

BRIGHTEN YOUR SKIN'S FUTURE.
INSPIRED BY CELLULAR SCIENCE.

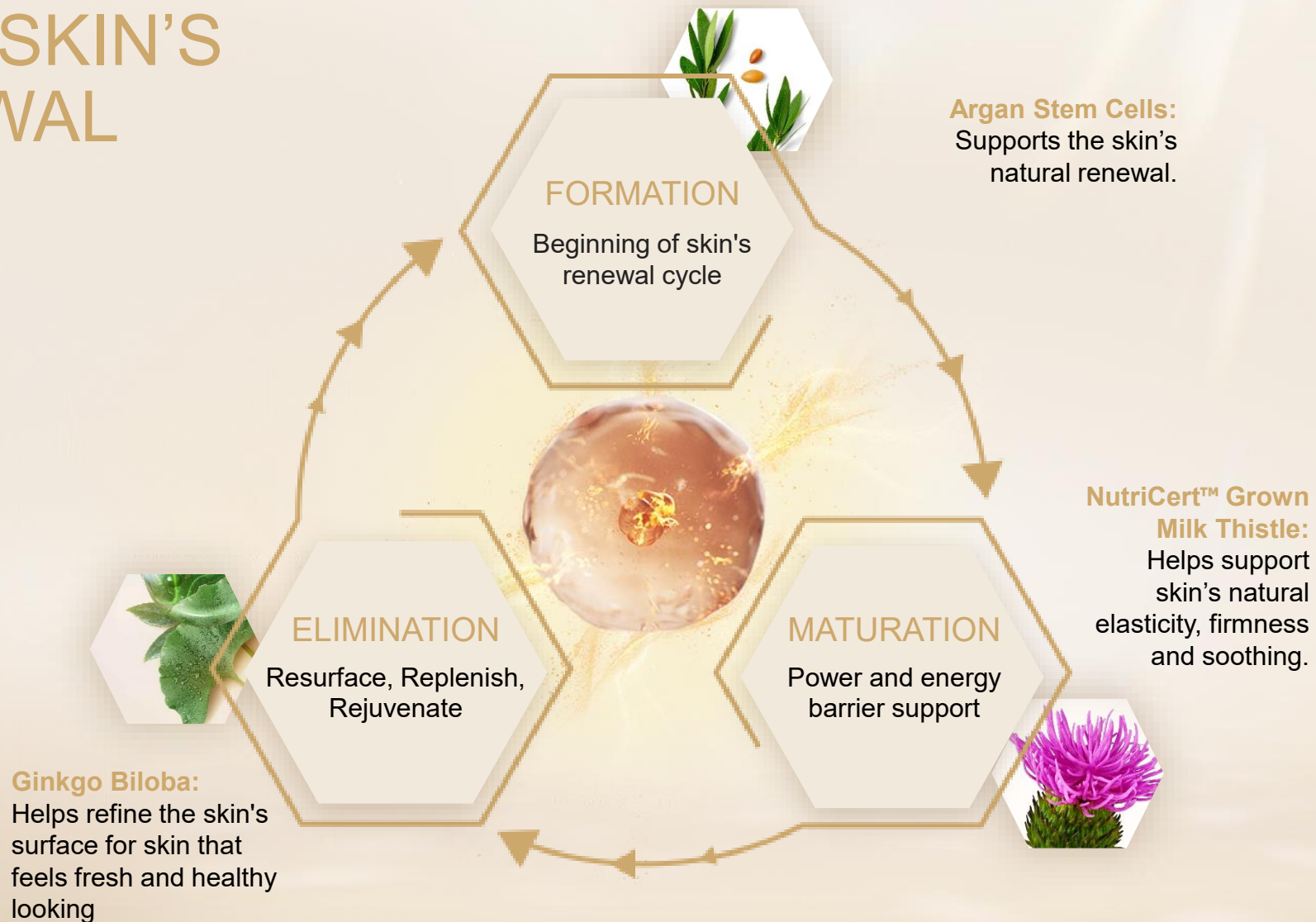


ARTISTRY
LONGXEVITY

THE POWER OF SKIN'S NATURAL RENEWAL PROCESS

The skin goes through a natural **3-phase renewal process**.

Over time, their **vitality** — the ability to take in nutrients and function effectively — and **resilience** — the capacity to respond to stressors — may decline. While this is part of the natural ageing process, **skincare can help support the skin's appearance**.



POWER UP YOUR SKINCARE AT THE CELLULAR LEVEL

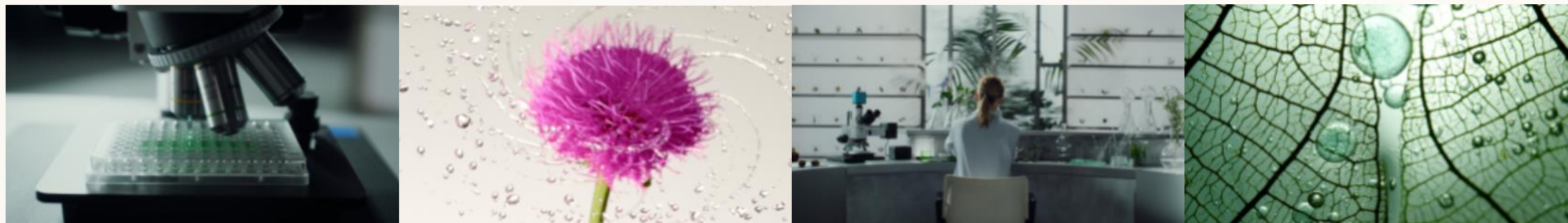
Discover our most intensive skincare collection, **Artistry LongXevity™**. A breakthrough innovation that is inspired by where it all begins – at the cellular science.

Fueled by a potent combination of **plant-based botanicals** and **clinically-proven scientific ingredients**, these powerhouse formulas work in harmony with **each stage of the skin's natural renewal cycle**, supporting it to activate the skin's own natural energy to help defy the sign of time¹.

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¹Based on a clinical study (Cutometer Analysis, n=33, ages 35–64r. Individual results may vary.

WHAT MAKES ARTISTRY LONGXEVITY™ SPECIAL



CLINICAL RESULTS + EXCEPTIONAL QUALITY

Each formula is created through rigorous testing, including clinical, safety, stability, and consumer evaluations, to **ensure exceptional, visible results.**

THE POWER OF ARTISTRY™ + NUTRILITE™

Includes over 30 newly selected ingredients and contains the most Nutrilite™ ingredients of any Artistry skincare product.

PREMIERE COLLABORATIONS

Our scientists are experts in the study of Healthy Beauty, and we collaborate with skin experts and some of the **most renowned academic centers** around the world.

HIGH STANDARDS FOR HIGH PERFORMANCE

Artistry™ Clean Trust means knowing exactly which ingredients – harvested for peak potency and results – go into our products for highly efficacious skin care.



A POTENT MIX OF SCIENTIFIC INGREDIENTS AND PLANT-BASED BOTANICALS

ALL 3 FORMULAS CONTAIN:



NutriCert™ Grown Milk Thistle

Helps firms, supports
the skin resilience and
vitality.

Soothes the skin.



White Chia Seed Oil/ Omega Liposome

Locks in moisture
Helps restore the skin's
protective barrier.



Plant Based Stem Cell Blend

Plumps and helps
reduce the look of
visible wrinkles.

Energises the
appearance of the skin.



Japonica Leaf Extract

Helps boosts the look
of skin firmness for a
more lifted
appearance.



Ginkgo Biloba

Refines the skin's
surface for a
rejuvenated
appearance.



24 Karat Gold and Diamond Powder Complex

Diffuses light and
reduces the look of
wrinkles on the skin's
surface.



ARTISTRY LONGXEVITY™ TONER ESSENCE

Item no. 127600

Far more than just a toner! This **“liquid gold-like” formula** refreshes the look of tired skin and improves the appearance of fine lines, the skin’s texture and clarity.

Increases skin’s hydration level by 358%¹

Boosts the penetration of Artistry LongXevity™ Rich Cream by more than 5 times²

Contains ingredients to help protect against environmental stressors

Chaga Mushroom

Soothes and reduces the visible signs of skin fatigue, discolouration and fine lines due to dryness.

Hyaluronic Acid Blend

Draws in water for a humectant effect and plumps skin with hydration.

Amino Acid & Mineral Blend

Invigorates the look of skin in harmony with its natural rhythm.

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¹Based on the Moisturization Study (AIM Lab, RPT-008-24-ASC-A; n=30, age 21–59). Statistically significant 358% improvement at immediate timepoint. ² Based on in vitro skin penetration assay (Bioassay Study RPT-CS-5,004). For informational purposes only.

SEE THE RESULTS

90%

of users say it immediately gives skin a healthy-looking glow¹.

91%

of users say it refines the look of skin texture in 3 days¹.

88%

of users say it reduces fine lines due to dryness in 3 days¹.

¹Based on a consumer perception study (CSS/Datelligence Study 76123D). Individual experiences may vary



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ARTISTRY LONGXEVITY™ RICH CREAM

Item no. 127571

Delivers a gravity-defying lift for **firmer, smoother** and **more radiant skin** with defined contours.

Moisturises skin for 24 hours

Reduces the appearance of deep wrinkles and helps boost the skin's natural renewal process

Refines the skin's surface for a rejuvenated appearance



Mastic Resin Liposome

Provides the benefits of retinol for more youthful-looking skin without irritation.

Peony Extract

Provides a fuller and plumping effect .

Summer Snowflake extract

Visibly smooths the appearance of wrinkles.

SEE THE RESULTS

86%

of users say it helps skin looks younger after 3 days¹

87%

of users say skin feels firmer after 1 week¹

85%

of users say it helps reduce the appearance of deep wrinkles in 2 weeks¹

83%

of users say it helps the jawline appear more angled and defined in 8 weeks¹

¹ Based on a consumer perception study (CSS/Datatelligence Study 76123A) with participants aged 40–60 (n=112–125). Reported after 3 days to 2 weeks of Rich Cream use. Consumer perception results. Individual experiences may vary.

² Based on clinical studies.

ARTISTRY LONGXEVITY™ EYE CREAM

Item no. 127573

360 degrees of eye care to help reduce the appearance of deep wrinkles, undereye puffiness and discolouration.

Immediately improves the appearance of the eye area, smoothness, brightness and overall healthy look

Improves the appearance of sagging skin in the eye area

Helps regenerate skin's youthful appearance

Caffeine Blend

Helps reduce the appearance of three types of undereye discoloration.

White Lupine & Alfalfa

Helps reduce puffiness and tones the undereye area.

Cardiolipin + Olive Leaf Stem Cells + Glycogen

Helps energise the look of firmness and decrease the look of wrinkles.



SEE THE RESULTS

81%

of users say it helps give eyes a lifted look¹

79%

of users agree it reduces the look of fine lines immediately²

83%

of users say it helps reduce the look of under-eye puffiness in 3 days²

81%

of users say it helps to reduce the appearance of deep wrinkles after 2 weeks²

¹After 1 Week Use: In a consumer perception study (CSS/datatelligence Study 76123C, n=121, ages 40–60)

²Based on a consumer perception study (CSS/Datatelligence Study 76123C). Individual experiences may vary

³Based on clinical studies.



SUSTAINABILITY CONVENIENT FOR YOU AND THE PLANET

With its intelligent refill system, Artistry LongXevity™ is a **sustainable choice**.

- Both the Artistry LongXevity Rich Cream and Artistry LongXevity Eye Cream offer **refill options**, reducing waste and plastic usage by up to 65%.
- Refill components are made using **30% post-consumer recycled (PCR) materials**.
- **Refill options cost you 15% less** than repurchasing the full-size product.

This approach delivers **luxury that lasts**, a smart choice for your skincare, the planet and the pocket.

THE EVOLUTION OF LONGXEIVITY

ARTISTRY SUPREME LX™

Increases skin energy in phase 2: Maturation.



Grandiflora stem cell extracts help synchronise the skin's natural biorhythms.

CellEffect 24 Complex helps multiply the skin's natural ability to energise itself.

Regenerating Cream
Regenerating Eye Cream

BENEFITS ON SKIN
CELLS NATURAL
RENEWAL PROCESS

KEY INGREDIENTS

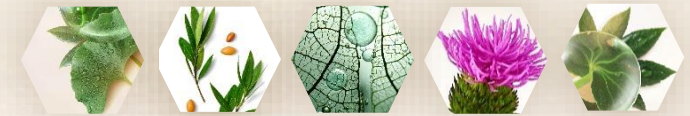
COMPLEX AND OTHER
INGREDIENTS

PRODUCT LINE

SUSTAINABILITY

ARTISTRY LONGXEIVITY™

Addresses all 3 stages of the cells' natural renewal process.



30 NEW INGREDIENTS

Ginkgo Biloba
Argan Stem Cells
Olive Leaf Stem Cells

Nutricert Milk Thistle
Japanica Leaf Extract

Potent combination of scientific ingredients and plant-based botanicals, including Argan Stem Cells.

Rich Cream
Eye Cream
NEW Toner Essence
NEW Soft Cream COMING SOON

NEW Refills for a more sustainable and convenient skincare routine.

EMBRACE A HOLISTIC APPROACH TO HEALTHY-LOOKING SKIN



COMPLETE YOUR SKINCARE ROUTINE

Create an effective daily skincare routine with **Artistry™ Cleanser, Serums, and UV protectors.**

SUPPORT YOUR SKIN FROM WITHIN

Support your skin with supplements from **Nutrilite™** to nourish and protect it from within.

STAY HYDRATED EVERY DAY

Drinking plenty of **eSpring purified water** keeps you hydrated and promote clear skin.

DAILY HABITS



Community



Diet



Hydration



Mindfulness



Movement



Sleep



Products

HOW ARTISTRY LONGXEVITY™ SUPPORTS YOUR ARTISTRY BUSINESS



ON-TREND TOPICS

Skin longevity and **cellular science** are increasingly popular themes. Artistry LongXevity addresses these topics, giving you relevant speaking point.

DESIGNED TO ACCELERATE YOUR ACHIEVEMENTS

Visible results and convenient refill options build loyalty while **driving consistent, high-level PVs**.

BE A PROUD ARTISTRY AMBASSADOR

Artistry LongXevity boasts a strong scientific background and **collaborations with renowned institutions** from around the globe, so you can represent Artistry™ with pride!

GET ALL THE SUPPORT YOU NEED

A set of assets to help you present the collection to your customers. Find them **in the Amway Library after logging in**. More assets will await you in the Library starting from the launch date.



PRODUCT VIDEO



PRODUCT POWER POINT
PRESENTATION



WHATSAPP TILE
'OVERVIEW'



WHATSAPP TILE
'PRODUCTS'



EDUCATIONAL CONTENT ON
AMWAY ACADEMY ONLINE ¹



VIRTUAL BACKGROUNDS



PRINT-READY BRAND WALL



PRINT-READY ROLL-UP

¹ Educational Videos will be available on 16 October 2025

POWER UP YOUR SKINCARE AT THE CELLULAR LEVEL

ARTISTRY
LONGXEVITY

Visibly restores the skin's appearance
for a younger-looking skin with
Artistry LongXevity Skincare.

Discover more on
Amway.co.za



¹Based on a clinical study (Cutometer Analysis, n=33, ages 35–64). A significant portion of participants showed skin characteristics comparable to up to 17 years younger. Individual results may vary.

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