

ARTISTRY™ VIRTUAL BEAUTY APP QUICK-START GUIDE



RULE THE WORLD OF BEAUTY FROM THE PALM OF YOUR HAND

High tech meets big fun in the new Artistry™ Virtual Beauty app. Easy, intuitive and instantly engaging, it takes your beauty experience digital so you can try on, shop and share the latest Artistry™ products anywhere, anytime and in real time!

With just your phone's camera, the app uses the latest facial recognition and augmented reality technologies to create the makeup looks you love, so you can share them with others. The Artistry™ Virtual Beauty app also assesses your skin concerns and recommends the skincare regimen that's right for you. It really is the perfect digital beauty tool.

CLICK AND PLAY

Download the Artistry™ Virtual Beauty app on the Apple®† App Store®† and Google®†† Play. The app is free and is compatible with a wide variety of devices and camera capabilities.

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



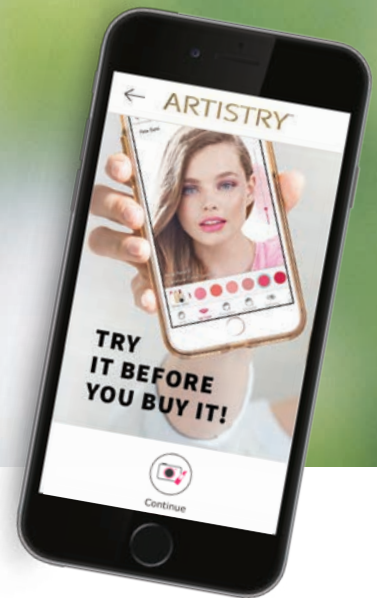
Artistry™ Virtual Beauty

ARTISTRY™

MAKEUP

1 START WITH A SELFIE

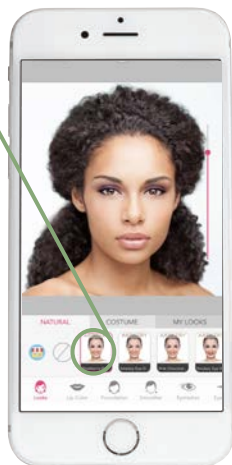
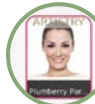
Select the Makeup Cam (to snap a selfie) or Photo Makeup (to use a photo from your library). Tap Continue to capture your photo. If you're using the Makeup Cam, take your selfie in a well-lit area with clean, makeup-free skin. (If you wear glasses, take them off, too.) Look straight into the camera with no facial expression and follow the app to position your face. Tap the circular button to snap your photo. You're now ready to explore dozens of shades, textures, finishes and intensities – every Artistry™ and Artistry Studio™ makeup product!



2

LOOKS

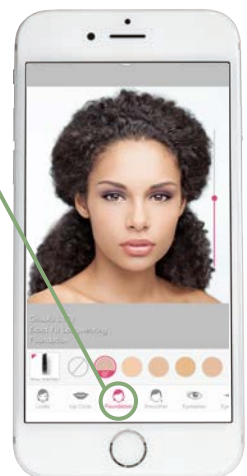
Tap to explore full makeup applications designed by Artistry™ experts. Touch on a look to apply it to your photo. Touch Save to keep any looks you design yourself.



3

APPLY

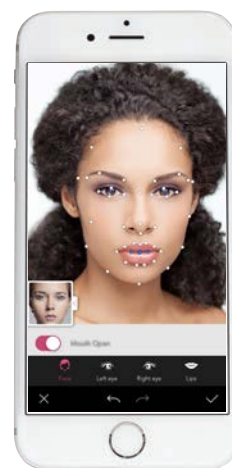
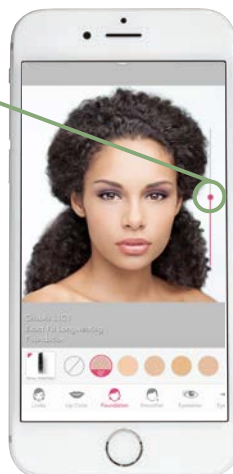
Tap buttons to choose products, colors and applications for your foundation, eyes, cheeks, lips, hair and more. As you apply, product names conveniently appear onscreen.



4

SCALE

Use the scale on the right to heighten or reduce color intensity. A second scale will appear to increase or decrease the size of your features, too. Select a lighter application for daytime, go glam at night.

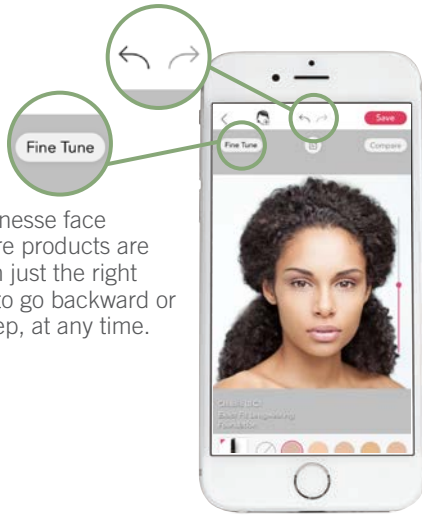


MAKEUP

5

FINE TUNE

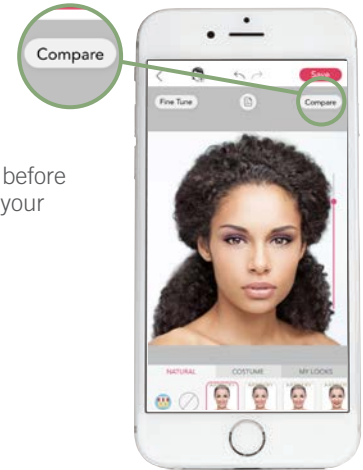
Tap Fine Tune to finesse face mapping, to be sure products are applied fully and in just the right areas. Tap arrows to go backward or forward step-by-step, at any time.



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COMPARE

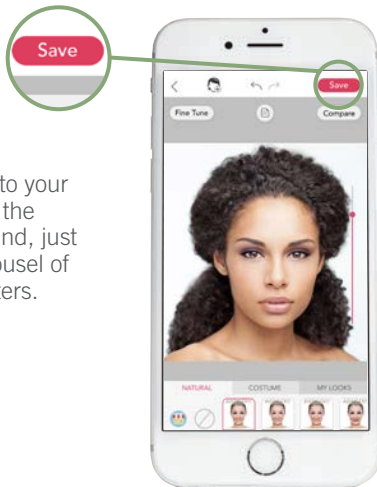
Tap and hold to see your before photo and release to see your new look.



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SAVE

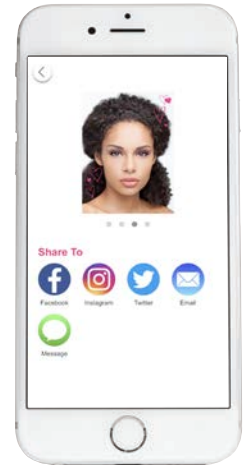
Tap to save your image to your phone. The app lists all the products you selected and, just for fun, gives you a carousel of images with different filters.



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SHARE

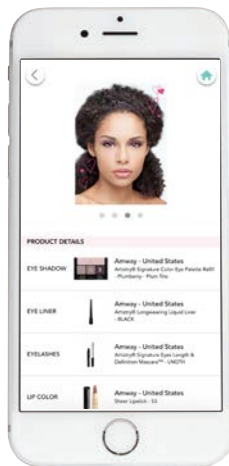
Tap to instantly share your looks on social media, or by text or email.



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SHOP & PURCHASE

Tap to Shop – the Artistry™ Virtual Beauty app seamlessly integrates with the Amway™ website by linking to product pages. From there, add products to your cart and check out. It's that easy!



SKINCARE

1 START WITH A SELFIE ASSESSMENT

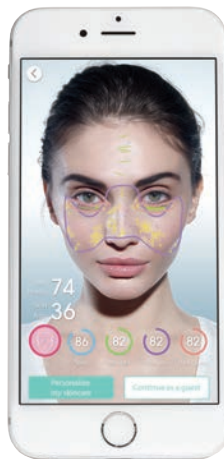
Tap Skincare, then Continue. Snap your selfie in a well-lit area with clean, makeup-free skin. (If you wear glasses, take them off, too.) Look straight into the camera with no facial expression and follow the app to position your face. Lighting and angle can impact your skin assessment, so be sure all three bars above the oval (Lighting, Look Straight and Face Position) illuminate green. Remember, the Artistry™ Virtual Beauty app is an easy, fun way to recommend the best skincare products for your skin.*

*It's accurate, but not a diagnostic tool.



2 ANALYZE MY SKIN

Tap for an instant skin assessment of top concerns like spots, wrinkles, texture and dark circles, which appear as color-coded dots and lines. The app scores your skin in each category, to calculate your overall skin health and skin age.

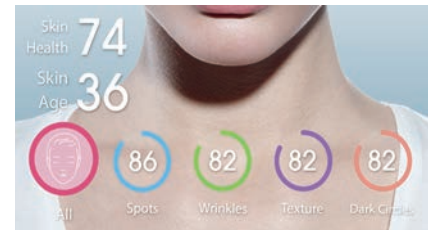


SKIN HEALTH

Skin health is an assessment of your skin's appearance, calculated by the average score in the four categories – the higher the number, the healthier your skin looks!

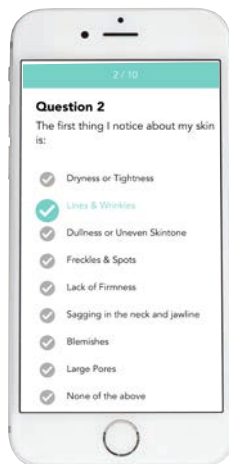
SKIN AGE

Skin age is an estimate of how old your skin looks – the lower the number, the younger your skin looks!



3 TELL US ABOUT YOUR SKIN

Tap Personalize My Skincare to take a quick questionnaire created by Artistry™ skincare scientists. The app combines your answers to these 10 targeted questions with your selfie skin assessment to precisely recommend the right skincare regimen just for you. If you are sharing the Artistry™ Virtual Beauty app with a friend or customer, tap Continue as a Guest.



4 SKIN DIARY

Tap to track your results as you use your Artistry™ skincare regimen. Daily, weekly, monthly – take a new selfie skin assessment, then monitor your skin scores. Seeing is believing!

Changes in lifestyle, camera position and climate can change your skincare needs, too. At any time, tap Retake Questions to refresh your personalized list of recommended products. For best results, take your selfie in the same place, with the same lighting.



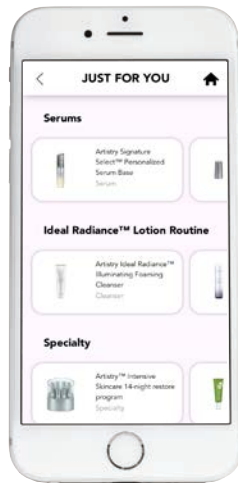
SKINCARE

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CREATE YOUR REGIMEN

Create your personalized skincare regimen from the personalized list of Artistry™ skincare products, recommended just for your skin.

Tap on a product for more details, which takes you to the Amway™ website. In order to go back to the product, tap Done.



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SHOP & PURCHASE

Tap to Shop – the Artistry™ Virtual Beauty app seamlessly integrates with the Amway™ website by linking to product pages. From there, add products to your cart and check out. It's that easy!



Artistry™ Virtual Beauty

TRY ON, TAG AND SHARE

Assess your skin, personalize your skincare regimen and try on the latest makeup in minutes! Share and tag the Artistry™ products and looks you love with #ArtistryUS, #ArtistryCosmetics or #ArtistryStudioNYC.

