

ARTISTRY SIGNATURE SELECT™ MASKS

INSIDER'S GUIDE



ARTISTRY
SIGNATURE SELECT™



MAKE THE MOST OF A \$202 MILLION MARKET



That's right – \$202 million*. Premium facial masks are among the top trends in skincare and beauty. Artistry Signature Select™ Masks are leading the industry by blending the best of both Nutrilite™ and Artistry™ into a personalized multi-masking experience that delights and invigorates the senses.

PERSONALIZED MEANS POWERFUL

Every person's skin is unique. Did you know that your face has different skin zones with specific skincare needs? It's true – so let's start thinking about our masking routine differently.

Unlike sheet masks, which cover your whole face and target a single skin concern, wash-off masks like ours can be personalized to treat multiple skin concerns. We call this multi-masking! And like **multitasking, multi-masking** lets you target specific zones of your face with different masks, so you can treat all of your skin zones and concerns at once**.



*Source: Euromonitor 2018.

**Apply different masks to different zones on your face and do not overlap or mix masks.



7 MINUTES TO *SENSATIONAL SKIN*



No matter what your skin goals are, achieve instant results with our Artistry Signature Select™ Masks – the perfect blend of beauty and nature.

5

TARGETED MASKS:

Our skincare masks target the top 5 most common skin concerns: dryness, large pores, uneven texture, loss of elasticity and uneven skin tone.



NATURE'S BEST INGREDIENTS:

Each mask is powered by an infusion of skin-loving Nutralite™-sourced botanicals and perfected by Artistry™ skincare expertise.

INSTANT RESULTS:

In just **7** minutes, your customers will enjoy healthier, more beautiful-looking skin.

AT-HOME SPA EXPERIENCE:

Nature-inspired colors, textures and scents delight your senses and create a luxurious spa experience – all in the comfort of your own home.



MULTI-MASK FOR MORE:

Maximize your skincare routine by using different masks to target multiple skin concerns at once – it's fun, easy and saves time, too.*



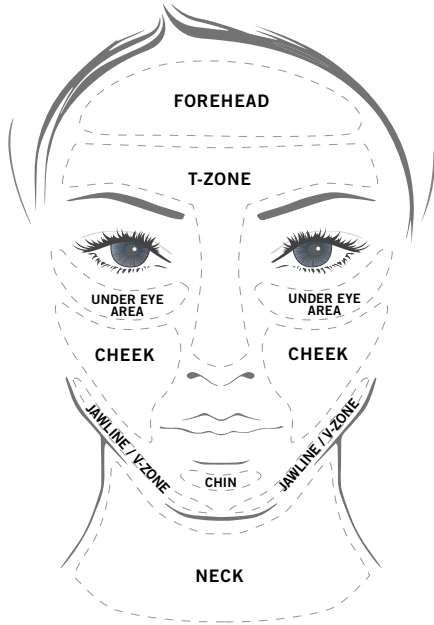
BEAUTY THAT'S SO SHAREABLE:

On trend and so much fun, masks are a must with younger customers. They'll love posting multi-masking selfies, which can lead to more sales for your business. #MultiMaskMultiTask

*Apply different masks to different zones on your face and do not overlap or mix masks.



TARGET YOUR 6 FACE ZONES



Multi-masking with Artistry Signature Select™ Masks is a personalized skincare program for you and your customers. For the first time, you can treat all of your top skin concerns, all at once, and in the targeted face zones where they appear most.

FACE ZONE	COMMON SKIN CONCERNS
Forehead	Wrinkles, rough texture
T-zone	Excess oil, shine, enlarged pores
Under eye area	Dryness, dullness, dark circles, wrinkles
Cheeks/Chin	Dryness, rough texture, sagging
Jawline	Dryness, sagging
Neck	Wrinkles, sagging

MASKS OR SERUM? OR BOTH?

Like Artistry Signature Select™ Personalized Serum, our Artistry Signature Select™ Masks deliver a powerful, personalized skincare experience – especially when you use them both.

Serums are best applied daily, as they penetrate deep into skin's surface layers to deliver results over time. Masks exfoliate and invigorate skin's surface layers and deliver instant results – and, unlike serums, masks can target different face zones.

For your best skin, apply your personalized serum every morning and night in combination with your customized multi-masking routine.



FUN & EASY TO APPLY

For the best results, cleanse your skin first. Then apply a visible layer of each mask to its targeted face zone using an applicator brush or dry fingertips, avoiding your immediate eye and lip area. **Do not overlap or mix masks.** Wait 7 minutes, then lightly massage your skin as you rinse off the masks with warm water.

MULTI-MASKING MADE JUST FOR YOU

Artistry Signature Select™ Masks are instantly powerful and oh-so-easy to apply. Use the Artistry™ Virtual Beauty app to identify your customer's top skin concerns, then personalize their multi-masking experience to demonstrate your expertise and build trust with your customers.*



POLISHING MASK

Our natural sugar scrub with Nutrilite™-sourced black currant extract gently exfoliates your skin, leaving it feeling soft, polished and touchably smooth. Exotic red citrus and green floral notes combine in an indulgent, violet-hued mask to revitalize your senses. We recommend using this exfoliation mask no more than 2 times per week.

Face zones: Forehead and T-zone – [122339](#)



BRIGHTENING MASK

Silky mousse combines with Nutrilite™-sourced white chia seed, natural loofah grains and jojoba beads to gently exfoliate your skin, revealing a brighter, more luminous complexion. Immerse yourself in the romantic essences of honey, tea and soft florals as you achieve a lit-from-within glow.

Face zones: Forehead, T-zone, under eye area** and cheeks/chin – [122340](#)



FIRMING MASK

Inspired by luscious honey, this gel mask firms your skin thanks to Nutrilite™-sourced pomegranate extract. The intense fruity hue transforms into a soothing, creamy emulsion that warms on your skin as you upwardly massage it into your cheeks, jawline and neck for 1–2 minutes. Then, leave on skin for 7 minutes to tone, tighten and revitalize.

Face zones: Forehead, cheeks/chin, jawline and neck – [122341](#)



PURIFYING MASK

Luxurious French clay and Nutrilite™-sourced citrus blend extract combine to instantly absorb excess oil, deep clean your pores and reduce shine, leaving your skin feeling invigorated and refreshingly clean. The sunny hue and bright citrus notes enliven your senses.

Face zones: Forehead and T-zone – [122342](#)



HYDRATING MASK

Ultra-hydrating and soothing, our whipped soufflé Hydrating Mask with Nutrilite™-sourced green tea extract drenches your skin in essential moisture, leaving it supple, bouncy and smooth. Awaken your senses with its lush hue and the fragrance of earthy green tea and aromatic citrus.

Face zones: Forehead, T-zone, under eye area** and cheeks/chin – [122343](#)

*Apply different masks to different zones on your face and do not overlap or mix masks.

**Avoid the area immediately under the eyes.

FROM START TO SALE SIMPLE STEPS

1

CARRY FAVORITES

- Keep Customer Favorites with you so you are always **ready to share**.
- Use them in public to **spark a conversation** and uncover a need.



2

CREATE AN EXPERIENCE

- Share a **sample**, do a **demo** or help customers make the **switch** from products they already use.
- Make it a **personalized experience** with a mini catalog tabbed just for them and a sample pouch.
- Share your **personal testimonial** with these products – it's your most powerful selling tool.



MAKE IT PERSONAL: TAB IT!

3

ASK FOR THE SALE

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



USE YOUR PERSONAL RETAIL WEBSITE OR AMWAY.COM!



START THE CONVERSATION

Connect with customers. Use the F.O.R.M method to get to know people you meet, and ask questions to identify their needs.

FAMILY AND FRIENDS

Ask about their family and friends to learn about their life and values.

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

OCCUPATION

Ask about their job or occupation to learn more about their motivations and talents.

*Where do you work?
What do you do?*

RECREATION

Ask questions about what they like to do for fun and fitness.

*What are your hobbies?
How do you stay fit?*

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!



MULTI-MASKING MEANS MORE VOLUME

Artistry Signature Select™ Masks are an easy, fun way to move more customers into skincare. Use these quick tips to connect and close the sale with our proven Six-Step Product Selling Framework.



**IDENTIFY
THE NEED**



**BUILD A
PERSONAL
CONNECTION**



**USE FEATURES
& BENEFITS**



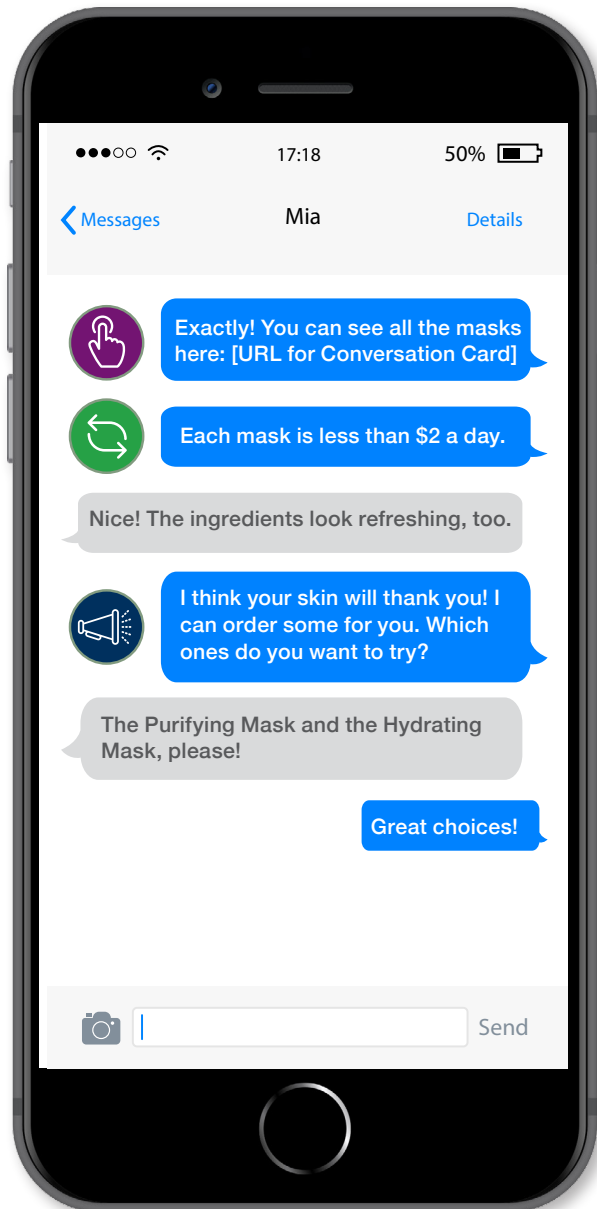
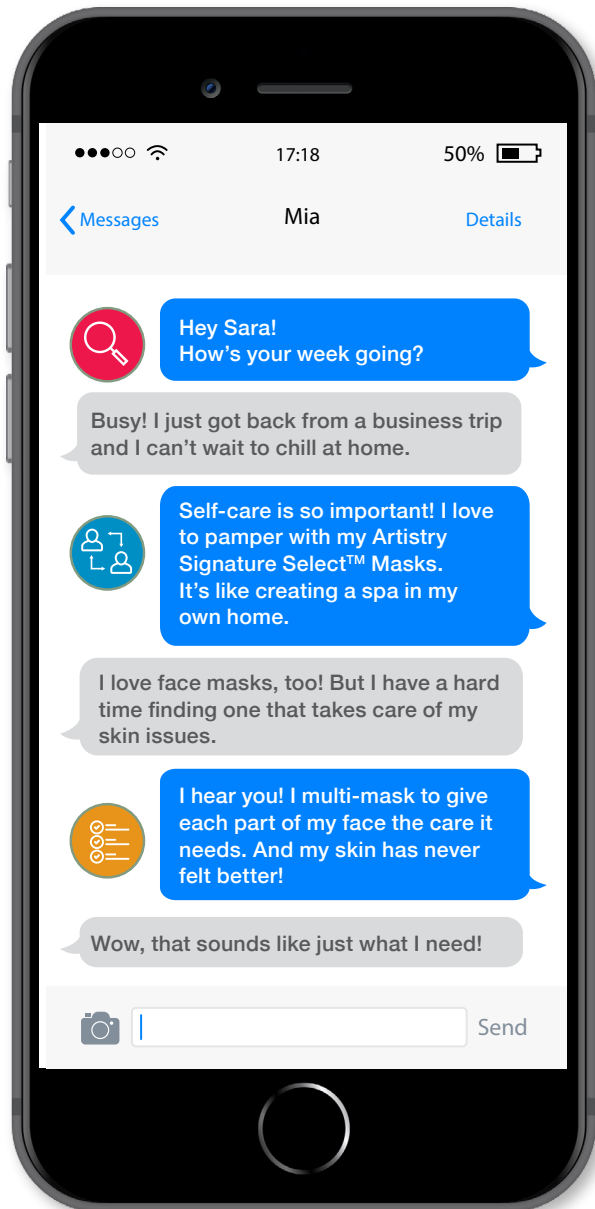
**CREATE AN
EXPERIENCE**



**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 customer** so all of their future orders are connected to you.

Amway.com/registration/customer



SELL YOUR WAY!

Choose any of these three 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 wishlists and follow up.



FOLLOW UP FOR GREATER EARNINGS



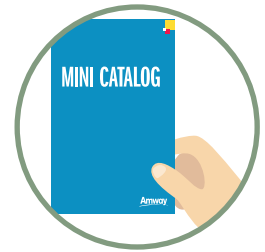
SEND A CARD, TEXT OR MESSAGE

thanking your customer 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

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



WHY FOLLOW UP?

On average, it takes **5 TIMES LONGER** to sell to a new customer than to follow up with an existing one.*

Up to **70% OF CUSTOMERS WILL STOP BUYING** if they are getting little or no follow-up.*



* Source: 2008 Learning Lab.

USE YOUR POWER TOOLS

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



Artistry Signature Select™ Masks Recipe Cards

Show off your beauty expertise with these easy recipes and effortless multi-masking tips and suggestions, available in the [Amway Resource Center](#).



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™ 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®††.



Artistry Signature Select™ Mask Sample Pack

Treat your top beauty customers to an at-home, multi-masking experience with this convenient sample pack of 10 foils, 2 each of 5 masks.

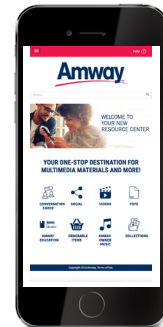
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Artistry™ Beauty Breaks Guide

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 #MultiMaskMultiTask, too!

Available in the [Amway Resource Center](#).



Amway Resource Center app

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

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