

# ARTISTRY

GO VIBRANT™

EXPERIENCE HEALTHY BEAUTY  
AT ITS MOST COLORFUL



INSIDER'S GUIDE





# Our commitment to **clean beauty** runs deep.

The Artistry™ brand is a leader in clean, healthy beauty! **Artistry™ is the only beauty brand backed by Nutrilite™, the world's number one selling brand of plant-based vitamins and dietary supplements.\***

Artistry Go Vibrant™ Lipsticks are powered by plants and amplified by color science. Your customers will love the high-impact pigments, shades for every skin tone and formulas infused with rich botanical oils. **It's beauty with all the benefits.**

\*Verified by Global Data based on 2021 data. Nutrilite includes sales of both Nutrilite™ and Nutriway™-branded products.



## **Artistry™ heritage**

The Artistry™ brand was born out of a love for beauty and healthy well-being. Our mission was to provide holistic beauty solutions that meet individual needs and help improve overall well-being. We couldn't be prouder to continue this legacy today.



# Experience healthy, clean beauty – **no compromises.**

Pure and full of nutrients, Nutrilite™ sustainably grown botanicals are the heart of new Artistry™ lip formulas. When paired with breakthrough skin science, the results are instant and long lasting. Makeup, nature and science working in harmony – simply amazing! Experience the star power of plants in Artistry Go Vibrant™ Lipsticks with ingredients like Nutrilite™ White Chia Seed.

## **Seed-to-skin traceability.**

Our White Chia Seed is grown on certified-organic Nutrilite™ farms.† This means we can identify the manufacturing and extraction locations, all the way to the specific crop of the raw material.

†Products and ingredients are not organic.

## SAY **YES** TO THE BEST!

**Our products have clean ingredients that are good for your skin:**

- Nutrilite™-grown White Chia Seed
- Ginseng Oil
- Shea Butter
- Aloe Vera Extract
- Sunflower Seed Oil

## AND **NO** TO THE REST.

**More than 1,300 iffy ingredients are excluded from our products, such as:**

- No mineral oil.
- No parabens.
- No phthalates.
- No sulfate surfactants.
- No soap.

## **Clean Beauty is Healthy Beauty.**

Artistry Go Vibrant™ Lipsticks are vegan and never tested on animals. In addition, they meet Artistry™ Clean Standards, which include a rigorous set of guidelines that ensures our products are pure, safe and effective.



Registered with the Vegan Society



# Look good, **feel good.**

Your customers are looking for lipstick that boosts their confidence and makes them look amazing. Plus, today's consumers want clean products, so they feel good about what they're wearing. Artistry Go Vibrant™ Lipstick goes above and beyond!

If your customer likes lipstick from MAC<sup>®†</sup> or Clinique<sup>®†</sup>, they'll **LOVE** what makes the Artistry Go Vibrant™ collection different: our lipstick is vegan and our ingredients are traceable.

## Tap into the feel-good connection!

**64%** of makeup shoppers used makeup to improve their mood/well-being in the past 6 months.\*

**62%** of beauty consumers are willing to pay more for clean products.\*

**59%** of beauty consumers believe clean products are higher quality than mainstream products.\*

### They'll read your lips.

Wearing lipstick and sharing the benefits is an easy entry point and a great way to start a conversation with prospects and customers. The **NEW Artistry Go Vibrant™ collection** gives today's beauty customers what they want: nourishing, clean, bright and long-wearing color. **Talk it up!**

Both models are wearing 204 Road Trip Red.



\*Source: Mintel: The Future of Color Cosmetics: 2022.

†Clinique® is a registered trademark of Clinique Laboratories, LLC.; Mac® is a registered trademark of Estee Lauder Cosmetics Ltd.



# Your beautiful target audience.

Your healthy beauty opportunity is growing!

**65%** of clean beauty consumers say they used **more clean products** compared to last year.\*

**63%** of beauty consumers want to learn more about the types of **ingredients used**.\*

Millennials wear **6+** products a day.\*\*

Millennials are fueling the largest growth in makeup! They wear multiple products every day, so they are excellent prospects for **cross-selling to increase** your Items Per Transaction (IPT), which can help you meet your **Verified Customer Sales** goals.



Don't miss out on the opportunity to connect with this customer group! They love **sampling products in person, trying them on virtually and getting pro tips from you.**

\*Source: Mintel Clean Beauty U.S. – Dec 2021.  
\*\*Source: 2017 NPD

# Introducing the NEW Artistry Go Vibrant Lipsticks!

If you love makeup as much as we do, let us show you how your passion can create new sales with the **NEW Artistry Go Vibrant™ Lip Color**. This collection features both **Cream and Matte finishes** with an intense color payoff. Experience the brilliant shine of the Cream shades or the velvety smooth finish of the Matte shades – all with clean ingredients.

**Experience what makes this nourishing new lipstick formula so amazing:**



### **Bold, one-stroke color.**

Up to 340% more pigment!\*  
High-intensity pigments are triple-milled for saturation and blended with light diffusers for brighter, bolder color.



### **More shades and two finishes.**

The new collection was developed and tested to be flattering for every skin tone. Choose from Nude to Rose; Plum to Brown; Pink to Coral; and The Reds.



### **Intense hydration.**

Plant oils and waxes leave lips looking healthy and full. Ingredients nourish and replenish while letting color shine vibrantly.

**Allergy Tested • Dermatologist Tested • Fragrance Free**



**96%** said it goes on **bold** in one stroke.  
**92%** said it **stays on** and stays comfortable.

\*Compared with Artistry Signature Color™ Lipstick.



# Make it matte!

Try the new natural-matte finish! Comes in eight bold colors that go on velvety smooth and last all day. **Hydrating formula** leaves lips looking healthy and full, but also feeling supple and moisturized. Non-feathering and non-bleeding.

## Plus up the pigment.

Innovative formula lays down high-impact color in one stroke! You'll get a **+340% pigment boost\*** with our new matte lipstick. Provides a commanding and versatile look.

### Artistry Go Vibrant™ Matte Lipstick

3.8 g/0.13 oz.



Anette is wearing 207 Blush Crush matte shade.



#### Nude/Rose:



**208 Lazy Day Latte**  
Feel renewed with every stroke of this ideal nude.  
**124162**



**209 Love Note Nude**  
XXOO! A trendy update showing the lighter side of nude.  
**124163**



**203 Recharge Rose**  
Revel in this deep rose that renews your smile with one stroke.  
**124157**

#### The Reds:



**204 Road Trip Red**  
Who needs plans? You've got the perfect red.  
**124158**



**205 Firecracker Red**  
Move beyond the basics: this vivid red has a touch of orange.  
**124159**

#### Plum/Brown:



**207 Blush Crush**  
Get the good vibes rolling with this plummy blush.  
**124161**

#### Pinks:



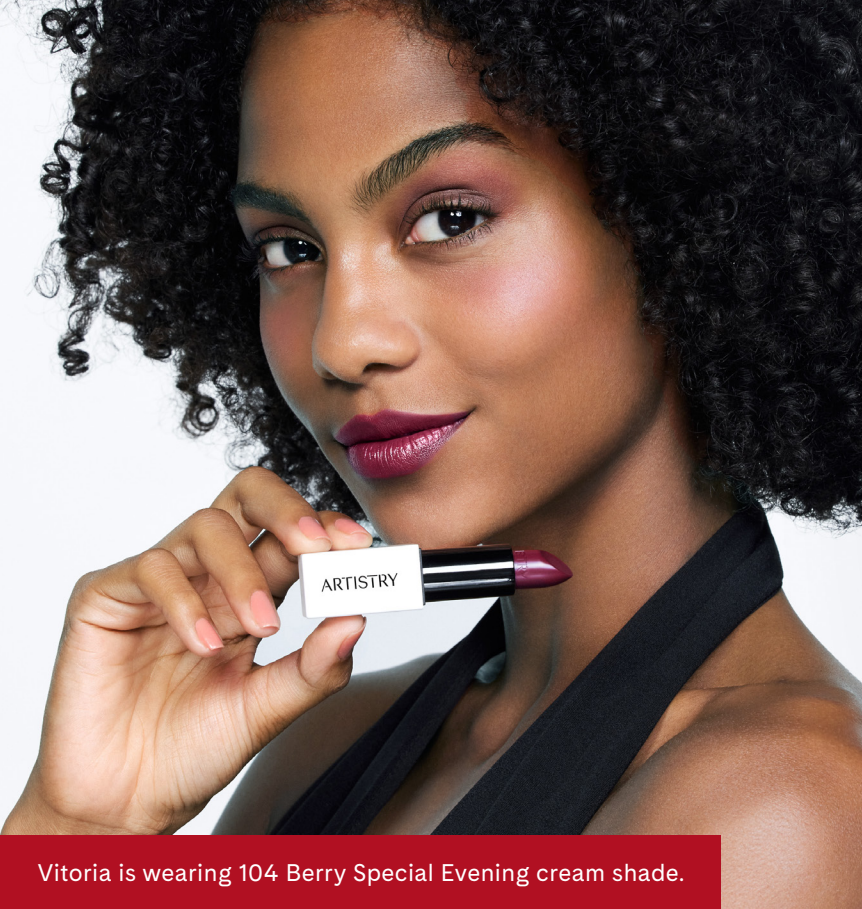
**201 Lunch Date Pink**  
No reservation required to love this subtle pink.  
**124155**



**202 Photobomb Fuchsia**  
Amp up any look, anytime with this intense matte.  
**124156**

\*Compared with Artistry Signature Color™ Lipstick.





Vitoria is wearing 104 Berry Special Evening cream shade.

# Creams that captivate.

With 10 luscious shades, this creamy, hydrating formula is super shiny, unstopably vibrant and lasts for hours. Lips feel moisturized and nourished. Stunning satin-shine finish won't feather or bleed. You'll love the brilliance!

## More pigment, please!

Get ultra-powerful color in one stroke! The secret is a **+190% pigment boost.\*** Get ready for a confident and expressive look.

### Artistry Go Vibrant™ Cream Lipstick

3.8 g/0.13 oz.



#### Nude/Rose:



##### 102 Weekend Rosé

One "sip" and your lips will love this go-to, rosy nude.  
124145



##### 103 Mauvelous Morning

Start a craze with this smooth, amazing raisin shade.  
124146

#### The Reds:



##### 106 Secret Crush Scarlet

Boost your confidence with this always-perfect red.  
124149



##### 107 Take Charge Red

Lose your inhibitions with this blue-tinged ruby red.  
124150

#### Plum/Brown:



##### 104 Berry Special Evening

Step it up with the unexpected impact of this velvet berry.  
124147



##### 108 Text Me Terracotta

Meet your new BFF: this bold, fearless, burnt-brick red.  
124151



##### 111 Go-Go Cocoa

Super rich and creamy. (Marshmallows not included.)  
124154

#### Pinks/Coral:



##### 109 Spice Meets Nice

Add some sass to your sweetness with this peach twist.  
124152



##### 110 Crush on Coral

Fall in love with this eye-popping poppy that anyone can wear.  
124153



##### 101 Saturday Peach

Kick off weekend vibes anytime with this pink coral.  
124144

\*Compared with Artistry Signature Color™ Lipstick.



# Clear, sheer and balmy.

Bring a smile to your lips with this nourishing balm! **It's sure to be a top seller for a reason:** it combines luxuriously intense moisture with the perfect satin-gloss finish. Deeply rejuvenates lips' appearance and improves smoothness so lips feel healthy and soft.

## Layer up!

Use our lip balm during the day and before bed for an instant moisture boost. Layer under your favorite lip color as a hydrating base. Works great as a recovery step by moisturizing lips. Feels so smooth!

**Artistry Go Vibrant™ Sheer Lip Balm**  
124674 | 3 g/0.11 oz.








Evelina is wearing Sheer Lip Balm.



## Carefully selected ingredients

The formula for Artistry Go Vibrant™ Sheer Lip Balm offers a blend of ingredients that help add moisture, soften lips, and leave them looking and feeling healthy. 90%\* of the ingredients are naturally derived.

### The balm includes:

-  Nutrilite™-grown White Chia Seed Oil
-  Ginseng Oil
-  Shea Butter
-  Sunflower Seed Oil
-  Aloe Vera Extract

\*Amount calculated based on ISO Standard.

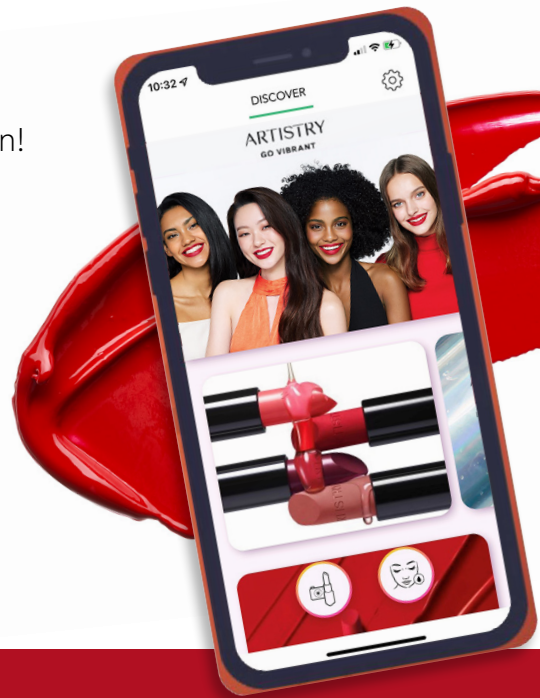


# Try it, see it, **love it!**

Make sure your customers know all about the online try-on! With the **Artistry™ Virtual Beauty app**, they can instantly browse and experiment with the bold and brilliant colors from the Artistry Go Vibrant™ collection. The app lets them try different shades and finishes so they can find just the right lipstick that will make them say “wow!”



Download it for free on the **Apple®+ App Store®+ and Google Play®++**



**There's a flattering, lip-loving shade and finish for everyone.**

Beauty is personal, so solutions for your customers should be tailored just for them! Artistry Go Vibrant™ Lipsticks offer intense colors that are expertly blended and tested to look good on everyone. **There are shades for all skin tones!** Your customers will love their lip color and wear it confidently.

All models shown here are wearing 204 Road Trip Red.





# Help your customers make the switch.

With universally flattering shades for all, start here to find your new shade.

Remind customers that every shade from the **Artistry Go Vibrant™** collection was created to be universally flattering. Your customers can try new shades with confidence because they'll look great!

## Discontinued – Artistry Signature Color™ Lipstick

## NEW Artistry Go Vibrant™ Lipstick Replacement Shades

SKU	FINISH	SHADE	SKU	FINISH	SHADE
115378	Classic	Beige Peach-1	▶ 124163	Matte	209 Love Note Nude
115379	Classic	Rich Cocoa-2	▶ 124151 124154	Cream	108 Text Me Terracotta or 111 Go-Go Cocoa
115380	Classic	Bellini-3	▶ 124152	Cream	109 Spice Meets Nice
115381	Classic	Sweet Blush-4	▶ 124162	Matte	208 Lazy Day Latte
115382	Classic	Tiger Lily-5	▶ 124161	Matte	207 Blush Crush
115383	Classic	Daring Red-6	▶ 124149	Cream	106 Secret Crush Scarlet
115384	Classic	Ballet Pink-7	▶ 124145	Cream	102 Weekend Rosé
115385	Classic	Rose Petal-8	▶ 124155	Matte	201 Lunch Date Pink
115386	Classic	Havana Rose-9	▶ 124145 124155	Matte	102 Weekend Rosé or 201 Lunch Date Pink
115387	Classic	Nutmeg-10	▶ 124146	Cream	103 Mauvelous Morning
115389	Classic	Primrose-11	▶ 124145	Cream	102 Weekend Rosé
115390	Classic	Bougainvillea-12	▶ 124156	Matte	202 Photobomb Fuchsia
115391	Classic	Silk Lilac-13	▶ 124155	Matte	201 Lunch Date Pink
115393	Classic	Taffeta Rose-14	▶ 124146	Cream	103 Mauvelous Morning
115394	Classic	Wild Orchid-15	▶ 124144	Cream	101 Saturday Peach
115395	Classic	Velvet-16	▶ 124147	Cream	104 Berry Special Evening
115396	Classic	Crimson -17	▶ 124150	Cream	107 Take Charge Red
115397	Classic	Terracotta-18	▶ 124157	Matte	203 Recharge Rose

**NOTE:** The formula coverage and texture will be different – and improved – with Artistry Go Vibrant™ Lipstick! **This chart shows the best match in terms of color.**

**CONTINUED ON NEXT PAGE ...**

# Help your customers make the switch.

## Discontinued – Artistry Signature Color™ Lipstick

## NEW Artistry Go Vibrant™ Lipstick Replacement Shades

SKU	FINISH	SHADE	SKU	FINISH	SHADE
120435	Classic	Coral Sunrise	124153	Cream	110 Crush on Coral
115398	Sheer	Clear Balm	124674	Sheer	Go Vibrant Sheer Lip Balm
115399	Sheer	Red Kiss-51	124153	Cream	110 Crush on Coral
115400	Sheer	Princess-52	124145	Cream	102 Weekend Rosé
115401	Sheer	Tulip Pink-53	124152	Cream	109 Spice Meets Nice
115402	Sheer	Apricot Glace-54	124152	Cream	109 Spice Meets Nice
115403	Sheer	Candy-55	124155	Matte	201 Lunch Date Pink
115404	Sheer	Natural Pink-56	124161 124163	Matte	207 Blush Crush or 209 Love Note Nude
115405	Sheer	Honey-57	124157	Matte	203 Recharge Rose





# Pair up products and practice your pro tips!

## Cross-selling not only solves customer problems, it boosts Verified Customer Sales and helps grow your business.

Every product has a partner to boost performance and achieve desired results. If your customer asks about an eye cream to address a concern about dark circles, show her the **Artistry Skin Nutrition™ Renewing Reactivation Eye Cream**, then show her the **Artistry Exact Fit™ Perfecting Concealer**. Now be the expert by **demonstrating this pro tip!**



### Pro Tip – Brighten Tired Eyes

Using a cotton swab, take a small amount of the **Renewing Reactivation Eye Cream** and add it to a small amount of your favorite **Artistry Exact Fit™ Perfecting Concealer**. Mix them together and gently pat under eye area. Now pat a small amount of just the concealer to the inner and outer eye area to brighten, smooth and erase the appearance of fatigue from around the eyes.



### Pro Tip – Take Thin Lips to Full and Fabulous

Before applying lipstick, apply **Artistry Signature Color™ Light Up Lip Gloss in Pink Nude**. Pat lip gloss into the lips with fingertip.

Now apply your favorite shade of the new **Artistry Go Vibrant™ Cream Lipstick** over it.

## Make it a combo.

Build your sales by linking products that naturally go together! For example, consider the following products that can easily be combined with **Artistry Go Vibrant™ Lipstick**:



**Artistry Studio™  
Polished Pout Lip  
Exfoliator + Conditioner**

**Artistry Studio™  
Pampered Pout  
Lip Balm**

**Artistry Skin Nutrition™  
Micellar Makeup  
Remover + Cleanser**

**Artistry Skin Nutrition™  
moisturizers**

**Nutralite™  
Hair, Skin & Nail Health**

# Unleash the power of customers.

**The Artistry Go Vibrant™ Lipsticks** were created with your selling journey in mind. This amazing collection gives your customers the breakthrough, new products they want – at the right price – making it easier to sell products to help grow your business!



## Products customers want to buy

Customers are searching for products that give them clean, healthy beauty. The pure, high-quality and effective ingredients in **Artistry Go Vibrant™ Lipsticks** meet those needs! Customers also want a personalized approach. The new lipstick collection offers flattering, high-impact color that looks good on every skin tone. They'll love the hydrating, nourishing formulas and will feel good about wearing clean ingredients.



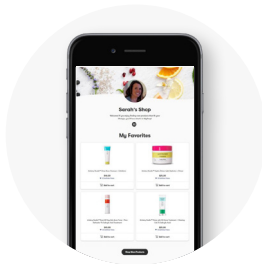
## At the right price

It's not always enough to have exciting new products; they also need to come with a realistic price tag. The design target of the **Artistry Go Vibrant™ Lipstick collection** is entry-premium and comparable to brands like Mac®† and Clinique®†.



## With a better customer experience

You work hard to offer the best customer service from your business! We support you by offering amazing, personalized tools such as the **Artistry™ Virtual Beauty app**, **AmPerks™ Customer Rewards Program** and improved shipping and delivery with easy, no-hassle returns. Plus, there's the **AMWAYPROMISE™** 180-day 100% customer satisfaction guarantee.\*\* It just keeps getting better!



## And helpful new tools for you

The offerings above don't just make the customer experience better; they make selling simpler and more convenient for you. Plus, with new product and selling tools, education courses and your **MyShop Digital Storefront**, you'll have everything you need to make selling easy and fun. See more details on the next page.

Personalization  
can increase  
overall consumer  
spending up to  
**500%.\***

\*Source: Forbes 2019, <https://www.forbes.com/sites/blakemorgan/2019/04/29/does-it-still-cost-5x-more-to-create-a-new-customer-than-retain-an-old-one/?sh=649ff9963516>.

\*\*120 days for some products. Additional restrictions, exclusions and fees may apply. For complete details visit [Amway.com](http://Amway.com) and search: AmwayPromise.

†Clinique® is a registered trademark of Clinique Laboratories, LLC.; Mac® is a registered trademark of Estee Lauder Cosmetics Ltd.



# Selling in 5 easy steps.

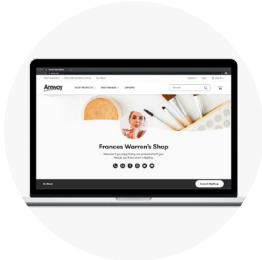


## 1. Discover products you love.

Get to know all of the high-quality, on-trend products from the Artistry™ brand. Use the [Artistry™ Virtual Beauty app](#) to find your faves and develop an impactful, personal testimonial to share with your customers.



Scan here to  
DOWNLOAD THE  
ARTISTRY™ VIRTUAL  
BEAUTY APP

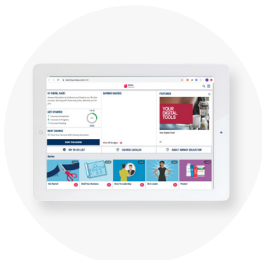


## 2. Open or update your MyShop Digital Storefront.

[MyShop](#) is your free, customizable, digital storefront. Expand your brand, engage with customers, and promote and sell the Artistry Go Vibrant™ lip colors you love, all in one place and 24/7! Keep content updated regularly and share your MyShop with customers so they're always connected and shopping with you.



Scan here to  
SETUP MYSHOP



## 3. Better than ever selling support.

[Amway™ Education](#) is full of resources like easy-to-follow product videos, selling courses, best practices and more. First, become an expert on the Artistry Go Vibrant™ Lipstick collection, then check out selling courses to master the art of confident customer conversations that can lead to better business relationships and, ultimately, more sales!



Scan here for  
SELLING COURSES



# Selling in 5 easy steps.



## 4. Share with customers.

Connect with customers in person, online and via social media to share and sell the products you're passionate about. To learn more, search "Social Media Guidelines" on the Resource Center on Amway.com. **#ArtistryGoVibrant**

Amway  
**Ditto™**

## 5. Serve your customers.

Happy customers mean a healthy business – create repeat buyers with tools like [DITTO™ Scheduled Orders](#) and AmPerks™ Customer Rewards Program to make shopping easy and rewarding. The AMWAY**PROMISE™** satisfaction guarantee takes away customers' fear of trying a new product and it helps close the sale.



Scan here to  
**SETUP DITTO™  
SCHEDULED ORDERS**



## Artistry Go Vibrant™ Beauty Breaks

Beauty Breaks are the ideal stage for boosting your beauty business at in-person gatherings or online events. Use this guide to confidently plan, host and follow up with success. Available in the [Amway Resource Center](#).



Scan here for the  
**AMWAY RESOURCE CENTER**





# Share with customers.

Once you've learned all about **Artistry Go Vibrant™ Lipsticks** and experienced these amazing colors and finishes for yourself, you're ready to start selling and sharing!



## Catalogs

The mini catalog and the Healthy Beauty catalog contain all the latest and greatest products for customers to browse and shop. You can also find them on [Amway.com/publications](https://www.amway.com/publications).



Scan here for  
**AMWAY CATALOGS**



Available later in 2022.

**Artistry Go Vibrant™  
Shade Sample Cards**  
313449 | 20 Cards

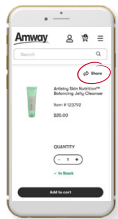
## Artistry Go Vibrant™ Shade Sample Cards

Customers love to try before they buy! Let them see for themselves how great their lips look and feel with Artistry Go Vibrant™ Lipstick. Each pack contains 20 cards: four from each shade family plus a variety card showing multiple best-selling shades and finishes.

**Shade Sample Cards are available in:**

- Nude/Rose
- Reds
- Plum/Brown
- Pink/Coral
- Variety

## Share ↗



## Share feature on Amway™ website

Easily share product links and the latest catalogs with your customers and receive credit for any resulting sales, when logged into the [Amway™ website](https://www.amway.com).



## Customer tiles & virtual backgrounds

Text or direct message fun, promotional product images to customers to start a natural selling conversation. Use the branded backgrounds in your next online meeting to help enhance the overall experience. Available in the [Amway Resource Center](https://www.amway.com/resource-center).

# Share with customers.



## Artistry™ Videos

Encourage your customers to go to [YouTube.com/AmwayUS](https://www.youtube.com/AmwayUS) and search the Artistry™ playlist for easy-to-follow tutorials and pro tips on using **Artistry Go Vibrant™ lip colors**.



## Rock your Social Media Strategy

Connect with the online beauty community, share your favorite **Artistry Go Vibrant™ lip colors**, engage current customers and attract new ones. To learn more, search “Social Media Guidelines” on the Resource Center at Amway.com.

Follow us **@ArtistryUS** and share your story. **#ArtistryGoVibrant**



## Make a connection

### With Nutrilite™ customers

These customers know the value of Nutrilite™ products, farms and phytonutrients. They will likely be happy to learn the same expertise and ingredients are now in Artistry Go Vibrant™ Lipstick.

### With Artistry™ customers

Customers who use Artistry™ products daily now have more products to love and purchase from you.

### With prospective Artistry™ customers

Lipstick is one of the most used makeup products. It helps make women look and feel confident. In addition, healthy and clean beauty is growing quickly – so share your favorite formula and shade!

**For each of these groups, tailor your messages to customers' needs using these steps:**

1. Identify the need and get them interested.
2. Share the details and explain the benefit.
3. Show the products and create an experience.



# Try them on and **get ready to share.**

## **You're the pro!**

Here are some ways to get to know the NEW **Artistry Go Vibrant™ Lipstick** collection.

Try them on for yourself! Play with the lipstick shades and finishes and get used to the new formula and color payoff.



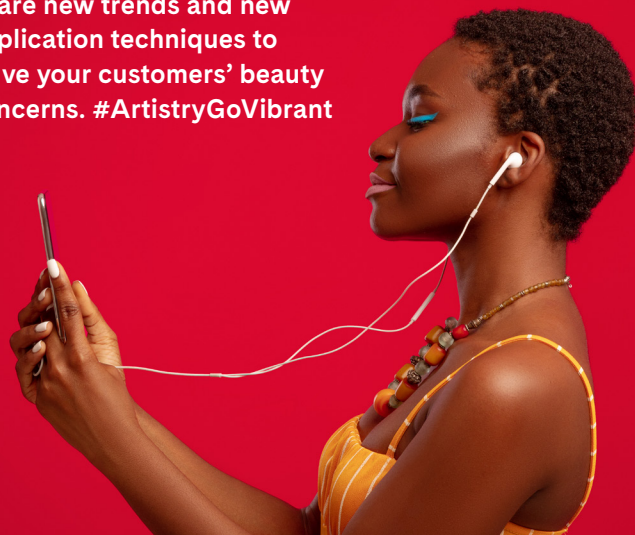
Find different lip looks from social media or magazines and demo them on customers, friends and family.



Show the latest trends to Beauty Break attendees by linking products to create on-trend looks that help increase your Items Per Transaction (IPT).



Share new trends and new application techniques to solve your customers' beauty concerns. #ArtistryGoVibrant



## **Show 'em the curve!**

Use the custom-curved bullet shape to create a precise, intense color application. **96% of users said it delivered bold color in one stroke.**



# Grow happy, loyal customers.

Turn customers into loyal buyers. Stay connected and provide the right tools to make shopping easier and even more enjoyable.



## Register customers – reap rewards

Help your customers register to take advantage of rewards like **AmPerks™ Customer Rewards Program**, automatic reordering with **DITTO™ Scheduled Orders** and the ability to view their order history online. Plus, you'll be able to stay connected, and your customers get to enjoy all the benefits of a better shopping experience.

It takes  
**5X LONGER**  
to find a new  
customer than it  
does to follow  
up with an  
existing one.\*



## AmPerks™ Customer Rewards Program

Show your registered customers some love. Invite them to join the [AmPerks™ program](#) – a free-to-join loyalty program that helps you build stronger relationships while rewarding your customers for buying their favorite Amway™ products. They'll get: 2 points for every dollar spent, a personalized shopping experience and risk-free returns with **AMWAYPROMISE™** and more.



Scan here to learn more  
about **AMPERKS™**



## DITTO™ Scheduled Orders

Take the worry out of reordering with the convenience of [DITTO™ Scheduled Orders](#). Your customers can set it and forget it from your MyShop to make sure they never run out of their favorite products.



Scan here to learn more  
about **DITTO™**



## AMWAYPROMISE™

When your customers make an Amway™ product purchase, they get more than quality products – they get a promise that we'll protect their purchase with [our 180-day 100% customer satisfaction guarantee](#).\*\* If they're not satisfied with the product, simply return it within its satisfaction guarantee time frame.

\*\*120 days for some products. Additional restrictions, exclusions and fees may apply. For complete details visit [Amway.com](#) and search: AmwayPromise.



Scan here to learn more  
about **AMWAYPROMISE™**



# Tips for hygiene.

It's important to always maintain a clean environment. Before demonstrating any product, please follow these Hygiene Best Practices from **Rick DiCecca**, Artistry™ Creative Director of Makeup Design, to protect you and your customers.



## Clean hands

Wash your hands with soap and water and thoroughly dry them every time you touch a customer and always before and after demonstrating a product. If you wear gloves, be sure to also wash your hands before putting them on, as well as after removing them. Never touch your face unless your hands are clean and wash your hands immediately afterwards.



## Clean workspace

- A sink with a supply of clean, warm water
- Liquid soap or an alcohol-based hand sanitizer, like the **G&H Protect+™ Advanced Hand Sanitizer with Pro-Vitamin B5**
- Disposable gloves
- Single-use towels or a fresh roll of paper towels; tissues
- Fresh cotton swabs and spatulas
- 70% isopropyl alcohol
- A trash receptacle



By modeling good hygiene, you're signaling to your customers that you care about them, you're serious about protecting their health, and you're conscientious about creating a safe and clean environment to work in.

### There are three very important things to remember before demonstrating an Artistry™ product on a customer:

1. Check with your client/customer whether they have any allergies, especially to any beauty products or ingredients.
2. Have client/customer demonstrate by using the product on their own skin.
3. Explain clearly and in sufficient detail which products they're applying and their benefits.



## Safe product demos

Before opening Artistry™ products, spray the bottles, tubes and jars with 70% isopropyl alcohol and dry with a clean tissue or paper towel. Upon opening, wipe the tops and inner caps with 70% isopropyl alcohol and a tissue. Apply products with clean cotton rounds, cotton squabs or spatulas. Clean products with 70% isopropyl alcohol when done.

# Know the answers before they ask.

## Performance

### Q: Why is this new lipstick better than my Artistry Signature Color™ Lipstick?

**A:** Artistry Signature Color™ Lipsticks were great – and the new Artistry Go Vibrant™ collection is even better! The new formula includes Nutrilite™-sourced ingredients that are traceable and clean. The liquid pigment technology gives the Artistry Go Vibrant™ cream shades a 190% pigment boost, and the matte shades a 340% pigment boost. That means bold color and improved color saturation. In addition, lips look and feel healthy and fuller; the appearance of fine lines is reduced; and the finish doesn't feather or bleed.

### Q: How long will this new lipstick formula stay on my lips?

**A:** The Artistry Go Vibrant™ collection is long wearing. The Matte shades deliver all-day, 8-hour wear.

### Q: I'm excited to finally have matte lipstick shades, but the other brands I've tried left my lips dry.

**A:** The Artistry Go Vibrant™ Matte lipstick is a skin-loving, hydrating formula, packed with plant oils and waxes to nourish the lips. 92% of customers tested said it left their lips feeling moisturized and comforted.

### Q: What consumer tests were done?

**A:** We gave 107 people one week to experience the formulas.

#### Here's what they said:

**92%** of the respondents who tested the formula said it stays on and stays comfortable.

**96%** of the respondents who tested the formula said it goes on bold in just one stroke.

**88%** of the respondents who tested the formula said it does not bleed or feather.

**83%** of the respondents who tested the formula said it leaves their lips feeling healthy.

### Q: Is Artistry Go Vibrant™ Lipstick allergy or dermatologist tested?

**A:** Yes. All Artistry Go Vibrant™ formulas have been allergy and dermatologist tested and shown to be safe for use on all skin types when used as described.

## Selecting Shades

### Q: What are the different finishes available in the new Artistry Go Vibrant™ Lipstick?

**A:** There are 10 cream shades that have a satin-shine finish. The eight matte shades have a velvety matte finish. The Sheer Lip Balm goes on clean and clear.

### Q: What are the shade ranges?

**A:** This collection has expanded to include nudes and more reds. The shade ranges are: Nude to Rose, Plum to Brown, Pink to Coral and The Reds.

### Q: How do I select shades for an existing Artistry Signature Color™ Lipstick customer?

**A:** For existing customers, refer to the handy conversion chart on **pages 11–12**. For instance, if your customer has been using Artistry Signature Color™ Lipstick #2 Rich Cocoa, recommend Artistry Go Vibrant™ Lipstick #111 Go-Go Cocoa. They can also virtually try them on with the Artistry™ Virtual Beauty app.

### Q: How do I select lipstick shades for new customers?

**A:** When you think of lipstick shade categories, think of undertones. For instance, Pink and Berry shades will look great on someone with a cool undertone. Coral and Red shades will look good on customers with warm undertones, while Nudes and Browns are your go-to Neutrals. Your customers can also download the Artistry™ Virtual Beauty app to virtually try them on.



# Know the answers before they ask.

**Q: What if my customer has a cool undertone but likes a shade from the warm family?**

**A:** Many customers like a more dramatic look for their makeup. Using a lipstick shade that's the opposite of their undertone is a great way to make a bold statement.

**Q: Will the new Artistry Go Vibrant™ Lipsticks look good on my skin tone?**

**A:** The Artistry Go Vibrant™ Lipsticks – both the cream and matte shades – have been created to be flattering and lip-loving for everyone to wear and love. We tested the shade lineup on a wide range of skin tones to create a universally flattering lineup.

## Ingredients Matter

**Q: Are any Artistry Go Vibrant™ ingredients fully traceable?**

**A:** Yes. Our White Chia Seed ingredient is derived from plants grown on certified-organic Nutrilite™ farms,† allowing unprecedented “seed-to-skin” traceability. This means that for every final product that touches a consumer's skin, we can identify the manufacturing location, extraction location, all the way to the specific crop of the raw material.

**Q: Do the Artistry Go Vibrant™ Lipsticks and Sheer Lip Balm contain SPF?**

**A:** No, there is no SPF in the lipsticks or balm. Instead, they focus more on the moisture barrier and retention. The condition of lips is much improved with this formula, which is infused with natural oils. SPF's do not offer anything to condition lips, or keep them hydrated and feeling soft and rejuvenated like these lipstick and sheer balm formulas.

**Q: What are the key ingredients in the new Artistry Go Vibrant™ Lipsticks?**

**A:** The formula blends ingredients that nourish lips and provide intense hydration, while letting color shine vibrantly. These ingredients include traceable Nutrilite™-grown White Chia Seed from Mexico, Ginseng Oil from China and Shea Butter from Africa.

**Q: Is this new lipstick formula clean?**

**A:** Yes, this new formula is clean and formulated without Mineral Oil, Parabens, Phthalates, or any of the over 1,300 ingredients on our No-No List. We also do not use fragrance or animal-derived ingredients. This formula is also vegan and has not been tested on animals.

**Q: What makes a product clean?**

**A:** Clean beauty products are made without harsh ingredients. Parabens are a good example of these No-No ingredients.

**Q: Why are clean formulas important today?**

**A:** Clean formulas are important today because they're what consumers want, what our customers are asking for, and part of the Artistry™ brand goal of creating clean, healthy beauty solutions. This is makeup without compromise!

†Products and ingredients are not organic.

# Know the answers before they ask.

## Selling

### Q: What tools are available?

**A:** You can find tools outlined starting on page 14. You can also familiarize yourself with the Lipstick Conversion Chart (on pages 11–12). This chart makes it easy to sell by comparing your customers' existing Artistry™ lipstick shade to a new Artistry Go Vibrant™ Lipstick shade.

### Q: How to pair with another product?

**A:** Pairing Artistry Go Vibrant™ Lipsticks with another product or linking it to another product will grow your sales by increasing your Items Per Transaction (IPT). Linking products helps you address more than one customer need, which can help increase the number of products sold and help you reach your Verified Customer Sales goals. Think about what naturally goes with a product to help it perform better or solve a problem.

**Here's an example:** A customer is concerned with dark circles under her eyes. You suggest Artistry Skin Nutrition™ Renewing Reactivation Eye Cream. Now link it to the Artistry Exact Fit™ Perfecting Concealer. Using both products will help her dark circles: Immediately the concealer minimizes the look of her dark circles, and over time, the eye cream will improve their appearance. You have sold two products instead of just one. See more on page 13.





# Artistry™ Beauty Squad: WHO'S WHO.

Look for Artistry™ products and makeup tips, tricks and education from our Beauty Squad on Amway™ Education, Facebook®\*, YouTube®† and Instagram®††.



**Esmeralda Enriquez,  
San Diego, CA**

Esmeralda, a self-taught makeup artist from Guadalajara, Mexico, is a much sought-after Spanish-speaking beauty expert.



**Nanda Quero,  
Miami, FL**

Nanda is a Spanish-speaking Venezuelan editorial, bridal and social makeup artist with over 12 years of experience in the beauty industry.



**Squad Leadership –  
Rick DiCecca,  
Artistry™ Creative Director,  
Makeup Design**

Combining beauty sales education, makeup artistry, training expertise and brand leadership in the cosmetics and skin care industries, Rick DiCecca is a master of what he calls “real beauty”.





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