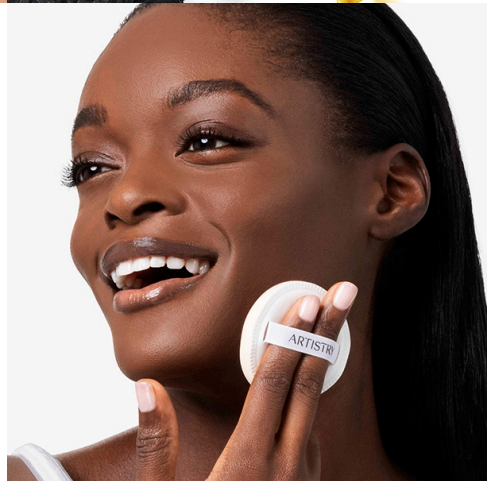


# ARTISTRY™

## MAKEUP PRODUCT GUIDE



# TABLE OF CONTENTS

WHY ARTISTRY™?	3
ARTISTRY EVER PERFECT™ & FUTURE GLOW™ FACE	8
ARTISTRY GO VIBRANT™ EYES	24
ARTISTRY GO VIBRANT CHEEKS	33
ARTISTRY GO VIBRANT LIPS	36
PRO TIPS & LOOKS	44
SELLING SUPPORT	51







WHY ARTISTRY?



# Get to Know Artistry™: The brand pillars that set us apart



## POWERFUL SOLUTIONS WITH TWO POWERHOUSE BRANDS

Daily wellness habits backed by 65 years of Artistry and 90 years of Nutrilite™ are the foundation for healthier routines. We understand how to meet the skin's needs for a healthy look and the body's needs for overall health and wellbeing.



## SKIN SCIENCE PROVEN RESULTS

Artistry scientists collaborate with top dermatologists and global experts to create cutting-edge formulas. Every product undergoes clinical, safety, stability and consumer testing to ensure maximum efficacy and quality.



## HIGH STANDARDS FOR HIGH PERFORMANCE

All products follow Artistry Clean guidelines — no animal ingredients or testing, and a rigorous “No List.” We carefully select potent botanicals from Nutrilite farms for proven results and seed to skin traceability.



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.

# Your Opportunity

## 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 ahead of the game. You're perfectly positioned to meet the rapidly growing demand in every category.

**64%** of women are paying more attention to ingredients in their makeup.<sup>†</sup>

**75%** of makeup users look for facial skin care ingredients in their color cosmetics products.<sup>\*</sup>

**65%** of women express interest in multifunctional makeup.<sup>\*</sup>

**56%** agree that beauty products make them feel good about themselves.<sup>†</sup>

## The Market

#1-Selling makeup brand  
**MAC**®<sup>¶</sup>

#2-Selling makeup brand  
**Fenty Beauty**®<sup>||</sup>

### Your beautiful target audience

- Leads an on-the-go lifestyle.
- Seeks high-quality products.
- Wears casual makeup daily.
- Looks for the best ingredients.

<sup>\*</sup>Source: Mintel: Color Cosmetics 2023.

<sup>†</sup>Source: Mintel: The Future of Color Cosmetics 2024.

<sup>¶</sup>Source: Color Cosmetics - US - 2023.

<sup>¶</sup>Mac is a registered trademark of Estée Lauder Cosmetics Ltd.

<sup>||</sup>Fenty Beauty is a registered trademark of Roraj Trade LLC.





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

Artistry™ formulas include powerful Nutrilite™ ingredients and colorful, confidence-boosting solutions for every skin tone, look and style.

- All **Artistry Future Glow™**, **Artistry Ever Perfect™** and **Artistry Go Vibrant™** formulas are clean, vegan and never tested on animals.
- They meet **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.**

\*Pertains to foundations and powders.



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







FACE



## Product Details

# Artistry Ever Perfect Smoothing Primer

This lightweight primer smooths the look of skin imperfections, extends the wear of makeup and is infused with skin-loving ingredients for a mattified look that visibly blurs the appearance of pores.

<b>Finish</b>	Matte finish
<b>Coverage</b>	Sheer, translucent
<b>Wear</b>	Over 8-hours of extended makeup wear
<b>Texture</b>	Lightweight, creamy
<b>Skin Type</b>	For all skin types (oily, dry, combination)



Translucent  
127831



Registered with  
The Vegan Society

**96%** said it gives skin a smooth appearance.\*

**88%** said it helps minimize the appearance of pores.†



## Key Ingredients

- **Pomegranate extract** helps provide antioxidant benefits and soothes skin.
- **Acerola cherry extract** helps protect the skin from environmental stressors.
- **Japanese knotwood root extract** minimizes the appearance of pores and absorbs excess oil.

\*After 1 week, in a consumer test of 115 women.

†After 1 week, in a consumer test of 110 women.

# The Foundation for a Flawless Look



## Artistry Ever Perfect™ Powder Foundation

An ultrafine, long-lasting foundation that leaves a natural matte finish. Hydrates and protects skin for a visibly youthful, brighter-looking appearance.



## Artistry Ever Perfect™ Longwearing Foundation

A long-lasting foundation that leaves a soft matte finish. Hydrates and protects skin for a flawless, healthy look.



## Artistry Future Glow™ Serum Foundation

A radiance-boosting foundation that hydrates and protects skin for a smoother, younger and brighter-looking complexion.

	Artistry Ever Perfect Powder Foundation	Artistry Ever Perfect Longwearing Foundation	Artistry Future Glow Serum Foundation
Finish	Natural matte	Soft matte	Fresh, radiant glow
Wear	24 hours	24 hours	8+ hours
Coverage	Buildable, medium-to-full	Buildable, medium-to-full	Buildable, sheer-to-medium
Texture	Creamy and soft	Cream-to-powder	Serum cream
Skin type	All	All	All





## Product Details

# Artistry Ever Perfect Powder Foundation

A lightweight, medium-to-full-coverage foundation that smoothes and evens skin for a naturally matte, flawless finish that lasts 24 hours. This powder foundation protects and hydrates skin for whatever your day brings.

<b>Finish</b>	Natural matte
<b>Shades</b>	12 shades
<b>Coverage</b>	Buildable, medium-to-full coverage
<b>Wear</b>	24-hour wear. Heat, water, humidity and sweat-proof†
<b>Skin Type</b>	For all skin types (oily, dry, combination)



101 Shell  
127832



102 Cashmere  
127833



103 Ivory  
127834



201 Beige  
127835



202 Bamboo  
127836



203 Honey  
127837



301 Biscotti  
127838



302 Almond  
127839



303 Chestnut  
127840



401 Mocha  
127841



402 Nutmeg  
127842



403 Java  
127843

**96%** said it feels weighless on skin.\*

**94%** said it gives skin a smooth appearance.\*



## Key Ingredients

- **Pomegranate extract**, from Nutrilite™-grown plants, soothes and protects skin against environmental stressors.
- **Acerola cherry extract**, from Nutrilite-grown plants.
- **Lemon myrtle leaf extract** helps control and reduce sebum.
- **Silica and boron nitride powders** visibly blur the appearance of imperfections.



**Ever Perfect Powder Foundation Compact**  
127844

Compact and powder sold separately.



Registered with  
The Vegan Society

\*After one week, in a consumer test of 129 participants.  
†Stands up to 40° C heat for 30 minutes and up to 90% humidity for 30 minutes.

## Product Details

# Artistry Ever Perfect Longwearing Foundation

A lightweight, full-coverage foundation that hydrates, protects and perfects for flawless, healthy-looking skin. The smooth, soft-matte finish stays in place for all-day wear (24 hours).

<b>Finish</b>	Soft matte
<b>Shades</b>	17 shades
<b>Coverage</b>	Buildable, full coverage
<b>Wear</b>	24-hour wear, waterproof, crease-proof and smudge-proof
<b>Texture</b>	Cream-to-powder
<b>Skin Type</b>	For all skin types (oily, dry, combination)

Note: Love Artistry Future Glow™ and want to try Ever Perfect™? Shades are the same for each product, so finding your match is easy!



101 Shell  
127449



102 Cashmere  
127450



103 Ivory  
127451



104 Fawn  
127452



201 Beige  
127453



202 Bamboo  
127454



203 Honey  
127455



204 Oat  
127456



301 Biscotti  
127457



302 Almond  
127458



303 Chestnut  
127459



304 Amber  
127460



305 Cocoa  
127461



401 Mocha  
127462



402 Nutmeg  
127463



403 Java  
127464



404 Espresso  
127465



Registered with  
The Vegan Society

**94%** said it's comfortable to wear.\*

**90%** said it perfected the appearance of their skin.\*

**90%** said that it blurred the appearance of skin imperfections.\*



## Key Ingredients

- **Pomegranate extract**, from Nutrilite™-grown plants, soothes skin against environmental stressors.
- **Acerola cherry extract**, from Nutrilite™-grown plants.
- **Camellia japonica flower extract** helps protect against pollution and helps soothe skin.
- **Silica and mica powders** provide even, flawless coverage.

\*After one week, in a consumer test of 129 participants.



## 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.

<b>Finish</b>	Healthy-looking, radiant glow
<b>Shades</b>	17 shades
<b>Coverage</b>	Buildable, sheer-to-medium coverage
<b>Wear</b>	Over 8-hour wear, waterproof, sweat-proof and humidity-proof
<b>Texture</b>	Serum-cream
<b>Skin Type</b>	For all skin types (oily, dry, combination)



101 Shell  
126718



102 Cashmere  
126719



103 Ivory  
126720



104 Fawn  
126721



201 Beige  
126722



202 Bamboo  
126723



203 Honey  
126724



204 Oat  
126725



301 Biscotti  
126726



302 Almond  
126727



303 Chestnut  
126728



304 Amber  
126729



305 Cocoa  
126730



401 Mocha  
126731



402 Nutmeg  
126732



403 Java  
126733



404 Espresso  
126734



Registered with  
The Vegan Society

**90%** said it's comfortable to wear.\*

**88%** said it feels weightless on the skin.\*



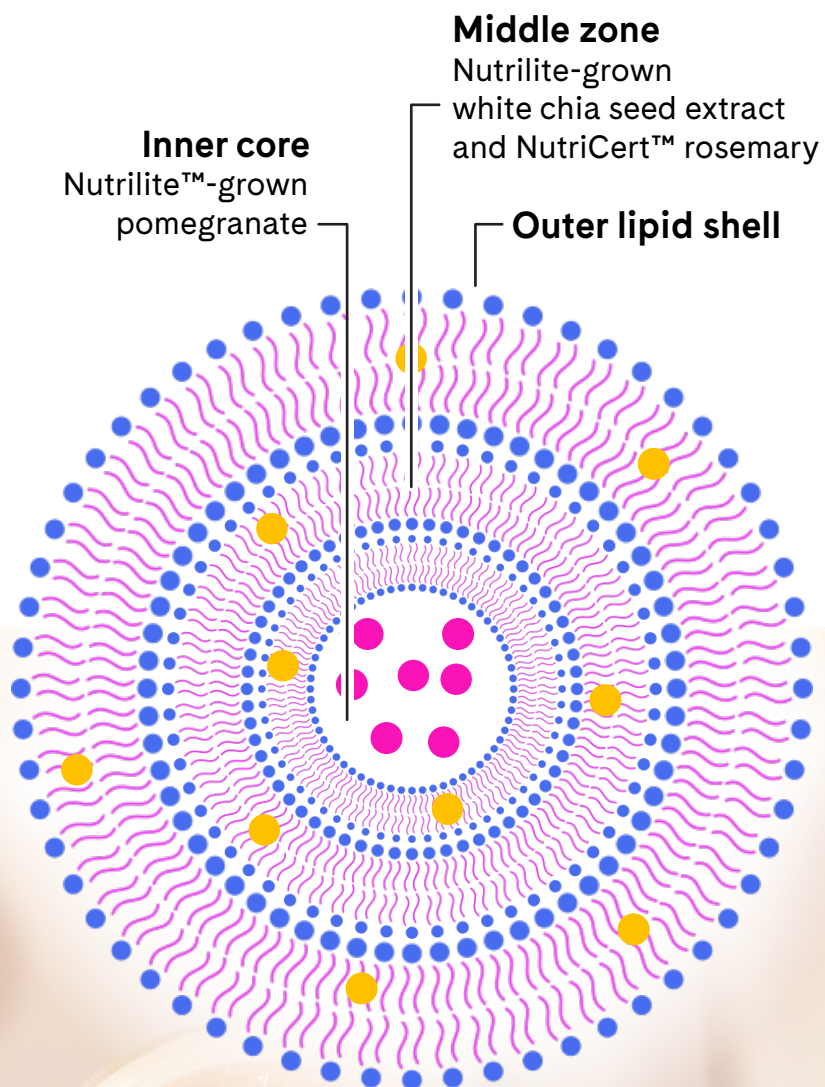
## Key Ingredients

- **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 microbiome.
- **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.

\*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.



**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.



Before



After



# Artistry Foundation Switch Chart

Customers who love **Artistry Exact Fit™ Powder Foundation** and want to try **Artistry Ever Perfect™ Powder Foundation** can easily find their new shade.

**Artistry Ever Perfect Powder Foundation** is proven to have 2.25x stronger sebum control than **Artistry Exact Fit Powder Foundation** during clinical testing.

Artistry Exact Fit Powder Foundation	Shade undertones		Artistry Ever Perfect Powder Foundation	SKU #
L1N1 Bisque	Neutral to cool	▶	Shade 101	127832
L1W1 Buff	Neutral to warm	▶	Shade 102	127833
L1W2 Cream	Neutral to warm	▶	Shade 103	127834
L1C1 Chablis	Neutral to cool	▶	Shade 101	127832
L2N1 Ochre	Neutral to warm	▶	Shade 201	127835
L2N2 Natural	Neutral to warm	▶	Shade 201	127835
L2W1 Sand	Neutral to warm	▶	Shade 203	127837
L2C1 Chiffon	Neutral to cool	▶	Shade 202	127836
L3N1 Tawny	Neutral to warm	▶	Shade 203	127837
L3C1 Plush	Neutral to warm	▶	Shade 203	127837
L3W1 Soleil	Neutral to warm	▶	Shade 301	127838
L4N1 Golden	Neutral to warm	▶	Shade 302	127839
L4W1 Brulee	Neutral to warm	▶	Shade 301	127838
L5W1 Cappuccino	Neutral to cool	▶	Shade 303 or 401	127840, 127841
L5N1 Caramel	Neutral to warm	▶	Shade 302	127839
LGN1 Walnut	Neutral to warm	▶	Shade 402 or 403	127842, 127843





# Artistry Foundation Switch Chart

Customers who love **Artistry Exact Fit™ Longwearing Foundation** and want to try **Artistry Ever Perfect™ Longwearing Foundation** can easily find their new shade.

Artistry Exact Fit Longwearing Foundation		Artistry Ever Perfect Longwearing Foundation	SKU #
L1N1 Bisque	➤	Shade 103 or 104	127451, 127452
L1W1 Buff	➤	Shade 103 or 104	127451, 127452
L1W1 Cream	➤	Shade 104 or 201	127452, 127453
L1C1 Chablis	➤	Shade 101 or 102	127449, 127450
L2N1 Ochre	➤	Shade 203 or 204	127455, 127456
L2N2 Natural	➤	Shade 204 or 301	127456, 127457
L2W1 Sand	➤	Shade 203 or 301	127455, 127457
L2C1 Chiffon	➤	Shade 201 or 202	127453, 127454
L3N1 Tawny	➤	Shade 204 or 301	127456, 127457
L3C1 Plush	➤	Shade 202 or 302	127454, 127458
L3W1 Soleil	➤	Shade 301 or 302	127457, 127458
L4N1 Golden	➤	Shade 303 or 304	127459, 127460
L4W1 Brulee	➤	Shade 303 or 304	127459, 127460
L5W1 Cappuccino	➤	Shade 401 or 402	127462, 127463
L5N1 Caramel	➤	Shade 304 or 305	127460, 127461
L6N1 Walnut	➤	Shade 403 or 404	127464, 127465
L6W1 Mink	➤	Shade 403 or 404	127464, 127465



# 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





# Foundation

## 101

The right foundation camouflages imperfections and events skin tone for a natural feel that serves as the base for any makeup look — finding it 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. Full coverage has an opaque finish for flawless, even skin.

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.



## Product Details

# Artistry Future Glow Serum Concealer

Enriched with skin-loving ingredients to protect and perfect the look of skin for a visibly brighter appearance, this 3-in-1 concealer can be used to highlight, contour or conceal imperfections, blemishes, dark spots and pores for a flawless finish.

<b>Finish</b>	Radiant, airbrushed
<b>Shades</b>	6 shades
<b>Coverage</b>	Buildable, medium-to-full coverage
<b>Wear</b>	24-hour wear
<b>Texture</b>	Serum-cream
<b>Skin Type</b>	For all skin types (oily, dry, combination)



**Fair**  
127825



**Light**  
127826



**Light Medium**  
127827



**Medium**  
127828



**Medium Deep**  
127829



**Deep**  
127830

## Pro Tips

Want to get the most out of this incredible, multitasking concealer? Don't miss the **Pro Tips** section of this guide — it's packed with helpful tips and techniques.



Registered with  
The Vegan Society

**93%** said it offers strong coverage.\*

**92%** said it makes the undereye area appear brighter.\*

**91%** said that it reduces the appearance of blemishes.†



## Key Ingredients

- **Pomegranate extract**, from Nutrilite™-grown plants, helps protect against environmental stressors and soothes skin.
- **White chia seed extract**, from Nutrilite™-grown plants, provides soothing benefits.
- **Tea tree leaf oil** hydrates and moisturizes skin, brightens the appearance of dark under-eye circles.
- **Escin and caffeine** helps to depuff the appearance of undereye area.

\*After one week, in a consumer test of 115 participants.

†After one week, in a consumer test of 111 participants.



# Artistry Concealer Switch Chart

Customers who have used **Artistry Exact Fit™ Perfecting Concealer** will love **Artistry Future Glow™ Serum Concealer** — and we’ve made it easier to find your new shade.

Artistry Exact Fit™ Perfecting Concealer		Closest Artistry Future Glow Serum Concealer	SKU #
Light	▶	Fair, Light	127825, 127826
Light Medium	▶	Light, Light Medium	127826, 127827
Medium	▶	Light Medium, Medium	127827, 127828
Medium Deep	▶	Medium, Medium Deep	127828, 127829
Very Deep	▶	Medium Deep, Deep	127829, 127830
Brightener	▶	Use any Artistry Future Glow™ Serum Concealer as a brightener.	Any



## Product Details

# Artistry Ever Perfect Loose Powder

Lightweight, super-fine powder helps erase shine and blur the look of pores, fine lines and wrinkles to keep skin soft and healthy looking.

<b>Finish</b>	Soft matte
<b>Wear</b>	All day long; 8+ hours
<b>Texture</b>	Super-fine, non-drying powder
<b>Skin Type</b>	For all skin types (oily, dry, normal, combination)



**Highlight**  
127466



**Light to Medium**  
127467



**Medium to Deep**  
127468



**95%** said it felt weightless on their skin.\*

**96%** said it helped reduce shine/oil.\*

**95%** said it helped set makeup in place.\*



## Key Ingredients

- **Pomegranate extract**, from Nutrilite™-grown plants, soothes and defends skin against environmental stressors.
- **Acerola cherry extract** from Nutrilite-grown plants.
- **Mica** creates a perfecting finish without creasing.
- **Silica** helps control shine and reduce excess oil.



Registered with  
The Vegan Society

\*After one week, in a consumer test of 119 participants.



## Product Details

# Artistry Future Glow Pressed Powder

126735

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

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

## One Shade for All

Artistry Future Glow 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.\*

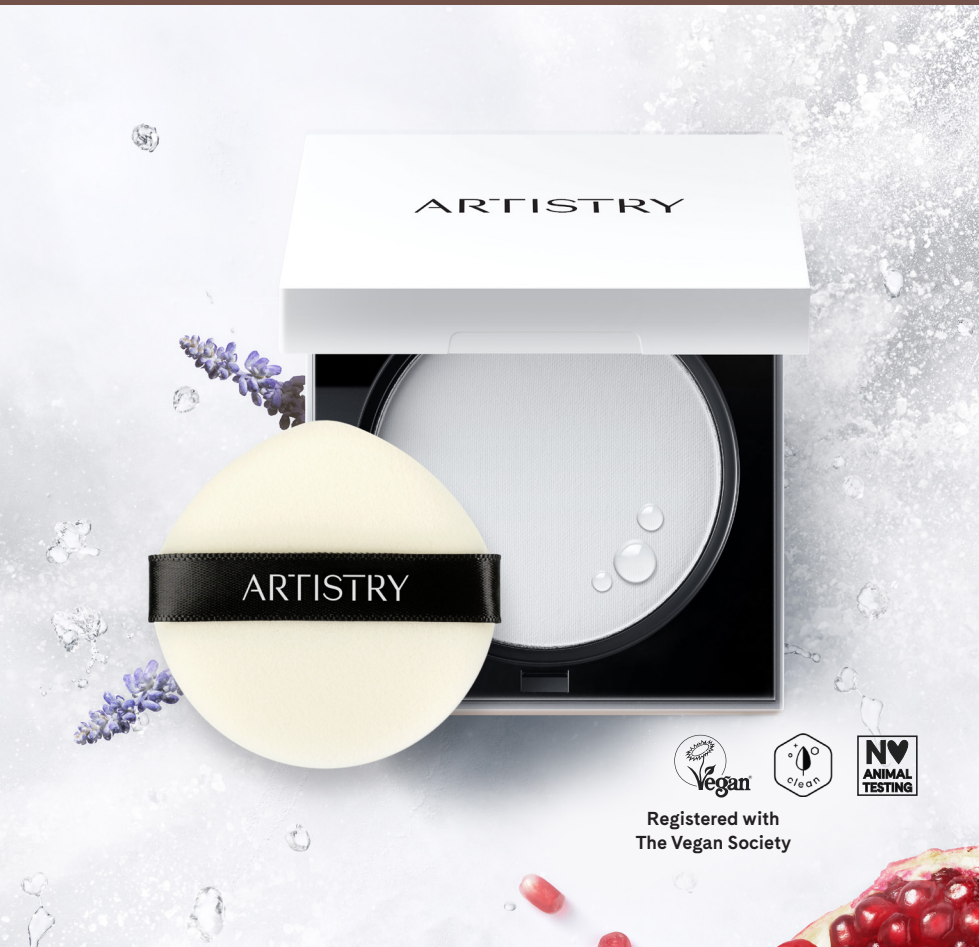
**93%** said it helps control oil.\*

**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.



Registered with  
The Vegan Society

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





EYES



Product Details

# Artistry Go Vibrant 3-in-1 Volume Mascara

127845

With its twist applicator, this 3-in-1 volume mascara can lengthen and define or volumize to create two distinct looks. The 10-hour, weightless formula stands up to sweat and won't smudge or flake.

Artistry's  
bestselling mascara,  
with a twist.



Twist Applicator

## Key Ingredients

- **Pumpkin seed extract** helps provide fuller, more lifted-looking lashes
- **Phyto-proof complex** for thicker-looking, higher-volume lashes

**89%** said it give lashes weightless volume.\*

**89%** said it makes lashes more defined.\*

**87%** said it makes lashes fuller.\*



Available in  
Natural Black

Product Details

# Artistry Studio Mascara Base Primer

123038

**Turn up the volume.**

Apply before Artistry Go Vibrant™ mascara for amplified lash volume.

This mascara base primer lengthens, thickens and conditions lashes to give eyes intrigue and intensity.



Wink-at-pink shade helps you see each lash as it gets coated, then shows off where you've applied mascara.

\*After 1 week, in a consumer test of 115 women.



Registered with  
The Vegan Society

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



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

**83%** said the brush delivers defined lashes.\*

**77%** said it makes lashes look healthy.\*



## Key Ingredients

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



Registered with  
The Vegan Society

\*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 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.

\*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

- **Nutrilite™ 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

\*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).

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

Product Details

# Artistry Go Vibrant Eyeshadow Quads

Four instant-favorite, high-intensity shades designed to go together perfectly for multi-finish looks that last all day.



**99%** said it feels comfortable on the skin around eyes.\*

**94%** said the texture is easy to blend.\*

**93%** said it lets them effortlessly create their own look, from soft to bold.\*



## Key Ingredients

- **White chia seed extract**, from Nutrilite™-grown plants, known for its soothing benefits.
- **Custom vitamin complex** featuring vitamins C and E plus biotin (vitamin H), enhanced with a pro-moisture blend including hyaluronic acid and ceramide.

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



# Artistry Go Vibrant Eyeshadow Quads



**Golden Harvest**  
126736

A quartet of warm, nurturing naturals and rich browns.

- 1 **Soft Wheat** – Matte, light, neutral tan
- 2 **Satin Barley** – Bronzy medium-brown satin
- 3 **Golden Harvest** – Toasted golden shimmer
- 4 **Burnt Grain** – Deep, matte brown



**Peach Basket**  
126737

Warm and sweet as sunset, four slices of terra cotta color.

- 1 **Milky Peach** – Warm, matte beige
- 2 **Salted Apricot** – Rosy melon satin
- 3 **Sparkling Peach** – Coppery coral shimmer
- 4 **Peach Mahogany** – Rich, matte medium brown



**Berry Garden**  
126738

Your pick of four perfect purples, bursting with cool.

- 1 **Soft Lilacberry** – Modern matte mauve
- 2 **Sugared Mulberry** – Medium purple satin
- 3 **Frosted Blueberry** – Periwinkle pink shimmer
- 4 **Blackcurrent** – Deep, matte eggplant



**Stunning Skies**  
126739

A fantasy storm of cool silver, gray and midnight black.

- 1 **Morning Fog** – Cool, medium-gray matte
- 2 **Stormcloud** – Buffed pewter satin
- 3 **Silver Shower** – Silver starlight shimmer
- 4 **Deep Midnight** – True-black matte



Registered with  
The Vegan Society

# Artistry Eye Product Switch Chart

The coverage and texture will be different (and improved) with the updated formulas. This chart shows the best match in terms of color to help your customers find their next favorite healthy, beautiful, 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
Eyeshadow Quad Spice Bronze	118395	▶	Eyeshadow Quad Golden Harvest	126736
Eyeshadow Quad Smoky	118393	▶	Eyeshadow Quad Stunning Skies	126739
Eyeshadow Quad Pink Chocolate	118396	▶	Eyeshadow Quad Peach Basket	126737
Eyeshadow Quad Plumberry	118397	▶	Eyeshadow Quad Berry Garden	126738







CHEEKS



## Product Details

# Artistry Go Vibrant Cream & Powder Blush

A skin-loving, long-wearing (10 hours) blush duo with fresh hues for every day, in one convenient compact. Cream and powder formulas can be used on their own for a natural, glowy look or layered for higher-intensity color.

### The cream blush

Comfortable wear, even pigment and color that resembles a natural-looking hue and doubles as lip color.

### The powder blush

A shimmery finish creates a plumper, firmer appearance and helps set the blush look in place.

**94%** agreed that the blush makes their skin look healthy and vibrant.\*

**95%** said that the blush feels comfortable and weightless.\*

**96%** said that the blush provides skin with a natural, healthy-looking glow.\*



## Key Ingredients

- **Pomegranate extract** helps provide antioxidant benefits.
- **Enriched vitamin complex (E and B5) and moisturizing complex (ceramide).**
- **Naturally derived mineral pigments** (no carmine) to achieve natural-looking hues.

\*According to a third-party research firm that compiled consumer-perception responses from 109 females ages 24–55 who used the product for one week.



Product Details

# Artistry Go Vibrant Cream & Powder Blush



**Peachy Days**  
127472

**Cream:** Tangerine Bliss – rich coral  
**Powder:** Apricot Glow – light orangey-pink



**Pink Spring Fling**  
127473

**Cream:** Carnation Fields – peachy-pink  
with a hint of orange  
**Powder:** Camelia Bloom – light, bright,  
warm pink



**Mauvy Night**  
127474

**Cream:** Fuchsia Flirt – deep pink with  
a hint of purple  
**Powder:** Lilac Luster – cool mauve



**Summer Sunset**  
127475

**Cream:** Sun-kissed Sienna – deep, rich brown  
**Powder:** Bronze Rays – tan, light brown



Registered with  
The Vegan Society





LIPS



## Product Details

# Artistry Go Vibrant Matte Lipstick

The new natural, matte finish goes on velvety smooth and lasts all day (8 hours). 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

**97%** said it goes on  
bold in one stroke.\*

**88%** said it stays on  
and stays comfortable.\*

**190%** pigment boost.\*\*



## Key Ingredients

- Nutrilite™-grown white chia seed oil
- Ginseng oil
- Shea butter
- Sunflower seed oil
- Aloe vera extract

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

\*\*Compared with Artistry Signature Color™ Lipstick.

## Product Details

# Artistry Go Vibrant Cream Lipstick

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

### Nude/Rose:



**102 Weekend Rosé**  
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

**94%** said it delivers bold color to their lips.\*

**92%** said it is comfortable to wear.\*



## Key Ingredients

- Nutrilite™-grown white chia seed oil
- Ginseng oil
- Shea butter
- Sunflower seed oil
- Aloe vera extract

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



Product Details

# Artistry Go Vibrant Sheer Lip Balm

124674

Hydrates and rejuvenates 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



Registered with  
The Vegan Society

\*Amount calculated based on ISO Standard.

Product Details

# Artistry Go Vibrant Light Up Liquid Lip Plumper

127484

Get fuller-looking lips with the perfect dewy finish and incredible plumping effect. The tapered applicator, mirror and handy LED light allow precise placement anywhere, anytime.



**98%** said it delivered high shine.\*

**97%** said it left their lips feeling nourished with moisture.\*

**91%** said it made their lips look fuller.\*

**88%** said it provided a comfortable tingling sensation on their lips.\*



## Key Ingredients

- **Pomegranate extract**, from plants grown on our Nutrilite™ farms, helps provide antioxidant benefits.
- **Enriched vitamin complex** including vitamins H, C, B, E and E derivatives, plus a **moisturizing complex** including ceramide and hyaluronic acid.

\*After one week, in a consumer test of 126 participants.



## Product Details

# Artistry Go Vibrant Light Up Liquid Lip Matte

Lip-loving color that glides on evenly and effortlessly like a gloss but leaves a soft, velvety-matte finish with a feather-light feel. The tapered applicator, mirror and handy LED light allow precise placement anywhere, anytime.

### Pinks/Mauve:



**Dragon Fruit De-light**  
127477  
Natural-looking dark pink with a hint of mauve



**Blushing Merlot**  
127584  
Light purple and pink shade with cool undertones

### The Reds:



**Pepper Pout**  
127478  
Classic, vivid red

### Plum/Browns:



**Mocha Crush**  
127476  
Light brown



**Midnight Orchid**  
127479  
Deep, rich plum



**89%** said it feels weightless on their lips.\*

**80%** said it made them look vibrant.\*

**74%** said that it did not dry their lips.\*



## Key Ingredients

- **Pomegranate extract**, from plants grown on our Nutrilite™ farms, helps provide antioxidant benefits.
- **Strawberry fruit and raspberry leaf extract.**
- **Enriched vitamin complex** including vitamins H, C, B, E and E derivatives, along with **moisturizing complex** including ceramide and hyaluronic acid.

\*After one week, in a consumer test of 120 participants.

## Product Details

# Artistry Go Vibrant Light Up Liquid Lip Glow

Lip-loving color leaves a lustrous, glowy finish with a feather-light feel and 10-hour wear. The tapered applicator, mirror and handy LED light allow precise color placement anywhere, anytime.

### Pinks/Peach:



**Kiss Me Cranberry**  
127482  
Dark pink



**Fuchsia Bloom**  
127601  
Bright, cool, dark pink

### Plum/Browns:



**Choco Bean**  
127483  
Deep, dark  
purple-brown

### The Reds:



**Desert Rose**  
127481  
Burnt red with a  
hint of mauve



  
Registered with  
The Vegan Society



**91%** said it gives them a vibrant look.\*

**89%** said it felt moisturizing.\*

**84%** said it felt weightless.\*



## Key Ingredients

- **Pomegranate extract**, from plants grown on our Nutrilite™ farms, helps provide antioxidant benefits.
- **Strawberry fruit and raspberry leaf extract.**
- **Enriched vitamin complex** including vitamins H, C, B, E and E derivatives, plus a **moisturizing complex** including ceramide and hyaluronic acid.

\*After one week, in a consumer test of 119 participants.



# Artistry Lip Switch Chart

Customers who love **Artistry Signature Color™ Light Up Lip Gloss** and want to try **Artistry Go Vibrant™ Light Up Liquid Lip Glow** and **Light Up Liquid Lip Matte** can easily find their new shade

Artistry Signature Color Light Up Lip Gloss		Artistry Go Vibrant™ Light Up Liquid Lip Glow and Matte	SKU #
Real Red	➤	Kiss Me Cranberry and/or Pepper Pout	127482, 127478
Pink Nude	➤	Desert Rose and/or Mocha Crush	127481, 127476
Juicy Peach	➤	Desert Rose and/or Dragon Fruit De-light	127481, 127477
Raspberry Kiss	➤	Kiss Me Cranberry and/or Midnight Orchid	127482, 127479
Misty Mauve	➤	Desert Rose and/or Blushing Merlot	127481, 127584
Sweet Melon	➤	Fuchsia Bloom and/or Dragon Fruit De-light	127601, 127477
Pink Sugar	➤	Desert Rose and/or Blushing Merlot	127481, 127584
Rose Petal	➤	Fuchsia Bloom and/or Dragon Fruit De-light	127601, 127477







PRO TIPS & LOOKS



# 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™ 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

Moisturize and protect your skin! Try **Artistry Skin Nutrition Hydrating Day Lotion** or your favorite **Artistry Skin Nutrition moisturizer**.

### Eye cream

Get hydrated, healthy-looking eyes with **Artistry Skin Nutrition Hydrating Eye Gel Cream**.

### SPF

To finish your routine, apply an SPF like any of our **Artistry Skin Nutrition SPF 30 Lotions** for optimal sun protection.

## 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 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 **Artistry eye cream** to reduce visible fine lines, soften dark circles and restore vibrancy back around the eyes.

# 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 and after removing them. Never touch your face unless your hands are clean, and wash your hands immediately afterward.



## 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.



# Pro Tips

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



## Fresh, Natural Looking Skin

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™ Balancing Matte Gel Lotion** or **Hydrating Day 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.



## Perfecting Your Pout

Prep the lips to achieve the best results. Start by moisturizing your lips with **Artistry™ Pampered Pout Lip Balm**. Leave it on while you finish the rest of your makeup. Use the slanted tip of your lip applicator (doe foot) or lipstick as a convenient lip liner. Start at the center of your lips and work your way outwards, following the natural contours and shape of your lips. To avoid smudging, use a small amount and build up gradually as needed. Make sure to start from the center of your lips and work your way outwards. Use a lip brush to sharpen edges if needed. When finished, blend by filling in lips with your favorite **Artistry Go Vibrant™ Lipstick** or **Artistry Go Vibrant Light Up Liquid Lip** for flawless, pouty lips.



## Wow! Those Eyes

Grab your preferred **Artistry Go Vibrant Eyeshadow Quad** and a fluffy brush. Start with shade #4 and lightly place shadow into the crease of your eye, blending up to the brow bone. Then go in with a flat eyeshadow brush and apply shade #2 into the center of the eye. To add more dimension, repeat the same step with shade #3. Next, take a flat brush and use shade #4 to add some shadow on the lower lash line. Finish off with **Artistry Go Vibrant pencil or liquid liner** and a swipe of **Artistry Go Vibrant 3-in-1 Volume Mascara** for a beautiful, bold eye!



# Pro Tips

Get the most out of the versatile, multitasking Artistry Future Glow Serum Concealer with these helpful Pro Tips.



## Conceal Undereye Imperfections

Choose a shade that closely matches your skin tone.

Apply in dots to the inner eye corner and blend out with fingertips for a natural look. For a brighter full-coverage finish, apply to the under eye area in an inverted triangle. Blend out with the Artistry concealer brush, a fingertip or a damp Artistry Makeup Perfecting sponge.



## Use as a Highlighter

Choose a shade that closely matches your skin tone.

Apply in dots to the bridge of the nose, on the top of cheekbones, on the chin, under the brow bone and to the inner eye area. Blend out with the Artistry concealer brush, a fingertip or a damp Artistry Makeup Perfecting sponge.



## Use as a Contour

Choose a shade 2-3 shades darker than your skin tone.

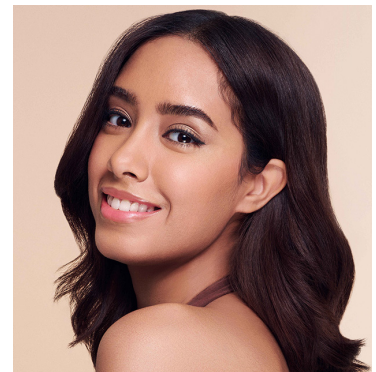
After applying foundation and before powder, apply concealer in a line along the hairline, along the jawline, to the sides and/or tip of the nose, and under cheekbones. Blend out with the Artistry concealer brush, a fingertip or a damp Artistry Makeup Perfecting sponge. Set with loose powder.



## Conceal Imperfections, Blemishes and Dark Spots

Choose a shade that closely matches your skin tone

Before and after foundation application, apply concealer in a patting motion over imperfections, using the Artistry concealer brush, fingertip or a damp Artistry Makeup Perfecting sponge. Set with loose powder.





# 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
Artistry Future Glow™ Concealer – Medium Deep or Deep	127829 or 127830
Artistry Go Vibrant™ Eyeshadow Quad – Stunning Skies	126739
Artistry Go Vibrant Pencil Liner – Natural Black	126743
Artistry Go Vibrant Brow Duo – True Black	126745
Artistry Go Vibrant 3-in-1 Volume Mascara	127845
Artistry Go Vibrant Blush – Summer Sunset	127475
Artistry Go Vibrant Lipstick – Berry Special Evening	124147

Lv 3 MEDIUM	SKU
Artistry Future Glow™ Concealer – Light Medium or Medium	127827 or 127828
Artistry Go Vibrant™ Eyeshadow Quad – Berry Garden	126738
Artistry Go Vibrant Pencil Liner – Natural Brown	126741
Artistry Go Vibrant Brow Duo – Dark Brown	126747
Artistry Go Vibrant 3-in-1 Volume Mascara	127845
Artistry Go Vibrant Blush Duo – Mauvy Night	127474
Artistry Go Vibrant Lipstick – Text Me Terracotta	124151



# Creating Looks by Skin Tone

(continued)

Lv 2 LIGHT/MEDIUM	SKU
Artistry Future Glow™ Concealer – Light or Light Medium	127826 or 127827
Artistry Go Vibrant™ Eyeshadow Quad – Golden Harvest	126736
GV Pencil Liner – Natural Brown	126741
GV Brow Duo – Dk Brown	126747
GV 3-in-1 Volume Mascara	127845
GV Blush Duo – Peachy Days	127472
GV Lipstick – Text Me Terracotta	124151

Lv 1 LIGHT	SKU
Artistry Future Glow Concealer – Fair or Light	127825 or 127826
Artistry Go Vibrant Eyeshadow Quad – Peach Basket	126737
Artistry Go Vibrant Pencil Liner – Nat. Brown	126741
Artistry Go Vibrant Brow Duo – Taupe	126746
Artistry Go Vibrant 3-in-1 Volume Mascara	127845
Artistry Go Vibrant Blush Duo – Pink Spring Fling	127473
Artistry Go Vibrant Lipstick – Mauvelous Morning	124146







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

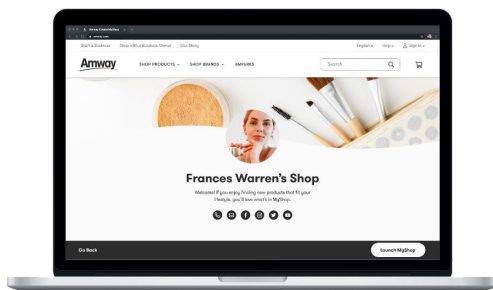
The **Artistry™ Virtual Beauty Experience** can help you discover your skin care routine, find makeup shades with the Try It On tool and develop an impactful, personal testimonial to share with your customers.

## Use Amway™ Education

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

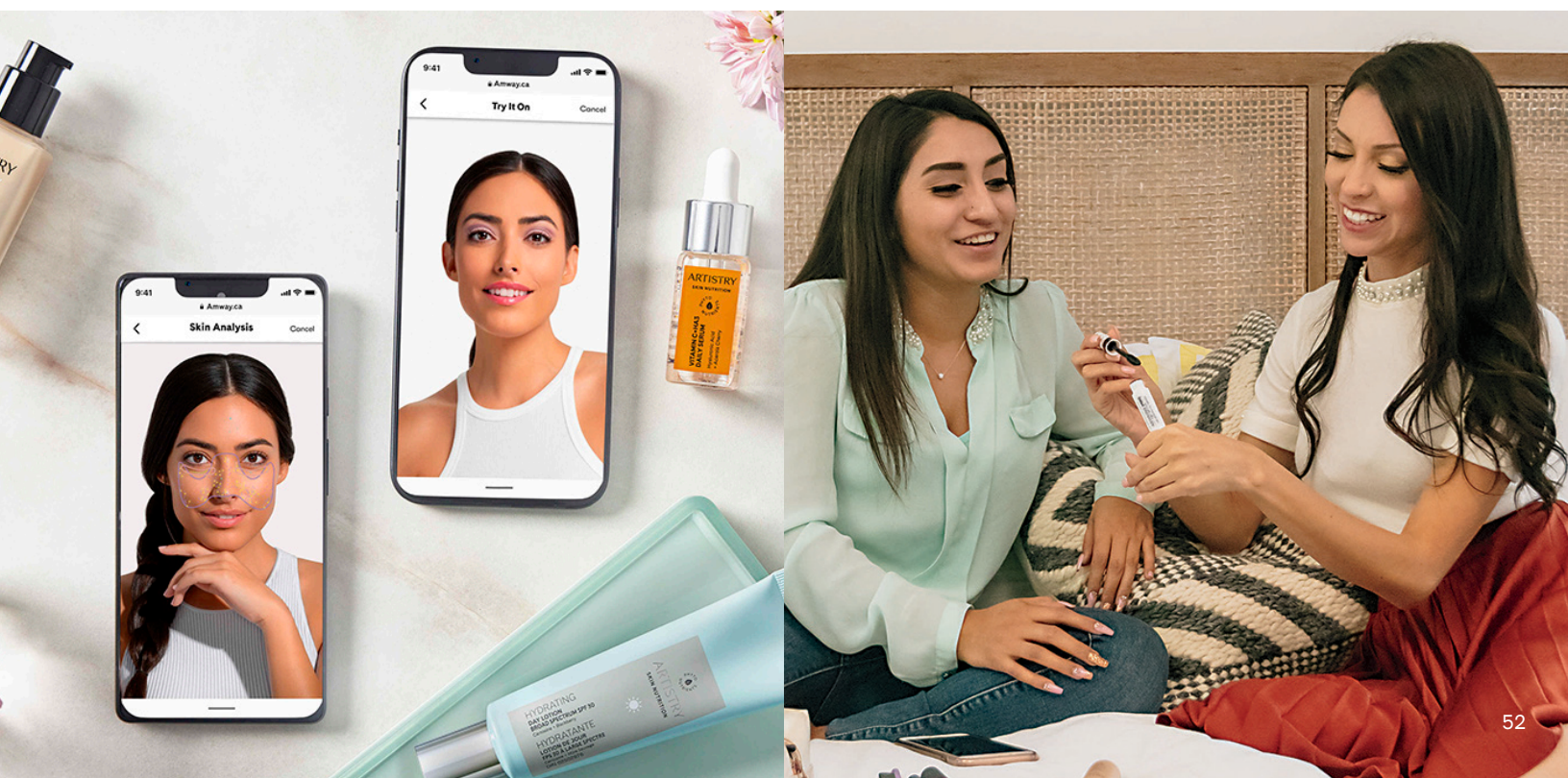
## Create repeat buyers

Tools like **DITTO™ Scheduled Orders** make shopping easy and rewarding. The satisfaction guarantee takes away customers' fear of trying new products and it 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.

## **Artistry Training Presentation**

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

Connect customers with breakthrough products and make selling easier

## Boost your expertise and customer volume

Create looks that increase sales and highlight product compatibility. 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.

## Host beauty breaks

Whether in person or online, beauty breaks give you the opportunity to connect and share your excitement about the latest Artistry beauty products.

## 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.
- Educate customers on seasonal skin needs.
- Makeup makes a great gift! Birthdays, holidays, Galentine's, etc.









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**#ArtistryGoVibrant**

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