

THE ULTIMATE ARTISTRY SKIN NUTRITION™ EXPERIENCE

Beauty Breaks are the ideal stage for boosting your beauty business, showing off new products, as well as your beauty consultant expertise. For in-person gatherings or online events, there's no better way for you and your team to build a strong base of loyal fans & customers – and sustainable volume! Use this guide to confidently plan, host and follow-up with success.



WHAT'S YOUR BEAUTY BREAK STYLE?

Connection is key, so choose the Beauty Break best suited to your guests. The more comfortable guests feel, the more likely they'll be to try – and buy – Artistry Skin Nutrition™ products from you, their trusted beauty consultant. No matter your Beauty Break style, plan to inspire guests with your story on why you chose Artistry™ products and share your favorites. As you demo, you'll build credibility & reputation by sharing top benefits, tips and tricks – ultimately guiding guests to find their right-fit products.



Introduction



Virtual

- Set The Stage
- Showtime
- Virtual Tips & Tricks



In-Person

- Set The Stage
- Showtime
- Follow-up



Customer Challenges



Live Demo Tips



Checklist



Virtual Beauty Break

Virtual, laid back event for any size group, hosted online through virtual platforms.

The online Beauty Break lets you share your Artistry Skin Nutrition™ passion with guests near and far through virtual platforms such as Facebook® Live events in your closed group, and Zoom® web conferencing. Teach guests how to assess their skin using the Artistry™ Virtual Beauty app, then demo skincare products that have been recommended just for them! Just as in-person, you'll share your Artistry Skin Nutrition™ story and perform approved demonstrations live on camera as you discuss your beauty routine, talk about the products you are using, answer questions and direct guests to order from your MyShop digital storefront.



In-Person Beauty Break

In-person event for any size group, hosted at home or an event space.

The in-person Beauty Break treats your customers to a fun night, hosted by their beauty consultant – you! Teach guests how to assess their skin using the Artistry™ Virtual Beauty app, then demo skincare products that have been recommended! Show them how to get their best looking skin. Keep it conversational!

TIP: Make Your Guest List

Cast a wide net – Beauty Breaks appeal to anyone who wants better looking skin or follows skincare trends. Consider family, friends, customers, prospects and all beauty lovers to be your guests!



Virtual Beauty Break





1 Create your Artistry Skin Nutrition™ story

Get started using the Artistry™ Virtual Beauty app (Apple Store®† and Google Play®†)* to discover products you love.

Choose 3 to 5 of your favorite products to feature. There are recommended solution sets for the Artistry Skin Nutrition™ brand. Be sure to select products based on your audience's potential need.

The Artistry Skin Nutrition™ Balancing Solution Set is designed to target the needs of oily, unbalanced, younger skin.

The Artistry Skin Nutrition™ Hydrating Solution Set hydrates and cares for the multiple needs of normal and normal-to-dry skin — and helps sustain its youthful look.

Buy and try these products BEFORE you go live so you can confidently talk about your experience when you have your Beauty Break.



2 Study up, so you can impress

Follow @artistrystudioofficial and @ArtistryUS on Instagram®†, Facebook®† and YouTube®†.

Join the Amway Education Facebook®† Group to view examples of hosting an online Beauty Break.

Check out Artistry Skin Nutrition™ product pages on the Amway website.

Find these resources on the Amway Resource Center:

- Artistry Skin Nutrition™ Insider's Guide
- Healthy Beauty Supplemental Catalog and Mini Catalog
- Artistry Skin Nutrition™ routine videos and science videos
- Artistry Skin Nutrition™ In-Person Learning presentations on Amway Education
- Artistry Skin Nutrition™ Selling Videos on Amway Education



3 Fine tune your hosting skills

Create a Zoom®† meeting or Facebook®‡ Group with a memorable name like “Take a Beauty Break with Laura” or “Sip and Shop with Ashley.” Include a description of what guests can expect during the online party.

If hosting a Facebook®‡ Group, set the group privacy as “closed” so only group members can see your posts and join the conversation.

Send the event invitation and link to your customers and all downlines, encouraging them to invite their customers too.

Ask customers to RSVP to the invitation and consider offering a product giveaway or special gift for one lucky person who RSVPs in advance!

Leading up to the event, send a few reminders to your guests letting them know you are excited for the virtual party. Be sure to include any special instructions for how to log in and join.



4 Set up your studio

Set up your display, with products as focal points.

Pick a well-lit spot to host. Be sure your laptop, tablet or smartphone is stable and position the camera so you and your products are easily seen (and nothing distracting is in the background).

Plan what to say and when, then do a dry run the night before

TIP:

Watch the Artistry™ Online Beauty Break video in the Amway Resource Center to learn more details on how to make your own event.

Ask group members & your downline to invite friends. E-invites make sharing your event to others fast & easy!

Check lighting, camera angle, display and background.

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1 Be camera ready

Log into Zoom®† or Facebook®† and rehearse your talking points before you go live.

You want to sound prepared, so be sure to do a few practice runs before you go live. It will get easier the more practice you have!

If you are using your laptop, tablet or smartphone, make sure it is charged and your camera angle, lighting and background are just right.



2 Keep it conversational

After you go live, give guests time to arrive and log on before you begin your presentation.

Start out by introducing yourself and consider asking open-ended questions to spark conversation.

Once all your guests are logged on, take a minute to greet everyone and thank them for coming – just as if they were in your home.

Keep it casual, fun and friendly!

Ask open-ended questions like, “What beauty products do you use most often?” or “What beauty products do you often wish you had?”



3 Create your Artistry Skin Nutrition™ experience

Encourage guests to keep a “wish list” of products as you review them so when the event is over, you can help them place an order.

Be sure to explain how to download and use the Artistry™ Virtual Beauty app* so guests can analyze their skin during and after the event.

Give a quick (2-3 minute) overview of each featured product. Keep it interesting by sharing top benefits and your personal story with each as you show it off.

Go with what your audience really wants to see as each Beauty Break will have a slightly different audience looking for different tips & suggestions!

Spark conversation by encouraging guests to ask questions. Monitor the comments so you can answer questions while you are live. If you don't know an answer, that's okay! Let them know that you will follow-up with them afterwards.

Don't shy away from talking about price. Be up-front, address price value and remind guests that every Artistry Skin Nutrition™ product is backed by the Amway Satisfaction guarantee.*



4 Wrap it up

After you've answered everyone's questions, let them know that you will be following up to help them place orders from their wish list. Share how excited you are to become their beauty consultant.

Offer to help guests to set up repeat purchases, so they'll never run out of their Artistry Skin Nutrition™ favorites.

Thank guests for coming, remind them that you'll be following up soon, and let them know when your next Beauty Break will be (if you have another already planned).

TIP:

Greet guests as if they were at your front door.

Keep the energy up by asking open-ended questions. Always have something to talk about to prevent “dead air” while live.

DISCLAIMER: * Exclusions apply. For complete details, in the U.S. visit Amway.com; in Canada, visit Amway.ca.

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*Zoom® is a registered trademark of Zoom Telephonics, Inc. Facebook® is a registered trademark of Facebook, Inc.

More Online Social Tips & Tricks – Get Tech Savvy!

SET UP AND PROMOTE THE BEAUTY BREAK BEFORE THE EVENT



1 Talk about your products in your posts!

- Beauty and skin care are a part of your passions, so let that passion show in your posts!
- Show off a product you love or a routine you do, or try a new one, and document the experience to share it on social media so others can see it, experience it, and get interested in it!
- Become the beauty expert to your followers. Invite your followers to ask you questions for you to provide answers to!
- Remember the customer journey steps: Awareness, Interest, Consideration, Purchase, & Retention

Your social media posts should have a goal of achieving one of the steps of the journey and help potential customers progress to the next step. For example:

- › Awareness: You posting a video of your morning routine and asking others what their routine includes to start conversations & boost interest in your post!
- › Interest: If you get comments in your previous post asking, or talking about, a specific product/texture/etc., post some cool info about that product so they can learn more!
- › Consideration: Highlight the advantages of using the product and mention that you can help them if they would like to purchase it or answer any further questions they may have about it.
- › Purchase: Provide a link to your MyShop digital storefront where they are able to purchase.
- › Retention: Follow up with them to see how they like the product. Maybe ask for a review and ask if you can share it on your social media (if it's a positive review) to get others interested!

2 Set up your Beauty Break event in either Facebook[®]+ Live in your closed group, or Zoom[®]+ so you have a link to share for potential attendees to sign up and plan to attend.

- Things to look for in the platform you want to use:
 - › Cost to use – is it free or do you need to pay
 - › The maximum number of users/guests you can have per meeting
 - › How long meetings can be (some are limited while others are unlimited)
 - › Is the platform easy to use from the host's perspective? From the guest's perspective? Are the controls easy to understand?
 - › If the platform can record your Livestream (so you can share the video on social media, if desired)
- In your posts, occasionally mention your upcoming Beauty Break with a link to attend.
- Leading up to the Beauty Break event, remind people it's coming up soon so they don't forget! Remind your followers to mark their calendar!

[†]Facebook[®] is a registered trademark of Facebook, Inc. Zoom[®] is a registered trademark of Zoom Telephonics, Inc.

1 Find the optimal location for you to host your event

- A quiet space so that there is minimal, or no, background noise. You don't want any distractions coming through!
- Lots of light so you, and your products, show up on camera bright and clear
- Make sure your area is clean, especially in your background! No one wants to see a messy environment

2 Make sure your computer and camera are working properly

3 Find the best position for your camera to show you and your products

- Typically, you would want the camera positioned high enough to show you at the top half of the video, leaving the bottom half to show products on a desk or table.
- Having your camera in the Landscape orientation (aka: widescreen) is optimal for viewing on social media so your video takes up the whole screen.



**BEFORE YOU GO
LIVE WITH YOUR
BEAUTY BREAK**

4 Have a friend or team member help with a few practice runs of your Beauty Break to get feedback on

- **Camera Quality:** You want to make sure your video quality is good and that people can see you applying the products and see the differences clearly. You don't want poor video quality where it looks pixelated and difficult to see.
- **Microphone Quality:** Ensure when you are speaking that you are coming through loud and clear.
- **Lighting Quality:** Make sure your lighting shows you and your products clearly. Depending on where you set up, the lights could make you, or your products, too bright or too dark. Making it difficult for attendees to see what you are demonstrating.
- **Internet Connection Quality:** It's always best to use hard wire (internet cable) whenever possible to ensure internet connection stability. While Wi-Fi®† can still work, connectivity is not as dependable and could lead to poor quality in video and audio of your Livestream.

†Wi-Fi® is a registered trademark of Wi-Fi Alliance Corporation.

WHILE YOU ARE LIVE WITH YOUR BEAUTY BREAK

1

When you go live, wait approximately 5-7 minutes before you begin your Beauty Break presentation. This gives attendees time to get the notification you went live and join.

2

During those 5-7 minutes, have a few open-ended questions prepared to ask to spark some conversations with those who have already joined. This also keeps you from not talking, which can cause an awkward feeling.

3

Welcome and say hello to each person you see join, or as many as you can. Think of it like a house party you are hosting, you would welcome each person that comes through your door. So welcome those who join your Livestream!

4

Encourage attendees to use comments, emojis, and reactions throughout the event to keep them interacting!

5

During your Beauty Break presentation, ask questions to your audience to get feedback & reactions. This keeps the event engaging and offers you a chance to answer questions which could lead to sales!

6

When you wrap up your livestream, don't forget to remind people to:

- Follow you on all of your social accounts
- Continue to ask questions in the chat or to contact you directly
- Make any purchases they would like to make and that you can help them if needed
- Check out any upcoming Beauty Breaks you are planning.



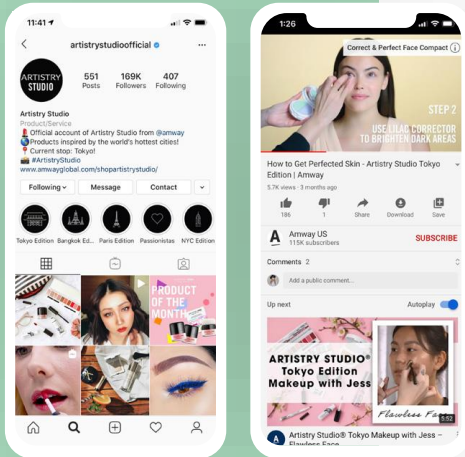
In-Person Beauty Break





1 Create your Artistry Skin Nutrition™ story

Get started using the Artistry™ Virtual Beauty app (Apple Store®† and Google Play®†)* to discover products you love.



Choose 3 to 5 of your favorite products to feature. There are recommended solution sets for Artistry Skin Nutrition™. Be sure to select products based on your audience's potential need.

The Artistry Skin Nutrition™ Balancing Solution Set is designed to target the needs of oily, unbalanced, younger skin.

The Artistry Skin Nutrition™ Hydrating Solution Set hydrates and cares for the multiple needs of normal and normal-to-dry skin — and helps sustain its youthful look.

Buy and try these products BEFORE you go live so you can confidently talk about your experience when you have your Beauty Break.

If you're focusing on makeup, practice creating different looks on yourself.



2 Study up, so you can impress

Follow @artistrystudioofficial and @ArtistryUS on Instagram®†, Facebook®† and YouTube®†.

Check out Artistry Skin Nutrition™ product pages on Amway.com and Amway.ca.

Find these resources on the Amway Resource Center:

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3 Put on the polish

Pick a fun theme! Tie your theme into the season, top beauty trends, holidays or another special event.

Pick a comfortable spot to host, either in your home or an event space.

Make your guest list and mail invitations or send an e-invite to your customers and all downlines, encouraging them to invite their customers too.

Plan your snacks and refreshments. Include other products in your Amway™ business like XS™ Energy Drinks and n* by Nutrilite™ Kombuch-Yeah! drink sticks.

Plan your product display and demos. Stock up on supplies like sponges, applicators and shopping bags.



4 Do a walk through

Be sure your laptop, smartphone, tablet or any other tech you're planning to use are fully charged!

Plan what to say and when, then do a final practice run the night before.

Practice makes perfect, so try your demos to ensure they run smoothly.

Rehearse closing the sale. Know the AMWAYPROMISE™ 100% customer satisfaction guarantee.

TIP:

Keep it relaxed and fun

Do a few practice runs of your presentation before you go live

Wow guests with the Artistry™ Virtual Beauty app

E-Invites make it easier to share your event with others, increasing your chances of getting more attendees to your Beauty Break!

* Download the Artistry™ Virtual Beauty app from the Apple®†† App Store®†† or Google Play®†.

** Exclusions apply. For complete details, in the U.S. visit Amway.com; in Canada, visit Amway.ca.

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1 Set up with style

Give yourself plenty of time to set up your display, demos and materials. Artistry Skin Nutrition™ skin products should be the focal points.

Put on the finishing party touches like music, fresh flowers and refreshments to really set the stage.



2 Keep it casual and fun

Take a minute to greet guests and thank them for coming.

Introduce yourself and share a little about your business or your experience with the Artistry Skin Nutrition™ brand. Keep it casual, fun and friendly!

Ask open-ended questions like, “What beauty products do you use most often?” or “What beauty products do you often wish you had?” or “Are there any products you’ve been wanting to try?”



3 Create your Artistry Skin Nutrition™ experience

Gather around your display and have guests use Amway hand sanitizer.

Show guests how to download and use the Artistry™ Virtual Beauty app* to analyze their skin and find their personalized skin routine.

Demo skincare by showing proper application techniques.

Keep the energy up by asking guests about their product experience.

When guests are ready, take “after” pictures with the Artistry™ Virtual Beauty app and post them on social media – use hashtags like #Artistry or #SkinNutrition or #GirlsNight and be sure they tag you!



4 Wrap it up

Help guests to register as customers on the Amway website and share how excited you are to become their beauty consultant.

Ask for the sale – remind them that every Artistry Skin Nutrition™ product is backed by the AMWAYPROMISE™ 100% customer satisfaction guarantee.

Take orders and set up repeat purchases, so guests will never run out of their Artistry Skin Nutrition™ favorites.

As guests leave, thank them for coming and tell them you’ll be in touch to see how they like their products.

TIP:

Break the ice by asking guests to name their must-have beauty product.

Walk through the Mini Catalog – have guests tab products of interest.

Get comfortable with the Artistry™ Virtual Beauty app, so you can impress your guests!

* Download the Artistry™ Virtual Beauty app from the Apple®† App Store®† or Google Play®††.

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Reach out to guests by phone, text or email to thank them again for joining the party and placing an order. If they didn't order, thank them for attending your event and remind them of the products on their wish list and ask for the sale again.

Suggest that they follow you on social as well as @artistrystudioofficial and @ArtistryUS on Instagram[®]†, Facebook[®]† and YouTube[®]† to stay in the know about new products and promotions.

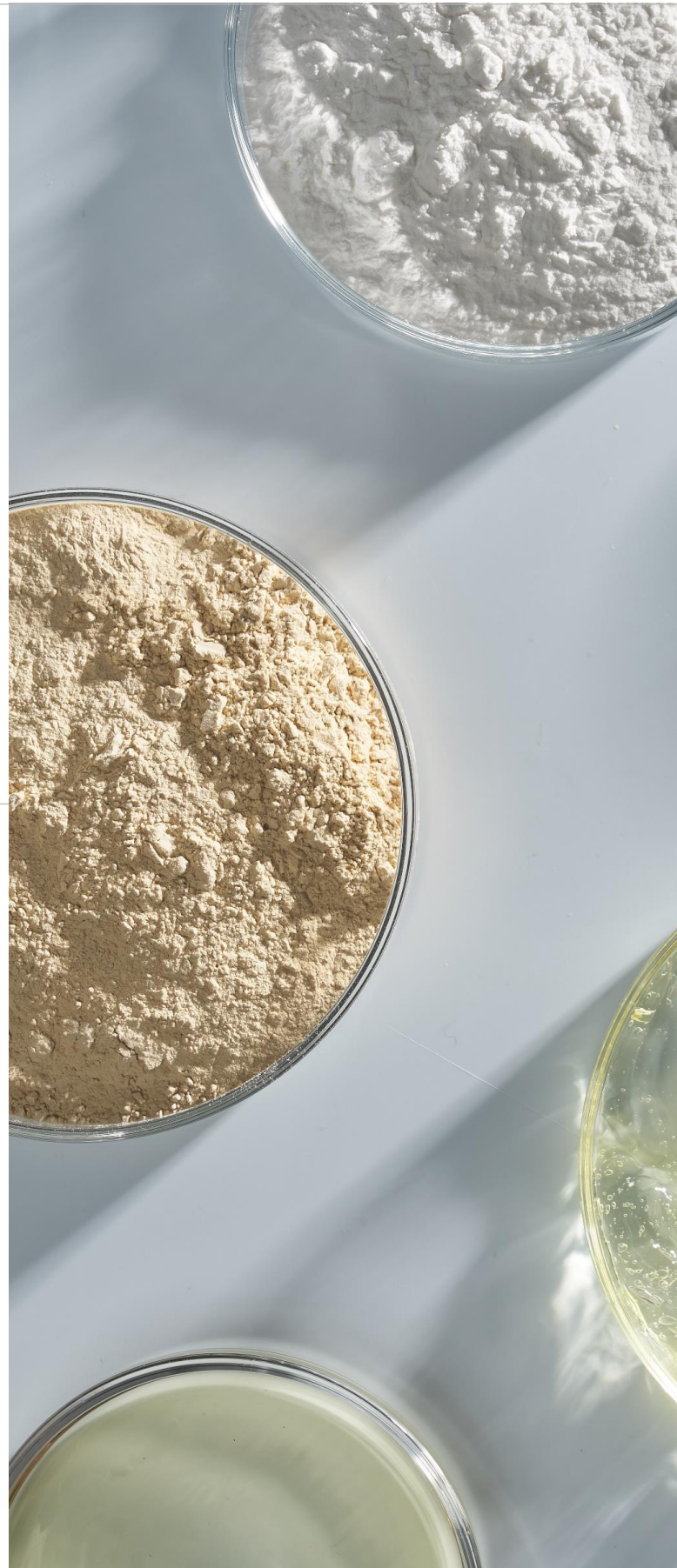
If they haven't already, invite customers to download the Artistry™ Virtual Beauty app* so they can explore even more products in a fun, interactive way!



Follow up to see if they're loving the new products and how their skin looks and feels. Listen carefully – their insights can open the door to future sales.

Don't be afraid to ask them if there are any questions you can answer such as how to use the product, if they want to try any others, or even ask for a review of the products!

Based on their unique needs, recommend a product from a different brand they might enjoy! For example, if they like to keep their beauty routine simple because they are always on the go, suggest XS™ Energy Drinks for an extra boost to keep them going.





Check in to recommend additional Artistry Skin Nutrition™ products. Ask if you can touch base in another month (then be sure you do by setting a reminder for yourself).

Sending someone a sample or trial product is a great way to open the door for new product purchases, too. Plus it boosts your trust and reputation with them!

Be sure to reach out when new products launch, to see if your customers are interested.

TIP: DID YOU KNOW?

It takes five times longer to find a new customer than it does to follow up with an existing one. †††

Publishing content on social media showing yourself using the products, even without asking for a sale, keeps your followers engaged & thinking about Artistry™ products.

Asking strategic open-ended questions on social media could provide you with answers as to what products you should feature in your next beauty break to ensure people attend it!

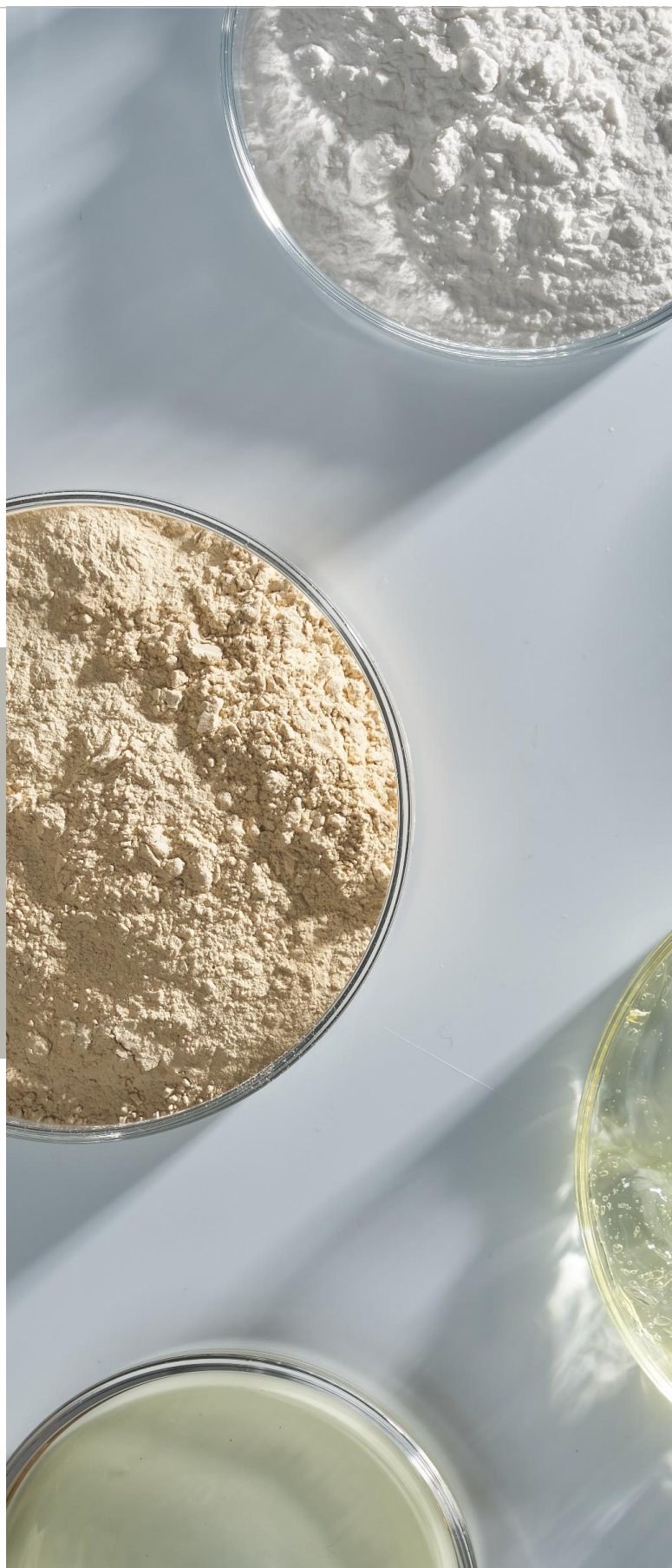
* Download the Artistry™ Virtual Beauty app from the Apple® †† App Store® †† or Google Play® ††.

† Instagram® is a registered trademark of Instagram, LLC. Facebook® is a registered trademark of Facebook, Inc. YouTube® is a registered trademark of Google, LLC

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

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††† www.forbes.com, September 2018





STAY AHEAD OF CUSTOMER CHALLENGES

Grab your followers' attention. Inspire new product purchases. Invite engagement.

SHOW OFF YOU USING THE PRODUCT

Post before-and-after photos of you using products you will be featuring in your Beauty Breaks. It's a great way to get people interested in attending your event!



Get your audience talking

Get people talking by asking open-ended questions in your social media posts such as:

“What products do you enjoy using the most?”

“Which product do you wish was easier to use/apply?”

“If you could create your ideal product, what would it be?”



What's in your bag?

Tell the world which Artistry Skin Nutrition™ products you can't live without by sharing a picture of what's in your purse, backpack or travel bag. Ask customers to share their own photos and tag you, mentioning their beauty must-haves. You can respond, recommending an Artistry Skin Nutrition™ product that meets their needs!



Out and about

Share a quick video of yourself trying combinations of different products that work well together and show it off in a quick video or picture. Consider a product sample giveaway contest for followers who like your post, comment with their favorite Artistry Skin Nutrition™ product, and tag a friend!



STAY AHEAD OF CUSTOMER CHALLENGES

Grab your followers' attention. Inspire new product purchases. Invite engagement.

SEE REAL RESULTS

Invite customers to purchase from you and then post photos/videos of their own experiences, so the world can see how they glow!



Get your audience involved

Ask your audience to share photos or videos of them using Artistry Skin Nutrition™ products and share them on your social media, mentioning what products were used as well as who the person was (with their permission!). This makes the person feel important and encourages others to participate as well!



Everyday routine

Spend a few days focused on self care! Use Artistry Skin Nutrition™ Balancing Jelly Cleanser, follow it up with the Balancing Fresh Shake Toner – then show off the Balancing Matte Gel Lotion or Balancing Matte Day Lotion SPF 30 and share a pic of you rocking your results, and invite customers to do the same! Your Artistry™ Virtual Beauty App includes a Skin Diary that keeps track of your skin improvements!



Get Intentional with your content

Make each week a special focus that you can create special content for:

Skin Care Routine

The 5 Skin Nutritional Requirements (Purify, Balance, Rebuild, Moisturize, and Protect)

Prevent Complex

TIP:

These challenges are perfect for closed environments on social media, such as private groups of Beauty Break attendees who have opted-in to receive this content.

This way, it will feel exclusive and special to them!

At all times, be sure to follow Amway's Social Media Guidelines.



Step 1

Review the story placed on the package. Artistry Skin Nutrition™ cartons share the Healthy Beauty story for each product.



Step 2

Dampen skin with fresh warm water. Apply on back of hand and massage into skin with your palm facing towards you, hold high in the air for all to see. (will change depending on the product demo)



Step 4

Use the talking points to describe the product. Talking points should be created before you conduct the demo and will vary based on the Product.'



Step 3

Rinse thoroughly and pat dry



Talking Points

Talking Points, consider how the Product feels to touch, see and smell. Talking points can be found in the Artistry Skin Nutrition™ In-Person Learning (IPL) Product Training and the Artistry Skin Nutrition™ website.

When you touch the Product -
Example: frothy, cushiony foam that works quickly to cleanse

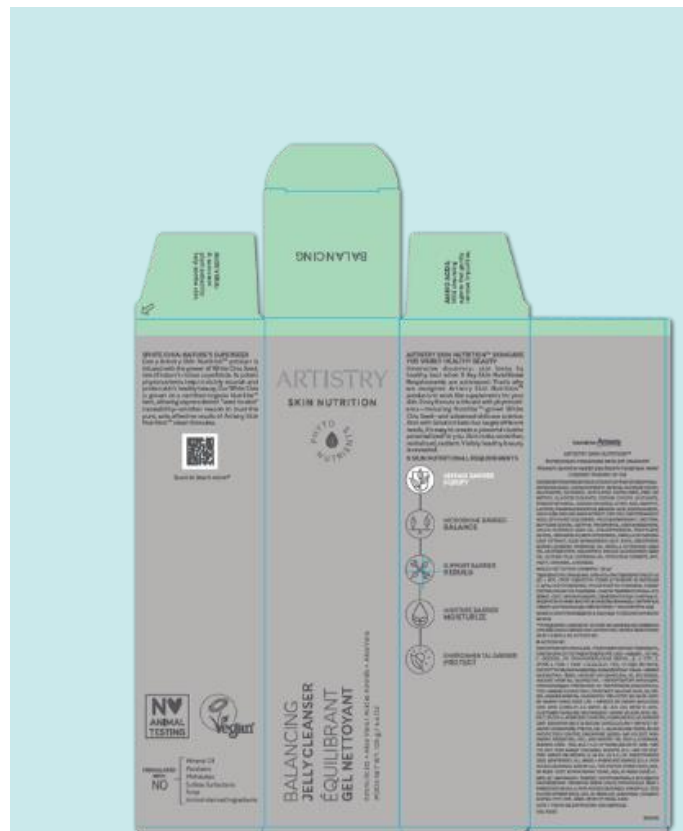
When you see the Product on your skin or look in the mirror - Example: leaves skin delightfully hydrated and clean

When you smell the Product -
Example: Refreshing trip into nature, part fresh green citrus and jasmine tea leaves, part moist mosses and woods



Supplies

Product to sample, table, enough cotton swabs or sterile test applicators, trash container, water, etc.



PLANNING YOUR BEAUTY BREAK



Create your Artistry™ story

Post content on social media that includes products you intend on featuring in an upcoming Beauty Break. This is an opportunity to share that you will be hosting an event & include a link to the event.

Build awareness and excitement by letting them know, in your posts, that you are doing a Beauty Break event soon and to keep an eye out for more details.

When you have your event planned, mention it in posts so people know to look for it. Include a link to the event in the comments so people can easily RSVP and plan to attend accordingly.



Choose a day and time

Pick a day & time that is convenient for both you AND your audience. Not sure what works for your audience? Ask them!

Don't be afraid to test different days and times. Some will have a better turnout than others, keep track of how many people attended each one and how engaged they were (number of comments and questions asked). This will let you know which days and times get you the biggest and most engaged audience for future Beauty Breaks!



Create a Beauty Break event

Create the event on the platform of your choice. This should give you a link that you can share to invite people and promote the event in your social media posts.



Invite guests to attend

Use the link you now have, share it with your audience, and ask them to RSVP to your event! Remember that you should only invite people you have a previously established connection with; you don't want your invite to be viewed as spam! Remind the people that you invite that they can invite others to attend as well!

Things to include in your invitation:

- ✓ Link to the event
- ✓ The theme or purpose of the Beauty Break event (what will the attendee get out of it?)
- ✓ The benefits of the products you are going to demo. For example, Control oil and stay hydrated. Provide 24-hour hydration and slow premature signs of aging
- ✓ Mention if you will be having any giveaways

BEFORE YOUR BEAUTY BREAK



Be prepared

Make sure you have ALL of the products readily available that you intend to discuss in your Beauty Break. Download the Artistry™ Virtual Beauty app so you can utilize its functions as well!



Study up so you can impress

Make sure you are up-to-date on all products you intend to feature so you can discuss all of the benefits during your Beauty Break!



Fine tune your hosting skills

Ask potential attendees to RSVP & invite others to join. Share a few reminders leading up to the event so they don't forget!



Set up your studio

Get your display ready. Have products available, make sure your area is clean, and perform a couple practice runs of your Beauty Break to ensure everything looks great and is working properly.

DURING YOUR BEAUTY BREAK



Be camera ready

Log in and rehearse your notes before you go live so you are well prepared!



Keep it conversational

Prepare some open-ended questions and talking points so you always have something to talk about, even as you start and are waiting for people to join the event.



Create the experience

Have notes ready so you can quickly explain how to download the Artistry™ Virtual Beauty app, give a brief overview of each product, and share your personal experiences with each product!



Be the expert

Ask your guests, multiple times throughout the event, if they have questions/thoughts/feedback on what you have shown them so far. This makes for great engagement and allows you to be the expert, showing off your knowledge of the product and process!



Wrap it up

Be prepared to answer any questions about the products and be sure to set yourself a reminder to follow up with each attendee to help place orders!

FOLLOW UP



1-3 Days

Reach out to attendees to thank them for joining. If they ordered product, thank them. If they didn't order, remind them of the products on their wish list and ask for the sale again.

Remember that it's important to keep in touch with attendees after the event. Keep the conversation going with individuals as well as your community after the event.



1-2 Weeks

Follow up to see how those who ordered are loving the new products and ask for a review. Encourage them to post within your online community so others can see them enjoying it, increasing chances for more sales!

Sharing reviews from others encourages them to attend future events and get even more involved in your community because they feel that their opinions are valued by you!



1 Month

Check in to recommend other Artistry™ products and, if you'd like to, send them a new sample to try out! Be sure to reach out again (even if it has been over a month) when new products launch to see if they are interested in them!