



MEDIA RELEASE

Say goodbye to Crow's Feet and Forehead Creases

Thursday, 2 November 2017

Battling Crow's feet? Smile lines? Forehead Creases? Brow Lines? Say 'bye bye' to those unwanted expression lines with the all new ARTISTRY® Intensive Skincare Advanced Vitamin C + HA Treatment.

Take action with the ARTISTRY brand's first super-powerful treatment. Containing our highest concentration of Vitamin C and hyaluronic acid ever, this treatment is designed to reduce the look of expression lines, add antioxidant protection and, with continued use, help prevent the future appearance of lines.

The Vitamin C + HA treatment adds 100% Pure Vitamin C powder to Nutrilite-approved Acerola Cherry Extract and Hyaluronic Acid to help strengthen the skin's support system, maximise moisture content, and add the look of increased volume.

The treatment's Hyaluronic Acid Bi-Action Blend helps skin stay plump, smooth and flexible. It works instantly and over time to help smooth the appearance of expression lines and help enhance the skin's plumpness and volume.



"ARTISTRY Advanced Vitamin C + HA Treatment gives skin the support it needs to fight wrinkle causing free radicals for a refreshed, plump, and more youthful look" says Samantha Roloff, Amway Research Scientist.

Vitamin C + HA Treatment is clinically proven to visibly reduce all major expression lines including crow's feet, smile lines, forehead creases/worry lines and brow lines/frown lines*.

Express yourself – but leave the lines on your notebook, not your face. For exceptional wrinkle-fighting, skin-plumping power turn to ARTISTRY Intensive Skincare Advanced Vitamin C + HA Treatment.

For more information about the ARTISTRY Intensive Skincare Vitamin C + HA please visit Amway.com.au / amway.co.nz.

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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.¹ 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. ARTISTRY products are sold through more than three million Amway® Business Owners in more than 100 countries and territories worldwide.

*ARTISTRY Studies 2017