

ARTISTRY™

MAKEUP PRODUCT GUIDE



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WHY ARTISTRY?

The Artistry Promise: **Clean beauty without compromise**

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

Plant-powered

Nutrilite plant-based ingredients deliver nourishing, skin-loving formulas at the heart of Artistry™ products.

Science-backed

Artistry formulas are backed by 60 years of skin science, cutting-edge research and proprietary technology that amplifies nature's own botanicals.

Clean formulas

Safe, effective and never tested on animals, our vegan formulas meet a rigorous set of guidelines that specify over 1,300 ingredients to avoid, including mineral oils, parabens, phthalates and sulfates.

 **nutrilite™ + ARTISTRY**

Pure and full of nutrients, ingredients are derived from Nutrilite sustainably grown plants.

*Nutrilite includes sales of both Nutrilite and Nutriway®-branded products. Verified by GlobalData based on 2021 data.



Registered with
The Vegan Society



The Power of Makeup

Turn new customers into your best customers

Makeup is a fantastic entry point into expanding your business into more product categories. Recommend Artistry™ Makeup to customers who are interested in beauty and introduce them to the whole world of skin care, health and wellness brands you offer through your business. With a lower barrier to entry for consumers price-wise and many ways to demonstrate benefits, cosmetics help you connect with customers and build strong, lasting relationships.



Makeup has long enabled self-expression, creativity and confidence. As an expert on Artistry™ Makeup, you have the opportunity to empower a whole new generation of customers with makeup backed by breakthrough skin science and technology that marries skin nutrition with high-performance wearability.

Your Opportunity

The Artistry™ brand has what shoppers want

Customers are already looking for what you offer—and since our products are clean, vegan, skin-loving and never tested on animals, you're already ahead of the game. You're perfectly positioned to meet the rapidly growing demand in every category.

75% of women are paying more attention to ingredients in their makeup.*

75% of makeup users look for facial skin care ingredients in their color cosmetics products.***

65% of women express interest in multifunctional makeup.*

56% agree that beauty products make them feel good about themselves.**

The Market

#1-Selling Makeup Brand
MAC®†

#2-Selling Makeup Brand
Fenty Beauty®‡

Your beautiful target audience

- Leads an on-the-go lifestyle
- Seeks high-quality products
- Wears casual makeup daily
- Looks for the best ingredients

†Mac® is a registered trademark of Estée Lauder Cosmetics Ltd.

‡Fenty Beauty® is a registered trademark of Roraj Trade LLC.

*Source: Mintel: Color Cosmetics 2023

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

***Source: Color Cosmetics - US - 2023



Makeup that Acts like Skin Care: **Clean beauty without compromise**

Artistry™ formulas include powerful Nutrilite™ ingredients and colorful, confidence-boosting solutions for every skin tone, look and style.

- All **Artistry Future Glow™**, **Artistry Ever Perfect™** and **Artistry Go Vibrant™** formulas are clean, vegan and never tested on animals
- They meet **Artistry Clean standards**, a rigorous set of guidelines that specify over 1,300 ingredients to avoid, including mineral oils, parabens, phthalates and sulfates
- **More performance** with longwearing, waterproof and smudge-proof formulas
- Formulas, textures and finishes designed for the ultimate **flawless look for all skin types**
- **Noncomedogenic ingredients***
- **Modern, elegant packaging**

*Pertains to foundations and powders



Pure and full of nutrients, ingredients are derived from **Nutrilite** sustainably grown plants





FACE

Foundation Intro



Artistry Ever Perfect™
A long-lasting, full-coverage foundation that leaves a soft-matte finish. Hydrates and protects skin for a flawless, healthy look.



Artistry Future Glow™
A radiance-boosting foundation that hydrates and protects skin for a smoother, younger and brighter-looking complexion.

	Artistry Ever Perfect™	Artistry Future Glow™
Finish	Soft matte	Fresh, radiant glow
Wear	24 hours	8+ hours
Coverage	Buildable, full	Buildable, sheer-to-medium
Texture	Cream-to-powder	Serum cream
Skin type	All	All



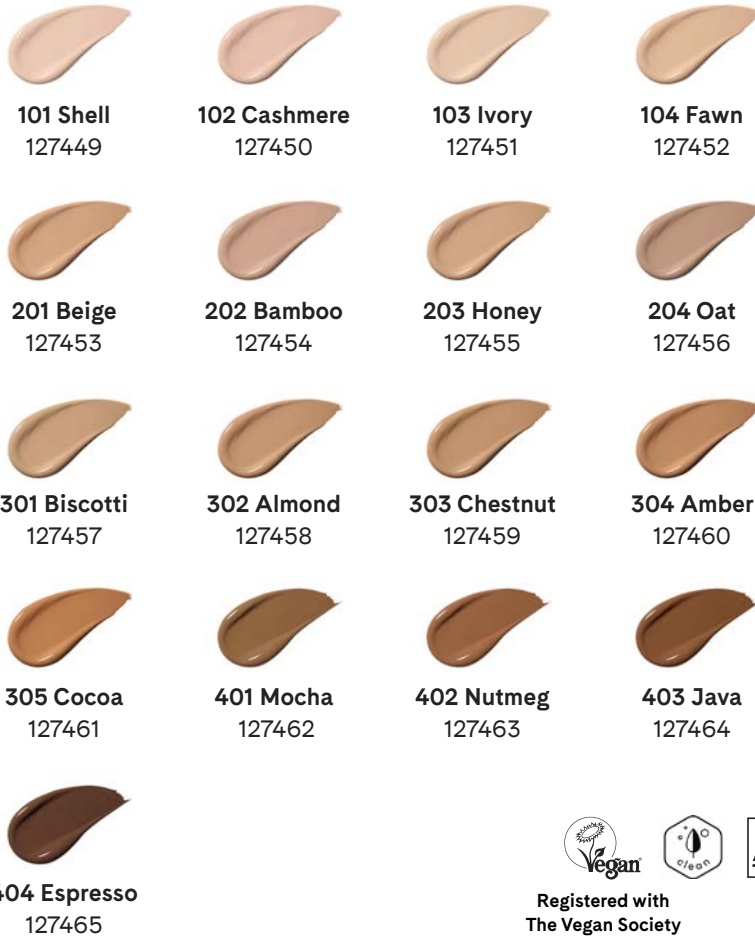
Product Details

Artistry Ever Perfect Longwearing Foundation

A lightweight, full-coverage foundation that hydrates, protects and perfects for flawless, healthy-looking skin. The smooth, soft-matte finish stays in place for all-day wear (24 hours).

Finish	Soft matte
Shades	17 shades
Coverage	Buildable, full coverage
Wear	24-hour wear, waterproof, crease-proof and smudge-proof
Texture	Cream-to-powder
Skin Type	For all skin types (oily, dry, combination)

Note: Love Artistry Future Glow™ and want to try Ever Perfect™? Shades are the same for each product, so finding your match is easy!



94% said it's comfortable to wear*

90% said it perfected the appearance of their skin*

90% said that it blurred the appearance of skin imperfections*



Key ingredients

- **Pomegranate extract**, from Nutrilite™-grown plants, soothes and defends skin against environmental stressors
- **Acerola cherry extract**, from Nutrilite-grown plants
- **Camellia japonica flower extract** helps protect against pollution and helps soothe skin
- **Silica and mica powders** provide even, flawless coverage



Registered with The Vegan Society

*After one week, in a consumer test of 120 participants.

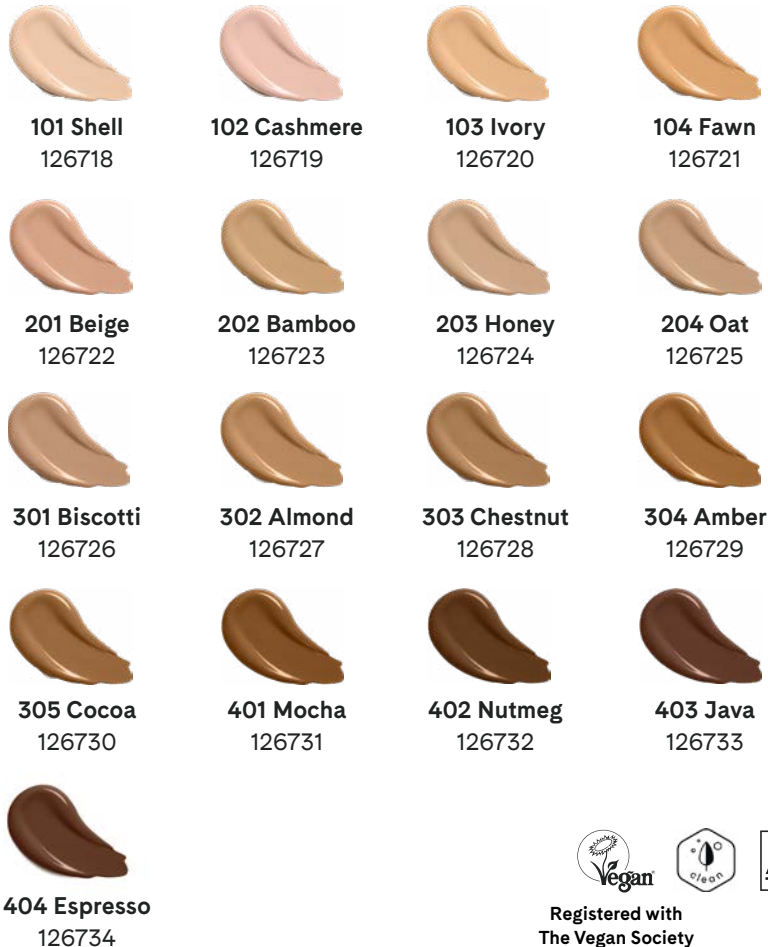
Product Details

Artistry Future Glow Serum Foundation

Nourishing, multi-benefit coverage supports a smoother, younger and brighter complexion. This serum foundation includes skin care ingredients to target the two main issues that trouble customers most:

- The look of skin imperfections like premature signs of aging
- Complexion concerns about skin tone and radiance

Finish	Healthy-looking, radiant glow
Shades	17 shades
Coverage	Buildable, sheer-to-medium coverage
Wear	Over 8-hour wear, waterproof, sweat-proof and humidity-proof
Texture	Serum-cream
Skin Type	For all skin types (oily, dry, combination)



90% said it's comfortable to wear*

88% said it feels weightless on the skin*



Key ingredients

- **White chia seed extract** to help provide soothing/calming benefits along with a brighter, more youthful look
- **Pomegranate extract** helps provide antioxidant protection benefits
- **Rosemary extract** to help support the balance of skin's microbiome
- **Plant-based collagen+** targeting the signs of aging to help the skin appear firmer, smoother and more elastic
- Plus a **hyaluronic acid complex** known for its hydrating benefits

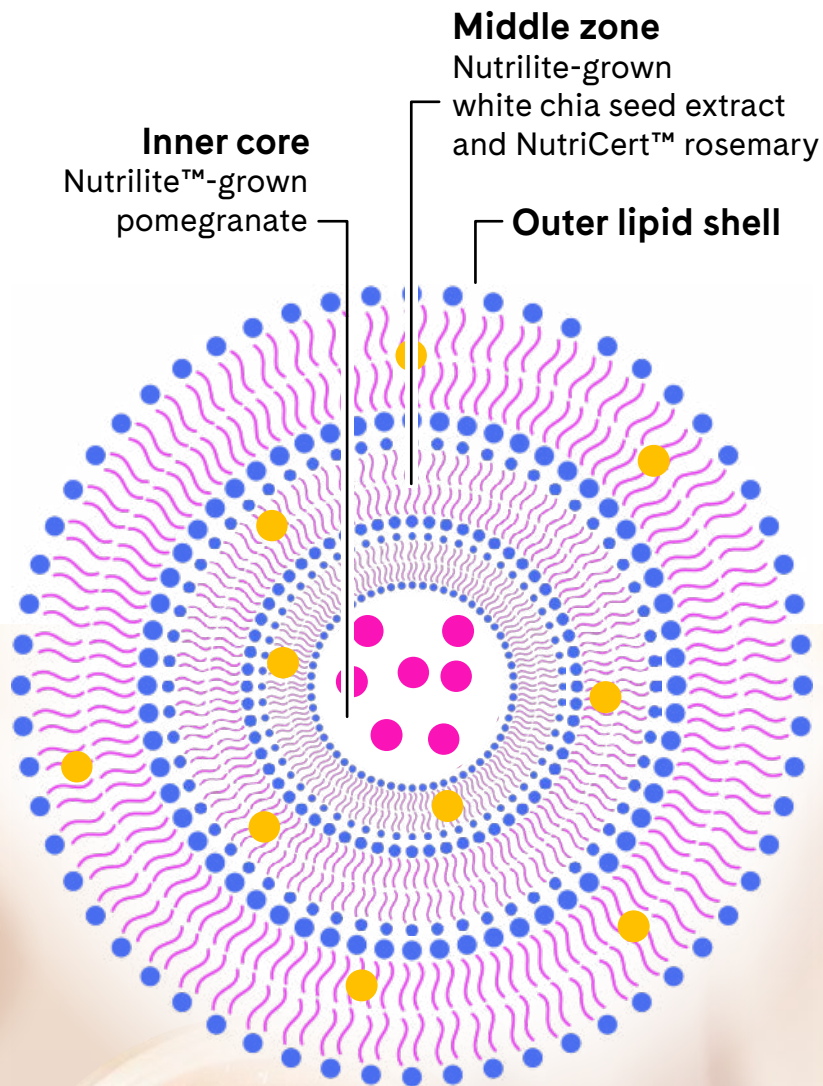


Registered with The Vegan Society

*After 1 week, in a consumer test of 109 women.

Skin Care Technology: Inside the Serum Foundation

Achieve greater skin care benefits with our exclusive Phyto-L Complex. This liposome is a special delivery system designed like a protective bubble of lipid molecules that the skin can recognize and absorb, effectively delivering key ingredients to the skin. The Phyto-L Complex has multiple layers, including:



This is the **Artistry™** brand's first makeup formula to use **liposome technology** to deliver **plant-based skin care ingredients**



Custom-Match Technology

Bringing scientific rigor to the art of shade matching

Rigorous color testing

By leveraging our proprietary Smart Skin Database and Custom-Match Technology, we tested, corrected and perfected the exact proportion of every pigment used in our Artistry Future Glow™ Serum Foundation.

We aligned the depth and intensity of each level and undertone to match real-world data and used panel testing to match a wide range of diverse skin tones to bring scientific rigor to the art of shade matching.

Precise and flexible

Each shade is precisely tuned and ingeniously flexible. Color and texture technology work with skin's natural color, while the sheer-to-medium coverage pigment ratios help create a flawless, healthy, glowy look.

Micro-adjusted shades

Every shade has been analyzed and fine-tuned by color experts, creating a range of shades that will enhance and flatter the individual undertone of virtually every customer.



FOR FAIR OR LIGHT SKIN
with a pink-tinted look, we dial up gold pigments to balance out redness.

FOR FAIR, LIGHT OR MEDIUM SKIN
with a yellow-tinted or sallow look, we dial up blue pigments to balance out yellowness, plus red and gold pigments for a healthy look.



FOR MEDIUM TO TAN SKIN
with a yellow-tinted look, we dial up red and blue pigments to balance out yellowness.

FOR RICH TO DEEP SKIN
with an orange-tinted look, we dial up red and gold pigments to bring out a healthy, radiant look.



Artistry Foundation Switch Chart

Customers who love **Artistry Exact Fit™ Longwearing Foundation** and want to try **Artistry Ever Perfect™ Longwearing Foundation** can easily find their new shade.

Artistry Exact Fit Longwearing Foundation	Artistry Ever Perfect Longwearing Foundation	SKU #
L1N1 Bisque	Shade 103 or 104	127451, 127452
L1W1 Buff	Shade 103 or 104	127451, 127452
L1W1 Cream	Shade 104 or 201	127452, 127453
L1C1 Chablis	Shade 101 or 102	127449, 127450
L2N1 Ochre	Shade 203 or 204	127455, 127456
L2N2 Natural	Shade 204 or 301	127456, 127457
L2W1 Sand	Shade 203 or 301	127455, 127457
L2C1 Chiffon	Shade 201 or 202	127453, 127454
L3N1 Tawny	Shade 204 or 301	127456, 127457
L3C1 Plush	Shade 202 or 302	127454, 127458
L3W1 Soleil	Shade 301 or 302	127457, 127458
L4N1 Golden	Shade 303 or 304	127459, 127460
L4W1 Brulee	Shade 303 or 304	127459, 127460
L5W1 Cappuccino	Shade 401 or 402	127462, 127463
L5N1 Caramel	Shade 304 or 305	127460, 127461
L6N1 Walnut	Shade 403 or 404	127464, 127465
L6W1 Mink	Shade 403 or 404	127464, 127465



Artistry Foundation Switch Chart

Customers who have used **Artistry Youth Xtend™ Foundation** will love **Artistry Future Glow™ Serum Foundation** — and we've made it easier to find your new shade.

Artistry Hydra-V™ Sheer Weightless Foundation	Artistry Youth Xtend	Closest Artistry Future Glow Shade	SKU #
L1N1 Bisque	▶	101 Shell	126718
L1C1 Chablis	▶	102 Cashmere	126719
L1W1 Buff	▶	103 Ivory	126720
L1W2 Cream	▶	104 Fawn	126721
L2N2 Natural	▶	201 Beige	126722
L2C1 Chiffon	▶	202 Bamboo	126723
L2W1 Sand	▶	203 Honey	126724
L2N1 Ochre	▶	204 Oat	126725
L3W1 Soleil	▶	301 Biscotti	126726
L3C1 Plush	▶	302 Almond	126727
L3N1 Tawny	▶	303 Chestnut	126728
L4W1 Brulee	▶	304 Amber	126729
L5W1 Cappuccino	▶	305 Cocoa	126730
L4N1 Golden	▶	401 Mocha	126731
L5N1 Caramel	▶	402 Nutmeg	126732
L6W1 Mink	▶	403 Java	126733
L6N1 Walnut	▶	404 Espresso	126734



Foundation

101

Finding the right foundation prepares skin for any makeup look and enhances skin's natural look by camouflaging imperfections and evening out skin tone. Finding it is easier than you think.

Step 1

Understanding skin tone

Start by looking at the veins on the inside of your wrist. If they look greenish, then you may have warm undertones. People with blue or purplish-looking veins usually have cool undertones. If you have neutral undertones, your veins may appear colorless or match the color of your skin. The metal color of your jewelry can help too. Wearing gold? It signifies a warm undertone. Silver denotes a cool undertone. And if wearing both, perhaps the undertone is neutral.

Step 2

Finding your shade

Select the three shades you feel are in your range. Apply them in a stripe down your cheek, across your jaw bone and to the neck. The shade that disappears into your skin is your best match.

Step 3

Selecting your coverage

Sheer coverage is lightweight and leaves your natural skin visible. Medium coverage helps to camouflage imperfections and even skin tone. Full coverage has an opaque finish for flawless, even skin.

Step 4

Selecting your finish

Foundation finish is a matter of personal preference. Whereas some like a radiant glow, others prefer something more natural or a matte finish.

Radiant: glowing and luminous

Matte: smooth, perfected look without shimmer or shine

Natural: neither glowing nor matte, zero sheen



Product Details

Artistry Ever Perfect Loose Powder

Lightweight, super-fine powder helps erase shine and blur the look of pores, fine lines and wrinkles to keep skin soft and healthy looking.

Finish	Soft matte
Wear	All day long; 8+ hours
Texture	Super-fine, non-drying powder
Skin Type	For all skin types (oily, dry, normal, combination)



Highlight
127466



Light to Medium
127467



Medium to Deep
127468



Key ingredients

- **Pomegranate extract**, from Nutrilite™-grown plants, soothes and defends skin against environmental stressors
- **Acerola cherry extract** from Nutrilite-grown plants
- **Mica** creates a perfecting finish without creasing
- **Silica** helps control shine and reduce excess oil



Registered with
The Vegan Society

*After one week, in a consumer test of 119 participants.

Product Details

Artistry Future Glow Pressed Powder

126735

Airy, translucent powder reduces shine and blurs the look of pores.

Finish	Healthy matte
Wear	All day long; 8+ hours
Texture	Silky-fine, weightless powder
Skin Type	For all skin types (oily, dry, normal, combination)

One Shade for All

Artistry Future Glow Pressed Powder comes in a single universal, translucent shade. It is colorless and traceless, allowing your natural skin tone (or preferred foundation shade) to show through.

97% said it feels lightweight on the skin*

93% said it helps control oil*

87% said it provides a flawless finish*



Key ingredients

- **White chia seed extract**, from Nutrilite™-grown plants, known for its calming, soothing benefits
- **Pomegranate extract**, from plants grown on our Nutrilite farms, is known for its antioxidant benefits
- **Zinc PCA** to help control oil and shine
- **Hyaluronic acid complex**, a renowned hydrating ingredient



Registered with
The Vegan Society

*After 1 week, in a consumer test of 108 women.



EYES

Product Details

Artistry Go Vibrant Waterproof Length Serum Mascara

126740

This waterproof formula stands up to rain, sweat and tears for longer-looking lashes that stay clump-proof, flake-proof and smudge-proof all day.

Available in
Natural Black



Registered with
The Vegan Society

85% said it gives lashes a natural, defined look.*

83% said the brush delivers defined lashes.*

77% said it makes lashes look healthy.*



Key ingredients

- **White chia seed extract**, from Nutrilite™-grown plants, known for its calming, soothing benefits
- **Curated botanical oils** including jojoba seed oil, grape seed oil and macadamia ternifolia seed oil
- **Phyto-proof complex** for plant-based waterproofing

*After 1 week, in a consumer test of 109 women.

Product Details

Artistry Go Vibrant Waterproof Pencil Eyeliner

This waterproof, smudge-proof eye pencil lays down high-intensity color in every line.

Natural Black

126744



Natural Brown

126741



Registered with
The Vegan Society

96% said it's comfortable to wear*

94% said it delivers an intense color*

89% said it applies smoothly*



Key ingredients

- **White chia seed extract**, from Nutrilite™-grown plants, known for its calming, soothing benefits
- **Custom vitamin complex with vitamin E** mixed with a pro-moisture blend including sodium hyaluronate and glycerin
- **Curated botanical oils** including shea butter oil, avocado oil and sunflower seed oil
- **Phyto-proof complex**, for plant-powered waterproofing

*After 1 week, in a consumer test of 106 women.

Product Details

Artistry Go Vibrant Longwearing Liquid Eyeliner

126743

Water-resistant, smudge-proof liquid liner pen delivers intense color that lasts 10 hours.

Available in Natural Black

The bold, black color comes in part from naturally derived black charcoal powder (not from carbon black).



Registered with
The Vegan Society

97% said it's comfortable to wear*

96% said it glides on smoothly*

94% said it delivers intense, black color*



Key ingredients

- **Nutrilite™ pomegranate extract** to help provide antioxidant benefits
- **Custom vitamin complex with vitamin B5 and biotin (vitamin H)** mixed with pro-moisture sodium hyaluronate
- **Chamomile extract**, known for soothing the skin, plus plant-based proteins and peptides

*After 1 week, in a consumer test of 106 women.

Product Details

Artistry Go Vibrant Waterproof Brow Pencil + Tinted Gel

Bring healthy beauty to your brows with this double-ended tool that defines, colors and contours.

Shade range

Choose the shade closest to your natural color for a natural, softly defined look.



True Black
126745
Deep, neutral black.



Taupe
126746
Light, cool brown for lighter brown hair and most blondes.



Dark Brown
126747
Medium, warm brown for a wide range of medium-to-dark brunette hair.



Registered with
The Vegan Society

96% said it makes brows look fuller*

92% said it set brows in place without making them stiff*

91% said it glides on easily*



Key ingredients

- **Pomegranate extract** known for its antioxidant benefits
- **Custom pro-moisture vitamin complex with vitamins E and C, plus biotin (vitamin H),** enhanced with hyaluronic acid and ceramide
- **Botanical oils and extracts** curated with brassica napus seed oil and coco-glycerides
- **Naturally derived botanical oil and carnauba wax** form a waterproof film that sets color and moisture within each strand of brow (pencil only)

*After 1 week, in a consumer test of 106–109 women.

Product Details

Artistry Go Vibrant Eyeshadow Quads

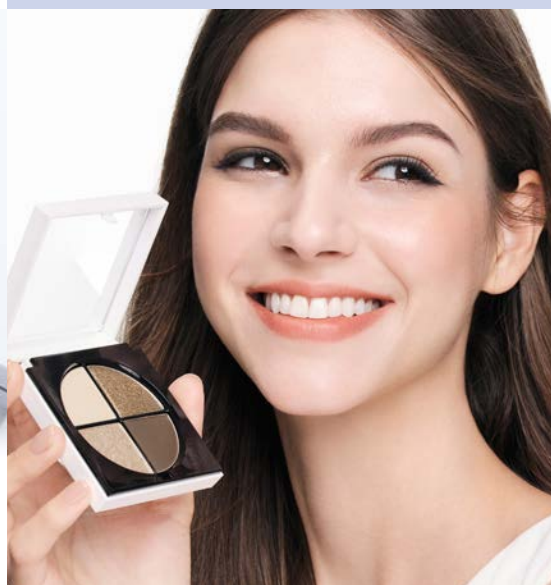
Four instant-favorite, high-intensity shades designed to go together perfectly for multi-finish looks that last all day.



99% said it feels comfortable on the skin around eyes*

94% said the texture is easy to blend*

93% said it lets them effortlessly create their own look, from soft to bold*



Key ingredients

- **White chia seed extract**, from Nutrilite™-grown plants, known for its calming, soothing benefits
- **Custom vitamin complex featuring vitamins C and E plus biotin (vitamin H)**, enhanced with a pro-moisture blend including hyaluronic acid and ceramide

*After 1 week, in a consumer test of 109 women.

Artistry Go Vibrant Eyeshadow Quads



Golden Harvest
126736

A quartet of warm, nurturing naturals and rich browns.

- 1 **Soft Wheat** – Matte, light, neutral tan
- 2 **Satin Barley** – Bronzy medium-brown satin
- 3 **Golden Harvest** – Toasted golden shimmer
- 4 **Burnt Grain** – Deep, matte brown



Peach Basket
126737

Warm and sweet as sunset, four slices of terra cotta color.

- 1 **Milky Peach** – Warm, matte beige
- 2 **Salted Apricot** – Rosy melon satin
- 3 **Sparkling Peach** – Coppery coral shimmer
- 4 **Peach Mahogany** – Rich, matte medium brown



Berry Garden
126738

Your pick of four perfect purples, bursting with cool.

- 1 **Soft Lilacberry** – Modern matte mauve
- 2 **Sugared Mulberry** – Medium purple satin
- 3 **Frosted Blueberry** – Periwinkle pink shimmer
- 4 **Blackcurrant** – Deep, matte eggplant



Stunning Skies
126739

A fantasy storm of cool silver, gray and midnight black.

- 1 **Morning Fog** – Cool, medium-gray matte
- 2 **Stormcloud** – Buffed pewter satin
- 3 **Silver Shower** – Silver starlight shimmer
- 4 **Deep Midnight** – True-black matte



Registered with
The Vegan Society



Artistry Eye Product Switch Chart

The coverage and texture will be different (and improved) with the updated formulas. This chart shows the best match in terms of color to help your customers find their next favorite healthy, beautiful, no-compromise eye makeup.

ARTISTRY SIGNATURE COLOR™ PRODUCTS	SKU		NEW ARTISTRY GO VIBRANT™ EYE PRODUCTS	NEW Root SKU
Lengthening & Definition Mascara	112237	▶	Waterproof Length Serum Mascara	126740
Brown Eyeliner Pencil	118922	▶	Waterproof Pencil Eyeliner Natural Brown	126741
Plumberry Eyeliner Pencil	118924			
Black Eyeliner Pencil	118921	▶	Waterproof Pencil Eyeliner Natural Black	126744
Graphite Eyeliner Pencil	118923			
Auto Brow Pencil Soft Black	110991	▶	Waterproof Brow Pencil & Tinted Gel True Black	126745
Auto Brow Pencil Taupe	110989	▶	Waterproof Brow Pencil & Tinted Gel Taupe	126746
Auto Brow Pencil Brown	110990	▶	Waterproof Brow Pencil & Tinted Gel Dark Brown	126747
Longwearing Liquid Liner Black	120471	▶	Longwearing Liquid Eyeliner Natural Black	126743
Eyeshadow Quad Spice Bronze	118395	▶	Eyeshadow Quad Golden Harvest	126736
Eyeshadow Quad Smoky	118393	▶	Eyeshadow Quad Stunning Skies	126739
Eyeshadow Quad Pink Chocolate	118396	▶	Eyeshadow Quad Peach Basket	126737
Eyeshadow Quad Plumberry	118397	▶	Eyeshadow Quad Berry Garden	126738





CHEEKS

Product Details

Artistry Go Vibrant Cream & Powder Blush

A skin-loving, long-wearing (10 hours) blush duo with fresh hues for every day, in one convenient compact. Cream and powder formulas can be used on their own for a natural, glowy look or layered for higher-intensity color.

The cream blush

Comfortable wear, even pigment and color that resembles a natural-looking hue and doubles as lip color.

The powder blush

A shimmery finish creates a plumper, firmer appearance and helps set the blush look in place.

94% agreed that the blush makes their skin look healthy and vibrant*

95% said that the blush feels comfortable and weightless*

96% said that the blush provides skin with a natural, healthy-looking glow*



Key ingredients

- **Pomegranate extract** helps provide antioxidant benefits
- **Enriched vitamin complex (E and B5) and moisturizing complex (ceramide)**
- **Naturally derived mineral pigments (no carmine)** to achieve natural-looking hues

*According to a third-party research firm that compiled consumer-perception responses from 109 females ages 24–55 who used the product for one week.

Product Details

Artistry Go Vibrant Cream & Powder Blush



Peachy Days
127472

Cream: Tangerine Bliss – rich coral
Powder: Apricot Glow – light orangey-pink



Pink Spring Fling
127473

Cream: Carnation Fields – peachy-pink with a hint of orange
Powder: Camelia Bloom – light, bright, warm pink



Mauvy Night
127474

Cream: Fuchsia Flirt – deep pink with a hint of purple
Powder: Lilac Luster – cool mauve



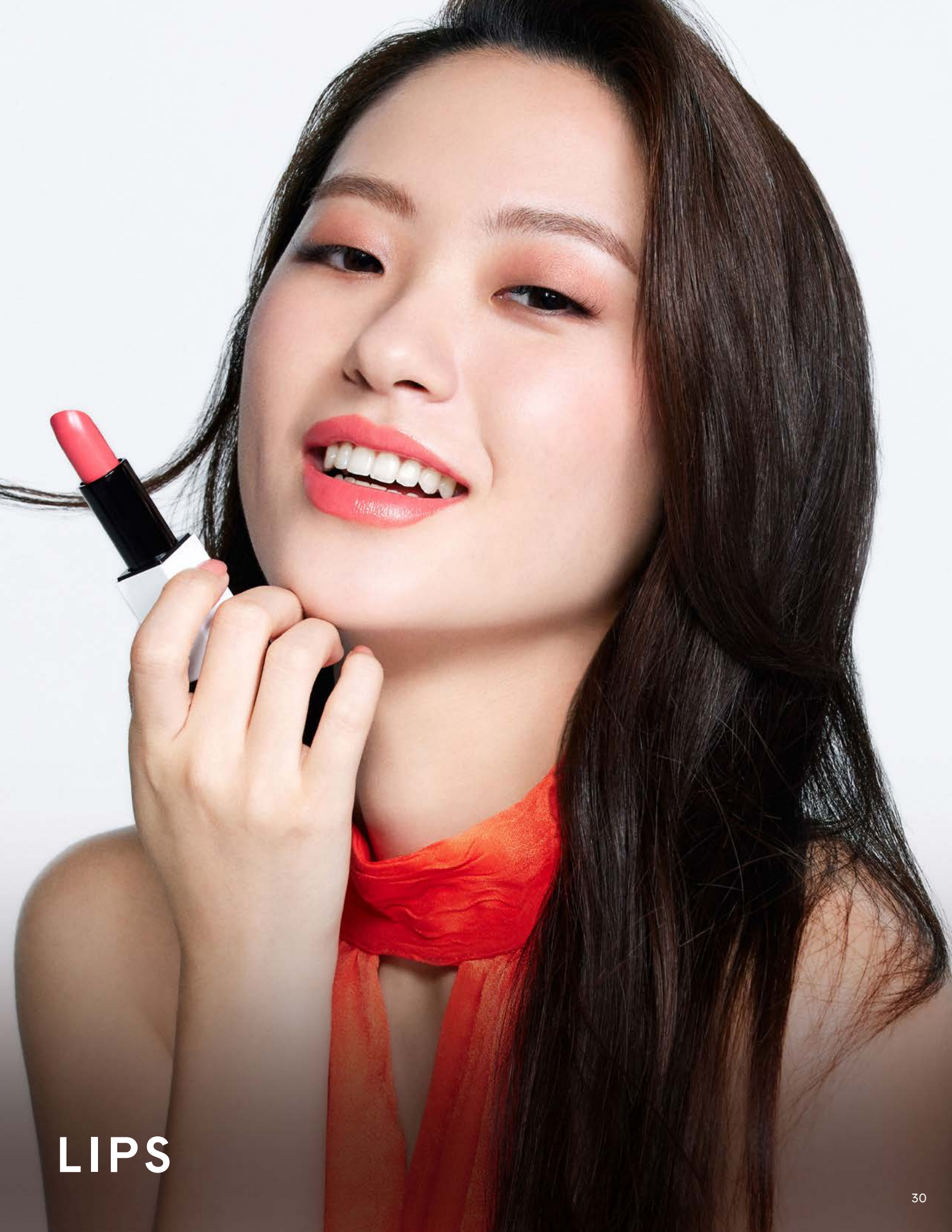
Summer Sunset
127475

Cream: Sun-kissed Sienna – deep, rich brown
Powder: Bronze Rays – tan, light brown



Registered with
The Vegan Society





LIPS

Product Details

Artistry Go Vibrant Matte Lipstick

The new natural, matte finish goes on velvety smooth and lasts all day (8 hours). Available in eight bold colors.

Nude/Rose:



208 Lazy Day Latte
124162



209 Love Note Nude
124163



203 Recharge Rose
124157

Plum/Brown:



207 Blush Crush
124161



Pinks:

**201 Lunch Date
Pink**
124155



**202 Photobomb
Fuchsia**
124156

The Reds:



204 Road Trip Red
124158



205 Firecracker Red
124159



Registered with
The Vegan Society

97% said it goes on bold in one stroke*

88% said it stays on and stays comfortable*

190% pigment boost**



Key ingredients

- Nutrilite™-grown white chia seed oil
- Ginseng oil
- Shea butter
- Sunflower seed oil
- Aloe vera extract

*After 1 week, in a consumer test of 107 women.
**Compared with Artistry Signature Color™ Lipstick.

Product Details

Artistry Go Vibrant Cream Lipstick

This creamy, hydrating formula is super smooth, unstopably vibrant and lasts for hours. Available in 10 luscious shades.

Nude/Rose:



102 Weekend Rose
124145



103 Mauvelous Morning
124146

The Reds:



106 Secret Crush Scarlet
124149



107 Take Charge Red
124150

Plum/Brown:



104 Berry Special Evening
124147



108 Text Me Terracotta
124151



111 Go-Go Cocoa
124154

Pinks/Coral:



109 Spice Meets Nice
124152



110 Crush on Coral
124153

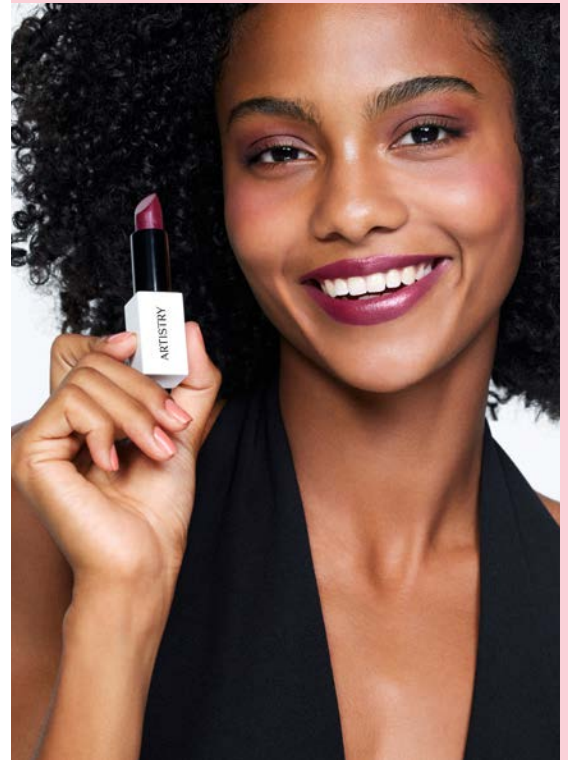


101 Saturday Peach
124144



94% said it delivers bold color to their lips*

92% said it is comfortable to wear*



Key ingredients

- Nutrilite™-grown white chia seed oil
- Ginseng oil
- Shea butter
- Sunflower seed oil
- Aloe vera extract



Registered with
The Vegan Society

*After 1 week, in a consumer test of 107 women.

Product Details

Artistry Go Vibrant Sheer Lip Balm

124674

Hydrates and rejuvenates to help lips look and feel smooth and soothed.



Key ingredients

- 90% naturally derived ingredients*
- Nutrilite™-grown white chia seed oil
- Ginseng oil
- Shea butter
- Sunflower seed oil
- Aloe vera extract



Registered with
The Vegan Society

*Amount calculated based on ISO Standard.

Product Details

Artistry Go Vibrant Light Up Liquid Lip Plumper

127484

Get fuller-looking lips with the perfect dewy finish and incredible plumping effect. The tapered applicator, mirror and handy LED light allow precise placement anywhere, anytime.



98% said it delivered high shine*

97% said it left their lips feeling nourished with moisture*

91% said it made their lips look fuller*

88% said it provided a comfortable tingling sensation on their lips*



Key ingredients

- **Pomegranate extract**, from plants grown on our Nutrilite™ farms, helps provide antioxidant benefits
- **Enriched vitamin complex** including vitamins H, C, B, E and E derivatives, plus a **moisturizing complex** including ceramide and hyaluronic acid

*After one week, in a consumer test of 126 participants.

Product Details

Artistry Go Vibrant Light Up Liquid Lip Matte

Lip-loving color that glides on evenly and effortlessly like a gloss but leaves a soft, velvety-matte finish with a feather-light feel. The tapered applicator, mirror and handy LED light allow precise placement anywhere, anytime.

Pinks/Mauve:



Dragon Fruit De-light
127477
Natural-looking dark pink with a hint of mauve



Blushing Merlot
127584
Light purple and pink shade with cool undertones

The Reds:



Pepper Pout
127478
Classic, vivid red

Plum/Browns:



Mocha Crush
127476
Light brown

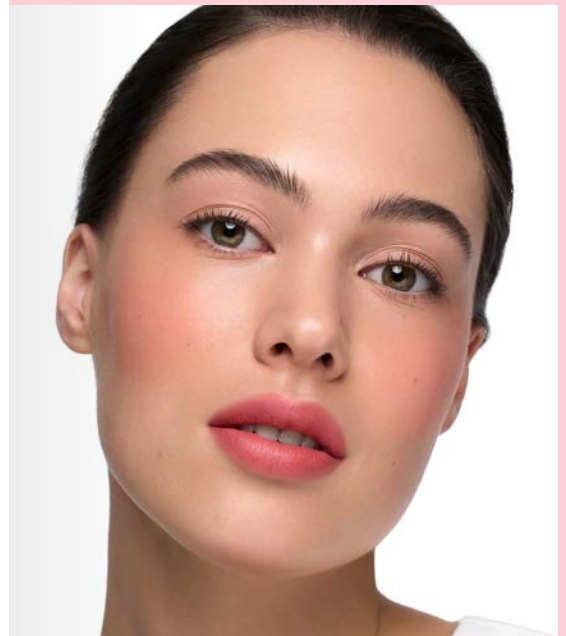


Midnight Orchid
127479
Deep, rich plum

89% said it feels weightless on their lips*

80% said it made them look vibrant*

74% said that it did not dry their lips*



Key ingredients

- **Pomegranate extract**, from plants grown on our Nutrilite™ farms, helps provide antioxidant benefits
- **Strawberry fruit and raspberry leaf extract**
- **Enriched vitamin complex** including vitamins H, C, B, E and E derivatives, along with **moisturizing complex** including ceramide and hyaluronic acid



*After one week, in a consumer test of 120 participants.

Product Details

Artistry Go Vibrant Light Up Liquid Lip Glow

Lip-loving color leaves a lustrous, glowy finish with a feather-light feel and 10-hour wear. The tapered applicator, mirror and handy LED light allow precise color placement anywhere, anytime.

Pinks/Peach:



Kiss Me Cranberry
127482
Dark pink



Fuchsia Bloom
127601
Bright, cool, dark pink

Plum/Browns:



Choco Bean
127483
Deep, dark
purple-brown

The Reds:



Desert Rose
127481
Burnt red with a
hint of mauve



91% said it gives them a vibrant look*

89% said it felt moisturizing*

84% said it felt weightless*



Key ingredients

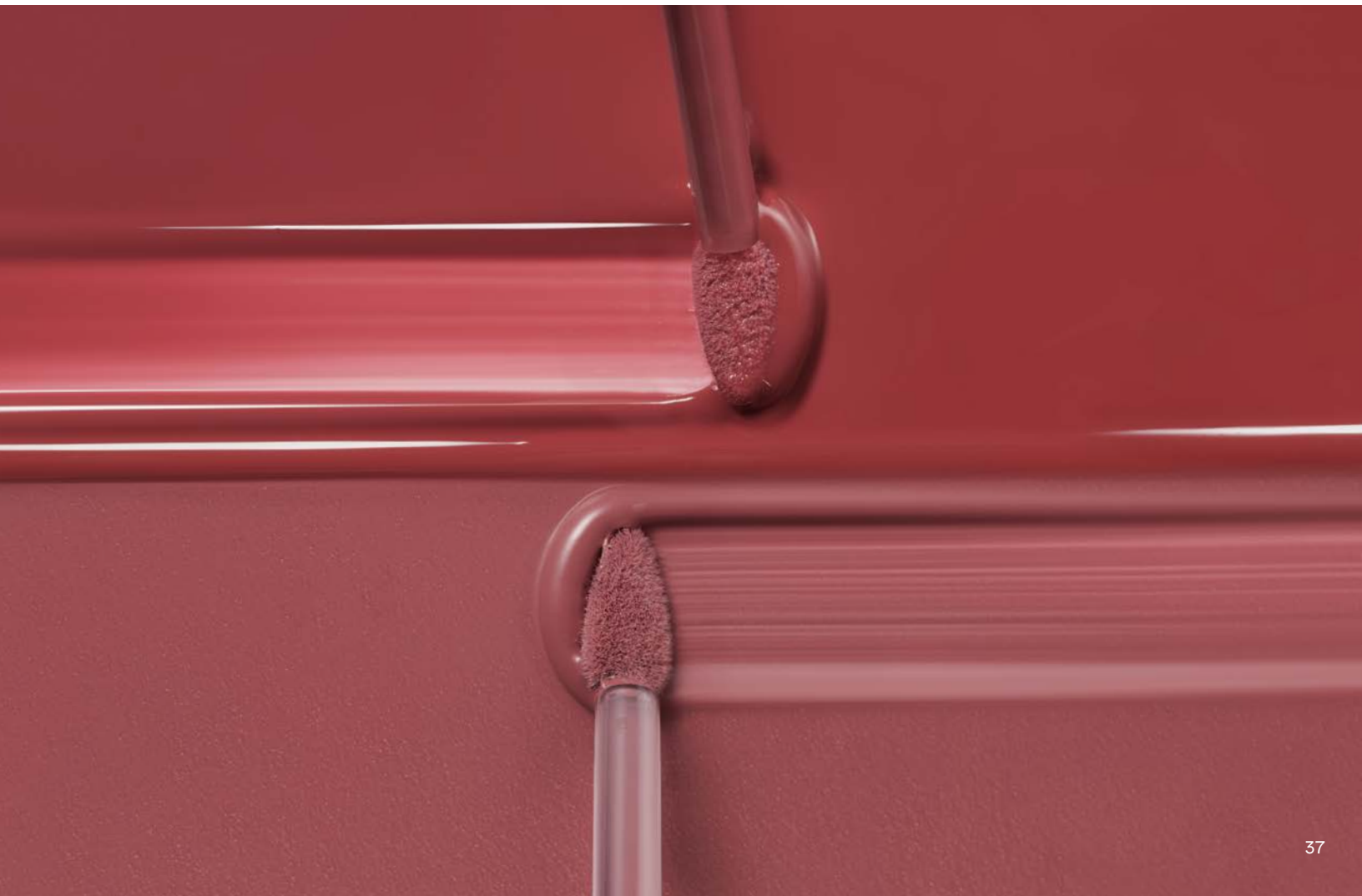
- **Pomegranate extract**, from plants grown on our Nutrilite™ farms, helps provide antioxidant benefits
- **Strawberry fruit and raspberry leaf extract**
- **Enriched vitamin complex** including vitamins H, C, B, E and E derivatives, plus a **moisturizing complex** including ceramide and hyaluronic acid

*After one week, in a consumer test of 119 participants.

Artistry Lip Switch Chart

Customers who love **Artistry Signature Color™ Light Up Lip Gloss** and want to try **Artistry Go Vibrant™ Light Up Liquid Lip Glow** and **Light Up Liquid Lip Matte** can easily find their new shade

Artistry Signature Color Light Up Lip Gloss		Artistry Go Vibrant™ Light Up Liquid Lip Glow and Matte	SKU #
Real Red	▶	Kiss Me Cranberry and/or Pepper Pout	127482, 127478
Pink Nude	▶	Desert Rose and/or Mocha Crush	127481, 127476
Juicy Peach	▶	Desert Rose and/or Dragon Fruit	127481, 127477
Raspberry Kiss	▶	Kiss Me Cranberry and/or Midnight Orchid	127482, 127479
Misty Mauve	▶	Desert Rose and/or Blushing Merlot	127481, 127584
Sweet Melon	▶	Fuchsia Bloom and/or Dragon Fruit	127601, 127477
Pink Sugar	▶	Desert Rose and/or Blushing Merlot	127481, 127584
Rose Petal	▶	Fuchsia Bloom and/or Dragon Fruit	127601, 127477



More Great Products

Express yourself with our legacy makeup products.



Artistry Exact Fit™ Powder Foundation

Skin-perfecting coverage looks natural. Tahitian pearls and Amazonian minerals help control shine and support a long-lasting finish.

Artistry Exact Fit Perfecting Concealer

Creamy, weightless formula helps brighten the appearance of dark spots and camouflage imperfections, fine lines and wrinkles.

Artistry™ Mascara Base Primer

Conditioning primer to help maximize mascara for epic lashes that look longer, fuller and more dramatic.

Artistry Lash Boosting 3-in-1 Mascara

Infusions of botanicals and vitamins help condition lashes so they look and feel healthier.



LOOKS & PRO TIPS

Start with Skin Care

Beautiful makeup starts with healthy-looking skin. Establish a healthy morning and night skin care routine.

Choose your favorite Artistry™ cleanser, toner, serum and moisturizer for your specific needs from Artistry Studio™ Skin and Artistry Skin Nutrition™. See suggestions below.



AM ROUTINE

Start with a gentle cleanser

Use your favorite **Artistry cleanser** for a gentle yet thorough cleanse.

Toner

To rebalance your skin after cleansing and prep for treatment products, choose your favorite **Artistry toner**.

Apply serum(s)

To treat your skin, try our #1-selling **Artistry Skin Nutrition Vitamin C + HA3 Daily Serum** to help brighten, plump and even complexion.

Moisturizer

Moisturize and protect your skin! Try **Skin Nutrition Hydrating Day Lotion** or your favorite **Artistry Skin Nutrition moisturizer**.

Eye cream

Get hydrated, healthy-looking eyes with **Artistry Skin Nutrition Hydrating Eye Gel Cream**.

SPF

To finish your routine, apply an SPF like **Artistry Skin Nutrition UV 50** for optimal sun protection.

PM ROUTINE

Remove all makeup at night

We recommend **Artistry Skin Nutrition Micellar Makeup Remover + Cleanser** or **Artistry Studio Clean Start Micellar Makeup Remover + Cleanser**.

Follow with a gentle cleanser

Artistry Skin Nutrition Hydration Mousse Cleanser or **Artistry Skin Nutrition Renewing Foaming Cleanser** are ideal, non-irritating options.

Exfoliate and/or mask

Use your favorite **Artistry exfoliator** or **mask** once a week during the evenings to smooth skin and target specific skin concerns.

Apply toner

Apply an **Artistry Skin Nutrition toner** to help hydrate and support the skin's barrier function.

Apply serum

Apply **Vitamin C + HA3** and your favorite **Artistry serum** to help address your specific skin concerns.

Moisturize

Deeply nourish your skin with hydration and high-performance repair and renewal science with an Artistry moisturizer such as **Artistry Supreme LX™ Regenerating** or **Artistry Skin Nutrition Renewing Creams**.

Eye cream

Finish your routine with a targeted **Artistry eye cream** to reduce visible fine lines, soften dark circles and restore vibrancy back around the eyes.

Professional Hygiene

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



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 clean, tidy setup is essential. Make sure you have everything below before getting started:

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



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

1. Check if your customer has any allergies, especially to any beauty products or ingredients
2. Have them experience the product by using it on their own skin
3. Explain clearly which products they're applying and the benefits



Safe Product Demos

Before opening Artistry products, spray the bottles, tubes and jars with 70% isopropyl alcohol and dry with a clean paper towel. Apply products with clean cotton rounds, cotton swabs or spatulas. Clean products with 70% isopropyl alcohol when done.

Pro Tips

Help customers get beautiful, flattering looks while increasing your customers' order volume.



Bronze and Contoured

Choose a foundation that's 2–3 shades darker than your natural skin tone. Start by adding a few drops of the darker foundation to a dime-size amount of **Artistry Skin Nutrition™ Hydrating Day Lotion** or **Balancing Matte Gel Lotion**. Mix them together and apply to the forehead, cheekbones, bridge of the nose and jawline with a foundation brush or a damp makeup sponge.



Perfect Pout

Prep the lips to achieve the best results. Start by exfoliating with **Artistry Studio™ Polished Pout**. Remove and pat lips dry before applying the **Artistry Studio Pampered Pout Lip Balm**. Leave it on while you finish the rest of your makeup. When finished, apply your favorite **Artistry Go Vibrant™ Lipstick** or **Artistry Go Vibrant Light Up Liquid Lip** for flawless, pouty lips.



Wow! Those Eyes

Grab your preferred **Artistry Go Vibrant™ eyeshadow quad** and a fluffy brush. Start with shade #4 and lightly place shadow into the crease of your eye, blending up to the brow bone. Then go in with a flat eyeshadow brush and apply shade #2 into the center of the eye. To add more dimension, repeat the same step with shade #3. Next, take a flat brush and use shade #4 to add some shadow on the lower lash line. Finish off with **Artistry Go Vibrant pencil or liquid liner** and a swipe of **Artistry Go Vibrant Waterproof Length Mascara** for a beautiful, bold eye!



Creating Looks by Skin Tone

The best way to increase your customer's order volume is to sell a complete look, not just single products. Here's some helpful inspiration on building looks your customers will love to add to their foundation selection.

Lv 4 DEEP	SKU
EF Concealer – Shade 5 or 6	120363 or 120364
EF Concealer – Brightener	120365
GV Eyeshadow Quad – Stunning Skies	126739
GV Pencil Liner – Nat. Black	126743
GV Brow Duo – Soft Black	126745
GV Serum Mascara	126740
GV Blush – Summer Sunset	127475
GV Lipstick – Berry Special Evening	124147



Lv 3 MEDIUM	SKU
EF Concealer – Shade 3 or 4	120361 or 120362
EF Concealer – Brightener	120365
GV Eyeshadow Quad – Berry Garden	126738
GV Pencil Liner – Nat. Brown	126741
GV Brow Duo – Dk Brown	126747
GV Serum Mascara	126740
GV Blush Duo – Mauvy Night	127474
GV Lipstick – Text Me Terracotta	124151



Creating Looks by Skin Tone

(continued)



Lv 2 LIGHT/MEDIUM	SKU
EF Concealer – Shade 2 and 3	120361 or 120360
EF Concealer – Brightener	120365
GV Eyeshadow Quad – Golden Harvest	126736
GV Pencil Liner – Nat. Brown	126741
GV Brow Duo – Dk Brown	126747
GV Serum Mascara	126740
GV Blush Duo – Peachy Days	127472
GV Lipstick – Text Me Terracotta	124151

Lv 1 LIGHT	SKU
EF Concealer – Shade 1	120360
EF Concealer – Brightener	120365
GV Eyeshadow Quad – Peach Basket	126737
GV Pencil Liner – Nat. Brown	126741
GV Brow Duo – Taupe	126746
GV Serum Mascara	126740
GV Blush Duo – Pink Spring Fling	127473
GV Lipstick – Mauvelous Morning	124641





SELLING SUPPORT

Easy Ways to Start Selling

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!

Discover products you love

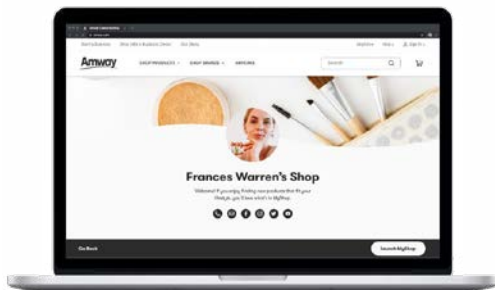
The **Artistry™ Virtual Beauty app** can help you discover your skin care routine, find makeup shades with the try-on tool and develop an impactful, personal testimonial to share with your customers.

Use Amway™ Education

It has a variety of resources and information on how to make money, sell products, build a team and so much more.

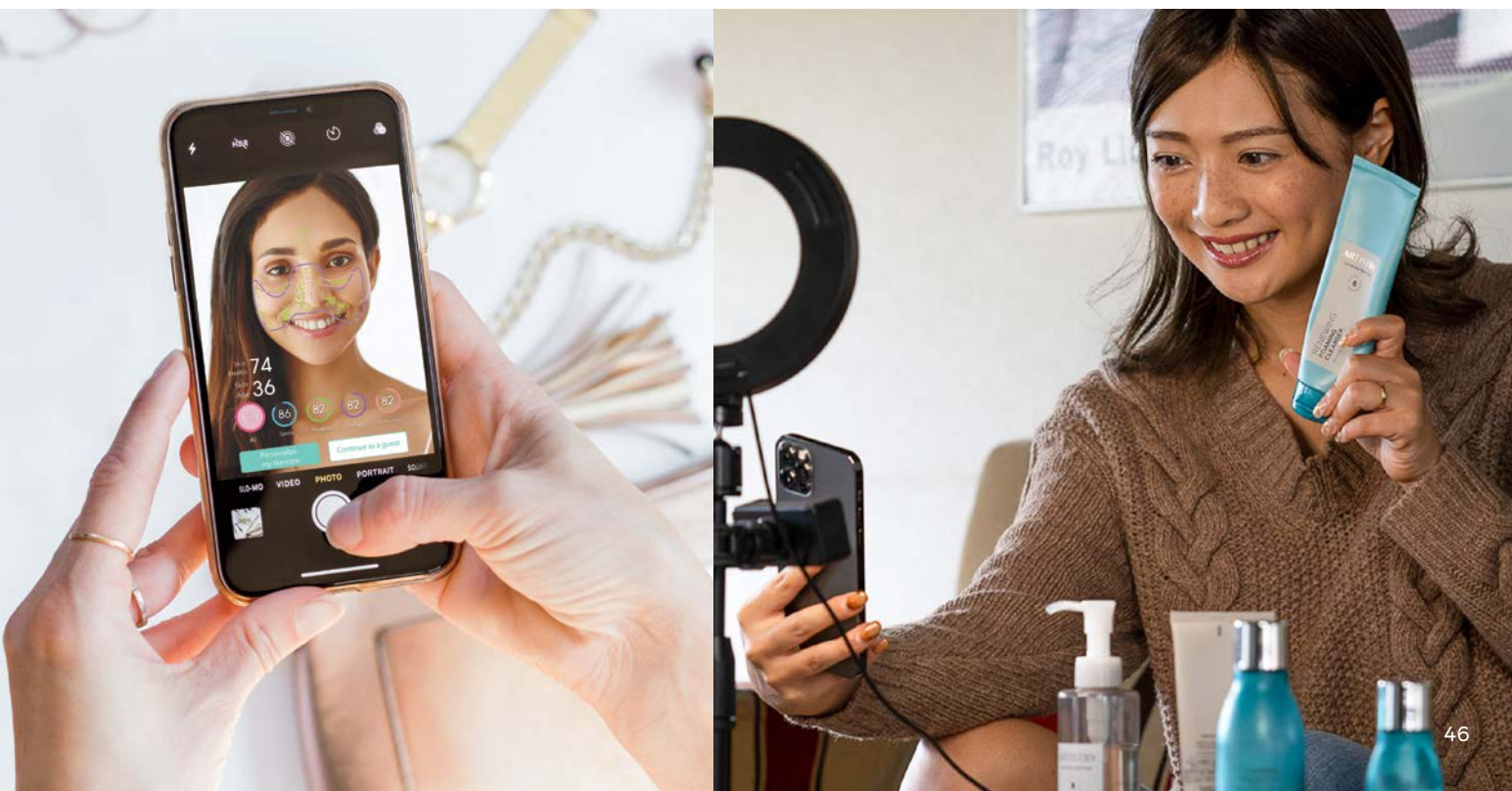
Create repeat buyers

Tools like **DITTO™ Scheduled Orders** make shopping easy and rewarding. The satisfaction guarantee takes away customers' fear of trying new products and it helps close the sale.



Set up MyShop

Create your free, customizable digital storefront. It's a simple way to sell products, engage with customers and promote products. Keep content updated regularly and share your MyShop with customers so they're always connected and shopping with you.



Easy Ways to Start Selling

(continued)

Interactive Artistry™ Makeup Education Module

Learn how to talk about and sell all the products your customers will love from our high-performance, plant-based Artistry collection. Review the six-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.

Artistry Training Presentation

Learn all about Artistry™ Makeup in an easy to follow training presentation (and then train your teams!) → Available in the Amway Resource Center.

Catalogs

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

Share feature on Amway™ website

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

Artistry videos

Encourage your customers to go to [YouTube.com/AmwayUS](https://www.youtube.com/AmwayUS) and search the Artistry playlist for videos on using Artistry products.



Growing Your Beauty Business

Connect customers with breakthrough products and make selling easier

Boost your expertise and customer volume
Create looks that increase sales and highlight product compatibility. If a customer buys an eyeshadow quad, link it with a concealer to use as a base, then add on mascara and eyeliner to demonstrate the products and sell them together.

Host beauty breaks
Whether in person or online, beauty breaks give you the opportunity to connect and share your excitement about the latest Artistry Future Glow™ products.

Start sampling
Our sample cards and swatches make it easy for customers to try new products. Give these out to new and existing customers so they can get excited about our new Artistry™ products.

Assess seasonality
Check in with new and existing customers each season to ensure they're stocked and ready for the change in weather.

- Emphasize trending colors by season
- Educate customers on seasonal skin needs
- Makeup makes a great gift! Birthdays, holidays, Galentine's, etc.







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STORY

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