

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



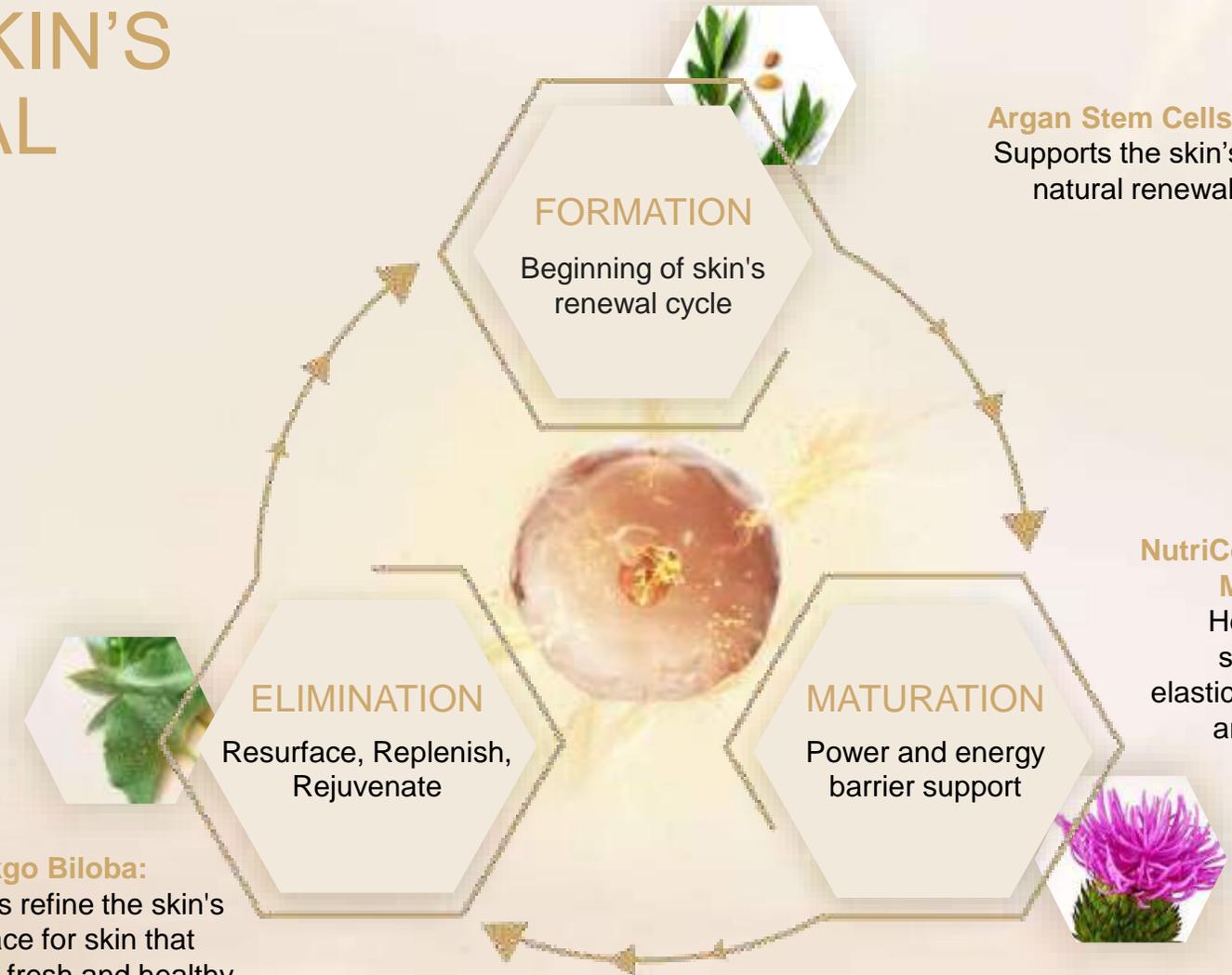
ARTISTRY
LONGEVITY

THE POWER OF SKIN'S NATURAL RENEWAL PROCESS

The skin go 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**.

Ginkgo Biloba:
Helps refine the skin's surface for skin that feels fresh and healthy looking



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.

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.

ARTISTRY
LONGXEVITY

WHAT MAKES ARTISTRY LONGXEVIY™ 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 skin care 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:

RICH CREAM AND EYE CREAM ALSO CONTAIN:



NutriCert™ Grown Milk Thistle

Helps firm the skin by supporting collagen maintenance

Soothes the skin.



White Chia Seed Oil/ Omega Liposome

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



Plant Based Stem Cell Blend

Helps to re-densify skin and reduce visible wrinkles.

Helps to restore and energise skin.



Japonica Leaf Extract

Helps boost collagen for a firmer, more lifted appearance.



Ginkgo Biloba

Removes energy-stealing and age-related cells 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.

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/Datatelligence Study 76123D). Individual experiences may vary

ARTISTRY LONGXEVITY™ EYE CREAM

SKU 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

Help recharge cell energy to increase 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 undereye 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.

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 look 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 8 weeks of Rich Cream use. Consumer perception results. Individual experiences may vary.

² Based on clinical studies.

ARTISTRY LONGXEVITY™ SOFT CREAM

SKU 127572

Delivers the same **gravity-defying effect** of the Rich Cream with a **lighter texture**, perfect for normal to combination skin and warmer days.

Moisturises skin for 24 hours

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

Removes age-related, energy-stealing “zombie” cells 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 while also helping to limit skin slackening.

Summer Snowflake extract

Visibly smooths the appearance of wrinkles.

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SEE THE RESULTS

89%

of users say it helps reduce visible fine lines due to dryness in 3 days¹

81%

of users say it reduces the appearance of sagging skin in 1 week¹

82%

of users say it reduces the appearance of deep wrinkles in 2 weeks¹

85%

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

¹ Based on a consumer perception study. Consumer perception results. Individual experiences may vary.

² Based on clinical studies.

RICH OR SOFT: WHICH CREAM IS BEST FOR ME?

Artistry LongXevity™ Rich and Soft Cream deliver **the same results** with **different textures** and **sensorial experiences** on your skin. Just choose what best suits your needs and preferences.



RICH CREAM

Rich, voluptuous texture.
Ideal during colder days or for your night routine.
Perfect for drier or more mature skin.



SOFT CREAM

Light, breathable texture.
Ideal for warmer days or for your morning routine.
Perfect for normal to combination or younger skin.

EXPERT TIP

You can add both creams to your skincare routine. Use the Rich Cream at night and the Soft Cream in the morning, but always remember to add SPF!





SUSTAINABILITY CONVENIENT FOR YOU AND THE PLANET

RICH CREAM REFILL	SKU 127575
EYE CREAM REFILL	SKU 127577
SOFT CREAM REFILL	SKU127576

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

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'

Amway | **ACADEMY**

EDUCATIONAL CONTENT ON AMWAY ACADEMY ONLINE



VIRTUAL BACKGROUNDS



PRINT-READY BRAND WALL



PRINT-READY ROLL-UP

ARTISTRY
LONGXEVITY

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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