

Did You Know?

Discover the breakthrough science and exclusive benefits of ARTISTRY® **intensive skincare anti-wrinkle firming serum**, launching in the U.S. on March 1, 2012.

1.

ARTISTRY **intensive skincare anti-wrinkle firming serum** is the newest product to launch in the ARTISTRY **intensive skincare** line. The line offers at-home treatments that target specific visible signs of aging for women who want professional benefits without harsh chemicals or the risk of irritation.

2.

ARTISTRY **intensive skincare anti-wrinkle firming serum** works to correct signs of skin aging with five key anti-aging ingredients: Next Generation Retinol, peptides, vitamin C, our exclusive Targeting Complex, and soothing extracts.

3.

Retinol is one of the most effective ingredients recommended by skincare professionals to treat signs of aging because it works to rebuild skin's elasticity and firmness while reducing visible wrinkles. However, on average, 90% of people undergoing traditional retinol therapy experience unwanted side effects like dryness and flaking.

4.

Amway's ARTISTRY scientists used core technology licensed from the University of Michigan, a leading dermatological research center, to discover an innovative way to direct the skin's response to retinol so it can be more effective in improving the appearance of wrinkles while minimizing the discomfort associated with retinol treatments. Researchers discovered that retinol-based sensitivity is a result of the activation of a protein in the skin called epidermal growth factor receptor (EGFR) and identified natural ingredients that curtail this activation.

5.

ARTISTRY **intensive skincare anti-wrinkle firming serum** features exclusive, patented Targeting Complex technology that helps avoid the discomfort common with other retinol products. Targeting Complex technology is a unique blend of ingredients that shield and soothe the skin and minimize the irritation (dryness and flaking) associated with retinol treatments.

6.

More than 1,400 tests have been done on ARTISTRY **intensive skincare anti-wrinkle firming serum** to ensure safety, performance, and the optimized blend of ingredients.

ARTISTRY®

Exclusively from **Amway**

Did You Know?

7.

ARTISTRY® **intensive skincare anti-wrinkle firming serum** specifically targets loss of firmness and elasticity to reduce the appearance of fine lines and wrinkles.

8.

After just four weeks of use, ARTISTRY **intensive skincare anti-wrinkle firming serum**:

- Increases firmness and elasticity.
- Softens lines and diminishes the appearance of wrinkles.
- Returns the glow of skin's youthful resilience.

In laboratory tests, ARTISTRY **intensive skincare anti-wrinkle firming serum** is proven to increase collagen activity 300% overnight*.

*In vitro testing.

9.

ARTISTRY **intensive skincare anti-wrinkle firming serum** is compatible with all skin types.

10.

A leader in developing exclusive patented technologies, the ARTISTRY brand stays on the cutting edge of science. Amway's ARTISTRY scientists partner with leading universities throughout the country to discover and implement the latest skincare advancements and maintain one of the largest, globally diverse skin research databases.