

ARTISTRY
LABS

ILLUMINATING
SYSTEM

**A BREAKTHROUGH
FOR ULTIMATE
RADIANCE**



ARTISTRY BRANDS: SKIN SCIENCE, HEALTH- INSPIRED, RESULTS DRIVEN



ARTISTRY

Products act like supplements for your skin to fulfill 5 key skin nutritional requirements that self-adjust at every stage, at any age.



ARTISTRY LONGXEVITY

Advanced plant and science-powered formulas that support skin's cellular level, vitality and resilience to help defy the signs of ageing



ARTISTRY LABS™

Targeted solutions designed to address specific skin concerns with advanced science for visible results.

ARTISTRY
LABS

REVEAL YOUR MOST RADIANT SKIN

Experience the Artistry Labs™ Illuminating System. This clinically proven, two-step system **helps reduce the appearance of dark spots and reveal brighter, more even-looking skin.**

Cytidine Illuminating Complex and Nutrilite-grown floral botanical Iris Florentina root extract delivers concentrated formula for visibly illuminating transformation.

This innovative 4-week skincare system targets dark spots with precision, working deep within the skin's surface.

Continue daily use for up to 12 weeks for more radiant results.

*Based on licensed IP

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ARTISTRY
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YOUR PATH TO RADIANCE

ILLUMINATING SERUM

- Immediately brightens the look of skin's complexion.
- Feels lightweight, spreads evenly, absorbs quickly with a lightly hydrating feel.
- Prepares skins surface for effective and deeper absorption of spot corrector.



INGREDIENTS



Cytidine Complex²



**Nutrilite™-grown
Iris Florentina
Root Extract⁴**



AA2G⁵



**Cactus Flower
Extract³**

²Cytidine Complex, including niacinamide and AA2G, a stabilized vitamin C technology developed in partnership with Yale university and is 40% more powerful than a well-known ingredient for brightening the look of skin. ³Cactus flower extract helps prepare skin's surface layer for effective absorption of serum. ⁴Nutrilite-grown Iris Florentina root extract helps reduce the appearance of dark spots and reveal skin that looks more even-toned. ⁵AA2G, a stabilized vitamin C technology, reduces the appearance of dark spots.

ARTISTRY
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THE ULTIMATE PATH TO RADIANCE

SPOT CORRECTOR

- Intensely reduces the appearance of dark and age spots.
- Formulated with key ingredients known to visibly address discolouration
- Unique, targeted formula works on the appearance of dark spots even after applying moisturiser afterward.



INGREDIENTS



**Nutrilite™-grown
Iris Florentina
Root Extract⁴**



**Tranexamic
Acid⁶**



**Cactus Flower
Extract³**

Based on consumer perception of the reduction in the appearance of stubborn dark spots compared to Artistry Signature Select Personalized Serum + Spot Amplifier

WHERE NATURE MEETS SCIENCE:

Ingredients that make the difference: backed by 10 years of innovation and nurtured from our own botanical heritage.



**CYTIDINE
COMPLEX**

Including **niacinamide** and **AA2G**, **40% more powerful** than a well-known ingredient for brightening the look of skin.¹



**NUTRILITE™-GROWN
IRIS FLORENTINA ROOT
EXTRACT**

Potent phytonutrient that helps reduce the appearance of dark spots and reveal skin that looks more even-toned.



AA2G

A stabilised **Vitamin C** technology, reduces the appearance of dark spots.



**TRANEXAMIC
ACID**

Soothes skin and helps reduce the visible effects of UV light-induced discolouration.



**CACTUS FLOWER
EXTRACT**

Helps prepare skin's surface layer for effective absorption of serum.

¹Developed in partnership with a world-renowned researcher from a major US university

Based on licensed IP

In-vitro testing versus ingredient AA2G at the same level.

Baswan S, Yim S, Leverett J, Pawelek J. LB1591 In-vitro and in-vivo evaluation of skin lightening efficacy of cytidine. *Journal of Investigative Dermatology*. 2018 September; 138(9): B21

OUR BOTANICAL HERITAGE IN ACTION

FROM SEED TO SKIN IN 9-STEPS!

Nutralite-grown Iris Florentina is a **traceable, floral botanical** grown specifically for Artistry on our Trout Lake East farm.

Iris Florentina is delicate yet powerful, **helps reduce dark spots**. Perfect for Artistry Labs Illuminating System.

1. CHOOSING THE BOTANICAL



Amway scientists selected Iris Florentina roots for their skin benefits.

2. SELECTING THE SEED



Heirloom variety grown from root cuttings, not seeds.

3. CHOOSING THE FARM



Grown on our certified organic Nutrilite™ Trout Lake East farm, Washington, USA.

4. GROWING



Sandy soil, natural mulching and composting maintain soil health.

5. HARVESTING



Two-year cycle; rhizomes hand-trimmed, washed and dried.

6. EXTRACTING



Exclusive, patent-pending process preserves nutrients and optimises benefits.

7. MANUFACTURING



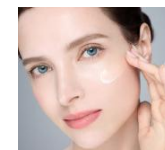
Over 400 quality tests ensure consistency and safety.

8. PACKAGING



Tamper-resistant, sustainable materials; wind power used in production.

9. YOU



Seed-to-skin traceability for safe, effective, responsibly made skincare.

VISIBLE, PROVEN RESULTS

CLINICAL STUDY

91% Of clinical study participants showed lighter and brighter skin in 8 weeks.

96% Of clinical study participants showed improved dark spot intensity at 12 weeks.*

CONSUMER PERCEPTION

91% Of consumers said it helps diminish the appearance of dark spots.¹

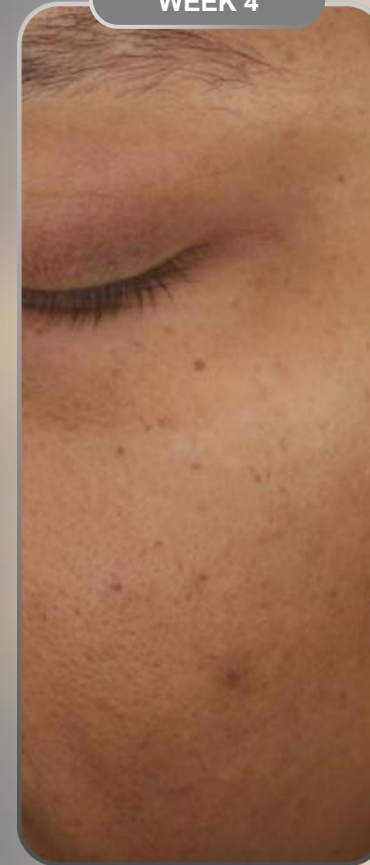
94% Of consumers saw more even skin tone after 4 weeks.²

CLINICALLY PROVEN RESULTS *

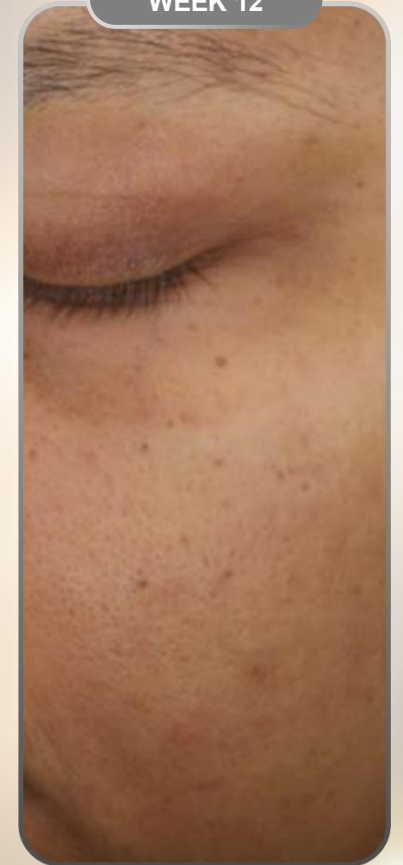
BASELINE



WEEK 4



WEEK 12



¹In a consumer perception study after 4 weeks. ²Clinical testing measuring seven skin parameters : a. Dark Spot Appearance b. Dark Spot Intensity c. Dark Spot Size d. Lightness/Brightness e. Radiance f. Skin Tone Evenness g. Global Hyperpigmentation. *Images from clinical study. 4 & 12 weeks of use. Individual results may vary.

HOW TO INTEGRATE LABS IN YOUR ROUTINE



1

CLEANSE



2

TONE



3

TREAT

Apply two pumps of **Illuminating Serum** evenly over the entire face. Layer your favourite serums from thinnest to thickest.



4

Massage **Spot Corrector** directly onto spot of concern until fully absorbed



5

MOISTURISE



6

PROTECT

WEAR SPF!
Use a high-protection sunscreen like Artistry Skin Nutrition™ SPF 50+ to help prevent sun-related discoloration.

WHY SWITCH?

Unique ingredient combinations, natural skin cell renewal research and a systems approach for visible results set Labs apart

TO BE DISCONTINUED

ARTISTRY SIGNATURE SELECT BASE + SPOT AMPLIFIER

Designed to help reduce the visible size and colour of dark spots

- Targets dark spots and uneven tone.
- Vitamin C + Nutrilite-grown white chia seed.



NEW

ARTISTRY LABS ILLUMINATING SYSTEM

Formulated to help visibly reduce the appearance of dark spots by supporting even skin tone.

- Designed to target melanin production at the **source**
- Intensive **4-week system** for visible results.
- Visibly reduces dark spots and boosts even tone.
- Formulated with patented, breakthrough technology* from Yale University.
- Nutrilite-grown Iris Florentina root for a powerful phytonutrient with skin illuminating properties.
- Highest concentration of key ingredients.
- Performed better than former product formulas.



ARTISTRY LABS

Comparing our two latest launches for targeted skin care needs.

LABS Retexturizing System:

- Peel
- Serum
- Aquabrasion Device

CONCERNS

Skin that looks dull, rough and dehydrated, with fine lines and visible pores.

USE

Peel (PM) 2 days/week
Serum (AM, PM) for 4 weeks

BENEFITS

Clinically proven to **refine skin texture**, visibly **smooth fine lines**, and **minimise the look of enlarged pores**.



*Depending on your needs, one or both products can be right for you, but **NOT** recommended to be used **together***

LABS Illuminating System:

- Serum
- Spot Corrector

CONCERNS

Hyperpigmentation: dark spots, age spots, sunspots, and uneven skin tone.

USE

Daily 2x day (AM, PM) for 4 weeks.
Improved results up to 12 weeks or longer.

BENEFITS

Clinically proven to reduce the appearance of **dark spots** for a more **even skin tone** and a brighter, more **radiant look**.

1. WHAT SKIN CONCERNS DOES THE ARTISTRY LABS™ ILLUMINATING SYSTEM ADDRESS?

Dark spots, discolouration, and skin tone that is generally uneven.

2. CAN I USE THE TWO PRODUCTS SEPARATELY?

The power and effectiveness of the Illuminating System require that both products are used together. Make sure that when you invest in your skin with this valuable system, you do it correctly and consistently for optimum results.

3. HOW SOON WILL I NOTICE RESULTS?

Some dark spots and discolouration may be more persistent, and visible improvement can take up to one week or longer. Consistent use twice daily is key to start seeing results.

4. CAN YOU USE THE SYSTEM WITH ARTISTRY SKIN NUTRITION™ VITAMIN C + HA3 DAILY SERUM?

Yes, the Illuminating System can be used with the Vitamin C + HA3 Daily Serum as well as the Artistry Skin Nutrition Defying and Correcting Serums. We recommend that consumers adjust the use of combined products based on their own individual skin sensitivities. If you experience any irritation, discontinue combined product use.

5. ARE THERE ANY SPECIFIC ARTISTRY™ PRODUCTS TO AVOID WHILE USING LABS ILLUMINATING SYSTEM?

We do not recommend using the system with Artistry Intensive Skincare

Artistry Labs Retexturizing System, Artistry Signature Select™ Anti-Spot Amplifier, Artistry Signature Select Brightening Amplifier as well as products for acne or any that contain strong exfoliating agents.

6. CAN I USE THIS SYSTEM FOR LONGER THAN FOUR WEEKS?

The Illuminating System was designed as a four-week routine. However, it is safe to use in an ongoing manner as a daily routine for 12 weeks to obtain more dramatic results. Use caution and discontinue use if any issues arise.

7. CAN THIS BE USED WITH ARTISTRY LABS RETEXTURIZING SYSTEM AT THE SAME TIME?

We do not recommend the use of Artistry Labs Illuminating System at the same time as Artistry Labs Retexturizing System. However, you can try the Illuminating System on non-peel days of your Retexturizing System regime if your skin allows it. If you experience any sensitivity, like irritation or redness, please discontinue combined product use and return to one-at-a-time use.

8. IF I EXPERIENCE ANY SKIN REACTION OR SENSITIVITY AFTER APPLICATION, WHAT SHOULD I DO?

These products have been rigorously tested, though every person's skin is different. If you or a customer experience a skin reaction, first rinse off the product and stop use. Consult your doctor if a rash occurs. Do not use on damaged or broken skin.

9. CAN I USE THESE PRODUCTS ON MY NECK OR OTHER AREAS WHERE I HAVE DARK SPOTS?

No. This system is intended to be used only on facial skin. The products were not developed for use on the neck or tested on the neck area. Therefore only use on facial skin.

10. WHAT IS THE SHELF LIFE?

The Illuminating Serum and Spot Corrector have a three-year shelf life. Once open, they will last for 12 months.

11. HOW SHOULD I STORE THE PRODUCTS?

We suggest storing these skin care products in a cool, dry place.

12. CAN I USE THE PRODUCT IF I HAVE SUNBURN OR AFTER A STRONG COSMETIC TREATMENT?

We do not recommend the use of Artistry Labs Illuminating System on sunburnt skin or after a strong cosmetic treatment as there's potential for increased irritation. For better tolerance, allow your skin to heal before using this system.

13. CAN ARTISTRY LABS ILLUMINATING SYSTEM BE USED DURING PREGNANCY?

Safety studies of cosmetics are not conducted on pregnant women. Therefore, use should be discussed with a physician – especially since skin conditions often change during pregnancy.

14. CAN I USE THE DERMA-ARCHITECT DEVICE WITH THE LABS ILLUMINATING SYSTEM?

The Derma-Architect Device (Skin care function) can be used with the Labs Illuminating Serum, but use of the two together should be based on your skin sensitivity. If you experience any sensitivity, like irritation or redness, you should discontinue the combined use of the products.


15. ARE THERE ANY PATENTS OR PATENTS PENDING FOR THIS SYSTEM?

Yes!


IDENTITY OF FILER	APPLICATION TITLE	PATENT NUMBER	FILING DATE	FILING STATUS	APPLICATION COUNTRY
Yale University	Cytidine	U.S. 10,596,094 B2	March 7, 2014	Complete	USA
Access Business Group International LLC	Iris Florentina extraction method	Pending international application #WO2022256476A 1	December 1, 2023	Pending	USA

Pitch like a pro!


Want to **BOOST YOUR CONFIDENCE** when talking about the Illuminating System?
This selling scenario shows you exactly how to turn a casual chat into a successful sale.




Customer
I've noticed the dark spots on my cheeks and nose get worse in summer.




ABO
What have you tried so far?




Customer
A few brightening products, but some spots are still stubborn.




ABO
You might need a more targeted solution. The Artistry Labs™ Illuminating System is designed to reduce the appearance of dark spots and hyperpigmentation, while helping brighten and even skin tone.



Customer
How does it work?



ABO
It's a two-step system: a face-brightening serum, plus a spot corrector to target stubborn dark spots.



Customer
What makes it different?



ABO
I had the same question. After a few weeks, I could actually see my dark spots fading. It's formulated with Nutrilite Iris Florentina root extract, discovered by Amway scientists using a patent-pending extraction process to support a more even skin tone.




Customer
Is this ingredient unique?



ABO
Yes, it also contains Cytidine Complex, developed with a world-renowned US researcher.*



Customer
That sounds advanced.



ABO
It is, and results are fast. 91% of users saw visibly reduced dark spots in just 4 weeks**. You can keep using it daily for even more noticeable results by 12 weeks. Why not start with a 4-week reset and see how your skin responds?



Customer
Let's try it!

EVERYTHING YOU NEED TO SUCCEED

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



ONE PAGER LAB PRODUCTS COMPARISON



WHAT APP TILES



CREDIBILITY VIDEOS



VIRTUAL BACKGROUND



PRINT-READY BRAND WALL



PRINT-READY ROLL-UP



SCIENCE POWER POINT PRESENTATION

ARTISTRY
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YOUR PATH TO RADIANCE

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