



---

## MEDIA RELEASE

---

**Tuesday, 9 May 2017**

### ***The Game Changer in Skincare***

With so many skincare products on the market, do you find it hard to choose the right products for your specific skin needs? Now you can take out the guess work with the NEW ARTISTRY® Skin Analyzer.

The recently launched ARTISTRY Skin Analyzer is a lightweight, portable device that is used by ARTISTRY Skincare Consultants to provide professional skin diagnosis. It analyses and recognises 8 different skin conditions quickly and easily including hydration, sebum (oil), pore size, pigmentation, wrinkles, elasticity, sensitivity and acne.

The skin analysis is conducted by an ARTISTRY professional consultant and can be done in the comfort of your home. Taking into consideration current skin conditions as well as a person's lifestyles and age, the consultant will recommend a completely personalised skincare program to help an individual achieve optimal skin health.

The ARTISTRY brand offers product solutions for a wide range of skin conditions and concerns. To simplify the process for customers, products are recommended in regime packs, containing a range of products designed to get the best results for various skin types and concerns.

ARTISTRY professional consultants are located all around Australia and New Zealand and are readily available to provide customer consultations.

**No more guessing, give your skin exactly what it needs and start your journey to beautiful salon skin.**



---

**Amway of Australia**

7-9 Irvine Place, Bella Vista, NSW 2153 Australia  
[www.amway.com.au](http://www.amway.com.au)



---

## MEDIA RELEASE

---

For more information about the ARTISTRY Skin Analyzer or to locate an ARTISTRY professional consultant, please visit [Amway.com.au](http://Amway.com.au) / [amway.co.nz](http://amway.co.nz).

Media contacts: Christine Chua: 02 9854 8120  
Josephine Daly: 0435 081 48

###

### **About Amway®**

Amway is a \$US 8.8 billion company that has been in business for over 50 years. Amway is the world's number one direct selling business as ranked in the 2016 Direct Selling News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has globally helped more than 12 million children through our One by One Campaign for Children since 2003.

### **About ARTISTRY®**

ARTISTRY is the world's number 1 direct selling premium beauty brand.<sup>1</sup> Founded in 1958 by an entrepreneurial husband and wife team, the ARTISTRY portfolio features advanced skincare developed with new technologies and proprietary plant ingredients, targeting both the biological and environmental signs of aging for men and women, along with classic and seasonal colour collections for face, eyes and lips. ARTISTRY products are sold through more than three million Amway® Business Owners in more than 100 countries and territories worldwide.

<sup>1</sup>Source: Euromonitor International Limited, [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims). Source EuromonitorInternational Limited; Beauty and Personal Care 2016 edition, Premium Beauty and Personal category; retail value sales, UBN 2015 data