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HYDRA-V™
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WHAT IS THE ARTISTRY HYDRA-V™ COLLECTION?

Artistry Hydra-V™ is a comprehensive collection of hydrating skincare products inspired by Nobel Prize-winning research, designed to provide a complete, targeted system for both immediate and lasting deep hydration benefits.

WHO IS THE ARTISTRY HYDRA-V™ CUSTOMER?

The Artistry Hydra-V™ collection is primarily targeted for women aged 18-30 who are concerned with hydration. While age is not the determining factor (all women with occasional dehydration concerns will benefit), the Artistry Hydra-V™ line is the entry into Artistry® skincare.

WHAT IS DIFFERENT ABOUT THE ARTISTRY HYDRA-V™ COLLECTION?

With new technology, new packaging, and the most powerful Artistry® hydration skincare claims ever, the Artistry Hydra-V™ collection is our first ever to focus on deep hydration, for every skin type.

WHY SHOULD I USE ARTISTRY HYDRA-V™ PRODUCTS?

Skin looks and feels fresh, supple, and healthier from the very first use.

- The Power System uses the three most powerful formulas. In fact, you can immediately boost your hydration by 270% by using the Vital Skin Serum Concentrate and the Nourishing Gel Cream.
- Lasting hydration for 24 hours*
- Women confirmed after three days their skin felt healthier, more supple, smoother, and looked fresher.*
- Clinical measurement showed a significant improvement in skin texture after 28 days.**

*When using Vital Skin Serum Concentrate, Nourishing Gel Cream, and Refreshing Eye Gel Cream.

**When using Vital Skin Serum Concentrate.
WHAT ARE THE KEY INGREDIENTS AND TECHNOLOGIES IN ARTISTRY HYDRA-V™ PRODUCTS?

Artistry™ scientists developed an exclusive line of formulas by sourcing rare ingredients from around the world and leveraging them with key technologies.

- **Norwegian Fjord Water**, encapsulated in our exclusive Artistry Hydra-V™ Liposome, helps deliver an immediate, refreshing feeling.

- **Himalayan Pink Rock Minerals** in a Hydra Complex (a proprietary blend of ingredients) replenishes the skin to help improve water transportation, storage, and retention.

- **Hawaiian Acai** and our Moisturizing Liposome maintain skin’s moisture barrier to help revitalize skin by locking in hydration.
WHAT PRODUCTS MAKE UP THE ARTISTRY HYDRA-V™ COLLECTION?

**PREP**
- FRESH FOAMING CLEANSER
- FRESH TONER

**INFUSE**
- VITAL SKIN SERUM CONCENTRATE

**HYDRATE**
- REFRESHING GEL
- NOURISHING GEL CREAM
- REPLENISHING MOISTURE CREAM
- REFRESHING EYE GEL CREAM
WHAT IS THE ARTISTRY HYDRA-V™ POWER SYSTEM?

To maximize the Artistry Hydra-V™ benefits of deep, lasting hydration, the Artistry® brand recommends the three-part Artistry Hydra-V™ Power System.

- Vital Skin Serum Concentrate
- Nourishing Gel Cream
- Refreshing Eye Gel Cream

The Artistry Hydra-V™ Power System delivers maximum hydration results for skin that has never looked or felt so healthy. This simplified, easy-to-use 3-step system is suitable for all skin types and contains the most powerful products in the collection.
WHAT IS ARTISTRY HYDRA-V™?

The Artistry® brand invites you to discover a new level of hydration.

REFRESH. REPLENISH. REVITALIZE.

Our exclusive hydration innovation.
For skin that feels soft, smooth, and supple beyond all expectations.

New Artistry Hydra-V™.
Introducing Artistry Hydra-V™, a comprehensive collection of hydrating skincare products inspired by Nobel Prize-winning research, designed to provide a complete, targeted system for both immediate and lasting deep hydration benefits. With completely new formulas, the products look and feel as fresh and youthful as the way they leave skin. Designed to achieve the best hydration for every skin type.

By sourcing rare ingredients from around the world, Artistry™ scientists created an exclusive line of formulas with pure Norwegian Fjord Water to infuse skin with refreshing hydration, nutrient-rich Himalayan Pink Rock Minerals to replenish skin with essential nutrients, and moisture-locking Hawaiian Acai to revitalize skin by locking in hydration. The Artistry Hydra-V™ collection is the ultimate in pure hydration. Skin surges with vitality and feels refreshingly beautiful.

With new technology, new packaging, and the most powerful Artistry® hydration skincare claims ever, the Artistry Hydra-V™ collection is our first ever to focus on deep hydration.
The Artistry® brand has always been a brand dedicated to research and technological advancements, guided by the three brand pillars of Discovery, Imagination, and Invention.

With the Artistry Hydra-V™ collection, the Artistry® brand has leveraged its incredible scientific resources to create a leading edge skincare collection that is exactly right for our customer and her needs—while delivering more than she expects. With every collection, Artistry™ scientists apply their knowledge of skin science and ingredients to create breakthroughs best suited to specific skin concerns and conditions.

Now the Artistry® brand shows that hydrating skincare can also mean “advanced”; in fact, the formulas created for the collection contain some of the most recent, leading-edge discoveries from the world of skin science, adapted specifically to provide hydration immediately and long-term.
Imagine skin that looks vibrant, radiant, healthy, and fresh. Imagine skin that feels hydrated, smooth, and soft to the touch—all day, all night, and upon waking. Imagine skin that is able to naturally maintain the look of younger skin, since well-hydrated skin better resists signs of aging. The new Artistry Hydra-V™ collection makes all of this possible.

The Artistry Hydra-V™ collection name is a combination of HYDRA (a derivation of the Latin root word for water) and V (representing the word ‘vital’—meaning full of life). Together they reference the goal of refreshed, replenished, and revitalized skin.

Flawless skin starts with hydration. Whether someone has dry, oily, or combination skin, all skin types need hydration. Artistry™ scientists understand that skin cannot function most effectively without the optimal amount of water.

As a result, Artistry™ scientists have developed effective products to deliver specific hydrating ingredients deep into the surface of the skin. There they help replenish and maintain hydration levels, for fresh-feeling and flawless-looking skin immediately and long term. These are the innovations that power the incredible effectiveness of the Artistry Hydra-V™ collection.

The Artistry Hydra-V™ collection deeply hydrates skin, helping to optimize your skin’s natural condition and hydration process. Skin looks and feels fresh, supple, and healthier from the very first use.

Results you can see and feel. Results we can prove:

- The Power System uses the three most powerful formulas. In fact, you can immediately boost your hydration by 270% by using the Vital Skin Serum and the Nourishing Gel Cream.
- Lasting hydration for 24 hours*
- Women confirmed after three days their skin felt healthier, more supple, smoother, and looked fresher.*
- Clinical measurement showed a significant improvement in skin texture after 28 days.**

*When using the Power System: Vital Skin Serum Concentrate, Nourishing Gel Cream, and Refreshing Eye Gel Cream.

**When using Vital Skin Serum Concentrate.
Artistry Hydra-V™ is the first deep hydration collection the Artistry® brand has ever launched. Artistry Hydra-V™ is a comprehensive group of technologically advanced products, which are specially formulated to work together. Optimal hydration is achieved after only one use for beautifully smooth, healthy-looking skin.

Inspired by Nobel Prize-winning research, Artistry™ scientists now deliver a skincare system to optimally hydrate skin with a blend of pristine, rare ingredients that help take deep hydration to a whole new level:

1. Refresh your skin with pure Norwegian Fjord Water that helps infuse hydration deep in skin.


3. Moisture-locking Hawaiian Acai revitalizes skin to lock in the water/hydration and promote the strongest barrier to keep that water/hydration in.

These rare ingredients from around the world play an important role in the incredible effectiveness of the Artistry Hydra-V™ collection. The result? By maximizing your skin’s hydration, the Artistry Hydra-V™ collection also helps maintain smoother, more vibrant, healthier-looking skin.
The Artistry Hydra-V™ customer has varying types of skin concerns.

- Some may describe their skin as “comfortable” and may not have any specific concerns other than wanting to keep their skin looking young, healthy, and hydrated.

- Other customers may experience skin that is tight, uncomfortable, and showing some fine, dry lines.

- Those with combination skin have dry skin in some areas, but oiliness elsewhere.

- Some others may have dull, dry, flaky areas.

- Still more may have oily skin, and avoid moisturizing because creams feel too emollient.

*For more on occasional dehydration, see Hydration Delivery on page 33.
In addition, all potential Artistry Hydra-V™ customers want a skincare system that is easy to use. They are likely aware of and may have tried (or may be using) the following competitors’ products for hydration:

- Dior Hydra Life®; Parfums Christian Dior, Paris France
- Estée Lauder Hydrationist®/Estee Lauder® Nutritious; Estee Lauder Inc., New York, New York
- Lancôme® Hydra-Zen®; Lancome Parfums et Beaute & CIE, Paris, France
- Clarins® HydroQuench; F.C.F., Inc., New York, New York
- Guerlain® Super Aqua; Guerlain Inc., New York, New York
- Biotherm® Aquasource®; Biotherm Corporation, Monaco
- Laneige® Water Bank; Amorepacific Corporation, Seoul, Korea
- Amorepacific® Moisture Bound®; Amorepacific Corporation, Seoul, Korea
- Sulwhasoo® Hydro-Aid; Amorepacific Corporation, Seoul, Korea
- Vichy® Aqualia Thermal®; L’Oreal Societe Anonyme France, Paris, France
- Garnier® Moisture Rescue; L’Oreal Societe Anonyme France, Paris, France
- Neutrogena® Hydro Boost; Neutrogena Corporation, Los Angeles, California
- L’Oreal® Hydra-Fresh™ - L’Oreal (L’Oreal Corporation, Paris, France); Hydra Fresh (L’Oreal Societe Anonyme France, Paris, France)

All Artistry Hydra-V™ customers want their skin to look hydrated, glowing, healthy, naturally radiant. They want their skin to feel soft, supple, smooth, and well hydrated.
HYDRATION 101
WHAT IS DEHYDRATION?

Dehydration is a lack of water in the skin. It can be a temporary condition or a lifelong problem—but it’s not the same as dry skin.

All skin types need an adequate level of water content to maintain healthy-looking skin.

In the same way that drinking 8 glasses of water a day can help refresh the body and quench thirst by hydrating it from inside out, so can skin benefit from the ability of the Artistry Hydra-V™ collection to deliver a needed hydration boost.

DID YOU KNOW?

*Water is the major component of the human body. Approximately 60% of the human adult body weight is water.*

Our skin needs an adequate level of water content in the uppermost layers (the stratum corneum) to remain smooth and supple.

*www.waterinfo.org/resources/water-facts*
The answer may surprise you: almost everyone, and all skin types.

Here’s what most people don’t know about skin. To start, it’s the largest organ of the human body. It protects us, helps regulate our temperature, and plays a role in maintaining our physical and even mental health. Because of that, it has the most need for everyday care and attention—doing so has been a part of human behavior in all races and cultures throughout history.

One of the first conditions people notice is dehydrated skin; millions of people worldwide experience it. They see and feel the effects to varying degrees: unpleasant sensations such as itching, flaking, stinging, or simply an uncomfortable dry and taut feeling.

Daily replenishment of your skin’s hydration is important, no matter your skin type. Even when we do not see or feel these effects, we are still naturally losing moisture and hydration due to the environment (very cold or hot conditions as well as the wind), air conditioning, heating, daily cleansing, lifestyle habits, stress, and general evaporation.

Also important is to recognize that any moisture added to skin can also be lost if skin is not able to retain it. Skin’s natural moisture barrier is intended to do that. Just as a brick wall is made from bricks held together with mortar, the skin’s moisture barrier is made up of skin cells and lipids. If skin does not have the right amount of lipids, its moisture barrier will not retain moisture effectively, and needs to be strengthened.

**FIG 1: Normal, healthy skin**

**FIG 2: Dry, dehydrated skin**
WHAT CAUSES DEHYDRATION?

The chart below shows how damage from environmental stressors begins to accumulate in skin. You can see that dryness starts very early and can show up as early as the 20s. This is true for all skin types.
HOW IS DEHYDRATION DIFFERENT THAN DRY SKIN?

To many people, dehydration and dry skin can seem like the same thing, because they both cause skin to look and feel the same way:

- **FEELS:** Tight, taut, uncomfortable, itchy, may be easily irritated.
- **LOOKS:** Dull, lackluster, rough; may be flaky and even red.

Here’s how to tell them apart:

<table>
<thead>
<tr>
<th>DRY SKIN</th>
<th>DEHYDRATED SKIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dry skin is a skin type.</td>
<td>Dehydrated skin is a skin condition.</td>
</tr>
<tr>
<td>Lacks sufficient oils.</td>
<td>Lacks sufficient water in outermost layers.</td>
</tr>
<tr>
<td>Possible causes: genetics, chronic illness, environment (including temperature/humidity changes, heat, air conditioning, and severe cold weather), sun exposure, lifestyle, stress, daily cleansing, aging.</td>
<td>Possible causes: environment (including temperature/humidity changes, heat, air conditioning, and severe cold weather), sun exposure, lifestyle, stress, excessive cleansing, and some medications and acne preparations.</td>
</tr>
<tr>
<td>Ongoing concern? YES</td>
<td>Ongoing concern? NO, it comes and goes.</td>
</tr>
</tbody>
</table>

Think of it this way:

**All skin types** can benefit from extra hydration.

Even oily skin can experience dehydration, which is a lack of water, not oil.

Only dry skin will benefit from extra oil.

Dehydrated skin can lead to dry skin.

ALL SKIN TYPES NEED HYDRATION.
HOW DOES ARTISTRY HYDRA-V™ WORK FOR YOUR SKIN TYPE?

It’s a fact: all skin benefits from hydration. Dry skin. Combination skin. And yes, even oily skin, which perhaps does not necessarily feel the need.

<table>
<thead>
<tr>
<th>SKIN TYPE</th>
<th>THE HYDRATION NEED</th>
<th>PREFERRED PRODUCT FORM</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRY SKIN</td>
<td>• Add hydration</td>
<td>People with dry skin condition tend to prefer a more moisture-feeling, rich cream formula that features more emollients.</td>
</tr>
<tr>
<td></td>
<td>• Help repair the natural moisture barrier with lipids</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Soften skin’s surface</td>
<td></td>
</tr>
<tr>
<td>COMBINATION SKIN</td>
<td>• Add hydration</td>
<td>People with combination skin tend to prefer a lighter cream or cream gel that feels more lightweight on skin.</td>
</tr>
<tr>
<td></td>
<td>• Help repair the natural moisture barrier with lipids</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Soften skin’s surface</td>
<td></td>
</tr>
<tr>
<td>OILY SKIN</td>
<td>• Add hydration</td>
<td>People with oily skin often prefer gels, light lotions, or cream gels with very low levels of heavy emollients and oils.</td>
</tr>
<tr>
<td></td>
<td>• Replace lipids lost through over-cleansing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Increase surface comfort and smoothness</td>
<td></td>
</tr>
</tbody>
</table>
Artistry Hydra-V™ moisturizers, with our exclusive hydrating formulas, are customized for all different skin types in a variety of skin-pleasing textures.

To make it effortless to find the perfect moisturizer, the Artistry Hydra-V™ collection includes a unique water droplet coding system that appears on each moisturizer package. The more droplets, the more hydration the skin receives.
INGREDIENTS & TECHNOLOGY
THE ARTISTRY HYDRA-V™ SOLUTION

IMAGINE achieving truly long-lasting hydration.

To most effectively deal with the challenge of truly hydrating skin, Artistry™ scientists realized that skin benefits most from a combination of ingredients and technology, all necessary to achieve truly long-lasting hydration.

DISCOVER pristine, hydrating ingredients.

Exploring how to bring this revolutionary idea to you, Artistry™ scientists searched the world’s most pristine places to discover a blend of ingredients that take deep hydration to a whole new level.

INVENT exclusive new formulas.

Sourcing rare ingredients from the world’s most pristine places, we created exclusive formulas with pure Norwegian Fjord Water, nutrient-rich Himalayan Pink Rock Minerals, and moisture-locking Hawaiian Acai.

The Artistry Hydra-V™ collection helps skin look vibrant, radiant, healthy, and fresh. Skin feels refreshed, hydration is replenished, and skin looks and feels revitalized—smooth and soft to the touch all day.
Norwegian Fjord Water

Imagine the purest glacial water, now made available to hydrate your skin.

Glacier ice is the largest reservoir of freshwater on Earth. Because glacial waters vary in quality based on their source, our Artistry™ scientists searched for the freshest and purest they could find. Our Artistry Hydra-V™ water comes from glaciers formed 10,000 years ago in a unique Norwegian fjord. Filtered through special quartz sand, this water is believed by experts to be the purest in Norway. Benefiting from minimal contact with humans, our Norwegian Fjord Water is the freshest and purest hydration for your skin.

Encapsulated pure Norwegian Fjord Water is in every Artistry Hydra-V™ product to instantly refresh with pristine hydration deep within the upper layers of your skin.
Himalayan Pink Rock Minerals

Imagine Himalayan Pink Rock Minerals, only found deep in the heart of the Himalayan Mountain Range, now made available to help replenish your skin.

Mined from ancient sea salt deposits within the Himalayan Mountains, these rock minerals are extracted by hand using centuries-old traditional methods, and then dried in the sun. Prized for their extraordinary purity, they are free from any processing or additives, rich in nutrients, and naturally occur in a variety of beautiful pink and red colors. Because it has a wide variety of uses—including as a flavoring on food—it has long been sought after for its therapeutic and nutritional properties.

Himalayan Pink Rock Minerals contain nine essential minerals crucial to the skin’s health. Known for their high capacity to be assimilated by the body, these important skin-replenishing ingredients help to maintain and promote hydration within the skin.

Nutrient-rich Himalayan Pink Rock Minerals are found only in Artistry Hydra-V™ Vital Skin Serum Concentrate to help replenish your skin.
Hawaiian Acai

Imagine the all-natural Hawaiian Acai, a berry high in antioxidants, now made available to revitalize your skin.

Just as grapes grown in different soils produce different qualities of wine, acai berries benefit greatly from the environment in which they are grown.

The Hawaiian locale produces berries that are rich in antioxidants. Hawaii’s climate promotes an ideal growing environment with warm temperatures, plentiful rain, and soil that is rich in organic matter and nutrients from lava.

Deep purple in color and rich in fatty acids, our Hawaiian Acai ingredient is cold pressed from the Hawaiian Acai seeds to extract its oil. Capable of holding more than double its weight in water, it also helps improve the skin’s moisture barrier formation and function, revitalizing the skin by locking in much-needed hydration.

Hawaiian Acai is in the following Artistry Hydra-V™ products:

- Vital Skin Serum Concentrate
- Refreshing Gel
- Nourishing Gel Cream
- Replenishing Moisture Cream
KEY INGREDIENTS SUMMARY

The Artistry Hydra-V™ collection was carefully crafted to help skin maximize hydration—leaving it looking and feeling softer, smoother, refreshed.

Guided by each product’s function, Artistry™ scientists designed each to deliver one or more of these rare ingredients.

To ensure that any skin type will benefit, the Artistry Hydra-V™ collection is best when used as a system. The Artistry Hydra-V™ Power System of Vital Skin Serum Concentrate, Nourishing Gel Cream, and Refreshing Eye Gel Cream is the most powerful system to ensure skin receives the most deeply hydrating benefits.

To learn more about the Artistry Hydra-V™, see page 62.
TECHNOLOGY: THE HYDRATION DELIVERY SYSTEM
What is the first action necessary for truly long-lasting hydration? To refresh skin with hydration that skin readily accepts.

The Artistry Hydra-V™ hydration delivery system begins by quenching skin with our pure Norwegian Fjord Water encapsulated in our exclusive liposome to deliver an immediate, refreshing feeling.

Our Norwegian Fjord Water is central to the refreshing benefit.

Our exclusive Artistry Hydra-V™ Liposome is produced using a patent-pending process, and contains not only the pure Norwegian Fjord Water but also other water-attracting ingredients such as sodium hyaluronate and glycerin.
HYDRATION DELIVERY: RESULTS IN REFRESHED SKIN

Dried and disorganized skin cells.

Norwegian Fjord Water infused complex. Exclusive liposomes promote immediate hydration.

Plump, hydrated skin cells.
What is the second action necessary for truly long-lasting hydration? To replenish skin with vital nutrients and maintain hydration by managing movement of water where it’s needed.

Hydrating skin is not as simple as adding water. Inspired by Nobel Prize-winning research on aquaporins (skin’s natural water channels), the Artistry® brand has developed technology to optimize hydration, centered on how skin cells manage the water in and around them.

While it is important to hydrate the skin, proper hydration management is needed to meet your particular skin needs. Think of it as an irrigation system for skin cells, making sure that water and nutrients are carried to where they are most needed.

To do this, our Artistry™ scientists have created an exclusive complex to provide a holistic approach to optimizing the skin’s natural hydration process: the Hydra Complex.

The Hydra Complex is a proprietary blend of ingredients—including Himalayan Pink Rock Minerals—that help replenish the skin to improve:

- Water transportation between cells
- Water storage within cells
- The presence of nutrient-rich minerals

Our exclusive Hydra Complex does this very efficiently. Here’s how it works (see the illustration): it features the Himalayan Pink Rock Minerals, which provide essential nutrients to the skin. Other ingredients* in the Hydra Complex help increase the activity of the skin’s Aquaporins and strengthen tight junctions so that adequate water levels can be maintained throughout skin’s surface layers, all helping to prevent dehydration.

Our Hydra Complex is found exclusively in Artistry Hydra-V™ Vital Skin Serum Concentrate.

*For more information on the ingredients in the Hydra Complex, see the Hydra Complex Ingredients Chart located in the Additional Information section of this Product Manual.
Disorganized skin cells. Essential water (hydration) is lost.

Hydra Complex penetrates skin surface, increasing activity of water channels to help efficiently transport water.

Skin cells are more tightly packed and hydration is increased and maintained.
What is the third action necessary for truly long-lasting hydration? To *revitalize* skin’s ability to lock in the pure hydration by strengthening a healthy moisture barrier. This “seals” in the water and creates the strongest “wall,” locking hydration within the skin all day.

Maintaining your skin’s moisture barrier function is a fundamental part of maintaining hydration. In Artistry Hydra-V™ products, this is achieved through a combination of Hawaiian Acai and our exclusive Moisturizing Liposome.

Revitalizing skin’s ability to hold on to hydration also helps other ingredients in the Artistry Hydra-V™ moisturizers work more effectively. Applying products directly on top of the skin allows beneficial effects from their ingredients, but without locking these ingredients into the skin the benefits may be temporary at best.

Artistry Hydra-V™ products also feature additional hydrating agents like sodium hyaluronate.
HYDRATION DELIVERY: RESULTS IN REVITALIZED SKIN

Disorganized skin cells.

Hawaiian Acai, along with other ingredients, penetrate the skin’s surface, promoting a tight lock between cells, especially at stratum corneum level.

Top layer is filled in, which minimizes water loss and locks in the hydrating benefits of Artistry Hydra-V™ products.
The Artistry Hydra-V™ collection provides hydration benefits to refresh, replenish, and revitalize skin. Guided by each product’s function, Artistry™ scientists designed each Artistry Hydra-V™ product to deliver one or more of these technologies.

<table>
<thead>
<tr>
<th>Ingredient and benefit</th>
<th>REFRESH</th>
<th>REPLENISH</th>
<th>REVITALIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artistry Hydra-V™ Liposome with Norwegian Fjord Water</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hydrates by infusing water into skin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hydra Complex, which includes Himalayan Pink Rock Minerals</td>
<td></td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>
| Contains nine minerals for skin health, and helps to manage water within the epidermis. | | | ✔️
| Hawaiian Acai Extract | | | ✔️
| Improves moisture barrier to help maintain hydration | | | ✔️
| Moisturizing Liposome | | ✔️ | |
| Improves moisture barrier to help maintain hydration | | | ✔️

- Fresh Foaming Cleanser: ✔️
- Fresh Toner: ✔️
- Vital Skin Serum Concentrate: ✔️ ✔️ X
- Refreshing Gel: ✔️ X X
- Nourishing Gel Cream: ✔️ X X
- Replenishing Moisture Cream: ✔️ X X
- Refreshing Eye Gel Cream: ✔️ X X

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HOW THE ARTISTRY HYDRA-V™ TECHNOLOGIES WORK TOGETHER

Dried and disorganized skin cells.

Norwegian Fjord Water infused complex. Exclusive liposomes promote immediate hydration.

Hydra Complex penetrates skin surface, increasing activity of water channels to help efficiently transport water.

Hawaiian Acai, along with other ingredients, penetrate the skin’s surface, promoting a tight lock between cells, especially at stratum corneum level.

**Immediate and lasting deep hydration benefits:** Plump, hydrated skin cells. Skin cells are more tightly packed and hydration is increased and maintained. Top layer is filled in, which minimizes water loss and locks in the hydrating benefits of Artistry Hydra-V™ products.
PERFORMANCE
PERFORMANCE

As with every Artistry® skincare collection, Artistry Hydra-V™ products were tested to prove results, support claims, and record the incredible consumer response.

IMMEDIATE HYDRATION CLINICAL RESULTS

There were two clinical studies done on immediate hydration effects of the Artistry Hydra-V™ Vital Skin Serum Concentrate.

- In one, we measured the visual effect of product on the surface of the skin; images were taken to qualify the product’s hydrating effect. (See images below.)

- In the second study, the product was applied and the hydration of skin was measured. It showed that the subjects received an immediate 184% increase in skin’s water content.

Before and After Images Immediately After Application

An immediate 184% increase in skin’s water content.
28 DAY CLINICAL RESULTS

28 CLINICAL TRANSEPIDERMAL WATER LOSS STUDY

A 28 Day Clinical Study was conducted to measure the effect of the product. The product was applied twice per day, and the skin was measured for transepidermal water loss (water passing from inside the epidermis into the atmosphere). The chart below shows the readings at days 7, 14, and 28. The decreases indicate an improvement of the skin’s moisture barrier function.

Artistry Hydra-V™ Vital Skin Serum Concentrate Transepidermal Water Loss vs Placebo

<table>
<thead>
<tr>
<th>Day</th>
<th>Water Loss Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>0.0%</td>
</tr>
<tr>
<td>14</td>
<td>-2.0%</td>
</tr>
<tr>
<td>28</td>
<td>-4.0%</td>
</tr>
</tbody>
</table>

*Significant results versus placebo according to Student’s test (p<0.05) ns: No Significant result vs placebo

CONFOCAL IMAGES FROM A 28 DAY CLINICAL STUDY

The images were evaluated by a trained panel using a scoring scale comprising the four stages of barrier organization. Significant improvement was seen at all time points, indicating that the Artistry Hydra-V™ Vital Skin Serum Concentrate restores the cellular organization of the upper layers of the skin. Surface skin appears more uniform and smooth, texture is improved.

After 28 days of treatment, the skin’s moisture barrier is significantly improved.

© SILAB
Normal, healthy skin, skin cells appear uniform in shape, hexagonal and more honeycomb in their arrangement.

© SILAB
Day 0 Start of Study
Dry, dehydrated skin. Skin cells are more rounded in shape—versus the honeycomb shape in normal, healthy skin. Skin’s moisture barrier is compromised.

© SILAB
Day 14
After 14 days using Artistry Hydra-V™ Vital Skin Serum Concentrate, skin cells appear more uniform in shape and structure, showing they are beginning to resemble more closely those of normal, healthy-looking skin (Fig. 1).

© SILAB
Day 28:
After 28 days using Artistry Hydra-V™ Vital Skin Serum Concentrate, skin cells appear more uniform in shape, hexagonal, and more honeycomb in their arrangement—resembling those of normal, healthy-looking skin (Fig. 1).
SKIN TEMPERATURE CLINICAL STUDY

A Clinical Study was conducted using the Artistry Hydra-V™ Refreshing Gel. The product was applied to the surface of the cheek and infrared images were taken to show the cooling effect of the gel on the surface state of the skin.

Artistry Hydra-V™ Refreshing Gel instantly cools skin by 3 Degrees Celsius (5.3 Degrees Fahrenheit).

The cooler the surface of the skin, the more blue color appears in the image. The amount of blue in the second image shows how the Artistry Hydra-V™ Refreshing Gel immediately cools the surface of the skin.
To symbolize the Artistry Hydra-V™ brand’s new approach to hydration, the Artistry® brand created fresh new packaging that elevates each product in the Artistry Hydra-V™ collection beyond simple—and into the future of skincare. The design and colors were specially chosen to reflect the Artistry Hydra-V™ promise of deep, lasting hydration.

The dominant Artistry Hydra-V™ color is a fresh, deep blue which, while beautifully confident, is also energizing—evoking the power of the Artistry Hydra-V™ promise to thoroughly hydrate skin.

Called Crescendo, the package design for the Artistry® brand is elegant, elevated, and distinctive. It is a perfect encapsulation of the brand’s beauty. The word ‘crescendo’ is defined, especially in music, as a gradual and continuous increase in volume. This name was adopted as the title for the new Artistry® package design to signify the grace and height of the upward-slanted caps.

“AN ENDLESS CRESCENDO, ALWAYS MOVING FORWARD.”
ORDER OF USE

To achieve maximum results, Artistry Hydra-V™ products are recommended to be used as a system, twice a day.

Like all Artistry® skincare, Artistry Hydra-V™ products follow the Cleanse/Tone/Treat/Moisturize approach.

Use two times per day:

- **CLEANSE** - Wash face with Fresh Foaming Cleanser.
- **TONE** - Splash on face or apply with cotton pad.
- **TREAT** - Once skin is dry, apply two pumps of Vital Skin Serum Concentrate to entire face.
- **MOISTURIZE** - Apply hydrator and Refreshing Eye Gel Cream. Choose the hydrator that is right for your skin condition:
  - Oily skin
  - Combination/Normal skin
  - Dry skin

The Artistry Hydra-V™ Collection can also be tailored to your skincare regimen based on seasonal or lifestyle needs.
SEASONAL

Changes in temperature and your environment can affect skin’s ability to look and feel hydrated. Adding products from the Artistry Hydra-V™ collection will help skin retain hydration.

WINTER:
Cold outdoor air can leave skin feeling tight, taut. Plus, central heating can pull hydration from your skin.

SUMMER:
Sun exposure—not just tanning, but everyday exposure, too—can affect hydration levels in skin. Plus, air conditioning pulls hydration from your skin.

LIFESTYLE

Many aspects of modern life can leave skin lacking water, looking and feeling dehydrated. Adding products from the Artistry Hydra-V™ collection will help combat the effects on skin caused by:

- Flying
- Lack of sleep, late nights
- Not drinking enough water in your diet
- Stress
- Certain medications or topical acne treatments
The Artistry Hydra-V™ collection features an all-new fragrance inspired by refreshing hydration.

It awakens with a burst of watery nuances and a hint of fresh fruits. Then, natural hints of dewy, green notes flow into a more lush and skin-comforting combination of petals and sheer musk.

**TOP NOTES**
- Watery
- Green
- Hints of Fresh Fruit

**MID NOTES**
- Floral
- Waterlily
- Peony

**BASE NOTES**
- Cream
- White Musk
**KEY PRODUCT MESSAGE**

A gentle foaming gel cleanser that effectively removes excess oil, makeup, and environmental debris, leaving behind only comfortable, refreshed, healthy-looking skin.

**QUICK SELL COPY**

Reveals fresh, clean skin by effectively removing excess oils, residual makeup, and everyday debris.

- Suitable for all skin types.

**PRODUCT PERCEPTION CLAIMS**

After experiencing the product, women agree the Artistry Hydra-V™ Foaming Cleanser:

- Leaves skin feeling refreshed and comfortable

Contains this key ingredient:

- **NORWEGIAN FJORD WATER**
PRODUCT USAGE

1. Dampen skin with fresh warm water.

2. Squeeze an almond-sized amount of Fresh Foaming Cleanser into hand; work into a lather.

3. Massage foam evenly over entire face in a light circular motion.

4. Rinse thoroughly and pat dry.

5. Follow with Fresh Softening Toner.

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contains fresh, Norwegian Fjord Water, encapsulated in our exclusive Artistry Hydra-V™ Liposome delivery system.</td>
<td>Leaves skin healthy-looking, feeling refreshed and comfortable.</td>
</tr>
<tr>
<td>Soap-free gel formula creates rich, cushiony foam which rinses easily. Thoroughly removes excess oils, residual makeup and debris while leaving moisture in skin.</td>
<td>Skin is clean and does not feel dry, tight, or taut. Preparers skin to receive maximum benefits from the Artistry Hydra-V™ collection.</td>
</tr>
<tr>
<td>Contains Oat Extract and a special conditioning agent which self-adjusts for all skin types.</td>
<td>Optimized and comfortable for any skin type. Provides additional moisturizing agents where skin is most dry.</td>
</tr>
</tbody>
</table>

Plus:

- Allergy tested.
- Dermatologist tested.
- Suitable for all skin types (dry, combination, oily.)
- Suitable for sensitive skin.
FRESH TONER LOTION

KEY PRODUCT MESSAGE
A refreshing, alcohol-free toner that removes the last traces of dirt and makeup while it conditions, softens, and preps skin to receive additional benefits and hydration.

QUICK SELL COPY
Removes the last traces of dirt and excess debris. Prepares skin to receive maximum benefits from the Artistry Hydra-V™ Collection.

• Absorbs easily, quickly.
• Suitable for all skin types.

PRODUCT PERCEPTION CLAIMS
After experiencing the product, women agree the Artistry Hydra-V™ Fresh Toner:

• Leaves skin feeling smooth, silky and supple
• Leaves skin feeling refined and conditioned
• Leaves skin looking translucent and radiant

Contains this key ingredient:

✓ NORWEGIAN FJORD WATER
PRODUCT USAGE

1. After cleansing, splash on palm or saturate cotton pad.
2. Smooth gently over the entire face, avoiding eye area.
3. Follow with Artistry Hydra-V™ Vital Skin Serum Concentrate.

<table>
<thead>
<tr>
<th>FEATURES</th>
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</thead>
<tbody>
<tr>
<td>Contains fresh, Norwegian Fjord Water, encapsulated in our exclusive Artistry Hydra-V™ Liposome delivery system.</td>
<td>Absorbs quickly.</td>
</tr>
<tr>
<td>Contains Red Algae extract to condition and hydrate. Alcohol-free; contains skin-calming ingredients.</td>
<td>Leaves skin radiant, feeling refreshed and smooth. An immediate 211% increase in skin’s hydration levels. Prepares the skin to receive optimal hydration benefits from the Artistry Hydra-V™ collection. Helps seal in skin’s own moisture. Gentle formula leaves skin feeling calm and soothed.</td>
</tr>
</tbody>
</table>

Plus:

- Allergy tested.
- Dermatologist tested.
- Suitable for all skin types (dry, combination, oily).
- Suitable for sensitive skin.
- Non-comedogenic.
VITAL SKIN 
SERUM CONCENTRATE

KEY PRODUCT MESSAGE
This concentrated, powerful serum is the strongest way to refresh, replenish, and revitalize skin. A proprietary trio of rare, pristine ingredients helps increase hydration, with vitamins and minerals to replenish the skin.

QUICK SELL COPY
Fortifies and optimizes skin’s natural hydration process with our Hydra Complex, including minerals and vitamins.

• Light blue beads burst to release a fresh mix of vitamins.
• Feels lightweight, absorbs easily, quickly.
• Suitable for all skin types.

PRODUCT PERCEPTION CLAIMS
After experiencing the product, women agree the Artistry Hydra-V™ Vital Skin Serum Concentrate:

• Helps to improve the clarity and texture of skin
• Leaves skin with a beautiful glow
• Leaves skin feeling fresh and silky

Contains these key ingredients:

✓ NORWEGIAN FJORD WATER
✓ HIMALAYAN PINK ROCK MINERALS
✓ HAWAIIAN ACAI
PRODUCT USAGE

1. Apply 2-3 pumps onto fingertips.
2. Smooth evenly over cleansed and toned skin. Apply to entire face, using an upward motion.
3. Follow with moisturizer.
4. Use both morning and evening.

<table>
<thead>
<tr>
<th>FEATURES</th>
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<tr>
<td>Contains fresh, Norwegian Fjord Water, encapsulated in our exclusive Artistry Hydra-V™ Liposome delivery system.</td>
<td>Absorbs quickly.</td>
</tr>
<tr>
<td></td>
<td>Leaves skin with a beautiful glow, improving clarity and texture.</td>
</tr>
<tr>
<td></td>
<td>An immediate 184% increase in skin’s hydration level.</td>
</tr>
<tr>
<td>The Hydra Complex along with Himalayan Pink Rock Minerals help manage skin cells’ ability to transport and deliver pure water where needed.</td>
<td>Optimizes skin’s natural hydration process and maintains the skin’s moisture barrier.</td>
</tr>
<tr>
<td></td>
<td>Boosts hydration effect of moisturizer.*</td>
</tr>
<tr>
<td></td>
<td>Skin showed a significant improvement in surface skin cell shape and texture after only 28 days.</td>
</tr>
<tr>
<td>Hawaiian Acai and our Moisturizing Liposome revitalize skin to lock in moisture.</td>
<td>Continuous, lasting hydration for up to 24 hours.**</td>
</tr>
<tr>
<td></td>
<td>Skin feels silky with improved texture.</td>
</tr>
</tbody>
</table>

Plus:

- Allergy tested.
- Dermatologist tested.
- Suitable for all skin types (dry, combination, oily).
- Suitable for sensitive skin.
- Non-comedogenic.

*Boosts hydration effects of Artistry Hydra-V™ Refreshing Gel and Artistry Hydra-V™ Nourishing Gel Cream.

**When used with Nourishing Gel Cream.
KEY PRODUCT MESSAGE
A clean, lightweight gel with an instant cooling sensation (cools skin by 3 degrees Celsius; 5.3 degrees Fahrenheit). Also absorbs excess oil so any skin feels smooth and refreshed.

QUICK SELL COPY
Helps manage oily zones while delivering a feeling of long-lasting hydration.

- Lightweight, gel texture glides over skin, and absorbs easily, quickly.
- For oily-combination skin.

PRODUCT PERCEPTION CLAIMS
After experiencing the product, women agree the Artistry Hydra-V™ Refreshing Gel:

- Leaves skin feeling smooth and silky soft
- Provides an instant burst of cooling hydration
- Leaves skin looking healthier and radiant
- Leaves skin feeling hydrated instantly and lasts all day
- Leaves skin feeling more comfortable

Contains these key ingredients:

- NORWEGIAN FJORD WATER
- HAWAIIAN ACAI

HYDRATION CODING SYSTEM
The Artistry Hydra-V™ water droplet coding system makes it effortless to find the perfect moisturizer: the more droplets, the more hydration the skin receives.

- OILY-COMBINATION SKIN
- FOR ALL SKIN TYPES
- NORMAL-TO-DRY SKIN
PRODUCT USAGE

1. Use after Artistry Hydra-V™ cleanser, toner, and serum.
2. Squeeze an almond-sized amount onto your palm.
3. Using fingertips, smooth evenly over entire face, avoiding eye area.

*Product Usage Tip:* For temporary dryness (e.g. changes in temperature or humidity caused by season change, air travel, illness, and such) add the extra hydration benefits of Artistry Hydra-V™ products to your system by adding the hydrator formula right for you.

<table>
<thead>
<tr>
<th>FEATURES</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Hawaiin Acai and our Moisturizing Liposome revitalize skin to lock in moisture.</td>
<td>Gives an instant burst of cooling hydration. Cools skin by 3 degrees Celsius (5.3 degrees Fahrenheit) on contact.</td>
</tr>
<tr>
<td>Contains Natural Marine Ingredient which helps normalize, absorb, and control excess surface oils/sebum and help manage oily zones.</td>
<td>Leaves skin feeling hydrated all day.</td>
</tr>
<tr>
<td></td>
<td>Skin looks healthier and more radiant.</td>
</tr>
<tr>
<td></td>
<td>Skin feels smooth, soft, and refreshed.</td>
</tr>
<tr>
<td></td>
<td>Helps reduce shine and keep oily areas looking naturally matte.</td>
</tr>
</tbody>
</table>

Plus:

- Allergy tested.
- Dermatologist tested.
- Suitable for all skin types (dry, combination, oily).
- Suitable for sensitive skin.
- Non-comedogenic.
NOURISHING GEL CREAM

KEY PRODUCT MESSAGE
Creamy yet sheer, this gel cream provides watery-fresh hydration after one use. It’s the year-round, long-lasting, all-skin-type, go-to moisturizer for soft, smooth skin.

QUICK SELL COPY
Deeply hydrates skin immediately and over time.

- Medium-weight gel cream smooths comfortably over skin, and absorbs easily, quickly.
- Suitable for all skin types.

PRODUCT PERCEPTION CLAIMS
After experiencing the product, women agree the Artistry Hydra-V™ Nourishing Gel Cream:

- Immediately leaves skin feeling cool, refreshed, and invigorating
- Leaves skin healthy-looking and more comfortable

Contains these key ingredients:

- NORWEGIAN FJORD WATER
- HAWAIIAN ACAI

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PRODUCT USAGE

1. Apply after Artistry Hydra-V™ cleanser, toner, and serum.
2. Squeeze an almond-sized amount into your palm.
3. Using fingertips, smooth evenly over entire face, avoiding eye area.

**Product Usage Tip:** For temporary dryness (e.g. changes in temperature or humidity caused by season change, air travel, illness, and such) add the extra hydration benefits of Artistry Hydra-V™ products to your system by adding the hydrator formula right for you.

<table>
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<tr>
<th>FEATURES</th>
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<tbody>
<tr>
<td>Contains fresh, Norwegian Fjord Water, encapsulated in our exclusive Artistry Hydra-V™ Liposome delivery system.</td>
<td>Absorbs quickly.</td>
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<tr>
<td>Hawaiian Acai and our Moisturizing Liposome revitalize skin to lock in moisture.</td>
<td>Provides a water-light feel on skin.</td>
</tr>
<tr>
<td>Contains Natural Marine Ingredient that absorbs excess sebum while helping to moisturize dry areas, adjusting to combination skin needs.</td>
<td>An immediate 197% increase in skin’s hydration level.</td>
</tr>
<tr>
<td></td>
<td>Continuous, lasting hydration for up to 24 hours.</td>
</tr>
<tr>
<td></td>
<td>Skin looks healthier and more radiant.</td>
</tr>
<tr>
<td></td>
<td>Skin feels smooth, silky soft and refreshed.</td>
</tr>
<tr>
<td></td>
<td>Skin looks radiant and translucent, healthier, with a vibrant glow.</td>
</tr>
</tbody>
</table>

**Plus:**

- Allergy tested.
- Dermatologist tested.
- Suitable for all skin types (dry, combination, oily).
- Suitable for sensitive skin.
- Non-comedogenic.
REPLENISHING MOISTURE CREAM

KEY PRODUCT MESSAGE
This rich, yet lightweight cream leaves normal-to-dry skin comforted and soft as silk. Pampers with vital hydration for lasting smooth, supple, and radiant skin.

QUICK SELL COPY
Deeply moisturizes dry, thirsty, stressed skin, immediately and over time.

- Rich-feeling yet lightweight cream smooths easily over skin.
- For normal-to-dry skin types, or suitable for all skin types as a night cream.

PRODUCT PERCEPTION CLAIMS
After experiencing the product, women agree the Artistry Hydra-V™ Replenishing Moisture Cream:

- Leaves skin looking radiant with a healthy vibrant glow
- Helps to soothe skin and rescue skin from dryness
- Leaves skin feeling silky soft and hydrated all day

Contains these key ingredients:

√ NORWEGIAN FJORD WATER
√ HAWAIIAN ACAI
PRODUCT USAGE

After Artistry Hydra-V™ cleanser, toner, and serum, smooth evenly over entire face using fingertips, avoiding eye area.

**Product Usage Tip:** For temporary dryness (e.g. changes in temperature or humidity caused by season change, air travel, illness, and such) add the extra hydration benefits of Artistry Hydra-V™ products to your system by adding the hydrator formula right for you.

<table>
<thead>
<tr>
<th>FEATURES</th>
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</thead>
<tbody>
<tr>
<td>Contains fresh, Norwegian Fjord Water, encapsulated in our exclusive Artistry Hydra-V™ Liposome delivery system.</td>
<td>Absorbs quickly.</td>
</tr>
<tr>
<td></td>
<td>Leaves skin healthy-looking.</td>
</tr>
<tr>
<td></td>
<td>An immediate 197% increase in skin’s hydration level.</td>
</tr>
<tr>
<td>Hawaiian Acai and our Moisturizing Liposome revitalize skin to lock in moisture.</td>
<td>Continuous, lasting hydration for up to 24 hours.</td>
</tr>
<tr>
<td></td>
<td>Skin looks healthier and more radiant.</td>
</tr>
<tr>
<td></td>
<td>Skin feels smooth, soft, and supple.</td>
</tr>
<tr>
<td>Specially formulated with soothing ingredients and antioxidants for normal to dry skin.</td>
<td>Deeply moisturizes dry, thirsty, stressed skin, provides relief to uncomfortably dry skin, so skin feels soothed and comforted.</td>
</tr>
</tbody>
</table>

**Plus:**

- Allergy tested.
- Dermatologist tested.
- Suitable for all skin types (dry, combination, oily).
- Suitable for sensitive skin.
- Non-comedogenic.
REFRESHING EYE GEL CREAM

KEY PRODUCT MESSAGE
An intensely hydrating, non-greasy gel cream specially designed to help diminish the look of puffiness and dark under-eye circles.

QUICK SELL COPY
Quickly refreshes the eye area and hydrates it immediately and over time.

• Lightweight, silky-feeling gel cream glides over skin, and absorbs quickly.
• Suitable for all skin types.

PRODUCT PERCEPTION CLAIMS
After experiencing the product, women agree the Artistry Hydra-V™ Refreshing Eye Gel Cream:

• After one use, brightens eye area, eyes look wide awake
• Immediately hydrates eye area and lasts all day
• Eye area appears healthy and younger looking

Contains this key ingredient:

✓ NORWEGIAN FJORD WATER
PRODUCT USAGE

1. Squeeze out a pea-sized amount of product from tube.
2. Lightly dab under and around the eye area, following the orbital bone, avoid getting directly into the eyes. Can be reapplied throughout the day to refresh tired-looking eyes. If applied over makeup, gently tap a small amount to allow to absorb.

FEATURES

| CONTAINS FRESH, NORWEGIAN FJORD WATER, ENCAPSULATED IN OUR EXCLUSIVE ARTISTRY HYDRA-V™ LIPOSOME DELIVERY SYSTEM. |
| Absorbs quickly. |
| After one use, helps to brighten the eye area. |
| Eyes look wide awake. |
| An immediate 67% increase in skin’s hydration level. |

| SPECIAL INGREDIENTS (SODIUM HYALURONATE AND OUR MOISTURIZING LIPOSOME) LOCK IN MOISTURE. |
| Continuous, lasting hydration for up to 24 hours. |
| Skin stays supple and feels smooth. |

| PATENTED COMBINATION OF LINSEED AND LICORICE EXTRACT KNOWN FOR THEIR SOOTHING PROPERTIES. PLUS CENTELLA ASIATICA AND BITTER ORANGE EXTRACT TO HELP STRENGTHEN AND FORTIFY THE DELICATE EYE AREA SKIN. |
| Relieves discomfort caused by dryness. |
| Diminishes the look of puffiness. |
| Improves skin texture and diminishes the look of dark under-eye circles. |

Plus:

- Ophthalmologist tested.
- Allergy tested.
- Dermatologist tested.
- Suitable for all skin types (dry, combination, oily).
- Suitable for sensitive skin.
- Safe for contact lens wearers.
ARTISTRY HYDRA-V™

Vital Skin Serum Concentrate, Nourishing Gel Cream, Refreshing Eye Gel Cream

KEY PRODUCTS MESSAGE

The Artistry Hydra-V™ key products deliver maximum hydration benefits for skin that has never looked or felt so soft, smooth, and supple. This simplified, easy-to-use three-step system contains the most powerful products in the collection.

QUICK SELL COPY

The most powerful Artistry® key products to ensure skin receives the most deeply hydrating benefits.

- Helps skin look more vibrant, fresher, and healthier than ever before.
- Works together to refresh, replenish, and revitalize skin with deep hydration—delivering maximum benefits, for long-lasting benefits that you can see and feel.
- Suitable for all skin types.

Contains these key ingredients:

- **NORWEGIAN FJORD WATER**
- **HIMALAYAN PINK ROCK MINERALS**
- **HAWAIIAN ACAI**

TESTING RESULTS

- Immediately boost skin’s hydration by 270% by using the Vital Skin Serum Concentrate and the Nourishing Gel Cream.
- After using the Artistry Hydra-V™ key products for three days, women confirmed their skin felt healthier, more supple, smoother, and looked fresher.
- After using the Artistry Hydra-V™ key products for 28 days, 83% of women confirmed their skin looked healthier, and 83% confirmed their skin felt healthier.
**ORDER OF USE**

Morning and evening:

1. **Artistry Hydra-V™ Vital Skin Serum Concentrate:** Apply 2-3 pumps onto fingertips; smooth evenly over cleansed and toned skin.

2. **Artistry Hydra-V™ Nourishing Gel Cream:** Squeeze an almond-sized amount into your palm; using fingertips, smooth evenly over entire face, avoiding eye area.

3. **Artistry Hydra-V™ Refreshing Eye Gel Cream:** Lightly dab under and around the eye area, following the orbital bone; avoid getting directly into the eyes.

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Contains fresh, Norwegian Fjord Water, encapsulated in our exclusive Artistry Hydra-V™ Liposome delivery system refreshes skin with pure water. [All products in the Power System]</td>
<td>Leaves skin looking more vibrant and fresher. An immediate increase in skin’s hydration level.</td>
</tr>
<tr>
<td>The Hydra Complex along with Himalayan Pink Rock Minerals replenish skin by helping manage skin cells’ ability to transport and deliver pure water where needed. [Artistry Hydra-V™ Vital Skin Serum Concentrate]</td>
<td>Optimizes skin’s natural hydration process and maintains the skin’s moisture barrier.</td>
</tr>
<tr>
<td>Hawaiian Acai and our Moisturizing Liposome revitalize skin to lock in moisture. [Artistry Hydra-V™ Vital Skin Serum Concentrate and Artistry Hydra-V™ Nourishing Gel Cream]</td>
<td>Continuous, lasting hydration for 24 hours. Skin feels more supple and smoother and healthier.</td>
</tr>
</tbody>
</table>
The cutting-edge science and advanced formulations on the Artistry Hydra-V™ collection of products is carefully designed to answer customers’ every hydration need. Of course, additional skin concerns can be simply addressed by recommending targeted Artistry® skincare products.

<table>
<thead>
<tr>
<th>If also concerned with:</th>
<th>Recommend:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visible pores</td>
<td>Artistry® Intensive Skincare Advanced Skin Refinisher</td>
</tr>
<tr>
<td>Flakiness, dullness</td>
<td>Artistry® Intensive Skincare Renewing Peel</td>
</tr>
<tr>
<td>Fine lines, wrinkles</td>
<td>Artistry Youth Xtend® Power System</td>
</tr>
<tr>
<td>Brightening</td>
<td>Artistry Ideal Radiance™: Brightening</td>
</tr>
</tbody>
</table>
And to further perfect the look of skin, Artistry® foundation formulas offer beautiful options to complete her look—whether she wants the look of bare skin, a radiant glow, or polished perfection. Because foundation is the connection between skincare and makeup, recommend formulas that can help enhance the look that skin will achieve with the Artistry Hydra-V™ collection.

<table>
<thead>
<tr>
<th>The Artistry Hydra-V™ customer wants a foundation that:</th>
<th>Recommend:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mimics the look of real skin.</td>
<td>Artistry Exact Fit® Powder Foundation</td>
</tr>
<tr>
<td>Helps keep skin moisturized all day.</td>
<td>Artistry Youth Xtend® Lifting Firming Foundation</td>
</tr>
<tr>
<td>Gives a youthful, radiant finish.</td>
<td>Artistry® Hydrating Foundation</td>
</tr>
</tbody>
</table>
FREQUENTLY ASKED QUESTIONS

GENERAL PRODUCT

WHAT’S THE PURPOSE OF THE ARTISTRY HYDRA-V™ COLLECTION?

The Artistry Hydra-V™ skincare collection offers a comprehensive approach to hydration suitable for all skin types.

HOW IS THIS DIFFERENT FROM ARTISTRY® ESSENTIALS?

The Artistry Hydra-V™ collection is a new skincare line focused on the benefits of hydration. New formulas and new packaging are the foundations of this line. Please see page 83 for complete comparison chart.

WHAT SKIN TYPES SHOULD USE THIS COLLECTION?

The Artistry Hydra-V™ collection was developed to be suitable for all skin types: dry, combination, and oily.

WHAT ARE THE DIFFERENCES BETWEEN DRY, COMBINATION, AND OILY SKIN TYPES?

Oily skin: Oily skin can produce enlarged pores, a dull or shiny look, thick-looking complexion, blackheads, pimples, or other blemishes. Oiliness can change depending upon the time of year or the weather. Oily skin can be caused or made worse by hormonal imbalances, stress, exposure to heat, or too much humidity.

Combination/Normal Skin Type: A combination skin type can be dry or normal in some areas and oily in others, such as the T-zone (nose, forehead, and chin). Combination skin can produce overly dilated pores, blackheads, and shiny skin in the oilier areas; however, it often has no severe sensitivity, barely visible pores in drier areas, and an overall radiant complexion.

Dry skin: Almost invisible pores, dull, rough complexion, red patches, less elasticity, more visible lines. When exposed to drying factors, skin can crack, peel, or become itchy, irritated, or inflamed. If your skin is very dry, it can become rough and scaly.
**WHAT IS THE ARTISTRY HYDRA-V™ POWER SYSTEM?**

The Power System is a trio of the most powerful Artistry Hydra-V™ products: Vital Skin Serum Concentrate, Nourishing Gel Cream, and Refreshing Eye Gel Cream. These three products work together to provide your skin exactly what it needs to hydrate your skin immediately and over time to maintain a youthful look.

**HOW SHOULD THESE PRODUCTS BE STORED?**

For maximum stability, the products should be stored at room temperature (below 30 C, 86 F) and away from direct sunlight.

**WHAT IS THE SHELF LIFE BEFORE AND AFTER OPENING?**

The shelf life of the product is three years, unopened. Once the product is opened, it has a 12-month time period after opening.

**ARE THESE PRODUCTS/TECHNOLOGY COVERED BY ANY PATENTS?**

Yes. The total granted and pending patents for the Artistry Hydra-V™ collection, including ingredients and package design is 16. (Total granted is five. Total pending is 11.)

**WHAT CLINICAL TESTING/LAB SUPPORT IS AVAILABLE FOR THESE PRODUCTS?**

Clinical testing was done to support all safety and efficacy claims.

**WHO DO YOU RECOMMEND TO USE THIS COLLECTION?**

The Artistry Hydra-V™ collection is primarily targeted for women aged 18-30 who are concerned with hydration. While age is not the determining factor (all women with occasional dehydration concerns will benefit), the Artistry Hydra-V™ line is the entry into Artistry® skincare.
WHY DOES THE COLLECTION CONTAIN ONLY ONE CLEANSER AND ONE TONER?

The new Artistry Hydra-V™ Fresh Foaming Cleanser and Fresh Toner have been specifically developed to be suitable for all skin types.

WHY ARE THERE DIFFERENT TEXTURES AMONG THE MOISTURIZERS?

The different textures were developed to address the different needs of the consumer for different seasons and their skin type. Consumers have the ability to mix and match based on skin needs.

WHY DOES THE LINE HAVE NO NIGHT CREAM?

Any of the moisturizers (hydrators) can be used day or night.

WHAT NEW TECHNOLOGY IS USED IN THE VITAL SKIN SERUM CONCENTRATE?

Our new technology in the Vital Skin Serum Concentrate is called the Hydra Complex. The Hydra Complex is a proprietary blend of ingredients—including the Himalayan Pink Rock Minerals—which manage the surface skin cells to improve:

1. Water transportation, storage, and retention.

2. Skin cell organization, restore youthful cell shape and ability to pack together—making them better able to form a strong moisture barrier.

In addition, Himalayan Pink Rock Minerals provide nutrient-rich minerals to further optimize hydration.

DO ANY OF THE ARTISTRY HYDRA-V™ PRODUCTS HAVE ANY KNOWN INSTABILITIES (E.G. COLOR, ODOR VARIATION, ACCEPTABLE SEPARATION)?

The Artistry Hydra-V™ products contain naturally based ingredients, some of which have a tendency to darken over time. For example, over time a white cream may transition to an off-white color; a light blue gel may become more green-blue. Regardless of color change or shift, the efficacy remains the same.
WHY ARE SOME OF THE ARTISTRY HYDRA-V™ PRODUCTS TINTED?

Some formulas are lightly tinted to remind the user of water and hydration. It is normal for products to lighten or change color slightly when exposed to air.

WHY DOES THE ARTISTRY HYDRA-V™ VITAL SKIN SERUM CONCENTRATE CONTAIN LIGHT BLUE BEADS? SHOULD THESE BEADS BREAK ON DISPENSING/PUMPING?

The light blue beads are to remind the user of watery hydration and they also contain three vitamins: vitamins A, C and E. The beads soften while in the product and most will break during the pumping/dispensing process to provide the freshest mixture of vitamins. Any beads not broken will easily and gently break during application and release the vitamins.

WHAT DOES THE NAME “HYDRA-V™” MEAN?

The Artistry Hydra-V™ collection name is a combination of HYDRA (a derivation of the Latin root word for water) and V (representing the word ‘vital’—meaning full of life). Together they reference the goal of refreshed, replenished, and revitalized skin.
PRODUCT USE

HOW LONG WILL EACH PRODUCT LAST DURING USE?
The expected use-up rate for Artistry Hydra-V™ products is approximately six to eight weeks.

WHAT IS THE CORRECT ORDER OF USE?
All Artistry® skincare follows the Cleanse, Tone, Treat, Moisturize/Hydrate philosophy.

- **Cleanse:** Fresh Foaming Cleanser
- **Tone:** Fresh Toner
- **Treat:** Vital Skin Serum Concentrate
- **Moisturize/Hydrate:** Select the hydrator right for your skin condition: Refreshing Gel, Nourishing Gel Cream, or Replenishing Moisture Cream; then follow with the Refreshing Eye Gel Cream.

HOW DO I KNOW WHICH HYDRATOR TO USE?
All hydrators provide hydration; each texture is designed for personal preference.

- The Refreshing Gel contains special ingredients to control excess sebum and shine, so can be used by women with oily-combination skin, including those who tend to have breakthrough shine during the day. It has a refreshing and cooling feel during application. It is lightweight so may be preferred in the hotter seasons/climates.

- The Nourishing Gel Cream is suitable for all skin types. It is a medium-bodied gel cream containing a lower level of sebum-controlling ingredients and has a slightly more emollient feel.

- The Replenishing Moisture Cream is the most emollient feeling and may be preferred by women who have normal-to-dry skin, or those who prefer a heavier product at night. This product may also be preferred in the colder seasons/climates.

CAN THE ARTISTRY HYDRA-V™ COLLECTION BE USED WITH OTHER ARTISTRY® SKINCARE PRODUCTS?
Artistry Hydra-V™ products are aesthetically compatible with all Artistry® skincare products, including the Artistry® Intensive Skincare product line.
TECHNOLOGY & INGREDIENTS

WHAT ARE THE KEY INGREDIENTS?

WHAT ARE THE KEY TECHNOLOGIES?
The Artistry Hydra-V™ Liposome that delivers Norwegian Fjord Water, the Hydra Complex to manage water retention and flow, and Hawaiian Acai and our Moisturizing Liposome to lock hydration in.

WHAT IS THE ARTISTRY HYDRA-V™ LIPOSOME AND WHY IS IT IMPORTANT?
The Artistry Hydra-V™ Liposome is an exclusive liposome filled with Norwegian Fjord Water and other humectant ingredients designed especially for the Artistry Hydra-V™ Line. Liposomes are microscopic lipid spheres that are capable of holding active ingredients and releasing them into the skin.

WHAT IS THE HYDRA COMPLEX?
The Hydra Complex is a proprietary blend of ingredients—including Himalayan Pink Rock Minerals—that help skin to improve water transportation, storage, retention, and packing/organization of surface skin cells.

WHAT IS THE MOISTURIZING LIPOSOME?
The Moisturizing Liposome is exclusive to Amway and contains ingredients rich in omegas and ceramides to help support a healthy moisture barrier.

WHAT IS SODIUM HYALURONATE AND WHY IS IT IMPORTANT?
It is a natural moisturizer in skin, connective tissue, and lubricant (e.g. in joints). Since sodium hyaluronate can absorb up to 1000x its own weight in water it is a highly effective natural moisturizer.
WHAT ARE THE NINE ESSENTIAL MINERALS IN HIMALAYAN PINK ROCK MINERAL?

The nine essential minerals are: calcium, copper, iron, magnesium, phosphorus, selenium, zinc, potassium, and sodium.

DO ANY OF THESE PRODUCTS CONTAIN SPF?

In order to provide the most refreshing experiential textures, Artistry Hydra-V™ products are SPF-free. Artistry® skincare does recommend the use of a UV product, such as Artistry Ideal Radiance™ UV 50 (select markets), Multiprotect 30 (select markets), or Artistry® foundations.

WHY IS THERE NO SPF IN THE PRODUCTS?

The addition of SPF can limit textural attributes. To provide the most refreshing experiential textures, we have not added SPF to Artistry Hydra-V™ products.

WHAT TYPE OF FRAGRANCE IS USED?

The Artistry Hydra-V™ collection contains an exclusively developed, fresh, watery floral fragrance, containing watery nuances with hints of fresh fruits, which float like water lilies across pools of creamy waves. Natural hints of dewy green notes flow into lush peony petals and sheer musks in this feminine composition.

DOES THIS SYSTEM CONTAIN ANY ANIMAL INGREDIENTS?

Yes, there are ingredients derived from animals present in the formulas. For example, Squalane, a lipid derived from shark liver oil, sterol lipids from wool grease, and chitosan (from crustacean shells). These ingredients are also used in other Artistry™ products.
DO ANY OF THE ARTISTRY HYDRA-V™ PRODUCTS CONTAIN GLUTEN?
Artistry Hydra-V™ products do not contain any wheat ingredients. They do contain a patented oat derivative, so we would not characterize the line as gluten free.

DO ANY OF THE ARTISTRY HYDRA-V™ PRODUCTS CONTAIN ANY SOY INGREDIENTS?
The Artistry Hydra-V™ collection includes a low-level soy-derived ingredient in all products. All ingredients have gone through a thorough safety evaluation.

ARE THERE ANY NUTRILITE-APPROVED INGREDIENTS IN ARTISTRY HYDRA-V™ PRODUCTS?
All products contain the organically grown Chia Seed Oil; it is in the moisturizing liposome.

DID WE RECEIVE A NOBEL PRIZE FOR OUR DISCOVERY?
No. Scientist Peter Agre, of Johns Hopkins University, won the Nobel Prize in Chemistry for discovering aquaporins, and this discovery inspired the Artistry Hydra-V™ collection.
SAFETY & PRECAUTIONS

CAN ARTISTRY HYDRA-V™ PRODUCTS BE USED BY THOSE WITH SENSITIVE SKIN?

All Artistry™ products have been thoroughly tested on groups of individuals representing all skin types. There was no evidence of allergenic response or extreme skin irritation. However, we do recognize that no testing program can assure that no one will ever develop minor reactions. No skincare product is guaranteed to be 100% irritation-free for everyone.

IF I HAVE A BAD SUNBURN, CAN I USE THESE PRODUCTS? HOW ABOUT AFTER A CHEMICAL PEEL OR LASER TREATMENT?

Generally, we do not recommend that any cosmetic product be used after a “bad” sunburn or any treatment that causes extreme inflammation. The products should only be used after inflammation has subsided. For use after a chemical peel or laser treatment, one should consult their physician.

ARE THERE PRODUCTS THAT SHOULD BE AVOIDED WHEN USING ARTISTRY HYDRA-V™ PRODUCTS?

No other Artistry™ products need to be avoided when using Artistry Hydra-V™ products. Artistry Hydra-V™ products were formulated to be compatible with all other Artistry® skincare products.

WHY DO SOME PRODUCTS STILL CAUSE A SKIN REACTION ON SOME PEOPLE?

No skincare product is guaranteed to be 100% irritation-free for everyone. All Artistry Hydra-V™ products are thoroughly tested for skin compatibility and safety, but there are always a small number of people sensitive to certain ingredients. Otherwise, the products are considered completely safe when used as directed. Just as some people are allergic to pets or dust, others are allergic to common cosmetic ingredients. Of course, we are careful not to use any ingredients that are known to cause allergic reactions. It must also be kept in mind that the Artistry Hydra-V™ products contain many highly effective and efficacious ingredients in order to provide the high level of hydration benefits. If redness develops or the sensations become more severe the consumer should discontinue use.

WERE ANY ARTISTRY HYDRA-V™ PRODUCTS TESTED ON ANIMALS?

Artistry Hydra-V™ products were not tested on animals. Artistry™ scientists conducted clinical and consumer testing with human volunteers.
RESULTS

HOW QUICKLY WILL I SEE A DIFFERENCE IN MY SKIN?

Results are individual and depend on many factors such as age and condition of skin. Generally, most people will see and feel an immediate result or after one use in skin hydration and smoothness. Under clinical testing, women noticed an improvement in skin texture and they felt their skin looked healthier in as little as three days. Benefits increased with continued use.

WHAT ARE THE MAJOR BENEFITS?

The benefits of Artistry Hydra-V™ products include increased hydration, smoothness, suppleness, and healthier-looking skin.

WHAT ARE THE BENEFITS OF USING THE ARTISTRY HYDRA-V™ POWER SYSTEM?

Clinical testing has shown a significant improvement in skin benefits when using the Artistry Hydra-V™ Power System. The products included in the Power System are the Vital Skin Serum Concentrate, Nourishing Gel Cream, and Refreshing Eye Gel Cream.

COMPARISONS

WHERE IN THE ARTISTRY® LINE DOES ARTISTRY HYDRA-V™ FALL?

Artistry Hydra-V™ is the entry-level door-opener skincare line, primarily for women aged 18-30.

CAN I USE PRODUCTS FROM OTHER ARTISTRY® COLLECTIONS WHILE USING ARTISTRY HYDRA-V™ PRODUCTS?

Yes. The primary benefit of the Artistry Hydra-V™ collection is hydration and the collection products can be used in conjunction with other Artistry® skincare lines for their various benefits.
GLOSSARY

ANTIOXIDANTS: Substances that protect cells from damage.

AQUAPORINS/WATER CHANNELS: Aquaporins are proteins embedded in the cell membrane that regulate the flow of water. Often called water channels because they form pathways in the cell walls, they transport water across the cell membrane. In fact, they significantly increase the rate of passage of water. They ensure an optimal hydration distribution in the different epidermal layers.

ARTISTRY HYDRA-V™ LIPOSOME: Especially formulated liposome containing Norwegian Fjord Water for delivery and release into the skin.

BARRIER ORGANIZATION: Barrier Organization includes the structural arrangement of the surface skin cells and lipids like the “brick and mortar” model but also focuses on the size and shape of the skin cells and how they fit together including the tight junctions, aquaporins, and other connections.

DEHYDRATION: Dehydrated skin is characterized by lack of water in the stratum corneum.

DERMIS: The skin’s inner layer, containing collagen that provides support and nutrition to the epidermis.

EPIDERMIS: The protective outer layer of cells in the skin.

HAWAIIAN AÇAI: Açai Sterols are sterols that are derived from cold pressing Açai Palm seeds for oil. The oil is then fractionated and the sterols removed. Sterols are useful for increasing barrier formation in the skin while also improving hydration. Our Açai Palms are grown in Hawaii.

HIMALAYAN PINK ROCK MINERALS: Mined from the famous ancient Salt Range within the Himalayan Mountains. Himalayan Pink Rock Minerals are mineral rich. The most important minerals for skin health include: calcium, copper, iron, magnesium, phosphorus, selenium, zinc, potassium, and sodium.

HYDRA COMPLEX: The Hydra Complex is a proprietary blend of ingredients—including Himalayan Pink Rock Minerals—that help skin to improve water transportation, storage, retention, and packing/organization of surface skin cells.
LIPOSOME: A microscopic lipid sphere that is capable of holding other ingredients and releasing them into the skin.

MINERALS: Minerals are elements that originate in the Earth and cannot be made by living organisms. Nine minerals are considered essential; they include: calcium, copper, iron, magnesium, phosphorus, selenium, zinc, potassium, and sodium.

NORWEGIAN FJORD WATER: The Norwegian Fjord Water in the Artistry Hydra-V™ products comes from one special and unique quartz sand bank in Eresfjord that filters the water so pure that it is allowed to be tapped directly into bottles and sold as high-quality drinking water, without any further treatment or filtration. We have encapsulated the Norwegian Fjord Water into a liposome (called the Artistry Hydra-V™ Liposome) to help release into the skin.

TIGHT JUNCTIONS: Regulates the permeability or “moisture/water leakage” in the epidermis. These intercellular junctions are essential for the barrier function and provide cohesion of cells to prevent excessive water loss, thereby improving hydration levels in the skin.

VITAMINS: The term vitamin is derived from the words vital and amine, because vitamins are required for life and were originally thought to be amines. Although not all vitamins are amines, they are organic compounds required by humans in small amounts from the diet.
INGREDIENT CHART IN DETAIL

This chart differs from the similar version on page 28: additional specific REVITALIZE ingredients are named, including those only found in the Refreshing Eye Gel.

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Function</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REFRESH</strong></td>
<td>Artistry Hydra-V™ Liposome with Norwegian Fjord Water</td>
<td>Infuses water into skin</td>
</tr>
<tr>
<td><strong>REPLENISH</strong></td>
<td>Pink Himalayan Rock Minerals</td>
<td>Contains 9 minerals for skin health</td>
</tr>
<tr>
<td></td>
<td>Purified Peptides</td>
<td>Improves barrier organization</td>
</tr>
<tr>
<td></td>
<td>Salicornia Herbaceae Extract</td>
<td>Maximizes water use within skin cells</td>
</tr>
<tr>
<td></td>
<td>Lily Turf Extract</td>
<td>Strengthens tight junctions</td>
</tr>
<tr>
<td><strong>REVITALIZE</strong></td>
<td>Hawaiian Acai Extract</td>
<td>Improves barrier</td>
</tr>
<tr>
<td></td>
<td>Moisturizing Liposome</td>
<td>Improves barrier</td>
</tr>
<tr>
<td>Ingredient</td>
<td>Function</td>
<td>Benefit</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>------------------------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>Sodium Hyaluronate Mixture</td>
<td>Humectant</td>
<td>Helps maintain hydration</td>
</tr>
<tr>
<td>Red Algae Extract</td>
<td>Humectant</td>
<td>Helps maintain hydration</td>
</tr>
<tr>
<td>Licorice Extract</td>
<td>Anti-irritation</td>
<td>Helps soothe</td>
</tr>
<tr>
<td>Blue Lotus Flower Extract</td>
<td>Anti-irritation</td>
<td>Helps soothe</td>
</tr>
<tr>
<td>Hydrolyzed Oats</td>
<td>Skin conditioning</td>
<td>Skin feels smooth</td>
</tr>
<tr>
<td>Mattifying Polysaccharide</td>
<td>Helps control oil</td>
<td>Helps minimize shine</td>
</tr>
<tr>
<td>Hibiscus and Pear Extract</td>
<td>Antioxidants</td>
<td>Helps protect skin from environmental stress</td>
</tr>
<tr>
<td>Pro Vitamin B5</td>
<td>Vitamins</td>
<td>Skin conditioning</td>
</tr>
<tr>
<td>Vitamin E</td>
<td></td>
<td>Helps protect skin from environmental stress</td>
</tr>
<tr>
<td>Vitamin C</td>
<td></td>
<td>Helps protect skin from environmental stress</td>
</tr>
<tr>
<td>Vitamin A</td>
<td></td>
<td>Helps protect skin from environmental stress</td>
</tr>
<tr>
<td>Lipobeads with Vitamins</td>
<td>Vitamins</td>
<td>Helps protect skin from environmental stress</td>
</tr>
<tr>
<td>Bitter Orange Flower Extract</td>
<td>Strengthens and fortifies the delicate eye area skin</td>
<td>Helps reduce visible dark circles</td>
</tr>
<tr>
<td>Linseed/Licorice Blend - patented</td>
<td>Anti-irritation</td>
<td>Helps reduce visible puffiness and dark circles</td>
</tr>
<tr>
<td>Eye Liposome with Centella Asiatica</td>
<td>Strengthens and fortifies the delicate eye area skin</td>
<td>Helps reduce visible dark circles</td>
</tr>
<tr>
<td><strong>FRAGRANCE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aqua Pure Fragrance</td>
<td>Fragrance</td>
<td>Pleasant smell</td>
</tr>
</tbody>
</table>
# QUICK REFERENCE CHART: INGREDIENTS LISTED BY PRODUCT

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Fresh Foaming Cleanser</th>
<th>Fresh Softening Lotion</th>
<th>Vital Skin Serum Concentrate</th>
<th>Refreshing Gel</th>
<th>Nourishing Gel Cream</th>
<th>Replenishing Moisture Cream</th>
<th>Refreshing Eye Gel Cream</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artistry Hydra-V™ Liposome with Norwegian Fjord Water</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Pink Himalayan Rock Minerals</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Purified Peptides</td>
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<td></td>
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</tr>
<tr>
<td>Salicornia Herbaceae Extract</td>
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<td></td>
<td></td>
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<tr>
<td>Lily Turf Extract</td>
<td>X</td>
<td>X</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Hawaiian Acai Extract</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Moisturizing Liposome</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Ingredient</td>
<td>Fresh Foaming Cleanser</td>
<td>Fresh Softening Lotion</td>
<td>Vital Skin Serum Concentrate</td>
<td>Refreshing Gel</td>
<td>Nourishing Gel Cream</td>
<td>Replenishing Moisture Cream</td>
<td>Refreshing Eye Gel Cream</td>
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</tr>
<tr>
<td>Sodium Hyaluronate Mixture</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>Red Algae Extract</td>
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<tr>
<td>Licorice Extract</td>
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<td>X</td>
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<td>X</td>
</tr>
<tr>
<td>Blue Lotus Flower Extract</td>
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<td></td>
<td>X</td>
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<tr>
<td>Hydrolyzed Oats</td>
<td>X</td>
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<td></td>
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<tr>
<td>Mattifying Polysaccharide</td>
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<td></td>
<td>X</td>
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<td>Hibiscus and Pear Extract</td>
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<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Pro Vitamin B5</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Vitamin E</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Vitamin C</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vitamin A</td>
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<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Lipobeads with Vitamins</td>
<td></td>
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<td></td>
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<tr>
<td>Bitter Orange Flower Extract</td>
<td></td>
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<td>X</td>
</tr>
<tr>
<td>Linseed/Licorice Blend – patented</td>
<td></td>
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<td></td>
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<td>X</td>
</tr>
<tr>
<td>Eye Liposome with Centella Asiatica</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Aqua Pure Fragrance</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
HYDRA COMPLEX INGREDIENTS

**PURIFIED PEPTIDE EXTRACT**
Helps improve the epidermis and barrier function and condition of the skin’s surface, and contributes to the condition of the stratum corneum.

**COASTAL PLANT EXTRACT**
It encourages aquaporin production to help with the movement and storage of water in the epidermis.

**LILY TURF EXTRACT**
Strengthens the Tight Junctions, hydration-level controlling parts of the epidermis that helps retain skin’s own hydration.

**HIMALAYAN PINK ROCK MINERALS**
Found deep within the pristine Himalayan Mountains, it naturally contains nine skin-replenishing minerals, helping manage hydration within the skin.
<table>
<thead>
<tr>
<th></th>
<th>ARTISTRY® ESSENTIALS</th>
<th>ARTISTRY HYDRA-V™</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning</td>
<td>Simple, natural, basic skincare system</td>
<td>First Artistry® hydration line</td>
</tr>
<tr>
<td>SKUs</td>
<td>56 +</td>
<td>7 Total SKUs</td>
</tr>
<tr>
<td>Packaging</td>
<td>Round, cylindrical tubes and bottles In Lilac with decorative flower</td>
<td>Award-winning Crescendo packaging in Fresh Blue</td>
</tr>
<tr>
<td>Key Ingredients</td>
<td>Natural botanicals including: Indian Fig, Tamarind, essential fatty acids from Chia, Borage, Kukui Nut, and Sunflower Oils, Acerola Cherry, Kakadu Plum, Witch Hazel, Cinnamon, Ginger</td>
<td>Norwegian Fjord Water Himalayan Pink Rock Minerals Hawaiian Acai</td>
</tr>
<tr>
<td>Technology</td>
<td>Desert Hydration complex Nourish3 complex Tri-Balance matrix Aura of Protection</td>
<td>Nobel Prize-winning inspired to refresh, replenish, and revitalize with our Artistry Hydra-V™ Liposome with Norwegian Fjord Water, Hydra Complex with Himalayan Pink Rock Minerals, Hawaiian Acai, and a moisturizing liposome</td>
</tr>
<tr>
<td>Fragrance</td>
<td>Blend of oriental, herbal, fruity, and citrus (fruity oriental)</td>
<td>Natural, light, refreshing Aqua Pure (watery floral)</td>
</tr>
<tr>
<td>Hero Product</td>
<td>N/A</td>
<td>Vital Skin Serum Concentrate</td>
</tr>
<tr>
<td>Systems</td>
<td>2 Systems: Hydrating and Balancing</td>
<td>4 systems: Power System Three 3-step Systems for three different moisturizers</td>
</tr>
<tr>
<td>Skin Types</td>
<td>Normal-dry, combination-oily</td>
<td>Suitable for all skin types</td>
</tr>
<tr>
<td>Target Consumer</td>
<td>35-45</td>
<td>Generation Y: 18-30</td>
</tr>
</tbody>
</table>