

Table of Contents

O 3 Get to Know Artistry™

Brand Pillars

The Artistry[™] Healthy Beauty Brands

06 Artistry Labs™

Know Your Audience
The Growing Skincare Market
Meet the Scientists
Deep Dive

13 The Retexturizing System

Results
Deep Dive
How to Use + Competitive Comparisons

24 Building Your Routine

Weekly System Regimen Daily System Regimen

29 Using Your Aquabrasion Device Cleaning

33 Comparison to Legacy Products

36 Selling Tools

Grow Your Business
Unleash the Power of Customers
Selling in 5 Easy Steps
Better Than Ever Selling Support
Share with Customers
Make a Connection
How to Keep Happy, Loyal Customers

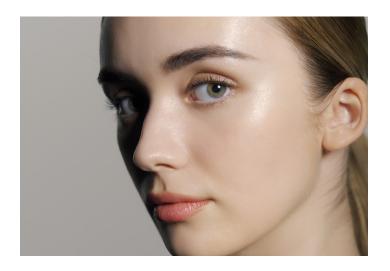
45 FAQs



GET TO KNOW

Artistry

Become the expert! Learn everything about Artistry Labs™ to help build your business.



HEALTHY LOOKING SKIN. LASTING BEAUTY.

At Artistry™, we believe that healthy looking skin is the secret to staying beautiful. Skin is the largest organ in the body, and we must do everything we can to protect it so it continues to look youthful, smooth and vibrant for years to come.

Beauty, like most things, is an active pursuit. We empower women to take beauty into their own hands with daily rituals that lead to radiant skin. By committing to healthy beauty and purposeful skincare, we're investing in our future skin.

ARTISTRY HEALTHY BEAUTY

Rooted in 85 years of botanical research and extensive molecular science, we approach beauty holistically. The "science of skin" combined with our cutting-edge formulas ignite a powerful pathway to reduce the appearance of fine lines, uneven texture, and other visible signs of aging so skin will look healthy, visibly more youthful, and radiant for years to come.

WHAT SETS ARTISTRY APART?

We're choosy about the ingredients we use in our skincare products. Every ingredient has a purpose, and those that we say "yes" to have proof that they're pure, safe and effective from seed to skin. We know where they come from, and if an ingredient doesn't meet our standards, we don't use it!



GET TO KNOW

Artistry

Healthy Beauty is Clean Beauty. The brand pillars that set us apart.



CONVERGENCE OF ARTISTRY + NUTRILITE

By combining the superpower of Nutrilite™ ingredients and other plant extracts with advanced skin care science, we deliver healthy beauty like no other brand.



TRACEABLE & CLEAN

Guaranteed pure, safe and effective, our products are made with Nutrilite™-sourced botanicals that are traceable from seed to skin. Plus, they're registered with the Vegan Society, never tested on animals and free from over 1,700 iffy ingredients.









PERSONALIZATION

Crafted with your unique face in mind and targeted to your needs, these products are guaranteed to deliver the best results for your skin.

Healthy Beauty Brands

Healthy Beauty begins with healthy-looking skin. Artistry™ has targeted solutions for the unique needs of every person. Learn the ins and outs of Artistry Studio, Artistry Skin Nutrition, and Artistry Labs and learn how to effectively identify each key customer.



ARTISTRY STUDIO

Jumpstart your beauty journey with multi-tasking products made to keep up with your on-the-go moves and set your skin up for radiant, slay-the-day success—wherever life takes you next.

- · For the beginner-medium skincare user
- Multi-tasking must-haves
- · Zen + Energy ingredients
- · On-the-go products
- On-trend ingredients + formats
- Rule of thumb: 80% botanical, 20% science
- · Price point: \$



ARTISTRY SKIN NUTRITION

Just like your body has nutritional needs, so does your skin. These efficacious products work like supplements for your skin: with cutting-edge science and powerful plant-based phytonutrients to reveal the look of healthy beauty that's uniquely you.

- · For the medium-serious skincare user
- · Addresses extrinsic skin health needs
- 5 key skin nutritional requirements
- Daily cleanser, toner, treatment, moisturizer regimen
- Rule of thumb: 50% botanical, 50% science
- Price point: \$\$



ARTISTRY LABS

Amplify healthy-looking skin with treatments that are targeted to the needs of women with mature skin. Accelerate the transformation of aging skin at lightning speed—so you can see 12 weeks' worth of results in just 4 weeks.

- · For the serious skincare user
- · For mature skin needs
- · Addresses the intrinsic skin health needs
- · Accelerated treatment programs
- · Paired with a device or tool
- Rule of thumb: 20% botanical, 80% science
- Price point: \$\$\$

Artistry Labs



KNOW YOUR

Audience

Key Customer Demographic

Artistry Labs™ products center on the needs of women with mature skin. As we age, skin health starts to decline due to:

- Intrinsic factors like slower cell turnover, hormonal changes, the normal aging process, etc.
- Extrinsic factors like sun exposure, pollution, nutrition, tobacco use, alcohol use, etc.

These factors result in more visible problems and slower-acting skin cells over time – which leads to advanced signs of aging, such as dullness, the look of lines, wrinkles, etc. These women may start trying professional solutions if they want to bring back a youthful appearance.

Customer Ethnography

- Beauty enthusiast women with mature skin needs.
- Seeking to reduce the appearance of signs of aging that are harder to overcome. The appearance of skin reflects inner health. It's more than just appearance, it's the actual state of skin as well.
- Even though skin aging is normal and inevitable, visible damage can be emotional and take a toll on self-confidence.
- These skincare and makeup lovers take pride in their skin and love to embrace their best selves. Their dedicated skincare routine for optimal skin matters greatly to help them both look and feel good.
- They view skincare as an investment in health and wellbeing. As such, these consumers generally use about 9 products or more per week. Always looking for what's next and what's right for them.
- Strong efficacy and quick results motivate purchase decisions. They will spend more on the most effective skin products, technology, and tools to add to their self-care routine.

*All statements above are based on Amway global market research



THE GROWING SKINCARE MARKET

HOME-USE BEAUTY DEVICE

market expected to grow from

\$10B to \$90B

by 2030

SKIN REJUVENATION

is expected to **grow at the highest rate** with the growing awareness and focus on skin health

75%

of women use or are interested in trying skincare devices.

77%

are looking for their skin care routine to help keep their skin healthy, hydrated and looking young.

BEAUTYSTREAMS: Trend Report, 2022 Home-use Beauty Devices Market Research Report, Prescient & Strategic Intelligence, 2021 Artistry Labs Retexturizing A+U, 2021 Mintel: The Future of Facial Skincare, 202



MEET THE SCIENTISTS BEHIND

Artistry Labs



LOUISE SCHNEIDER

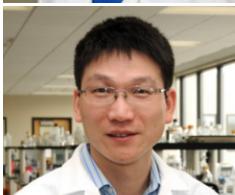
TITLE: Senior Principal Research Scientist,

Lead Formulator for Artistry Labs™

EDUCATION: B.S. in Biomedical Sciences

AMWAY EXPERIENCE: 32 years

ROLE: Formulator of Artistry[™] Skincare products



RONG KONG

TITLE: Principal Research Scientist, Advanced Imaging Lab

EDUCATION: PhD in Bioengineering

AMWAY EXPERIENCE: 11 years

ROLE: Clinical skin research and evaluation



CHITHRA GANESAN

TITLE: Senior Research Scientist, Beauty Clinical Investigator

EDUCATION: Bachelors in Biology **AMWAY EXPERIENCE:** 13 years

ROLE: Clinical investigator and Claims Substantiation

Pre-clinical and clinical development and evaluation

Just like the Artistry™ tier name denotes, Artistry Labs™ products are carefully developed, meticulously tested and vetted. The performance of Artistry Labs™ Retexturizing System was developed from a deep collaboration between expert scientists, researchers, and clinicians – and a partnership with the Amway Scientific Advisory Board Group.

DEEP DIVE ON

Artistry Labs

Artistry Labs™ is elevated skincare delivering potent, systems-based solutions that treat skin beyond daily-use products.

PRODUCT FEATURES:



Dual-approach skincare

First, it reduces the appearance of the effects of time. Second, it powers up the skin to reveal a visibly healthier-looking, more youthful-looking complexion.



Highly-concentrated, premium formulas

Artistry Labs™ was born from innovation – using potent levels of highly effective ingredients combined into targeted complexes for specific skin needs.



Holistic system solutions

Together, the system is better with every step. This system was designed so that each product builds upon the power of the others.



Accelerated 4-week treatments

Designed to boost skin to a more youthful, healthy-looking appearance in just 4 weeks. Inspired by professional solutions and practices, backed by years of groundbreaking research, and clinically tested.

Artistry Labs

Let's understand what led to the innovative Artistry Labs products.

Epidermal desquamation process

Skin cells are always regenerating, moving to the skin surface, then eventually shedding off. This is the natural exfoliation process, also called **desquamation**. Maintaining optimal function of the epidermis is vital to overall skin wellness.

Over time, extrinsic and intrinsic factors can extend the duration of cellular regeneration and renewal.

As we age, skin's self-renewing capability is diminished. With younger skin, cell renewal is typically a 3–4-week process. With age, this can lengthen and more than double. Incredibly, skin cell renewal can take over 50% longer for a 60-year-old compared to a 30-year-old. A proactive skincare routine can make all the difference in supporting the exfoliation process.

The Artistry[™] team of scientists and experts have taken a different approach to gain insights that has been proven to be quick, effective and, most importantly, accurate.

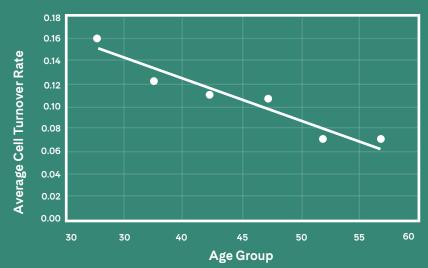
They developed a quantitative cell turnover evaluation method based on advanced in vivo spectroflourometer technology. Artistry has applied it across different demographic groups and obtained a clear picture of the impact of aging on the cell turnover process (see figure below).

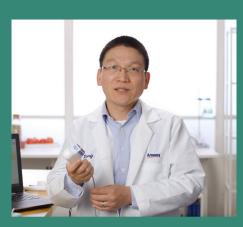
The results are clear: as you age, your average cell turnover rate decreases.

This method supports our formulation development and claims substantiation processes. It demonstrates great potential in advancing our knowledge of desquamation and cell turnover – a key component of skin health research.

**This page is for educational purposes only.

Cell Turnover Rate vs Age





Rong Kong, PhD, et al. Journal of Investigative Dermatology. 143.5 (2023): \$103.

^{*}Grove, G.L., and Kligman, A.M. Journal of Gerontology 38.2 (1983): 137-142.

^{*}Kong, R., et al. Journal of Investigative Dermatology 143.5 (2023): S103.

Artistry Labs

How does the decreased cell turnover rate affect our skin?



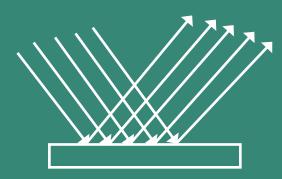
Slowing of cell renewal implications:

- Skin's moisture level decreases, making the surface rougher, thinner and its barrier weaker.
- The skin's natural cell exfoliation process slows.
 Cells can accumulate, making it harder for new cells to rise to the surface.
- Our skin's pH levels can also increase as we age, which slows down the natural enzymatic process necessary to break bonds for skin cells to be removed
- Skin looks patchy and dull, has uneven skin tone and texture and premature lines and wrinkles can develop.
- Smooth skin is KEY to a healthy, vibrant look.
 Smooth skin reflects light in a similar pattern, at the same angle, for brighter vibrancy.
 Whereas a rough surface scatters light in multiple directions resulting in less coordinated reflection and a perceived duller look (see figure below).

Light Reflections on Rough vs. Smooth Skin







Light Reflection on Smooth Skin



Artistry Labs Retexturizing System



The key to redefining healthy aging is now at your fingertips. We've used the best in molecular science to bring you the allnew **Artistry Labs™ Retexturizing System**, the first launch under the Labs tier and a powerhouse lineup of turbocharged skincare designed to give you rejuvenated, smoother skin in just 4 weeks.

Get better, faster, longer-lasting results with a retexturizing peel that loosens and dissolves dulling surface cells, an aquabrasion device that provides 2x the exfoliation and antioxidant-enhancing red light technology, and a retexturizing serum that accelerates cell renewal and nourishes pores.

The Artistry Labs Retexturizing system is clinically proven to improve skin's texture so skin looks 8 years younger in just 4 weeks.

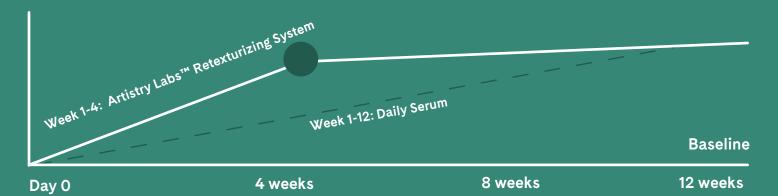
The Artistry Labs Retexturizing System is a 28-day treatment that is designed to be used quarterly. The system is comprised of a Retexturizing Peel and Retexturizing Serum with an at-home Aquabrasion device.

Purchasable SKUs

ARTISTRY LABS	sku
Start here! Purchase the entire system including the Peel, Device and Serum. Artistry Labs Retexturizing System	126807V
Every quarter, repurchase only the skincare! This includes the full-size Peel and Serum. Artistry Labs Retexturizing Refill	125547V
If you choose to purchase an additional set, if you lose one, etc. Spare Parts (large and small suction heads, red light dome, cleaning brush)	127173V

12-WEEK RESULTS IN JUST 4 WEEKS

Accelerated Transformation



Immediately after use, 85% of clinical study panelists showed improvement in the look and appearance of their skin's brightness. After 4 weeks of use:





100%

of clinical study panelists had smoother feeling skin.

97%

of clinical study panelists had softer feeling skin.

97%

of clinical study panelists showed improvement in the appearance of fine lines.

94%

of clinical study panelists showed improvement of dry looking skin.

86%

of consumers agree they would do this system instead of a professional treatment.

Artistry Labs Retexturizing System

Inspired by professional treatments, the Artistry Labs™ Retexturizing System was created for aging skin. Three products were developed to work together as a system to dramatically transform skin's appearance, all from the comfort of home with a daily routine. The Retexturizing Peel, the Retexturizing Serum and the Aquabrasion Device improve the look of pores, brightness, softness, smoothness, fine lines and hydration.



The highly concentrated

Retexturizing Peel was created
using Triple Exfoliating Complex*,
formulated with pomegranate
enzyme, mushroom enzyme and
mandelic acid to loosen and
remove dull, dead surface cells
and attain optimal efficacy with
minimal facial irritation.



The Aquabrasion Device leverages hydra-dermabrasion with its Water Jet Suction.
This evolutionary technology pairs vacuum suction with water infusion to help retexturize skin's appearance, remove loosened skin cells and extract pores for deep cleaning. The Aquabrasion Device also features Serum Mode with red light. When using the Retexturizing Serum and the red light together, it shows a 10x increase of antioxidant protection.‡



The Retexturizing Serum addresses skin's total epidermal appearance – reinforcing and protecting the skin moisture barrier, encourage skin's natural cell renewal with exfoliation, helps reduce the appearance of pores, and soothes.

Artistry Labs Retexturizing System



EXFOLIATE WITH THE RETEXTURIZING PEEL (15 ML)

Lightweight gel exfoliates skin with Triple-Exfoliating Complex that allows enzymes to work longer and more efficiently at loosening and removing dull, dead cells for a highly effective yet gentle experience.

→ View Product Page

Use Instructions: Apply 6-8 pumps of Peel with fingertips onto cleansed skin. Spread as a layer and leave on for 8 minutes. Thoroughly rinse face with water to remove Peel and pat dry. Follow with the Aquabrasion Device. Repeat 2x/week

INGREDIENT FUNCTIONS

Triple Exfoliating Complex comprised of mushroom enzyme, pomegranate enzyme and Mandelic acid.

• Mushroom enzyme (mucor meihei): Artistry™ scientists tested and optimized the ingredient level in our formula for the best efficacy in our Retexturizing System. This ingredient is now 98% naturally derived origin. Our Mushroom enzyme mimics the activity of naturally occurring enzymes in the skin and the Mandelic Acid helps these enzymes work 25% better*. When applied to the skin, it works to exfoliate superficial, dead skin cells.

*In vitro testing.

 Pomegranate enzyme: Boasting NutriCert certification, boosts desquamation rates to remove the outer layer of dead skin cells that can trap dirt and debris and diminish skin barrier function. Pomegranates are sourced from plants grown on our NutriCert™certified partner farm.

What is NutriCert Certification?

This Nutrilite $^{\text{m}}$ certification and auditing process is based on the principles that founder Carl Rehnbora used to establish his own farm.

- Sustainable farming practices that benefit the environment
- Socially responsible practices that positively affect people.
- Smart business practices that provide assurance of quality control.
- Mandelic Acid: Mandelic acid was chosen for its high molecular weight to help support the overall ingredient complex effectiveness. It remains at the surface of the skin, which has a lower pH level, and provides an optimum environment for enzymes to work. It's a gentle approach to exfoliating without the harsh drawbacks typical of traditional AHAs. Mandelic acid allows the mushroom enzyme to work 25% more effectively.*

*In vitro

Opuntia Ficus Fruit Extract: helps soothe skin.

Pomegranate Extract: sourced by Nutrilite and offers soothing advantages.

How Does It Compare?





Intensive Skincare

PETER THOMAS ROTH®†

Anti-Aging Triple-Acid peel **SPA**Chemical Peel

	Retexturizing Feel	Renewing Peel	Triple-Acid peel	Chemical reel
Key ingredients	 Mandelic Acid Mushroom Enzyme Pomegranate	Mucor Miehei Mushroom Enzyme	Phytic AcidGlycolic AcidSalicylic AcidSodium PCA	 Alpha Hydroxy Acids (Glycolic Acid) Beta Hydroxy Acids (Salicylic Acid)
Type of Peel	Enzymatic Chemical	Enzymatic	Chemical	Chemical
Description	Lightweight gel exfoliates skin with Triple-Exfoliating Complex that allows enzymes to work longer and more efficiently at loosening and removing dull, dead cells for a very effective, yet gentle experience.	Artistry™ Intensive Skincare Renewing Peel is designed to uncover a youthful glow with break- through mushroom enzyme that exfoliates to a 5.5 pH for dermatological quality results.	Peter Thomas Roth's Anti-Aging Triple-Acid Peel is an advanced chemical exfoliation that works intensively to help reduce the look of fine lines, wrinkles, uneven texture and tone.	An exfoliating treatment that rely on fruit acids, herbs and antioxidants to loosen the "glue" that binds dead cells to the skin's surface.
Clean Claims	Free from over 1,700 iffy ingredients, including mineral oil, parabens, phthalates, sulfate surfactants and cyclic silicones Dermatologist-tested - Not tested on animals - Seed to skin traceability	Dermatologist tested	None	Varies by location
Certifications	Registered with the Vegan Society			Varies by location
Size	15 mL	20 mL	50 mL	Varies by location
Use Instructions	As a part of the quarterly Artistry Labs™ Retexturizing System, 2x/week	2x/week	2-3x/week	Varies by treatment, Generally every 1-6 months.



AQUABRASION DEVICE

This multi-function, patent-pending skin care device maximizes the at-home skincare experience with two separate modes. A massaging water-powered jet cleans skin's surface as it rinses off the peel, scrubs away debris and impurities and stimulates fresh new skin to the surface.

→ View Product Page

Use instructions: Refer to pages 30 and 31

Suction Mode: Mechanically exfoliates loosened, dead skin cells and extracts pores for deep cleaning and 2x exfoliation of a traditional peel alone

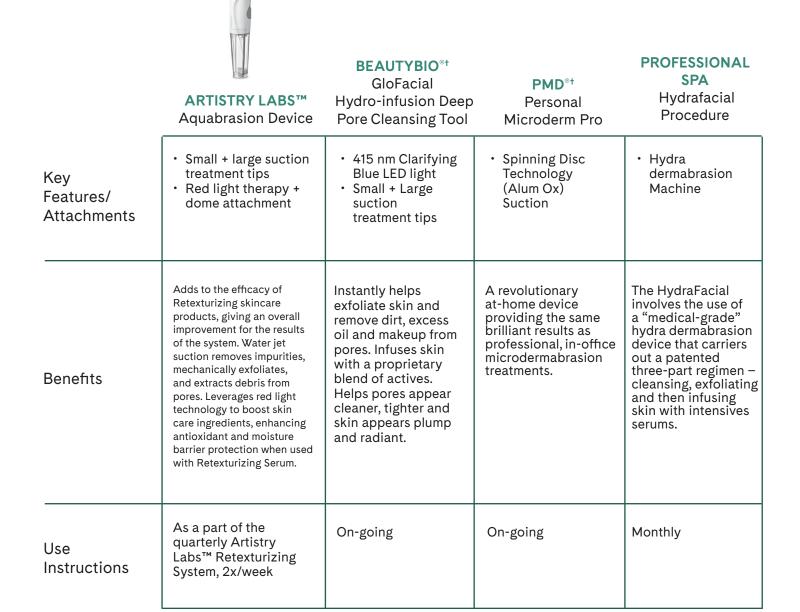
Serum Mode: Red light technology in Serum Mode boosts the activity of key ingredients in Retexturizing Serum by 10x for improved antioxidant protection.[†]

tin vitro study with lentil seed extract





How Does It Compare?





Artistry Labs Retexturizing System



NOURISH + RECOVER WITH THE RETEXTURIZING SERUM (30ML)

Get ready for total epidermal skin care results. This concentrated yet lightweight Retexturizing Serum addresses the skin's total epidermal appearance – reinforcing and protecting the skin moisture barrier, encouraging skin's natural cell renewal with exfoliation, reducing the appearance of pores, and soothing.

→ View Product Page

Use instructions: Use AM and PM, every day for the full 28-day treatment. At night, use the device + Dome attachment after serum is applied.

INGREDIENT FUNCTIONS

Pore Refining Complex (Lentil Seed, Red Algae + Tara Fruit)

- Lentil Seed Extract: This multi-action ingredient reduces the appearance of dilated pores for smoother-looking skin and a more even-looking complexion.
- Red Algae & Tara Fruit Extract: applies a "second skin" layer barrier to help protect against future pollution reaching pores. Helps smooth skin's appearance and reduce the appearance of pores.

Soothing Complex

- Nutrilite™ Pomegranate Extract: helps soothe skin and protects against pollutants.
- 4-T-Butylcyclohexanol (Mediterranean Berry inspired Soothing Ingredient): helps soothe skin, by leveraging an award-winning discovery.

Barrier Enforcing Complex (Rosemary Liposome, Omega liposome, Hydrogenated Lecithin): maintains healthy-looking stratum corneum layer of the epidermis – our first line of defense against environmental insults.

- Rosemary Liposome: Ursolic acid from rosemary leaf encapsulated in a liposome. Naturally preserves lipids and ceramides in stratum corneum.
- Omega Liposome: Source of essential fatty acids needed for proper skin barrier function, encapsulated in a liposome.
- Hydrogenated Lecithin: applies a "second skin" layer as a barrier to help protect skin.

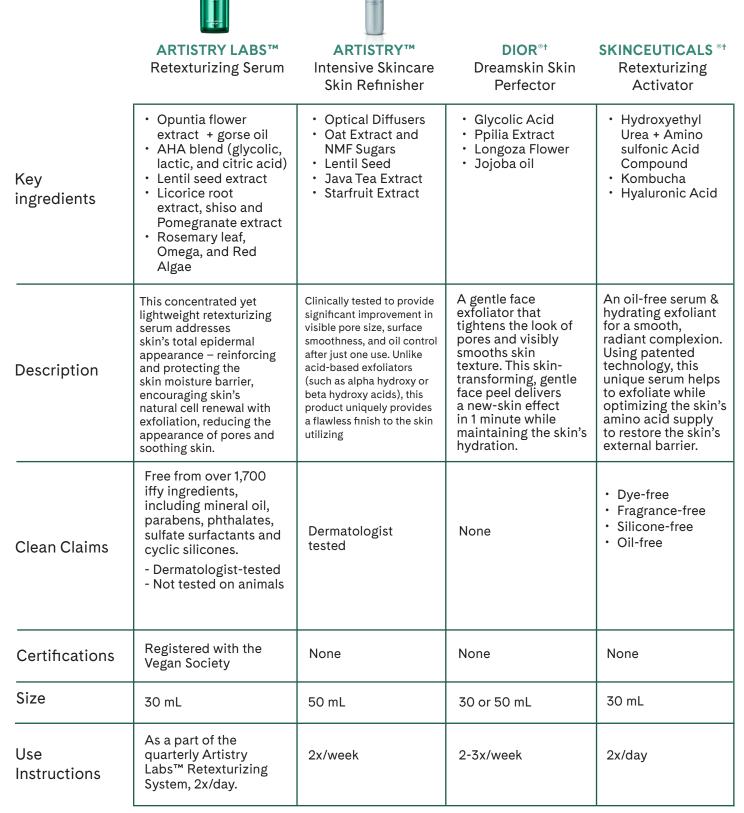
Cell Renewal Complex (Opuntia Ficus, Gorse Plant Extract)

- Opuntia Ficus-Indica Flower Extract: The flower is leveraged for its ability to help exfoliate
 and encourage skin's natural process of desquamation. Boasting NutriCert certification.
 Opuntia Ficus are sourced from cactus grown on our NutriCert™certified partner farm.
- **Gorse Plant Extract:** extracted from the leaf, root and stem. Encourages skin's natural processes of cell renewal with exfoliation.

Time Released AHAs

 Lamellar gel containing glycolic, lactic and citric acids for a progressive and controlled diffusion of the AHAs

How Does It Compare?



Is the Retexturizing System right for your skin?

The Retexturizing System is an intensive routine that uses powerful formulas to transform the skin's surface, and may be counterproductive to people with skin sensitivity. The best way to determine your skin type is to pay close attention to your skin's reaction to external stimuli. If you answer "yes" to any of the questions below, you likely have skin sensitivity and the Labs Retexturizing System may not be for you.

1. Do you have reactive skin?

Products such as soaps, detergents, fragrances, perfumes, skincare products, and household products may cause your skin to react causing itchiness, dryness or reddening. In addition, exposure to cold, sun, and wind can trigger flares.

2. Is your skin prone to redness?

Most people with sensitive skin deal with some amount of redness. This can take the form of a red rash, red bumps, blushing and flushing, or even red dilated blood vessels. Usually, the redness will go away after removing the irritant or with minor treatment.

3. Are you experiencing excessive dry skin?

Dry skin and sensitive skin can go hand-in-hand. It can lead to acne breakouts and cracked skin. You likely have more problems with dry skin in cold, dry weather and when exposed to wind.

4. Is your skin prone to rashes?

Sensitive skin may react with a red, dry, flaky, or bumpy rash when exposed to a trigger. This is especially true for products that are left on your skin, such as facial creams. You may develop a rash very quickly after contact.

5. Is your skin prone to breakouts?

You may develop breakouts that look like acne with red bumps and pustules.

6. Does your skin sunburn easily?

You are more susceptible to the harmful effects of the sun.





Building Your Routine

Mark your calendar for four weeks of effective treatments from the comfort of your home. The Retexturizing System fits seamlessly into your skincare routine and offers an enjoyable evening self-care ritual. This system is designed to be used for 4 weeks and repeated every quarter.

Why repeat every three months?

Cells are shed away about every month and new cells take their place. As skin ages, this process slows down. Over time, the skin will start to accumulate damage. Continued exposure to environmental aggressors along with aging factors further lessens skin's performance. This Retexturizing System is meant to boost skincare results – and clinical results show they are long-lasting. Repeat the System each quarter to maintain healthier-looking skin.



WEEKLY System Regimen

This treatment system consists of two different regimens: peel day and non-peel day. Follow this weekly skin care regimen for four weeks – and ensure the peel is used on nonconsecutive days. See page 27 for how it fits into your daily routine.

DAY 1 PEEL DAY 2 NON-PEEL **DAY 3**NON-PEEL

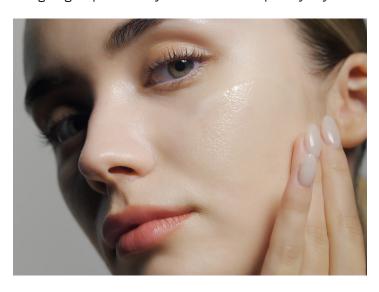
DAY 4 PEEL DAY 5 NON-PEEL **DAY 6**NON-PEEL

DAY 7NON-PEEL

Peel Day Instructions

AM

Apply 2 pumps of **Retexturizing Serum** to the entire face using fingertips. Let fully absorb and completely dry.



PM

Apply 6-8 pumps of **Retexturizing Peel** using fingertips onto cleansed skin. Spread on the skin as a layer and leave on for 8 minutes.

Thoroughly rinse your face with water to remove the peel and pat dry.

Use the **Aquabrasion Device** and the suction nozzle(s) to remove skin debris and extract pores. Pat skin dry.

Apply 2 pumps of **Retexturizing Serum** to the entire face using your fingertips. Let fully absorb and completely dry.

Follow with the **Aquabrasion Device** in Serum Mode + the dome attachment.

Directions on how to use the dome attachment on pg 31

Non-Peel Day Instructions

AM

Apply 2 pumps of **Retexturizing Serum** to the entire face using your fingertips. Let fully absorb and completely dry.

PM

Apply 2 pumps of the **Retexturizing Serum** to the entire face using your fingertips. Let fully absorb and dry.

Follow with the **Aquabrasion Device** in Serum Mode + the dome attachment.

Directions on how to use the dome attachment on pg 31



DAILY System Regimen

Peel Day Instructions

AM

- Cleanse
- Tone
- Apply Retexturizing Serum
- Moisturize and SPF

PM

- Cleanse
- Apply Retexturizing Peel
- Use Aquabration Device with suction nozzle
- Tone
- Apply Retexturizing Serum
- Use Device in Serum Mode + dome attachment
- Moisturize

Non-Peel Day Instructions

AM

- Cleanse
- Tone
- Apply Retexturizing Serum
- Moisturize and SPF

PM

- Cleanse
- Tone
- Apply Retexturizing Serum
- Use Device in Serum Mode + dome attachment
- Moisturize



Building Your Routine

Application Tips

How to apply Retexturizing Serum, Peel and use Aquabrasion Device

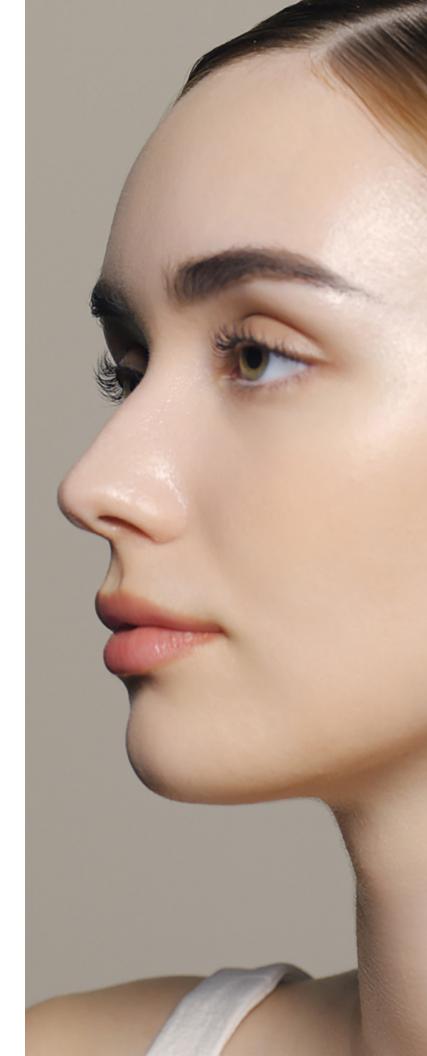
Interactions With Other Products*

Artistry Supreme LX™: Supreme LX can still be used with the Artistry Labs™ Retexturizing System. Simply follow the Retexturizing Serum with Supreme LX face or eye cream.

14 Night Reset: 14 Night Reset should not be used while the Artistry Labs Retexturizing System is being used. Please cease use of any other treatment products during the duration of the 28-day system.

Skin Nutrition is your daily routine that will support the Artistry Labs Retexturizing System. Refer to page 27 to see when to use your favorite Skin Nutrition cleanser, toner and moisturizer.

*Reminder: discontinue use of any treatment product, including the Skin Nutrition Vitamin C + HA3 Daily Serum during the 28-day system.





Using Your Aquabrasion Device

SUCTION MODE INSTRUCTIONS

- Place the appropriate Suction Nozzle on the
 Device
- 2. Fill the Water Tank with water.
- 3. Turn the Device on by pressing the POWER Button.
- 4. Choose the appropriate Suction Level by pressing the POWER Button again accordingly.
- 5. *The Device will take a few seconds to "ramp up" and get up to speed.
- 6. Gently sweep the Device across the face ensuring the Suction Nozzle is in good contact with the skin.
- 7. Follow the diagram below for directions for treatment.
- 8. Continue until the entire face has been treated. If you do not see a lot of "debris" in the waste tank, it's okay! The device is still working!

WHEN SUCTION MODE IS COMPLETE

- 1. Press the POWER Button for 2 seconds to turn the Device off.
- 2. Hold the device upright over the sink then slightly tilt to avoid spilling over your hands.
- 3. Remove the bottom cap from the Waste Tank to allow the wastewater to drain into the skin then replace the cap and follow cleaning instructions.
- 4. Ensure the Device and Suction Nozzles are properly cleaned and dry.



NOTE

- · Avoid the eye area.
- Do not use the Device in a single spot for more than 3 seconds.
- If the Device is tipped too much, the Device will shut off. Restart the Device and continue treatment.
- Stop if you feel excessive discomfort.
- You may experience slight redness of your skin during use. This is normal.
- Do not operate in Suction Mode without water in the Water Tank.
- Empty the Waste Tank and refill the clean Water Tank as many times as necessary throughout treatment. The Waste Tank is not removable from the Device. You should expect the Water Tank to empty after 30 seconds of use.
- Do not shake, tip, or lay the Device down when the Water Tank contains water.
- The Device will automatically turn off after 5
 minutes of use in Suction Mode to save power.If
 needed, turn the Device back on and continue
 the treatment.











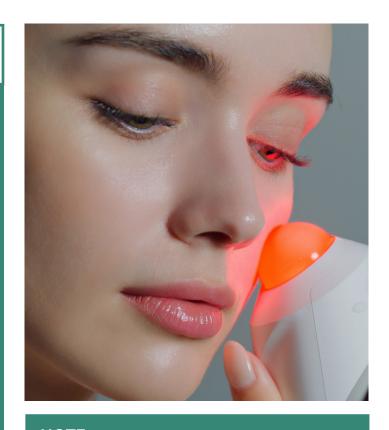
Using Your Aquabrasion Device

SERUM MODE INSTRUCTIONS

- 1. Attach the SERUM Dome Attachment to the Device by aligning the point on the Dome Attachment with the triangle on the Device.
- 2. Push the Dome Attachment into place.
- 3. Turn the Device on by pressing the POWER Button.
- 4. Press the SERUM Button. A red light will appear inside the Dome Attachment.
- 5. Starting at the top of the forehead, lightly touch or hover the Dome on the face. The Device will beep after 3 seconds, this is your indicator to move to a new area. Move the device 1 inch until the entire face is treated.

WHEN SERUM TREATMENT IS COMPLETE

- 1. Press the POWER Button for 2 seconds to turn off the Device.
- 2. Grasp the Dome Attachment by the sides with two fingers and gently pull it outward and rinse it to clean.
- 3. Return the Device and attachments to the Cradle and plug it in to charge.



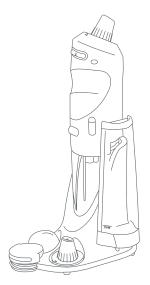
NOTE

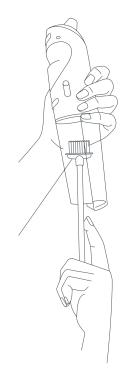


- · Avoid the eye area.
- You do not need water in the Water Tank during the Serum mode treatment.
- Do not shine the LED light into the eyes. If necessary, close eyes during treatment.
- SERUM Mode will last 10
 minutes, but you may turn the
 Device off at any time. Your
 treatment shouldn't last
 this long.









Cleaning Your Aquabrasion Device

Always turn off the Device before cleaning.

Cleaning Mode After Using SUCTION Mode

- 1. Place the Large Suction Nozzle on the Device.
- 2. Fill the Water Tank with water until it reaches the MAX limit line.
- 3. Turn the Device on by pressing the POWER Button then press and hold the SERUM Button for 2 seconds to start the Cleaning Mode.
- 4. Turn the Dome Attachment upside down and securely hold it on top of the Large Suction Nozzle.* Hold the Device upright. If the Device is tilted too much, it will beep and shut off. If this occurs, hold the Device upright and turn on to continue cleaning.
- 5. When the water in the Water Tank is exhausted, press and hold the POWER Button for 2 seconds to turn the Device off.
- 6. Hold the device upright and remove the Bottom Cap to empty the Waste Tank.
- 7. Separate the Water Tank and place it on the Cradle's Water Tank Holder.
- 8. Remove the Large Suction Nozzle and gently rinse the Suction Nozzles, Dome Attachment, and Bottom Cap with water.
- 9. Return the Device to the Cradle and allow all of the components to completely dry.

How to Clean the Waste Tank

- 1. Remove Bottom Cap and empty the Waste Tank.
- 2. Dampen the brush to clean the Waste Tank walls thoroughly and gently.
- 3. Return the Device to the Cradle and allow the Waste Tank to completely dry.

NOTE:

- Avoid soap and excessive/aggressive wiping or brushing. It may cause damage.
- Do not shake, tip, or lay the Device down when the Water Tank or Waste Tank is filled with water. The Device should remain in the upright position if either Tank still contains water. This is to protect the pump from water backflow if the Device is tilted too much while the Waste Tank contains water.



Comparison to Legacy Products

ARTISTRY LABS RETEXTURIZING SYSTEM VS. ARTISTRY INTENSIVE PEEL

Customers may wonder about the differences between Artistry Labs™ Retexturizing System and older Artistry™ Intensive products. Unique ingredient combinations, natural skin cell renewal research, and a systems approach for accelerated results set Labs apart.

ARTISTRY INTENSIVE RENEWING PEEL

An alternative to a chemical peel that uncovers soft, smooth-looking skin with gentle exfoliation and smart enzyme power.

For anyone dealing with uneven skin texture and visible pores looking to retexturize skin's appearance and reduce the appearance of pore size.

Intended to be used twice a week for six weeks.

Made with mucor miehei mushroom enzyme.

ARTISTRY LABS RETEXTURIZING PEEL

Modeled after chemical peels, enzymatic peels and hydradermabrasion procedures, inspired by professional treatments and enhanced by the device and serum, it loosens and removes dull surface cells with highly concentrated Triple Exfoliating Complex (chemical and enzymatic exfoliators)

The system delivers 12 week results in just 4 when used with serum and device.

For women who are self-proclaimed skin and beauty enthusiasts with mature skin needs looking to reduce the appearance of the effects of time and dramatically boost skin's appearance to a visibly healthier looking, more youthful looking state.

Intended to be used for four weeks every quarter.

Made with 98% naturally derived mushroom enzyme, 100% naturally derived pomegranate extract, and mandelic acid. Also included is opuntia ficus fruit and more ingredients that deliver highly effective gentle exfoliation.

Retexturizing Peel contains 351% more enzyme key compounds than Renewing Peel

50% better exfoliation vs the previous Peel.





Comparison to Legacy Products

ARTISTRY INTENSIVE ADVANCED SKIN REFINISHER

An alternative to a fractional laser treatment that instantly refinishes skin's appearance and reduces the appearance of pores for a velvety finish.

For anyone dealing with uneven skin texture and visible pores looking to retexturize skin's appearance and reduce the appearance of pore size.

Intended to be used twice a day for four weeks.

Made with optical diffusers, oat extract and NMF sugars, lentil seed, java tea extract and star fruit extract.

ARTISTRY LABS RETEXTURIZING SERUM

This concentrated yet lightweight Retexturizing Serum addresses skin's total epidermal appearance – reinforcing and protectinng the skin's moisture barrier, encourages skin's natural cell renewal with exfoliation, reducing the appearance of pores, and soothing. Gentle, time-released AHAs further the skin exfoliation process.

As a part of the Retexturizing System, it helps deliver 12-week results in just 4 weeks.

Retaining the most-loved Lentil Seed to address the look of large pores.

For women who are self-proclaimed skin and beauty enthusiasts with mature skin needs looking to reduce the appearance of the effects of time and dramatically boost skin's appearance to a visibly healthier looking, more youthful looking state.

Intended to be used twice daily for four weeks every quarter. At night, used with device serum mode + dome attachment to administer red light therapy.

Made with the Latest Innovative Complexes and key ingredient Opuntia Ficus flower and more - rooted in nature and propelled by science.





Grow Your Business

FOR THE BUSINESS BUILDING IBO/ANY IBO:

Action: IBO Purchases the Artistry Labs™ Retexturizing System for personal use and Sells two Artistry Labs™ Retexturizing Systems to two customers. Teaches three frontlines to do the same. IBO Earns the Path to Bronze, Bronze Foundation, CSI, and Core Bonuses (based on eligibility, other criteria for incentives must be met).

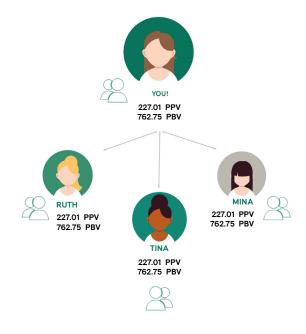
Total VCS: \$508.50

Total Bonus: \$446.81



Artistry Labs™ Retexturizing System

Condition	Status	Customer Order Only
Is IBO at 150 PPV	TRUE	
Is IBO at 60%	TRUE	TRUE
Does IBO meets the \$300 VCS and may Sponsor	TRUE	
Active Legs	3	
Personal Performance		\$68.65
Total Differential		\$137.30
Retail Profit		\$74.00
Path to Bronze \$50	FALSE	
Path to Bronze \$100	TRUE	\$100.00
BFI 30%	TRUE	\$61.78
BBI 40%	FALSE	FALSE
CSI Incentive	1%	\$5.09
Total Amount		\$446.81



Grow Your Business

FOR THE BUSINESS BUILDING IBO/ANY IBO:

Action: IBO Purchases the Artistry Labs™ Retexturizing Skincare Refill for personal use, and Sells two Artistry Labs™ Retexturizing Skincare Refills to two current Skincare using customers. Sells Artistry Labs™ Retexturizing System to new Customer. Teaches three frontlines to do the same. IBO Earns the Path to Bronze, Bronze Foundation, CSI, and Core Bonuses (based on eligibility, other criteria for incentives must be met).

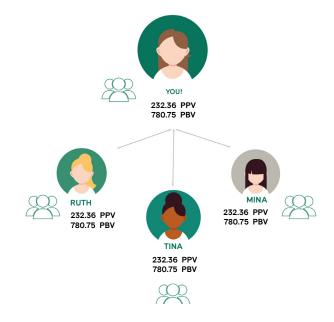
Total VCS: \$605.25

Total Bonus: \$456.10



Artistry Labs™ Retexturizing Skincare Refill

Condition	Status	Customer Order Only
Is IBO at 150 PPV	TRUE	
Is IBO at 60%	TRUE	TRUE
Does IBO meets the \$300 VCS and may Sponsor	TRUE	
Active Legs	3	
Personal Performance		\$70.27
Total Differential		\$140.54
Retail Profit		\$76.00
Path to Bronze \$50	FALSE	
Path to Bronze \$100	TRUE	\$100.00
BFI 30%	TRUE	\$63.24
BBI 40%	FALSE	FALSE
CSI Incentive	1%	\$6.05
Total Amount		\$456.10



Unleash the power of customers

The Artistry Labs™ collection was created with your selling journey in mind – to give customers the breakthrough, new products they want, and make selling easier to help you grow your business!

Products customers want to buy

Customers are searching for clean beauty products and the pure, high-quality, effective ingredients in Artistry Labs products meet those needs. They also want a personalized approach to skin care that's tailored to their skin needs and their lifestyles while delivering proven visible results.

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 Labs collection is comparable to brands like Dr. Barbara Sturm, Perricone MD, Peter Thomas Roth.

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. 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.



Dr. Barbara Sturm® is a registered trademark of Barbara Sturm Molecular Cosmetics GmbH.

Perricone MD® is a registered trademark of N.V. Perricone LLC.

Peter Thomas Roth® is a registered trademark of Peter Thomas Roth Labs, LLC.

5 Easy Ways to Start Selling

1

Discover products you love.

Get to know all of the innovative and clinically-tested Artistry Labs™ products. Use the Artistry™ Virtual Beauty app to discover your skincare routine and develop an impactful, personal testimonial to share with your customers.

2

Open your MyShop Digital Storefront.

Expand your brand, connect with customers, and promote and sell the Artistry Labs™ products you love, all in one place.

3

Better than ever selling support.

Amway™ Education has a variety of resources like videos on Selling Skills, information on how to Make Money and Sell Products, Build a Team and so much more.

4

Share with customers.

Learn how to connect with customers in person, online and via social media to share and sell the products you're passionate about.

5

Serve your customers.

Happy customers mean healthy business – create repeat buyers with tools like DITTO™ Scheduled Orders and AmPerks Customer Rewards Program to make shopping easy and rewarding. The satisfaction guarantee takes away customers' fear of trying a new product and it helps close the sale. Ditto is a perfect tool to leverage for the Artistry Labs™ Retexturizing System Skincare Refill! Set it up to autoship every quarter.

You've already discovered and learned about all of the amazing new Artistry Labs™ products, now it's time to...

Set up MyShop



Create your free, customizable, digital storefront. It's an easy way to sell products, engage with customers and promote products – like Artistry Labs™ – 24/7. Keep content updated regularly and share your MyShop with customers so they're always connected and shopping with you.

Share a Shopping List

Shopping lists let you personalize your sale by pointing customers to more products they'll love. You can create customized lists of multiple products for your business or a single shopper.

Better Than Ever Selling Support

The more you know, the easier it is to engage with customers, pique their interest and make more sales. So, start learning with these resources – you've got this!

Interactive Artistry Labs™ Retexturizing System Education Module

Learn how to talk about and sell all the products your customers will love from our high-performance, plant-based Artistry Labs™ collection. Review the 6-Step Selling Framework, practice what you'll say and move easily from Identifying the Need to Closing the Sale. Plus, find links to all the resources you need to become even more of an expert.

→ Available at Amway Education.

Artistry Labs™ Training Presentation

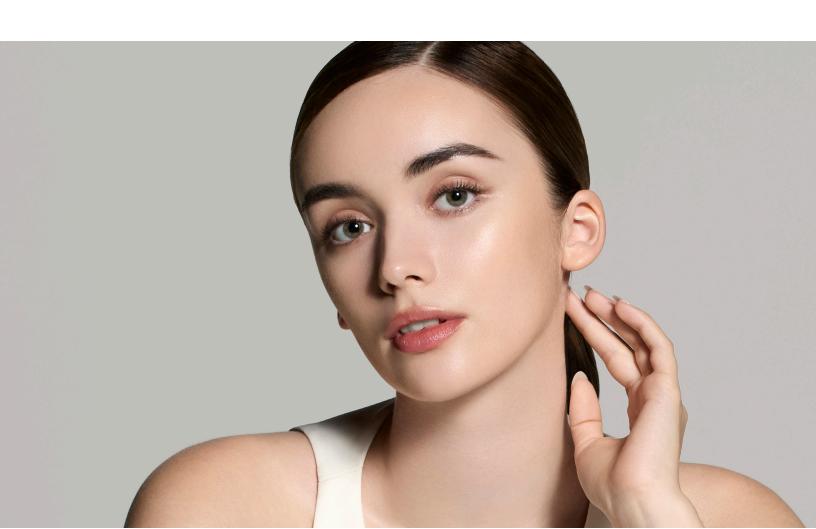
Learn all about (and then train your teams!) Artistry Labs™ and the Artistry Labs Retexturizing System in an easy to follow training presentation.

→ Available in the Amway Resource Center.

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.



Share With Customers

Once you've learned all about the new and now products from the Artistry Labs™ collection and experienced them for you're ready to start sharing and selling.

Catalogs

The Beauty Book catalog contains all the latest and greatest products for customers to browse and shop. You can also find them in **Amway.com/publications**.

Share feature on Amway[™] website

Easily share product links and the new shoppable digital mini catalog with your customers and receive credit for any resulting sales, when logged into the Amway™ website.

- How do I use it? Share recommendations with customers to help them find more products they'll love
- Why is this important for your business? It carries a unique code that ensures you gets credit for the purchase when a customer shops from the list.
- Where do I find it? When you're logged on to the Amway website, it's at the top of a brand page or by the add to cart button on a product page.

Virtual backgrounds

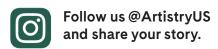
Use the branded backgrounds in your next online meeting to help enhance the overall experience. Available in the **Amway Resource Center**.

Artistry[™] Videos

Encourage your customers to go to **YouTube.com/AmwayUS** and search the Artistry[™] playlist for videos on using Artistry Labs[™] products.

Rock your social media strategy

Connect with the online beauty community, share your favorite Artistry Labs™ products, engage current customers and attract new ones. To learn more, search "Social Media Guidelines" on the Resource Center at Amway.com.





Make A Connection

It's important to think about your customers and which ones might be a good audience to share Artistry Labs™ Retexturizing System with. Do you have customers who are currently using Artistry Skin Nutrition™ products, the Artistry™ Intensive Skincare line, Artistry Supreme LX™ or who get professional facial treatments? These customers are a great audience for the Artistry Labs™ Retexturizing System. They can use it in addition to their current Artistry Skin Nutrition™ routine, or in place of going somewhere for a professional service.

- Users of **Artistry™ Intensive Skincare Renewing Peel and/or Skin Refinisher**. Focus on upselling these customers with Artistry Labs™ as an upgrade to the renewing peel and skin refinisher.
- Users of Artistry Skin Nutrition™. Artistry Labs™ Retexturizing System is great addition to someone's
 daily Skin Nutrition routine especially those that are using the Renewing or Firming solutions. It's
 important for them to continue to use their daily cleanser, toner and moisturizer if they decide to add the
 Retexturizing System to their routine!
- Users of Artistry Supreme LX™. These customers know the value of high-quality ingredients and innovation. Focus on cross-selling. Be prepared to explain how Artistry Labs™ and Artistry Supreme LX™ are different, and how they can be used together. Since both Supreme LX products are moisturizers, they compliment the Artistry Labs™ Retexturizing System perfectly. Simply use both moisturizers after the Retexturizing Serum.
- People who go to a spa for skin treatments. Show them how they can invest in their own at home system that they can use repeatedly and on their own time.

How to Keep 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.

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.

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.

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 Atmosphere™, iCook™ and eSpring™ products. Additional restrictions, exclusions and fees may apply. For complete details visit Amway.com and search: AmwayPromise.

FAQ

What skin concerns does the system address?

Artistry Labs™ Retexturizing System addresses mature, aging skin with visible pores. Skin that is generally unhealthy looking, such as being visibly dull, rough and dehydrated, with fine lines and uneven texture.

Can I use the products separately?

The power and effectiveness of the Retexturizing System in just 4 weeks require that all products are used together. Make sure that when you invest in your skin with this valuable system, you do it correctly and consistently for optimum results.

How soon will I notice results?

You will notice results on day one. Skin feels tighter, looks smoother and looks brighter after just first use, and then experience full benefits after completing the program.

Are there any Artistry[™] products that pair well with this system?

Yes, absolutely. A beneficial skin care routine involves a cleanser, toner, SPF, and moisturizer – all of which you can find with Artistry. Our experts recommend the Artistry Skin Nutrition™ Renewing line to those interested in this Retexturizing System.

Note: When adding a product to your skin care routine, it is always a good practice to only introduce one new product at a time and to wait at least one week before introducing any other new products. Since our formulas are powerful, we recommend that you personalize your skin care routine based on your own perceived skin sensitivity.

Are there any Artistry[™] products or ingredients I should avoid while using the system?

The Peel is an intensive exfoliator, so its recommended to avoid any other exfoliating products when using the Peel. Examples include: Artistry Studio™ Exfoliating Cleanser, Artistry Signature Select™ Mask Brightening and Polishing Scrub, Artistry Studio Acne Gel, Artistry Studio Toner + Exfoliator. We also suggest consumers avoid using any treatment products during the course of the 28-day treatment.

Can I use the product for longer than four weeks?

The Retexturizing System was designed to be used in a specific manner for 4 weeks. There is enough product for use during this period. However, if there is leftover serum, use it every day until gone. If there is leftover peel, please wait one day in between using it again. See pages 26 and 27 for a suggested use schedule to follow, noting which days to apply the peel, and when to use the device with or without the red light, etc.

What is the shelf life?

The peel and serum have a three-year shelf life. Once open, the peel and serum last 12 months. The device comes with a one-year manufacturer's warranty.

FAQ

How should I store the products?

We suggest storing the skin care products in a cool, dry place. Ensure the device is clean and completely dry before storing.

Is the packaging recyclable?

Though packaging is not recyclable because it contains multiple plastic materials, both the peel and serum product packaging contain 40% post-consumer recycled materials.

If I experience any skin reaction or sensitivity after application, what should I do? *

These products have been rigorously tested, though every person's skin is different. If you or a customer experience a skin reaction, rinse off the product and stop using the product. Consult your doctor if a rash occurs. Do not use on damaged or broken skin.

Can I use the product if I have sunburn or after a strong cosmetic treatment?

No. We recommend waiting at least one week after a sunburn or strong cosmetic procedure before you begin to use the Retexturizing System.

Can Artistry Labs™ Retexturizing System be used during pregnancy?

Safety studies of cosmetics are not conducted on pregnant women. Since skin conditions change during pregnancy, whether to use or not use this product should be discussed by the woman and her physician.



^{*}This system is not recommended for sensitive skin types.

APPLICABLE LINKS

Education Course

Warranty Information

ARTISTRY LABS

FOLLOW US

#ARTISTRY #ARTISTRYLABS #ARTISTRYHEALTHYBEAUTY



