



**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.**

**Amway**

\* 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.**

**Amway**

\* 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.\*



ARTISTRY™

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

## **Phytonutrients from Nutrilite™ farms**

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

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



**'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.**

**Amway**

Dermatologically tested means that the product has been tested on normal skin to assess its safety and compatibility with the skin.. If you have any concerns, please consult a doctor or dermatologist





ARTISTRY™

## Sustainable facilities

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

**90%** landfill-free

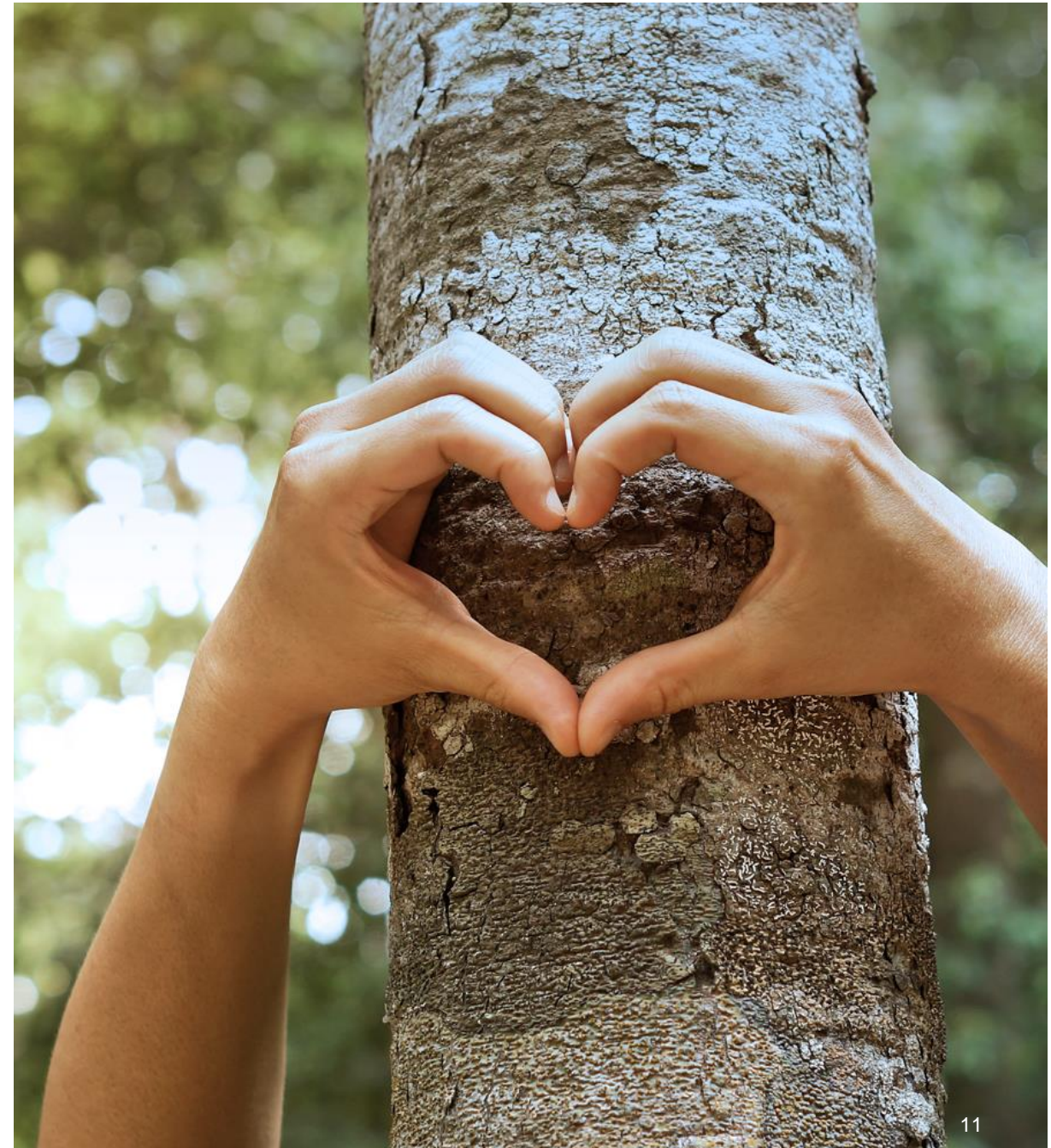
## Packaging improvements

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™

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

New thinking around **skin care**

Mature skin **can be vibrant and beautiful**

### **Signs of poor 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, firm, lifted, plump and feels resilient.

**Skin care allows it to perform its vital protective role, withstand environmental stress, and repair.**

**Amway**

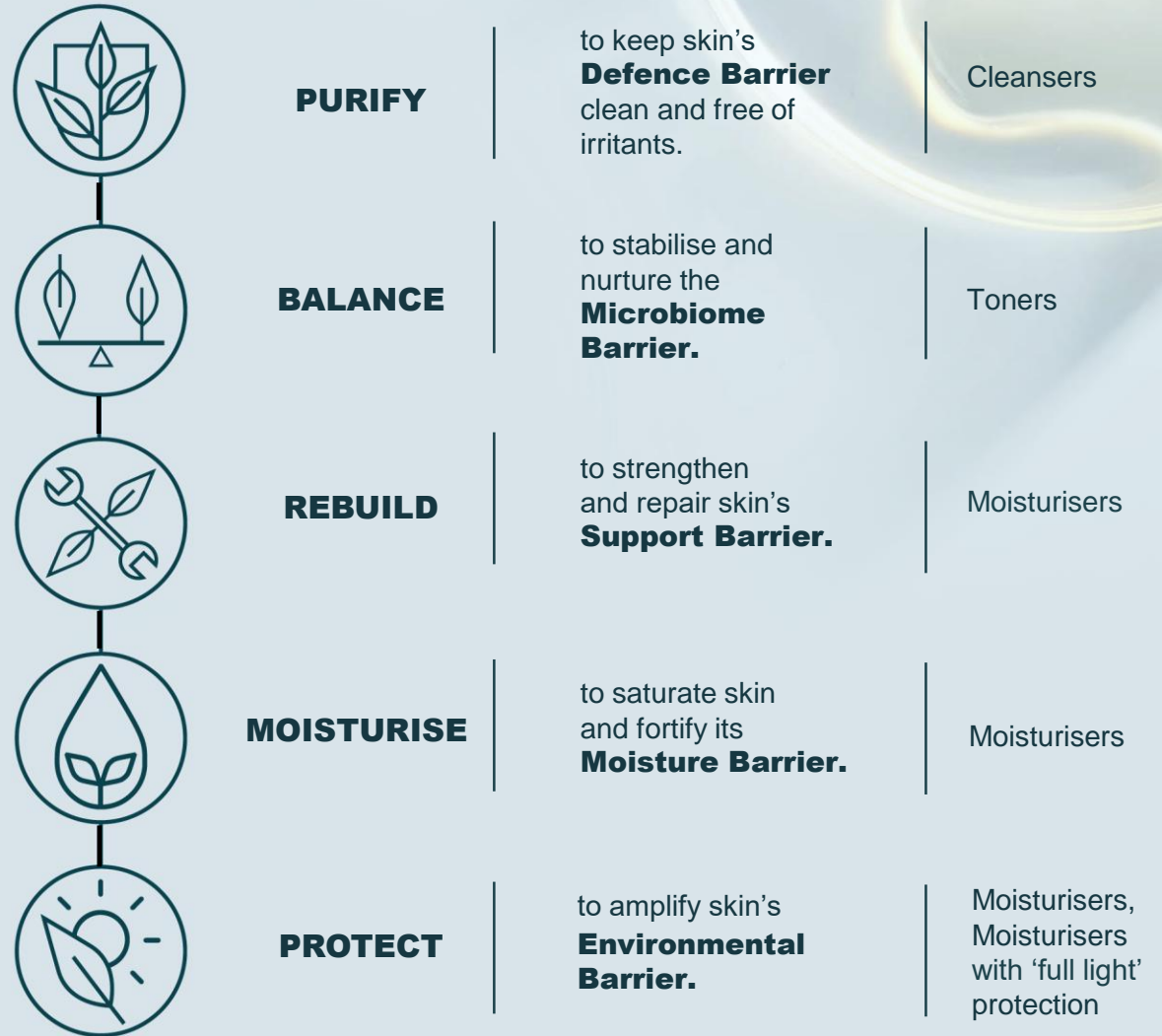
The information is by no means intended to diagnose, treat or cure any disease or to replace or substitute medical or other healthcare advice. The information is meant to enrich current knowledge and educate on skin care regimen.

## 5 Key Skin Nutritional Requirements

### 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.





ARTISTRY™

Renewing

## Renewing Foaming Cleanser

Skin Nutritional Requirement: **Purify**

- **Removes impurities** like dirt
- Patented blend\* **soothes skin**
- **Skin microbiome friendly**

Nutrilite™-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

### Balance

- **Stabilise and nurture** the microbiome and keeps it in balance
- **Renew, calm, soothe and soften** skin
- Gives skin a **fresh burst of hydration and conditioning**, for a dewy feel

Nutralite™-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

**Amway**



□

ARTISTRY™

Renewing

# Renewing Reactivation Day Lotion SPF 30

## Rebuild, Moisturise, Protect

- Maintains skin moisture levels for 24-hour hydration
- Re-activate skin's natural repair for firmer support
- Reduce the appearance of fine lines, wrinkles and other visible signs of ageing
- 'Full sunlight' protection

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

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

Non-comedogenic, No oxybenzone, No octinoxate

50ml

ITEM NO. 123857  
**Amway**



The Skin Cancer Foundation recommends this product as an effective broad-spectrum sunscreen.



ARTISTRY™



**Renewing**

## **Renewing Reactivation Day Cream SPF 30**

**Rebuild, Moisturise, Protect**

- Keeps skin hydration levels for 24 hours
- Reactivate skin's natural repair process for a firmer support system
- Reduce the appearance of lines, wrinkles
- 'Full sunlight' protection

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

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

**Non-comedogenic, No oxybenzone, No octinoxate**

**50ml**

**ITEM NO. 123787**

**Amway**

The Skin Cancer Foundation recommends this product as an effective broad -spectrum sunscreen.

## Renewing

# Renewing Reactivation Eye Cream

### Rebuild, Moisturise, Protect

- **Maintains skin hydration** levels for 24 hours
- **Revive and rejuvenate** skin around the eye area
- **Reactivate** skin's natural repair process
- **Protect skin**

Nutriline™-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**

### **Rebuild, Moisturise, Protect**

- **Advanced firming and lifting technology in Artistry**
- **Maintains skin moisture levels** for 24-hour hydration
- **Reactivate skin's natural repair** for a firmer support system
- **Skin looks and feels smooth**
- **Protect skin**

Nutralite™-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**

**Amway**





# ARTISTRY™

## PRODUCT RECOMMENDATION



### Previous Artistry™ Products



**Artistry Youth Xtend™  
Rich Cleansing Foam**



**Artistry Youth Xtend™  
Softening Lotion**



**Artistry Youth Xtend™  
Protecting Cream – Day**

### New Artistry™ Product



**Artistry™ Renewing  
Foaming Cleanser**



**Artistry™ Renewing  
Softening Toner**



**Artistry™ Renewing  
Reactivation Day Cream SPF 30**

ARTISTRY

ARTISTRY™

**Amway**

Previous  
Artistry™ Products



Artistry Youth Xtend™  
Protecting Lotion – Day



Artistry Youth Xtend™  
Enriching Lotion/Cream - Night



Artistry Youth Xtend™  
Enriching Eye Cream



Artistry Intensive Skincare™  
Advanced Vitamin C + HA Treatment

New  
Artistry™ Product



Artistry™ Renewing  
Reactivation Day Lotion SPF 30



Artistry™ Firming  
Ultra Lifting Cream



Artistry™ Renewing  
Reactivation Eye Cream



Artistry™ Vitamin C+HA3  
Daily Serum

ARTISTRY



ARTISTRY™

[www.amway.co.za](http://www.amway.co.za)



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



Amway

The Skin Cancer Foundation recommends this product\* as an effective broad-spectrum sunscreen.  
\*Artistry™ Skin Renewing Reactivation Day Lotion SPF 30 and Artistry™ Skin Renewing Reactivation Day Cream SPF 30.



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**

**#Artistry™**

**# ArtistryBeautifulSkin**

**www.amway.co.za**



ARTISTRY™

**VITAMIN C+HA3  
DAILY SERUM**

**MORE  
POWER**

**FOR SKIN BEAUTY**



# 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





# 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 vibrant skin** and reveals a more even-toned, radiant look.



**Reduce fine lines and wrinkles** and helps plumps the appearance of skin with hydration.



**Protects skin barrier** from environmental aggressors, thanks to VITAMIN C.

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

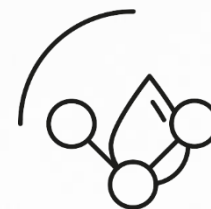


\* Based on "Consumer Perception (MarketVision Research Study 21-0471, n=162 except where noted, Age Range = 30-55; Attachment 19)"



# 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 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.



# HOW DOES IT WORK? VITAMIN C

**Vitamin C is an exceptional antioxidant and a superb multi-action skin care 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 youthful 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™

## WHAT MAKES ARTISTRY™ SKIN CARE PRODUCTS DIFFERENT TO OTHER SKIN CARE BRANDS



The Skin Cancer Foundation recommends this product as an effective broad-spectrum sunscreen.

\*Artistry™ Skin Renewing Reactivation Day Lotion SPF 30 and Artistry™ Skin Renewing Reactivation Day Cream SPF 30.







Artistry™ skin care formulas are free from animal-derived ingredients and the global formulas (excluding China) are registered with The Vegan Society. The Artistry™ brand opposes animal testing. Our products are not tested on animals unless they are required by government regulations to do so. Furthermore, we actively support alternatives to required animal tests — going as far as supplying alternative non-animal testing methods to government agencies for consideration. Please note that the formulas sold in China are Different than those sold to the rest of the globe.

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Nutrition, Wellness and Skin Science –Together for you.

Artistry™ products work for your skin that go beyond traditional skin care, making it easy to reveal beautiful-looking skin... with no compromises! Differentiated new story about clean and radiant beauty.



**Transparent and sustainable\*\***

**Artistry™ products represent a unique approach to beauty that brings together the expertise of two professional brands and their**

**combined 145 years of experience. 60 years of expertise in beauty and skin science. 85+ years of expertise in nutrition and wellness.**

**Nutrilite is the world's No. 1 selling vitamin and dietary supplements brand.\***

Each Artistry™ product contains one or more phytonutrients grown on our very own Nutrilite™ or partner farms. The extracts from

White Chia Seed, Acerola Cherry, Spinach and Pomegranate. These farms follow sustainable farming practices that respect nature and the farming communities.

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

\*\*For ingredients sourced from Nutrilite and NutriCert™ partner farms

## Clean Formulation Standards

Artistry™ skin care is Clean—it has been formulated with no parabens, no phthalates, and no mineral oil.

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**In Collaboration with the SKIN CANCER FOUNDATION we are able to proudly confirm that our 2 DAY CREAM with an SPF 30 is recommended as an effective broad-spectrum sunscreen**



The Skin Cancer Foundation recommends this product as an effective broad-spectrum sunscreen.

\*Artistry™ Skin Renewing Reactivation Day Lotion SPF 30 and Artistry™ Skin Renewing Reactivation Day Cream SPF 30.

Artistry™ Renewing Reactivation Day Lotion SPF 30 and Renewing Reactivation Day Cream SPF 30 provide sun protection to protect the skin from

UV exposure which can cause sunburn, signs of premature ageing. It starts with broad spectrum SPF 30, which protects against sun damage from UVA and UVB rays. Works without leaving any visible white cast on the skin — does not look ashy on deeper skin tones.

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## PRICE of ARTISTRY™ Skin Care Range

With all our amazing ingredients and the benefits our price compared to competitors is so much more affordable -

ARTISTRY SKIN NUTRITION / page

**VALUE FOR MONEY.**

## **ARTISTRY™ VITAMIN C + HA3 DAILY SERUM**

### **THE BEST JUST GOT BETTER!**

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

\* Based on “Consumer Perception (MarketVision Research Study 21-0471, n=162 except where noted, Age Range = 30-55; Attachment 19)”

2 X more Vitamin C: Now 10%

2.4 X more antioxidant power

3 types of HA for more hydration

Nutriline™-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.

# ARTISTRY™



## BUSINESS SUPPORTING TOOLS:

- USPs
- Brand PPT
- ABO Training PPT with Notes
- Video x2 (Artistry and Vitamin C+H)
- FAQs
- A4 Posters x2
- Price List
- How To Use the Skin Care Range x2
- “Recommended as an effective broad- spectrum sunscreen” Daily Use for the DAY CREAMS with SPF30
- -Key Ingredients and Benefits of Each Product
- PDF Conversion Chart- YX Products to Artistry Products
- Business Review (LL)
- Online Web Banner
- Banners

