



MEDIA RELEASE

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Revolutionary Regimen Targets the Specialised Needs of Men's Skin

Men and women are biologically different – and so are their skincare needs. That's why Amway has released ARTISTRY™ Men, a scientifically advanced skincare collection for men.

Amway scientists invested years of research into identifying the biological distinctions between men and women's skin. Their findings and skincare expertise fuelled the discovery of this customised collection, which targets men's two primary skincare needs – oil control and hydration – to reveal healthier, younger-looking skin in men of all ages and ethnicities.

"The ARTISTRY Men Collection optimises the modern man's skincare regimen," says Vice President of Global Beauty, Maud Pansing. "It's formulated to perform with technology specialised to a man's skin and a signature packaging aesthetic that speaks to his strength and style."

Amway scientists identified that the higher testosterone levels in men trigger more sebum production, which creates more oil and shine. Yet despite this increase in oil production, men's skin tends to be drier on the surface due to lower levels of Natural Moisture Factor (NMF). Shaving also disrupts the skin's barrier function, promoting dryness through moisture loss.

In response to these discoveries, Amway scientists created DermaSync Complex, the technology that powers the ARTISTRY Men Collection. "Men's skin can overproduce oil from within yet be dry on the surface," notes Principal Research Scientist, Rick Abbott. "DermaSync™ Complex leverages high-performance ingredients to resolve both issues by giving men's skin exactly what it needs to look its best and resist visible ageing. After four weeks of use, men in clinical studies showed up to 56.2 percent reduction in facial oil production and up to 83.4 percent increase in moisturisation."¹

What's more, our exclusive NMF Liposome helps deliver essential lipids – Ceramide 3, Lecithin and Beta-Sitosterol – along with natural humectants deep into the skin, directing them to where they're needed most. Exclusive

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ingredients in several of the collection's formulas further invigorate skin. Horse Chestnut Complex and an exclusive Shiso and Aloe Complex help reduce shaving irritation and redness. Our exclusive Micro X6 Peptide nourishes skin to help diminish the look of fine lines, while exclusive Oat Extract helps exfoliate to keep skin feeling smooth.

ARTISTRY products are sold exclusively through a network of Amway Business Owners millions strong worldwide.

¹After using the ARTISTRY Men Gentle Face Wash, Smooth Shave Foam, Post Shave Toner, Serum Concentrate and Facial Moisturiser.

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About Amway: Amway is a \$US10.8 billion company with 21,000 employees. Amway is the world's number one direct selling business in the world as ranked in the 2013 Direct Selling News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has helped more than 12 million children through our One by One Campaign for Children since 2003.

About ARTISTRY

ARTISTRY is ranked among the world's top-five, largest-selling premium skincare brands.² Founded in 1958 by an entrepreneurial husband and wife team, the ARTISTRY portfolio features advanced skincare developed with new technologies and proprietary plant ingredients. ARTISTRY targets 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.

²Source: Euromonitor International Limited, www.euromonitor.com/amway-claims.

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