

ARTISTRY

SKIN NUTRITION™

INSIDER'S GUIDE



ARTISTRY
SKIN NUTRITION

PHYTO
NUTRIENTS



RENEWING
REACTIVATION
DAY LOTION
SPF 30 UVA/UVB PA++++
Carnosine + Shea Butter

ARTISTRY
SKIN NUTRITION

PHYTO
NUTRIENTS

BALANCING
TONER
FRESH SHAKE
Prebiotics + Witch Hazel

ARTISTRY
SKIN NUTRITION

PHYTO
NUTRIENTS

HYDRATING
MOUSSE
CLEANSER
Amino Acids + Shiso Perilla

ARTISTRY
SKIN NUTRITION

FIRMING
ULTRA LIFTING
CREAM
Peptides + Silvervine Fruit



Beauty's never been this good for you and your customers.

Meet the new Artistry™ brand – a leader in Healthy Beauty.

Our unique approach and exceptional formulas are grounded in plant nutrition and elevated by science. **85 years of nutrition and wellness research**, along with the **innovations of 60 years of skin science** create a convergence unlike any other beauty company. In fact, **Artistry™ is the only beauty brand backed by Nutrilite™, the world's number one selling brand of plant-based vitamins and dietary supplements.***

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 more proud to continue this legacy today.



*Verified by Global Data based on 2020 data.

A growing business segment and prospective customers.

Your opportunity

Today's beauty consumer is confident, savvy and always looking for products that deliver. 64% of U.S. respondents said purchasing healthy and clean products was important – especially for millennials and younger consumers.*

If your customer likes

Kiehl's^{®†} Clinique^{®†} Tula^{®†} Beautycounter^{®†}
fresh[†] Youth to the People^{®†} Farmacy Beauty^{®†}
they'll love Artistry Skin Nutrition™ products.

These customers want healthy beauty on their terms.

They ...

- Think about beauty the way they think about their health and well-being – **focusing on high-quality, effective ingredients** and **proven, visible results**.
- Are uncompromising about product performance but don't want to overcomplicate life.
- Look for **brands and products they can trust to deliver** on what the products promise.
- Want products and routines that are **tailored to their unique skin needs** and lifestyle.



*Clean Beauty: Incl. Impact of COVID-19, Mintel Group LTD. December 2020.
†Kiehl's[®] is a registered trademark of L'Oreal USA Creative, Inc.; Clinique[®] is a registered trademark of Clinique Laboratories, LLC; Tula[®] is a registered trademark of Tula Life, Inc; Beautycounter[®] is a registered trademark of Counter Brands, LLC.; ©Fresh December 2019. All rights reserved; Youth to the People[®] is a registered trademark of Youth to the People Inc.; Farmacy Beauty[®] is a registered trademark of Farmacy Beauty, LLC.

Experience the star power of plants in Artistry™ formulas.

Powered by skin science + plant-based nutrients, Artistry Skin Nutrition™ products combine the super power of Nutrilite™ White Chia Seed and other plant extracts with advanced skincare science.



Purity and performance – a partnership like never before.

Pure and full of nutrients, Nutrilite™ sustainably grown botanicals are the heart of Artistry™ formulas. When paired with breakthrough skin science, the results are instant and long lasting. Simply amazing!

We're all about the good stuff.



What makes Artistry™ Clean Beauty products different are the ingredients. We're choosy about what we use. Every ingredient has a purpose, and those we say YES to have traceable proof that they're **pure, safe and effective from seed to skin**. We know where they come from. If an ingredient doesn't meet our standards, we won't use it.

WE SAY NO
to over 1,300 iffy ingredients including ...

- Mineral Oil • Parabens
 - Phthalates
 - Sulfate Surfactants
 - Animal-derived ingredients
- And, of course ...



Seed-to-skin traceability

Our White Chia Seed, Acerola Cherry, Spinach and Pomegranate ingredients are all grown on certified-organic Nutrilite™ farms.† This means that for every final product that touches your skin, 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.



WE SAY YES
to only ingredients that are good for your skin

- White Chia Seed
 - Pomegranate
 - Spinach • Acerola Cherries
 - Aloe Vera • Micelles
 - Amino Acids
- Prebiotics and more ...



Sustainability

Artistry Skin Nutrition™ products are produced in a facility* that is 90% landfill-free, meaning there is very little material that has to be thrown into a landfill – most is reused or recycled. Product cartons are recyclable and are printed on paper made from sustainably managed forests.*

*Only Ada, MI manufactured SKUs.

Let's face it – all beauty is unique.

And your customers' beauty products have to work specifically for their needs. The beauty of the Artistry™ brand is that through extensive research of women's skin, it has designed **personalized beauty solutions guaranteed to deliver** the best results. Artistry™ products are for anyone who celebrates their beauty.



All skin types.
All skin concerns.
All skin tones.
All skin ages.



We really know skin

We've discovered how to achieve healthy-looking skin – from the revitalizing benefits of a moisturizer to the oil control of a toner and beyond. Our formulas are crafted with personalization in mind.



Bring their look to life

You can custom match your customers' skin type and tone through our [Artistry™ Virtual Beauty app](#).



Download it for free on the Apple® App Store®† and Google Play®††.



We've done our homework

Using cutting-edge techniques, we've analyzed over 32,000 diverse faces from all over the world to understand what is needed to achieve Healthy Beauty.

†Apple® and App Store® are registered trademarks of Apple, Inc.

††Google Play® is a registered trademark of Google LLC.

Meet our supplements for your skin!

Artistry Skin Nutrition™ skincare represents an extraordinary step forward. Products were created by harnessing the power of plants AND the power of innovative skin science. Together, they deliver complete nourishment, restoration and healthy-looking skin.

ARTISTRY
SKIN NUTRITION™



White Chia Seed

grown on our own certified-organic Nutrilite™ farms* is the super ingredient in ALL Artistry™ Healthy Beauty products. Its potent phytonutrients help to visibly nourish and protect skin's healthy beauty. We use the whole seed – extract, oils and gel – to help your skin look its healthiest!

*Products and ingredients are not organic.

Understanding skin health.

Many things can affect your skin's health and appearance – environmental damage, dehydration, aging and lifestyle, to name a few. We created the Artistry Skin Nutrition™ line to help reveal visibly healthy, beautiful skin at every age.



Building on our scientific understanding of the skin's protective functions and what skin does, Artistry™ scientists identified **five barriers within skin's surface** that, when working together, are how skin naturally safeguards its healthy appearance. We've also discovered what each barrier needs to be its most effective.

[Watch video](#) to learn more about your skin's anatomy.

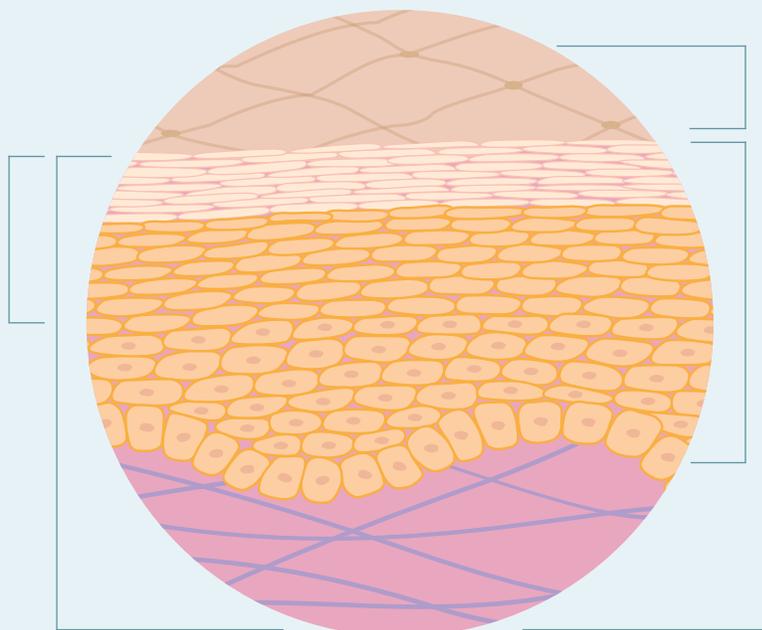
SKIN'S SURFACE

MOISTURE BARRIER

Keeps skin plumped with essential hydration.

DEFENSE BARRIER

Helps stop external causes of irritation before they penetrate into skin.



MICROBIOME BARRIER

Helps stabilize the microbiome to help skin stay in healthy balance.

ENVIRONMENTAL BARRIER

Protects skin from environmental aggressors, such as UV rays, blue light, and free radicals.

SUPPORT BARRIER

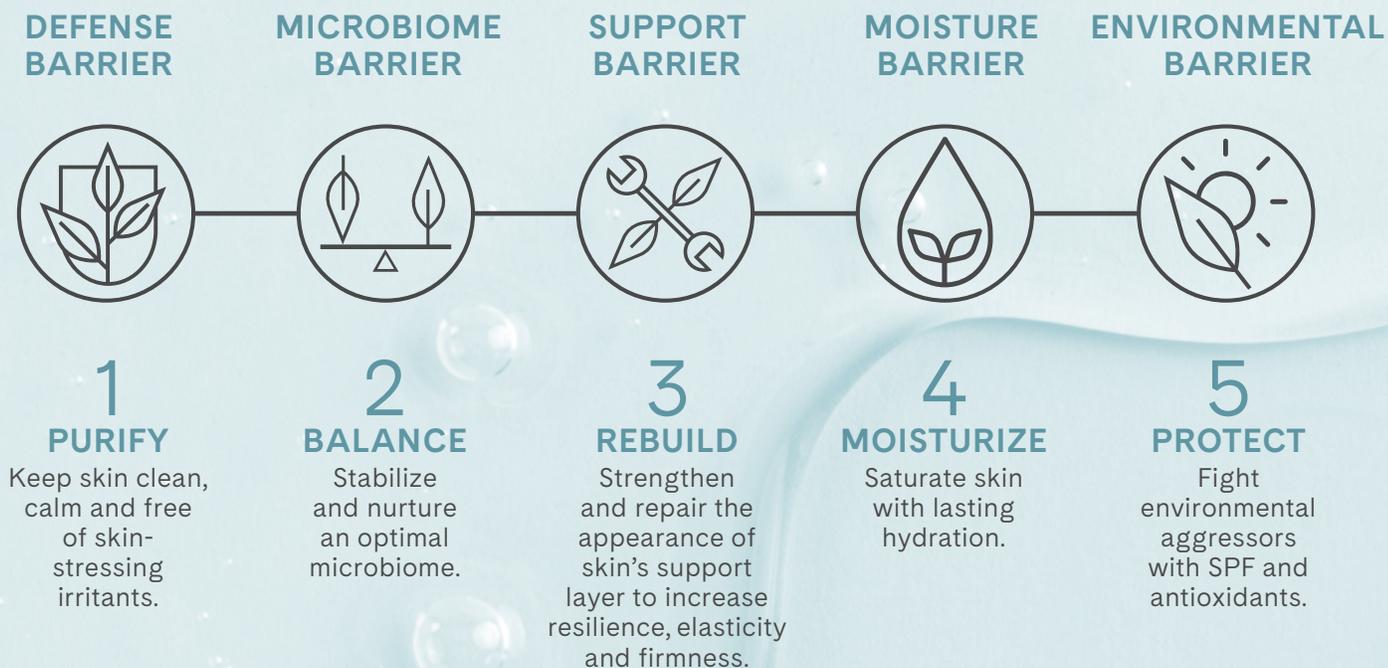
Keeps skin smooth, resilient and firm by both protecting and boosting repair.

Skin's key nutritional requirements

Artistry™ and Nutrilite™ scientists identified five key nutritional requirements for skin to be its healthiest looking. **Each skin nutritional requirement directly targets one of the barriers introduced on the prior page**, but the entire system is interconnected. With a complete Artistry Skin Nutrition™ regimen, all five key nutritional requirements are addressed, resulting in happy, healthy-looking, radiant skin.



[Watch video](#) to learn more about skin's requirements.



See icons on each product to discover which key skin nutritional requirement they fulfill.

Create Personalized Solutions for your customers.

Start with a Solution routine and add other products based on delivering your customer's preference. The routines meet the five key nutritional requirements – and products within them are formulated with targeted ingredients. All are suitable for sensitive skin and were developed to work together – and all formulas are clean, vegan and never tested on animals.



Find their personalized solution.

Best for:

Oil control; bringing balance to skin; helping delay visible signs of premature aging.



BALANCING SOLUTION

Balance, detox & purify skin

Best for:

Keeping youthful skin radiant, smooth and dewy, and helping slow visible signs of premature aging.



HYDRATING SOLUTION

Hydrate, illuminate & restore bounce

Best for:

Repairing the appearance of early-to-moderate visible signs of aging, including fine lines and wrinkles; nourishing skin.



RENEWING SOLUTION

Improve firmness & wrinkles

Best for:

Firming, lifting and repairing the appearance of more advanced visible signs of aging.



FIRMING SOLUTION

Give skin a dramatic lift

BALANCING

Purify and balance your oily skin. With lightweight formulas, oil-controlling Artistry Skin Nutrition™ Balancing products quickly bring skin back into balance. Skin is clarified. Pores look minimized. Your complexion appears shine-free all day.



Aloe Vera
helps soothe skin,
reduces irritation.

Amino Acids
gently remove
impurities.

ARTISTRY SKIN NUTRITION™ BALANCING JELLY CLEANSER

Clear gel with cooling lather rinses away completely. Quickly and effectively rids skin of dirt, impurities, residual makeup and excess oil and leaves skin feeling clean and comfortable, not dry or taut. Leaves a shine-free finish that oilier skin craves. Microbiome friendly.

WHO IT'S FOR

- Those who are seeking oil control, light hydration and balanced skin.

RESULTS YOU'LL LOVE

- **95% agree** it does not leave an oily residue on skin after rinsing.
- **92% agree** it quickly, easily and effectively cleanses pores.

MORE REASONS TO LOVE



- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).

123792 | 125 g/4.4 oz. | **\$20.00**

BALANCING



Witch Hazel, a naturally derived pore clarifier, helps balance skin's oiliness.

Prebiotics help support skin barrier function.



Plant Plankton absorbs excess oil while maintaining skin's natural hydration.

Zinc PCA helps control oil for a shine-free look.

ARTISTRY SKIN NUTRITION™ BALANCING FRESH SHAKE TONER

Shake, shake, shake — and sweep away oil and shine in an instant. With specialized oil-absorbing powders that you can see, this oil-controlling toner draws out excess sebum and reduces the appearance of pores. It quickly absorbs into skin, leaving a soft, balanced, healthy feeling with a soft-matte finish.

WHO IT'S FOR

- Those who are looking for skin balance between oil and hydration, reducing the look of shiny skin and want the freshest, lightest textures.

RESULTS YOU'LL LOVE

- **93% believe** it helps remove/control oil.
- **90% agree** it minimizes visible pores.

MORE REASONS TO LOVE



- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Non-stripping or drying.

123794 | 200 mL/6.7 fl. oz. | **\$17.00**

ARTISTRY SKIN NUTRITION™ BALANCING MATTE GEL LOTION

Matte out shine, max out moisture. This weightless gel lotion floods over skin with a cooling, drenching sensation for 24-hour hydration. Quickly absorbs, leaving a soft matte look that's healthy and balanced. Reduces the look of pores and calms the appearance of imperfections. Primes skin for makeup application. Contains Prevent Complex, composed of Australian Daisy, Blackberry and Acerola Cherry, that helps prevent the visible signs of premature skin aging.

WHO IT'S FOR

- Those who are looking to reduce the size of pores and imperfections, eliminate shine and improve hydration.

RESULTS YOU'LL LOVE

- **95% believe** it balances skin.
- **89% agree** it helps control oil all day (8 hours).

MORE REASONS TO LOVE



- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Great as a primer before makeup application.

123797 | 50 g/1.7 oz. | **\$33.00**

BALANCING



Meadowsweet helps keep oily skin in balance.

Carnosine provides protection against skin-damaging blue light and infrared light.

ARTISTRY SKIN NUTRITION™ BALANCING MATTE DAY LOTION SPF 30

Clinically tested formula with carnosine helps prevent visible damage from blue light and infrared light. This lightweight lotion floods over skin then quickly absorbs, leaving a soft matte look that's healthy, balanced and shine-free. Provides 24-hour hydration. Contains Prevent Complex, composed of Australian Daisy, Blackberry and Acerola Cherry, that helps prevent the visible signs of premature skin aging.

WHO IT'S FOR

- Those who are looking for all day shine control and to prevent early signs of aging from UV exposure, as well as other environmental factors.

RESULTS YOU'LL LOVE

- **96% say** it is fast absorbing.
- **94% believe** it helps prime skin for flawless makeup application.

MORE REASONS TO LOVE



- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Non-irritating.

123799 | 50 g/1.7 oz. | **\$33.00**



Watermelon helps protect skin from damage caused by free radicals.

Micelles attract and lift away impurities.

ARTISTRY SKIN NUTRITION™ MICELLAR MAKEUP REMOVER + CLEANSER

Makes even longwearing and waterproof makeup disappear. Enjoy your micellar moment and the amazing way your skin will feel. It refreshes and conditions skin, leaving it feeling supple and comfortable, with makeup gone. There's no oily residue. Works with any Solution routine.

WHO IT'S FOR

- Those who are looking to effectively remove makeup and gently cleanse skin in a single step.

RESULTS YOU'LL LOVE

- **92% agree** it effectively removes longwearing or smudge-proof or transfer-resistant makeup.
- **91% agree** it effectively removes all eye makeup.

MORE REASONS TO LOVE



- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Fragrance free.

123791 | 200 mL/6.7 fl. oz. | **\$23.00**

HYDRATING

Hydrate and illuminate your dry skin.

With lightweight formulas that deliver supercharged 24-hour hydration, Artistry Skin Nutrition™ Hydrating products help improve hydration and maintain elasticity. Skin feels smooth and supple. Your complexion appears radiant and dewy all day.



Shiso Perilla helps soothe skin.

Amino Acids, mild cleansing agents, gently remove impurities.

ARTISTRY SKIN NUTRITION™ HYDRATING MOUSSE CLEANSER

Aerated, cushiony cleansing mousse sweeps away dirt, debris and other impurities from the skin quickly and easily. Leaves skin delightfully hydrated and clean with a smooth finish.

WHO IT'S FOR

- Those looking to effectively rid skin of dirt, impurities, residual makeup and excess oil without leaving skin feeling dry or taut.

RESULTS YOU'LL LOVE

- **97% agree** it rinses off thoroughly.
- **93% agree** immediately after use, it leaves skin soft, smooth, supple and hydrated.

MORE REASONS TO LOVE



- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Biodegradable formula.
- Non-stripping or drying.

123793 | 145 mL/4.9 fl. oz. | **\$24.50**

HYDRATING



Licorice helps calm skin.

Prebiotics help support skin barrier function.

ARTISTRY SKIN NUTRITION™ HYDRATING SMOOTHING TONER

Leaves skin with a smooth, silky-soft feel and a vibrant, healthy-looking complexion. Prebiotics help support skin barrier function.

WHO IT'S FOR

- Those who are looking for hydration and conditioning of skin while keeping it in a healthy balance.

RESULTS YOU'LL LOVE

- **98% agree** it leaves skin feeling velvety smooth.
- **94% agree** it immediately hydrates skin.

MORE REASONS TO LOVE



- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Non-irritating.

123795 | 200 mL/6.7 fl. oz. | **\$19.00**

ARTISTRY SKIN NUTRITION™ HYDRATING GEL CREAM

Supercharged hydration and so much more. This lightweight, fresh gel cream floods skin with 24-hour moisturization. Skin is refreshed and restored, with a plumped, vitalized appearance. Contains Prevent Complex, composed of Australian Daisy, Blackberry and Acerola Cherry, which helps prevent the visible signs of premature skin aging.

WHO IT'S FOR

- Those who are looking for supercharged hydration and a smooth, radiant, dewy complexion.

RESULTS YOU'LL LOVE

- **95% say** it helps improve the clarity of skin.
- **94% agree** immediately after application, it leaves skin looking plumped with moisture.

MORE REASONS TO LOVE



- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Great as a primer before makeup application.

123798 | 50 g/1.7 oz. | **\$36.50**



- REBUILD
- MOISTURIZE
- PROTECT

Blue Agave helps reinforce skin's natural hydration levels.

Rice protein helps prevent damage to skin's support system and protect against visible signs of aging.

HYDRATING



Red Algae helps fight against skin dehydration.

Carnosine provides protection against skin-damaging blue light and infrared light.



Quinoa Seeds help reduce the appearance of dark circles.

Optical Diffusers provide instant brightening.

ARTISTRY SKIN NUTRITION™ HYDRATING DAY LOTION SPF 30

Lightweight, invisible moisturizer is supercharged with full light and pollution protection. Provides 24-hour hydration leaving skin restored and plumped with moisture. Contains Prevent Complex, composed of Australian Daisy, Blackberry and Acerola Cherry, which helps prevent the visible signs of premature skin aging.

WHO IT'S FOR

- Those who are looking for supercharged hydration, help maintaining elasticity and full light protection.

RESULTS YOU'LL LOVE

- **96% agree** it leaves skin feeling hydrated.
- **91% believe** it provides a dewy finish to skin.

MORE REASONS TO LOVE



- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.

123800 | 50 g/1.7 oz. | **\$36.50**

ARTISTRY SKIN NUTRITION™ HYDRATING EYE GEL CREAM

Like a full night's sleep in a tube, this luminous gel cream provides 24 hours of hydration for a bright, wide-awake, refreshed look. Contains Prevent Complex, composed of Australian Daisy, Blackberry and Acerola Cherry, which helps prevent the visible signs of premature skin aging.

WHO IT'S FOR

- Those who are looking to lessen the look of dark circles, as well as puffiness around the eyes.
- Those who want to prevent visible fine lines and wrinkles.

RESULTS YOU'LL LOVE

- **95% agree** it minimizes the look of under eye puffiness.
- **89% agree** it minimizes the look of dark circles.

MORE REASONS TO LOVE



- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Safe for contact lens users.
- Suitable for all skin types (including sensitive).
- Fragrance free.

123796 | 15 g/0.5 oz. | **\$33.00**

RENEWING

Renew and repair moderate visible signs of aging. With the Artistry Skin Nutrition™ Renewing products lines and wrinkles appear smoother. Dullness and dryness are moisturized away. Skin's firmness and elasticity is strengthened and improved, and areas of discoloration appear more even.



Patented blend of Shiso Perilla and Aloe Vera soothes skin.



Glycerin helps deliver intense moisture during cleansing.

Amino Acids, mild cleansing agents, gently remove impurities.

ARTISTRY SKIN NUTRITION™ RENEWING FOAMING CLEANSER

This rich, creamy foam not only cleanses skin, but conditions it as well. Dense, cushiony lather feels pampering and hydrating even as it quickly and gently removes dirt, makeup residue, pollution and other impurities from skin.

WHO IT'S FOR

- Those looking to gently and effectively remove irritating impurities from skin, leaving it feeling soft and supple.

RESULTS YOU'LL LOVE

- **90% agree** immediately after use, it leaves skin feeling smooth, soft and conditioned.
- **88% say** it leaves skin with a radiant, healthy-looking glow.

MORE REASONS TO LOVE



- Dermatologist tested.
- Allergy tested.
- pH balanced.
- Microbiome friendly.
- Soap free.
- Suitable for all skin types (including sensitive).
- Non-stripping or drying.

123781 | 125 g/4.4 oz. | **\$26.00**

RENEWING



Oat Protein
gently refines and smooths skin's surface.

Prebiotics
stabilize and nurture the microbiome, keeping skin balanced.

-  **REBUILD**
-  **MOISTURIZE**
-  **PROTECT**



Rosemary
helps strengthen skin's barrier for long-lasting moisturization.

Hyaluronic Acid
helps smooth visible fine lines and wrinkles.

ARTISTRY SKIN NUTRITION™ RENEWING SOFTENING TONER

Luscious milky emulsion toner surges into skin with soothing, smoothing moisturizer, absorbing easily to leave a dewy-drenched and soft comfortable feeling.

WHO IT'S FOR

- Those who are looking for a fresh burst of hydration after cleansing that conditions skin.

RESULTS YOU'LL LOVE

- **97% agree** it leaves skin feeling moisturized, soft and smooth.
- **95% say** it revitalizes a dull complexion.

MORE REASONS TO LOVE



- Alcohol free.
- pH balanced.
- Non-stripping and non-drying.
- Dermatologist tested.
- Allergy tested.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.

123783 | 200 mL/6.7 fl. oz. | **\$33.00**

ARTISTRY SKIN NUTRITION™ RENEWING REACTIVATION CREAM

Glossy cream reduces the look of lines and wrinkles and reactivates skin's natural ability to look younger and healthier. Supercharges skin's moisture levels, delivering 24-hour hydration. Contains Repair Complex, a blend of Nutrilite™-grown Spinach plus Turmeric and Tea Olive Flower that restores skin's youthful condition by 600%* to help reverse the visible signs of aging.

WHO IT'S FOR

- Those looking for optimal moisture levels and protection for the damaging effects of pollution.

RESULTS YOU'LL LOVE

- **95% agree** it leaves skin feeling repaired.
- **92% agree** it helps minimize the look of wrinkles.

MORE REASONS TO LOVE



- Non-comedogenic.
- Dermatologist tested.
- Allergy tested.
- Suitable for all skin types (including sensitive).
- Designed to prime skin for makeup application.

123785 | 50 g/1.7 oz. | **\$65.00**

*Ex vivo.

RENEWING



Oat Extract helps firm the delicate eye area.

Peptide blend helps reduce visible under-eye puffiness.

ARTISTRY SKIN NUTRITION™ RENEWING REACTIVATION EYE CREAM

Luxuriously cushioning eye cream helps visibly smooth lines, deep-set wrinkles and crow's feet. Reduces the appearance of dark circles. Contains Repair Complex, a blend of Nutrilite™-grown Spinach plus Turmeric and Tea Olive Flower that restores skin's youthful condition by 600%* to help reverse the visible signs of aging.

WHO IT'S FOR

- Those looking for softer, smoother skin around the eyes from supercharged moisture levels and 24-hour hydration.

RESULTS YOU'LL LOVE

- **89% agree** it helps minimize the look of fine lines.
- **88% agree** it helps minimize the look of under-eye crepiness.

MORE REASONS TO LOVE



- Fragrance free.
- Dermatologist tested.
- Allergy tested.
- Suitable for all skin types (including sensitive).
- Safe for contact lens wearers.
- Safety tested for use in the eye area.

123784 | 15 g/0.5 oz. | **\$47.00**

ARTISTRY SKIN NUTRITION™ RENEWING DAY LOTION OR CREAM SPF 30

Soft, non-greasy lotion and light cream help visibly reduce the appearance of fine lines and wrinkles. Reactivate skin's natural repair process for a firmer support structure. Helps supercharge moisture levels. Contains Repair Complex, a blend of Nutrilite™-grown Spinach plus Turmeric and Tea Olive Flower that restores skin's youthful condition by 600%* to help reverse the visible signs of aging.

WHO IT'S FOR

- Those looking to visibly reduce existing damage, restore and strengthen skin and for full-light protection, including blue light.

RESULTS YOU'LL LOVE

- **88% agree** they leave skin looking more even toned.
- **83% agree** they help minimize the look of wrinkles.

MORE REASONS TO LOVE



- Non-comedogenic.
- Dermatologist tested.
- Allergy tested.
- Suitable for all skin types (including sensitive).
- Designed to prime skin for makeup application.

123857 | Lotion 50 g/1.7 oz. | **\$65.00**

123787 | Cream 50 g/1.7 oz. | **\$65.00**



Carnosine provides protection against skin-damaging blue light and infrared light.

Shea Butter, a moisturizing salve, softens and smooths skin.

*Ex vivo.

FIRMING

Lift, firm and repair advanced visible signs of aging.

The intensive concentration of anti-aging ingredients in the Artistry Skin Nutrition™ Firming product visibly reduces expression lines and deep wrinkles. Skin feels firmer and looks lifted, with a more youthful elasticity and suppleness. And, visible sallowness and crepiness are improved.



Customers can use this moisturizer for extra firming benefits with any Artistry Skin Nutrition™ collection.



REBUILD



MOISTURIZE



PROTECT



Silvertine fruit helps restore dull, aged skin.

Skin-boosting **Peptide** helps reduce the appearance of wrinkles.

ARTISTRY SKIN NUTRITION™ FIRMING ULTRA LIFTING CREAM

Our richest, most comprehensive Artistry Skin Nutrition™ anti-aging moisturizer is intensely nourishing. It firms the appearance of sagging skin, and reduces the look of lines, deep-set wrinkles and discolorations. Contains Repair Complex, a blend of Nutrilite™-grown Spinach plus Turmeric and Tea Olive Flower that restores skin's youthful condition by 600%* to help reverse the visible signs of aging.

WHO IT'S FOR

- Those looking for intense nourishment and increased firmness of the skin.

RESULTS YOU'LL LOVE

- **90% agree** it leaves skin looking and feeling lifted.
- **90% agree** it helps skin feel more resilient.

MORE REASONS TO LOVE



- Non-comedogenic.
- Dermatologist tested.
- Allergy tested.
- Suitable for all skin types (including sensitive).
- Designed to prime skin for makeup application.

123786 | 50 g/1.7 oz. | **\$71.00**

*Ex vivo.

Get to know Artistry Skin Nutrition™ routines.

Suggest products that best meet customers' skin needs, then add treatments and additional moisturizers.



Simple routine

Cleanser • Toner • Face Moisturizer

Using Artistry™ skincare products will ensure that your customers' skin concerns are addressed. This routine is perfect for someone new to skincare or someone who just wants to keep it simple. They should include all 3 products listed.

Complete routine

**Cleanser • Mask • Toner • Serum •
Eye Moisturizer • Face Moisturizer**

When customers start seeing signs of premature aging around the eyes, an eye moisturizer should be added to their morning and evening regimen. Suggest the six products mentioned to enjoy the most comprehensive approach to visibly healthy skin.

Extended routine

**Makeup Remover • Cleanser • Mask • Toner •
Intensive Treatment • Serum • Eye Moisturizer •
Face Moisturizer**

Customers who want to address additional skin concerns, especially visible signs of aging, should add Artistry™ serums, masks or intensive treatments created specifically for hydration, firming, polishing, brightening and more.



UNLEASH THE POWER OF CUSTOMERS

The Artistry Skin Nutrition™ 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 Skin Nutrition™ products meet those needs. They also want a personalized approach to skincare 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 Skin Nutrition™ collection is entry-premium and comparable to brands like Kiehl's®† 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. 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.

†Kiehl's® is a registered trademark of L'Oreal USA Creative, Inc.
‡Clinique® is a registered trademark of Clinique Laboratories, LLC.
Prices from: <https://www.kiehls.com/>, <https://www.clinique.com/>, June 2021.



SELLING IN 5 EASY STEPS

1. Discover products you love.

Get to know all of the high-quality, on-trend products for Artistry Studio™ makeup collections. Use the [Artistry™ Virtual Beauty app](#) with a new and improved questionnaire to find your faves 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 Skin Nutrition™ products you love, all in one place.

3. Better than ever selling support.

[Amway™ Education](#) is full of resources like easy-to-follow product videos, selling courses, best practices and more.

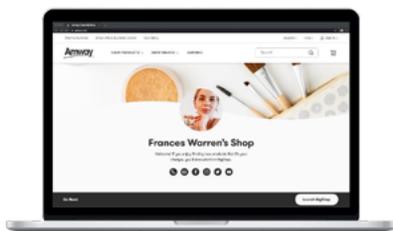
4. Share with customers.

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.

You've already discovered and learned about all of the amazing new Artistry Skin Nutrition™ 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 Skin Nutrition™ – 24/7. Keep content updated regularly and share your [MyShop](#) with customers so they're always connected and shopping with you.



Scan here to set up
MYSHOP NOW

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!



Amway™ Education, the skin nutrition way

Watch how-to-sell videos to become an expert on the entire Artistry Skin Nutrition™ 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



New Artistry Skin Nutrition™ in-person learning presentation

Watch the Artistry™ Beauty Squad teach all of the features, benefits, tips and tricks to help you sell these breakthrough skincare products to your customers. Available on [Amway™ Education](#).



Scan here for access to
AMWAY™ EDUCATION



Artistry Studio™ 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 access to
AMWAY RESOURCE CENTER

SHARE WITH CUSTOMERS

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



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 in [Amway.com/publications](https://www.amway.com/publications).

Share ↗



Share feature on Amway™ website

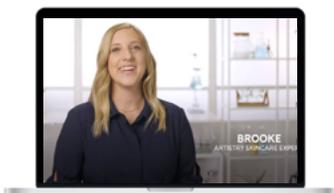
Easily share product links and the new shoppable digital mini catalog with your customers and receive credit for any resulting sales, when logged into the [Amway™ website](https://www.amway.com).



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).



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 on using Artistry Skin Nutrition™ products.

SHARE WITH CUSTOMERS



Foil samples

Customers love to try before they buy. Share these convenient [foil samples](#) to help them experience Artistry Skin Nutrition™ products.



Rock your Social Media Strategy

Connect with the online beauty community, share your favorite Artistry Skin Nutrition™ products, 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.

MAKE A CONNECTION



With Nutrilite™ customers

These customers know the value of Nutrilite™ products, farms and phytonutrients and will likely embrace those benefits to their skincare.

With Artistry™ customers

Customers that use Artistry™ products daily have their favorites and know what works for their skin. Now there’s even more to love.

With prospective Artistry™ customers

These customers may not have thought much about skincare before or they may be new to Artistry™ and Amway™ products and are ready for suggestions.

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.

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.

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™

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.

MAINTAINING PROFESSIONAL STANDARDS

TIPS FOR HYGIENE

It's important to always maintain a clean environment. Before demonstrating any Artistry Skin Nutrition™ product, please follow these Hygiene Best Practices from Rick DiCecca, Creative Director, 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
- Disposable gloves
- Single-use towels or a clean roll of paper towels; tissues
- Clean cotton swabs and spatulas
- 70% isopropyl alcohol
- A trash can
- By modeling good hygiene, you're signaling to your clients/customers that you care about them and that you're serious about protecting health and conscientious about creating a safe and clean environment to work in.
- There are three very important things to ask before demonstrating Artistry Skin Nutrition™ products on a client/customer:
 1. Have client/customer demonstrate by using product on their own skin..
 2. Check with your client/customer whether they have any allergies, especially to any beauty products or ingredients.
 3. Explain clearly and in sufficient detail which products they're applying and their benefits.



SAFE PRODUCT DEMOS

Before opening Artistry Skin Nutrition™ products, spray the bottles, tubes and jars with 70% isopropyl alcohol and dry with a clean tissue. 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

PRODUCT & TECHNOLOGY

Q: Are any ingredients or technologies in Artistry Skin Nutrition™ skincare exclusive?

A: Yes. The extracts from White Chia Seed, Acerola Cherry, Spinach and Pomegranate, grown on our Nutrilite™ farms, are exclusive to Amway™ brands. In addition, our Protect and Repair Complexes, White Chia Seed Liposome and our fragrances are exclusive to Artistry Skin Nutrition™ products.

Q: Are any Artistry Skin Nutrition™ ingredients fully traceable?

A: Yes. At this time, our White Chia Seed, Acerola Cherry, Spinach and Pomegranate ingredients are all 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: Does Artistry Skin Nutrition™ skincare follow Artistry™ Clean formulation standards?

A: Yes. Artistry Skin Nutrition™ skincare is Artistry™ Clean. It has been formulated with no parabens, phthalates, mineral oil and over 1,300 other iffy ingredients that customers may be concerned about.

Q: Is Artistry Skin Nutrition™ skincare tested on multiple ethnicities?

A: Yes. Artistry Skin Nutrition™ skincare was designed for all ethnicities, and all formulas were carefully tested on multiple ethnicities.

Q: How soon will I notice results from an Artistry Skin Nutrition™ regimen?

A: Immediately! You’ll see and feel a boost in your skin right away, and significant visible benefits will build with repeated use. Remember, results are individual and depend on many factors such as age and condition of skin.

Q: How should Artistry Skin Nutrition™ skincare be stored?

A: Artistry Skin Nutrition™ skincare should be stored in a cool, dry place, out of direct light. It is not necessary to refrigerate; however, the Balancing Gel Lotion and Hydrating Eye Gel Cream can be stored in the refrigerator for a cooling sensation on application.

Q: Are Artistry Skin Nutrition™ products suitable for all skin types?

A: Yes, they are suitable for all skin types (oily, dry and combination).

†Products and ingredients are not organic.

KNOW THE ANSWERS BEFORE THEY ASK

PRODUCT USE

Q: Can I use just one Artistry Skin Nutrition™ product?

A: Of course! Each product has been shown to be highly effective on its own. However, for best results from addressing all five key Skin Nutritional Requirements, we encourage customers to find the complete Artistry Skin Nutrition™ regimen ideal for them (cleanser/toner/moisturizer), and to use the products as directed.

Q: Is Artistry Skin Nutrition™ skincare compatible with other Artistry™ products?

A: Yes, the Artistry Skin Nutrition™ formulas were created to be aesthetically compatible with other Artistry™ products.

Q: Can I use my Artistry Signature Select™ Personalized Serum or another serum with my Artistry Skin Nutrition™ regimen?

A: Yes. Serums may be applied after toning and before moisturizing for additional targeted benefits.

SAFETY & CAUTION

Q: Is Artistry Skin Nutrition™ skincare allergy and dermatologist-tested?

A: Yes. All Artistry Skin Nutrition™ formulas have been allergy and dermatologist-tested and shown to be safe for use for all skin types when used as described.

Q: If I (or a customer) experience any skin reaction or sensitivity after applying Artistry Skin Nutrition™ skincare, what should I do?

A: All Artistry Skin Nutrition™ formulas have been fully safety tested. However, every individual's skin is different. If the use of any Artistry Skin Nutrition™ product results in redness, discomfort or irritation, the customer should reduce how often she uses the product and see if symptoms improve. If you still experience skin irritation and discomfort, discontinue the use of products.

Q: Can Artistry Skin Nutrition™ skincare be used after a sunburn? How about after a strong cosmetic treatment?

A: Generally, we do not recommend that any cosmetic product be used after a sunburn or after any cosmetic treatment that causes extreme inflammation. For use after chemical peel or laser treatment, a customer should consult his/her physician.

ARTISTRY™ BEAUTY SQUAD

WHO'S WHO

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



Jennifer Dockendorf, Jersey City, NJ

Jenn, a certified esthetician, has been involved in the beauty and fashion industry for over ten years and is very passionate about skincare and skin health.



Mimi Johnson, Atlanta, GA

Having over 12 years of experience, Mimi J. has built a great reputation in the beauty world and is a well sought-after makeup artist and entrepreneur.



Hedieh Valdez, Los Angeles, CA

Hedieh's love of makeup and passion for beauty began early in life and she pursued a career in master makeup artistry. She has a great depth of product knowledge.



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.



Esmeralda Enriquez, San Diego, CA

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



Squad Leadership – Helen Ancira, Master Trainer

Helen is a driven, results-focused and forward-thinking Sales and Marketing Master Trainer, who shares her knowledge through videos, webinars, and in-class training.



Squad Leadership – Rick DiCecca, 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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ARTISTRY

SKIN NUTRITION™



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