



ARTISTRY®  
essentials

## Introduction: Vision



Beautifully uncomplicated. That's the thinking behind ARTISTRY® **essentials**. One streamlined regimen organised into three smart steps—exfoliate, hydrate, protect—that form the foundation for beautiful skin. ARTISTRY **essentials** products are intuitive: designed to give your skin exactly what it needs throughout the day for maximum benefits. These products are full of beneficial botanicals like exfoliating oat extract, organically grown hydrating Indian Fig, Chia and oil controlling Acerola Cherry.

Further proof: ARTISTRY **essentials**' natural ingredients were chosen specifically for their ability to either help skin stay hydrated or help it control oil. They give every woman—no matter what her skin type or condition—exactly what she needs to optimise her skin.



ARTISTRY®  
essentials

Amway

## The Science: Purposeful Botanicals, Intuitive Science



At the heart of ARTISTRY® **essentials** is the perfectly harmonious marriage of science and nature. Created to focus on the five most vital skin needs—hydration, oil control, nourishing, purifying and soothing—every formula is a synergy of thinking from the ARTISTRY laboratory to the goodness from the land.

ARTISTRY **essentials** research team, made up of experts in skin health, identified specific ingredients from nature that can provide the most effective nutrition for your skin. These ingredients were organically grown and harvested on our own Nutrilite farms. The result: a range of exfoliating cleansers, hydrating toners and protective moisturisers containing natural ingredients identified and grown specifically for their ability to refine, hydrate and balance the skin.

### Five Skin Essentials

- 1 Water—essential for all skin types
  - 2 Hydration/Nourishment—  
for normal-to-dry skin
  - 3 Balance—for combination to-oily skin
- SPECIAL SKIN CONCERNS:
- 4 Soothing—for inflammation/irritation
  - 5 Purification—for blemishes/  
acne control



The Customer:  
**Only What Counts**



ARTISTRY  
essentials

①  
hydrating  
cleanser

ARTISTRY  
essentials

②  
hydrating  
toner

ARTISTRY® **essentials** was developed for the Pragmatist; the practical side of every woman. Her beauty routine is important, but her time is limited. She wants to take care of her skin, but she needs her products to be quick, efficient and perfectly suited for her daily needs. She values simplicity and demands products that are friendly and functional; appealing and approachable.



The products:  
**Smart, Simple,  
Simply  
Essential**

**1** Exfoliate.

**2** Hydrate.

**3** Protect.



- > hydrating cleanser
- > hydrating toner
- > hydrating lotion
- > balancing cleanser
- > balancing toner
- > balancing lotion

**TARGETED SOLUTIONS**

- > soothing creme
- > moisture plus

Exfoliate. Hydrate. Protect.  
The three steps to achieving optimal skin that forms the heart of the ARTISTRY **essentials** lineup. Every intuitive, effective, skin-specific formula utilises botanical extracts and advanced science to renew and nurture skin. From exfoliating cleansers with patented Oat Extract, to balancing and hydrating toners, to moisturisers with a patent-pending Aura of Protection that protects both on and above the skin's surface. They're all designed to give skin the essentials. Every day. Every step of the way.

And of course, every ARTISTRY **essentials** product is gentle enough for sensitive skin, and clinically tested to deliver optimal results.

The products:  
**Smart, Simple,  
Simply  
Essential**

# Hydrating System

a moisture magnet for normal to dry skin



## ARTISTRY essentials Hydrating System

ARTISTRY **essentials** Hydrating system contains three easy-to-use products for exfoliating, hydrating, and protecting normal-to-dry skin. This system optimises skin's moisture level with Nourish3, featuring essential fatty acid-rich Chia and hydrating Indian Fig, grown on Nutrilite-certified organic farms.

**Step 1** Cleanse and Exfoliate. Beautiful skin begins with proper cleansing. ARTISTRY **essentials** Hydrating Cleanser gently and effectively cleanses as it exfoliates, renews and refines. This creamy-rich, soap-free formula cleans effectively without stripping skin of natural oils. It leaves no oily or drying residue. Skin feels soft, supple and completely refreshed.

**Step 2** Tone and Hydrate. ARTISTRY **essentials** Hydrating Toner optimises and balances skin hydration as it energises, refreshes and prepares skin for moisture. Hydrating Nourish3 Complex is proven to dramatically increase hydration levels within the first 60 minutes of use and intuitively adjusts to changing skin factors, ensuring that normal-to-dry skin is optimally hydrated. The last step of cleansing, the first step of moisturising, Hydrating Toner is specially designed to enhance the moisturising benefits of Hydrating Lotion.

**Step 3** Moisturise and Protect. Enhancing the skin's own natural protection mechanism, ARTISTRY **essentials** Hydrating Lotion SPF15 shields and defends against UVB/UVA rays and environmental assaults as it delivers optimal hydration and moisture balance to skin all day. Hydrating Lotion's rich, yet lightweight creamy texture leaves skin feeling soft and supple.

The products:  
**Smart, Simple,  
Simply  
Essential**

# Balancing System

all day control for combination to oily skin



## ARTISTRY essentials Balancing System

ARTISTRY **essentials** Balancing System contains three easy-to-use products for exfoliating, hydrating, and protecting combination-to-oily skin. This system normalises skin surface oils and hydration with Tri-Balance, featuring oil-controlling Acerola Cherry Fiber and hydrating Indian Fig, specially grown on Nutrilite-certified organic farms.

**Step 1** Cleanse and Exfoliate. ARTISTRY **essentials** Balancing Cleanser clears and clarifies as it evens tone and texture. This cleanser/exfoliator-in-one refines and smoothes, revealing clearer, smoother, younger-looking skin. Natural cleansing agents gently whisk away excess sebum, dirt and debris without stripping the skin. Surface dullness is improved. Skin feels revived and refreshed immediately after cleansing.

**Step 2** Tone and Hydrate. ARTISTRY **essentials** Balancing Toner leaves skin feeling refreshed, toned and with a fresh matte finish. This unique toner optimises the skin's own ability to control oil throughout the day. Balancing Toner complements Balancing Cleanser by revealing clearer, smoother skin ready to receive the benefits of the moisture lotion.

**Step 3** Moisturise and Protect. Enhancing the skin's own natural protection mechanism, ARTISTRY **essentials** Balancing Lotion SPF15 offers unparalleled protection to shield and defend from environmental assaults and UVB/UVA rays. In addition, it normalises oil production and balances moisture levels all day long. Unique micro-sponges and mattifying powders absorb excess oil and diminish shine.

## Key complexes, essential formulations

### ARTISTRY essentials Hydrating System + Balancing System

#### hydro lipid matrix

Found in both Hydrating and Balancing Systems

- > Balances water by enhancing the skin's own natural moisture barrier
- > Maintains optimal moisture balance, keeping skin looking healthy and young
- > Nourishing lipid blend boosts skin's inherent moisture barrier to prevent further moisture loss

#### desert hydration

Plants known to survive and flourish in harsh, desert environment,

- > Indian Fig
- > Resurrection Plant
- > Blue Agave
- > Evening Primrose
- > Yucca



### ARTISTRY essentials Hydrating System

#### nourishing essential fatty acid complex

Replenishes skin's moisture barrier and helps to maintain suppleness, using:

- > Chia
- > Borage
- > Rice Bran
- > Kukui
- > Sunflower, Corn, Sesame, Macadamia Oils



### ARTISTRY essentials Balancing System

#### balancing matrix

Normalises skin surface oils and hydration levels, using:

- > Acerola Cherry
- > Silica Micro Sponges
- > Kakadu Plum
- > Cinnamon
- > Ginger
- > Zinc PCA

Targeted  
Solutions:  
Extras with  
extraordinary  
effects



moisture plus



soothing creme

Even the best skin can have its unpredictable, unsettled days. ARTISTRY **essentials** targeted solutions were created with those times in mind. Each of the three single-minded formulas gets straight to the source of the most common skin issues and conditions such as redness, blemishes and dry skin. Delivering problem-solving power when and where you need it most to minimise and normalise day to day skin changes.

### Moisture plus

A vitamin-rich concentrate for ultra-dry skin. Nourishing Essential Fatty Acids including Borage and Chia combine to instantly seal in moisture.

### Soothing creme

A calming formula that pays essential attention to sensitivity and redness. Vitamins A, C and E nourish. Omega 3, Chamomile, Licorice, Bamboo and Blue Lotus come together to comfort, help reduce redness and calm skin stresses.



The Benefits:  
Every Day,  
For a Lifetime  
of Results



ARTISTRY **essentials** products were created to help skin stay strong, feel healthier and look younger. Every day...for life. Three simple steps—exfoliate, hydrate and protect. Three products—made to empower your skin to be the best skin possible. From the first time you hold the products in your hand to the way they feel on your skin, ARTISTRY **essentials** creates a sensory and skin-optimising experience. Formulations feel refreshing on the face and their uplifting and aromatherapeutic signature scent clears the mind as it lifts the spirit. Using them leaves skin feeling simply...fantastic. Every day...for a lifetime of results.



# ARTISTRY® essentials



## Australia

Hydrating System	VS-105489	P2765B9430W10373	RRP	\$140.05
Balancing System	VS-105487	P2765B9430W10373	RRP	\$140.05
Hydrating Cleanser	VS-104126	P910B3104W3416	RRP	\$46.10
Hydrating Toner	VS-104127	P1027B3502W3856	RRP	\$52.00
Hydrating Lotion	VS-104128	P1155B3939W4334	RRP	\$58.50
Balancing Cleanser	VS-104129	P910B3104W3416	RRP	\$46.10
Balancing Toner	VS-104130	P1027B3502W3856	RRP	\$52.00
Balancing Lotion	VS-104131	P1155B3939W4334	RRP	\$58.50
Moisture Plus	VS-104133	P694B2365W2600	RRP	\$35.10
Soothing Crème	VS-104135	P1110B3785W4165	RRP	\$56.20

## New Zealand

Hydrating System	QO-105489	P2910B10155IM11424	Sug. Ret.	\$148.50
Balancing System	QO-105487	P2910B10155IM11424	Sug. Ret.	\$148.50
Hydrating Cleanser	QO-104126	P956B3337IM3752	Sug. Ret.	\$48.80
Hydrating Toner	QO-104127	P1055B3683IM4146	Sug. Ret.	\$53.85
Hydrating Lotion	QO-104128	P1146B4000IM4523	Sug. Ret.	\$58.80
Balancing Cleanser	QO-104129	P95610B3337IM3752	Sug. Ret.	\$48.80
Balancing Toner	QO-104130	P1055B3683IM4146	Sug. Ret.	\$53.85
Balancing Lotion	QO-104131	P1146B4000IM4523	Sug. Ret.	\$58.80
Moisture Plus	QO-104133	P830B2896IM3258	Sug. Ret.	\$42.35
Soothing Crème	QO-104135	P1182B4124IM4640	Sug. Ret.	\$60.30



LIKE  
A GOOD  
NIGHT'S  
SLEEP

NEW  
AUGUST  
09



ARTISTRY®  
essentials

### NEW ARTISTRY ESSENTIALS EYE CREME

Tired eyes, with no rest in sight? Relax. **Essentials replenishing Eye Creme** relieves and rejuvenates instantly. Coneflower and Vitamin A help reduce dark shadows and puffiness. Citrus Bioflavonoids fortify and strengthen. Linseed and Licorice soothe to relieve the look of tired eyes. Eyes look brighter, wide-awake. And you didn't have to sleep a wink.

ARTISTRY ESSENTIALS. BEAUTIFULLY UNCOMPLICATED.



ARTISTRY® essentials beautifully uncomplicated

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