

# ARTISTRY™

**Clean beauty.**  
**No compromises.**

**Dear Leaders,**

You've loved and trusted the Artistry™ brand to bring you innovative and effective products. This has inspired us to continuously evolve and build a brand you can continue to be proud of. We are delighted to introduce **Artistry™** – a collection of new skin care products to support your skin care needs and business goals.

**Artistry™** products work for your skin that go beyond traditional skin care, making it easy to reveal beautiful-looking skin ... with no compromises!



## What's new?

- Fresh new look for the brand and products
- New formulations
- Updated packaging
- Phytonutrients from our very own Nutrilite™ farms
- Differentiated new story about beauty.

The launch of the Artistry™ collection is the start of the Artistry brands restage, which creates an exciting opportunity for new conversations about **clean and radiant beauty** and demonstrates the Artistry brand's support for key values that are increasingly important to consumers today.

## Choose your own skin care solution.

Artistry™ products work well together for the skin, and give you and your customers the options to:

- Use individual products to address specific needs.
- Use products together for an ultimate skincare solution.



## Nutrition, Wellness and Skin Science – Together for you.

Artistry™ products represent a unique approach to beauty that brings together the expertise of two professional brands and their combined 145 years of experience.

ARTISTRY™

60 years of expertise in beauty and skin science.

 NUTRILITE™

85+ years of expertise in nutrition and wellness.

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

## Transparent and sustainable\*\*

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

## Seal of Recommendation



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

## Launch timing:

22 July 2023

### Renewing and Firming Solution Presale Bundle

6 products from the Renewing and Firming Solutions to help you address early-to-advanced signs of ageing.

Item No.



### Tools to support you.

Equip yourself to better understand Artistry™ products and share this love with your customers using these great tools:

**Brand Presentation** – For detailed information on the vision and science behind the range and each product.

**Brand Video** – Introduce the collection with beautifully compelling video. (Artistry and Vitamin C+H)

**Digital flyer** – A quick and convenient introduction to the collection.

**FAQ document** – Provides you with questions and answers your customers and prospects might have.

**Amway Academy trainings** – Boost your knowledge about the products, learn about the needs they address and how to recommend them.

**How to Use the Skin Care Range x2** – Recommended as an effective broad-spectrum sunscreen. Daily use for the day creams with SPF 30.

**ABO Training PowerPoint with Notes**

**Key Ingredients and Benefits of each product**

**PDF Conversion Chart- YX Products to Artistry Products**

**Business Review (Leader Lists)**

**Online Web Banner**

**Banners**

**A4 Posters x2**

**Price List**

### Share the journey with us and your network!



#ArtistrySkinCare #ArtistryRadiantBeauty

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

Sincerely,

**Your Amway Team**

## PRICES

In the table below, you can find details about products and their prices.

Order number	NAME	Size	PV	BV	Presale Price excl. VAT	Price excl. VAT	Presale Price incl. VAT	Price incl. VAT	Presale Retail Price	Retail Price
123781	Artistry™ Renewing Foaming Cleanser	125ml								
123783	Artistry™ Renewing Softening Toner	200 ml								
123784	Artistry™ Renewing Reactivation Eye Cream	15ml								
123787	Artistry™ Renewing Reactivation Day Cream SPF 30	50ml								
123857	Artistry™ Renewing Reactivation Day Lotion SPF 30	50ml								
123786	Artistry™ Firming Ultra Lifting Cream	50ml								
125517	Artistry™ Vitamin C+H	12ml								