

ARTISTRY STUDIO™

EVENT GUIDE

Sensations, smells, colors, and images can all influence the brain's decision-making process. A good event can bring all of these tools together, and show the essence of the Artistry Studio™ Skincare line in a creative, relaxing, and energising way.



Artistry Studio Skincare helps balance the skin and sustain a busy lifestyle. With calming Zen and invigorating Energy ingredients, these multi-taskers instantly clear and hydrate the skin, while taking care of its healthy glowing look!

An event provides opportunity to show all these benefits to your guests, and to make sure they remember them.

THE ZEN AND ENERGY CONCEPT

To make your skin happy and stress-free once again, we came up with **Zen ingredients**: soothing, calming, a real spa for your skin. Effects? They address dryness, blemishes, and redness.

An **invigorating burst of energy**, packed with skin-loving ingredients for a plumped, brightened, and glowing look. That's our Energy ingredients! No more dull, tired appearance.



ATMOSPHERE

The ambience should show the two main pillars of the new line, the ZEN & ENERGY side. Two different moods from the same product: colourful and calm.

PREPARE TWO AREAS: ONE WITH A ZEN MOOD, AND THE OTHER ONE WITH ENERGY.

In the Zen area you can include candles, mood lighting, essential oils for fragrance, natural stones, green plants and so on. Also, don't forget the exercise mats!

ZEN

- Choose a spacious and well-lit space, in which to create a comfortable and **quiet place** for your activities.
- Try to replicate the **colour palette** of Artistry Studio™ Skincare to create the proper ambience. If the weather permits, your event could also be held outdoors.

ENERGY

- For this area, you need to make it more **colourful** and vibrant, which can be done in many ways: with flowers, decorations, maybe even balloons.
- **Sunlight** would be ideal, but if the timing doesn't allow it, a good light or lamp will work.
- Training mats will also be necessary, and playing **energetic music** is also highly recommended.



COMMUNICATION

Your guests will appreciate the chance to network, share, and make connections. Amway provides this unique opportunity to unite, inspire, and empower its community. Let people tell their story too.



For Social Media:

- **ARRANGE AN INSTAGENIC PHOTO CORNER TO ENCOURAGE PEOPLE TO TAKE PHOTOS.**
Prepare a photo-friendly background where your guests can take fantastic photographs with the new Artistry Studio™ Skincare products!
Think about creating kind of an experience to encourage them to share the photos and videos online!
- **MAKE SOME NOISE ONLINE.**
Use **#MyArtistryStudio** for your event's photos and let your guests know about it! Make sure they follow @artistryeurope on Instagram and use the hashtag for their posts.
- **SHOW YOUR GUESTS THE ARTISTRY VIRTUAL BEAUTY APP*** for more personalized use of skincare products and makeup.

*The Artistry Virtual Beauty App is available for the following markets: Australia, Austria, Czech Republic, Germany, Hungary, Italy, Poland, Romania, Southern Africa, Spain, UK.



With the brand:

- **FOR THE PRODUCT PRESENTATION, YOU CAN DECORATE THE AREA AROUND YOUR SINK WITH OUR PRODUCTS,** flowers, candles, making it comfortable to your guests explore the Artistry Studio Skincare products.



Connection between the guests:

- **TO ENCOURAGE YOUR GUESTS TO CONNECT,** give them a pen paper to them write their names and put them on their chests, to make communication easier.
- **GIVE YOUR GUESTS THE OPPORTUNITY TO PRESENT THEMSELVES.** Start a discussion by asking people to recall their experiences with skincare or their favourite beauty tips. Your guests will feel that you are genuinely interested in them.
- **PREPARE A BOWL WITH QUESTIONS TO HELP BUILD CONNECTIONS BETWEEN YOUR GUESTS.** What do you miss most in your routine: a Zen or Energetic feeling? What do you do in winter to boost energy? And in summer? When are you stressed, does your skin suffer?

DON'T FORGET that these events are also for having fun and make friends, enjoy it! HAVE A WONDERFUL EVENT!