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## MEDIA RELEASE

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**Tuesday, 16 May 2017**

### **Cleansing oils - more than just a craze**

Cleansing oils may be the new craze but they actually provide real benefits to the skin and are perfect to include in any skincare regime. Working on the principle that oil dissolves oil, cleansing oils help dissolve 'bad' oils and remove dirt and impurities without drying out or upsetting the skin.

The ARTISTRY® Cleansing Oil is new to the ARTISTRY skincare range and is a light, gentle cleansing formula that deeply and thoroughly cleanses, and can even remove long wearing and waterproof face and eye makeup.

Suitable for all skin types, including sensitive skin, the ARTISTRY Cleansing Oil helps maintain the skin's moisture balance, leaving the skin feeling smoother and softer. This product is perfect for those who tend to wear makeup regularly and prefer a lightweight-feeling oil makeup remover over a cream makeup remover.

The ARTISTRY Cleansing Oil is a part of the ARTISTRY Special Care Collection, a simple yet effective skincare range offering eight products that are dermatologically and allergy tested. The products in this range have been developed to enhance a customer's current regime by providing additional solutions to address most common skin issues such as redness, blemishes and dry skin.

### **The ARTISTRY Special Care Collection comprises of the following products**

- ARTISTRY® Cleansing Oil
- ARTISTRY® Cream Make Up Remover
- ARTISTRY Hydra-V® Refreshing Moisture Mask
- ARTISTRY® Eye & Lip Make Up Remover
- ARTISTRY® Deep Cleansing Mask
- ARTISTRY® Polishing
- ARTISTRY® Creamy Massage
- ARTISTRY® Anti-Blemish Treatment



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**Amway of Australia**

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For more information on the Special Care Collection or to locate a distributor, please visit [amway.com.au](http://amway.com.au) / [amway.co.nz](http://amway.co.nz).

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### **About ARTISTRY®**

Artistry® is the world's #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. Exclusive formulations reflect the global research, development and quality assurance conducted by a network of more than 900 scientists and directed by a board of scientific and academic advisors who work together to push the boundaries of beauty forward. Artistry products are sold through more than three million Amway® Business Owners in more than 100 countries and territories worldwide.

### **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 in the world 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.

<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