

ARTISTRY™

BEAUTY. A TRUE STORY.



This presentation contains IP-protected content; it is intended for ABO use only.
The content of this presentation should not be modified without the prior consent of Amway.



Beautiful Skin is a story that begins with **clean sustainable* sources and proven science.**

A story of shared values.

A story of our **cutting-edge skin science** and **powerful phytonutrients** that **revitalise skin and reveal the visible beauty that's uniquely you.**

* All Artistry Skin Nutrition™ products contain Nutrilite™ phytonutrients that can be traced all the way back to Nutrilite farms.



Nutrition, Wellness and Skin Science – together for you.

Artistry™ products represents a **unique approach to beauty** that brings together the expertise of **two professional brands and their combined 145 years of experience.**

* Source: <https://www.euromonitor.com/amway-claims>



ARTISTRY™

60 years of expertise in beauty and skin science.



 nutrilite™

85+ years of expertise in nutrition and wellness.

The world's #1 selling vitamin and dietary supplement brand.*

‘No’ to compromise.

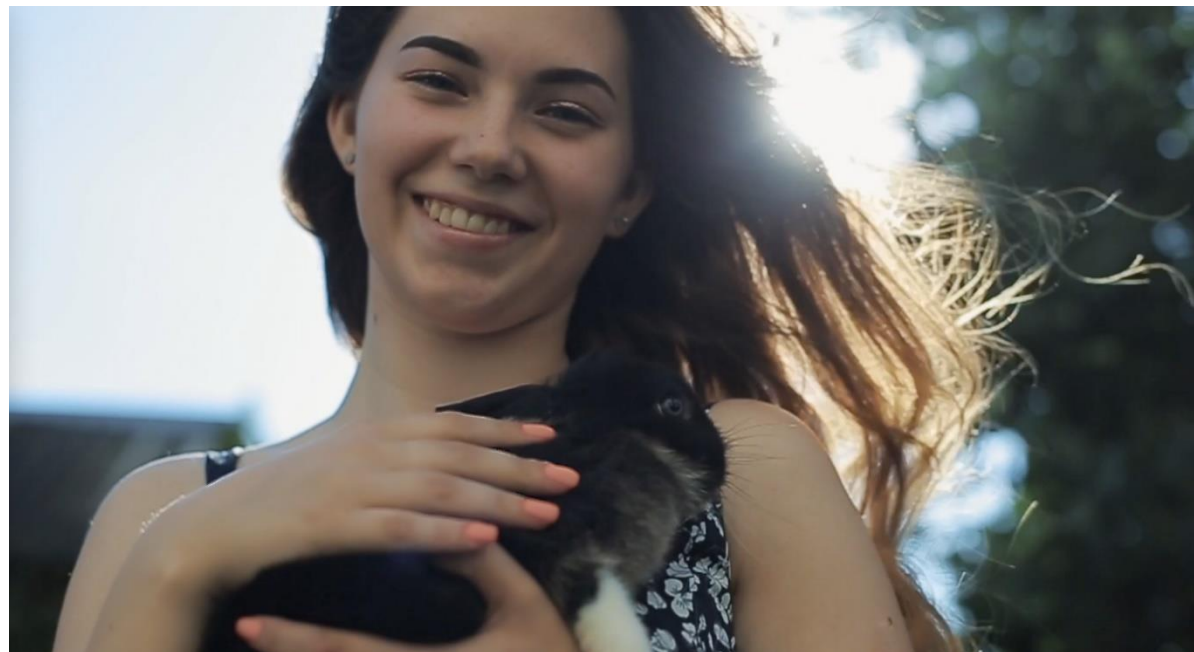
‘Yes’ to Artistry™ Clean Beauty.

NO

Animal testing, Animal-derived ingredients, Parabens, Mineral oil, Cyclic Silicones, SLS/SLES (Sodium Laureth Sulfate).

YES

to Vegan friendly, Inspired by nature, Traceable ingredients, Sustainable farming methods, Dermatologically tested and Innovation.



ARTISTRY™

**Artistry™ products
help reveal your beautiful skin
with no compromises.**

Just like the body needs the right nutrients
to be healthy, so does your skin.

Every formula is infused with phytonutrients- including
Nutrilite™ grown White Chia Seed and advanced skin
care solution sets that target different needs.

Artistry products work for your skin.



Cutting-edge Artistry™ research has led to a new understanding of skin health.

New thinking around **skin care**

Older-acting skin **can be beautiful again**

Signs of unhealthy skin

Dry/tight, uneven texture, fine lines, wrinkles sagging and enlarged pores, oily pores, uneven skin tone, sallowness.

Signs of beautiful skin

Even toned, well moisturised, smooth in texture, firm and lifted, free of bumps, wrinkles and sagging, feels resilient and comfortable.






Skin that is beautiful is able to perform its vital protective role, withstand environmental stress, and repair itself quickly.

What makes skin look beautiful?

Artistry™ scientists have discovered that **skin looks its healthy best when 5 Key Skin Nutritional Requirements are addressed.**

This applies to all skin types, skin tones and skin ages.

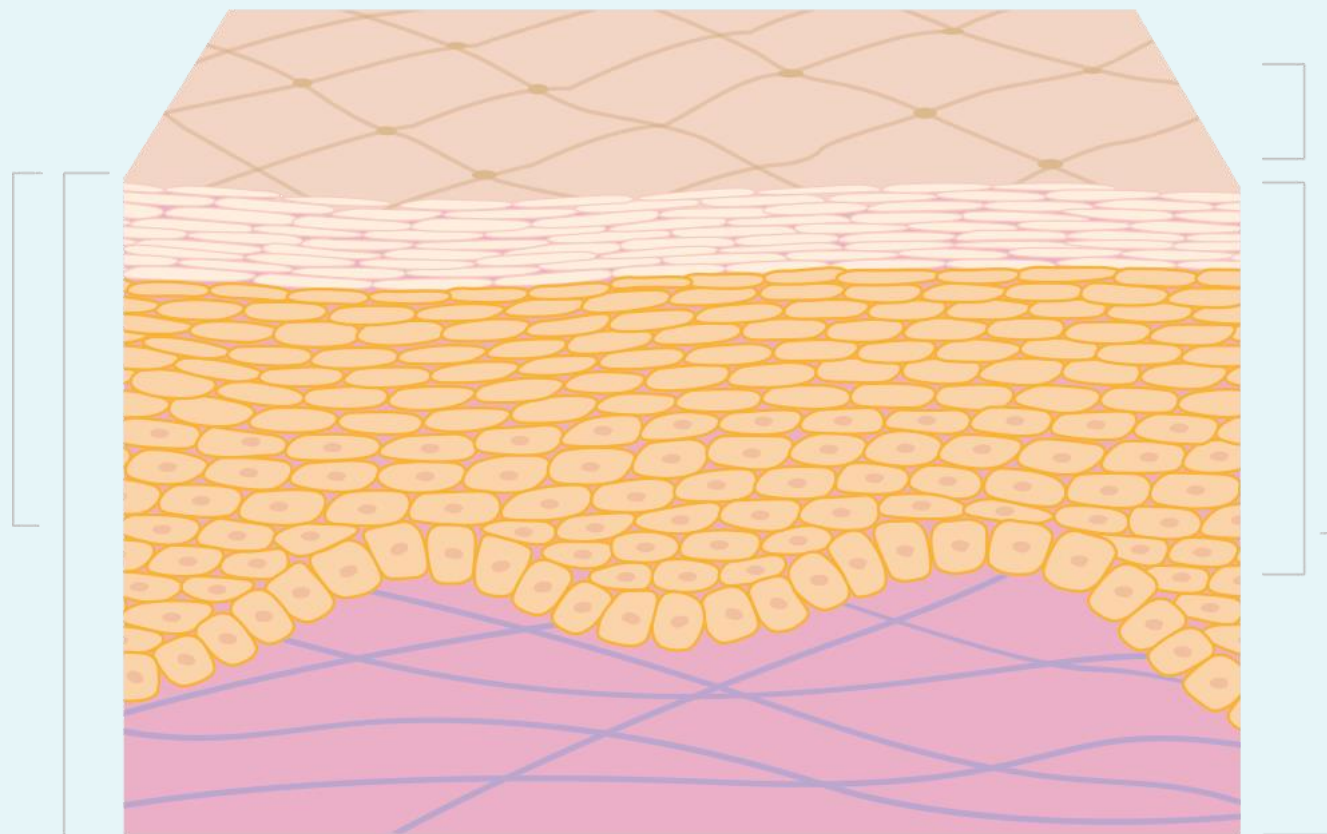
5 Key Skin Nutritional Requirements

	PURIFY	to keep skin's Defence Barrier clean and free of irritants.	Cleansers and makeup removers
	BALANCE	to stabilise and nurture the Microbiome Barrier.	Toners
	REBUILD	to strengthen and repair skin's Support Barrier.	Moisturisers
	MOISTURISE	to saturate skin and fortify its Moisture Barrier.	Moisturisers
	PROTECT	to amplify skin's Environmental Barrier.	Moisturisers, Moisturisers with 'full light' protection

Address the 5 Skin Nutritional Requirements to strengthen and support the 5 Skin Barriers.

MOISTURISE supports the **Moisture** barrier that keeps essential moisture inside the skin.

PURIFY supports the **Defence** barrier that helps stop common daily causes of skin irritation before they can penetrate into the skin.



BALANCE stabilises the **Microbiome** that plays a significant role in helping to maintain and stabilise skin's healthy look.

PROTECT amplifies the **Environmental** barrier that protects skin from the damaging effects of environmental aggressors.

REBUILD strengthens the **Support** barrier that keeps skin smooth, resilient and firm.



ARTISTRY™

**FROM SEED TO SKIN –
A RESPONSIBLE PATH**

Phytonutrients from Nutralite™ farms

Every **Artistry™** product includes **one or more phytonutrients grown** on our own Nutralite or NutriCert™ certified partner farms

Nutralite farms **follow sustainable farming practices** and favour natural methods that respect the land and the farming communities.



ARTISTRY™

White Chia



**Nature's Seed! WHITE CHIA
SEED on CARTON INFO
can be found in EVERY
Artistry™ product**

- **Rich in phytonutrients**
- Recognised as one of **nature's richest superfoods**
- **Helps to visibly nourish and protect** skin's beauty
- **Supports skin microbiome balance**

Artistry™ products use a **patented variety*** grown on a certified Nutrilite™ Farm**, enabling **'seed-to-skin' traceability.**

*U.S. Patent No. 10,357,006

**White Chia Seed in Artistry Skin Nutrition products is grown on our own certified farm in El Petacal, Mexico

ARTISTRY™

Sustainable facilities

Artistry Skin Nutrition™ products are produced at facilities that reuse or recycle almost all of its materials.

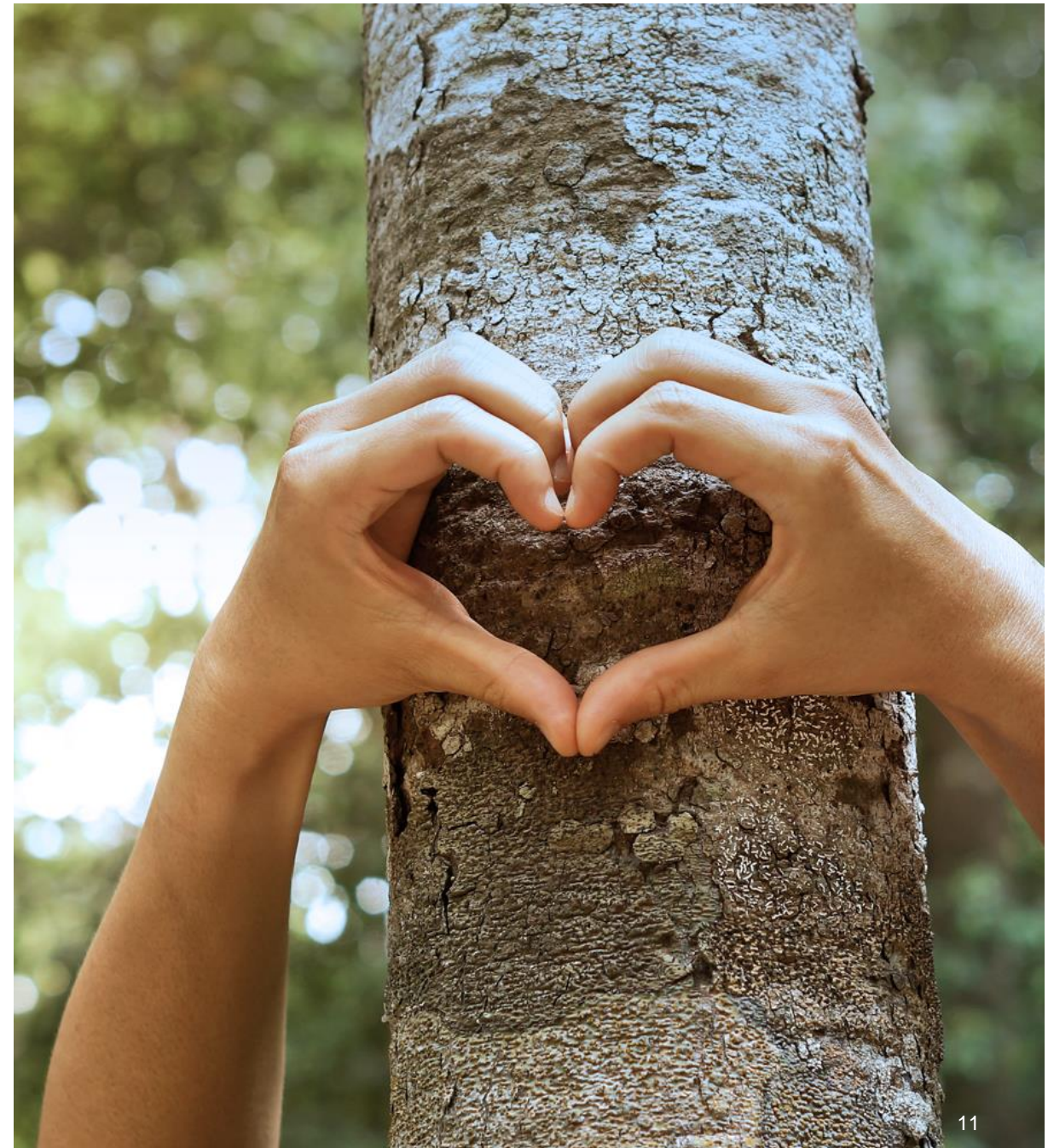
90% landfill-free

Packaging improvements

We recently transformed our packaging, resulting in huge reduction in paper and plastic used. These changes annually save the equivalent of:

13,2 million plastic water bottles

26,000 kg of paper



ARTISTRY™

Use Artistry™ products individually or as part of a specialised skin care regimen for your specific skin needs.

Renewing



Firming



ARTISTRY™

Renewing

Renewing Foaming Cleanser

Skin Nutritional Requirement: **Purify**

- **Removes impurities** like dirt and pollution (including PM 2.5)
- Patented blend* **soothes skin to reduce irritation**
- **Skin microbiome friendly**

Nutriline™-grown ingredient: **White Chia Seed**

Skin type: **All skin types (including sensitive)**

Non-stripping, Non-drying, pH balanced, Soap-free

125ml

ITEM NO 123781



ARTISTRY™

Renewing

Renewing Softening Toner

Skin Nutritional Requirement: **Balance**

- **Helps stabilise and nurture** the microbiome and keeps it in balance
- **Helps renew, calm, soothe and soften** skin
- **Helps gives skin a fresh burst of hydration and conditioning**, for a dewy feel

Nutriline™-grown ingredient: **White Chia Seed**

Skin type: **All skin types (including sensitive)**

Alcohol-free, pH balanced, Non-stripping, Non-drying, Non-comedogenic

200ml

ITEM NO. 123783



ARTISTRY™

Renewing

Renewing Reactivation Day Lotion SPF 30

Skin Nutritional Requirements: **Rebuild, Moisturise, Protect**

- **Helps supercharge moisture levels** for 24-hour hydration
- **Helps reactivate skin's natural repair** process for a firmer support system
- **Helps reduce lines, wrinkles** and other visible signs of ageing
- **'Full light' and pollution protection**

Nutrilite™-grown ingredients: **White Chia Seed, Spinach, Pomegranate**

Skin type: **All skin types (including sensitive)**

Non-comedogenic, No oxybenzone, No octinoxate

50ml

ITEM NO. 123857



ARTISTRY™



Renewing

Renewing Reactivation Day Cream SPF 30

Skin Nutritional Requirements: **Rebuild, Moisturise, Protect**

- Helps supercharge hydration levels for 24 hours
- Helps reactivate skin's natural repair process for a firmer support system
- Helps reduce lines, wrinkles and other visible signs of ageing
- 'Full light' and pollution protection

Nutriline™-grown ingredients: **White Chia Seed, Spinach, Pomegranate**

Skin type: **All skin types (including sensitive)**

Non-comedogenic, No oxybenzone, No octinoxate

50ml

ITEM NO. 123787



Renewing

Renewing Reactivation Eye Cream

Skin Nutritional Requirements: **Rebuild, Moisturise, Protect**

- **Helps supercharge hydration** levels for 24 hours
- **Helps reduce visible signs** of ageing in the eye area
- **Helps reactivate** skin's natural repair process
- **Helps protect against irritation** from pollution

Nutrilité™-grown ingredients: **White Chia Seed, Spinach, Pomegranate**

Skin type: **All skin types (including sensitive)**

Fragrance-free, Safe for contact lens users

15ml

ITEM NO. 123784

ARTISTRY™

Firming

Firming Ultra Lifting Cream

Skin Nutritional Requirements: **HELPS Rebuild, Moisturise, Protect**

- The most advanced firming and lifting technology in Artistry
- Helps supercharge moisture levels for 24-hour hydration
- Helps reactivate skin's natural repair process for a firmer support system
- Helps smooth the look of advanced signs of ageing
- Helps protect against irritation from pollution

Nutrilite™-grown ingredients: **White Chia Seed, Spinach, Pomegranate**

Skin type: **All skin types (including sensitive)**

Non-comedogenic, Primes skin for makeup application

50ml

ITEM NO. 123786



ARTISTRY™

Use products individually or together for your ultimate renewing skin care routine

1. Cleanse

Renewing Foaming Cleanser

2. Tone

Renewing Softening
Toner

3. Treat

Artistry™ Serum of your choice

4. Moisturise

Renewing Reactivation Day Lotion SPF 30/
Renewing Reactivation Day Cream SPF 30
Renewing Reactivation Eye Cream



ARTISTRY™

Artistry™ Serums

Artistry™ products are formulated to work perfectly with Artistry Signature Select™ Personalised Serum and Artistry™ Vitamin C+HA3 Daily Serum.



ARTISTRY™

**BEAUTY.
A TRUE STORY.
MAKE IT YOURS.**



#ArtistrySkincare

#ArtistrySkinNutrition

#ArtistryBeautifulSkin

www.amway.co.za

KEY BENEFITS BY PRODUCT CATEGORY

Summary

All Artistry™ Products

- Help skin look and feel its healthy best.
- Contain at least one Nutrilite™-grown phytonutrient, which supports the idea of transparency from “seed to skin.”
- Contain Nutrilite-grown White Chia Seed, our Star Ingredient.
- Follow the Artistry™ Clean guidelines.
- Are registered with The Vegan Society.
- Are free from animal-derived Ingredients.
- Are not tested on animals.
- Are tested on many ethnicities and skin tones.
- Are dermatologically tested.
- Are allergy tested.
- Are suitable for sensitive skin, and are mild, non-irritating.



All Artistry™



Cleansers

Skin Nutritional Requirement: *Purify*

- Remove impurities like excess oil and pollution (including PM 2.5).
- Soothe skin to reduce irritation, with Shiso Perilla and Aloe Vera for increased mildness.
- Are non-stripping, non-drying.
- Are designed to be microbiome friendly.
- Use gentle amino acid surfactants (cleansing ingredients).
- Are pH balanced.
- Are biodegradable.

All Artistry™

Toners

Skin Nutritional Requirement: *Balance*

- Contain White Chia Seed Gel to directly support skin's microbiome.
- Stabilise and nurture the microbiome and keep it in balance.
- Give skin a fresh burst of hydration and conditioning.
- Remove leftover cleanser and makeup residue.
- Are alcohol-free, non-stripping and non-drying.
- Are pH balanced.



Eye and Face Moisturisers

Skin Nutritional Requirements: *Rebuild, Moisturise, Protect*

- Contain either the Prevent Complex or the Repair Complex to help maintain and strengthen the elasticity and firmness of skin's support system.
- Deliver 24-hour hydration.
- Help restore and strengthen skin's moisture barrier.
- Are infused with the anti-pollution power of Nutrilite™-grown Pomegranate.
- Provide 'full light' protection against UVA/UVB Rays, plus blue light and infrared (moisturisers with SPF 30 only).
- Won't cause clogged or blocked pores.
- Prime skin for makeup application.

ARTISTRY™

**VITAMIN C+HA3
DAILY SERUM**

**MORE
POWER**

**FOR HEALTHIER-
LOOKING SKIN**



ARTISTRY™ VITAMIN C + HA3 DAILY SERUM

THE BEST JUST GOT BETTER!

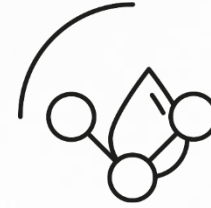
- ✓ 2X more Vitamin C: Now 10%
- ✓ 2.4X more antioxidant power
- ✓ 3 types of HA for more hydration
- ✓ Nutrilite™-grown White Chia Seed
- ✓ Artistry™ Clean formula
- ✓ Expanded appeal for all ages, all skin types and all ethnicities — a daily “hero serum” for everyone that goes beyond expression lines.
- ✓ Faster results across the board





HOW DOES IT WORK?

HA3 TRIPLE HYALURONIC ACID



3 different sizes of HA molecules that work on different levels to boost moisture and hydrate and plump skin

1

Plumping Enhancing Mini HA: “micro-molecular weight” strands that can penetrate deep within skin’s surface to boost and balance skin's internal moisture levels, keeping skin better hydrated and more elastic and flexible over time.

2

Volume Boosting Micro HA: “mid-molecular weight” that can sink into skin, just below skin’s outer layer — exactly the right place for their immediate volumizing effect.

3

Smoothing Hydration Macro HA: “macro-molecular weight” filaments of HA that remain on the upper levels where they help hydrate skin and smooth the look of fine, dry lines.

ARTISTRY™

VITAMIN C+HA3 DAILY SERUM

A high-performance brightening serum that fights visible lines and wrinkles and plumps the appearance of skin with every fresh drop



Dramatically helps brightens skin and reveals a more even-toned, radiantly healthy look.



Helps visibly reduce lines and wrinkles and helps plumps the appearance of skin with hydration.



Helps prevent visible damage caused by environmental aggressors, thanks to antioxidants.

- After just one use, **83%** said it makes skin look brighter, with a youthful radiance.*



HOW DOES IT WORK?

VITAMIN C

Vitamin C is an exceptional antioxidant and a superb multi-action skincare superstar

This super-enriched formula contains
+ **2xMORE** Vitamin C*
+ **10% Vitamin C** –
the highest-ever concentration
in an Artistry™ formula
+ **2.4xMORE** antioxidant power*

For even more **benefits today**
And to help keep skin **looking younger into the future**

Vitamin C+HA3
Daily Serum contains
2 sources of Vitamin C
+ Nutrilite™-grown Acerola
Cherry Extract in the serum
+ 100%-pure Vitamin C
powder (L-ascorbic acid)
in the Activating Cap

* Compared to Artistry Intensive Skincare™
Advanced Vitamin C + HA Treatment





ARTISTRY™

60+ years
of expertise
in beauty and
skin science

ARTISTRY AND NUTRILITE COMBINED EXPERTISE

Artistry is the only beauty
brand backed by Nutrilite*,
the world's number 1
selling brand of
plant-based vitamins
and dietary supplements**.

*Nutrilite includes sales of both Nutrilite and Nutriway-branded products

**Source: Euromonitor International Limited; Vitamins and Dietary
Supplements, World GBN, Retail Value RSP, % breakdown, 2020.



 **nutrilite™**

85+ years
of expertise
in nutrition and
wellness