

ARTISTRY™  
INTENSIVE SKINCARE

14 NIGHT  
RESET PROGRAM  
INSIDER'S GUIDE



RESET. TRANSFORM. REPEAT.



# YOU WON'T BELIEVE YOUR SKIN

## WAKE UP TO A COMPLETE SKINCARE TRANSFORMATION.

Every day, 40,000 environmental assaults occur in just one skin cell – and damaged cells accelerate skin's aging. Transform your skin with the 14 Night Reset Program, the fastest and most comprehensive treatment program ever from Artistry™ skincare.

Powered by Phyto-3 Cica Blend, Artistry™ Deep Night Action Ultra Technology penetrates deep within your skin\* while you sleep. It helps repair the visible signs of damage quickly, and skin becomes stronger to defend against visible future skin aging.



Reset your skin in just 14 nights by treating visible damage at the source with the most effective Artistry™ Intensive Skincare treatment program for all skin types. Experience immediate results in the first 24 hours and awaken to dramatically youthful, healthier-looking skin in just two weeks.

**Artistry™ Intensive Skincare 14 Night Reset Program 123776**

**92%**  
of consumers would buy a new product if they liked its sample.\*\*

**87%**  
of women use more than one skincare product.\*\*

**60%**  
of consumers purchase skincare products.\*\*





**ECHINACEA**

**CICA**

**ROSEMARY**

## **BEST OF NATURE. BEST OF SCIENCE.**

### **NUTRILITE™-SOURCED INGREDIENTS**

All of the botanical extracts and phytonutrients used in the 14 Night Reset Program are derived from plants grown on Nutrilite™ organic farms or by NutriCert™-certified partners for quality that you and your customers can trust.

### **DEEP NIGHT ACTION ULTRA TECHNOLOGY POWERED BY PHYTO-3 CICA BLEND**

Artistry™ Intensive Skincare 14 Night Reset Program breaks through to reach the skin's deepest layers to awaken cells, repair damage and boost its natural defense against future aging. Experience immediate results after the first application – and a complete transformation in just 14 nights.

\*In vitro test, treating vs. untreated skin cells; benefits the skin deep within the epidermis.

Quickly and effectively  
repairs existing damage by

**150%\***

Strengthens skin to defend  
against future damage by

**217%\***

# RESET. TRANSFORM. REPEAT.



## RESET

AWAKEN SKIN'S NATURAL ABILITY TO REPAIR ITSELF\* WHILE YOU SLEEP WITH:

- **Deep Night Action Ultra Technology** powered by **Phyto-3 Cica Blend** featuring Cica, Echinacea and Rosemary
- Increase skin's ability to repair existing damage by 150%† and defend against future damage by 217%†

### 14 NIGHTS:

Brighter; improved clarity; reduced visible redness, fine lines and wrinkles\*\*

### 10 NIGHTS:

Firmer-feeling skin



### 1 NIGHT:

Hydrated, improved moisture barrier, protected, smoother, softer skin

### 4 NIGHTS:

Even-toned skin

### 7 NIGHTS:

Increased smoothness



## REPEAT

For optimal skin results and to reap long-term benefits, repeat every 3 months and experience dramatically youthful- and healthier-looking skin.

## SEE THE AMAZING RESULTS FOR YOURSELF!



### BEFORE TREATMENT:

Skin shows visible signs of damage



### AFTER 4 NIGHTS:

Shows visible enhancement to clarity and more even skin tone



### AFTER 14 NIGHTS:

Shows complete progression to healthier, more youthful-looking skin

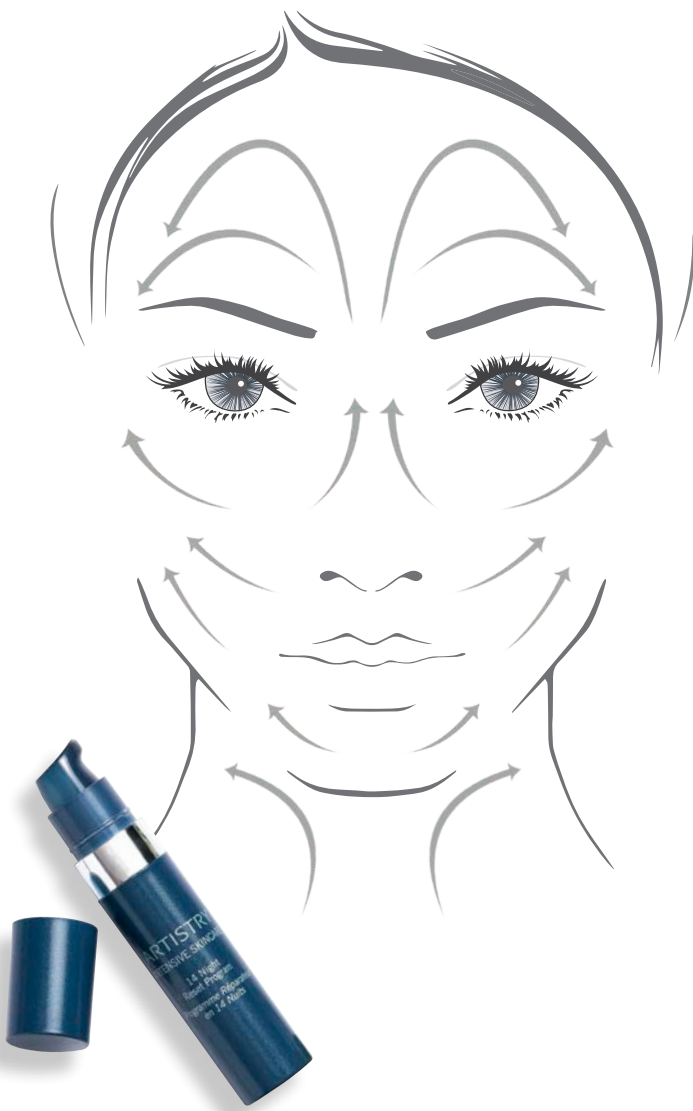
## USE INSTRUCTIONS

The Artistry™ Intensive Skincare 14 Night Reset Program is packaged with one vial for each night of the 14-night treatment.

1. After nighttime cleansing and toning, apply the contents of one entire vial evenly over face and neck.
2. Pump the treatment onto fingertips and gently press into skin using upward motions. Pat until product is absorbed.
3. Use the entire vial to experience maximum benefits. The entire face and neck area will be indulgently saturated. Any excess product can be spread across the backs of hands or décolletage.
4. The 14 Night Reset Program product replaces a regular serum. Do not layer the 14 Night Reset Program product with another serum.
5. Follow with an Artistry™ nighttime moisturizer if desired.
6. In the morning, follow with a regular skincare routine.

### WHY AT NIGHT?

While you sleep, the cells in your body are in restoration mode, working to repair the appearance of any damage inflicted during the day. By using the 14 Night Reset Program at night, you'll be aiding your skin's natural ability to repair itself.

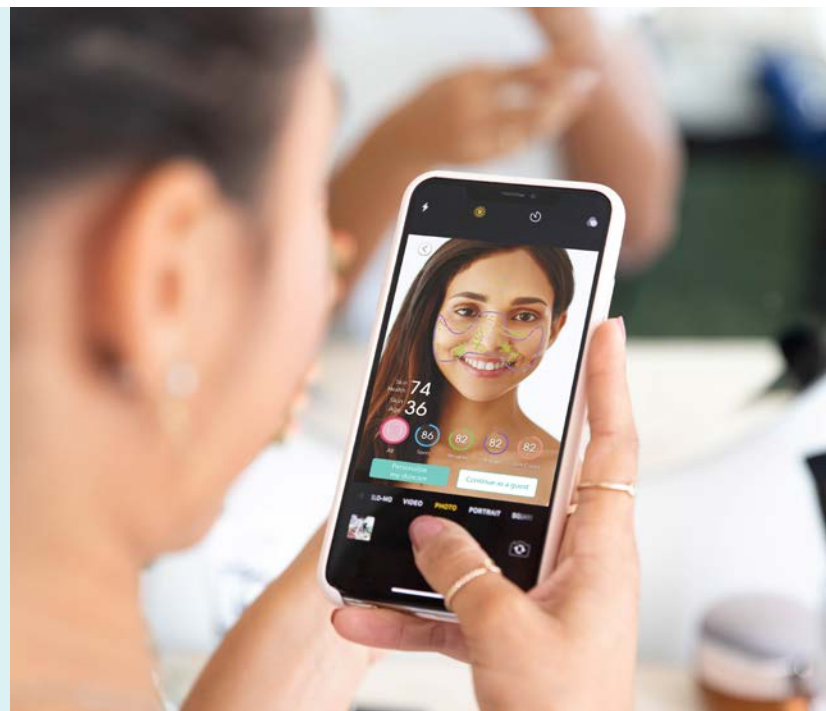


Note: While using the Artistry™ Intensive Skincare 14 Night Reset Program, avoid overtreating your skin by discontinuing the use of the following products: Artistry™ Intensive Skincare Anti-Wrinkle Firming Serum, Vitamin C + HA Treatment, Renewing Peel and Artistry Signature Select™ Polishing Mask. Once you've completed your 14-night program, you can resume your normal nighttime skincare regimen.

## ARTISTRY™ VIRTUAL BEAUTY APP

In just a few clicks, help your customers identify their top skin concerns and create their own personalized skincare regimen using the app.

Visit [Amway.com](https://www.amway.com) to learn more about these Artistry™ Intensive Skincare products.





# SIMPLE STEPS FROM START TO SALE

## 1 MAKE IT PERSONAL

- Take the #14NightResetChallenge and try the program for yourself.
- Build your personal testimonial and share your experience and results with customers.
- Ask if customers have any special events or travels coming up where they may need to look their best.



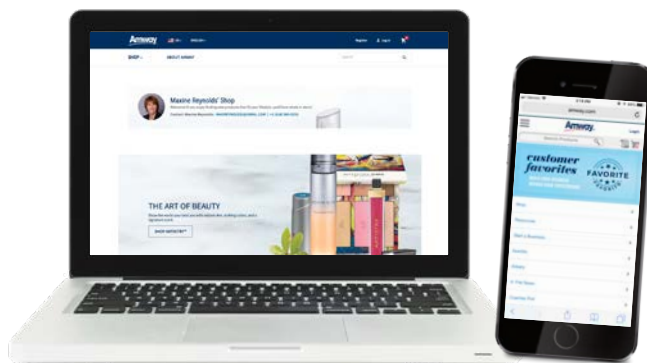
## 2 CREATE AN EXPERIENCE

- Host a Beauty Break and demo the product for guests to see.
- Use the AVB app with your customers and create a personalized skincare routine for them in minutes.
- Provide interested customers with a vial to take with them.



## 3 ASK FOR THE SALE

- Share the value and price, then help your customer place an order.



The AMWAYPROMISE™ ensures satisfaction with a 180-day 100% Satisfaction Guarantee.†

†Exclusions apply. For complete details on returns and replacements, visit [Amway.com](http://Amway.com) and search: AMWAYPROMISE.

# START THE CONVERSATION

Connect with your best customers and larger groups of makeup and skincare enthusiasts to introduce Artistry™ Intensive Skincare 14 Night Reset Program and make it relevant to their needs. Use the F.O.R.M. method to get to know people you meet and ask questions to identify their needs.

# F

## FAMILY AND FRIENDS

Ask about their family and friends to learn about what skincare regimens they follow.

*Do you have kids?  
What do you like to do with friends?*

# O

## OCCUPATION

Ask about their job or occupation to learn what harsh conditions their skin might be exposed to.

*Where do you work?  
What do you do?  
Do you spend a lot of time outside?*

# R

## RECREATION

Ask questions about their upcoming plans, such as a family trip or an important party.

*Do you have any big events coming up?  
A fun wedding or school reunion?*

# M

## MAKE THE CONNECTION

Once you know what they need, connect to solutions and things you have in common.

*I've found a product that really helps me with that same issue!*



# 14 NIGHT RESET MEANS MORE VOLUME

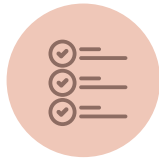
The 14 Night Reset Program from Artistry™ Intensive Skincare features the best of the best ingredients for your top customers. Use these quick tips to connect and close the sale with our proven Six-Step Selling Framework.



**IDENTIFY THE NEED**



**BUILD A PERSONAL CONNECTION**



**USE FEATURES & BENEFITS**



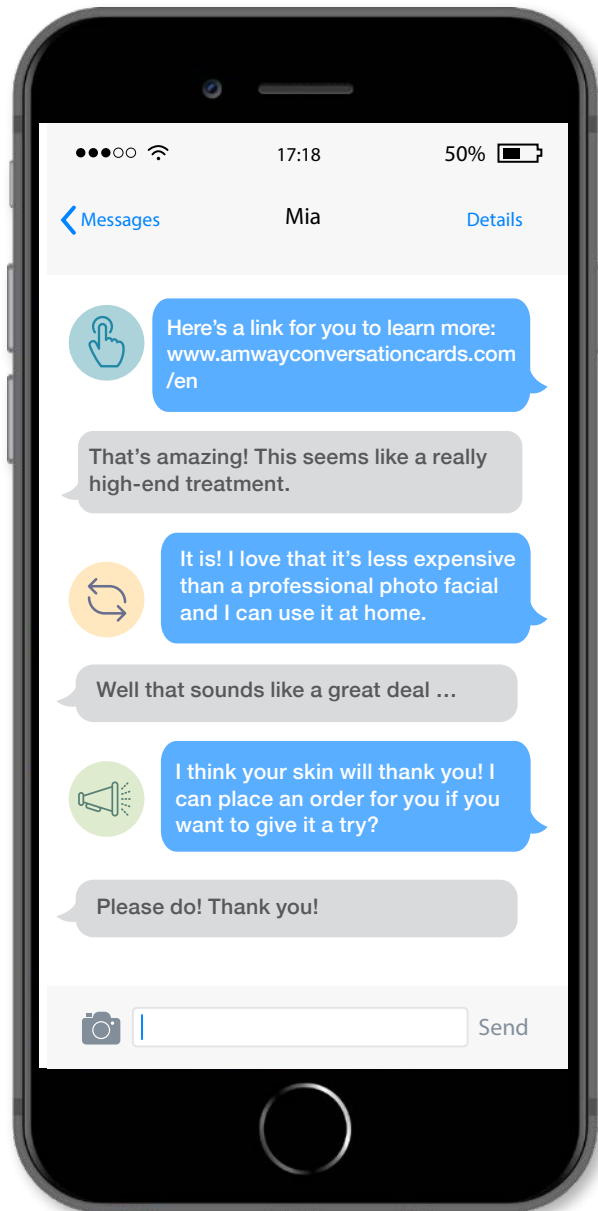
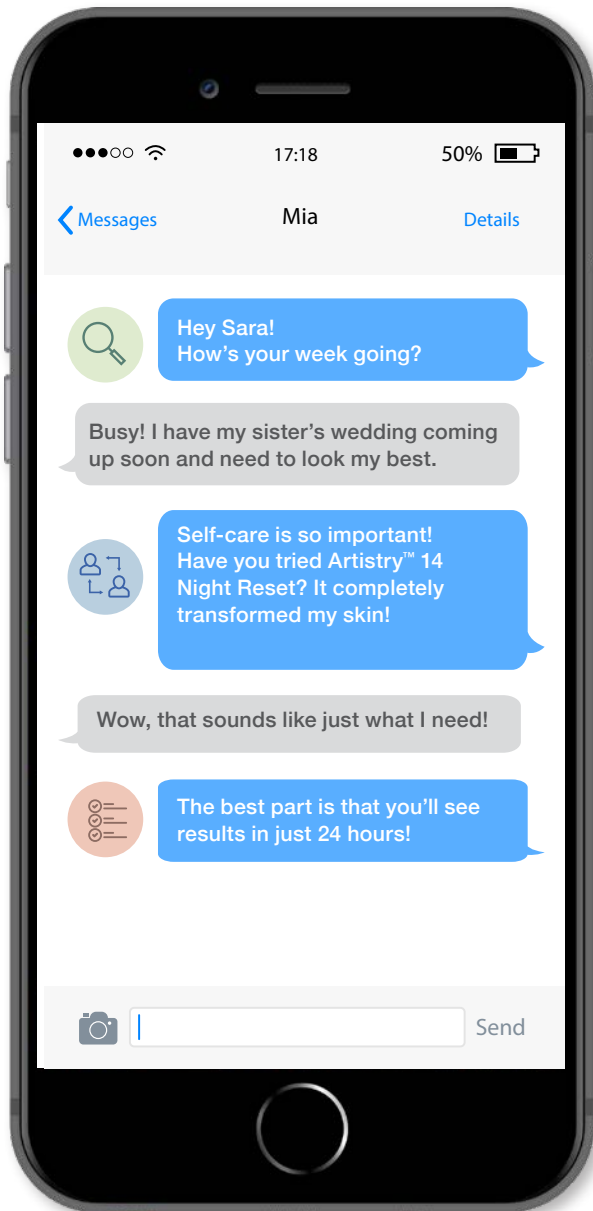
**CREATE AN EXPERIENCE**



**ADDRESS PRICE VALUE**



**CLOSE THE SALE**





# WHAT'S NEXT ONCE THEY SAY YES?

## Don't miss out on customer PV!

Remember to always register your customers so all of their future orders are connected to you.

[Amway.com/registration/customer](https://www.amway.com/registration/customer)



## SELL YOUR WAY!

Choose any of these easy options to help customers make a purchase.

### Personal Retail Website

Link customers to your very own Amway™ website. Create it in the Business Center.

### Amway.com

Place an order for your customer from wherever you are.

### Customer Order Form

This easy-to-use paper form option is all you need to take orders, create wish lists and follow up. 401511



# FOLLOW UP FOR GREATER EARNINGS



## SEND A CARD, TEXT OR MESSAGE

thanking your customers for supporting your business.



## LET THEM KNOW

when new products and seasonal promotions become available. Always share the new mini catalog!



## GUIDE THEM THROUGH

a product recommender such as the Artistry™ Virtual Beauty app.



## REACH OUT TO HELP THEM

set up DITTO™ scheduled orders for products they love.



## USE TOOLS

such as mobile Conversation Cards or shareable videos to introduce them to other Amway™ products they might like.



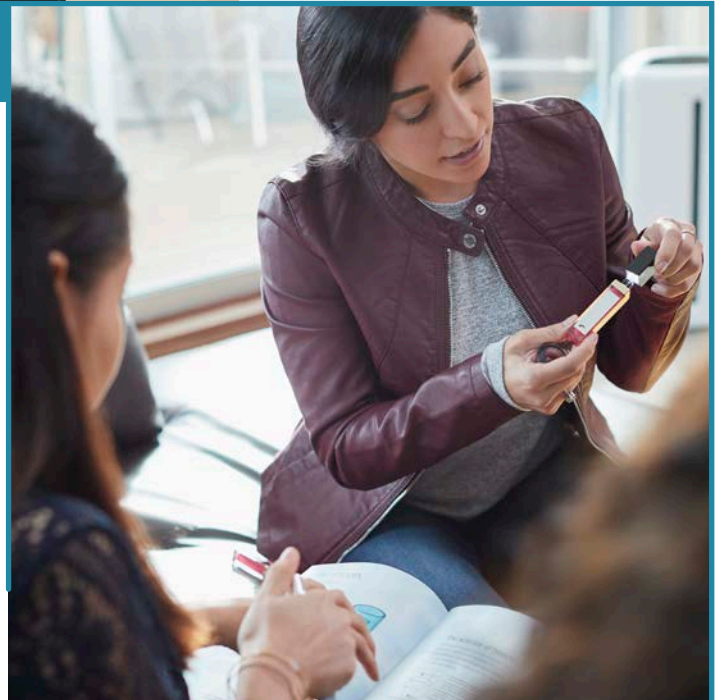
## WHY FOLLOW UP?

It's always important to follow up before and after the sale.

# 92%

of consumers would buy a new product if they liked its sample.\*

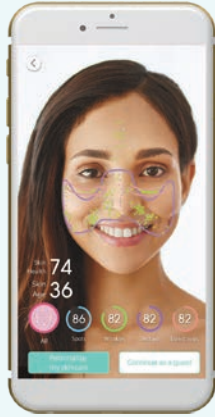
The 14 Night Reset Program works best when **repeated every 3 months**. Remind your team members to follow up with their customers, encouraging them to repeat the program for ideal skin health.



\*The NPD Group, Women's Facial Skincare Consumer Report 2017.

# USE YOUR POWER TOOLS

Discover your favorite digital tools, build customer relationships, grow volume in your business and gain new skills.



## Artistry™ Virtual Beauty app

Access makeup and skincare needs, receive personalized recommendations and purchase Artistry™ products! Download the app on the Apple®† App Store®† or Google Play®††.



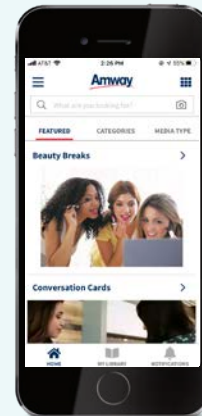
## Conversation Cards and Shareable Videos

Step-by-step, mobile-friendly tools and videos you can use directly with customers for a complete selling conversation.



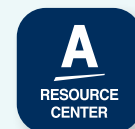
## Artistry™ Beauty Breaks How-To Guide

Use this expert guide to plan, host and follow up on a Girls' Night In with success. Be sure to share and tag your selfies with #14NightReset too! Available in the [Amway Resource Center](#).



## Amway Resource Center app

All the tools to grow your business in one convenient place.



†Apple® and App Store® are registered trademarks of Apple, Inc.  
††Google Play® is a registered trademark of Google LLC.



# KNOW BEFORE THEY ASK

## How is the NEW Artistry™ Intensive Skincare 14 Night Reset Program different from the previous product?

Our new, advanced formula was found to be 23% more effective than the previous formula\* and features these additional benefits:

- New testing shows an increase in natural skin cell repair of existing/past damage by 150%†
- Increases skin's protection against the signs of future skin damage by 217%††
- New formula increases the skin's natural ability to produce moisturizing factors by 300%\* over the previous formula, creating a strong moisture barrier†
- 57% more key ingredients for increased power, including Nutrilite™-sourced White Chia Oil
- 62% decrease in plastic used in packaging
- 8% lower price (suggested retail price)

## What makes up the Deep Night Action Ultra Technology?

This next-generation complex combines the proven efficacy of Ultrasomes® and Merospheres™, with our NEW Activator Liposome technology, including Nutrilite™-sourced Chia Seed Oil. Additional ingredients, including Phyto-3 Cica Blend, Alpinia Leaf Extract, Vitamin C Derivative and Licorice Root Extract, help repair and restore the skin against premature signs of aging.

## Why should the 14 Night Reset Program be repeated every 3 months?

For a certain amount of time, skin is able to sustain its new, boosted state. Eventually, however, the effects of the formula will diminish due to:

- **Regeneration:** Skin's typical renewal process ranges from 28–32 days, so cells that were once repaired will regenerate, leaving new untreated cells.
- **Exposure:** Continued exposure to environmental aggressors and aging factors starts to cause damage to new, untreated skin cells.

## Why is the product packaged in 14 separate vials?

The innovative design of the air-tight “mini-pump” vials ensures that the serum infusion maintains its freshness and potency until the moment you apply it to your skin. Each vial contains the precise amount of product determined to deliver the amazing results. In addition, it's a visible reminder to continue the program for 14 consecutive nights, ensuring a total skin transformation.

## Why is the product so expensive?

Many unique, effective technologies were incorporated into the product, and it is designed to be a very high-functioning, concentrated treatment, delivering remarkable results in just 14 nights. This is truly the best of the best, and the price reflects the ingredients and expertise required to create it.

## What skin type is the 14 Night Reset Program suitable for?

The 14 Night Reset Program was clinically tested on and is suitable for all skin types.

## Was the 14 Night Reset Program tested on animals?

No. The 14 Night Reset Program was not tested on animals. The Artistry™ brand opposes animal testing, and our products are not tested on animals unless required by government regulations. We actively support initiatives to create alternatives to required animal tests.

## What is the shelf life of the 14 Night Reset Program?

The shelf life of the unopened product is three years. Once uncapped, each mini-pump vial should be used the same day.

\*Moisturization study, showing effects of hydration within skin.

†in vitro test, treated vs. untreated cells; skin benefit deep within the epidermis.

††In vitro testing.