arbonne Independent Consultant, Regional Vice President

I left that position to have my first child, but after our second precious bub was born, I started to get itchy feet. I was looking for something I could do from home so I could still fulfil my role of being a mum. When I was introduced to the wonderful world of Arbonne, at first I said, "Thanks, but no thanks." Thankfully, my upline persisted! I trialed the skin care and wow, wow, wow! I took the time to study every ingredient in every product, and was completely blown away! To have the standards they have, plus the superior and innovative technology, and everything the consumer is asking for — how could I say no?

*"I took the time to study every ingredient in every product, and was completely blown away!"*

I promoted to DM within the first two months and then struggled for 10 months to maintain. That's when I heard about NTC and decided to

Trudi's *Why*: her beautiful kids, Broc and Zali J.



“Your success will be determined by how many people you help!”

go. It was the best decision I could have made, as it completely turned my business around. I learnt all I could about network marketing and changed my attitude, belief and commitment. Within six months, I went Region and am now well on my way towards Nation!

Since my Arbonne journey began, I have learnt the most lessons of my life — about other people, relationships and the person I have become today and want to be! Life is about what you create and give to others. That is what determines your success. How cool is that!

You can be anything you want to be if you just believe and want it enough. I love the personal development this business has offered me and the beautiful friendships I have built along the way. Two years ago, there is no way I would have stood up in front of 50 people, let alone 8,000, to speak. Now, I can't wait until the next time I speak at GTC.

Make sure your system is structured and duplicable. Make sure everyone you bring into your business is coachable and has the passion, drive, attitude and motivation to succeed. Set goals to grow yourself, not just your business, and stay focused. Don't quit — practise, practise, practise every day. Your volume will only grow as high as your skill level! Achieve a state of excess enthusiasm, as this inspires others and acts like a magnet. Most importantly, be there for each other and love each other every single day!

Thank you, my very dearest friend, AM Damara Ryder, for all that you are! Words cannot express how much I love you and love taking this amazing journey with you! Thank you for making me see the light with Arbonne. See you at the top, babe.

NVP Teegan Pigdon, I have watched you and your business grow, and with that have seen an amazingly strong person and Nation form. I am so proud of you and thank you for your continued guidance, motivation, support and fun!

To my amazing, beautiful team, whom I love so much: You all have the power to be and create whatever you desire in life. I believe in each and every one of you and am so proud of you all! I cannot wait to read your EOAs and see your success!

Arbonne sisters — all of you in my Nation, crossline and beyond — whether you know it or not, you have touched me on my journey and I will never forget that!

To Petter Morck and family, former President Rita Davenport, CEO Kay Napier, and the Arbonne Home Offices in the U.S. and Australia: Thank you for giving us this most amazing opportunity!

And last but not least, to my soul mate and best friend, my husband Rohan, who has stood by me every step of the way and always believed in me: You are my behind-the-scenes shining NVP! I love you with all my heart, baby, forever!

Broc and Zali J., you and Daddy are my world! You don't understand now, but thank you for all you have given me — this is for you, my beautiful, cheeky monkeys!

I love that I stepped way out of my comfort zone and took this journey!



**Top to Bottom**

Trudi on stage with former President Rita Davenport at GTC 2011 Las Vegas. • Trudi with her gorgeous upline, AM Damara Ryder, at GTC 2011 Las Vegas. • Trudi with some of her amazing team at AAC 2011 Sydney. • Trudi with NVP Teegan Pigdon and members of the team at her Mercedes-Benz Car Presentation.

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](http://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. Arbonne makes no guarantees regarding income.