

Cover: ARTISTRY® FORWARD BEAUTY (Teresa Palmer image)

Call Out on front cover:

Your guide to ARTISTRY® Skincare

2013/2014

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Discovery: We search the globe to discover nature's **precious and beneficial ingredients**. All to give your skin the ultimate care it deserves.

Imagination: Imagining the future of beauty. ARTISTRY has access to a global network of **over 500 scientists, engineers, and trend-seekers** to exchange groundbreaking ideas to forecast what's next in beauty.

Invention: Our invention of tomorrow's technologies today always puts **performance first**, moving us ahead with the most **scientifically advanced beauty solutions**.

Page :

With the ARTISTRY brand, you can help your customers see their look of youth last beyond what they ever thought possible. You create the ARTISTRY difference by offering personalized service unmatched by any beauty counter in the world. Congratulations on making ARTISTRY skincare and cosmetics a beautiful cornerstone to help move your business forward and reach your goals.

Use your ARTISTRY Skincare Manual to learn and teach:

- How to build credibility for your business by sharing ARTISTRY history, scientists and experts, and the Amway Miss America Sponsorship.
- How to sell ARTISTRY products.
- The features and benefits of products featured in the current ARTISTRY portfolio.
- How to connect with customers using Social Media, Mobil Apps, and eNewsletters.

You can be certain that with the portfolio of skincare solutions – basic, anti-aging, intensive skincare, and luxury – you can help your customers take their beauty to a youthful new level with products that cleanse, tone, treat, and moisturize skin. Because ARTISTRY scientists work constantly to discover some of the most advanced technologies, you now have a unique opportunity to expand your ARTISTRY skincare portfolio and offer revolutionary anti-aging skincare – ARTISTRY YOUTH XTEND™ Skincare Collection – to your customers.

Thank you for all you do to bring *Forward Beauty* to women around the globe.

Side Tab: The ARTISTRY Brand

Page [word count 154]

ARTISTRY Top 5 Global Leader in Premium Beauty

ARTISTRY® is among the world's top five, largest selling, premium skincare brands.*

PREMIUM

ARTISTRY is a leading direct-selling skincare and cosmetics brand holding recognition in the premium beauty category.

CLINICALLY TESTED

All ARTISTRY products are clinically tested and guaranteed to perform.

DISTINGUISHED BY QUALITY

ARTISTRY skincare products exceed quality standards and contain only the best ingredients.

INNOVATION

ARTISTRY holds over 250 patents pending and granted worldwide in the skincare field.

SATISFACTION GUARANTEED

ARTISTRY and Amway offer a 180-day, 100% Customer Satisfaction Guarantee. If customers do not positively love ARTISTRY products, we'll refund their money.

PERFORMANCE

ARTISTRY has over 35 years of experience and more than \$1.4 billion in global sales annually.

WORLDWIDE MARKET

ARTISTRY skincare and cosmetics are sold in over 50 countries and territories worldwide.

SCIENTIFIC ADVISORY BOARD

International skin research experts work with ARTISTRY scientists to conquer visible signs of aging.

*Euromonitor International Limited; www.euromonitor.com/amway-claims.

(Repeat of the brand advertorial)

Page :

ARTISTRY Skincare

From basic skincare to the most scientifically advanced and luxurious anti-aging breakthroughs, ARTISTRY® skincare provides personalized skincare solutions that deliver exceptional results.

Creme LuXury Collection – Helps Skin Act up to 15 Years Younger. Exclusive, youth-renewing CellEffect technology unlocks the secret to energizing the skin and helps slow skin's natural aging process. The Creme LuXury Collection puts the ultimate indulgence in anti-aging skincare at your fingertips for unparalleled performance and skin transformation.

Intensive skincare collection – Professional Solutions. Professional Results. The ARTISTRY dermatology-inspired line offers skincare innovations powerful enough to deliver targeted, professional-level* anti-aging benefits at home. The **intensive skincare** collection's targeted products help repair and prevent visible signs of aging without the harsh side effects associated with some professional treatments.

YOUTH XTEND™ Skincare Collection – Reprogram the Future of Skin.

This revolutionary anti-aging skincare collection helps revitalize skin's future while helping to repair past damage and protect it against future damage. YOUTH XTEND helps reduce the appearance of lines and wrinkles, so skin looks younger, smoother, and more radiant.

Essentials Skincare – Simple Skincare Solutions. Perfecting the science of skincare with the help of nature, ARTISTRY **essentials** provide simple, effective, daily skincare routines and treatment products infused with botanicals from our own certified organic farms.

U.S. consumers look for specific premium cues. These premium attributes help them distinguish between premium brands and mass brands when choosing skincare. Here is how you can help reinforce premium brand, product, and service cues in your business:

Brand Cues:

- **Reliable and Trustworthy**
Reinforce how the ARTISTRY® brand is **reliable and trustworthy** by highlighting Amway's 180-day Customer Satisfaction Guarantee.
- **Exclusivity**
Tout how the ARTISTRY brand is available **exclusively** from Amway Independent Business Owners.
- **Endorsed by Trusted Sources**
Highlight how the ARTISTRY brand is endorsed by trusted sources such as the Artistry Scientific Advisory Board and Michelle D'Allaird.

Sidebar:

Introducing the NEW ARTISTRY Brand Icon

The icon is a fluid and dynamic symbol to represent the graceful nature of the brand and the ARTISTRY woman.



Page

Product Cues:

- **Natural and Safe**
Inform your customers about the **natural** ingredients, like alfalfa, acerola cherry, and oregano, in ARTISTRY® products sourced from Amway's own organic farms. Include how third-party clinical testing is done to support all ARTISTRY **safety** claims.
- **Top-tier Product**
The number of patents a product line has helps reinforce it as premium. Share how ARTISTRY holds over 250 patents pending and granted worldwide in the skincare field. The NEW ARTISTRY YOUTH XTEND™ Collection alone boasts 28 patents.
- **Innovative Ingredients**
Feature the exclusive and innovative ingredients found in every ARTISTRY skincare sub brand. For example, the NEW YOUTH XTEND Collection sub brand features LifeSirt, a **rare botanical** from the Mediterranean, an **exclusive** Micro-X6 Peptide, and African Baobab Fruit Extract.

Service Cues:

- **Skin Assessments**
Leverage the online ARTISTRY Skincare Recommender to suggest the ideal personal skincare regimen for your customers.
- **Availability of Samples**
Share ARTISTRY skincare samples with your customers.
- **Customized Service**
Take the time to understand and address the specific skincare needs of your customers. A key advantage of the direct selling channel is customized and personalized service.

Pages [Spread]

Science Meets Beauty

Artistry Scientific Advisory Board

To further strengthen the ARTISTRY® brand alliance between science and beauty, ARTISTRY has become an industry leader in developing partnerships with top medical and research institutions and universities. The Artistry Scientific Advisory Board (SAB), composed of international leading experts in skin-health research, actively consults with ARTISTRY scientists to ensure that the technologies of future products are on the leading edge of skin health. SAB members were selected for their individual expertise and applied experience.

Artistry Scientific Advisory Board Members [names can be normal font size and make their bio smaller font size]

Diane Thiboutot, M.D.

Professor and Vice Chair of Dermatology Research

Dr. Diane Thiboutot is recognized for her research in the regulation of sebum production and the treatment of acne. She is Professor of Dermatology at the College of Medicine, Penn State Milton S. Hershey Medical Center, and serves as a reviewer for the National Institutes of Health (NIH), as well as several dermatology journals.

Gary J. Fisher, Ph.D.

Photobiology and Aging Skin Research Laboratory, Co-Director of Laser and Cosmetic Dermatology Research, and the Harry Helfmann Professor of Molecular Dermatology in the Department of Dermatology at the University of Michigan Medical School

Dr. Gary J. Fisher is a recognized authority on the causes of skin aging. He also serves on the editorial board of the Journal of Cellular Communication and Aging.

John Pawelek, Ph.D.

Laboratory Associate/Research Faculty, Department of Dermatology and the Yale Cancer Center, Yale University School of Medicine

Dr. John Pawelek is an expert in pigmentation processes, the causes of skin discoloration, and the occurrence of metastatic melanoma. He holds several patents and has received numerous citations and awards. Dr. Pawelek has published over 150 scientific papers. He regularly collaborates with scientists throughout the world and has trained many well-respected researchers and doctors.

Kenneth S. Kornman, D.D.S., Ph.D.

Chief Executive Officer, President, and Chief Scientific Officer, Interleukin Genetics

For more than 15 years, Dr. Kenneth S. Kornman's research and business focus has been on genetic factors that influence chronic diseases and conditions of aging. He has been an advisor and research collaborator for many of the major oral care and pharmaceutical companies. He holds academic

appointments at Harvard University, holds 20 patents in the biotechnology area, and has published three books and more than 125 articles.

Patricia Ogilvie, M.D.

Skin Concept Institute for Dermatocosmetics; Private Clinic for Dermatology and Laser Medicine

Dr. Patricia Ogilvie is an internationally recognized expert in aesthetic dermatology and laser medicine. After several years of scientific research in the field of inflammation and allergy, under the supervision of a Nobel Prize winner in medicine, Ogilvie now combines her scientific approach with state-of-the-art anti-aging aesthetic procedures. She is a member of numerous national and international research societies and a scientific consultant of several international beauty companies. Ogilvie operates her own private clinic for aesthetic dermatology in Munich, Germany.

Soyun Cho, M.D., Ph.D.

Department of Dermatology, Seoul National University

Dr. Soyun Cho is currently head of the Dermatology Department at Boramae Medical Center, run by Seoul National University. She is also the Director of the Business Innovation Team at the Boramae Medical Center and Associate Professor of Dermatology at Seoul National University College of Medicine.

Wei Lai, M.D., Ph.D.

Dr. Wei Lai is a Professor and Chairman of the Department of Dermatology at the 3rd Affiliated Hospital of Sun Yat-Sen University in Guangzhou, China. In addition to Dr. Lai's academic posting, he is the director of the institute for evaluating the safety and efficacy of cosmetics, and director of the diagnostic center of skin diseases induced by cosmetics authorized by the MOH & SFDA in Guangzhou.

Page

Meet Michelle D'Allaird Master Skin Health Educator

A successful entrepreneur, Michelle D'Allaird owns and operates the Aesthetic Science Institute in New York. CIDESCO, an internationally acclaimed beauty training association, has ranked Michelle a Diplomat, the most advanced certification in the field of aesthetics. Michelle shares this honor with only 350 others in the U.S.

Michelle is also Vice President of Education for the Aesthetics International Institute, a contributing writer for Les Nouvelles Esthétiques & Spa magazine, a contributing writer for DERMASCOPE Magazine, and co-author of a salon fundamentals aesthetics textbook.

A popular guest lecturer and educator at conferences and companies around the world, Michelle regularly speaks as an ARTISTRY® Master Skin Health Educator. Michelle's areas of expertise include:

- Aging skin and hyperpigmentation
- Skin physiology and disorders
- Medical esthetics training and education
- Curriculum development

Michelle is featured in many ARTISTRY® educational videos that can help you become an expert on ARTISTRY products so you can confidently share them with your customers. New videos include:

[Include QR code and 1 video grab]

Page

Take the First Step to Becoming All You've Imagined

You have an opportunity to create the ARTISTRY® difference by offering personalized service – unmatched by any beauty counter in the world – to give women a proactive approach to fight the signs of aging. Each time you meet with a customer, remind yourself how you would want to be treated and do exactly that for every customer you encounter.

I will embody ARTISTRY *Forward Beauty* and celebrate that every woman can be her own work of art.

I will create unmatched personalized service by smiling, making eye contact, actively listening, caring about individual concerns, and wanting to help.

I will form a relationship with my customers when I show up to appointments on time, keep my promises, and follow through to provide answers to questions.

I will respect my customer's time and keep to scheduled appointment times.

I will celebrate each individual customer's beauty and meet those individual needs with the best product solution available.

Page [Use this image as is Job# 52061ENB]

ARTISTRY AND Miss America – Partners in Beauty

Start with these tips:

- Go to Amway.com/missamerica and learn more. (make this a callout)

[Include image of Miss America and Amway sponsorship traits]

Page [use images of each product]

Miss America Favorite ARTISTRY Products

Miss America is the proud brand ambassador for ARTISTRY® skincare and cosmetics, and will travel 20,000 miles a month reaching out to media, communities, and organizations across the country. Miss America chooses her favorite ARTISTRY products that she keeps on hand to always look her best, including:

- **Essentials** balancing skincare system to help her make every day a shine-free day in three easy steps.
- **Intensive skincare renewing peel** to restore smoother, softer, and more radiant skin in just eight minutes.
- **Creme LuXury Eye** to help Miss America alleviate the look of puffiness, diminish dark circles, and brighten her skin for a fresh look.
- **Light Up Lip Gloss in Glitz** so she can keep her lips looking luscious anytime, anywhere.
- **Tinted Moisturiser SPF 15** to protect her skin during her many outdoor events.
- **Length & Definition Mascara** to take her lashes to an extraordinary new length with FlexFX formula.
- **SIGNATURE EYES™ Automatic Liquid Eyeliner** to define her eyes with a precise application for a beautiful signature look.

You can become an expert and share these Miss America Favorite products with your customers and prospects, to create additional credibility for your beauty and Amway™ business.

Side Tab: ARTISTRY Selling System

Page

Here is a Simple Way to Start Selling

Create Your Own Personal Retail Website

- Make sure you have a working email address, so visitors and customers can contact you.
- If you have a photo and bio in My Account, review them. You'll have the option to include them on your site.
- Every IBO can create one personal retail website; two, if you have a business partner.

Page

The website wizard will walk you through how to set up your own personal retail website.
Amway.com > Login > Business Center > Personal Websites.

Page

ARTISTRY Selling System Snapshot

Step 1: Prepare

Know the Product:

- ARTISTRY® product pages on Amway.com.
- True Beauty Book available on Amway.com as a PDF, and orderable as single catalogs (SA-2399) or in 10-packs (SA-0983).
- ARTISTRY product marketing resources.*
- The Learning Center online courses featuring ARTISTRY Beauty Product Training and Selling Skills.
- ARTISTRY Product Selling Guides.
- ARTISTRY product expert, how-to, and scientific-support videos.
- ARTISTRY Trend Guide.
- ARTISTRY product Frequently Asked Questions (FAQs).
- Amway Customer Service available Monday–Friday, 8 a.m. to midnight, and Saturday, 8:30 a.m. to 5 p.m. (ET).
-

* Available in the Resource Center at Amway.com > Login > Business Center > Resource Center > Brands/Artistry.

Find Your Customers:

- The Amway Campaign Mini Catalog includes proven products for success, exciting new products, new limited-edition gift sets, and exclusive special offers.
- Lead with Door Opener products like ARTISTRY Light Up Lip Gloss and ARTISTRY Skin Refinishing Lotion. Door Openers make it easy to make full-size product sales.

Plan the Conversation:

- Order sample products to share and display to generate customer interest.

- Wear ARTISTRY logo wear and order ARTISTRY-branded merchandise to professionally represent your brand in a premium way.
- Order and display the ARTISTRY YOUTH XTEND™ Collection and other ARTISTRY sales kits.
- Print ARTISTRY-branded table tops, invitations, and signage to create a professional counter display.
- Create a professional product transportation option.
- Order hostess thank-you gifts from the ARTISTRY collection.

Step 2: Make the Sale

Connect With the Customer:

- Miss America sponsorship and favorite product videos.
- Expert videos from Michelle D'Allaird, Master Skin Health Educator, and others.
- ARTISTRY customer profile.
- Professionally printed ARTISTRY business cards to leave with a customer.
- Print ARTISTRY national magazine ads to create additional credibility for you and the ARTISTRY brand.
- Amway™ Campaign Mini Catalog. The mini catalogs include products from Amway's major brands, including NUTRILITE® vitamins and dietary supplements, and LEGACY OF CLEAN™ home care products.
- Follow ARTISTRY on: Facebook.com/ArtistryUS, Twitter @ArtistryBeauty, and at News.amway.com.

Recognize the Need:

- ARTISTRY Skincare Recommender available online at Amway.com.
- ARTISTRY Virtual Makeover Tool available online at Amway.com.

Offer the Solution:

- ARTISTRY 4-Step Regimen Product Portfolio Guide.
- ARTISTRY Order of Use Chart.
- ARTISTRY Before and After Product Sheet.
- ARTISTRY customer testimonials and how to create some of your own.
- ARTISTRY demonstrations.
- ARTISTRY samples.
- Amway Campaign Mini Catalogs, the ARTISTRY True Beauty Book, and product brochures.
- Sales kits: ARTISTRY YOUTH XTEND Collection, ARTISTRY **intensive skincare** Ultimate Demo Kit, and ARTISTRY Creme LuXury Eye 360° Demo.

Close:

- Leave-behind packet showing products purchased and possible future purchases.
- Leave an order form and clear directions on how to order from you.
- Share your Personal Retail Website.
- Create and leave a receipt with your contact information.

Step 3: Follow Up

After the Appointment:

- Create an ARTISTRY Customer Profile sheet.
- Send a thank-you card, gift, or additional samples of wish list products.

After Delivery:

- Use the ARTISTRY 4-Step Regimen Chart to recommend other products that would benefit the customer's skincare needs.
- Ask the customer for the names of their friends who would also benefit from using ARTISTRY skincare and cosmetic products.

Reorder Products: Offer DITTO delivery service.

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Use the ARTISTRY Selling System to Grow Your Business

We want you to be successful. We want you to be comfortable sharing ARTISTRY® skincare and cosmetics with friends, family, and prospects. We want to help you prepare to make your first sale.

The following information is a condensed version of the Learning Center's Selling 101 Curriculum: Getting Started. Research has shown that IBOs who participate in training are more successful at growing their business and making money. Learn all you can here and then review all of the Selling Skills training and ARTISTRY product courses offered through the Learning Center. You can find Getting Started and other courses at Amway.com > Login > the Learning Center > Online Courses. Time is money, so let's get started.

1. Prepare
2. Make the sale
3. Follow up

Page

(insert callout that says:

**Headline: 65% of customers will respond to a personal product testimony
Try the product yourself, so that you have your own personal testimonial)**

1. Prepare

- **Know the Product.** Product guides* are tools that provide you with information about a product group to help you start selling. Product guide information includes:
 - **Target Customer.**
 - **Product Features**
 - **Sample Benefit**
 - **Sample Testimonials**
 - **Price – Value**
 - **FAQs**
 - **Use Instructions**
 - **Use-Up Rate**
 - **How to Sample**

*Please be aware that not all Amway™ products have product guides. Visit Amway.com > Business Center > Resource Center > Brands/Artistry to find product guides.

- **Find Your Customers.** Make a list of potential customers.
 - Start with family and friends whom you know and trust.

- You know who is most willing and able to buy the products you're offering.
- **Plan for the Sales Conversation.** Preparation + knowledge = success.
- **Set the Expectation.** Prepare your script.
- **Give a Product Testimonial.** The customer will be more interested in a product that you can personally recommend. See page 28 to learn how to create your own testimonial.
- **Make a Call to Action.** Ask if she is interested and can meet to discuss it further.

Page

Make the Sale

- **Connect with the Customer**
 - **Be genuinely interested.** Ask open-ended questions, listen carefully, and respond thoughtfully.
 - **Care about their needs.** Focus on their needs, wants, and desires
 - **Have a want-to-help attitude.** Think of ways that Amway™ products can improve their lives.
 - **Listen, listen, listen.** Show your interest in their needs and desires.
- **Recognize the Need**
 - **Listen to what your customer is saying about their needs.**
 - **Ask questions** that help you identify customer needs.
 - **Recognize and confirm those needs.**
- **Offer the Solution**
 - **Recommended Product.**
 - **Testimonial.** Share a personal product testimonial.
 - **Benefit Statement.** Share how the product will address their underlying concerns.
 - **Supporting Features/Claims.** Share any product features or claims that support the benefit.
 - **Give a Sample (if appropriate).**
 - **Price Statement.** Share the price and the Amway 180-day 100% Customer Satisfaction Guarantee.
- **Close**
 - Ask for the sale to make your customers feel valued.
 - Give them a chance to ask questions that they may not ask otherwise.
 - Your customers expect you to ask them to buy. Don't disappoint them.

Page

2. Follow Up

Follow-up changes one-time customers into repeat customers.

Follow-up is the value-added service of checking up on your customers after they have received their products, making sure they are satisfied and asking whether they have any questions or need more products.

- **Follow-up saves you money.** On average, it will cost you five times as much to sell to a new customer than it will to an existing customer.
- **Follow-up increases your profits.** If you follow up with your customers, you can have a stream of steady revenue.

Follow-up Process

After the appointment

- Send a thank-you note immediately.
- Help at product delivery to make sure your customer understands the product.

After the delivery:

- Check back one week after delivery.

Time to Reorder:

- Remind your customers to reorder.

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Page

ARTISTRY Selling System – Sales Aids

Use these resources to become an ARTISTRY product expert.

[Insert below into chart]

Page

ARTISTRY Customer Profile Sheet

Learn more about your customers

Your top priority is focusing on the customer's needs, wants, and desires. Use the Customer Profile sheet to guide your questions and document their responses.

After you've had the opportunity to profile your customer's needs, suggest a product or products that best satisfies their underlying concern. Share product features, claims, and benefits to help your customer understand how using the product will address their need and make their life better.

To use the ARTISTRY® Customer Profile Sheet:

- Note which products your customer sampled, bought, and purchased.
- Give your customer a copy of their Customer Profile Sheet to keep.
- Highlight products that they might want to try next.
- Add any special directions for products that were purchased to help make their new product experience successful.
- Keep a copy of their Customer Profile for your records, too.
- Use their Customer Profile to suggest new products when you make your follow-up call.

When your customer purchases an ARTISTRY product, make sure that you share the Amway 180-day 100% Customer Satisfaction Guarantee.

[Image of 63033ENA_ Customer Profile Sheet]

Page

ARTISTRY Sales Resource Locations.

Log in to Amway.com to find these resources and get started.

ARTISTRY True Beauty Selling Guide. Retailing tips.

Search Amway.com > Beauty Selling Guide

Sell Smartly. Tools, training, and resources to get started. [L4755ENC]

Search Amway.com > Beauty Sell Smartly

Product Guides, Demonstrations, and Videos (53001ENA-product guide)

Amway.com > Business Center > Resource Center > Brands/Artistry.

Amway Business-Building Campaigns

Search Amway.com for "Campaign."

Samples, Sales Aids, and Supplies (43470ENE)

Search Amway.com for "ARTISTRY Sales Aids."

ARTISTRY Assets

To purchase booth and event assets, search Amway.com for "Vistaprint."

ePub Platform

Share digital newsletters, entire catalogs, or individual catalog product pages. When customers order from a digital catalog or e-newsletter, sales are credited to your Personal Retail Website. Amway.com > Business Center > Amway Business News (ABN)/epub. Order the True Beauty Book (SA-2399 for each or SA-0983 for a 10-pack).

Spread Page

ARTISTRY Selling Methods

Use these tried-and-true selling methods to help you be successful in every selling opportunity presented to you.

Individual Selling

- **One-to-One Selling.** One-to-one selling is between you and a friend, family member, or acquaintance. The experience is casual and can happen anywhere. The products you share offer an immediate benefit like ARTISTRY® Skin Refinishing Lotion or Light Up Lip Gloss.
- **Drop & Shop – Selling with Samples.**
 - **Drop:** You leave a sample or full-size product with your customer for a three-day, risk-free trial.
 - **Shop:** You meet your customer three days later, by appointment, and discuss her experience. You help her decide which products to buy.
- **Demonstrations.** Use a product demonstration (demo) to help your customer see or feel something unique about your product. The opportunity to demonstrate a product can happen with an individual or as part of a group selling presentation.

Small Group Selling

Grand Openings. A new IBO launches their new business to family and friends by sharing Amway™ products and the business opportunity.

- **Open Houses.** The guests and customers are invited by the IBO to create awareness of their business, products, and brands, and to help develop new contacts.
- **Parties.** Parties that you host will allow a diverse group of people to meet and enjoy a fun evening while experiencing ARTISTRY® products in a casual atmosphere.

Large Group Selling

- **Booth and Event Sales.** Review booth and event literature and resources found at Showsell.amway.com prior to committing to an event. Create awareness, interest, and

the desire to buy your products. Purchases don't always happen at the event, so plan for a long-term commitment to following up.

Business-Building Campaigns

- **Campaigns.** Campaigns feature proven products to use and sell, easy information to help you retail and recruit, and exclusive special offers and gift sets.
- **Campaign mini catalogs.** Mini catalogs include products, special offers, and gift sets from Amway power brands: ARTISTRY, NUTRILITE[®], and LEGACY OF CLEAN[™].

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How to Create a Personal Testimonial for sharing ARTISTRY products.

Never underestimate the power of your story. On average, 35% of people are persuaded to purchase a product based on facts and data. The **other 65% are more likely to respond to a personal testimonial about the product.** Use this easy-to-follow 5-step testimonial process to create your own testimonials about your favorite products.

Step 1: Know the main product feature. Go to a product guide's Features section to see a list of the main product features and the results the product can offer. Choose one of the features you would like to create a benefit story around.

Step 2: Observe your "before product use" state. Make a note or take a photo of where you are now before using the product.

Step 3: Try the product. In the product guide, review the Use Instructions and How to Sample sections to make sure you experience the full benefit of the product you're trying. Use the product and note your results. You can also include friends and family in testimonials and have them try products that might not be right for you, but you know would benefit your potential customers.

Step 4: Review your "before and after" experience. Consider:

- How have things changed since using the product?
- Did you experience a noticeable benefit to the feature you had targeted?
- Would you recommend this product and why?

Step 5: Put it in a story. Write down what you would like to share with someone about the experience that would encourage them to want to try the product.

Sample testimonial:

"I started using ARTISTRY[®] YOUTH XTEND[™] Skincare System and Power System together a few weeks ago, and I already notice that my skin looks younger and more radiant. I'm really starting to see a difference in the reduction of my fine lines and wrinkles. Even my husband commented."

Page

[This should be something the IBO can fill in and use to create their own testimonial]

Create your own product testimonial

Step 1: What is the product's main feature? Write it down.

Step 2: Observe your “before product use” state. Write it down or take a photo.

Step 3: Try the product. Write down what it was like to use the product.

Step 4: Review your “before and after” experience.

Consider:

- How have things changed since using the product?
- Did you experience a noticeable benefit to the feature you had targeted?
- Would you recommend this product and why?

Step 5: What’s your story? Write it down.

Side Tab: ARTISTRY® Skincare

Page

[Create Skincare Recommender ad with Teresa Palmer]

ARTISTRY® Skincare Recommender

Enhance Your Skin

Is your skincare regimen taking the right care of your skin? The health and well-being of your skin depends on a proper 4-step skincare regimen that addresses your specific needs. When you answer a few simple questions using the online Skincare Recommender, your ideal personal skincare regimen will be designed to provide you with the guidance you need to achieve your most beautiful skin.

[include shot of skincare recommender in use]

QR code to Ap

Page 40 [100]

The ARTISTRY® 4-step skincare regimen

Step 1: Cleanse

Cleanse your skin twice daily, day and night, to sweep away makeup and pore-clogging impurities.

Step 2: Tone

Tone skin day and night to complete the cleansing process and prepare skin for treatment products.

Step 3: Treat

Use treatment products to address specific skincare concerns, like fine lines and wrinkles.

Step 4: Moisturize

- Eyes first: Apply eye cream, day and night, in a gentle tapping motion before moisturizing face.
- Face second: Moisturize, day and night. During the day, choose a moisturizer with SPF to help protect skin from the sun’s aging rays.

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My Skincare Regimen

Products I currently use:

Cleanse:

Tone:

Treat:

Moisturize:

 Eye

 Face – Day

 Face – Night

Specialty Products:

Products I've tried:

Cleanse:

Tone:

Treat:

Moisturize:

 Eye

 Face – Day

 Face – Night

Specialty Products:

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4-Step Regimen Snapshot

Side 1 of the ARTISTRY 4-step regimen chart – ARTISTRY Skincare Collections
61372ENA

Pages

Side 2 of the ARTISTRY 4-step regimen chart –
ARTISTRY Skincare Systems and Specialty Products Snapshot
61372ENA

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Life Stages

What Causes Skin Aging

Research shows that there are two distinct types of aging:

- Intrinsic (internal) aging caused by the genes we inherit.
- Extrinsic (external) aging caused by environmental factors.

Intrinsic Aging

Intrinsic aging, or your natural aging process, begins showing results for your skin in your mid-20s. The signs of intrinsic aging are:

- Fine wrinkles
- Thin and transparent skin
- Loss of underlying fat
- Bones shrink away from the skin due to bone loss, which causes sagging skin
- Dry skin that may itch
- Inability to sweat sufficiently to cool the skin

Extrinsic Aging

Extrinsic (external factors) and intrinsic aging (natural aging process) work together to prematurely age your skin. Some external factors include:

- Sun Exposure
- Facial Expressions
- Gravity
- Sleeping Positions
- Smoking

For a complete, personalized skin assessment and to learn your skin's true age, visit Amway.com/myartistryproducts.

Page

Life Stages

You may be surprised to discover that the signs of aging you're experiencing now actually started years ago.

[use chart]

Page

Life Stages

With simple and sensible health and skincare strategies, you can look great at any age! The number of candles on your birthday cake does not have to reflect the age of your skin. Here's a decade-by-decade guide to help you make the most of today – and tomorrow.

Your 20s

Looking good! In your 20s, your skin cells regenerate at top speed, leading to a complexion that's generally smooth and radiant. Plus, collagen and elastin, the proteins that give skin its resiliency, are firm and plentiful. Prevention is your primary job when it comes to skincare, because you want to maintain this youthful glow for as long as possible.

Tips

- **Review your regimen.** If you're still using the oil and acne control products you favored as a teenager, take a fresh look at your skin. By this time, sebum production begins to slow in many young adults and it's possible that the formulas that served you well at 16 may be too drying for your complexion today.
- **Moisturize.** If you haven't yet found a good moisturizer, now's the time. The right formula will keep your skin smooth and supple. If you remain challenged by excessive oil or acne – as many young adults are – look for an oil-free formula. Regardless of what you choose to use, it should contain an SPF 15.
- **Must-Haves.** ARTISTRY® **essentials** replenishing eye cream, **essentials** anti-blemish, **essentials** hydrating SPF 15 or balancing lotion with sun-shielding UVB/UVA, and UV Defense SPF 50 Ultra Facial Sunscreen.

Your 20s Hero Product

ARTISTRY UV Defense SPF 50 Ultra Facial 11-6535

- Ensure a brighter future for your skin.
- Help your skin look younger, longer with this breakthrough SPF 50 sunscreen.
- Shield against aging during the highest levels of sun exposure by adding the ultimate defense for beautiful skin to your daily regimen.

Page

Your 30s

The times are changing, and your skin is no exception. Aging, the stress of a career, and pregnancy can lead to some significant changes in your complexion. These may include a few fine lines around your eyes and mouth, some loss of skin tone, and even adult acne.

Tips

- **Exfoliate.** The 30s is the decade when cell turnover begins to slow, leading to dullness and uneven skin tone. To counter this slowdown, upgrade your skincare regimen with regular exfoliation.
- **Noticing the First Signs of Aging.**
 - **Crow's feet:** Most women begin to notice fine lines and crow's feet when they turn 30, when collagen and elastin production slows.
 - **Dullness and fine lines:** In your 30s, estrogen levels begin to drop. Couple that with past sun exposure and you get drier, duller skin. Around age 35, fine lines usually begin to appear on the forehead's thin skin.
 - **Sun spots:** Freckles that used to fade in winter turn into more permanent sun spots.
- **Must-Haves.** YOUTH XTEND™ Enriching Eye Cream, YOUTH XTEND Concentrated Serum, YOUTH XTEND Enriching Cream, **intensive skincare renewing peel**, and Illuminating Essence.

Your 30s Hero Product

ARTISTRY intensive skincare renewing peel 10-7998

- In just eight minutes, skin is smoother and softer, and radiance is restored.
- Targeted resurfacing treatment provides immediate improvement in the look and feel of skin texture, improved clarity, and reduction in the appearance of age spots and fine lines.

Page

Your 40s

Deeper wrinkles and less elasticity and firmness are the most common conditions of skin in this decade. They're caused by two main things – years of UV exposure and a declining amount of estrogen. Together, these factors erode the skin's underlying support structure and inhibit its ability to retain moisture.

Tips

- **Accelerate your skincare.** Look for cleansers and toners with more moisturizing capabilities like rich creams that soothe and protect. Increase the frequency of your exfoliation treatments to compensate for slower cell renewal.
- **Zero in.** The skin around your eyes is thinner, so lines will be more evident here. Target this area with special formulas created specifically for your needs, from discoloration to puffiness to fine lines.
- **Adjust your makeup.** As time goes on, less is more. If you're in a makeup rut, take time to reassess your colors and formulas. Many modern cosmetics gently treat as they tint, which makes them perfect for this stage of life.

- **Must-Haves.** YOUTH XTEND Enriching Eye Cream, YOUTH XTEND Concentrated Serum, YOUTH XTEND Enriching Cream, **intensive skincare 14-night restore program**, Creme LuXury, and Creme LuXury Eye

Your 40s Hero Product

ARTISTRY YOUTH XTEND Serum Concentrate XX-XXXX

- 92% of women experienced a clinical reduction in visible fine lines in only 12 weeks of using ARTISTRY® YOUTH XTEND™ Serum Concentrate.
- Light formula suitable for all skin types is formulated with the highest concentration of all key ingredients.

Page

Your 50s and Beyond

With today's healthy lifestyles and longer life expectancies, you're just getting started at 50! As far as your skin is concerned, you can expect several changes. At this stage of your life, underlying cells begin to flatten, causing skin to become thinner. Lower levels of collagen and elastin, combined with changes in how they interact with the lower layers of your skin, can cause sagging. And many women in their 50s and beyond begin to experience increasingly drier skin.

Tips

- **Lighten up.** Often dark spots become prominent as a result of the hormonal shifts of menopause and/or sun damage. Regular treatments with brightening products will diminish these areas and produce clear, even skin.
- **Sleep on it.** Nighttime is the right time for products that combat wrinkles and loss of tone and moisture. As you sleep, your skin works diligently to renew itself. A good night cream supports skin's after-dark efforts. So after cleansing, toning, and treating your skin each evening, apply a rich formula designed for your specific needs.
- **Must-Haves.** Illuminating Essence, **intensive skincare anti-wrinkle firming serum**, Creme LuXury, and Creme LuXury Eye

Your 50s Hero Product

ARTISTRY Creme LuXury 10-3564

- Brings together the ultimate skincare experience and scientific innovation.
- Puts the power of youth at your fingertips, helping skin act up to 15 years younger.
- Re-energizes the skin with cardiolipin, an ingredient so rare that it's worth more than its weight in gold.

Page [need to create a chart]

ARTISTRY® Skin Age Test

Take the Skin Age Test to help you assess the actual age of your skin and how well it has been cared for over the years.

Start by writing down your age. As you read the descriptions below, add or subtract from your age.

- Subtract two years if you wear an SPF daily to protect your skin from sun damage.
- Add 17 years if you use tanning beds or booths.
- Add eight years if you spend more than eight hours a week outdoors during the day.

- Subtract two years if you follow a daily skincare routine with products like a cleanser, toner, treatment, and moisturizer.
- Subtract five years if you use anti-aging treatment products.
- Subtract four years if you use a mega daily multivitamin.
- Subtract three years if you're taking a one-a-day vitamin.
- Subtract one year if you're taking extra antioxidant supplements like vitamin C or E.
- Add three years if you experience high stress.
- Subtract three years if you're getting seven to eight hours of sleep a night.
- Subtract two years if you exercise a minimum of 60 minutes a week.
- Add two years if you live in a metropolitan area.
- Add three years if you drink four or more alcoholic beverages per week.
- Add eight years if you smoke.
- Add seven years if you're regularly exposed to secondhand smoke.
- Subtract two years if you drink eight or more glasses of water each day.

How did you do? The great news is that you can always improve your Skin Age. By starting to care for your skin with anti-aging skincare products, you can dramatically improve the visible age – and look – of your skin!

Page

Door Openers

Using Door Opener Products

Door Openers make it easy to get full-sized products sales because your customer can immediately see the benefit of a product after sampling it. ARTISTRY products feature these Door Openers.

ARTISTRY® Skin Refinishing Lotion

- Instantly provides softer- and smoother-feeling skin.
- It's like velvet on skin, but better because it is a natural exfoliator.

ARTISTRY Essential Hand Treatment

- Instantly hydrates, repairs, and protects hands with a luxurious age-defying hand treatment.
- Drenches hands with moisture while reducing and protecting against visible fine lines and sunspots.

ARTISTRY Light Up Lip Gloss

- Displays a unique LED on the applicator and includes a built-in mirror on the tube.
- Achieving lip perfection can be effortless anytime, anywhere.

essentials replenishing eye creme

- Reduces the appearance of fine lines and puffiness in 24 hours.
- Linseed, licorice extracts, and echinacea soothe and refresh.

Page [95] [\[Create a Coming Soon Ad\]](#)

ARTISTRY® Ultimate 10-Minute Facial – Available Winter 2013!

Pamper Your Skin

Indulge in a professional facial from the relaxation of home – in just 10 minutes. This exquisite experience includes the most prestige skincare products, along with an exclusive ARTISTRY facial cleansing brush with massaging nubs. The perfect demonstration of how the finest ARTISTRY products work together to rejuvenate skin, this luxurious set includes enough products for two facials in one week.

Cleanse:

ARTISTRY YOUTH XTEND™ Advanced Creamy Foam Cleanser Mini.

Treat:

ARTISTRY **intensive skincare renewing peel** mini. (Note: Never tone before using the **intensive skincare renewing peel**. This is an exception to your 4-step regimen rule.)

Moisturize:

Creme LuXury Mini.

Side Tab: ARTISTRY® Skincare Systems

Page

Luxury

Page [49]

Creme LuXury Collection – Helps Skin Act up to 15 Years Younger. Exclusive, youth-renewing CellEffect technology unlocks the secret to energizing the skin and helps slow skin's natural aging process. The Creme LuXury Collection puts the ultimate indulgence in age-defying skincare at your fingertips for unparalleled performance and skin transformation.

Page (fact sheet)

ARTISTRY Creme LuXury

10-3564

Brings together the ultimate skincare experience and scientific innovation.

Puts the power of youth at your fingertips, helping skin act up to 15 years younger.

Re-energizes the skin with cardiolipin, an ingredient so rare that it's worth more than its weight in gold.

Benefits

Women who tried Creme LuXury reported astonishing results:

93% experienced smoother skin.

88% experienced a more youthful glow.

84% experienced a more radiant complexion.

81% saw fewer fine lines.

79% saw fewer wrinkles.

78% experienced younger-looking skin.

67% felt skin was firmer and lifted.

ARTISTRY Science Behind the Product

Key Ingredients of CellEffect Technology:

Cardiolipin is a unique and precious lipid, similar to that found naturally in the skin. The cardiolipin in ARTISTRY® Creme LuXury helps to replenish this vital lipid to help energize the skin.

L-Carnosine is a dipeptide that occurs naturally in the body. The primary function of this ingredient is to help create an environment where the skin is energized so that aged skin cells can return to a younger, more active state. L-Carnosine also helps protect the skin cells from oxidative stress.

Roxisomes[®] are a natural botanical extract from the plant *arabidopsis thaliana*. This ingredient is encapsulated in specially engineered liposomes to enhance delivery to the skin.

Spinacia Oleracea (Spinach) Leaf Extract is an exclusive, NUTRILITE[®] produced extract that helps create an environment where skin is energized. It is also a powerful antioxidant and helps protect the cell from oxidative stress. The spinach is grown on Nutrilite's organic farms, making this the first vertically integrated NUTRILITE ingredient utilized in an ARTISTRY cosmetic product. This means it's the first time that all production steps – planting, growing, harvesting, extracting, and purifying the extract – were performed by Nutrilite.

Use Instructions

- Use twice daily, morning and evening, after cleansing and toning. In the morning, use in combination with an SPF product for protection from the environment.
- Extract cream from the jar with the included caviar spoon.
- Gently apply to face and neck with your fingertips in an upward, soothing motion.

[use bug to indicate assets]

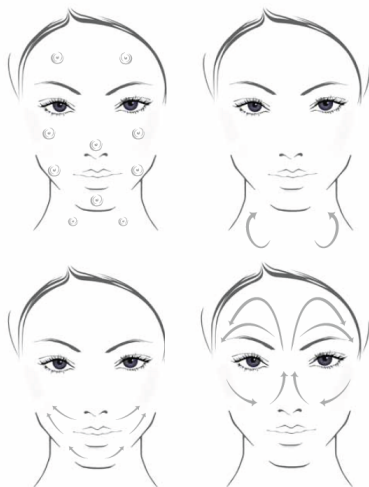
ARTISTRY **intensive skincare** Ultimate Demo Kit

A kit designed to help you learn about the latest ARTISTRY breakthrough skincare products – **intensive skincare renewing peel** and **Creme LuXury** – and the technology behind each product (40-1471 and 40-1471S Spanish).

Page

How to Apply a Face Cream or Lotion

Apply a face cream or lotion both morning and evening, after cleansing, toning, and treating with your current skincare system. Use a pea-sized drop of cream or lotion. Distribute the product to your forehead, cheeks, chin, and throat. Gently massage the cream or lotion in a circular motion, moving upward and outward, to smooth it over your entire face and neck. If your face cream or lotion does not contain an SPF, use a sunscreen layer after your moisturizer during the daytime.



Page

[Crème LuXury ad]

What Is Cardioliipin?

Certain lipids are naturally found in our body's cells. One of these essential lipids has been recreated in the laboratory, in form of cardioliipin.

The level of this important lipid is reduced as we age. Maintaining optimal levels of cardioliipin is the key to the healthy and youthful look of skin.

Of all the new and unique ingredients in ARTISTRY® Creme LuXury, the most important is cardioliipin. The lipid used in Creme LuXury is a synthetic material, similar to the cardioliipin found in our skin cells. Cardioliipin is the rarest and most expensive ingredient ever used in an ARTISTRY product.

Page [fact sheet]

ARTISTRY Creme LuXury Eye

10-9698

A Total Transformation 360° Around the Eyes.

Women who tried Creme LuXury Eye agreed that:

Instant surge in moisture was experienced.

In just two weeks, a 100% improvement in moisture.

After four weeks, skin looks firmer; there is a visible reduction in the appearance of wrinkles, and a visual improvement in skin roughness.

Benefits

For your upper eye area:

- Visibly lifting the eye area, giving it a look of energy and vitality.
- Reducing the appearance of saggy skin around the eyes.
- Increasing firmness and elasticity for more supple skin in the eye area.
- Helping sculpt the eye area for a lifted look.

For your lower eye area:

- Reducing the appearance of dark circles.
- Visibly smoothing puffiness.
- Softening the appearance of fine lines and wrinkles in the under-eye area.
- Helping prevent visible fine lines with a moisture surge.
- Diminishing the appearance of expression lines.

ARTISTRY Science Behind the Product

Key Ingredients of CellEffect Technology:

Cardioliipin is a unique and precious lipid, similar to that found naturally in the skin. The cardioliipin in ARTISTRY® Creme LuXury Eye helps to replenish this vital lipid to energize the skin in the eye area.

L-Carnosine is a dipeptide that occurs naturally in the body. The primary function of this ingredient is to help create an environment where the skin is energized so that aged skin cells can return to a younger, more active state. L-Carnosine also helps protect the skin cells from oxidative stress.

Roxisomes® are a natural botanical extract from the plant arabidopsis thaliana. This ingredient is encapsulated in specially engineered liposomes to enhance delivery to the skin.

Spinacia Oleracea (Spinach) Leaf Extract is an exclusive, NUTRILITE® produced extract that helps create an environment where skin is energized. It is also a powerful antioxidant and helps protect the cell from oxidative stress. The spinach is grown on Nutrilite's organic farms, making this the first vertically integrated NUTRILITE ingredient utilized in an ARTISTRY cosmetic product. This means it's the first time that all production steps – planting, growing, harvesting, extracting, and purifying the extract – were performed by Nutrilite.

Ingredients specifically beneficial to the eye area:

Japanese cherry blossom soothes.

Alfalfa seed extract boosts firmness and elasticity to help strengthen thin under-eye skin.

Caffeine helps reduce the appearance of dark circles.

Use Instructions

This product is recommended to be used both day and night.

The order of use for Creme LuXury Eye is:

- Cleanse face.
- Apply toner.
- Apply Creme LuXury Eye. For optimal effects, apply with the ring finger to entire upper and lower eye area. Use a gentle 360° tapping motion, moving from the inside eye area outward. With correct adherence to directions for day and night use, Creme LuXury Eye will last about 6–8 weeks when used twice daily.
- Finish with moisturizer.

[Show Before & After Image for CLE]

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Creme LuXury Eye 360° Demo

Learn about and share the breakthrough technology and unparalleled results of ARTISTRY Creme LuXury Eye. The 360° Demo is designed as a companion to use with the ARTISTRY **intensive skincare** Ultimate Demo Kit (40-1471 and 40-1471S Spanish) but can be used on its own (40-1535 and 40-1535S Spanish).

Page

Create Creme LuXury Eye Ad

Page How to Apply an Eye Cream

For optimal results, apply your eye cream using your ring finger to the lower eye area both morning and night. Use a gentle tapping motion near the eye, moving from the inside to outer eye area. With Creme LuXury Eye, apply cream to the entire eye area (both upper and lower) using a gentle tapping motion 360° around the eye, moving from the inside eye area outward. Use an eye cream in your 4-step regimen after you cleanse, tone, and treat.

Eye products are critical at every age because the skin around the eye is much thinner than anywhere else on your body. The sooner you begin taking care of this delicate area, the longer you'll maintain a youthful appearance around your eyes.



Page
Professional Treatments

Page

Intensive skincare collection – Professional Solutions. Professional Results.

The ARTISTRY® dermatology-inspired line offers skincare innovations powerful enough to deliver targeted, professional-level*, anti-aging benefits at home. The **intensive skincare** collection's targeted products help repair and prevent visible signs of aging without the harsh side effects associated with some professional treatments.**

The ARTISTRY **intensive skincare** collection:

- Offers the benefits of a professional treatment in the comfort of your own home.*
- Provides targeted products to help repair and prevent the visible signs of aging.
- Uses advanced technology offering the best possible results.
- Is easy to use and without the harsh side effects associated with some professional treatments.
- Has been tested to be appropriate for all skin types.

The **intensive skincare** collection is supported by:

- Years of groundbreaking research
- Clinical tests
- Patented/exclusive ingredients
- Significant visible results
- Artistry Scientific Advisory Board

*Results not equal to surgical/cosmetic procedures.

ARTISTRY users are advised not to use **intensive skincare 14-night restore program, **renewing peel**, and **anti-wrinkle firming serum** all on the same day.

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intensive skincare iPad® app: Download the ARTISTRY **intensive skincare iPad** app from iTunes®. Immerse yourself in the breakthrough science behind the **intensive skincare** collection and detailed product information.

Page

ARTISTRY intensive skincare 14-night restore program 11-6396

Provides younger looking skin at any age – in just 14 nights.

Is clinically tested to improve skin clarity by 261% for improved texture, tone, and brighter-looking skin.

Is a restorative, seasonal skin treatment that recharges skin, improving its ability for repair and correction.

Benefits

- Ultrasomes® help repair, for younger, healthier-looking skin.
- Alpinia and sunflower help promote firmness and elasticity, reducing the appearance of fine lines and wrinkles.
- Licorice soothes damaged skin, leaving the skin less irritated, less red, more toned, and healthy looking.
- Lemon and cucumber help improve clarity and restore brightness for more luminous skin.

ARTISTRY® Science Behind the Product

Deep Night Action 7 Complex contains Ultrasomes, a restorative enzyme that helps supercharge skin's natural ability to repair signs of damage caused by environmental assaults.

UV-Endonuclease is shown to help repair the appearance of skin cells and encourage recovery from sun damage, halting the gradual weakening of the skin cells that causes photo-aging.

Deep Night Action 7 Complex is also powered by the Soothing System to help calm the skin and minimize the risk of skin irritation.

Use Instructions

- Use once per day, in the evening, after cleansing and toning.
- Apply one entire mini pump to face and neck.
- Follow with a night moisturizer.
- Repeat for 14 nights every three to four months for optimal results.

Page

An anti-aging breakthrough years in the making.

ARTISTRY scientists used core technology licensed from the University of Michigan, a leading dermatological research center, to discover an innovative way to direct the skin's response to retinol so it can be more effective in improving the appearance of wrinkles while minimizing the discomfort associated with retinol treatments.

Retinol is one of the most effective ingredients recommended by skincare professionals to treat signs of aging, because it works to help rebuild skin's elasticity and firmness while reducing visible wrinkles. However, on average, 90% of people undergoing traditional retinol therapy experience unwanted side effects like dryness and flaking. Our exclusive, patented Targeting Complex technology is a unique blend of ingredients that shield and soothe the skin and minimize the irritation (dryness and flaking) associated with retinol treatments.

Amway's ARTISTRY scientists tested dozens of compounds to discover the perfect blend of natural extracts – Next Generation Retinol, peptides, and vitamin C – to deliver optimal retinol benefits without irritation in ARTISTRY **intensive skincare anti-wrinkle firming serum**.

[use the Before & After image from the AWFS product manual]

Page

Intensive skincare 14-night restore

(Available in BrandNext – PDF is Art_PDF_14Night_Advertorial_HR.pdf)

Page [fact sheet]

ARTISTRY intensive skincare anti-wrinkle firming serum 10-9709

Is an anti-aging breakthrough years in the making.

More than 1,400 tests have been performed to ensure ideal results.

Comprehensive clinical studies have shown **anti-wrinkle firming serum** to have an overwhelmingly positive response.

Benefits

- Targets the signs of aging as you sleep.
- In just four weeks, awaken to a healthy-looking glow and a firmer, supple, more youthful look.
- Boosts firmness and elasticity to help reduce visible wrinkles.

ARTISTRY® Science Behind the Product

- Next Generation Retinol, peptides, and vitamin C deliver optimal benefits without irritation.
- Targeting Complex helps to precisely focus the retinol where it is needed to help remodel the appearance of skin.
- Targeting Complex reduces the potential irritation associated with retinol use.
- Hyaluronic acid plumps up the skin's surface to help give an immediate and visible, anti-wrinkle, firming effect.

Use Instructions

- For the first two weeks, apply a pearl-sized amount to clean, dry skin every other evening after cleansing and toning.
- Follow with a night moisturizer.
- Increase to nightly use as tolerated.
- Avoid the eye area.
- Wear sunscreen during the daytime.
- Discontinue use if persistent irritation, redness, or burning occurs.

Alternating the use of ARTISTRY **intensive skincare renewing peel** and **anti-wrinkle firming serum** will help diminish signs of aging like rough texture, wrinkles, and loss of firmness. In recent testing, positive results were experienced by women when they followed usage guidelines for ARTISTRY **intensive skincare renewing peel** and **anti-wrinkle firming serum** as a part of their skincare routine. All ARTISTRY **intensive skincare renewing peel** and **anti-wrinkle firming serum** users are advised not to use both products on the same day.

Page [fact sheet]

ARTISTRY intensive skincare renewing peel 10-7998

In just eight minutes, skin is smoother and softer, and radiance is restored.

Targeted resurfacing treatment provides immediate improvement in the look and feel of skin texture, improved clarity, and reduction in the appearance of age spots and fine lines.

Benefits

- After just one use, 93% agreed skin looked and felt softer and smoother.
- After six weeks:
 - 100% saw an improvement in skin smoothness and texture.
 - 84% saw more radiant skin.
 - 84% raved that their skin looked younger.

ARTISTRY® Science Behind the Product

- Mucor Miehei Mushroom Extract naturally replicates the skin's own enzymatic exfoliating mechanisms. Mucor miehei is a self-neutralizing enzyme dependent on the pH of the skin. Result: no over-peeled or irritated skin.
- Enzymatic activity is confined to the top surface of the skin where pH is below 5.5, so the renewing peel only exfoliates the dulled top layer of skin by shedding dead skin cells.
- Nutrilite-sourced chia seed oil helps maintain skin's normal moisture barrier functions.
- Tocopheryl acetate (vitamin E) helps protect skin from environmental aggressors.

Use Instructions

- Apply eight full pumps of ARTISTRY **intensive skincare renewing peel** to dry skin on your face, neck, and chest after cleansing and toning.
- Use no more than twice weekly on nonconsecutive days.
- Leave the product on skin for 6–8 minutes.
- Wet fingertips and lightly massage skin. Rinse thoroughly with warm water; pat skin dry.

Alternating the use of ARTISTRY **intensive skincare renewing peel** and **anti-wrinkle firming serum** will help diminish signs of aging like rough texture, wrinkles, and loss of firmness. In recent testing, positive results were experienced by women when they followed usage guidelines for ARTISTRY **intensive skincare renewing peel** and **anti-wrinkle firming serum** as a part of their skincare routine. All ARTISTRY **intensive skincare renewing peel** and **anti-wrinkle firming serum** users are advised not to use both products on the same day.

Page

Anti-Aging

Page

YOUTH XTEND Skincare Collection – Reprogram the Future of Skin.

This revolutionary anti-aging skincare collection helps revitalize your skin's future while helping to repair the appearance of past damage and helping to protect it against future damage.

YOUTH XTEND™ products help reduce the appearance of lines and wrinkles, so skin looks younger, smoother, and more radiant.

Page

Feature the 10/2013 YOUTH XTEND Ad from Allure Magazine

Page

Introducing CRESCENDO Packaging

Luxurious CRESCENDO packaging is exquisite in finish and detail. With an elegant, uplifting presence, the graceful upward slant of the cap will unify the brand. Tall, sleek bottles rise with grace and confidence, capturing the essence of the ARTISTRY® woman – her elegance and her modern sophistication, always at the forefront of beauty. Jars with softly sloping profiles further distinguish this prestigious packaging. Reimagined with a bold purpose and aesthetic excellence, ARTISTRY CRESCENDO packaging is a true work of art and an object to behold.

The luxurious YOUTH XTEND™ packaging stands out in its simplicity and beauty. Rose champagne in color with golden accents, the bottles, jars, and tubes make an elegant statement. The innovative clear bases on the pump bottles enable consumers to easily view the product inside, so they can reorder before the product is used up. Every cap has the same graceful slant and silhouette. The jars and bottles have shiny and matte caps to easily differentiate the products. This is packaging that your customers will want to show off on their boudoir tables or dressers.

[add QR code for packaging video]

Page

ARTISTRY YOUTH XTEND Skincare System

XX-XXXX

Advanced Creamy Foam Cleanser, Advanced Softening Toner, and Protecting Cream or Protecting Lotion.

The ARTISTRY® YOUTH XTEND™ Skincare System cultivates nature's most powerful ingredients, scientific discoveries, and cultural insights from around the world to inspire revolutionary, age-defying skincare. The Skincare System is a high-performing restoring regimen designed to rejuvenate skin's youthful appearance morning to night.

- Revitalize the future of your skin, and reclaim youthful beauty now and into the future.
- Used together, this is a high-performing restoring regimen designed to rejuvenate skin's youthful appearance morning to night.
- Experience age-defying results beyond imagination.
- See the look of youth last beyond what you ever thought possible.

Feature	Benefit
A luxurious lather infused with oat extract and African baobab fruit.	Leaves skin clean, hydrated, and radiant.
Improves skin's natural moisture retention with revitalizing Japanese lilyturf.	Refines the surface of your skin to receive the maximum benefits from the treatment products that follow. Leaves skin feeling soft, smooth, and replenished.
Exclusive botanical complex maintains skin's ideal moisture level with African baobab fruit, black currant, and green acerola cherry.	Helps prevent the appearance of fine lines and wrinkles, infuses skin with all-day hydration, and improves skin's smoothness, radiance,

	and clarity.
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Page [fact sheet]

ARTISTRY YOUTH XTEND™ Advanced Creamy Foam Cleanser XX-XXXX

Contains an exclusive patented ARTISTRY® Oat Extract for a smooth and radiant look. Moisturizing ingredients are added during cleansing process.

Benefits

- Sweeps away makeup and pore-clogging impurities.
- Leaves skin feeling smooth, hydrated, and comfortable.
- A more radiant, conditioned complexion is revealed.

ARTISTRY Science Behind the Product

- **Exclusive patented ARTISTRY Oat Extract for a smooth and radiant look.**

Use Instructions

Cleanse

- Dampen skin with fresh warm water. Work cleanser into thick lather.
- Apply to face in a circular massaging motion, avoiding direct contact with eyes.
- Rinse thoroughly with warm water.
- Use morning and night.

Page [Fact Sheet]

ARTISTRY YOUTH XTEND™ Protecting Cream or Protecting Lotion XX-XXXX

80% of women noticed more radiant skin in only three weeks.

A unique combination of conditioners, antioxidants, and soothing agents featuring African baobab fruit extract plus black currant, green acerola cherry, and other botanicals, some grown on our own organic farms.

Benefits

- Helps prevent the formation of fine lines and wrinkles caused by UV exposure.
- Skin is protected against environmental aggressors such as free radicals and pollution, which can cause visible fine lines and wrinkles.
- Provides all-day moisture for more radiant-looking skin in only three weeks.

ARTISTRY® Science Behind the Product

- SPF 15 PA +++ sunscreen provides broad-spectrum UVB/UVA protection for daily use to help prevent the development of fine lines and wrinkles caused by UV exposure.

Use Instructions

Moisturize Day

- Smooth gently over face and neck for full sun-protection coverage each morning.
- Follow with daily foundation.
- Avoid contact with eyes.

Page [fact sheet]

ARTISTRY YOUTH XTEND™ Advanced Softening Toner 11-6066

This gentle toning lotion conditions and hydrates as it prepares skin to receive anti-aging treatment benefits.

Lightweight, milky liquid refines the surface of skin and prepares skin for treatment.

Leaves skin feeling smooth, moisturized, soft, and instantly hydrated.

Benefits

- Helps skin naturally seal in more of its own moisture for a softer, smoother look.
- Increases delivery of Serum Concentrate into skin.
- Leaves skin feeling soft, smooth, and instantly hydrated.

ARTISTRY® Science Behind the Product

- Formulated with **Japanese lilyturf**, an ingredient that strengthens the tight junction, a moisture level-controlling part of the epidermis that helps seal in skin's own moisture.
- The **tight junction** helps to minimize the space between skin cells to prevent moisture loss. When skin cells are spread out, it's much easier for moisture to escape.

Use Instructions

Tone

- After cleansing, splash Advanced Softening Toner on palm or cotton pad, and gently pat over the entire face and neck.
- Follow with Serum Concentrate.
- Use morning and night.

Page 91

[Demo YOUTH XTEND toner – Raisins]

ARTISTRY® YOUTH XTEND™ Advanced Softening Toner Demonstration

This demonstration illustrates how:

LifeSirt nourishes skin cells, so skin looks younger and more radiant.

To demonstrate the product you will need:

- ¼ cup (62.5 mL) Advanced Softening Toner (11-6066).
- 4-6 raisins in a small bowl.
- 4-6 raisins pre-soaked in Advanced Softening Toner.

The night before your demonstration:

- Place 4-6 raisins in ¼ cup (62.5 mL) of Advanced Softening Toner.
- Have an additional 4-6 raisins on hand that have not been soaked.

For the demonstration:

- Show the unsoaked raisins and say:
 - “These raisins symbolize aged skin cells. When they are exposed to sun and other environmental aggressors, the aging process starts, and they begin to shrivel and not function as they did when they were younger.”
- Show the raisins that were soaked overnight and say:
 - “But here I have raisins soaked in **ARTISTRY® YOUTH XTEND™ Advanced Softening Toner**; notice that they are now plumped. These raisins are now

looking and acting more like they did when they were younger, when they were more resilient and stronger.”

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ARTISTRY YOUTH XTEND Power System XX-XXXX

A trio of the most powerful ARTISTRY® YOUTH XTEND™ products – Serum Concentrate, Enriching Eye Cream, and Enriching Cream or Lotion – work together to provide your skin with exactly what you need to prolong a younger look. To receive the incredible YOUTH XTEND benefits, use all three products in the Power System. When used together, the Power System gives skin a radiant and younger look, reduces the appearance of fine lines and wrinkles, and leaves skin feeling softer and smoother.

Feature	Test Result
Younger-looking skin.	81% of women tested agreed the Power System revealed younger-looking skin in only one week.
Reduced visible fine lines and wrinkles.	78% of women tested thought the Power System helped reduce the appearance of fine lines and wrinkles in only one week.
Softer skin.	89% of women tested noticed softer skin after only one use of the Power System.

Page [fact sheet] [183]

ARTISTRY YOUTH XTEND Enriching Lotion and Enriching Cream

Lotion XX-XXXX

Cream XX-XXXX

89% of women using the Power System, including YOUTH XTEND™ Enriching Lotion and Enriching Cream, noticed softer skin after one use.

Nourishes skin cells so skin looks younger and more radiant.

Special moisturizing ingredients: meadowfoam seed oil and evening primrose oil.

Benefits

- Helps repair the appearance of existing damage, diminishing the look of fine lines and wrinkles while you sleep.
- 78% of women thought the Power System, including the Enriching Lotion and Enriching Cream, helped reduce the appearance of fine lines and wrinkles in just one week.
- Improves moisture levels for smoother and softer skin.
- Ideal for normal-to-dry skin and dry skin.

ARTISTRY Science Behind the Product

- LifeSirt is an ingredient extracted from the leaf of the Mediterranean myrtle plant. LifeSirt nourishes skin cells, so skin looks younger and more radiant.
- Micro-X6 Peptide helps repair the appearance of past damage. ARTISTRY® scientists discovered this mighty mini peptide, which consists of six amino acids and helps reduce the look of fine lines and wrinkles.

Use Instructions

Moisturize Night

- Smooth in upward strokes over face and neck each evening.

Page 94 [fact sheet]

ARTISTRY YOUTH XTEND Serum Concentrate

11-3809

92% of women experienced a clinical reduction in visible fine lines in only 12 weeks of using ARTISTRY® YOUTH XTEND™ Serum Concentrate.

Light formula suitable for all skin types is formulated with the highest concentration of all key ingredients.

Benefits

- Formulated with rare and precious ingredients to smooth the appearance of fine lines and wrinkles, improve overall radiance, and help keep skin looking younger, longer.
- The essential step in revitalizing your skin's future.
- 78% of women thought the Power System, including Serum Concentrate, helped reduce the look of fine lines and wrinkles in just one week.
- 89% of women using the Power System, including Serum Concentrate, noticed softer skin in only one use.

ARTISTRY Science Behind the Product

- LifeSirt is an ingredient extracted from the leaf of the Mediterranean myrtle plant. LifeSirt nourishes skin cells so skin looks younger and more radiant.
- Micro-X6 Peptide helps repair the appearance of past damage. ARTISTRY scientists discovered this mighty mini peptide, which consists of six amino acids and helps reduce the look of fine lines and wrinkles.

Use Instructions

- Apply Serum Concentrate evenly over entire face and neck in upward strokes.
- Use before eye, day, or night moisturizers.

Page

What is a serum?

A serum is a targeted-treatment skincare product. The serum is the most potent of the products in a line.

What does a serum do? A serum is not a moisturizer or lotion, but rather a formula with a specific purpose that is used to aid in particular skin concerns – like combatting fine lines and wrinkles. It is designed to layer with your favorite moisturizer.

When is a serum used? A serum is used during the Treat step in your skincare regimen (after your toner and before your moisturizer).

ARTISTRY® YOUTH XTEND™ Serum Concentrate is the hero product of the YOUTH XTEND Collection. It's a potent, concentrated treatment product, formulated with rare and precious ingredients. It smoothes the appearance of fine lines and wrinkles, improves overall radiance, and helps keep skin looking younger, longer.

Page

Artistry ad to come from Melissa

Page

[Demo Enriching cream and serum]

Demo: Softer Skin in Just One Use]

ARTISTRY® YOUTH XTEND™ Serum Concentrate

This demonstration shows how the Power System achieves notably softer skin in just one use.
Softer Skin in Just One Use

To demonstrate the product you will need:

ARTISTRY YOUTH XTEND

- Serum Concentrate (11-3809)
- Enriching Cream (11-3803) **OR**
- Enriching Lotion (11-3804)

For the demonstration:

- Show your customer the products and say:
 - “I would like to show you the remarkable benefits of two products in the ARTISTRY YOUTH XTEND Power System. This is Serum Concentrate and this is Enriching Cream (**OR** Enriching Lotion).
- Ask your customer:
 - May I apply these products to the back of your hand?”*
- Show how the products work together:
 - “I’m going to gently rub the Serum Concentrate onto the back of your hand. You’ll notice that this lightweight serum quickly absorbs into your skin, beginning to soften it.
 - Now I will apply the Enriching Cream (**OR** Enriching Lotion) to seal in the treatment and provide an additional surge of moisture. Now, feel your skin after these two products have been applied. Compare your treated hand to your untreated hand.”

*Allow your customer to apply the products herself if she wishes to do so.

Page [fact sheet]

ARTISTRY YOUTH XTEND Enriching Eye Cream

11-3810

100% of women exhibited improvement in fine lines in 12 weeks.

Eye area is moisturized and smoothed.

Nourishes skin cells so skin looks younger and more radiant.

Benefits

- 93% of women experienced a clinical reduction in visible fine lines around the eyes, including crow’s feet, in only two weeks.
- Created specifically for the delicate eye area, to diminish the appearance of fine lines and wrinkles.
- Targets the early signs of aging in the eye area.

- Powerful antioxidant complex helps prevent the effects of environmental damage, leaving the skin around the eye area vibrant and refreshed.

ARTISTRY Science Behind the Product

- LifeSirt is an ingredient extracted from the leaf of the Mediterranean myrtle plant. LifeSirt nourishes skin cells, so skin looks younger and more radiant.
- Micro-X6 Peptide helps repair the appearance of past damage. ARTISTRY® scientists discovered this mighty mini peptide, which consists of six amino acids and helps reduce the look of fine lines and wrinkles.

Use Instructions

Moisturize Eye (Day and Night)

- Lightly dab a small amount with your ring finger under and around the eye area before applying face moisturizer.
- Use morning and night after YOUTH XTEND™ Serum Concentrate.

Page

[Demo YOUTH XTEND Enriching eye cream and concealer. Use before & after eye image]

ARTISTRY® YOUTH XTEND™ Enriching Eye Cream

This demonstration shows how Enriching Eye Cream is created specifically for the delicate eye area, this rich moisturizing cream diminishes the appearance of fine lines and wrinkles for a younger, more vibrant look.

To demonstrate the product you will need:

- Enriching Eye Cream (11-3810).
- ARTISTRY Concealer (six shade options available).
- Small cosmetic cup with mixing spatula or the back of the customer's hand.

For the demonstration:

- Open the ARTISTRY® YOUTH XTEND™ Enriching Eye Cream and ARTISTRY Concealer. As you speak, mix some of the eye cream with the concealer.
 - “For years, makeup artists have mixed eye cream with concealer in order to get two benefits at once – hide flaws while you moisturize and refresh the skin.”
- Show the mixture to your customer* and say:
 - “Apply this beneath one of your eyes. Use a gentle tapping with your fingertip to apply the product. See how dark circles or discolorations are immediately hidden. Now, notice how soft and supple the skin feels.”
 - “100% of women exhibited improvement in fine lines in 12 weeks.”

*If the customer prefers not to have the product applied to her face, you may instead suggest the back of her hand.

Page

Anti-aging

ARTISTRY UV Defense SPF 50 Ultra Facial

11-6535

Ensure a brighter future for your skin.

Help your skin look younger, longer with this breakthrough SPF 50 sunscreen.

Shield against aging during the highest levels of sun exposure by adding the ultimate defense for beautiful skin to your daily regimen.

Benefits

- Protects skin against even the highest levels of sun exposure to deflect UVB/UVA rays and environmental assaults.
- Helps attract and hold moisture, so skin feels comfortable throughout the day with humectants and emollients.
- Absorbs instantly and can be used after any ARTISTRY® moisturizer.
- Creates the perfect base for makeup with an ultra-lightweight, water-resistant formula.

ARTISTRY Science Behind the Product

- Exclusive Balanced Brightening Complex reduces the appearance of dark spots, age spots, redness, and discoloration.
- SPF 50 PA+++ formula includes four sunscreens to help protect against sun damage and UVB/UVA rays during the highest levels of sun exposure.

Use Instructions

Smooth on UV Defense SPF 50 Ultra Facial Sunscreen as the final step in your ARTISTRY skincare regimen and before applying foundation:

- Shake bottle well.
- After applying moisturizer, smooth a small amount over face and neck with your fingertips.
- Use every morning.

Page

Top Sun Myths

Myth #1: The SPF number tells you how much protection you're getting from the sun.

The reality: There are two types of damaging sun rays: UVA, which are responsible for aging the skin; and UVB, which are responsible for burning it. Look for a sunscreen that contains both UVB and UVA protection.

Myth #2: The sun can't penetrate through windows.

The reality: Glass filters out only one kind of radiation: UVB rays. UVA rays, which penetrate deeper, can still get through. That's why many adults have more freckles on their left side than their right – it's from UV exposure on that side through the car window when driving. To protect yourself, apply sunscreen to any exposed areas (like your hands, forearms, and face) before getting into your car.

Myth #3: Most of the sun damage you incur happens before age 18.

The reality: Recent studies have shown that by age 18, you've only accumulated 18 to 23 percent of the sun damage you'll incur over a lifetime. After 18, and for the rest of your life, there's still time to protect your skin from the sun and put off sun-induced aging.

Page [Fact Sheet]

ARTISTRY Skin Refinishing Lotion

Softens skin and improves skin texture by 52% in 12 weeks.

Appearance of fine lines can be reduced by 48%.

Skin can look and feel firmer by 41%.

Benefits

- Provides an immediate moisture surge to skin.
- Provides noticeable improvement of overall skin tone and luminosity within one week.

ARTISTRY® Science Behind the Product

- Contains exclusive, patent-pending, nonacid technology and Hydrolipid Matrix.

Use Instructions

Use twice daily on face and throat after cleansing and toning.

Hot Skincare Trend

ARTISTRY Skin Refinishing Lotion provides instant benefits – softer, smoother skin.

Page [fact sheet]

ARTISTRY Illuminating Essence

10-5711

Reveals brighter, more youthful-looking skin in just 12 days.

The answer to luminosity without lasers.*

A Miss America Favorite.

*Results not equal to cosmetic/surgical procedures.

Benefits

- Improves skin clarity and brightness while providing a layer of defense to help prevent the appearance of discoloration and dark spots caused by the sun and other environmental factors.
- Ideal for anyone looking for a noninvasive alternative to achieving brighter, more luminous-looking skin.

ARTISTRY Science Behind the Product

- Contains ARTISTRY® exclusive Brightening Complex.
- Contains the antioxidants white tea extract and the patented ARTISTRY Bitter Orange Peel Extract, which help prevent the appearance of dark spots caused by the environment.

Use Instructions

Apply a small amount of ARTISTRY Illuminating Essence before applying your moisturizer. Smooth gently over face and throat both morning and night.

Page [fact sheet]

ARTISTRY Vitamin C + Wild Yam Treatment

E-7313

Clinically proven to reduce the appearance of wrinkles by 58% when applied to the face.

A noninvasive approach to reducing the appearance of wrinkles.

Only vitamin C and wild yam product on the market that allows you to control when the vitamin C is activated.

Benefits

- Reduces the appearance of wrinkles by 58%!

- Provides the ultimate in potency, effectiveness, and wrinkle-fighting power – without a needle.*
- The only vitamin C and wild yam product that lets you control when the vitamin C is activated.

*Results not equal to cosmetic/surgical procedures.

ARTISTRY Science Behind the Product

- Pure pharmaceutical-grade, nature-identical vitamin C.

Use Instructions

Mix according to package directions. Apply to lines and wrinkles twice daily after applying your ARTISTRY® **essentials** toner and eye creme, but before applying ARTISTRY Skin Refinishing Lotion or **essentials** alpha hydroxy serum plus.

Page [spread]

ARTISTRY Vitamin C + Wild Yam Treatment Demo

This demonstration illustrates how: Vitamin C + Wild Yam Treatment will help you experience the ultimate potency, effectiveness, and wrinkle-fighting power by protecting your skin against environmental assaults.

Preparation for Demo

If you are planning to discuss the apple demo, pick up the apple and show it to your guests as you're describing the effects of free radical damage.

Introduction to Demo

IBO: "Let's explore the ARTISTRY® alternative to filler injections like collagen. With ARTISTRY Vitamin C + Wild Yam Treatment, you don't have to worry about risk or recovery! It's the at-home alternative to injectable fillers. It uses pure wrinkle-fighting technology and is clinically tested to reduce the appearance of wrinkles by 58%!

The secret to this serum is the pharmaceutical-grade, nature-identical vitamin C. Vitamin C is a powerful ingredient that helps reduce the appearance of wrinkles without needles! And Vitamin C + Wild Yam is the only vitamin C and wild yam product on the market that allows you to control when the vitamin C is activated. You experience the ultimate potency, effectiveness, and wrinkle-fighting power."

Performing the Demo

IBO: "You can see the difference for yourself! Earlier, I cut this apple in half and applied Vitamin C + Wild Yam to one half and left the other half untouched. While the apple has been exposed to the air, free radicals (which lead to damage and wrinkles) have been attacking it, and look – it's brown. Notice that the side with Vitamin C + Wild Yam Treatment has been under the same free radical attack, but it still looks like a fresh, crisp apple. That's the amazing antioxidant power of Vitamin C + Wild Yam. Imagine your skin as the apple. Which side do you prefer?"

*Results not equal to cosmetic/surgical procedures.

[Show the before-and-after images]

Basic Skincare

Page

Essentials Skincare – Skincare Made Easy

Perfecting the science of skincare with the help of nature, ARTISTRY® **essentials** provides easy, effective, daily skincare routines and treatment products infused with botanicals from our own certified organic farms.

Page

Purposeful botanicals, intuitive science

For the past few years, it has been our mission to incorporate the amazing botanicals that we have been growing at our Nutrilite farms into **essentials** skincare formulations, guided by the advanced science and technology that is the hallmark of all ARTISTRY® products.

The result? At the very heart of new ARTISTRY **essentials** is a marvelous balance between harmonious nature and leading-edge science – a balance designed to help you optimize your skin with regular, daily use.

Indian Fig	Chia	Acerola Cherry	Black Bamboo	Oregano
Water/Hydration/ (essential for all skin types)	Nourishment (for normal-to-dry skin)	Balance (for combination-to-oily skin)	Soothing (for redness/irritation)	Purification (for blemishes/acne)
Grown on Nutrilite Farms	Grown on Nutrilite Farms	Grown on Nutrilite Farms	Grown on Nutrilite Farms	Grown on Nutrilite Farms

Every formula is a synergy of **thinking from the lab** and **goodness from the land**. With these formulas, we can help women everywhere optimize the quality of their skin just by performing their regular daily skincare routine.

Page

Key NUTRILITE Botanicals Become Exclusive ARTISTRY Complexes

To create credibility with your ARTISTRY® customer, share the connection between the outstanding NUTRILITE® botanicals and the ARTISTRY exclusive complexes found in ARTISTRY **essentials**. Take time to explain why these ingredients were chosen and the beneficial effects the complexes will have on your customer's skin. And stress that these ingredients and complexes – many of them patented – make ARTISTRY **essentials** unique and preferable to other skincare lines.

Key essentials Botanicals Grown on Nutrilite Farms

- **Indian fig, blue agave, evening primrose, yucca, and the resurrection plant** are known for their hydrating properties. These are found in the Desert Hydration Complex.
- **Chia, borage, kukui, sunflower, and macadamia nut oils** are all essential fatty acids that deeply nourish the skin. These are found in the Nourishing EFA Complex.

- **Black bamboo, licorice, shea butter, and blue lotus flower** all help soothe and calm the skin. These are found in the Soothing Complex.
- **Acerola cherry, silica micro sponges, cinnamon cassia bark, and ginger** are known for their oil-control properties. These are found in the Balancing Matrix.
- **Oregano, white willow bark, and chamomile** are all excellent skin purifiers. These are found in the Purifying Complex.

Page [Fact Sheet]

ARTISTRY essentials hydrating system for normal-to-dry skin

10-5489

A blend of naturally derived botanical ingredients shown to enhance the skin's moisture content and help hold it in.

Complex comforts and pampers extremely dry skin.

Helps repel and repair environmental damage.

Provides a natural source of vitamin E.

Benefits

- Maintains optimal moisture levels of healthy-looking skin.
- Provides all-day moisture.
- Improves skin hydration by more than 40% after eight hours.
- Naturally equalizes skin hydration.
- Replenishes the skin's moisture barrier to maintain suppleness.
- Promotes healthy skin appearance; ensures that skin is nourished.
- Helps protect skin as it seals in moisture.
- Provides a natural source of Vitamin E.

ARTISTRY Science Behind the Product

- Contains new exclusive ARTISTRY® Nourish3 Complex with unique phytonutrients and essential fatty acids.
- Contains exclusive ARTISTRY Nourishing Essential Fatty Acid Complex including: sunflower oil, macadamia nut oil, olive fruit oil, tamanu oil, and rice bran oil.
- Contains exclusive ARTISTRY Desert Hydration Complex.
- Contains exclusive ARTISTRY Hydro Lipid Matrix (HLM).

Use Instructions

Follow these simple steps twice a day (morning and evening):

- Hydrating cleanser exfoliates and soothes away dryness. Splash face with warm water to moisten skin. Apply a dime-size amount of cleanser to fingertips and apply in a circular motion to face and throat to gently exfoliate. Rinse thoroughly with warm water. Pat dry.
- Hydrating toner boosts skin's ability to stay hydrated throughout the day. Gently shake toner until thoroughly mixed. Saturate a cotton pad and smooth over face and throat, energizing skin and boosting its ability to stay perfectly hydrated.
- Hydrating lotion helps prevent the signs of premature aging. Apply a dime-size amount of lotion to face and throat.

Page [fact sheet]

ARTISTRY essentials balancing system for combination-to-oily

10-5487

Controls oil for up to 12 hours.

Controls shine for up to 12 hours.

Produces a matte finish.

Benefits

- Balances skin by enhancing skin's natural moisture barrier.
- Equalizes skin hydration and oil.
- Normalizes surface oils with natural oil control.
- Enhance the skin's moisture content and help hold it in with a blend of natural botanical ingredients.
- Reduces the appearance and production of surface oils.

ARTISTRY Science Behind the Product

- Contains breakthrough complex exclusive ARTISTRY® Tri-Balance with unique phytonutrients and natural micro-sponge technology.
- Contains exclusive ARTISTRY Desert Hydration Complex.
- Contains exclusive ARTISTRY Balancing Matrix featuring Acerola Cherry Fiber.
- Contains exclusive ARTISTRY Hydro Lipid Matrix (HLM).
- Contains patented Oat Extract.

Use Instructions

Follow these simple steps twice a day (morning and evening).

- Balancing cleanser reveals fresher skin with built-in patented exfoliation technology. Splash face with warm water to moisten skin. Apply a dime-size amount of cleanser to fingertips and apply in a circular motion to face and throat to gently exfoliate. Rinse thoroughly with warm water. Pat dry.
- Balancing toner gives skin a fresh, matte finish. Gently shake toner until thoroughly mixed. Saturate a cotton pad and smooth over face and throat, energizing skin and boosting its ability to stay perfectly hydrated.
- Balancing lotion helps prevent the signs of premature aging. Apply a dime-size amount of lotion to face and throat for protection against the signs of premature aging.

Page

ARTISTRY essentials Treatment Products

ARTISTRY® **essentials** anti-blemish

10-4134

Benefits

- Reduce acne.
- Absorb oil.
- Purify skin.
- Contains salicylic acid, oregano, and acerola cherry.
- Suitable for all skin types.

ARTISTRY **essentials** pore cleansing masque

10-6400

Benefits

- Helps regulate surface oils.
- Leaves skin feeling soft, cool, and fresh.
- Noticeably reduces the appearance of pores.
- Contains mineral salts of zinc and copper (essential for skin health), and NUTRILITE® approved ginseng.
- Dermatologically and allergy tested.
- Oil and alcohol free.
- Safe for sensitive skin.

ARTISTRY **essentials** moisture intense masque

10-6401

Benefits

- Hydrolipid Matrix helps hydrate, smooth, and protect against moisture loss.
- Restores moisture balance to prevent future drying.
- Soothing cucumber-honeysuckle fragrance.
- Dermatologically and allergy tested.
- Won't clog pores
- Safe for sensitive skin

ARTISTRY **essentials** polishing scrub

10-6399

Benefits

- Rejuvenates all skin types.
- Gently exfoliates, leaving skin soft, smooth, and fresh.
- Noticeably softens fine lines.
- Invigorating tangerine-berry fragrance.
- Works as an exfoliator and cleanser in one convenient product.

Page

Which Exfoliator Is Right for You? (4 products)

She Wants:

To rejuvenate her dull-looking skin.

She'll Love:

ARTISTRY® **essentials** polishing scrub.

10-6399

She'll Get:

- Soft, smooth, and fresh skin.
- Noticeably softened fine lines.
- Light foam that gently sloughs off dead skin.

She Wants:

To smooth and soothe her skin.

She'll Love:

essentials alpha hydroxy serum plus

10-7992

She'll Get:

- Reduction in redness.
- Calming for upset skin.
- 60% smoother skin.

She Wants:

Smoother, softer skin in an instant.

She'll Love:

Skin Refinishing Lotion

10-0240

She'll Get:

- Softened skin and improved skin texture by 52% in 12 weeks.
- Reduced appearance of fine lines can be by 48%.
- Skin that can look and feel firmer by 41%.

She Wants:

Improved radiance for her skin.

She'll Love:

intensive skincare renewing peel

10-7998

She'll Get:

- Skin that looks and feels softer and smoother after just one use.
- An improvement in skin smoothness and texture.
- More radiant skin.
- Younger-looking skin.

Page

ARTISTRY essentials Moisture Products

ARTISTRY® **essentials** replenishing eye creme

10-5531

Benefits

- Reduce the appearance of fine lines and puffiness in 24 hours.
- Clinically tested to fight the visible signs of aging and fatigue.
- Contains citrus bioflavonoids (fortify), linseed, licorice extracts, and echinacea (soothe and refresh).
- Suitable for all skin types.

Hot Trend

ARTISTRY **essentials** soothing creme

10-4135

Benefits

- Reduce redness.
- Calm upset skin.
- Omegas nourish and brighten skin.

- Contains vitamins A, C, and E.
- Fragrance- and SPF-free.
- Perfect for sensitive skin types.

Page

Which Eye Cream Is Right for You?

She Wants:

To reduce puffiness around her eyes.

She'll Love:

ARTISTRY® **essentials** replenishing eye creme

10-5531

She'll Get:

- Reduced appearance of fine lines and puffiness in 24 hours.
- Citrus bioflavonoids to fortify the delicate skin around the eyes.
- Echinacea extract to soothe the delicate skin around the eyes.

She Wants:

To reduce the appearance of fine lines and wrinkles, including crow's feet.

She'll Love:

ARTISTRY YOUTH XTEND™ Enriching Eye Cream

XX-XXXX

She'll Get:

- Reduced appearance of fine lines and wrinkles, including crow's feet, in only two weeks.
- Protection against environmental assaults.
- Moisturizing and soothing formula.

She Wants:

A total transformation around the upper and lower eye areas.

She'll Love:

ARTISTRY Creme LuXury Eye

10-9698

She'll Get:

- Skin that acts up to 15 years younger.
- A total transformation 360° around the upper and lower eye areas.
- Visually lifted eyelids with the help of "instant lift" polymers.
- ARTISTRY's exclusive CellEffect Technology to help replenish, energize, repair, and protect the skin.
- A luxurious experience with our unique 87-step micro-texturizing process, which is used to create a firm, silky texture.

Page

clear.**now**

The first and only comprehensive solution to clear skin.* The clear.**now**® brand is the only acne treatment line to offer a 3-step skincare system and targeted-treatment device to help stop the cycle of breakouts for good.

*Based on a survey of acne-treatment systems in the U.S., February 2012.

clear.**now** Skincare System – Break the Cycle of Breakouts
Acne Treatment Wash, Purifying Toner, Acne Treatment Lotion

clear.**now** Supplement – Support Healthy Skin From the Inside Out

clear.**now** Acne Treatment Device – Turn Up the Heat on Acne Blemishes

Page [198]

Acne Devices

Kinetique, meaning “beauty that’s plugged in,” is a key trend expected to impact global beauty consumers over the next five years. Encompassing electricity and energy in beauty, the trend is set to drive innovation in the years ahead.* Facial cleansing devices are finding a very receptive and growing audience of savvy consumers looking to save time and money by avoiding regular dermatological visits.

Direct sales currently account for approximately 60% of all sales for the facial device category.** Direct sales allow customers to experience the device in the comfort and privacy of their own homes.

The fastest-growing category is for acne devices, like the clear.**now** Acne Treatment Device, especially popular with Generation Y. Acne devices use blue light and heat technology to clear up blemishes and eliminate acne-causing bacteria. Acne devices that control acne over the entire face, as well as targeted treatment, both have strong growth rates.

The future growth of beauty facial treatment devices is also strong, fueled by the continually increasing cost of dermatologist treatments and the future expansion of devices from well-known skincare brands.

*Source: Mintel Oxygen Reports.

**Source: Kline Group.

Hot Trend

Page [Ad for Tolsom Men](#)

Page [74]

TOLSOM

TOLSOM® products offer the perfect high-performance routine to keep a man’s skin at the top of his game. With these simple steps – cleanse, shave, tone, treat, and moisturize – each unique TOLSOM formula was created with the men’s skin in mind, delivering optimal results in just four weeks.

Wash

TOLSOM Facial Cleansing Foam

Shave

TOLSOM Shave Gel

Tone

TOLSOM After Shave Splash

Treat

TOLSOM Skin Soothing Gel

Protect

TOLSOM Skin Protective Lotion with SPF 15

Page

Virtual Makeover Ad

Create a Gorgeous New Look

You can try on color for eyes, cheeks, and lips, enhancing your brows and even trying on a new hair style. The Virtual Makeover tool has everything you need to find a new look for yourself and your customers.

Page

ARTISTRY foundation, color eyes cheeks and lips

ARTISTRY® Color

Discover the art of beauty with scientifically advanced, skin-perfecting foundations, and artistic shades for eyes, cheeks, and lips to create your own masterpiece.

Page

Youth Xtend Foundation Ad

Page

Side Tab: Connect With ARTISTRY®

Page [272 word count]

Connect with ARTISTRY

Spotlight on Social Media

We strive to build a welcoming online community that supports Amway and ARTISTRY® skincare and cosmetics, and helps our Independent Business Owners grow their businesses through compelling and engaging content that builds credibility and awareness of ARTISTRY and its products.

Facebook.com/ArtistryUS

We provide interesting Facebook® posts on a variety of subjects – from new product launches to skincare tips to how to eat healthier for better skin. Our goal is to give people more than just product posts or information about new products. Rather, we want to appeal to their lifestyle and sense of style at the same time, all focused through the lens of ARTISTRY prestige beauty.

Twitter @AmwayUS

We use Twitter® to support the brand, lifestyle, and prestige beauty themes and focus that you see on Facebook – in 140 characters or less. We also use Twitter to disseminate media mentions and stories that are of smaller scale and impact than the “big stories” you’ll see on Facebook (blogger mentions, product tests, etc.). We are also using Twitter very effectively to gain influencer outreach, and leveraging Twitter parties to promote brand and sponsorship activations and visibility. Recent examples: #MeetMissA, #AmwayNYFW, #TravelBeauty.

YouTube

Primarily a content library for the ARTISTRY brand and a vehicle for putting our brand videos in front of IBOs’ consumers and others. YouTube® is likely the first place someone would look for and find videos that we produce about what we do and what we sell.

Pinterest and Instagram

These are newer and rapidly emerging social media networks. We are currently working with our digital team on establishing a presence on both Pinterest™ and Instagram™.

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Connect with ARTISTRY

What is shared the most on social media?

Picture posts get the most attention and are shared the most. A picture post like this one features a very popular product, and had over 2,000 “likes” and more than 1,200 “shares.” A picture post will be far more effective than simply sharing a text post with a thought or sentiment. [\[image\]](#)

A picture post that also turns the spotlight on a product featured prominently in the media, or in a unique setting is also very effective. This post featured an ad in Vogue magazine and had more than 2,200 likes. [\[image\]](#)

The most popular post on the ARTISTRY® U.S. Facebook page over the past year – hands down –was this post about a new product. It featured the magnetic nail color gift sets that were available for the holidays. As you can see, this post garnered nearly 4,000 likes. [\[image\]](#)

Photo gallery posts are also very popular and, because there are more images in total, they often generate more likes, shares, and interaction. This photo gallery from the ARTISTRY beauty lounge at New York Fashion Week also reached nearly 4,000 likes. [\[image\]](#)

Picture posts that capture a sentiment of the day or help tell a story are also very popular. We published this post on Election Day 2012 across all of our brands and it was very well received. [\[image\]](#)

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Connect with ARTISTRY

ARTISTRY Skincare and Cosmetics Are Mobile

Amway™ mobile apps give you the power to run your business while on the go. Place an order, register a new IBO, present the ARTISTRY® **intensive skincare** line, and much more, whenever and wherever your business takes you. You can find a list of all Amway apps at Amway.com/apps.

Mobile Apps that currently support ARTISTRY skincare and cosmetics include:

ARTISTRY Beauty

Amway Independent Business Owners and registered customers can take a skincare consultation survey that helps customize a personalized skincare routine. Read the Beauty Insider and watch videos about the ARTISTRY brand and products.

Intensives

Immerse yourself in the science behind the breakthroughs of the ARTISTRY **intensive skincare** line. Get detailed product information, watch the product video, and see how skin's elasticity changes as you age.

In addition to those mobile apps, we also have Beauty eTools/Assessments on Amway.com:

- ARTISTRY Skincare Recommender at Amway.com/beauty/artistry/skincare-recommender
- ARTISTRY Virtual Makeover at Amway.com/shop/product/virtualmakeover.aspx

We will have two additional apps available later in 2013.

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Connect with ARTISTRY

Beauty In The Know e-Newsletter

Beauty In The Know is an e-newsletter opportunity for you to learn about the latest beauty news and trends and share with your customers. Beauty In The Know communicates with the ARTISTRY® audience that includes:

- Primarily women in the Generation X age group.
- Primarily Caucasian and Hispanic women.
- A target that makes under \$70,000 per year.
- Women who are seekers of success, health, well-being, and balance.
- Women who want freedom, stability, and time.
- Women who define their style as self-confident and comfortable.
- Women who look for skincare products that protect, heal, rescue, and restore.
- Women who look for cosmetics to reinvent, create, and conceal so they can have more fun, and play and pretend more. They also want to feel more attractive.
- Women who like to feel pampered and be educated. They are willing to pay for quality.

You can sign up for Beauty In The Know and other Amway e-newsletters at Amway.com > Login > Business Center > Amway Business News (ABN)/epub

[\[show image of BITK email and PDF\]](#)

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ARTISTRY Resources

BEAUTY RETAIL SELLING RESOURCES

Pick up final of the True Beauty Selling Guide – was proofed on 1/6/13

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ARTISTRY Resources

ARTISTRY Glossary of Terms.

- **Antioxidants** – Substances that protect cells from damage caused by unstable molecules known as free radicals.
- **ATP** – Adenosine triphosphate, a multifunctional nucleotide that transports chemical energy within cells for metabolism. ATP is the main energy source for most cellular functions.
- **Cardiolipin** – A unique and precious lipid used in Creme LuXury and Creme LuXury Eye, which is similar to that found naturally in the mitochondria of skin cells.
- **CellEffect** – A unique approach from ARTISTRY® to deal with oxidative stress and the accumulated damage generated by our own metabolic processes.
- **Collagen and Elastin** – The structural support proteins of the skin.
- **Dermis** – The skin's inner layer.
- **Elastin** – Connective fiber in skin that is flexible and elastic, and helps hold tissues in place.
- **Enzyme or Proteolytic Enzyme** – A chemical substance that dissolves the proteinaceous bonds between the dead skin cells at the top surface of our skin.
- **Epidermis** – The skin's outer layer.
- **Extrinsic Aging** – Refers to damaging effects that come from outside the skin, such as sun exposure, smoke, pollution, and other environmental stresses.
- **Free Radicals** – Highly reactive and unstable small molecules produced by external factors (sun, pollution, wind, and temperature) or internal factors (metabolism, presence of excess oxygen), causing damage to skin's biological structures.
- **Intrinsic Aging** – Refers to the damaging factors generated by the metabolic processes that occur in the mitochondria of our skin's cells. Genetics and the natural aging process control intrinsic aging.
- **Isoflavones and Flavonoids** – Naturally occurring in plants, they serve as excellent antioxidants. The major isoflavones in soybean plants are genistein and daidzein.
- **L-Carnosine** – A dipeptide that occurs naturally in the body. The primary function of this ingredient is to help increase ATP production, so aged skin cells can return to a younger, more active state. L-Carnosine has also been shown to help scavenge free radicals.
- **Lipids** – Fat or fat-like substances that are insoluble in water.
- **Macadamia Seed Oil** – Natural oil that helps condition the skin after peel treatment
- **Mucor Miehei Extract** – A proteolytic enzyme extracted from the fungus (Rhizo) R. mucor miehei. The skin produces various proteolytic enzymes to activate the normal desquamation process, or skin peeling. Mucor Miehei Extract has a strong pH dependency and is only active at pH levels below that of the skin.
- **Peptides** – Stretches of amino acids that stimulate regions of protein in the skin.
- **Proteins** – Biological molecules that are encoded into genetic materials. Proteins like collagen are composed of amino acids and form the physical structure of skin.
- **Roxisomes®** – Contain a natural botanical extract from the plant arabidopsis thaliana. The extract has been shown in-vitro to help repair oxidative damage to the DNA in the

mitochondria of skin cells. The extract is encapsulated in specially engineered liposomes to enhance delivery to the skin.

- **SPF and PA +++** – SPF is a measure of UVB sunburn protection. PA +++ is a measure of UVA protection.
- **Spinacia Oleracea (Spinach) Leaf Extract** – An exclusive, Nutrilite-produced extract that helps increase ATP production. It is also a powerful antioxidant and helps protect the cell from oxidative stress. But most important, it aids in the repair of damaged mitochondrial DNA (U.S. patent pending). The spinach is grown on Nutrilite's own farms, making this the first vertically integrated NUTRILITE® ingredient utilized in an ARTISTRY cosmetic product. This means it is the first time that all production steps – planting, growing, harvesting, extracting, and purifying the extract – were performed by Nutrilite.
- **Tight Junction** – Regulates the permeability or “moisture/water leakage” in the epidermis. These intercellular junctions are essential for barrier function and provide cohesion of cells to prevent excessive water loss, thereby improving moisture levels in the skin.
- **Ultrasomes®** – A liposome containing a restorative enzyme (UV endonuclease) that helps boost the skin's natural ability to repair DNA damage.

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