



ARTISTRY

SKIN NUTRITION™

PRODUCT GUIDE



Beauty's never been this good for you and your customers.

Meet the Artistry™ brand – a leader in Healthy Beauty.

Our unique approach and exceptional formulas are grounded in plant nutrition and elevated by science. **85 years of nutrition and wellness research**, along with the **innovations of 60 years of skin science**, create a convergence unlike any other beauty company. In fact, **Artistry™ is the only beauty brand backed by Nutrilite™, the world's number-one-selling brand of plant-based vitamins and dietary supplements.***

Artistry heritage

The Artistry brand was born out of a love for beauty and healthy well-being. Our mission was to provide holistic beauty solutions that meet individual needs and help improve overall well-being. We couldn't be more proud to continue this legacy today.



*Nutrilite™ includes sales of both Nutrilite and Nutriway®-branded products.
SOURCE: GlobalData, <http://gdretail.net/amway-claims/>

A growing business segment and prospective customers.

Your opportunity

Today's beauty consumer is confident, savvy and always looking for products that deliver. 64 percent of U.S. respondents said purchasing healthy and clean products was important – especially for millennials and younger consumers.*

If your customer likes

Kiehl's^{®†} Clinique^{®†} Tula^{®†} fresh^{®†}
Youth to the People^{®†} Farmacy Beauty^{®†}
Laneige^{®†} Supergoop!^{®†}

they'll love Artistry Skin Nutrition™ products.

These customers want healthy beauty on their terms.

They ...

- Think about beauty the way they think about their health and well-being – **focusing on high-quality, effective ingredients** and **proven, visible results**.
- Are uncompromising about **product performance** but don't want to overcomplicate life.
- Look for **brands and products they can trust to deliver** on what the products promise.
- Want products and routines that are **tailored to their unique skin needs** and lifestyle.




*Clean Beauty: Incl. Impact of COVID-19, Mintel Group LTD. December 2020.

†Kiehl's[®] is a registered trademark of L'Oreal USA Creative, Inc.; Clinique[®] is a registered trademark of Clinique Laboratories, LLC; Tula[®] is a registered trademark of Tula Life, Inc.; Fresh[®] is a registered trademark of Fresh, Inc.; Youth to the People[®] is a registered trademark of Youth to the People Inc.; Farmacy Beauty[®] is a registered trademark of Farmacy Beauty, LLC. Laneige is a registered trademark of Amorepacific Corporation; Supergoop! is a registered trademark of Supergoop LLC.

Experience the star power of plants in Artistry formulas.

Powered by skin science and plant-based nutrients, Artistry Skin Nutrition™ products combine the super power of Nutrilite™ white chia seed and other plant extracts with advanced skin care science.



Purity and performance – a partnership like never before.

Pure and full of nutrients, Nutrilite sustainably grown botanicals are the heart of Artistry™ formulas. When paired with breakthrough skin science, the results are simply amazing!

We're all about the good stuff.



What makes Artistry™ Clean beauty products different are the ingredients. We're choosy about what we use. Every ingredient has a purpose, and those we say YES to have traceable proof that they're **pure, safe and effective from seed to skin**. We know where they come from. If an ingredient doesn't meet our standards, we won't use it.

WE SAY NO
to over 1,700 iffy ingredients including ...

- Mineral oil
- Parabens
- Phthalates
- Sulfate surfactants
- Animal-derived ingredients
- And, of course ...



WE SAY YES
to only ingredients that are good for your skin

- White chia seed
- Pomegranate
- Spinach
- Acerola cherries
- Aloe vera
- Micelles
- Amino acids
- Prebiotics and more ...



Seed-to-skin traceability

Our white chia seed, acerola cherry, spinach and pomegranate ingredients are all derived from plants grown on certified-organic Nutrilite™ farms.† This means that for every final product that touches your skin, we can identify the manufacturing and extraction locations, all the way to the specific crop of the raw material.

†Products and ingredients are not organic.



Sustainability

Artistry Skin Nutrition™ products are produced in a facility* that is 90% landfill-free, meaning there is very little material that has to be thrown into a landfill – most is reused or recycled. Product cartons are recyclable** and are printed on paper made from sustainably managed forests.‡

*Artistry Skin Nutrition™ products are manufactured in Ada, MI.

**Where facilities are available; check locally.

‡Only Ada, MI, manufactured SKUs.

Let's face it – all beauty is unique.

And your customers' beauty products have to work specifically for their needs. The beauty of the Artistry™ brand is that through extensive research of women's skin, it has designed **personalized beauty solutions guaranteed to deliver** exceptional results. Artistry products are for anyone who celebrates their beauty.



All skin types.
All skin concerns.
All skin tones.
All skin ages.



We really know skin

We know how to achieve healthy-looking skin – from the revitalizing benefits of a moisturizer to the oil control of a toner and beyond. Our formulas are crafted with personalization in mind.



Bring their look to life

You can custom match your customers' skin type and tone using our **Artistry Virtual Beauty app**.



We've done our homework

Using cutting-edge techniques, we've analyzed over 32,000 diverse faces from all over the world to understand what is needed to achieve healthy beauty.

Meet our supplements for your skin!

Artistry Skin Nutrition™ skin care represents an extraordinary step forward. Products were created by harnessing the power of plants AND the power of innovative skin science. Together, they deliver nourishment, and help restore the look of healthy skin.

ARTISTRY

SKIN NUTRITION™



White chia seed

grown on our own certified-organic Nutrilite™ farms* is the superingredient in ALL Artistry™ Healthy Beauty products. Its potent plant-based ingredients help to nourish and protect skin's healthy beauty. We use the whole seed to produce extracts, oils and gels to help your skin look its healthiest!

*Products and ingredients are not organic.

Understanding skin health.

Many things can affect your skin's health and appearance – environmental damage, dehydration, aging and lifestyle, to name a few. We created the Artistry Skin Nutrition™ line to help reveal visibly healthy, beautiful skin at every age.



Building on our scientific understanding of the skin's protective functions and what skin does, Artistry™ scientists identified **five barriers within skin's surface** that, when working together, are how skin naturally safeguards its healthy appearance. We also know what each barrier needs to be its most effective.

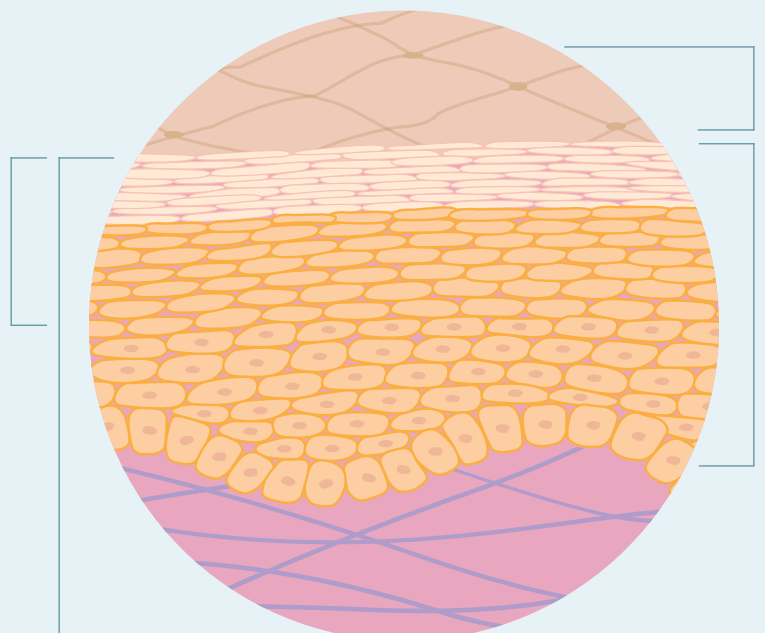
SKIN'S SURFACE

MOISTURE BARRIER

Keeps skin plumped with essential hydration.

DEFENSE BARRIER

Helps stop external causes of irritation before they penetrate into skin.



MICROBIOME BARRIER

Helps stabilize the microbiome to help skin stay in healthy balance.

ENVIRONMENTAL BARRIER

Protects skin from environmental aggressors, such as UV rays, blue light and free radicals.

SUPPORT BARRIER

Keeps skin smooth, resilient and firm by both protecting and repairing skin.

Skin's key nutritional requirements

Artistry™ and Nutrilite™ scientists identified five key nutritional requirements for healthy-looking skin. Each skin nutritional requirement directly targets one of the barriers introduced on the prior page, but the entire system is interconnected. With a complete Artistry Skin Nutrition™ regimen, all five key nutritional requirements are addressed, resulting in happy, healthy-looking, radiant skin.



DEFENSE BARRIER



1

PURIFY

Keep skin clean, calm and free of skin-stressing irritants.

MICROBIOME BARRIER

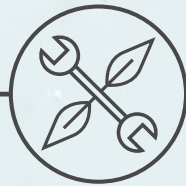


2

BALANCE

Stabilize and nurture an optimal microbiome.

SUPPORT BARRIER



3

REBUILD

Strengthen and repair the appearance of skin's support layer to increase resilience, elasticity and firmness.

MOISTURE BARRIER



4

MOISTURIZE

Saturate skin with lasting hydration.

ENVIRONMENTAL BARRIER



5

PROTECT

Fight environmental aggressors with SPF and antioxidants.

See icons on each product to discover which key skin nutritional requirement they fulfill.

Create personalized solutions for your customers.

Start with a Solution routine and add other products based on delivering your customer's preference. The routines meet the five key nutritional requirements – and products within them are formulated with targeted ingredients. All are suitable for sensitive skin and were developed to work together. Plus, formulas are clean, vegan and never tested on animals.

Best for:

Oil control, bringing balance to the skin and helping to hide the appearance of visible signs of premature aging.



BALANCING SOLUTION

Balance, cleanse and purify skin

Best for:

Keeping youthful skin radiant, smooth and dewy and helping to hide the appearance of signs of premature aging.



HYDRATING SOLUTION

Hydrate, illuminate and restore bounce

Best for:

Repairing the appearance of early-to-moderate visible signs of aging, including fine lines and wrinkles, nourishing skin.



RENEWING SOLUTION

Improve firmness and the appearance of wrinkles

Best for:

Firming, lifting and repairing the appearance of more advanced visible signs of aging.



FIRMING SOLUTION

Give skin a dramatic lift

Target specific skin care concerns.

Help customers get the most out of their skin care routine with high-performance treatments.

Best for:

Reducing the look of fine lines and wrinkles by giving skin a youthful glow and a smoother, more plumped appearance.



VITAMIN C + HA3 DAILY SERUM

Brighten, firm and plump

Best for:

Targeting the appearance of early signs of aging to maintain a soft, supple and radiant look and give skin an elastic feel.



DEFYING SERUM

Hydrate, illuminate and keep skin looking youthful

Best for:

Targeting the appearance of advanced signs of aging, including fine lines and deep-set wrinkles, so skin looks smoother, firmer and more lifted.



CORRECTING SERUM

Firm, lift and restore a youthful appearance

Best for:

Providing an extra layer of overnight moisture for a visibly brighter, well-rested look in the morning.



SLEEPING MASK

Hydrate, soothe and visibly even skin tone

Best for:

Providing long-lasting SPF 50 protection from UVA and UVB rays, environmental stressors and free radicals.



MULTI-DEFENSE UV PROTECT

Protect and soothe

BALANCING

Purify and balance your oily skin. With lightweight formulas, oil-controlling Artistry Skin Nutrition™ Balancing products quickly bring skin back into balance. Skin is clarified. Pores look minimized. Your complexion appears shine-free all day.



Aloe Vera
helps soothe skin,
reduces irritation.

Amino Acids
gently remove
impurities.

ARTISTRY SKIN NUTRITION™ BALANCING JELLY CLEANSER

Clear gel with cooling lather rinses away completely. Quickly and effectively rids skin of dirt, impurities, residual makeup and excess oil and leaves skin feeling clean and comfortable, not dry or taut. Leaves a shine-free finish that oilier skin craves. Microbiome friendly.

WHO IT'S FOR

- Those who are seeking oil control, light hydration and balanced skin.

RESULTS YOU'LL LOVE

- **95% agree** it does not leave an oily residue on skin after rinsing.
- **92% agree** it quickly, easily and effectively cleanses pores.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).

123792 | 125 g / 4.4 oz.

BALANCING



BALANCE

Witch Hazel, a naturally derived pore clarifier, helps balance skin's oiliness.

Prebiotics help balance skin microflora.

ARTISTRY SKIN NUTRITION™ BALANCING FRESH SHAKE TONER

Shake, shake, shake – and sweep away oil and shine in an instant. With specialized oil-absorbing powders that you can see, this oil-controlling toner draws out excess sebum and reduces the appearance of pores. It quickly absorbs into skin, leaving a soft, balanced, healthy feeling with a soft, matte finish.

WHO IT'S FOR

- Those who are looking for skin balance between oil and hydration, reducing the look of shiny skin and want the freshest, lightest textures.

RESULTS YOU'LL LOVE

- **93% believe** it helps remove/control oil.
- **90% agree** it minimizes visible pores.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Non-stripping or drying.

123794 | 200 mL / 6.7 fl. oz.



REBUILD



MOISTURIZE



PROTECT

Plant Plankton absorbs excess oil while maintaining skin's natural hydration.

Zinc PCA helps control oil for a shine-free look.

ARTISTRY SKIN NUTRITION™ BALANCING MATTE GEL LOTION

Matte out shine, max out moisture. This weightless gel lotion floods over skin with a cooling, drenching sensation for 24-hour hydration. Quickly absorbs, leaving a soft matte look that's healthy and balanced. Reduces the look of pores and calms the appearance of imperfections. Primes skin for makeup application. Contains Prevent Complex, composed of Australian daisy, blackberry and acerola cherry, which helps reduce the appearance of signs of premature skin aging.

WHO IT'S FOR

- Those who are looking to reduce the size of pores and imperfections, eliminate shine and improve hydration.

RESULTS YOU'LL LOVE

- **95% believe** it balances skin.
- **89% agree** it helps control oil all day (8 hours).

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Great as a primer before makeup application.

123797 | 50 g / 1.7 oz.

BALANCING



Meadowsweet helps keep oily skin in balance.

Carnosine provides protection against skin-damaging blue light and infrared light.

ARTISTRY SKIN NUTRITION™ BALANCING MATTE DAY LOTION SPF 30

Clinically tested formula with carnosine helps reduce the appearance of visible damage from blue light and infrared light. This lightweight lotion floods over skin, then quickly absorbs, leaving a soft matte look that's healthy, balanced and shine-free. Provides 24-hour hydration. Contains Prevent Complex, composed of Australian daisy, blackberry and acerola cherry, which helps reduce the appearance of signs of premature skin aging.

WHO IT'S FOR

- Those who are looking for all-day shine control and to prevent early signs of aging from UV exposure, as well as other environmental factors.

RESULTS YOU'LL LOVE

- **96% say** it is fast absorbing.
- **94% believe** it helps prime skin for flawless makeup application.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Non-irritating.

123799 | 50 g / 1.7 oz.



Watermelon helps protect skin from damage caused by free radicals.

Micelles attract and lift away impurities.

ARTISTRY SKIN NUTRITION™ MICELLAR MAKEUP REMOVER + CLEANSER

Makes even longwearing and waterproof makeup disappear. Enjoy your micellar moment and the amazing way your skin will feel. It refreshes and conditions skin, leaving it feeling supple and comfortable, with makeup gone. There's no oily residue. Works with any Solution routine.

WHO IT'S FOR

- Those who are looking to effectively remove makeup and gently cleanse skin in a single step.

RESULTS YOU'LL LOVE

- **92% agree** it effectively removes longwearing or smudge-proof or transfer-resistant makeup.
- **91% agree** it effectively removes all eye makeup.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Fragrance free.

123791 | 200 mL / 6.7 fl. oz.

HYDRATING

Hydrate and illuminate your dry skin.

With lightweight formulas that deliver supercharged 24-hour hydration, Artistry Skin Nutrition™ Hydrating products help improve hydration and maintain elasticity. Skin feels smooth and supple. Your complexion appears radiant and dewy all day.



ARTISTRY SKIN NUTRITION™ HYDRATING MOUSSE CLEANSER

Aerated, cushiony cleansing mousse sweeps away dirt, debris and other impurities from the skin quickly and easily. Leaves skin delightfully hydrated and clean with a smooth finish.

WHO IT'S FOR

- Those looking to effectively rid skin of dirt, impurities, residual makeup and excess oil without leaving skin feeling dry or taut.

RESULTS YOU'LL LOVE

- **97% agree** it rinses off thoroughly.
- **93% agree** immediately after use, it leaves skin soft, smooth, supple and hydrated.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Biodegradable formula.
- Non-stripping or drying.

123793 | 145 mL / 4.9 fl. oz.



Shiso Perilla helps soothe skin.

Amino Acids, mild cleansing agents, gently remove impurities.

HYDRATING



Licorice helps calm skin.

Prebiotics help balance skin microflora.

ARTISTRY SKIN NUTRITION™ HYDRATING SMOOTHING TONER

Leaves skin with a smooth, silky-soft feel and a vibrant, healthy-looking complexion. Prebiotics help balance skin microflora.

WHO IT'S FOR

- Those who are looking for hydration and conditioning of skin while keeping it in a healthy balance.

RESULTS YOU'LL LOVE

- **98% agree** it leaves skin feeling velvety smooth.
- **94% agree** it immediately hydrates skin.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Non-irritating.

123795 | 200 mL / 6.7 fl. oz.

ARTISTRY SKIN NUTRITION™ HYDRATING GEL CREAM

Supercharged hydration and so much more. This lightweight, fresh gel cream floods skin with 24-hour moisturization. Skin looks refreshed and restored, with a plumped, vitalized appearance. Contains Prevent Complex, composed of Australian daisy, blackberry and acerola cherry, which helps reduce the appearance of signs of premature skin aging.

WHO IT'S FOR

- Those who are looking for supercharged hydration and a smooth, radiant, dewy complexion.

RESULTS YOU'LL LOVE

- **95% say** it helps improve the clarity of skin.
- **94% agree** immediately after application, it leaves skin looking plumped with moisture.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.
- Great as a primer before makeup application.

123798 | 50 g / 1.7 oz.



REBUILD



MOISTURIZE



PROTECT

Blue Agave helps reinforce skin's natural hydration levels.

Rice protein helps reduce the appearance of signs of aging.

HYDRATING



Red Algae helps skin retain moisture.

Carnosine provides protection against skin-damaging blue light and infrared light.



Quinoa Seeds help reduce the appearance of dark circles.

Optical Diffusers provide instant brightening.

ARTISTRY SKIN NUTRITION™ HYDRATING DAY LOTION SPF 30

Lightweight, invisible moisturizer is supercharged with full light and pollution protection. Provides 24-hour hydration, leaving skin restored and plumped with moisture. Contains Prevent Complex, composed of Australian daisy, blackberry and acerola cherry, which helps reduce the appearance of signs of premature skin aging.

WHO IT'S FOR

- Those who are looking for supercharged hydration, help maintaining elasticity and full light protection.

RESULTS YOU'LL LOVE

- **96% agree** it leaves skin feeling hydrated.
- **91% believe** it provides a dewy finish to skin.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.

123800 | 50 g / 1.7 oz.

ARTISTRY SKIN NUTRITION™ HYDRATING EYE GEL CREAM

Like a full night's sleep in a tube, this luminous gel cream provides 24 hours of hydration for a bright, wide-awake, refreshed look. Contains Prevent Complex, composed of Australian daisy, blackberry and acerola cherry, which helps reduce the appearance of signs of premature skin aging.

WHO IT'S FOR

- Those who are looking to lessen the look of dark circles, as well as puffiness around the eyes.
- Those who want to reduce the appearance of visible fine lines and wrinkles.

RESULTS YOU'LL LOVE

- **95% agree** it minimizes the look of under-eye puffiness.
- **89% agree** it minimizes the look of dark circles.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Dermatologist tested.
- Allergy tested.
- Microbiome friendly.
- Safe for contact lens users.
- Suitable for all skin types (including sensitive).
- Fragrance free.

123796 | 15 g / 0.5 oz.

RENEWING

Renew and repair the appearance of moderate visible signs of aging. With the Artistry Skin Nutrition™ Renewing products lines and wrinkles appear smoother. Dullness and dryness are moisturized away. Skin's firmness and elasticity appear strengthened and improved, and areas of discoloration appear more even.



Patented blend of shiso perilla and aloe vera soothes skin.



PURIFY

Glycerin helps deliver intense moisture during cleansing.

Amino Acids, mild cleansing agents, gently remove impurities.

ARTISTRY SKIN NUTRITION™ RENEWING FOAMING CLEANSER

This rich, creamy foam not only cleanses skin, but conditions it as well. Dense, cushiony lather feels pampering and hydrating even as it quickly and gently removes dirt, makeup residue, pollution and other impurities from skin.

WHO IT'S FOR

- Those looking to gently and effectively remove irritating impurities from skin, leaving it feeling soft and supple.

RESULTS YOU'LL LOVE

- **90% agree** immediately after use, it leaves skin feeling smooth, soft and conditioned.
- **88% say** it leaves skin with a radiant, healthy-looking glow.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Dermatologist tested.
- Allergy tested.
- pH balanced.
- Microbiome friendly.
- Soap free.
- Suitable for all skin types (including sensitive).
- Non-stripping or drying.

123781 | 125 g / 4.4 oz.

RENEWING



BALANCE

Oat Protein
gently refines and smooths skin's surface.

Prebiotics
help balance skin microflora.

ARTISTRY SKIN NUTRITION™ RENEWING SOFTENING TONER

Luscious milky emulsion toner surges into skin's surface with soothing, smoothing moisturizer, absorbing easily to leave a dewy-drenched and soft, comfortable feeling.

WHO IT'S FOR

- Those who are looking for a fresh burst of hydration after cleansing that conditions skin.

RESULTS YOU'LL LOVE

- **97% agree** it leaves skin feeling moisturized, soft and smooth.
- **95% say** it revitalizes a dull complexion.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Alcohol free.
- pH balanced.
- Non-stripping and non-drying.
- Dermatologist tested.
- Allergy tested.
- Suitable for all skin types (including sensitive).
- Non-comedogenic.

123783 | 200 mL / 6.7 fl. oz.

ARTISTRY SKIN NUTRITION™ RENEWING REACTIVATION CREAM

Glossy cream reduces the look of lines and wrinkles and repairs dry skin for a firmer, younger, healthier look. Supercharges skin's moisture levels, delivering 24-hour hydration. Contains Repair Complex, a blend of Nutrilite™-grown spinach plus turmeric and tea olive flower to help reduce the appearance of signs of aging.

WHO IT'S FOR

- Those looking for optimal moisture levels and antioxidant protection for the damaging effects of pollution.

RESULTS YOU'LL LOVE

- **95% agree** it leaves skin feeling repaired.
- **92% agree** it helps minimize the look of wrinkles.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Non-comedogenic.
- Dermatologist tested.
- Allergy tested.
- Suitable for all skin types (including sensitive).
- Designed to prime skin for makeup application.

123785 | 50 g / 1.7 oz.



REBUILD



MOISTURIZE



PROTECT



Rosemary
helps strengthen skin's moisture barrier for long-lasting hydration.

Hyaluronic Acid
helps smooth the appearance of visible fine lines and wrinkles.

RENEWING



REBUILD



MOISTURIZE



PROTECT



Oat Extract helps firm the delicate eye area.

Peptide blend helps visibly reduce under-eye puffiness.

ARTISTRY SKIN NUTRITION™ RENEWING REACTIVATION EYE CREAM

Luxuriously cushioning eye cream helps visibly smooth lines, deep-set wrinkles and crow's feet. Reduces the appearance of dark circles. Contains Repair Complex, a blend of Nutrilite™-grown spinach plus turmeric and tea olive flower to help reduce the appearance of signs of aging.

WHO IT'S FOR

- Those looking for softer, smoother skin around the eyes from supercharged moisture levels and 24-hour hydration.

RESULTS YOU'LL LOVE

- **89% agree** it helps minimize the look of fine lines.
- **88% agree** it helps minimize the look of under-eye crepiness.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Fragrance free.
- Dermatologist tested.
- Allergy tested.
- Suitable for all skin types (including sensitive).
- Safe for contact lens wearers.
- Safety tested for use in the eye area.

123784 | 15 g / 0.5 oz.

ARTISTRY SKIN NUTRITION™ RENEWING DAY LOTION OR CREAM SPF 30

Soft, non-greasy lotion and light cream help visibly reduce the appearance of fine lines and wrinkles. Helps supercharge moisture levels. Contains Repair Complex, a blend of Nutrilite-grown spinach plus turmeric and tea olive flower to help reduce the appearance of signs of aging.

WHO IT'S FOR

- Those looking to visibly reduce the look of existing damage, restore and strengthen skin's appearance and for full-light protection, including blue light.

RESULTS YOU'LL LOVE

- **88% agree** they leave skin looking more even toned.
- **83% agree** they help minimize the look of wrinkles.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Non-comedogenic.
- Dermatologist tested.
- Allergy tested.
- Suitable for all skin types (including sensitive).
- Designed to prime skin for makeup application.

123857 | Lotion 50 g / 1.7 oz.

123787 | Cream 50 g / 1.7 oz.



REBUILD



MOISTURIZE



PROTECT

Carnosine provides protection against skin-damaging blue light and infrared light.

Shea Butter, a moisturizing salve, softens and smoothes skin.

FIRMING

Lift, firm and repair the appearance of advanced visible signs of aging. The intensive concentration of anti-aging ingredients in the Artistry Skin Nutrition™ Firming product visibly reduces the appearance of expression lines and deep wrinkles. Skin feels firmer and looks lifted, with a more youthful elasticity and suppleness. And the appearance of visible sallowness and crepiness is improved.



Customers can use this moisturizer for extra firming benefits with any Artistry Skin Nutrition collection.



REBUILD



MOISTURIZE



PROTECT



Silvertine Fruit helps restore the appearance of dull, aged skin.

Peptide helps reduce the appearance of wrinkles.

ARTISTRY SKIN NUTRITION™ FIRMING ULTRA LIFTING CREAM

Our richest, most comprehensive Artistry Skin Nutrition anti-aging moisturizer is intensively nourishing. It firms the appearance of sagging skin, and reduces the look of lines, deep-set wrinkles and discolorations. Contains Repair Complex, a blend of Nutrilite™-grown spinach plus turmeric and tea olive flower to help reduce the appearance of signs of aging.

WHO IT'S FOR

- Those looking for intense nourishment and increased firmness of the skin.

RESULTS YOU'LL LOVE

- **90% agree** it leaves skin looking and feeling lifted.
- **90% agree** it helps skin feel more resilient.

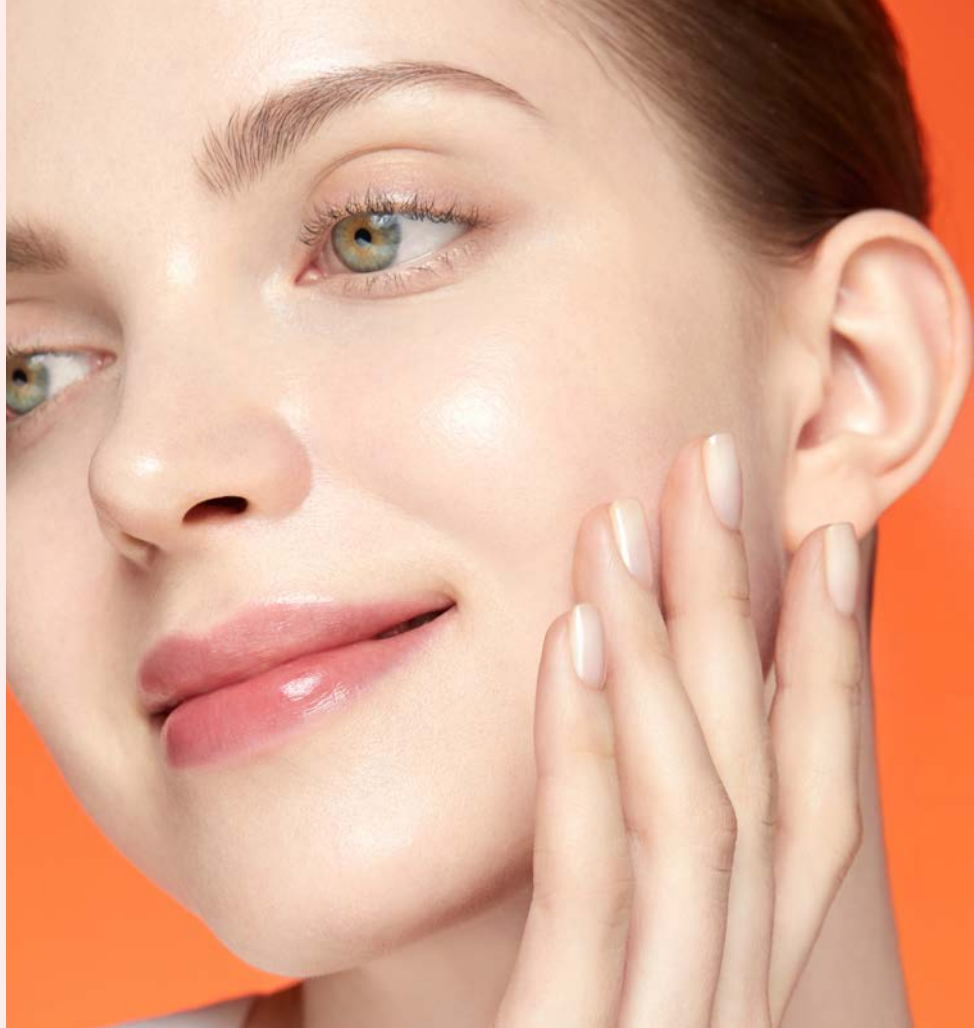
MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Non-comedogenic.
- Dermatologist tested.
- Allergy tested.
- Suitable for all skin types (including sensitive).
- Designed to prime skin for makeup application.

123786 | 50 g / 1.7 oz.

RADIANCE IN EVERY DROP.



10% Vitamin C helps brighten, firm and repair the appearance of lines and wrinkles.

Hyaluronic Acid plumps skin with hydration for a fresher look.

Nutrilite™ White Chia Seed helps to improve skin's moisture barrier.

Ginseng provides antioxidant protection against free radicals.

This fresh formula helps achieve healthy-looking skin faster:*

- **2X more vitamin C: now 10%**
Vogue[†] considers vitamin C **the gold standard** of ingredients
Allure[†] says vitamin C is a **powerhouse skin care ingredient**
- **2.4X more antioxidant power**
- **Three types of hyaluronic acid**
- **Nutrilite™-grown white chia seed**
- **Nutrilite acerola cherry, a source of vitamin C, provides antioxidant protection from free radicals.**
- **Artistry™ Clean formula**

*Compared to original formula.

[†]Vogue® and Allure® are registered trademarks of Advance Magazine Publishers Inc.

Artistry Skin Nutrition™ Vitamin C + HA3 Daily Serum

High-performance brightening serum helps reduce the appearance of lines and wrinkles by plumping the appearance of skin. Formula includes more of the multi-action superstar vitamin C. A triple hyaluronic acid matrix for a smoother, more plumped appearance. Plus, a peptide blend for next-level benefits. Let customers know we've kept the fresh-mix applicator and water-fresh texture they love.

WHO IT'S FOR

- All customers, all skin types, all ages, especially anyone seeking multiple benefits for healthy-looking, youthful skin.

RESULTS YOU'LL LOVE

- Smooths the look of expression lines in just 5 days (vs. 7 days).
- Visibly repairs the appearance of wrinkles in 2 weeks.
- See a vibrant, radiant transformation after 25 days (vs. 30 days).*
- **93% agree** it instantly makes skin look brighter.
- **90% agree** after 5 days, it leaves skin looking healthy.
- **85% agree** that with just one bottle, skin looks more youthful.
- **84% agree** it instantly gives skin a visibly smoother look.

MORE REASONS TO LOVE



- Registered with The Vegan Society.
- Not tested on animals.
- No mineral oil.
- No parabens.
- No phthalates.
- No sulfate surfactants.

125517 | 12 mL / 0.40 fl. oz.

*With the previous formula.



HOW TO ACTIVATE BEFORE USING:

Once activated with our innovative Fresh Mixing Cap, vitamin C levels remain at a stable amount for 30 days, unlike some of our competitors' products.

Step 1:

Remove dropper from serum-filled bottle and replace with Activating Cap.

Step 2:

Firmly press button on top of cap to release 100% pure vitamin C powder into serum.

Step 3:

Shake vigorously for 60 seconds, until powder completely dissolves.

Step 4:

Replace Activating Cap with dropper and it's ready to use.

See bubbles after shaking?

This will not affect the Serum, and the bubbles go away in about an hour. To avoid seeing bubbles during demonstrations, activate the night before first use.

Notice a grainy texture after activation?

Shake vigorously for up to 60 seconds to ensure powder has fully dissolved.

Switch your customers to Artistry Skin Nutrition™ Vitamin C + HA3 Daily Serum

	Artistry Skin Nutrition Vitamin C + HA3 Daily Serum	Artistry™ Intensive Skincare Advanced Vitamin C + HA Treatment	Kiehl's®† Powerful-Strength Line-Reducing Vitamin C Serum	Clinique®† Fresh Pressed Daily Booster
Mix Experience	Freshly mixed in the bottle when you are ready to use it.	Freshly mixed in the bottle when you are ready to use it.	Vitamin C already infused into the formula.	Freshly mixed in your hand when you are ready to use it.
% of Vitamin C	10%	Undisclosed	12.5%	10%
Source of Vitamin C	Ascorbic acid Traceable Nutrilite™ acerola cherry	Ascorbic acid Traceable Nutrilite acerola cherry	Ascorbic acid Ascorbyl glucoside	Ascorbic acid
Other Key Ingredients	<ul style="list-style-type: none"> • Triple hyaluronic acid fusion • Traceable Nutrilite-grown white chia seed • Peptide blend • Ginseng 	<ul style="list-style-type: none"> • Hyaluronic acid bi-action blend 	<ul style="list-style-type: none"> • Hyaluronic acid 	n/a
Description	<p>This high-performance, multi-benefit brightening serum helps reduce the look of visible lines and wrinkles and plumps skin with every fresh drop. Leaves skin looking and feeling its healthy best.</p> <p>It's a new kind of supplement for your skin that addresses multiple signs of aging skin, including dullness, uneven skin tone, lines/ wrinkles and more.</p>	<p>This power-duo blend of fresh, pure vitamin C powder and liquid HA with Nutrilite acerola cherry extract reduces the appearance of expression lines while promoting a plump, smooth, ageless complexion in just 7 days.</p>	<p>A vitamin C serum that boosts radiance, helps firm skin and visibly diminishes fine lines, wrinkles and pores for smoother-looking skin. Formulated with 10.5% L-ascorbic acid and renewable 2% ascorbyl glucoside plus hyaluronic acid, this patented, water-free concentrate is a Kiehl's customer favorite.</p>	<p>Unique de-aging booster harnesses the full power of pure, fresh vitamin C at our highest concentration to brighten, even and retexturize skin.</p> <p>This super-potent booster was designed as a daily supplement to visibly rejuvenate skin from the outside –and a simple, seamless way to reinvigorate your de-aging routine without changing a thing.</p>
Clean Claims	<p>Free from over 1,700 iffy ingredients, including mineral oil, parabens, phthalates, sulfate surfactants and cyclic silicones.</p> <ul style="list-style-type: none"> • Dermatologist tested • Not tested on animals • Two Seed-to-Skin Traceable ingredients 	None.	<ul style="list-style-type: none"> • Free from parabens, mineral oil, dyes, alcohol • Dermatologist tested 	<ul style="list-style-type: none"> • Free from parabens and phthalates
Certifications	Registered with The Vegan Society	n/a	n/a	n/a
Size	12 mL	12 mL	50 mL	Four 8.5 mL boosters
Use up rate	30 days	30 days	60 days	14 days per booster

†Based on information available online at www.kiehls.com and www.clinique.com (accessed July 12, 2022).
Kiehl's® is a registered trademark of L'Oreal USA Creative, Inc.; Clinique® is a registered trademark of Clinique Laboratories, LLC.

DAILY AGE- FIGHTING SUPER SERUMS.



10 BENEFITS IN EVERY BOTTLE.

Noticeably younger-, healthy-looking skin in just seven days.

DEFYING SERUM

1. Instantly hydrates and locks in moisture all day.
2. Exfoliates to promote natural cell renewal.
3. Soothes and calms misbehaving skin.
4. Minimizes the appearance of pores in just one week.
5. Delays and diminishes the appearance of fine lines.
6. Strengthens skin's moisture barrier.
7. Maintains skin resilience and elasticity.
8. Boosts radiance and luminosity.
9. Evens skin tone.
10. Defies signs of sallowness and yellowness.



CORRECTING SERUM

1. Firms and plumps skin with moisture.
2. Boosts facial contours and provides a firmer, more lifted look after one week.
3. Improves appearance of fine lines and deep-set wrinkles.
4. Provides a lifted look to the jawline and neck.
5. Improves the appearance of firmness and lift of skin on the neck.
6. Corrects and strengthens skin's moisture barrier.
7. Diminishes the look of crepey skin, sallowness and yellowness.
8. Exfoliates to promote natural cell renewal.
9. Evens skin tone and boosts radiance.
10. Instantly hydrates and locks in moisture all day.

Artistry Skin Nutrition™ Defying Serum

This proactive solution helps defend against early signs of aging to keep your skin looking healthier for longer.

WHO IT'S FOR

Those who want to diminish the appearance of early signs of aging for skin that looks and feels young and healthy.

CLINICAL RESULTS*

- **100%** showed improvement in skin radiance/brightness
- **91%** achieved improvement to skin's overall appearance
- Clinically proven to diminish the appearance of fine lines by **21%**
- Clinically proven to minimize the appearance of pores by **18%**

CONSUMER RESULTS**

- **97%** agree it leaves skin looking healthy and enhances the results of their skin care routine
- **96%** agree it leaves their face and neck feeling smooth
- **92%** agree it helps soothe and calm misbehaving skin
- **92%** agree it helps hydrate skin so it feels more bouncy and elastic
- **88%** agree it minimizes the appearance of pores
- **86%** agree it helps minimize the appearance of fine lines immediately after application

*In a clinical evaluation of 37 participants after 8 weeks of use.

**In an 8-week use test among 113 participants.

MORE REASONS TO LOVE



- Non-comedogenic.
- Dermatologist and allergy tested.
- Suitable for sensitive skin.
- Free from mineral oil, parabens, phthalates and sulfate surfactants.

POWERFUL PAIRINGS

- The Defying Serum's powerful plant-based blend, combined with the Prevent Complex found in Skin Nutrition Balancing and Hydrating Moisturizers, helps increase antioxidant protection against free radicals caused by pollution by **96%.***
- Pairing Defying Serum ingredients with vitamin C provides antioxidant benefits **55%** better than using Vitamin C + HA3 Daily Serum alone.**

*In vitro testing of Defying Serum ingredients and the Prevent Complex.

**In vitro testing.

127019V | 30 mL / 1.0 fl. oz.



Amino Acids help minimize the appearance of pores and improve skin's elasticity.

Olive Extract provides antioxidant protection, boosts radiance and diminishes the appearance of fine lines.

White Willow Bark Extract & Lactic Acid Complex help promote natural cell renewal.

Nutrilité™ White Chia Seed Blend helps strengthen the skin's moisture barrier while protecting against environmental stressors.

See how the Defying Serum compares to similar products

	Artistry Skin Nutrition™ Defying Serum	Artistry Signature Select™ Hydrating + Brightening Amplifier and Base Serums	Drunk Elephant® Protini®+ Power Peptide Serum	Sunday Riley®+ Good Genes®+ Lactic Acid Treatment
Key Ingredients	<ul style="list-style-type: none"> • Amino acids • Olive extract • Willow bark extract + lactic acid • Nutrilite™ white chia seed blend 	<ul style="list-style-type: none"> • Blend of five Nutrilite botanicals • Norwegian fjord water • Star lily extract 	<ul style="list-style-type: none"> • Lactic acid (10%) • Signal peptide complex • Multi-amino-acid blend 	<ul style="list-style-type: none"> • Purified lactic acid • Licorice and lemongrass • Prickly pear extract
Benefits	<p>Skin care concerns: early signs of skin aging, including fine lines, enlarged pores, dryness and dullness</p> <p>A lightweight, multitasking serum to proactively target early signs of skin aging to maintain a soft, supple look and an elastic feel.</p> <p>Instantly hydrates and locks in moisture all day</p> <p>Exfoliates to promote natural cell renewal</p> <p>Soothes and calms skin</p> <p>Minimizes the appearance of pores in just one week</p> <p>Delays and diminishes the appearance of fine lines</p> <p>Strengthens skin's moisture barrier</p> <p>Maintains skin resilience and elasticity</p> <p>Boosts radiance and luminosity</p> <p>Evens skin tone</p> <p>Defies signs of yellowness and sallowness</p>	<p>Skin care concerns: dryness and dullness</p> <p>A personalized serum proven to visibly hydrate and brighten.</p> <p>Restores and protects skin's moisture barrier</p> <p>Instantly plumps skin with moisture</p> <p>Enhances essential hydration</p> <p>Enhances cell turnover, resurfacing skin to diminish dullness</p> <p>Nourishes with antioxidant protection</p> <p>Improves radiance/brightness</p> <p>Helps even skin tone and overall complexion</p>	<p>Skin care concerns: fine lines and wrinkles, dullness and uneven texture</p> <p>A mega-strength AM/PM exfoliating serum that visibly improves skin's texture, tone, radiance and bounce.</p> <p>Exfoliates to improve skin texture</p> <p>Smooths skin</p> <p>Makes skin look more radiant</p> <p>Delivers the appearance of plump, bouncy skin</p> <p>Diminishes the appearance of fine lines, sun damage and enlarged pores</p>	<p>Skin care concerns: dark spots, fine lines and wrinkles and pores</p> <p>A lactic-acid, AHA serum that targets the look of pores, hyperpigmentation and dark spots and is clinically shown to reduce the look of fine lines and wrinkles.</p> <p>Hydrates and exfoliates skin</p> <p>Smooths uneven texture</p> <p>Improves look of fine lines and wrinkles</p> <p>Visibly clarifies blemishes</p> <p>Brightens the appearance of dark spots and skin discoloration</p> <p>Soothes the appearance of surface redness</p>
Clean Claims	<ul style="list-style-type: none"> • Not tested on animals • Two seed-to-skin traceable ingredients • Pump package made w/ 30% PCR material 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Vegan • Cruelty-free • Clean at Sephora 	<ul style="list-style-type: none"> • Vegan • Cruelty-free • Not Clean at Sephora
Certifications	Registered with the Vegan Society	n/a	n/a	n/a
Size	30 mL	28 mL	30 mL	30 mL

Drunk Elephant® and Protini® are registered trademarks of Shiseido Americas Corporation. Sunday Riley™ is a pending trademark of Sunday S. Riley. Good Genes® is a registered trademark of Sunday S. Riley.

Artistry Skin Nutrition™ Correcting Serum

This hardworking repair serum targets more advanced signs of aging to restore healthy-looking skin that appears firmer and more lifted after just one week.

WHO IT'S FOR

Those who want to reduce the appearance of advanced signs of aging for skin that looks and feels healthy, hydrated and youthful.

CLINICAL RESULTS*

- **94%** achieved improvement to overall facial skin appearance
- Reduces redness by **58%**
- Improves the look of skin's firmness (neck) by **25%**
- Improves the look of skin's smoothness by **21%**
- Improves the lifted appearance of the neck by **19%**
- Improves the look of skin's firmness (face) by **16%**
- Improves skin's elasticity by **15%**
- Reduces the appearance of wrinkles by **14%**
- Improves the lifted appearance of the cheek/jawline by **14%**

CONSUMER RESULTS**

- **99%** agree the serum leaves skin feeling hydrated (immediately after application)
- **98%** agree the serum leaves skin feeling smooth
- **97%** agree the serum helps improve the appearance of their overall complexion
- **93%** agree the serum improves skin's elastic feel
- **92%** agree the serum leaves skin looking firmer
- **88%** agree the serum helps tighten the look of skin immediately after application
- **85%** agree the serum smooths the appearance of expression lines

*In a clinical evaluation of 38 participants after 12 weeks of use.

**In an 8-week use test among 113 participants.

MORE REASONS TO LOVE



- Non-comedogenic.
- Dermatologist and allergy tested.
- Suitable for sensitive skin.
- Free from mineral oil, parabens, phthalates and sulfate surfactants.

POWERFUL PAIRINGS

The Correcting Serum:

- Pairing the Repair Complex found in Renewing or Firming Moisturizers with Correcting Serum ingredients provides better antioxidant benefits vs. using the Repair Complex alone.*
- Pairing the Correcting Serum ingredients with Vitamin C + HA3 Daily Serum increases antioxidant benefits by **46%** vs. using Vitamin C + HA3 alone.**

*In vitro testing.

**In vitro testing of Correcting Serum ingredients and Vitamin C + HA3 formulation.

127020V | 30 mL / 1.0 fl. oz.

Vegan Collagen firms, plumps and hydrates to improve the appearance of visible signs of aging.

Cranberry Biopeptide is a natural retinol alternative that helps smooth fine lines and wrinkles.

Fermented Oligopeptide helps promote natural exfoliation and provides a youthful, elastic feel.

Nutrilité™ White Chia Seed Blend helps strengthen the skin's moisture barrier while protecting against environmental stressors.



See how the **Correcting Serum** compares to similar products

	Artistry Skin Nutrition™ Correcting Serum	Artistry Signature Select™ Anti-Wrinkle and Firming Amplifier and Base Serums	Caudalie®+ Resveratrol Lift Instant Firming Retinol Alternative	Clarins®+ Double Serum Anti-Aging + Anti-Wrinkle Serum
Key Ingredients	<ul style="list-style-type: none"> • Vegan collagen • Cranberry biopeptide (nature's retinol alternative) • Fermented oligopeptide • Nutrilite™ white chia seed blend 	<ul style="list-style-type: none"> • Blend of five Nutrilite botanicals • Red caviar • Mediterranean myrtle 	<ul style="list-style-type: none"> • Resveratrol • Hyaluronic acid • Vegan collagen 	<ul style="list-style-type: none"> • Turmeric • Banana • Oat • Avocado
Benefits	<p>Skin care concerns: advanced signs of skin aging, including deep-set wrinkles, loss of firmness and elasticity and dullness</p> <p>A milky-rich, multitasking serum to correct the appearance of advanced signs of aging for skin that looks soft, smooth and youthful.</p> <p>Firms and plumps skin with moisture</p> <p>Boosts facial contours and provides a firmer, more lifted look</p> <p>Improves appearance of fine lines and deep-set wrinkles</p> <p>Provides a lifted look to the jawline and neck</p> <p>Improves the appearance of firmness and lift of skin on the neck</p> <p>Corrects and strengthens skin's moisture barrier</p> <p>Diminishes the look of crepey skin, sallowness and yellowness</p> <p>Exfoliates to promote natural cell renewal</p> <p>Evens skin tone and boosts radiance</p> <p>Instantly hydrates and locks in moisture all day</p>	<p>Skin care concerns: fine lines and wrinkles, dryness and loss of firmness and elasticity</p> <p>A personalized serum proven to visibly lift and smooth fine lines and wrinkles.</p> <p>Reduces and smooths out the appearance of fine lines and wrinkles</p> <p>Reveals more rejuvenated, fresh and younger-looking skin.</p> <p>Improves the look of skin's firmness</p> <p>Facial features look more sculpted, toned and defined</p> <p>Forehead is visibly tighter looking</p>	<p>Skin care concerns: fine lines and wrinkles, dryness and loss of firmness and elasticity</p> <p>A serum that visibly lifts, firms and smooths wrinkles with a patented alternative to retinol.</p> <p>Visibly firms and reduces the look of wrinkles</p> <p>Hydrates and leave skin feeling soft</p> <p>Smooths facial contours</p>	<p>Skin care concerns: loss of firmness, fine lines and wrinkles and uneven texture</p> <p>A two-in-one formula with 21 potent plant extracts, including turmeric, for visibly smoother, firmer, more radiant skin.</p> <p>Visibly firms and lift skin</p> <p>Reduces fine lines and wrinkles</p> <p>Softens and nourishes skin</p> <p>Boosts radiance</p> <p>Evens the appearance of uneven skin tone</p>
Clean Claims	<ul style="list-style-type: none"> • Not tested on animals • Two seed-to-skin traceable ingredients • Pump package made w/ 30% PCR material 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Vegan • Gluten-free • Cruelty-free • Clean + Planet Aware at Sephora 	<ul style="list-style-type: none"> • Free of parabens, phthalates, mineral oil and sulfates SLS and SLES • Not Clean at Sephora
Certifications	Registered with the Vegan Society	n/a	n/a	n/a
Size	30 mL	28 mL	30 mL	30 mL

[†]Caudalie® is a registered trademark of Caudalie Group Limited. Clarins® is a registered trademark of Clarins Societe Par Actions Simplifiee.

Defying Serum

| BASELINE

| AT 8 WEEKS

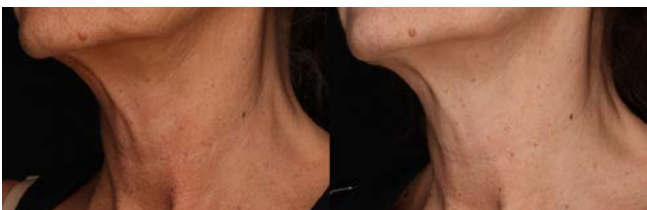


PORES LOOK VISIBLY MINIMIZED AFTER ONE WEEK WITH RESULTS THAT CONTINUE TO IMPROVE OVER TIME.

Correcting Serum

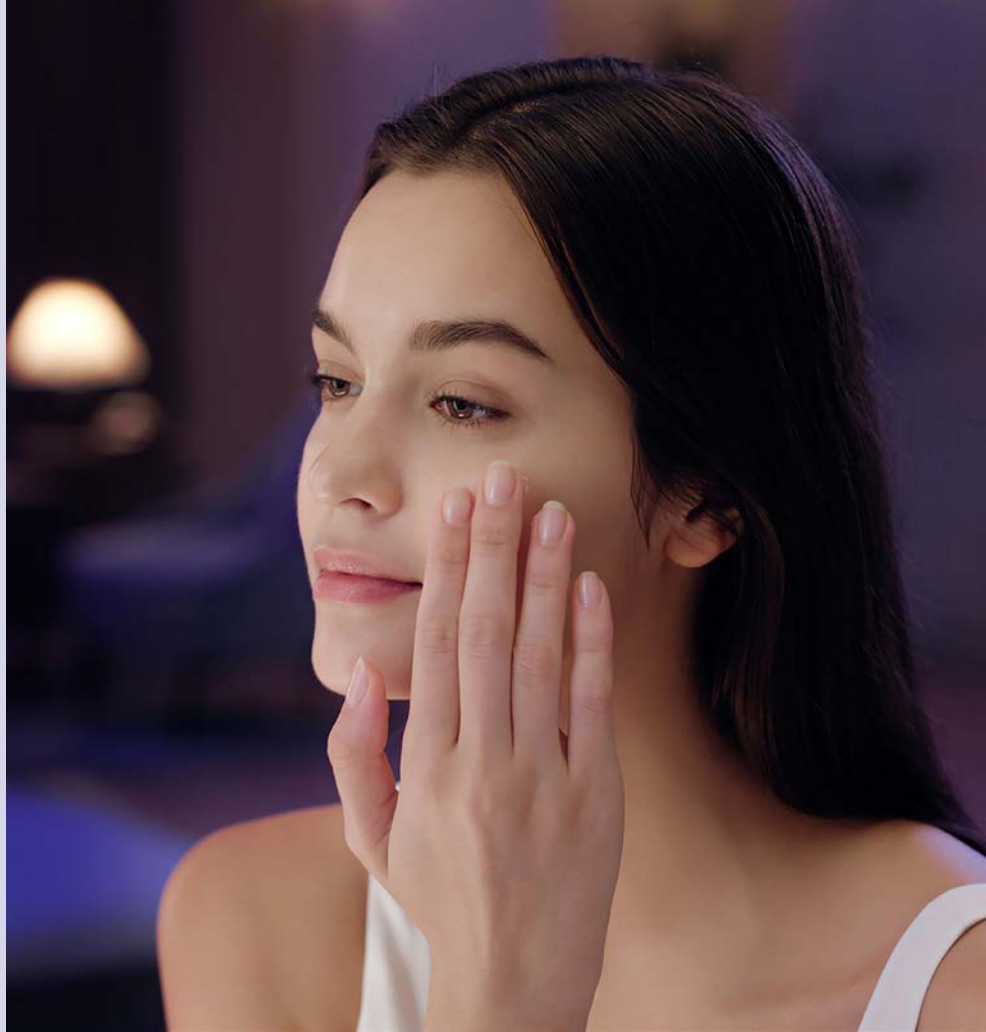
| BASELINE

| AT 12 WEEKS



SKIN LOOKS LIFTED AND FIRMER AFTER JUST ONE WEEK WITH RESULTS THAT CONTINUE TO IMPROVE OVER TIME.

DREAMY
SKIN IS
ONE
SLEEP
AWAY.



SUPPORT YOUR SKIN WHILE YOU SLEEP

- Visibly **brightens** the look of skin
- Helps visibly **even skin tone**
- Instantly helps skin look **hydrated**
- Helps **exfoliate** to reveal smoother-looking skin
- Designed to slowly release **up to 8 hours of moisturization** overnight



Nutrilite™ White Chia Seed helps strengthen the skin's moisture barrier with phytonutrients.

Niacinamide vitamin B3 helps visibly even skin tone and improve the moisture barrier.

Fermented CICA contains plant-based CICA extract known for its soothing capabilities. Fermented CICA is 7x more moisturizing and 2x more soothing than normal CICA.

Artistry Skin Nutrition™ Sleeping Mask

The Artistry Skin Nutrition Sleeping Mask elevates your existing Artistry Skin Nutrition nighttime ritual by providing up to eight hours of overnight soothing and moisture from fermented CICA extract, plus two comforting essential oils. It enhances the moisture barrier, helping keep your skin looking radiant and healthy, and nourishes the look of your skin so you appear well-rested in the morning.

WHO IT'S FOR

All skin types. It's especially perfect for those looking for extra moisturization or wanting to supplement their nighttime skin care routine to keep skin looking and feeling its best.

RESULTS YOU'LL LOVE

In a self-assessment with 22 participants after one night:

- **100%** experienced hydrated skin.
- **100%** experienced smooth skin.
- **100%** found the product to be easy to spread.
- **95%** found the product to easily absorb.
- **95%** positively assessed the product's overall usability.
- **82%** positively assessed the product's scent.

MORE REASONS TO LOVE



- Vegan.
- Not tested on animals.
- Suitable for all skin types.
- Dermatologist tested.
- Registered with The Vegan Society.
- Free from animal-derived ingredients.
- Non-comedogenic.

125575 | 80 mL



Why do you need a sleeping mask on top of your moisturizer?

The thick, rich Sleeping Mask helps seal in your nighttime skin care for up to 8 hours of moisturization overnight. Applying a sleeping mask on top of your normal moisturizer every night will enhance your results. When you wash it off as a part of your regular morning routine, your skin will look well-rested.

It supports skin from dehydration and dullness by enhancing the moisture barrier with niacinimide, which visibly evens skin tone. The Sleeping Mask is formulated with Nutrilite™-grown white chia seed and lavender essential oils sourced from NutriCert™ certified partner farms for a calming scent to help you unwind before bed.

BRING ON THE SUN!



Nutrilite White Chia Seed helps strengthen the skin's moisture barrier with phytonutrients.

Chrysanthemum provides antioxidant protection against free radicals and environmental stressors.

Mineral Sunscreen Blend of zinc oxide and titanium dioxide defends skin against UVA and UVB rays.

Pomegranate extract from Nutrilite™-grown pomegranate helps soothe the skin.

Carnosine known to protect against skin-damaging blue light and infrared light.

PRIME YOUR FACE FOR THE SUN WITH OUR NEW LONG-LASTING MINERAL SPF

- **Broad spectrum** sunscreen to help protect your skin from UVA and UVB rays
- Helps **prevent sunburn**
- When used with other skin protection measures, **decreases the risk of skin cancer** and early skin aging caused by sun
- **Free of oxybenzone and octinoxate**, which have both been shown to harm coral reef systems
- A vanishing **tinted formula** that helps to reduce the natural white cast found in mineral sunscreens while leaving an invisible finish

Artistry Skin Nutrition™ Multi-Defense UV Protect

Multi-Defense UV Protect is the first and only mineral SPF skin care product in the Artistry Skin Nutrition collection. A multi-dimensional approach helps protect skin from UVA and UVB rays, environmental stressors and free radicals. This vanishing mineral sunscreen blend provides up to 80 minutes of water and sweat resistance, broad spectrum SPF 50+ sun protection and carries The Skin Cancer Foundation's Seal of Recommendation for Active Use.

WHO IT'S FOR

Adults with normal to oily and normal to dry skin types, especially anyone seeking multiple benefits for healthy and youthful-looking skin.

RESULTS YOU'LL LOVE

- **91%** agreed it helps make their skin look healthy.
- **89%** agreed it does not leave their skin looking chalky.
- **89%** agreed it leaves a nice, lightly hydrated after-feel.
- **88%** agreed it does not leave a white residue.
- **85%** agreed it primes their skin for flawless makeup application.

MORE REASONS TO LOVE



- Vegan.
- Dermatologist tested.
- Not tested on animals.
- Registered with the vegan society.
- Free from animal-derived ingredients.
- Non-comedogenic.

124823 | 50 g/1.7 oz



Why should you use Multi-Defense UV Protect?

Amplify your existing skin care regimen and decrease the risk of skin cancer caused by the sun with Multi-Defense UV Protect.* The oil-free, tinted formula reduces white cast typically associated with mineral sunscreens for an invisible finish that doesn't leave your skin looking chalky.

It is free from oxybenzone and octinoxate, two ingredients shown to be harmful to coral reef systems, making it the better choice for your skin and the sea. Multi-Defense UV Protect also works to protect skin from free radicals, which are a key cause of unhealthy skin appearance and premature signs of aging.

*When used as directed with other sun protection measures.

SHEDDING SOME LIGHT ON SUN DAMAGE



HOW DOES THE SUN AFFECT YOUR SKIN?

- UVA rays are referred to as the “aging” rays because they penetrate deeper into skin, where they can directly affect skin’s collagen and extracellular matrix support system. The energy of the light rays can physically rip other molecular bonds apart, destabilizing proteins.
- UVB rays are known as the “burning” rays because they cause the surface inflammation and discomfort we all know as sunburn.

DID YOU KNOW?

90% of visible change to the skin is a direct result of cumulative sun damage you’ve been exposed to throughout your life.*

- People who use sunscreen with an SPF of 15 or higher daily show 24% less skin aging than those who do not use sunscreen daily.**
- Sun damage is cumulative. Only about 23% of lifetime exposure occurs by the age of 18. One in five Americans will develop skin cancer by the age of 70.**

*Source: Cleveland Clinic <https://my.clevelandclinic.org/health/symptoms/23105-premature-aging>

**Source: SkinCancer.org <https://www.skincancer.org/skin-cancer-information/skin-cancer-facts/>

SPF 101

SPF stands for Sun Protection Factor. It is the global standard measurement of a product's ability to protect against UVB rays. The number that follows the SPF, such as SPF 30 or SPF 50, refers to how long the product will protect the skin before application is required. So you can think of a product marked SPF 50 as a product that protects skin 50X longer than bare skin alone, on average.

Chemical vs. mineral sunscreen

Chemical sunscreens work like a sponge, absorbing the sun's rays. They contain one or more of the following active ingredients: oxybenzone, avobenzone, octisalate, octocrylene, homosalate, and octinoxate. These formulations are easier to rub into the skin without leaving a white cast.

Mineral sunscreens (a.k.a. physical sunscreens) sit on the surface of your skin to reflect the sun's rays, and are especially good for sensitive skin. Some physical sunscreens also absorb the sun's rays. Mineral sunscreens like Multi-Defense UV Protect contain the active ingredients zinc oxide and titanium dioxide, which each protect from a different range of wavelengths and work together to ensure broad protection from both UVA and UVB rays.



vs.



MORE SKIN NUTRITION SPF PRODUCTS

Hydrating Day Lotion SPF 30

Lightweight, invisible lotion is supercharged with full light and pollution protection to restore and plump skin with moisture. Good for someone with dry skin who is looking to defy signs of aging. Contains the Prevent Complex (see page 16).

Multi-Defense UV Protect SPF 50+

Mineral sunscreen gives skin the highest level of protection from UVA and UVB rays, environmental stressors and free radicals with up to 80 minutes of sweat and water resistance.

Renewing Reactivation Day Lotion SPF 30

Protects from sun damage and includes our plant-powered Repair Complex for younger, healthier-looking skin. Good for someone with dry skin looking to correct signs of aging. Contains the Repair Complex (see page 19).

Balancing Matte Day Lotion SPF 30

Floods over skin, then quickly absorbs for a soft matte finish. Good for someone with combination/oily skin looking to defy signs of aging. Contains the Prevent Complex (see page 13).



Get to know Artistry Skin Nutrition routines.

Suggest products that best meet customers' skin needs, then add treatments and additional moisturizers.



Simple routine

Cleanser • Toner • Face Moisturizer

Using Artistry™ skin care products will ensure that your customers' skin concerns are addressed. This routine is perfect for someone new to skin care or someone who just wants to keep it simple. They should include all three products listed.

Complete routine

Cleanser • Toner • Serum • Eye Moisturizer • Face Moisturizer • SPF for morning routine

When customers start seeing signs of premature aging around the eyes, an eye moisturizer should be added to their morning and evening regimen. Suggest the six products mentioned to enjoy the most comprehensive approach to visibly healthy skin.

Extended routine

Makeup Remover • Cleanser • Toner • Intensive Treatment • Serum • Eye Moisturizer • Face Moisturizer • Sleeping Mask for night routine

Customers who want to address additional skin concerns, especially visible signs of aging, should add Artistry serums, masks or intensive treatments created specifically for hydration, firming, polishing, brightening and more.

Layering skin care treatments

For customers who aren't using serums or Artistry Labs™, have them start with the Vitamin C + HA3 Daily Serum and then layer the Defying or Correcting Serum on top, depending on their skin's needs.



UNLEASH THE POWER OF CUSTOMERS

The Artistry Skin Nutrition™ collection was created with your selling journey in mind – to give customers the breakthrough new products they want, and make selling easier to help you grow your business!

Products customers want to buy

Customers are searching for clean beauty products, and the pure, high-quality, effective ingredients in Artistry Skin Nutrition products meet those needs. They also want a personalized approach to skin care that's tailored to their skin needs and their lifestyles while delivering proven, visible results.

At the right price

It's not always enough to have exciting new products; they also need to come with a realistic price tag. The design target of the Artistry Skin Nutrition collection is entry-premium and comparable to brands like Kiehl's®* and Clinique®**.

With a better customer experience

You work hard to offer the best customer service from your business! We support you by offering amazing, personalized tools such as the **Artistry™ Virtual Beauty app**, AmPerks Customer Rewards Program and improved shipping and delivery with easy, no-hassle returns. It just keeps getting better!

And helpful new tools for you

The offerings above don't just make the customer experience better; they make selling simpler and more convenient for you. Plus, with new product and selling tools, education courses and your MyShop Digital Storefront, you'll have everything you need to make selling easy and fun.

*Kiehl's® is a registered trademark of L'Oreal USA Creative, Inc.;
**Clinique® is a registered trademark of Clinique Laboratories, LLC.
Prices from: <https://www.kiehls.com/>, <https://www.clinique.com/>, July 2022.



SELLING IN 5 EASY STEPS

1. Discover products you love.

Get to know all of the high-quality, on-trend products for Artistry Studio™ makeup collections. Use the **Artistry™ Virtual Beauty app** with a new and improved questionnaire to find your faves and develop an impactful, personal testimonial to share with your customers.

2. Open your MyShop Digital Storefront.

Expand your brand, connect with customers, and promote and sell the Artistry Skin Nutrition™ products you love, all in one place. See below for details.

3. Better-than-ever selling support.

Amway™ Education is full of resources like easy-to-follow product videos, selling courses, **interactive learning experiences**, best practices and more.

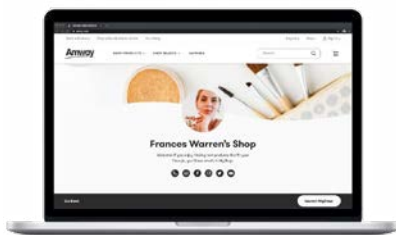
4. Share with customers.

Learn how to connect with customers in person, online and via social media to share and sell the products you're passionate about.

5. Serve your customers.

Happy customers mean healthy business – create repeat buyers with tools like **DITTO™** Scheduled Orders and AmPerks Customer Rewards Program to make shopping easy and rewarding. The satisfaction guarantee takes away customers' fear of trying a new product, and it helps close the sale.

You've already discovered and learned about all of the amazing new Artistry Skin Nutrition products. Now it's time to ...



Set up MyShop.

Create your free, customizable, digital storefront. It's an easy way to sell products, engage with customers and promote products – like Artistry Skin Nutrition – 24/7. Keep content updated regularly and share your **MyShop** with customers so they're always connected and shopping with you.

BETTER-THAN-EVER SELLING SUPPORT

The more you know, the easier it is to engage with customers, pique their interest and make more sales. So, start learning with these resources – you’ve got this!



Interactive Healthy Beauty Education Module

Log in to Amway Education to learn how to talk about and sell all the products your customers will love from our high-performance, plant-based Artistry Skin Nutrition™ collection. Review the 6-Step Selling Framework, practice what you’ll say and move easily from identifying the need, to closing the sale. Plus, find links to all the resources you need to become even more of an expert.



Artistry Skin Nutrition in-person learning presentations

Learn all the features, benefits and FAQ to help you sell these skin care products to customers. Available on **Amway™ Education**.

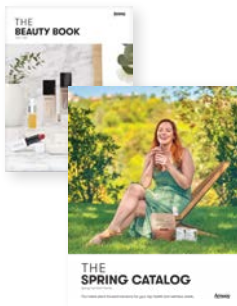


Artistry Studio Beauty Breaks

Beauty Breaks are the ideal stage for boosting your beauty business at in-person gatherings or online events. Use this guide to confidently plan, host and follow up with success. Available in the **Amway Resource Center**.

SHARE WITH CUSTOMERS

Once you've learned all about the new and now products from Artistry Skin Nutrition™ collection and experienced them for yourself, you're ready to start sharing and selling.



Catalogs

The Catalogs contain all the latest and greatest products for customers to browse and shop. You can also find them in [Amway.com/publications](https://www.amway.com/publications).

Share ↗



Share feature on Amway website

Easily share product links and the new shoppable digital Mini Catalog with your customers and receive credit for any resulting sales, when logged into the [Amway™ website](https://www.amway.com).



Artistry Videos

Encourage your customers to go to [YouTube.com/AmwayUS](https://www.youtube.com/AmwayUS) and search the Artistry™ playlist for easy-to-follow tutorials on using Artistry Skin Nutrition™ products.

SHARE WITH CUSTOMERS



Samples

Customers love to try before they buy. Share these convenient **samples** to help them experience Artistry Skin Nutrition™ products.



Rock your social media strategy

Connect with the online beauty community, share your favorite Artistry Skin Nutrition products, engage current customers and attract new ones. To learn more, search “Social Media Guidelines” on the Resource Center at Amway.com.

Follow us **@ArtistryUS** and share your story.

MAKE A CONNECTION



With Nutrilite customers

These customers know the value of Nutrilite™ products, farms and phytonutrients and will likely embrace those benefits to their skin care.

With Artistry customers

Customers who use Artistry™ products daily have their favorites and know what works for their skin. Now there’s even more to love.

With prospective Artistry customers

These customers may not have thought much about skin care before, or they may be new to Artistry and Amway™ products and ready for suggestions.

For each of these groups, tailor your messages to customers’ needs using these steps:

1. Identify the need and get them interested.
2. Share the details and explain the benefit.
3. Show the products and create an experience.

HOW TO KEEP HAPPY, LOYAL CUSTOMERS

Turn customers into loyal buyers. Stay connected and provide the right tools to make shopping easier and even more enjoyable.



Register customers – reap rewards

Help your customers register to take advantage of rewards like AmPerks Customer Rewards Program, automatic reordering with DITTO™ Scheduled Orders and the ability to view their order history online. Plus, you'll be able to stay connected, and your customers get to enjoy all the benefits of a better shopping experience.

It takes
5X longer
to find a new
customer than it
does to follow
up with an
existing one.*



AmPerks Customer Rewards Program

Show your registered customers some love. Invite them to join the AmPerks program – a **free-to-join loyalty program** that helps you build stronger relationships while rewarding your customers for buying their favorite Amway™ products. They'll get 2 points for every dollar spent, a personalized shopping experience and risk-free returns with AMWAYPROMISE™ and more.



DITTO Scheduled Orders

Take the worry out of reordering with the convenience of **DITTO Scheduled Orders**. Your customers can set it and forget it from your MyShop to make sure they never run out of their favorite products.



AMWAYPROMISE

When your customers make an Amway™ product purchase, they get more than quality products – they get a promise that we'll protect their purchase with our 180-day 100% customer satisfaction guarantee.** If they're not satisfied with the product, simply return it within its satisfaction guarantee time frame.

**120 days for Atmosphere™, iCook™ and eSpring™ products. Additional restrictions, exclusions and fees may apply. For complete details visit Amway.com and search: AmwayPromise.

MAINTAINING PROFESSIONAL STANDARDS

TIPS FOR HYGIENE

It's important to always maintain a clean environment. Before demonstrating any Artistry Skin Nutrition™ product, please follow these Hygiene Best Practices from Rick DiCecca, Creative Director, Makeup Design, to protect you and your customers.



CLEAN HANDS

Wash your hands with soap and water and thoroughly dry them every time you touch a customer and always before and after demonstrating a product. If you wear gloves, be sure to also wash your hands before putting them on, as well as after removing them. Never touch your face unless your hands are clean and wash your hands immediately afterward.



CLEAN WORKSPACE

- A sink with a supply of clean, warm water
- Liquid soap or an alcohol-based hand sanitizer
- Disposable gloves
- Single-use towels or a clean roll of paper towels; tissues
- Clean cotton swabs and spatulas
- 70% isopropyl alcohol
- A trash can
- By modeling good hygiene, you're signaling to your clients/customers that you care about them and that you're serious about protecting health and conscientious about creating a safe and clean environment to work in.
- There are three very important things to ask before demonstrating Artistry Skin Nutrition™ products on a client/customer:
 1. Have client/customer demonstrate by using product on their own skin.
 2. Check with your client/customer whether they have any allergies, especially to any beauty products or ingredients.
 3. Explain clearly and in sufficient detail which products they're applying and their benefits.



SAFE PRODUCT DEMOS

Before opening Artistry Skin Nutrition™ products, spray the bottles, tubes and jars with 70% isopropyl alcohol and dry with a clean tissue. Upon opening, wipe the tops and inner caps with 70% isopropyl alcohol and a tissue. Apply products with clean cotton rounds, cotton swabs or spatulas. Clean products with 70% isopropyl alcohol when done.

ARTISTRY

SKIN NUTRITION™



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