

ARTISTRY™

MAKEUP INSIDER'S GUIDE



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WHY ARTISTRY?

The Artistry Promise: **Clean beauty without compromise**

By combining the superpower of Nutrilite™ ingredients and other plant extracts with advanced skin care science, we deliver healthy beauty like no other brand.

Plant-powered


Nutrilite plant-based ingredients deliver nourishing, skin-loving formulas at the heart of Artistry™ products.

Science-backed

Artistry formulas are backed by 60 years of skin science, cutting-edge research and proprietary technology that amplifies nature's own botanicals.

Clean formulas

Safe, effective and never tested on animals, our vegan formulas meet a rigorous set of guidelines that specify over 1,700 ingredients to avoid, including mineral oils, parabens, phthalates and sulfates.

 **nutrilite™ + ARTISTRY**

Pure and full of nutrients, ingredients are derived from Nutrilite sustainably grown plants

*Nutrilite includes sales of both Nutrilite and Nutriway®-branded products. Verified by GlobalData based on 2021 data.



Registered with
The Vegan Society



The Power of Makeup

Turn new customers into your best customers

Makeup is a fantastic entry point into expanding your business into more product categories. Recommend Artistry™ makeup to customers who are interested in beauty and introduce them to the whole world of skin care, health and wellness brands you offer through your business. With a lower barrier to entry for consumers price-wise and many ways to demonstrate benefits, cosmetics help you connect with customers and build strong, lasting relationships.



Makeup has long enabled self-expression, creativity and confidence. As an expert on Artistry™ makeup, you have the opportunity to empower a whole new generation of customers with makeup backed by breakthrough skin science and technology that marries skin nutrition with high-performance wearability.

A Right to Win

The Artistry™ brand has what shoppers want

Customers are already looking for what you offer – and since our products are clean, vegan, skin-loving and never tested on animals, you're already in the game. You're perfectly positioned to meet the rapidly growing demand in every category.

Artistry delivers on consumer behaviors

69% of women express interest in multifunctional makeup.*

59% look for ingredients that benefit the skin.**

60% of women are paying more attention to ingredients in their makeup.*

56% agree beauty products make them feel good about themselves.***



Your beautiful target audience

- Women of all ages
- Leads an on-the-go lifestyle
- Wears casual makeup daily
- Seeks high-quality products
- Looks for the best ingredients

The Market

The industry is in resurgence, and Artistry is positioned for success

Market dominators

#1-Selling Makeup Brand
CLINIQUE®†

#2-Selling Makeup Brand
MAC®† COSMETICS

Today's market worth

\$560M****

+17% from 2022

†Clinique® is a registered trademark of Clinique Laboratories, LLC.; Mac® is a registered trademark of Estée Lauder Cosmetics Ltd.

*Source: Mintel: Color Cosmetics 2022

**Source: Mintel: The Future of Color Cosmetics 2022

***Source: Dynata/Mintel, April 2022; Kantar Profiles/Mintel, August 2022, June 2022

****Source: CA Color Cosmetics, 2022, Euromonitor; Euromonitor Brand Shares, 2021 Total makeup includes Eye, Lip, Face, Cosmetic Sets



Makeup that Acts like Skin Care: **Clean beauty without compromise**

Artistry™ has safe, effective, never-tested-on-animals formulas that include powerful Nutrilite™ ingredients. Our colorful, confidence-boosting solutions fit every skin tone, look and style.

- All **Artistry Future Glow™** and **Artistry Go Vibrant™** formulas are clean, vegan and never tested on animals
- They exceed **Artistry Clean standards**, a rigorous set of guidelines that specify over 1,700 ingredients to avoid, including mineral oils, parabens, phthalates and sulfates
- **More performance** with longwearing, waterproof and smudge-proof formulas
- Formulas, textures and finishes designed for the ultimate **flawless look for all skin types**
- **Noncomedogenic ingredients**
- **Modern, elegant packaging**



Pure and full of nutrients, ingredients are derived from **Nutrilite sustainably grown plants**





FACE

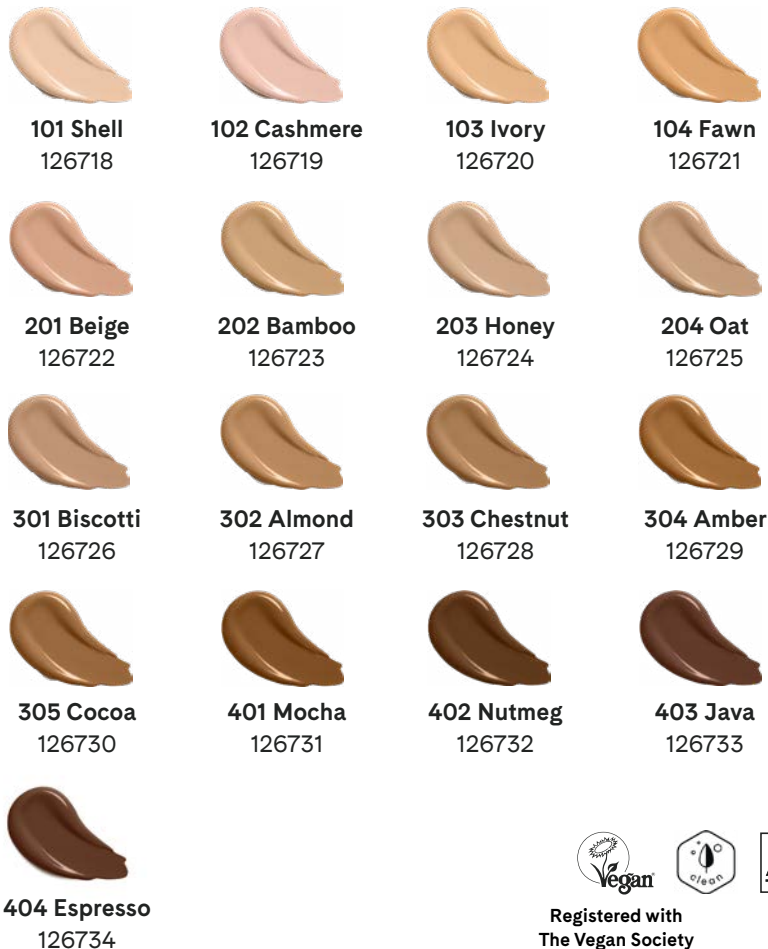
Product Details

Artistry Future Glow Serum Foundation

Nourishing, multi-benefit coverage supports a smoother, younger and brighter complexion. This serum foundation includes skin care ingredients to target the two main issues that trouble customers most:

- The look of skin imperfections like premature signs of aging
- Complexion concerns about skin tone and radiance

Finish	Healthy glow
Shades	17 shades
Coverage	Buildable sheer-to-medium
Wear	10-hour coverage, waterproof
Texture	Serum-cream
Skin Type	For all skin types (oily, dry, combination)



Registered with
The Vegan Society

90% said it's comfortable to wear*

88% said it feels weightless on the skin*



Key ingredients

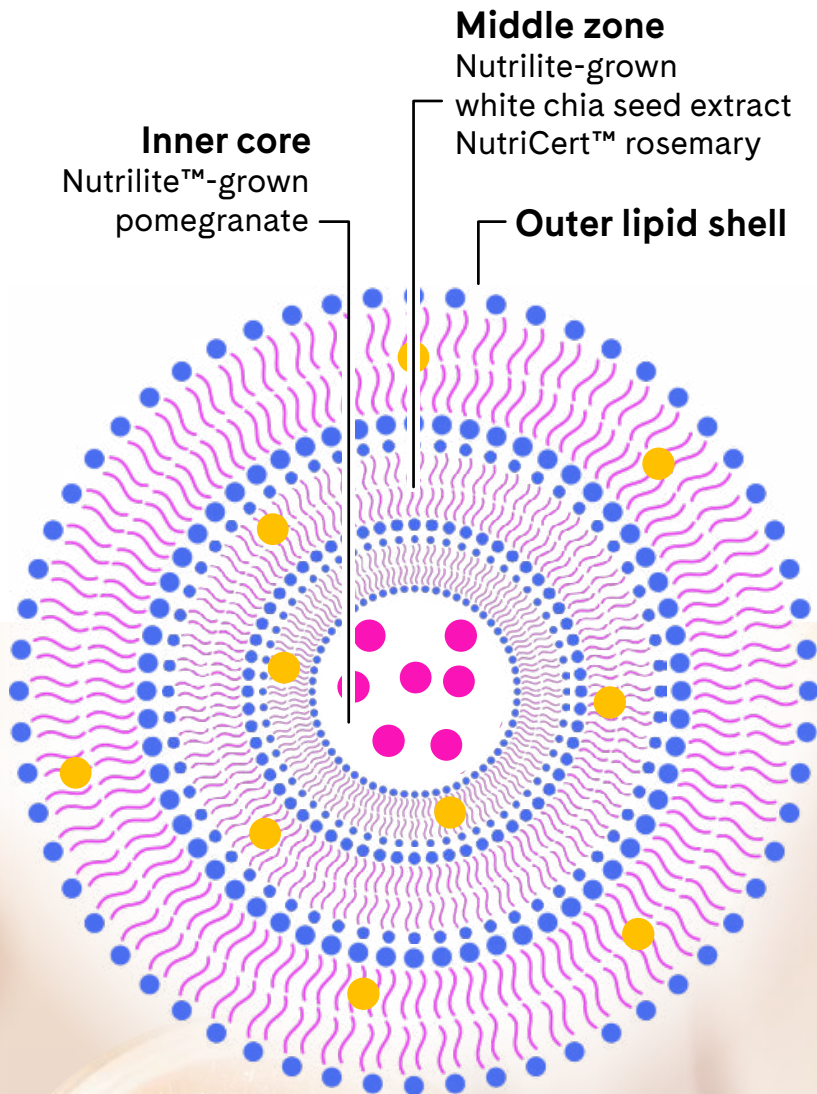
- **White chia seed extract** to help provide soothing/calming benefits along with a brighter, more youthful look
- **Pomegranate extract** helps provide antioxidant protection benefits
- **Rosemary extract** to help support the balance of skin's microbiom
- **Plant-based collagen+** targeting the signs of aging to help the skin appear firmer, smoother and more elastic
- Plus a **hyaluronic acid complex** known for its hydrating benefits

[→ View Product Page](#)

*After 1 week, in a consumer test of 109 women.

Skin Care Technology: Inside the Serum Foundation

Achieve greater skin care benefits with our exclusive Phyto-L Complex. This liposome is a special delivery system designed like a protective bubble of lipid molecules that the skin can recognize and absorb, effectively delivering key ingredients to the skin. The Phyto-L Complex has multiple layers, including:



This is the **Artistry™** brand's first makeup formula to use **liposome technology** to deliver **plant-based skin care ingredients**



Custom-Match Technology

Bringing scientific rigor to the art of shade matching

Rigorous color testing

By leveraging our proprietary Smart Skin Database and Custom-Match Technology, we tested, corrected and perfected the exact proportion of every pigment used in our Artistry Future Glow™ Serum Foundation.

We aligned the depth and intensity of each level and undertone to match real-world data and used panel testing to match a wide range of diverse skin tones to bring scientific rigor to the art of shade matching.

Precise and flexible

Each shade is precisely tuned and ingeniously flexible. Color and texture technology work with skin's natural color, while the sheer-to-medium coverage pigment ratios help create a flawless, healthy, glowy look.

Micro-adjusted shades

Every shade has been analyzed and fine-tuned by color experts, creating a range of shades that will enhance and flatter the individual undertone of virtually every customer.

[→ Learn more about choosing the right foundation](#)



FOR FAIR OR LIGHT SKIN
with a pink-tinted look, we dial up gold pigments to balance out redness.



FOR FAIR, LIGHT OR MEDIUM SKIN
with a yellow-tinted or sallow look, we dial up blue pigments to balance out yellowness, plus red and gold pigments for a healthy look.



FOR MEDIUM TO TAN SKIN
with a yellow-tinted look, we dial up red and blue pigments to balance out yellowness.



FOR RICH TO DEEP SKIN
with an orange-tinted look, we dial up red and gold pigments to bring out a healthy, radiant look.



Product Details

Artistry Future Glow Pressed Powder

126735

Airy, translucent powder reduces shine and blurs the look of pores.

Finish	Healthy matte
Wear	All day long; 8+ hours
Texture	Silky-fine, weightless powder
Skin Type	For all skin types (oily, dry, normal, combination)

One Shade for All

Pressed Powder comes in a single universal, translucent shade. It is colorless and traceless, allowing your natural skin tone (or preferred foundation shade) to show through.

97% said it feels lightweight on the skin*

93% said it helps control oil*

87% said it provides a flawless finish*



Key ingredients

- **White chia seed extract**, from Nutrilite™-grown plants, known for its calming, soothing benefits
 - **Pomegranate extract**, from plants grown on our Nutrilite farms, is known for its antioxidant benefits
 - **Zinc PCA** to help control oil and shine
- Hyaluronic acid complex**, a renowned hydrating ingredient

[→ View Product Page](#)

*After 1 week, in a consumer test of 108 women.



Registered with
The Vegan Society

Artistry Foundation Switch Chart

Customers who have used **Artistry Youth Xtend™ Foundation** will love **Artistry Future Glow™ Serum Foundation**—and we've made it easier to find your new shade.

Artistry Hydra-V™ Sheer Weightless Foundation	Artistry Youth Xtend™		Closest Artistry Future Glow™ Shade	SKU #
	L1N1 Bisque	▶	101 Shell	126718
	L1C1 Chablis	▶	102 Cashmere	126719
	L1W1 Buff	▶	103 Ivory	126720
	L1W2 Cream	▶	104 Fawn	126721
	L2N2 Natural	▶	201 Beige	126722
	L2C1 Chiffon	▶	202 Bamboo	126723
	L2W1 Sand	▶	203 Honey	126724
	L2N1 Ochre	▶	204 Oat	126725
	L3W1 Soleil	▶	301 Biscotti	126726
	L3C1 Plush	▶	302 Almond	126727
	L3N1 Tawny	▶	303 Chestnut	126728
	L4W1 Brulee	▶	304 Amber	126729
	L5W1 Cappuccino	▶	305 Cocoa	126730
	L4N1 Golden	▶	401 Mocha	126731
	L5N1 Caramel	▶	402 Nutmeg	126732
	L6W1 Mink	▶	403 Java	126733
	L6N1 Walnut	▶	404 Espresso	126734



FAQs

Artistry Future Glow™ Serum Foundation FAQs

Q: What is the technology that makes Serum Foundation so advanced?

A: In addition to proven makeup technology, Serum Foundation includes the Phyto-L Complex. This skin care technology effectively delivers Nutrilite™ ingredients to the skin. It helps the formula to provide antioxidation and brightening benefits with Nutrilite ingredients.

Q: How is this foundation different from Artistry Youth Xtend™ Lifting Smoothing Foundation?

A: Artistry Future Glow Serum Foundation includes advanced skin care technology with the Phyto-L Complex delivering Nutrilite ingredients. Its lightweight yet nourishing, hydrating texture reflects the latest trends in face makeup.

Q: Does Serum Foundation contain parabens or other often-asked-about ingredients?

A: No. Serum Foundation has been effectively preserved without the use of parabens. It can be classified as paraben-free. In addition, Serum Foundation is formulated with no cyclic silicones, sulfate surfactants, mineral oil, phthalates or talc and does not include animal-derived ingredients.

Q: My customers are never happy when we discontinue their favorite products. How can I allay their fears and help them understand why?

A: As we learn more about ingredients and develop new science and technology, it offers opportunities to advance our products to keep them relevant in the marketplace. Better products and better consumer benefits equal better business for you. In the specific case of Artistry Future Glow Serum Foundation, this formula surpasses the skin care benefits of Artistry Youth Xtend and Artistry Hydra-V™ with more flexible coverage and performance.



FAQs

Q: How does Artistry Future Glow™ compare to the competition?

A: We love this question as competitors are a significant part of our product-development phase. We look, find, try, test and research what is selling best and why. We look at trends in ingredients and packaging. Then we develop what we think will be an equally great performing product at a similar price. But we don't stop there. We make the product unique based on Amway's expertise in skin care science and ingredients research. The new formulas can only be found via your business as they contain exclusive complexes and blends and origins of ingredients – some are even patented like the Brightening Complex. Artistry™ is the only beauty brand backed by Nutrilite™,* the world's number-one-selling brand of plant-based vitamins and dietary supplements.

Q: Why did Amway start creating products clean, vegan and not tested on animals?

A: The trend for these product attributes has been growing significantly in recent years, and since we own organic farms for Nutrilite, it makes great business sense. Not only are we helping improve our environment – we are also helping improve the lives of others around us. All of this helps support you offering the best products on the market.

Q: How do I shade match an existing customer?

A: For existing customers, refer to the handy conversion chart on page 13 of this guide. For instance, if your customer has been using Artistry Youth Xtend™ Lifting Smoothing Foundation in L2N1 Ochre, recommend Artistry Future Glow Serum Foundation in 204 Oat. They can also virtually try them on using the Artistry Virtual Beauty app to help them narrow down their shade range.

Q: How do I shade match a new customer?

A: Great question! Shade matching is super important as wearing the correct shade will help the skin look amazing! There is a step-by-step guide on page 40 of this guide.

*Nutrilite includes sales of both Nutrilite and Nutriway®-branded products

*Verified by GlobalData based on 2021 data



FAQs

Q: What is the best way to apply foundation?

A: It depends. Depends on the finish and level of coverage you desire. Check out the “Use Instructions” tab on the [product page](#).

Q: Will using different application techniques or tools change the way makeup looks?

A: Absolutely! The most common application techniques include your fingertips, a sponge or a brush designed specifically for foundation. Using the fingertips will result in a sheer effect. A damp sponge will give you a dewy, sheer-to-medium coverage. And for flawless coverage, use a foundation brush. Don't forget to start at the middle of the face and work outward.

Q: What is “buildability” when referring to foundation?

A: Buildability is layering foundation to gain the desired level of coverage. This is great if there are areas of your skin with imperfections that you'd like to camouflage. Just remember that you are beautiful just the way you are.

Q: What other resources are available to learn and sell makeup?

A: Check out pages 44 through 48 of this guide to find more professional tips and selling resources.





EYES

Product Details

Artistry Go Vibrant Waterproof Length Serum Mascara

126740

This waterproof formula stands up to rain, sweat and tears for longer-looking lashes that stay clump-proof, flake-proof and smudge-proof all day.

Available in
Natural Black



Registered with
The Vegan Society

89% said the brush
is easy to use*

85% said it gives lashes
a natural, defined look*

77% said it makes
lashes look healthy*



Key ingredients

- **White chia seed extract**, from Nutrilite™-grown plants, known for its calming, soothing benefits
- **Curated botanical oils** including jojoba seed oil, grape seed oil and macadamia ternifolia seed oil
- **Phyto-proof complex** for plant-based waterproofing

[→ View Product Page](#)

*After 1 week, in a consumer test of 109 women.

Product Details

Artistry Go Vibrant Waterproof Pencil Eyeliner

This waterproof, smudge-proof eye pencil lays down high-intensity color in every line.

Natural Black

126744



Natural Brown

126741



Registered with
The Vegan Society

96% said it's comfortable to wear*

94% said it delivers an intense color*

89% said it applies smoothly*



Key ingredients

- **White chia seed extract**, from Nutrilite™-grown plants, known for its calming, soothing benefits
- **Custom vitamin complex with vitamin E** mixed with a pro-moisture blend including sodium hyaluronate and glycerin
- **Curated botanical oils** including shea butter oil, avocado oil and sunflower seed oil
- **Phyto-proof complex**, for plant-powered waterproofing

[→ View Product Page](#)

*After 1 week, in a consumer test of 106 women.

Product Details

Artistry Go Vibrant Longwearing Liquid Eyeliner

126743

Water-resistant, smudge-proof liquid liner pen delivers intense color that lasts 10 hours.

Available in Natural Black

The bold, black color comes in part from naturally derived black charcoal powder (not from carbon black).



Registered with
The Vegan Society

97% said it's comfortable to wear*

96% said it glides on smoothly*

94% said it delivers intense, black color*



Key ingredients

- **Nutriline™ pomegranate extract** to help provide antioxidant benefits
- **Custom vitamin complex with vitamin B5 and biotin (vitamin H)** mixed with pro-moisture sodium hyaluronate
- **Chamomile extract**, known for soothing the skin, plus plant-based proteins and peptides

[→ View Product Page](#)

*After 1 week, in a consumer test of 106 women.

Product Details

Artistry Go Vibrant Waterproof Brow Pencil + Tinted Gel

Bring healthy beauty to your brows with this double-ended tool that defines, colors and contours.

Shade range

Choose the shade closest to your natural color for a natural, softly defined look.



True Black
126745
Deep, neutral black.



Taupe
126746
Light, cool brown for lighter brown hair and most blondes.



Dark Brown
126747
Medium, warm brown for a wide range of medium-to-dark brunette hair.



Registered with
The Vegan Society

96% said it makes brows look fuller*

92% said it set brows in place without making them stiff*

91% said it glides on easily*



Key ingredients

- **Pomegranate extract** known for its antioxidant benefits
- **Custom pro-moisture vitamin complex with vitamins E and C, plus biotin (vitamin H),** enhanced with hyaluronic acid and ceramide
- **Botanical oils and extracts** curated with brassica napus seed oil and coco-glycerides
- **Naturally derived botanical oil and carnauba wax** form a waterproof film that sets color and moisture within each strand of brow (pencil only)

→ [View Product Page](#)

*After 1 week, in a consumer test of 106–109 women.

Artistry Eye Product Switch Chart

The formula coverage and texture will be different (and improved) with the updated formulas. The chart here shows the best match in terms of color. This way, you can find your next favorite clean, healthy, no-compromise eye makeup.

ARTISTRY SIGNATURE COLOR™ PRODUCTS	SKU #		NEW ARTISTRY GO VIBRANT™ EYE PRODUCTS	NEW Root SKU #
Lengthening & Definition Mascara	112237	▶	Waterproof Length Serum Mascara	126740
Brown Eyeliner Pencil	118922	▶	Waterproof Pencil Eyeliner Natural Brown	126741
Plumberry Eyeliner Pencil	118924			
Black Eyeliner Pencil	118921	▶	Waterproof Pencil Eyeliner Natural Black	126744
Graphite Eyeliner Pencil	118923			
Auto Brow Pencil Soft Black	110991	▶	Waterproof Brow Pencil & Tinted Gel True Black	126745
Auto Brow Pencil Taupe	110989	▶	Waterproof Brow Pencil & Tinted Gel Taupe	126746
Auto Brow Pencil Brown	110990	▶	Waterproof Brow Pencil & Tinted Gel Dark Brown	126747
Longwearing Liquid Liner Black	120471	▶	Longwearing Liquid Eyeliner Natural Black	126743



FAQs

Eye FAQs

Artistry Go Vibrant™ Waterproof Length Serum Mascara

Q: What makes the mascara formula so advanced?

A: The serum formula includes Nutrilite™ white chia seed extract, vitamin complex and botanical seed oils to help condition lashes as it creates a lengthened look from root to tip. Importantly, it has been formulated with no carbon black, making this clean formula a significant achievement for Amway™, really setting Artistry Go Vibrant™ Waterproof Length Serum Mascara apart from mascaras that use carbon black.

Q: What makes the mascara brush so unique?

A: The unique crescent curved brush glides easily through lashes. Its carefully selected fiber and design coats each lash from root to tip, providing an even application with exceptional separation and definition. Look closely and you'll see that the outside of the crescent has longer bristles to separate each lash, while the bristles on the inside of the crescent lay down more formula and help enhance the lengthening effect.

Q: How can I remove the mascara?

A: Artistry Go Vibrant Waterproof Length Serum Mascara may be removed with Artistry Skin Nutrition™ Micellar Makeup Remover + Cleanser (123791) along with the Artistry Studio™ Clean Start Micellar Makeup Remover + Cleanser (124811).



FAQs

Eye FAQs (continued)

Artistry Go Vibrant™ Longwearing Liquid Eyeliner

Q: My liquid eyeliner seems to be applying less product, so the color is less intense. Why is this happening?

A: Make sure to shake well before use. After use, store the product horizontally (such as flat on a counter). Storing it vertically (such as in a cup) with the tip UP may result in reduced color intensity during application.

Q: My liquid eyeliner seems to apply too much product. Why is this happening?

A: After use, be sure to store the product horizontally (such as flat on a counter). Storing it vertically (such as in a cup) with the tip DOWN may result in excess product during application.

Artistry Go Vibrant Waterproof Brow Pencil + Tinted Gel

Q: Is the Tinted Gel waterproof?

A: No. Only the brow pencil is waterproof. Tinted Gel is smudge-proof and transfer-proof and sets brow hairs in place without stiffness or crunchiness.

Q: Will the Tinted Gel help give my brows definition?

A: Yes. The dual-sided brush features short and long bristles, which lets you deposit gel evenly across your brows for instant definition. Adjust the amount of gel on the brush before applying for more precision.



FAQs

Eye FAQs (continued)

Artistry Go Vibrant Waterproof Pencil Eyeliner

Q: Why is it important that the pencil eyeliner is formulated with no carbon black?

A: The eyeliner is formulated using mineral-based black pigments that are a naturally derived alternative to carbon black. Trends point to a consistently growing interest in clean makeup formulas.

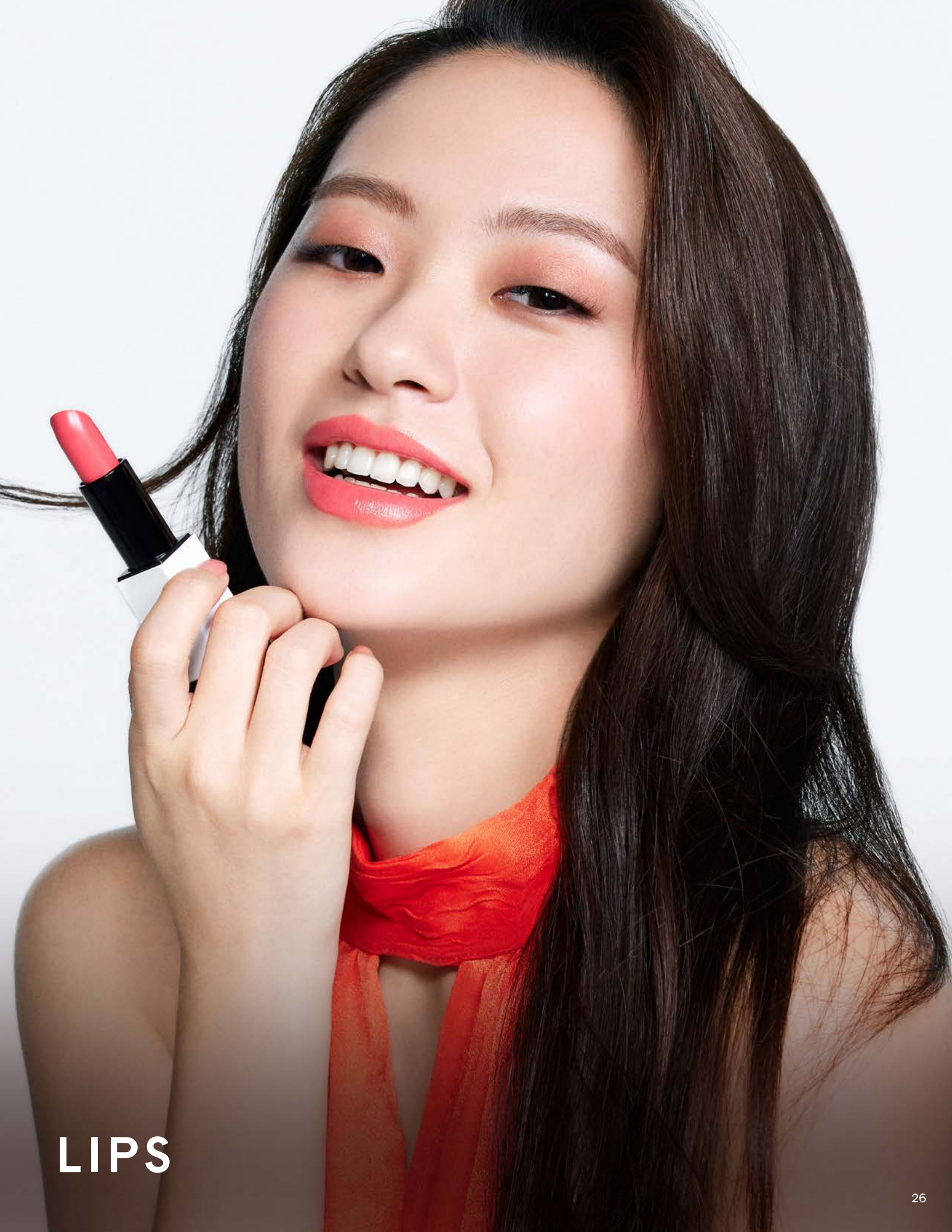
Q: How can I remove the pencil eyeliner?

A: The pencil eyeliner may be removed with Artistry Skin Nutrition™ Micellar Makeup Remover + Cleanser (123791) or any oil-based eye makeup remover/cleanser designed to gently remove waterproof formulas.

Q: Will the pencil eyeliner dry out if I leave it open?

A: Yes. After using, be sure to firmly press the cap until it clicks to ensure it is airtight.





LIPS

Product Details

Artistry Go Vibrant Matte Lipstick

The new matte finish goes on velvety smooth and lasts all day. Available in eight bold colors.

Nude/Rose:



208 Lazy Day Latte
124162



209 Love Note Nude
124163



203 Recharge Rose
124157

Plum/Brown:



207 Blush Crush
124161



201 Lunch Date
Pink
124155



202 Photobomb
Fuchsia
124156

The Reds:



204 Road Trip Red
124158



205 Firecracker Red
124159



Registered with
The Vegan Society

96% said it goes on bold in one stroke*

92% said it stays on and stays comfortable*



Key ingredients

- 90% naturally derived ingredients**
- Nutrilite™-grown white chia seed oil
- Ginseng oil
- Shea butter
- Sunflower seed oil
- Aloe vera extract

**Amount calculated based on ISO Standard.

[→ View Product Page](#)

*After 1 week, in a consumer test of 107 women.

Product Details

Artistry Go Vibrant Cream Lipstick

This creamy, hydrating formula is super shiny, unstopably vibrant and lasts for hours. Available in 10 luscious shades.

Nude/Rose:



102 Weekend Rose
124145



103 Mauvelous Morning
124146

The Reds:



106 Secret Crush Scarlet
124149



107 Take Charge Red
124150

Plum/Brown:



104 Berry Special Evening
124147



108 Text Me Terracotta
124151



111 Go-Go Cocoa
124154

Pinks/Coral:



109 Spice Meets Nice
124152



110 Crush on Coral
124153



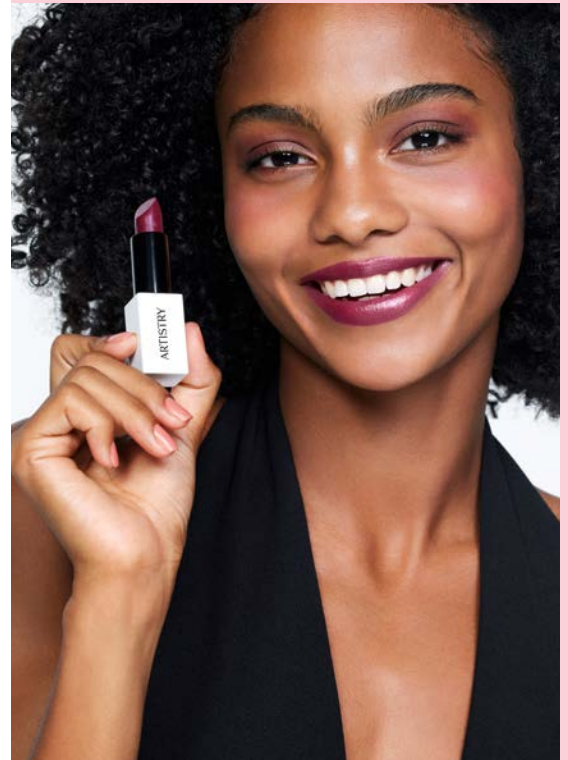
101 Saturday Peach
124144



Registered with
The Vegan Society

96% said it goes on bold in one stroke*

92% said it stays on and stays comfortable*



Key ingredients

- 90% naturally derived ingredients**
- Nutrilite™-grown white chia seed oil
- Ginseng oil
- Shea butter
- Sunflower seed oil
- Aloe vera extract

**Amount calculated based on ISO Standard.

[→ View Product Page](#)

*After 1 week, in a consumer test of 107 women.

Product Details

Artistry Go Vibrant Sheer Lip Balm

124674D

Hydrates, rejuvenates and provides antioxidant protection to help lips look and feel smooth and soothed.



Key ingredients

- 90% naturally derived ingredients*
- Nutrilite™-grown white chia seed oil
- Ginseng oil
- Shea butter
- Sunflower seed oil
- Aloe vera extract

*Amount calculated based on ISO Standard.

→ [View Product Page](#)



Registered with
The Vegan Society

FAQs

Lip FAQs

Q: How long will this new lipstick formula stay on my lips?

A: The Artistry Go Vibrant™ collection is longwearing. The matte shades deliver all-day, 8-hour wear.

Q: I'm excited to finally have matte lipstick shades, but the other brands I've tried left my lips dry.

A: The Artistry Go Vibrant Matte Lipstick is a skin-loving, hydrating formula, packed with plant oils and waxes to nourish the lips. 92% of customers tested said it left their lips feeling moisturized and comforted.

Q: What consumer tests were done?

A: We gave 107 people one week to experience the formulas.

Here's what they said: 92% of the respondents who tested the formula said it stays on and stays comfortable. 96% of the respondents who tested the formula said it goes on bold in just one stroke. 88% of the respondents who tested the formula said it does not bleed or feather. 83% of the respondents who tested the formula said it leaves their lips feeling healthy.



FAQs

Lip FAQs (continued)

Q: Is Artistry Go Vibrant™ Lipstick allergy or dermatologist tested?

A: Yes. All Artistry Go Vibrant formulas have been allergy and dermatologist tested and shown to be safe for use on all skin types when used as described.

Q: What are the different finishes available in the new Artistry Go Vibrant Lipstick?

A: There are 10 cream shades that have a satin-shine finish. The eight matte shades have a velvety matte finish. The Sheer Lip Balm goes on clean and clear.

Q: What are the shade ranges?

A: This collection has expanded to include nudes and more reds. The shade ranges are: Nude to Rose, Plum to Brown, Pink to Coral and The Reds.

Q: How do I select lipstick shades for new customers?

A: When you think of lipstick-shade categories, think of undertones. For instance, Pink and Berry shades will look great on someone with a cool undertone. Coral and Red shades will look good on customers with warm undertones, while Nudes and Browns are your go-to neutrals. Your customers can also download the Artistry Virtual Beauty app to virtually try them on. And don't forget about the Artistry Go Vibrant Lipstick Sample Cards! (313449).



FAQs

Lip FAQs (continued)

Q: What if my customer has a cool undertone but likes a shade from the warm family?

A: Many customers like a more dramatic look for their makeup. Using a lipstick shade that's the opposite of their undertone is a great way to make a bold statement.

Q: Will the new Artistry Go Vibrant™ Lipsticks look good on my skin tone?

A: The Artistry Go Vibrant Lipsticks – both the cream and matte shades – have been created to be flattering and lip-loving for everyone to wear and love. We tested the shade lineup on a wide range of skin tones to create a universally flattering lineup.

Q: Do the Artistry Go Vibrant Lipsticks and Sheer Lip Balm contain SPF?

A: No, there is no SPF in the lipsticks or balm. Instead, they focus more on the moisture barrier and retention. The condition of lips is much improved with this formula, which is infused with natural oils. SPF's do not offer anything to condition lips or keep them hydrated and feeling soft and rejuvenated like these lipstick and sheer-balm formulas.





MORE GREAT PRODUCTS

Complete the Look

Express yourself
with our legacy face
makeup products.



A. Artistry Exact Fit™ Powder Foundation Skin-perfecting coverage looks natural. Tahitian pearls and Amazonian minerals help control shine and support a long-lasting finish.

B. Artistry Exact Fit Beauty Balm Perfecting Primer Helps prime and instantly improve the look of skin's texture. Use under foundation for easier makeup application or alone for sheer coverage with SPF 35 protection.

C. Artistry Ideal Radiance™ Illuminating CC Cream Provides protective, natural-looking coverage with SPF 35 and our Multi-Dimensional Finishing Complex to help protect skin from the sun.

D. Artistry Exact Fit Perfecting Loose Powder Luxe powder helps minimize visible imperfections without settling into fine lines or wrinkles.

E. Artistry Exact Fit Perfecting Concealer Creamy, weightless formula helps brighten the appearance of dark spots and camouflage imperfections, fine lines and wrinkles.

[→ View Product Page](#)



BECOME THE EXPERT

Become the Expert

The best way to improve sales? Become an expert.

Discover each product's unique benefits and don't forget to have fun—makeup is creative, expressive and confidence-building!

- **Spend time using the products** so you can see how they perform. Take note of wear time, finish and color payoff.
- **Find makeup looks and trends on social media** or take inspiration from magazines, then share your favorites with your customers.
- **Utilize our pro tips to practice on yourself** and to demonstrate product usage across multiple skin tones.



Demonstrate the latest trends to your beauty break attendees by linking products in the same categories to **create on-trend looks that help increase the number of products** you sell to each customer.

Start with Skin Care

Beautiful makeup starts with healthy-looking skin. Establish a healthy morning and night skin care routine.

Choose your favorite Artistry™ cleanser, toner, serum and moisturizer for your specific needs from Artistry Studio™ Skin and Artistry Skin Nutrition™. See suggestions below.



AM ROUTINE

Start with a gentle cleanser

Use your favorite **Artistry cleanser** for a gentle yet thorough cleanse.

Toner

To rebalance your skin after cleansing and prep for treatment products, choose your favorite **Artistry toner**.

Apply serum(s)

To treat your skin, try our #1-selling **Artistry Skin Nutrition Vitamin C + HA3 Daily Serum** to help brighten, plump and even complexion.

Moisturizer/SPF

Moisturize and protect your skin! Try **Artistry Skin Nutrition Hydrating Day Lotion** with SPF 30.

Eye cream

Deeply nourish your skin with hydration and high-performance anti-aging and repair science with an Artistry moisturizer such as **Artistry Supreme LX™ Regenerating** or **Artistry Skin Nutrition Renewing Creams**.

PM ROUTINE

Remove all makeup at night

We recommend **Artistry Skin Nutrition Micellar Makeup Remover + Cleanser** or **Artistry Studio Clean Start Micellar Makeup Remover + Cleanser**.

Follow with a gentle cleanser

Artistry Skin Nutrition Hydration Mousse Cleanser or **Artistry Skin Nutrition Renewing Foaming Cleanser** are ideal, non-irritating options.

Exfoliate and/or mask

Use your favorite **Artistry exfoliator** or **mask** once a week during the evenings to smooth skin and target specific skin concerns.

Apply toner

Apply an **Artistry Skin Nutrition toner** to help hydrate and help support the skin's barrier function.

Apply serum

Apply **Vitamin C + HA3** and your favorite **Artistry serum** to help address your specific skin concerns.

Moisturize

Deeply nourish your skin with hydration and high-performance repair and renewal science with an Artistry moisturizer such as **Artistry Supreme LX Regenerating** or **Artistry Skin Nutrition Renewing Creams**.

Eye cream

Finish your routine with a targeted eye cream to reduce visible fine lines, soften dark circles and restore vibrancy back around the eyes.

Foundation

101

Finding the right foundation prepares skin for any makeup look and enhances skin's natural look by camouflaging imperfections and evening out skin tone. Finding it is easier than you think.

Step 1

Understanding skin tone

Start by looking at the veins on the inside of your wrist. If they look greenish, then you may have warm undertones. People with blue or purplish-looking veins usually have cool undertones. If you have neutral undertones, your veins may appear colorless or match the color of your skin. The metal color of your jewelry can help too. Wearing gold? It signifies a warm undertone. Silver denotes a cool undertone. And if wearing both, perhaps the undertone is neutral.

Step 2

Finding your shade

Select the three shades you feel are in your range. Apply them in a stripe down your cheek, across your jaw bone and to the neck. The shade that disappears into your skin is your best match.

Step 3

Selecting your coverage

Sheer coverage is lightweight and leaves your natural skin visible. Medium coverage helps to camouflage imperfections and even skin tone.

Step 4

Selecting your finish

Foundation finish is a matter of personal preference. Whereas some like a radiant glow, others prefer something more natural or a matte finish.

Radiant: glowing and luminous

Matte: smooth, perfected look without shimmer or shine

Natural: neither glowing nor matte, zero sheen



Professional Hygiene

By modeling good hygiene, you're signaling to your customers that you care about them, you're serious about protecting their health and you're conscientious about creating a safe and clean environment to work in.



Clean Hands

Wash your hands with soap and water and thoroughly dry them every time you touch a customer and always before and after demonstrating a product. If you wear gloves, be sure to also wash your hands before putting them on as well as after removing them. Never touch your face unless your hands are clean, and wash your hands immediately afterwards.

Clean Workspace

A clean, tidy setup is essential. Make sure you have everything below before getting started:

- A sink with a supply of clean, warm water
- Liquid soap or an alcohol-based hand sanitizer, like the [G&H™ Protect Hand Sanitizer](#)
- Disposable gloves
- Single-use towels or a fresh roll of paper towels; tissues work in a pinch
- Fresh cotton pads, swabs and spatulas
- 70% isopropyl alcohol
- A trash receptacle



There are three very important things to remember before demonstrating an Artistry™ product with a customer:

1. Check if your customer has any allergies, especially to any beauty products or ingredients
2. Have them experience the product by using it on their own skin
3. Explain clearly which products they're applying and the benefits



Safe Product Demos

Before opening Artistry products, spray the bottles, tubes and jars with 70% isopropyl alcohol and dry with a clean paper towel. Apply products with clean cotton rounds, cotton swabs or spatulas. Clean products with 70% isopropyl alcohol when done.



LOOKS & PRO TIPS

Creating Looks by Skin Tone

The best way to increase your customer's order volume is to sell a complete look, not just single products. Here's some helpful inspiration on building looks your customers will love to add to their foundation selection.



Lv 4 DEEP	SKU
EF Concealer – Deep	120364
SC Eyeshadow Quad – Smoky + Compact	118393 118404
GV Pencil Liner – Nat. Black	126743
GV Brow Duo – Soft Black	126745
GV Serum Mascara	126740
GV Lipstick – Berry Special Evening	124147



Lv 3 MEDIUM	SKU
EF Concealer – Med	120362
SC Eyeshadow Quad – Plumberry + Compact	118397 118404
GV Pencil Liner – Nat. Brown	126741
GV Brow Duo – Dk Brown	126747
GV Serum Mascara	126740
SC Blush – Dusty Mauve + Compact	118403 118404
GV Lipstick – Text Me Terracotta	124151



Creating Looks by Skin Tone

(continued)



Lv 2 LIGHT/MEDIUM	SKU
EF Concealer – Light/Med	120361
SC Eyeshadow Quad – Spice Bronze + Compact	118395 118404
GV Pencil Liner – Nat. Brown	126741
GV Brow Duo – Dk Brown	126747
GV Serum Mascara	126740
SC Blush – Peachy/Pink + Compact	118399 118404
GV Lipstick – Text Me Terracotta	124151



Lv 1 LIGHT	SKU
EF Concealer – Light	120360
SC Eyeshadow Quad – Pink Chocolate + Compact	118396 118404
GV Pencil Liner – Nat. Brown	126741
GV Brow Duo – Taupe	126746
GV Serum Mascara	126740
SC Blush – Sweet Pink + Compact	118402 118404
GV Lipstick – Mauvelous Morning	124641



Pro Tips

Help customers get beautiful, flattering looks while increasing your customers' order volume.



Bronze and Contoured

Choose a foundation that's 2–3 shades darker than your natural skin tone. Start by adding a few drops of the darker foundation to a dime-size amount of Artistry Skin Nutrition™ Hydrating Day Lotion or Balancing Matte Gel Lotion. Mix them together and apply to the forehead, cheekbones, bridge of the nose and jawline with a foundation brush or a damp makeup sponge.



Perfect Matte Lip

Prep the lips to achieve the best results. Start by exfoliating with Artistry Studio™ Polished Pout. Remove and pat lips dry before applying the Artistry Studio Pampered Pout Lip Balm. Leave it on while you finish the rest of your makeup. When finished, apply your favorite Artistry™ lipstick for flawless, pouty lips.



Wow! Those Eyes

Grab your preferred Artistry Signature Color™ eyeshadow quad and a fluffy brush. Use the largest, lightest shade as a Highlighter all over eyelid, from lash line to under the eyebrow. Then work left to right across the bottom row: add the left-hand shade as a crease color in the crease and at outer corner of eye. Next, accent with the middle color: apply to center of lid, blending outward toward corner. Apply the deep color on the right for definition, smudging it along the upper lash line. Finish off with Artistry Go Vibrant pencil or liquid liner and a swipe of Artistry Go Vibrant Waterproof Length Mascara for a beautiful, bold eye!





SELLING SUPPORT

Easy Ways to Start Selling

The more you know, the easier it is to engage with customers, pique their interest and make more sales. So start learning with these resources – you've got this!

Discover products you love

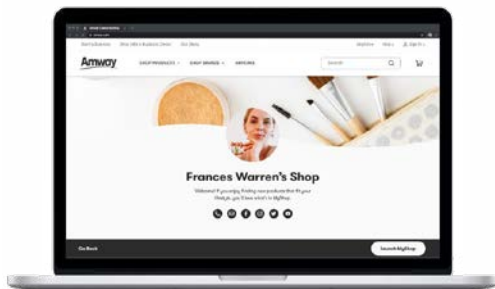
The [Artistry™ Virtual Beauty app](#) can help you discover your skin care routine, find makeup shades with the try-on tool and develop an impactful, personal testimonial to share with your customers. (Remember: all testimonials must follow Amway™ approved claims!)

Use Amway Education

It has a variety of resources and information on how to earn money, sell products, build a selling team and so much more.

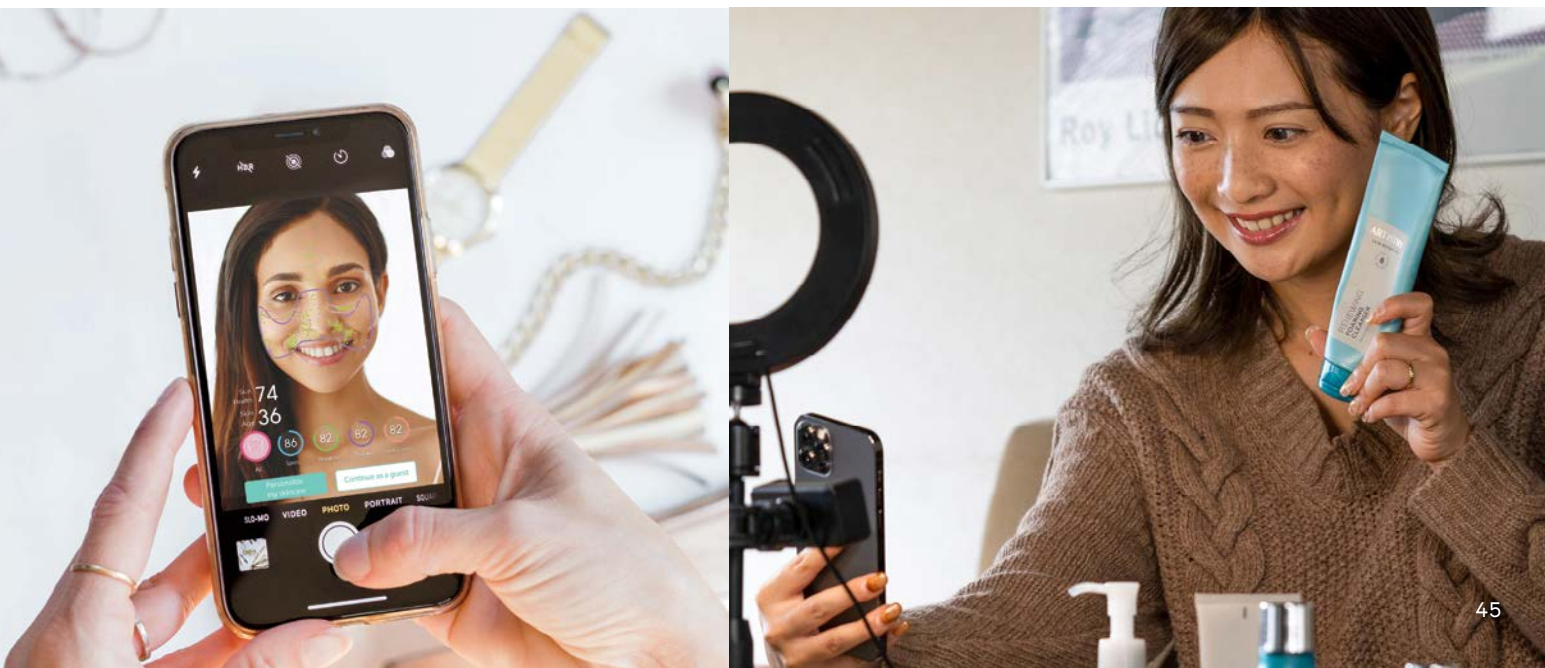
Create repeat buyers

Tools such as [Ditto™ Scheduled Orders](#) and AmPerks Customer Rewards Program make shopping easy and rewarding. The satisfaction guarantee takes away customers' fear of trying new products and helps close the sale.



Set up MyShop

Create your free, customizable digital storefront. It's a simple way to sell products, engage with customers and promote products. Keep content updated regularly and share your MyShop with customers so they're always connected and shopping with you.



Easy Ways to Start Selling

(continued)

Interactive Artistry™ Makeup Education Module

Learn how to talk about and sell all the products your customers will love from our high-performance, plant-based Artistry collection. Review the six-step selling framework, practice what you'll say, and move easily from identifying the need to closing the sale. Plus, find links to all the resources you need to become even more of an expert.

→ [Available at Amway Education.](#)

Artistry Training Presentation

Learn all about (and then train your teams!) Artistry Makeup in an easy-to-follow training presentation.

→ [Available in the Amway™ Resource Center.](#)

Catalogs

The Beauty Book catalog contains all the latest and greatest products for customers to browse and shop. You can also find them at [Amway.ca/publications](https://www.amway.ca/publications).

Share feature on Amway™ website

Easily share product links and the shoppable digital catalogs with your customers and receive credit for any resulting sales, when logged into the Amway website.

Artistry videos

Encourage your customers to go to [YouTube.com/AmwayUS](https://www.youtube.com/AmwayUS) and search the Artistry playlist for videos on using Artistry products.



Growing Your Beauty Business



Artistry™ makeup was created with your selling journey in mind – to give customers the breakthrough, new products they want and make selling easier to help you grow your business!

Boost your expertise and customer volume

You can easily create an on-trend look that increases your customer volume while highlighting the versatility and results of Artistry products. Each product has a partner to enhance performance. If a customer buys an eyeshadow quad, link it with a concealer to use as a base, then add on mascara and eyeliner to demonstrate the products and sell them together.



+



Growing Your Beauty Business

(continued)

Connect with your customers

Reach out to existing customers to introduce new products as updates to their faves. Familiarize yourself with the conversion charts for lipstick, foundation and eyes for easy comparisons to your customers' existing favorites.

Host Beauty Breaks

Whether in-person or online, beauty breaks give you the opportunity to connect and share your excitement about the latest Artistry Future Glow™ and Artistry Go Vibrant™ products. See here for more details on [Beauty Breaks](#).

Start sampling

Our sample cards and foils make it easy for customers to try new products. Give these out to new and existing customers so they can get excited about our new Artistry™ products: Artistry Go Vibrant Lipstick Sample Card packs SKU #313449.

Assess seasonality

Check in with new and existing customers each season to ensure they're stocked and ready for the change in weather.

- Emphasize trending colors by season with a new lipstick shade
- Educate customers on seasonal skin needs to ensure their skin is staying hydrated and protected
- Makeup makes a great gift! Birthdays, holidays, Galentine's, etc.

You've got this, beauty!







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STORY

#ArtistryGoVibrant

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