

THE PUREST ESSENCE OF HYDRATION

Artistry Omega Drops



UNDERSTANDING THE SKIN'S STRUCTURE

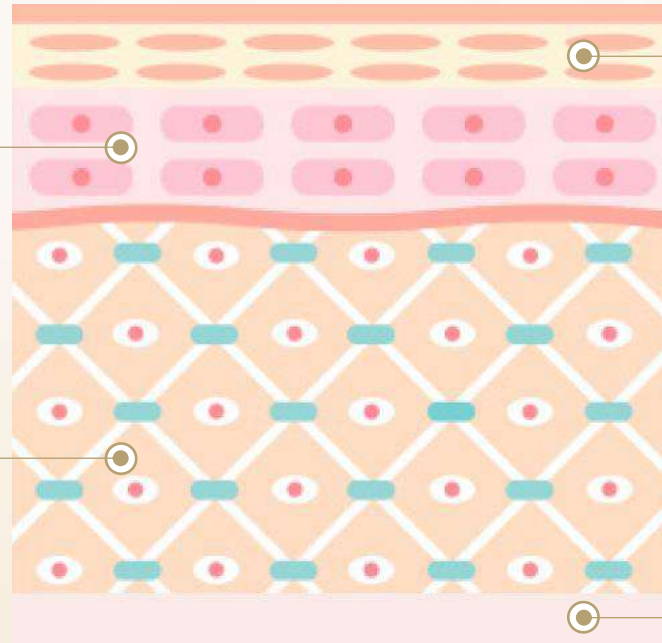
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EPIDERMIS

The outermost layer of the skin protects against environmental pollutants and other external factors, while helping to retain moisture when functioning optimally.

DERMIS

Located between the epidermis and the subcutaneous fat, the dermis supports and protects the skin, helps regulate body temperature, and allows us to feel sensations.



SKIN'S LIPID BARRIER

The top layer of the epidermis is also known as the **stratum corneum**. It consists of corneocytes (dead skin cells) and **lipids** (ceramides, cholesterol, and fatty acids) that act like mortar, filling the spaces between corneocytes and thus **sustain the whole stratum corneum**.

SUBCUTANEOUS FAT

The bottom layer, composed of fatty tissue, cushions the skin, acts as an energy reserve, and helps regulate body temperature by providing insulation.

THE LIPID BARRIER: YOUR SKIN'S SHIELD AGAINST THE EXPOSOME

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Two Key Functions of the Skin's Lipid Barrier



Shields the skin

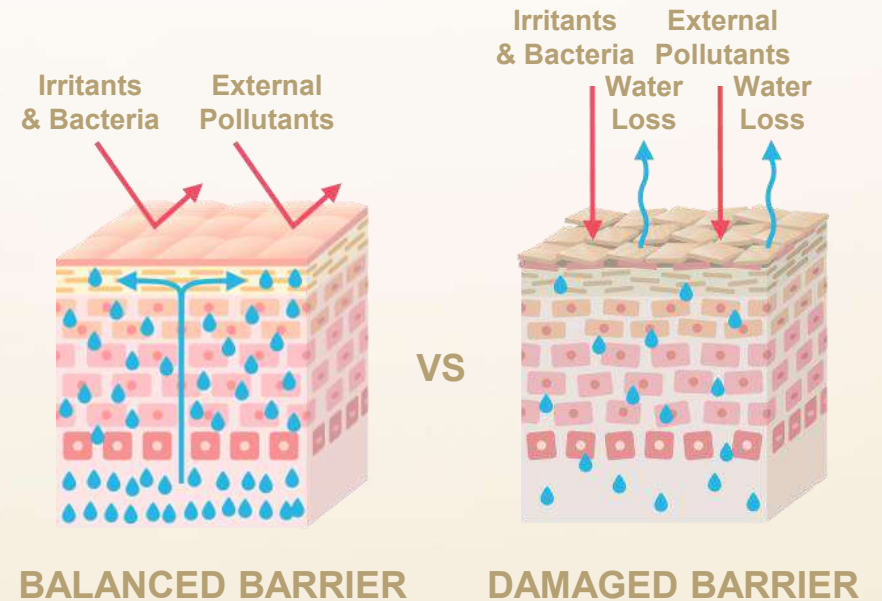
from external stressors such as pollution and UV radiation.



Locks in water

to keep the skin hydrated.

When it's compromised, pollutants and irritants can penetrate more easily, while moisture escapes — leading to dehydration. **Supplying your skin's lipid barrier with fatty acids daily is essential to replenish it and maintain balance.**



OMEGAS ARE ESSENTIAL COMPONENTS OF THE SKIN'S LIPID BARRIER

By providing omega fatty acids to your skin, you can replenish your skin's own lipids and maintain a balanced lipid barrier.

There are **two primary ways to supply omega fatty acids to the skin:**



Topical:

applied as a skincare product, omegas help replenish fatty acids of the skin's lipid barrier to boost your skin's ability to seal in moisture from the outside.



Ingestible:

dietary omegas help synthesize ceramides to enhance the integrity of the skin's lipid membrane from the inside.

OMEGA FATTY ACIDS ARE MOST EFFECTIVELY DELIVERED TOPICALLY IN OILS

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Omega fatty acids, like all lipids, naturally blend with carrier oils. Because the stratum corneum (the outer skin layer) is also lipid-rich, lightweight facial oils can quickly penetrate, delivering essential fatty acids and locking in moisture.

Your skin needs both oils and creams.

Oils and creams work in different ways to provide optimal moisturisation.

Using both creams and facial oils together – adding moisture and preventing moisture loss – delivers the ideal dual approach for optimal skin moisturisation.

Oils target dryness

when your skin doesn't produce enough oil (sebum). **They provide lipids your skin needs to reinforce its natural barrier and prevent water loss.**



Dry skin

- Lack of oil
- Rough and flaky

VS

Creams target dehydration —

a lack of water in the epidermis. **They deliver humectants, emollients and occlusives to lock the hydration in.**



Dehydrated skin

- Lack of water
- Tight and dull



Artistry Omega Drops

This lightweight and fast absorbing facial oil replenishes the skin's lipid barrier, provides long-lasting hydration by sealing in moisture up to 24 hours*, and helps soothe dry skin.

 20 ml
SKU: 128047

*Based on clinical and consumer studies. Improvements observed immediately and up to 24 hours. Individual results may vary.

REASONS TO LOVE ARTISTRY OMEGA DROPS

ARTISTRY



99% plant-based formula with 10+ botanical oils

– 5 sourced from Nutrilite™ or our
Nutricert-certified partner farms.



**Provides effective,
long-lasting hydration**
– seals in moisture for up to 24 hours.



Rich in omega fatty acids

Omega-3

helps to soothe
the skin.

Omega-6 & Omega-7

replenish the skin's
lipid barrier
to seal in moisture.

Omega-9

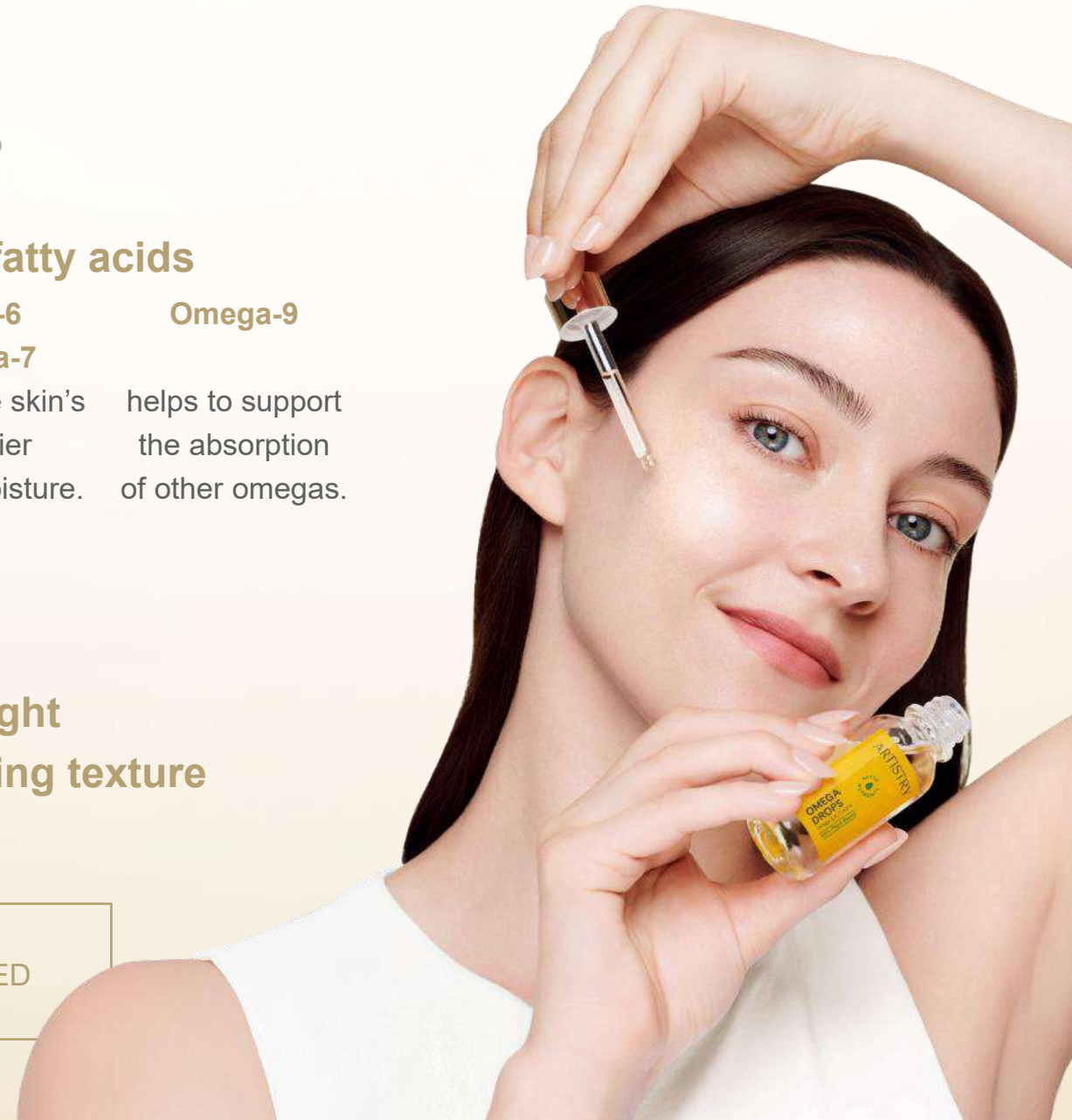
helps to support
the absorption
of other omegas.



**Lightweight
and fast-absorbing texture**

✓ ALL SKIN TYPES

✓ DERMATOLOGICALLY AND ALLERGY TESTED



YOUR SKIN IS THE PROOF

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Recognised by users*

96%

say skin feels
nourished

96%

say skin looks
healthy and radiant

97%

say the product
feels soothing

96%

say the texture
feels lightweight

Proven by science

Restores skin's
natural oil content by

97%***

Moisturisation
increased by

76%**

Skin glossiness
increased by

103%***



* Based on a consumer use study with participants aged 20–60. Individual results may vary.

** Based on clinical and consumer studies. Improvements observed immediately and up to 24 hours. Individual results may vary.

*** Based on clinical studies. Statistically significant improvements observed after one application. Individual results may vary.

KEY INGREDIENTS THAT MAKE THE DIFFERENCE

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Botanical oils coming from Nutrilite™ or Nutricert-certified partner farms



WHITE CHIA SEED OIL

Source of omega 3 in ALA form + omegas 6 & 9

Its potent phytonutrients help to nourish and support skin



EVENING PRIMROSE OIL

Source of omegas 6 and 9



PUMPKIN SEED OIL

Source of omegas 6, 7, and 9



BORAGE OIL

Source of omegas 6 and 9



ALMOND OIL

Source of omegas 6 and 9



VITAMIN E BACKED BY SCIENCE

A potent antioxidant that helps defend the skin against oxidative stress caused by free radicals



RICE BRAN OIL

Source of omegas 3, 6, and 9



SAFFLOWER OIL

Source of omegas 3, 6, and 9



ALGAE OIL

Vegan source of omega-3 DHA and EPA



MACADAMIA NUT OIL

Source of omegas 7 and 9



MEADOWFOAM SEED OIL

Source of omegas 7 and 9

IMPORTANT ADDITION TO YOUR DAILY ROUTINE

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Artistry Omega Drops is a lightweight oil that quickly absorbs into the skin's lipid layer. Heavier creams applied afterwards remain on the surface, forming a seal that locks in moisture.



Order of Use

Cleanser → Toner → Serum → **Omega Drops** → Moisturiser

The above example relates to use with products from the Artistry Skin Nutrition Renewing range.

3 WAYS TO USE ARTISTRY OMEGA DROPS

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We're all rushing through busy lives, and keeping up with a proper skincare routine isn't always easy. Here are a **few tips on how to seamlessly incorporate this new product into your daily beauty ritual.**



After your serum, apply 4 to 6 drops of oil.
Dispense the oil onto your hands. Rub them together to warm the oil, then press onto your face and massage until well absorbed.

OMEGA DROPS



Add a few drops to your moisturiser
(excluding SPF products) to support your skin's natural barrier daily.

OMEGA DROPS + MOISTURISER

FACIAL OIL MYTHS? HANDLE THEM WITH CONFIDENCE!

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“ I don't like facial oils — they're too greasy on the skin.



Our Omega Drops **absorbs instantly without leaving a greasy feel**. You can easily demonstrate this – apply two drops to the back of someone's hand, massage gently, and show how quickly the texture disappears, leaving the skin soft and radiant.

“ Facial oils clog pores.



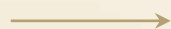
Our Omega Drops is **non-comedogenic** (meaning it won't clog pores), lightweight, **dermatologically tested**, and suitable even for sensitive skin.

“ I already use a moisturiser — why do I need an oil as well?



There is a good reason – creams and oils work in different ways. **Oils target dryness** – when your skin doesn't produce enough oil, they provide lipids that strengthen its natural barrier and help prevent water loss. **Creams target dehydration** – when your skin lacks water in the outermost layer, they deliver humectants and occlusives that lock in hydration.

“ Facial oils are too heavy for summer.



Even in summer, your skin can become dry from sun exposure, air conditioning, or salt/chlorine water. **Use Omega Drops in your evening skincare routine** to replenish fatty acids, reinforce your lipid barrier, and keep your skin hydrated.

TAILORED CARE FOR EVERY SKIN NEED

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Artistry Vitamin C+HA3 Daily Serum

- Perfect for everyone as a daily serum
- Reduces visible lines and wrinkles
- Brightens the skin
- Plumps the appearance of skin with hydration
- Provides antioxidant protection against free radicals

Who is it best for?

For all skin types

Texture type:

Lightweight serum



Artistry Defying Serum

- Great for the early signs of skin ageing
- Reduces fine lines
- Minimises the appearance of enlarged pores
- Targets loss of elasticity
- Improves the skin's radiance

Who is it best for?

For all skin types

Texture type:

Lightweight serum



Artistry Correcting Serum

- Great for advanced signs of skin ageing
- Reduces deep-set wrinkles
- Improves firmness
- Provides a lifted look
- Improves skin tone

Who is it best for?

For mature skin

Texture type:

Milky-rich serum



Artistry Omega Drops

- Perfect for everyone as a daily facial oil
- Provides long-lasting moisturisation
- Replenishes and strengthens the skin's lipid barrier
- Gives skin a radiant glow

Who is it best for?

For all skin types, especially dry and sensitive skin

Texture type:

Lightweight oil

ALL THE SUPPORT YOU NEED

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Find presentation materials, digital flyers, and video assets to help you showcase the product to your customers in the **Amway Library**. More will be available from the launch date.



Product Video, Expert Video & Face Yoga Tutorial¹



Product Power Point Presentation



Whatsapp Tile 'Quick Reference Guide'



Whatsapp Tile 'Discover Omega Drops'



Educational Content on Amway Academy Online¹



Rollup



Discover Omega Drops



Print-Ready Brand Wall



Digital background

¹Contents will be available on 17 February 2026.

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EXPERIENCE
PURE HYDRATION
DROP BY DROP!

Discover more on
www.amway.co.za



Engage with the Artistry brand
#Artistry #OmegaDrops

