

ARTISTRY

Artistry™
Defying & Correcting Serums

**PROTEIN PEPTIDE
RICH SERUMS
FOR YOUTHFUL-
LOOKING SKIN**



Understanding Skin Ageing: Why starting early is essential

1

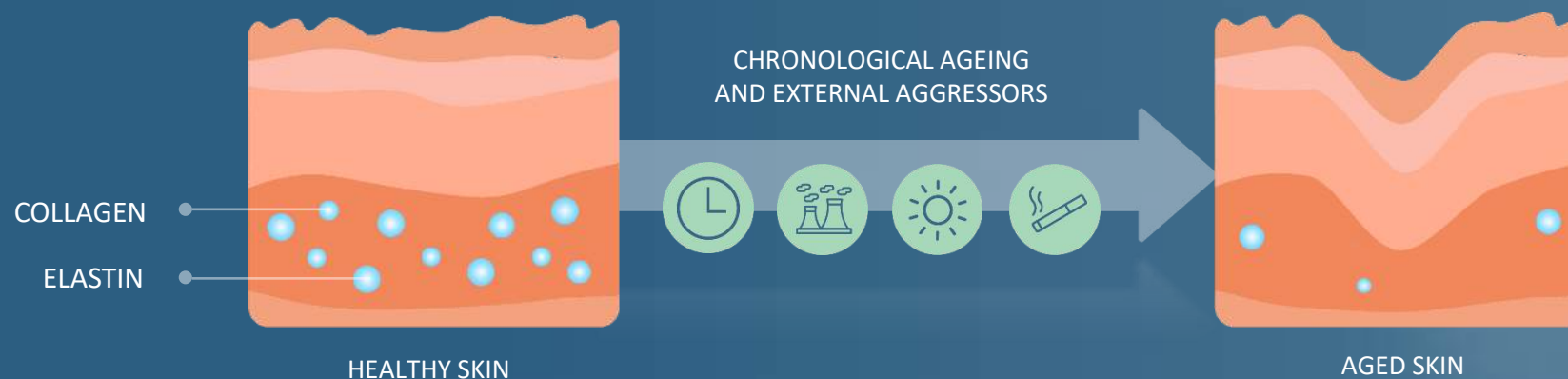
Over time, due to skin's chronological ageing and external aggressors, skin functions decline and skin's proteins like collagen and elastin, which are responsible for skin's firmness and elasticity, start deteriorating.

2

This leads to visible signs of ageing like fine lines, wrinkles, dullness, loss of elasticity and uneven skin tone.

3

Protecting your skin's natural collagen and elastin is key to having smoother, brighter, and unmistakably healthy-looking skin.



Protect and strengthen your skin's proteins with the power of the new Artistry Serums



Did you know that **natural collagen** in skin can last for **decades**? This means that, like your teeth, the best approach is to protect what you have.

The new Artistry Defying and Correcting Serums featuring **plant-derived peptides** and potent **phytonutrients** protect and support skin's proteins like **collagen** and **elastin** ensuring your skin remains youthful looking, bright and firm.



What sets our Artistry New Serums apart

1

10 BENEFITS IN ONE

Clinically proven serums target 10 signs of ageing to deliver visibly youthful-looking skin in one week.

2

NEW INGREDIENT TECHNOLOGY

Featuring advanced amino acids and cranberry biopeptides for results similar to retinol.

3

VISIBLE RESULTS

86%*

agree the Defying Serum helps minimise the appearance of fine lines immediately after application.

93%**

report an improvement in the feel of skin's elasticity.



Artistry™ Defying Serum

Lightweight, fast-absorbing serum that instantly hydrates skin and **diminishes fine lines**, helping skin to look and **feels younger** and **healthy**.

- ✓ All skin types
- ✓ Dermatologically and allergy tested

30 ml

SKU: 127019



Defying Serum Key Ingredients



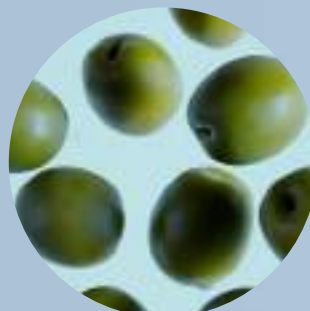
JAPANESE PLUM

Helps maintain **skin's natural elasticity** and improves the appearance of sallowness and yellowness



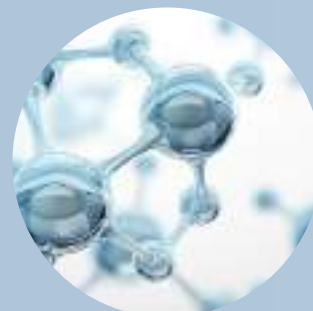
HOLY BASIL

Provides powerful **soothing** and protective **antioxidant benefits**



OLIVE EXTRACT

Powerful **antioxidants** protect against environmental aggressors and help reduce the **appearance of fine lines**



AMINO ACIDS

Diminishes the **appearance of pores** while essential proteins help skin feel smooth & supple



Glycoprotein
COMPLEX

Leverages sugar-coated stem cell technology to **improve skin's tone, texture and hydration**



WHITE WILLOW BARK +
LACTIC ACID

Promotes exfoliation for smooth, radiant skin

Experience visible results with Artistry Defying Serum

CLINICAL RESULTS - AFTER 1 USE¹

162% **immediate** increase in skin's moisture level

65% **immediate** improvement to skin's moisture barrier function

CLINICAL RESULTS - AFTER 8 WEEKS²

91% showed improvement to skin's overall appearance

100% showed improvement in skin's radiance

CONSUMER RESULTS³

88% helps minimise the appearance of pores

86% agree that the serum helps minimise the appearance of fine lines **immediately** after application

96% leaves (face and neck) skin feeling smooth

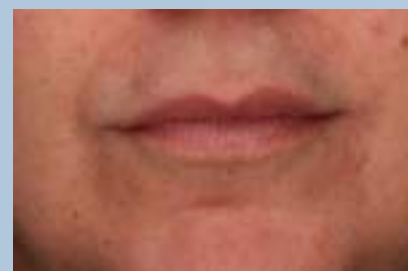
95% leaves skin looking and feeling more supple



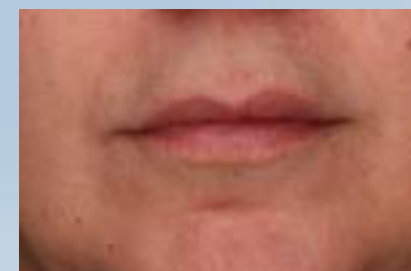
BEFORE



WEEK 8



BEFORE



WEEK 8

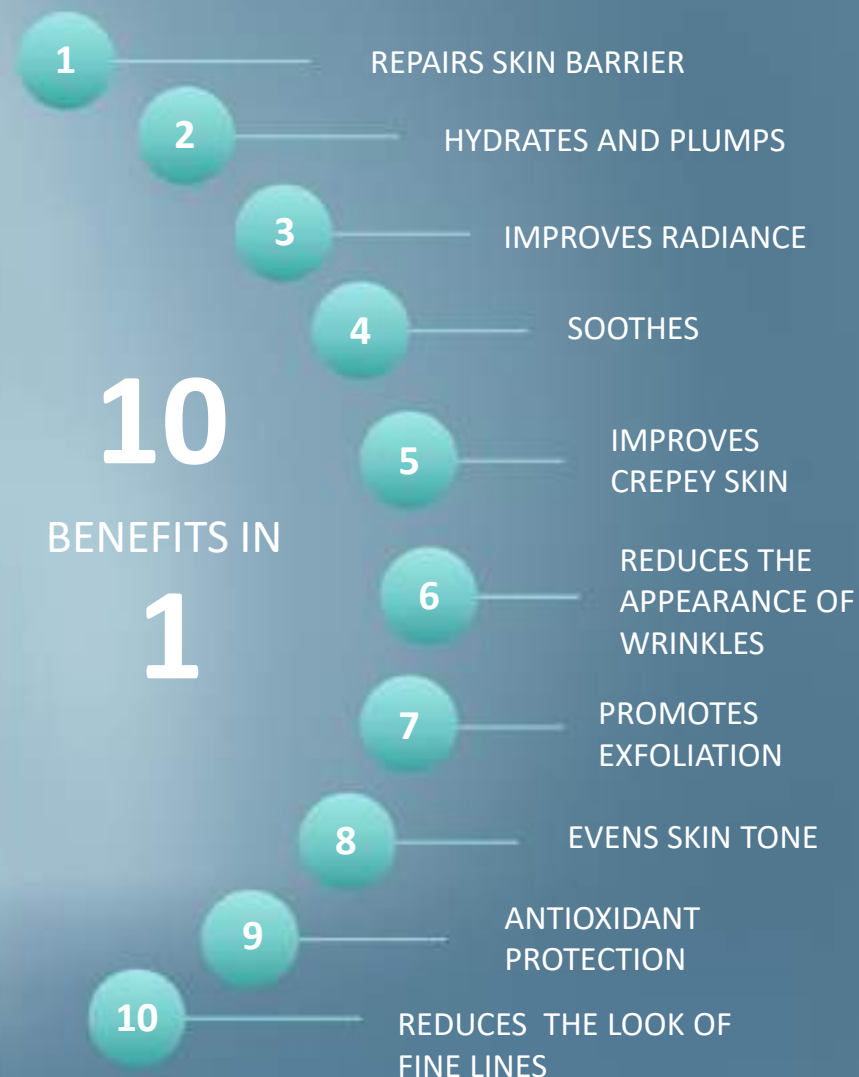
Artistry™ Correcting Serum

Creamy, rich serum that visibly diminishes the appearance of advanced **signs of ageing** maintains skin's natural **resilience** for a youthful look.

- ✓ All skin types
- ✓ Dermatologically and allergy tested

 30 ml

SKU: 127020



Correcting Serum Key Ingredients



GREEK LENTISCUS
'CRYSTAL TEARS'

Delivers a firming and lifting effect and helps provide **antioxidant protection**



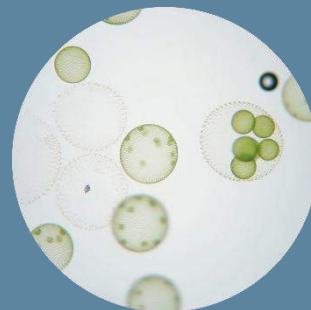
FERMENTED
OLIGOPEPTIDE

Helps promote natural exfoliation, reduce the appearance of wrinkles and provide a **youthful elastic feel**



VEGAN COLLAGEN

Plant-based protein to help **reduce the appearance of visible signs of ageing**



MICROALGAE
COMPLEX

Helps **reduce** the appearance of **deep wrinkles**, improve sagging and even skin tone



CRANBERRY
BIOPEPTIDE

Known as nature's **retinol alternative**, boosts radiance while **diminishing** the appearance of **fine lines and wrinkles**



KOMBUCHA
FERMENT

Effectively targets and helps **improve the look of thin/crepey skin**

Experience rapid results with Correcting Serum

CLINICAL RESULTS - AFTER 1 USE¹

159% immediate increase to skin's moisture level

CLINICAL RESULTS - AFTER 12 WEEKS²

74% revealed improvement in the look of crepey skin

84% indicated enhancement to overall facial skin appearance

94% showed that it reduces the signs of ageing for healthy-looking skin

CONSUMER RESULTS³

98% Leaves skin feeling smooth and hydrated **immediately** after application

93% agree that the serum the serum improves the feel of skin's elasticity/bounce

91% the serum leaves skin looking firmer

88% the serum helps minimise the appearance of wrinkles



BEFORE



WEEK 12



BEFORE



WEEK 12

The Power of Nutrilite™ White Chia

Both Artistry™ serums are infused with our patented Nutrilite™ certified **White Chia Seed**.

Our White Chia variety is not only **rich in Omega 3 and protein**, but also a **high-yielding seed variety**, meaning we can get twice as much chia out of the same farmland and makes us environmentally sustainable.

From growing to harvest, we ensure our seeds are **99.9% pure**, which helps us ensure **top quality** and **stability**: from a beautiful botanical to a powerful ingredient.



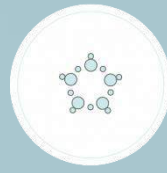
The Power of Nature's Superseed: Nutrilite™ White Chia

From 1 tiny seed we can create 5 ingredients used in our Artistry formulas:



WHITE CHIA EXTRACT

Full of antioxidants that act against free radicals that over time can result into damage for our skin.



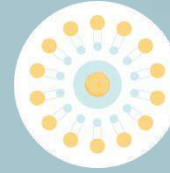
NEW WHITE CHIA PEPTIDE

Delivers essential amino acids to the skin, simultaneously soothing and protecting it.



WHITE CHIA GEL

Promotes and maintains skin microbiome.



WHITE CHIA LIPOSOME

Penetrates deep into the skin to repair and strengthen the moisture barrier.



WHITE CHIA OIL

It is rich in Omega 3 fatty acids which lock in moisture into the skin.

Artistry™ serums are the first products to contain the new White Chia Peptide + Liposome blend.



Artistry™ White Chia: 9-Step Traceability

This traceability story highlights the **commitment to quality** and **sustainability** in every step of the Artistry™ process.



1. CHOOSING THE BOTANICAL

White Chia Seed is a nutrient powerhouse, hydrating and balancing the skin microbiome.



2. SELECTING THE SEED

Two seed varieties are chosen, including Nutrilite™'s high-yield, organic, non-GMO Rehnborg chia.



3. CHOOSING FARMS

Seeds are grown on certified organic farms using sustainable methods in Mexico and Bolivia.



4. GROWING

Crops are nourished with clean water and organic fertilisers, ensuring purity and traceability.



5. HARVESTING

Optimal moisture levels are monitored for peak nutrient content, achieving 99.9% seed purity.



6. EXTRACTING

Various forms of White Chia Seed (oil, gel, extract) are processed to retain nutrients at our U.S. facility.



7. MANUFACTURING

Over 400 quality tests ensure purity and safety, with traceable documentation for every batch.



8. PACKAGING

Containers are designed for quality maintenance and are recyclable, sourced from sustainably managed forests.



9. YOU

Artistry™ guarantees traceable, pure, safe, and effective products that support your healthy beauty journey.

Why a serum?

Why it is essential to add a serum to your skincare routine for maximised youthful-looking results.

HIGH INGREDIENTS CONCENTRATION

Serums are formulated with a high concentration of active ingredients — such as peptides, antioxidants, and phytonutrients— ensuring a high level of effectiveness.

LIGHTWEIGHT FEEL

Serums are lightweight and absorb quickly, making them ideal for layering under other products, without feeling overloaded.

DEEP ABSORPTION

Serums have smaller molecules than most moisturisers, allowing them to penetrate deeper into the skin and deliver active ingredients more effectively.



Which serum is best for me?

Both serums offer a wide range of benefits, pick the one which best answers your skin needs!



DEFYING SERUM

Tailored for younger-looking skin types, aiming to **diminish the appearance** of early signs of ageing



- ✓ MINIMISES THE APPEARANCE OF PORES
- ✓ HELPS EVEN SKIN TONE
- ✓ DIMINISHES THE APPEARANCE OF FINE LINES



CORRECTING SERUM

Perfect for mature skin looking to **improve the appearance of** advanced signs of ageing



- ✓ REDUCE THE APPEARANCE OF WRINKLES
- ✓ IMPROVES THE LOOK OF CREPEY SKIN
- ✓ FIRMING



Michelle's Tip

"You can use **both serums together**, one in the **morning** and the other in the **evening** to achieve even greater results. "



A Powerful Trio for Antioxidant Defense

When used together with **Artistry Vitamin C+HA3, Defying and Correcting Serums** provide **maximised protection** against environmental stressors that contribute to early signs of ageing, versus using the products alone.



Helps protect the skin from external stressors that contribute to early signs of ageing **55% better** than using Vitamin C alone.



Increases antioxidant power **by 46%** vs using Vitamin C alone.



Combine your serum with Artistry moisturisers to boost skin's natural defense!

The Artistry™ Defying Serum works with Hydrating moisturisers to create a powerful Prevent Complex Booster, increasing skin's natural defense system by **378%** to help diminish visible signs of ageing.*



The Artistry™ Correcting Serum pairs with Renewing or Firming Moisturisers to create a powerful Repair Complex Booster, reducing the effect of stressors that contribute to signs of ageing **73%** better vs the Repair Complex alone.**



*Based on In vitro ARE Induction Assay (Analytical Sciences RPT-CS-23,026)

**Based on In vitro ARE Induction Assay (Analytical Sciences RPT-CS-23,028)

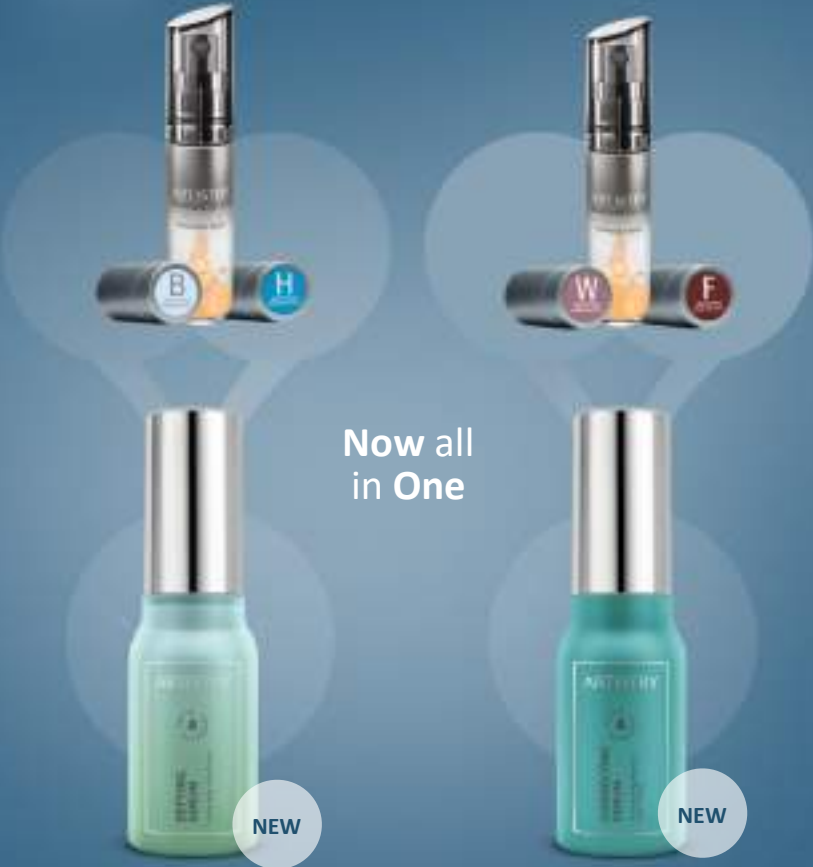
Add your favourite serum to Artistry™ skincare routine*



*Example with Artistry Renewing line.

What is new vs Signature Select Serums?

The Artistry™ Defying and Correcting Serums deliver an improved **skincare experience**:



NO MIXING REQUIRED
10 benefits in 1 unique formula



SUSTAINABLE
30% PCR Packaging




Featuring exclusive
NUTRILITE™ INGREDIENTS
with seed-to-skin traceability



Meet
ARTISTRY CLEAN
BEAUTY STANDARDS



Delivers all the benefits of Signature Select™ Serums
AND MUCH MORE!

 Get the complete overview with our Artistry Serum conversion chart!

Get all the support you need!

We created a series of assets to support your product and skincare knowledge.



DIGITAL FLYER



POWERPOINT PRESENTATIONS



EDUCATIONAL WHATSAPP TILE



PRODUCT AND SCIENCE VIDEO



FAQS DOCUMENT



LEARNING SOLUTIONS TRAINING



VIRTUAL BACKGROUND



SOCIAL MEDIA POSTS



AMWAY PRODUCT WEBSITE

ARTISTRY

JOIN THE SKINCARE REVOLUTION

Add the **Artistry Serums** to your skincare routine and invest now in your **healthy-looking skin!**

Order on www.amyway.co.za

