

ARTISTRY™

Clean beauty.
No compromises.

Dear Leaders,

You've loved and trusted the Artistry™ brand to bring you innovative and effective products. This has inspired us to continuously evolve and build a brand you can continue to be proud of. We are delighted to introduce **Artistry™** – a collection of new skin care products to support your skin care needs and business goals.

Artistry™ products work for your skin that go beyond traditional skin care, making it easy to reveal beautiful-looking skin ... with no compromises!



The Skin Cancer Foundation recommends this product as an effective broad-spectrum sunscreen.

*Artistry™ Skin Renewing Reactivation Day Lotion SPF 30 and Artistry™ Skin Renewing Reactivation Day Cream SPF 30.

What's new?

- 🍃 Fresh new look for the brand and products
- 🍃 New formulations
- 🍃 Updated packaging
- 🍃 Phytonutrients from our very own Nutrilite™ farms
- 🍃 Differentiated new story about clean and radiant beauty.

The launch of the Artistry™ collection is the start of the Artistry brand's restage, which creates an exciting opportunity for new conversations about **clean and radiant beauty** and demonstrates the Artistry brand's support for key values that are increasingly important to consumers today.

Amway

Leaders letter

Choose your own skin care solution

Artistry™ products work well together for the skin, and give you and your customers the options to:

- 🍃 Use individual products to address specific needs.
- 🍃 Use products together for an ultimate skincare solution.



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Nutrition, Wellness and Skin Science – Together for you.

Artistry™ products represent a unique approach to beauty that brings together the expertise of two professional brands and their combined 145 years of experience.

ARTISTRY™

60 years of expertise in beauty and skin science.

NUTRILITE™

85+ years of expertise in nutrition and wellness.

Nutrilite is the world's No. 1 selling vitamins and dietary supplements brand.*

Transparent and sustainable**

Each Artistry™ product contains one or more phytonutrients grown on our very own Nutrilite™ or partner farms. These farms follow sustainable farming practices that respect nature and the farming communities.

* Source: Euromonitor International Limited; Vitamins and Dietary Supplements, World, GBN, Retail Value RSP, % breakdown, 2020.

**For ingredients sourced from Nutrilite and NutriCert™ partner farms

Launch timing:

21 July 2023

Renewing and Firming Solution Bundle

6 products from the Renewing and Firming Solutions to help you address early-to-advanced signs of ageing.



Tools to support you

Equip yourself to better understand Artistry™ products and share this love with your customers using these great tools:

Brand Presentation – For detailed information on the vision and science behind the range and each product.

Brand Video – Introduce the collection with beautifully compelling video. (Artistry and Vitamin C+H)

Digital flyer – A quick and convenient introduction to the collection.

FAQ document – Provides you with questions and answers your customers and prospects might have.

Amway Academy trainings – Boost your knowledge about the products, learn about the needs they address and how to recommend them.

How to Use the Skin Care Range x2 – Recommended as an effective broad-spectrum sunscreen. Daily use for the day creams with SPF 30.

ABO Training PowerPoint with Notes

Key Ingredients and Benefits of each product

PDF Conversion Chart- YX Products to Artistry Products

Business Review (Leader Lists)

Online Web Banner

Banners

A4 Posters x2

Price List

Share the journey with us and your network!



#ArtistrySkinCare #ArtistryRadiantBeauty
#ArtistryBeautiful Skin

www.amway.co.za

Sincerely,

Your Amway Team