

# ARTISTRY

SKIN NUTRITION™

## INSIDER'S GUIDE







# 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.



\*Nutrilite™ includes sales of both Nutrilite and Nutriway-branded products.  
†Verified by Global Data based on 2021 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 percent of U.S. respondents said purchasing healthy and clean products was important – especially for millennials and younger consumers.\*

If your customer likes

Kiehl's<sup>®†</sup> Clinique<sup>®†</sup> Tula<sup>®†</sup> Beautycounter<sup>®†</sup>  
fresh<sup>®†</sup> Youth to the People<sup>®†</sup> Farmacy Beauty<sup>®†</sup>  
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<sup>®</sup> is a registered trademark of L'Oreal USA Creative, Inc.; Clinique<sup>®</sup> is a registered trademark of Clinique Laboratories, LLC.; Tula<sup>®</sup> is a registered trademark of Tula Life, Inc.; Beautycounter<sup>®</sup> is a registered trademark of Counter Brands, LLC.; Fresh<sup>®</sup> is a registered trademark of Fresh, Inc.; Youth to the People<sup>®</sup> is a registered trademark of Youth to the People Inc.; Farmacy Beauty<sup>®</sup> 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 skin care 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 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 ...



**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 ...



## Seed-to-skin traceability

Our White Chia Seed, Acerola Cherry, Spinach and Pomegranate ingredients are all derived from plants 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.



## 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.‡

\*Artistry Skin Nutrition™ products are manufactured in Ada, MI.

\*\*Where facilities are available; check locally.

‡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** exceptional 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 know 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 using 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.





# Meet our supplements for your skin!

Artistry Skin Nutrition™ skin care represents an extraordinary step forward. Products were created by harnessing the power of plants AND the power of innovative skin science. Together, they deliver nourishment, and help restore the look of healthy 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 nourish and protect skin's healthy beauty. We use the whole seed to produce extracts, oils and gels 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 also know what each barrier needs to be its most effective. [Watch video](#) to learn more about your skin's anatomy.

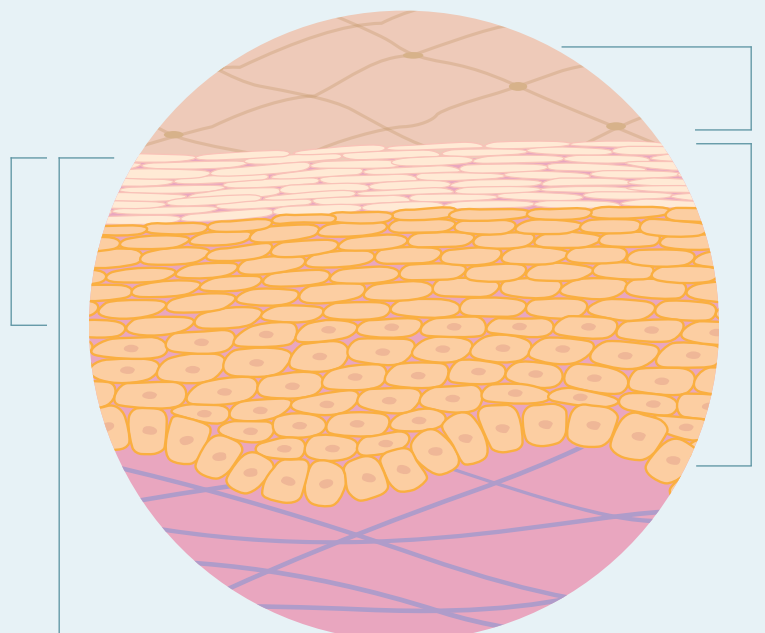
## SKIN'S SURFACE

### 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 repairing skin.

# 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.



## DEFENSE BARRIER



1

### PURIFY

Keep skin clean, calm and free of skin-stressing irritants.

## MICROBIOME BARRIER

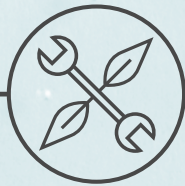


2

### BALANCE

Stabilize and nurture an optimal microbiome.

## SUPPORT BARRIER



3

### REBUILD

Strengthen and repair the appearance of skin's support layer to increase resilience, elasticity and firmness.

## MOISTURE BARRIER



4

### MOISTURIZE

Saturate skin with lasting hydration.

## ENVIRONMENTAL BARRIER



5

### PROTECT

Fight environmental aggressors with SPF and antioxidants.

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.



**Amplify any Artistry Skin Nutrition™ routine with new, improved Vitamin C + HA3 Daily Serum:** Acts as a first layer of treatment and reveals brighter, younger-, healthier-looking skin. Learn more on page 21.

## Best for:

Oil control; bringing balance to skin; helping hide the appearance of visible signs of premature aging.



## BALANCING SOLUTION

Balance, cleanse & purify skin

## Best for:

Keeping youthful skin radiant, smooth and dewy, and helping hide the appearance of 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 & the appearance of 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



- Registered with The Vegan Society
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).

**123792** | 125 g/4.4 oz.



# BALANCING



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

**Prebiotics** help balance skin microflora.

## 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



- Registered with The Vegan Society
- 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.



**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 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 reduce the appearance of 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



- Registered with The Vegan Society
- 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.

# 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 reduce the appearance of 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 reduce the appearance of 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



- Registered with The Vegan Society
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Non-irritating.

**123799** | 50 g/1.7 oz.



**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



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

**123791** | 200 mL/6.7 fl. oz.



# 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



- Registered with The Vegan Society
- 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.

# HYDRATING



**Licorice** helps calm skin.

**Prebiotics** help balance skin microflora.

## ARTISTRY SKIN NUTRITION™ HYDRATING SMOOTHING TONER

Leaves skin with a smooth, silky-soft feel and a vibrant, healthy-looking complexion. Prebiotics help balance skin microflora.

### 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



- Registered with The Vegan Society
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Non-irritating.

**123795** | 200 mL/6.7 fl. oz.

## ARTISTRY SKIN NUTRITION™ HYDRATING GEL CREAM

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



- Registered with The Vegan Society
- 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.



REBUILD



MOISTURIZE



PROTECT

**Blue Agave** helps reinforce skin's natural hydration levels.

**Rice protein** helps reduce the appearance of signs of aging.



# HYDRATING



**Red Algae** helps skin retain moisture.

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

## 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 reduce the appearance of 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



- Registered with The Vegan Society
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.

**123800** | 50 g/1.7 oz.



**Quinoa Seeds** help reduce the appearance of dark circles.

**Optical Diffusers** provide instant brightening.

## 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 reduce the appearance of 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 reduce the appearance of 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



- Registered with The Vegan Society
- 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.

# RENEWING

Renew and repair the appearance of 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 appear 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



- Registered with The Vegan Society
- 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.



# RENEWING



**Oat Protein**  
gently refines and smooths skin's surface.

**Prebiotics**  
help balance skin microflora.



**REBUILD**



**MOISTURIZE**



**PROTECT**



**Rosemary**  
helps strengthen skin's moisture barrier for long-lasting hydration.

**Hyaluronic Acid**  
helps smooth the appearance of visible fine lines and wrinkles.

## ARTISTRY SKIN NUTRITION™ RENEWING SOFTENING TONER

Luscious milky emulsion toner surges into skin's surface 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



- Registered with The Vegan Society
- 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.

## ARTISTRY SKIN NUTRITION™ RENEWING REACTIVATION CREAM

Glossy cream reduces the look of lines and wrinkles and repairs dry skin for a firmer, younger, healthier look. Supercharges skin's moisture levels, delivering 24-hour hydration. Contains Repair Complex, a blend of Nutrilite™-grown Spinach plus Turmeric and Tea Olive Flower to help reduce the appearance of signs of aging.

### WHO IT'S FOR

- Those looking for optimal moisture levels and antioxidant 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



- Registered with The Vegan Society
- 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.

# RENEWING



**Oat Extract** helps firm the delicate eye area.

**Peptide blend** helps visibly reduce 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 to help reduce the appearance of 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



- Registered with The Vegan Society
- 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.

## 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. Helps supercharge moisture levels. Contains Repair Complex, a blend of Nutrilite™-grown Spinach plus Turmeric and Tea Olive Flower to help reduce the appearance of signs of aging.

### WHO IT'S FOR

- Those looking to visibly reduce the look of existing damage, restore and strengthen skin's appearance 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



- Registered with The Vegan Society
- 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.

**123787** | Cream 50 g/1.7 oz.



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

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



# FIRMING

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



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



REBUILD



MOISTURIZE



PROTECT



**Silvervine fruit** helps restore the appearance of dull, aged skin.

**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 intensively 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 to help reduce the appearance of 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



- Registered with The Vegan Society
- 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.

OUR  
BEST  
SERUM  
JUST  
GOT  
BETTER.



**10% Vitamin C** helps brighten, firm and repair the appearance of lines and wrinkles.

**Hyaluronic Acid** plumps skin with hydration for a fresher look.

**Nutrilite™ White Chia Seed** help to improve skin's moisture barrier.

**Ginseng** provides antioxidant protection against free radicals.

A fresh new formula that helps achieve healthy-looking skin faster\*:

• **2X more vitamin C: Now 10%**

*Vogue*®† considers vitamin C **the gold standard** of ingredients

*Allure*®† says vitamin C is a **powerhouse skin care sample**

• **2.4X more Antioxidant power**

• **Three types of Hyaluronic Acid**

• **Nutrilite™-grown White Chia Seed**

• **Nutrilite™ Acerola Cherry, a source of vitamin C, provides antioxidant protection from free radicals.**

• **Artistry™ Clean formula**

†Vogue® and Allure® are registered trademarks of Advance Magazine Publishers Inc.  
\*Compared to original formula.



# Artistry Skin Nutrition™ Vitamin C + HA3 Daily Serum

High-performance brightening serum helps reduce the appearance of lines and wrinkles by plumping the appearance of skin. Formula includes more of the multi-action superstar vitamin C. A triple Hyaluronic Acid matrix for a smoother, more plumped appearance. Plus, a peptide blend for next-level benefits. Let customers know we've kept the fresh-mix applicator and water-fresh texture they love.

## WHO IT'S FOR

- All customers, all skin types, all ages, especially anyone seeking multiple benefits for healthy-looking, youthful skin.

## RESULTS YOU'LL LOVE

- Smooths the look of expression lines in just 5 days (vs. 7 days\*).
- Visibly repairs the appearance of wrinkles in 2 weeks.
- See a vibrant, radiant transformation after 25 days (vs. 30 days\*).
- **84% agree** it instantly gives skin a visibly smoother look.
- **85% agree** that with just one bottle, skin looks more youthful.
- **90% agree** after 5 days, it leaves skin looking healthy.
- **93% agree** it instantly makes skin look brighter.

## MORE REASONS TO LOVE



- Registered with The Vegan Society
- Not tested on animals.
- No Mineral Oil.
- No Parabens.
- No Phthalates.
- No Sulfate Surfactants.

**125517** | 12 mL/0.40 fl. oz.

\*With the previous formula.



## HOW TO ACTIVATE BEFORE USING:

Once activated with our innovative Fresh Mixing cap, vitamin C levels remain at a stable amount for 30 days, unlike some of our competitors.

### Step 1:

Remove dropper from serum-filled bottle and replace with Activating Cap.

### Step 2:

Firmly press button on top of cap to release 100% Pure vitamin C powder into serum.

### Step 3:

Shake vigorously for 60 seconds, until powder completely dissolves.

### Step 4:

Replace Activating Cap with dropper and it's ready to use.

*See bubbles after shaking?*

This will not affect the Serum and the bubbles go away in about an hour. To avoid seeing bubbles during demonstrations, activate the night before first use.

*Notice a grainy texture after activation?*

Shake vigorously for up to 60 seconds to ensure powder has fully dissolved.

# Switch your customers to Artistry Skin Nutrition™ Vitamin C + HA3 Daily Serum

	<b>Artistry Skin Nutrition™ Vitamin C + HA3 Daily Serum</b>	<b>Artistry™ Intensive Skincare Advanced Vitamin C + HA Treatment</b>	<b>Kiehls®+ Powerful-Strength Line-Reducing Vitamin C Serum</b>	<b>Clinique®+ Fresh Pressed Daily Booster</b>
<b>Mix Experience</b>	<b>Freshly mixed</b> in the bottle when you are ready to use it.	<b>Freshly mixed</b> in the bottle when you are ready to use it.	Vitamin C already infused into the formula.	<b>Freshly mixed</b> in your hand when you are ready to use it.
<b>% of Vitamin C</b>	10%	Undisclosed	12.5%	10%
<b>Source of Vitamin C</b>	Ascorbic Acid <b>Traceable</b> Nutrilite™ Acerola Cherry	Ascorbic Acid <b>Traceable</b> Nutrilite™ Acerola Cherry	Ascorbic Acid Ascorbyl Glucoside	Ascorbic Acid
<b>Other Key Ingredients</b>	<ul style="list-style-type: none"> <li>• Triple Hyaluronic Acid Fusion</li> <li>• Traceable Nutrilite™-grown White Chia Seed</li> <li>• Peptide Blend</li> <li>• Ginseng</li> </ul>	<ul style="list-style-type: none"> <li>• Hyaluronic Acid Bi-Action Blend</li> </ul>	<ul style="list-style-type: none"> <li>• Hyaluronic Acid</li> </ul>	n/a
<b>Description</b>	<p><b>This high-performance</b>, multi-benefit brightening serum helps reduce the look of visible lines and wrinkles and plumps skin with every fresh drop. Leaves skin looking and feeling its healthy best.</p> <p>It's a new kind of supplement for your skin that addresses multiple signs of aging skin, including dullness, uneven skin tone, lines/wrinkles and more.</p>	<p>This power-duo blend of fresh, pure vitamin C powder and liquid HA with Nutrilite™ Acerola Cherry Extract reduces the appearance of expression lines while promoting a plump, smooth, ageless complexion in just 7 days.</p>	<p>A vitamin C serum that boosts radiance, helps firm skin and visibly diminishes fine lines, wrinkles and pores for smoother-looking skin. Formulated with 10.5% L-Ascorbic Acid and renewable 2% Ascorbyl Glucoside plus Hyaluronic Acid, this patented, water-free concentrate is a Kiehl's customer favorite.</p>	<p>Unique de-aging booster harnesses the full power of pure, fresh vitamin C at our highest concentration to brighten, even and retexturize skin.</p> <p>This super-potent booster was designed as a daily supplement to visibly rejuvenate skin from the outside – and a simple, seamless way to reinvigorate your de-aging routine without changing a thing.</p>
<b>Clean Claims</b>	<p><b>Free from over 1,300 iffy ingredients</b>, including mineral oil, parabens, phthalates, sulfate surfactants and cyclic silicones.</p> <ul style="list-style-type: none"> <li>• Dermatologist tested</li> <li>• Not tested on Animals</li> <li>• Two Seed-to-Skin Traceable ingredients</li> </ul>	None.	<ul style="list-style-type: none"> <li>• Free from: parabens, mineral oil, dyes, alcohol</li> <li>• Dermatologist tested</li> </ul>	<ul style="list-style-type: none"> <li>• Free from parabens and phthalates</li> </ul>
<b>Certifications</b>	Registered with The Vegan Society	n/a	n/a	n/a
<b>Size</b>	12 mL	12 mL	50 mL	Four 8.5 mL boosters
<b>Use up rate</b>	30 days	30 days	60 days	14 days per booster

†Based on information available online at [www.kiehls.com](http://www.kiehls.com) and [www.clinique.com](http://www.clinique.com) (accessed July 12, 2022).

Kiehl's® is a registered trademark of L'Oreal USA Creative, Inc.; Clinique® is a registered trademark of Clinique Laboratories, LLC.



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

## Complete routine

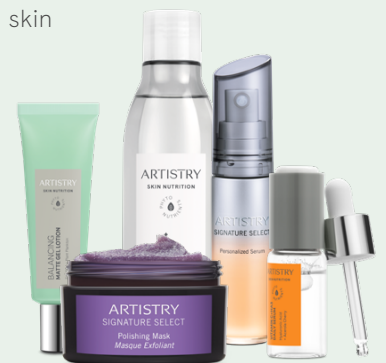
**Cleanser • Mask • Toner • Serum •  
Eye Moisturizer • Face Moisturizer**

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 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 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/>,  
July 2022.





# 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.

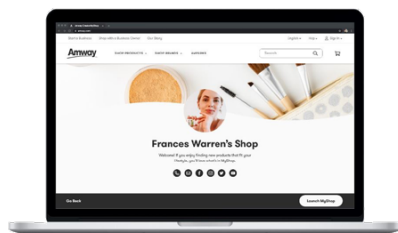
## 4. Share with customers.

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 skin care 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](#).

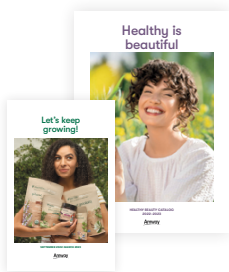


Scan here for access to  
**AMWAY RESOURCE  
CENTER**



# 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

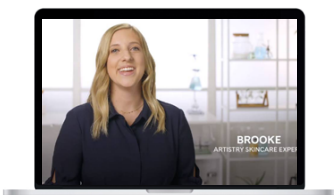
Easily share product links and the new shoppable digital mini catalog with your customers and receive credit for any resulting sales, when logged into the [Amway™ website](https://www.amway.com).



## 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.

VITAMIN C + HA3  
DAILY SERUM SAMPLE  
COMING SOON!



## 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 skin care.

### With Artistry™ customers

Customers who 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 skin care 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 – [https://www.amway.com/en\\_US/amperks](https://www.amway.com/en_US/amperks) [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 Atmosphere™, iCook™ and eSpring™ products. Additional restrictions, exclusions and fees may apply. For complete details visit [Amway.com](http://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 afterward.



## 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 swabs or spatulas. Clean products with 70% isopropyl alcohol when done.



# KNOW THE ANSWERS BEFORE THEY ASK

## PRODUCT & TECHNOLOGY – ARTISTRY SKIN NUTRITION™

### **Q: Are any ingredients or technologies in Artistry Skin Nutrition™ skin care exclusive?**

**A:** Yes. The extracts from White Chia Seed, Acerola Cherry, Spinach and Pomegranate are derived from plants grown on our Nutrilite™ farms and 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 derived from plants grown on certified-organic Nutrilite™ farms†, allowing unprecedented “seed-to-skin” traceability. This means that for every final product that touches a consumer’s skin, we can identify the manufacturing location, extraction location, all the way to the specific crop of the raw material.

### **Q: Does Artistry Skin Nutrition™ skin care follow Artistry™ Clean formulation standards?**

**A:** Yes. Artistry Skin Nutrition™ skin care 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™ skin care tested on multiple ethnicities?**

**A:** Yes. Artistry Skin Nutrition™ skin care 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 moisture/hydration 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™ skin care be stored?**

**A:** Artistry Skin Nutrition™ skin care 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 – ARTISTRY SKIN NUTRITION™

### **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™ skin care 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™ skin care 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™ skin care, 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 they use 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™ skin care 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.

# KNOW THE ANSWERS BEFORE THEY ASK

## PRODUCT – ARTISTRY SKIN NUTRITION™ VITAMIN C + HA3 DAILY SERUM

### **Q: Are any ingredients or technologies in Vitamin C + HA3 Daily Serum exclusive?**

**A:** Yes. The extracts from White Chia Seed and Acerola Cherry, are derived from plants grown on our Nutrilite™ farms and are exclusive to Amway™ brands. In addition, our innovative packaging design is exclusive to this product.

### **Q: Does Vitamin C + HA3 Daily Serum follow Artistry™ Clean formulation standards?**

**A:** Yes. As with all Artistry Skin Nutrition™ skin care, Vitamin C + HA3 Daily Serum 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: What testing or laboratory support is available for Vitamin C + HA3 Daily Serum?**

**A:** Clinical, consumer, safety, in-vitro and ex-vivo testing was performed to support safety and efficacy claims for all Artistry Skin Nutrition™ formulas. Studies were performed to ensure the products are well tolerated, efficacious and satisfy consumer expectations.

### **Q: Is Vitamin C + HA3 Daily Serum tested on multiple ethnicities?**

**A:** Yes. As with all Artistry Skin Nutrition™ skin care, Vitamin C + HA3 Daily Serum was designed for all ethnicities, and was carefully tested on multiple ethnicities, including being tested with Asian women.

### **Q: Is Vitamin C + HA3 Daily Serum tested on animals?**

**A:** No, it is not tested on animals.

### **Q: Does Vitamin C + HA3 Daily Serum contain any animal-derived ingredients?**

**A:** As with all Artistry Skin Nutrition™ skin care formulas, Vitamin C + HA3 Daily Serum is free from animal-derived ingredients and the global formulas (excluding China) are registered with The Vegan Society.

### **Q: What is The Vegan Society and what does it mean that Artistry Skin Nutrition™ products are registered with them?**

**A:** In 1944, The Vegan Society created the word “vegan,” and their Trademark is the authentic international vegan standard. Today, products must pass specific criteria to be eligible for registration. A dedicated and experienced team checks each individual product application against the criteria, and queries any potential inclusion of animal ingredients, including those not present in the final product.

*Animals:* The Vegan Society understands the word “animal” to refer to the entire animal kingdom, that is all vertebrates and all multicellular invertebrates. The word may be used either as a noun or an adjective and to refer to either a species or an individual animal, depending on context. Unless otherwise stated, it usually means non-human animals.

*Animal ingredients:* The manufacture and/or development of the product, and where applicable its ingredients, must not involve, or have involved, the use of any animal product, by-product or derivative.

*Animal testing:* The development and/or manufacture of the product, and where applicable its ingredients, must not involve, or have involved, testing of any sort on animals conducted at the initiative of the company or on its behalf, or by parties over whom the company has effective control.



# KNOW THE ANSWERS BEFORE THEY ASK

## PRODUCT – ARTISTRY SKIN NUTRITION™ VITAMIN C + HA3 DAILY SERUM *continued*

### **Q: Where does the Hyaluronic Acid in Vitamin C + HA3 Daily Serum come from?**

**A:** The highly purified Hyaluronic Acid used in the formula is sourced from biotechnology. It is derived from microorganisms and is not obtained from any animal sources.

### **Q: Where does the Vitamin C in Vitamin C + HA3 Daily Serum come from?**

**A:** As you know, there are two sources of Vitamin C included in Vitamin C + HA3 Daily Serum. The Vitamin C in the initial fluid (before fresh mixing in the powder) is from our Nutrilite™-grown Acerola Cherry Extract. The 100% Pure Vitamin C powder found in the Activating Cap (known chemically as L-ascorbic acid) is created synthetically, which is true for virtually all of the world's supply of this highly biologically functional form of Vitamin C.

### **Q: Why does the Vitamin C oxidize?**

**A:** While topically applied Vitamin C is renowned for its anti-aging prowess, it presents a challenge for skin care formulas: as soon as pure Vitamin C is dissolved in a solution (like a serum or creme), it begins to degrade, rapidly losing effectiveness. This is due to the laws of chemistry and can't easily be changed in a consumer setting. It's important to remember that we have conducted numerous internal tests to ensure that the product delivers full efficacy for at least 30 days.

### **Q: Does Vitamin C + HA3 Daily Serum contain parabens?**

**A:** No, Vitamin C + HA3 Daily Serum has been effectively preserved without the use of parabens.

### **Q: Does Vitamin C + HA3 Daily Serum contain gluten?**

**A:** No wheat- or barley-derived ingredients have been included in Vitamin C + HA3 Daily Serum. Note, however, that we cannot guarantee our beauty and personal care raw materials have been stored or processed in a manner free from gluten cross-contamination risk.

### **Q: What is the shelf life of Vitamin C + HA3 Daily Serum, and how long can I use it after it's been opened?**

**A:** The shelf life of the unopened product is three years. Once the product is activated by pressing the button and mixing the 100% Pure Vitamin C powder with the serum, we recommend that the product be used within 30 days to ensure full product efficacy.

*NOTE: As the activated Vitamin C + HA3 Daily Serum nears the 30-day point, customers may see a yellow tint develop in the formula. This is a helpful visual indication that the product is nearing the end of its peak potency. While the product remains safe and effective to use for a full 30 days, after 30 days we recommend activating a new bottle.*

### **Q: How should Vitamin C + HA3 Daily Serum be stored?**

**A:** Before and after activation, Vitamin C + HA3 Daily Serum should be stored in a cool, dry place and out of direct sunlight.

- Keep away from heat and light, including direct sunlight. These can make the product turn yellow faster and may eventually reduce product efficacy.
- Consider refrigerating it: Storing it in the fridge is not required but helps slow down the potential yellowing and maintain product efficacy.

# KNOW THE ANSWERS BEFORE THEY ASK

## PRODUCT – ARTISTRY SKIN NUTRITION™ VITAMIN C + HA3 DAILY SERUM *continued*

### **Q: Is Daily Serum packaging recyclable?**

**A:** The paper carton is recyclable in some areas; check with your local recycling programs for details. Artistry Skin Nutrition™ inserts are recyclable and produced from paper, a renewable resource. The paper comes from sustainably managed forests practicing responsible forest management.

### **Q: Other Sustainability Claims:**

**A:** 100% of the electricity required by Amway to manufacture Artistry™ products in the U.S. is offset by our continuing investment in sustainable wind power.

Artistry Skin Nutrition™ SKUs are produced in a 90% landfill-free facility. Amway continually strives to improve operational sustainability.

## SERUM USE

### **Q: Is Daily Serum compatible with other Artistry™ skin care products?**

**A:** Yes, Daily Serum was created to be aesthetically compatible with other Artistry Skin Nutrition™ and Artistry™ products. However, 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 upon your own perceived skin sensitivity.

### **Q: Can I use Daily Serum with my current Artistry Skin Nutrition™ regimen?**

**A:** Yes! Daily Serum is an essential part of your morning-and-night Artistry Skin Nutrition™ regimen. It should be applied after your toner, before your moisturizer.

### **Q: Can I use Daily Serum with Artistry Signature Select™ Personalized Serum?**

**A:** Yes! Daily Serum and Personalized Serum are ideal together. After using your Artistry Skin Nutrition™ toner, first apply Daily Serum, then Personalized Serum, finishing with your moisturizer.

### **Q: Why do I use Daily Serum before other serums?**

**A:** Daily Serum's water-fresh formula absorbs quickly into skin's surface, so we recommend applying it before other serums and moisturizers that have more body to their texture. Don't worry, our scientists are confident that the HA3 Triple Hyaluronic Infusion does not inhibit the penetration or action of any formulas that follow.

### **Q: Why is my Daily Serum running out before 30 days?**

**A:** Be sure to use just 4–5 drops of this concentrated formula per application, morning and night. If you use more, it will not last the full 30 days.

# KNOW THE ANSWERS BEFORE THEY ASK

## SAFETY & CAUTION

### **Q: Is Daily Serum dermatologist tested?**

**A:** Yes. All Artistry Skin Nutrition™ formulas, including Daily Serum, have been dermatologist tested and shown to be safe for use when used as described.

### **Q: Is Daily Serum appropriate for sensitive skin?**

**A:** Daily Serum has been thoroughly tested on groups of individuals with sensitive skin. In this testing, there was no evidence of allergic response or extreme irritation. However, we recognize that no testing program can guarantee that all individuals who wish to use this product will not react. We recommend adjusting your skin care regimen based on your own perceived skin sensitivity. If you still experience skin irritation and discomfort, discontinue the use of products.

### **Q: Can Daily Serum be used around the eyes?**

**A:** Daily Serum is not recommended for use directly on the eye or eyelids. Application around the eye area should be kept to crow's feet (outside corner of the eye), along the expression lines. Avoid getting product into eyes.

### **Q: Can I use more than the recommended amount of Daily Serum?**

**A:** You should use just 4–5 drops of this concentrated formula per application, morning and night.

### **Q: If I (or a customer) experience any skin sensation after applying Daily Serum, what should I do?**

**A:** Daily Serum has been fully safety tested. However, every individual's skin is different. A tingling sensation and tightness is expected for some users, typically with more sensitive skin. This sensation is transient (meaning it won't last long) and normal to experience when using Daily Serum. However, if tingling causes skin irritation, wash off the product and discontinue use.

### **Q: Can Daily Serum 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. Daily Serum and any other products should only be used after inflammation has subsided. For use after chemical peel or laser treatment, a customer should consult their physician.

### **Q: Can Daily Serum be used during pregnancy?**

**A:** Safety studies of cosmetics are not conducted on pregnant women. Since skin condition changes in pregnancy, whether to use or not use this product should be discussed by the woman and her physician.



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