KEY PRODUCT MESSAGE

- An effective yet gentle foaming cleanser, formulated to remove oil and dirt while maintaining the vital moisture of men’s skin.

COLLECTION OVERVIEW

- ARTISTRY® Men is a complete range of modern skincare products, formulated to address the unique needs of men’s skin. Developed to elevate any man’s regimen, it provides a targeted skincare system to help any man’s skin look and feel its best.

- The product range is designed around men’s daily skincare routines, to deliver anti-ageing benefits, and the essential biological differences from women’s skin: the need for balancing oil and hydration levels.

- Introducing DermaSync™ Technology, the invention that drives performance. This two phase blend of ingredients for oil control and moisture management helps restore men’s skin and infuses moisture for a noticeably youthful look. This unique complex helps skin look healthier and resist visible signs of ageing, and is in every ARTISTRY® Men product.

- With updated formulas and packaging, plus the most powerful ARTISTRY® Men skincare claims, the ARTISTRY® Men collection is ready to help any man win with skin.

PRODUCT OVERVIEW

- Removes excess dirt and oil while retaining vital moisture.
- Leaves skin clean, refreshed, and conditioned—not tight or dry.
- Cleanses pores.
- Lathers well and is gentle and non-irritating to skin.
- Features the fresh, modern Signature Fragrance.
PRODUCT USAGE

- Wet face and hands.
- Dispense a small amount into palm of hand and begin to lather with fingertips.
- Using fingertips, apply to face and massage gently.
- Rinse with warm water.
- Use in the morning and/or evening.

Plus:
- Dermatologist Tested.
- Allergy Tested.
ARTISTRY® Men Gentle Face Wash

TARGET CUSTOMERS
- Men who consider themselves to be modern, hardworking and believe that in today’s competitive world it is important to look their best. He knows that skincare contributes to a healthy and well-groomed appearance.
- He can be any age; the majority are likely to be 18-34 years old.
- He may have varying skin concerns, but he places a greater emphasis on hydration and anti-ageing.
- Likely currently uses (or is aware of) other prestige men’s skincare brands.
- Always eager to experience the latest technologies, he expects and demands the utmost effectiveness and versatility.

CONVERSATION STARTERS
- When you are engaging in a selling conversation with a men’s skincare customer, start by asking questions about his skin care regimen and his experience with those products—currently or in the past.
- How do you prep your skin before shaving?
- How do you thoroughly cleanse your skin after the work day/workouts?
- Are you concerned by how regular soap might dry your skin?
- What type of men’s-specific cleansing products have you used in the past?
- Do you ever think your skin could look more fit and healthy?
- What do you use to help correct and prevent the signs of ageing?

TECHNOLOGY

Formulas includes the following:
DermaSync™ Technology
The invention that drives performance, this two-phase blend of ingredients helps restore men’s skin and infuses moisture for a noticeably youthful look. And it is in every ARTISTRY® Men product.

Phase One: Oil Control
Contains oil-controlling ingredients that help prevent shine, leaving skin healthy-looking.
- Zinc PCA: Fights excess oil and shine by reducing sebum flow in the skin while improving skin moisture
- Butyl Avocadate: Helps reduce the production of sebum.
- Witch Hazel: Natural astringent (clarifier) and antioxidant.

Phase Two: Moisture Management
Contains an advanced blend of moisturising ingredients which deeply hydrate skin and help to improve skin’s barrier, which is responsible for managing moisture levels.
- Ceramide3, Lecithin and Beta-Sitosterol: Lipids which help strengthen skin’s natural lipid bilayer structure, delivered exactly where they are needed.
- Glycerin: Natural humectant that works to moisturise the skin.
- Sodium Hyaluronate: A natural moisture reservoir and lubricant which draws in moisture; as a result, it softens and hydrates the skin.
- Glucosamine HCl, Algae & Yeast Extract: Helps to increase natural skin moisturisation.
CROSS SELLING PRODUCTS

Specific Cross Selling Opportunities for ARTISTRY® Men Gentle Face Wash:
Use ARTISTRY® Men Gentle Face Wash as part of the ARTISTRY® Men skincare Power System to rejuvenate the appearance of any man’s skin for a noticeably more youthful look. This simplified, easy-to-use 3-step system is suitable for all skin types and contains the most powerful products in the collection.

- ARTISTRY® Men Serum Concentrate - Highly advanced facial serum that helps rejuvenate men’s skin for a noticeably more youthful look. Helps restore firmness, minimises the appearance of fine lines.
- ARTISTRY® Men Facial Moisturiser - A light lotion formulated to help protect men’s skin from moisture loss and dryness, and provide the power of long-lasting Moisturisation to revive the healthy look of men’s skin.

FOLLOW-UP

After 2 Days:
- Follow up with your customer to see how he likes it. Ask if he has any questions.
- Also, make sure the customer is using the product correctly…more is not better. “Tell me how you are using it.”

After 2 – 3 Weeks:
- Ask your customer if he has noticed a difference in his skin’s comfort and appearance after using the product.
- This is also a great time to overall feedback on the product and recommend another ARTISTRY® Men, like the ones mentioned above.

4 – 6 Weeks:
- Follow up with your customer after 4 - 6 weeks to confirm his next order has been shipped.
- You may also want to take another opportunity to cross sell an additional product.
- Only ask for a referral if his is a repeat customer.
KEY PRODUCT MESSAGE

- A luxurious shave foam formulated for a close and comfortable shave. It delivers a well-groomed look while keeping men’s skin smooth, soft, and moisturised.

COLLECTION OVERVIEW

- ARTISTRY® Men is a complete range of modern skincare products, formulated to address the unique needs of men’s skin. Developed to elevate any man’s regimen, it provides a targeted skincare system to help any man’s skin look and feel its best.

- The product range is designed around men’s daily skincare routines, to deliver anti-ageing benefits, and the essential biological differences from women’s skin: the need for balancing oil and hydration levels.

- Introducing DermaSync™ Technology, the invention that drives performance. This two phase blend of ingredients for oil control and moisture management helps restore men’s skin and infuses moisture for a noticeably youthful look. This unique complex helps skin look healthier and resist visible signs of ageing, and is in every ARTISTRY® Men product.

- With updated formulas and packaging, plus the most powerful ARTISTRY® Men skincare claims, the ARTISTRY® Men collection is ready to help any man win with skin.

PRODUCT OVERVIEW

- Wets and softens beard for an easy, close, and comfortable shave.

- Soothes skin and helps fight irritation.

- Protects against razor burn.

- Creates dense, resilient foam for a smooth razor glide.

- Spreads and rinses easily.

- Features the fresh, modern Signature Fragrance.
## FEATURES / BENEFITS

<table>
<thead>
<tr>
<th>FEATURE</th>
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<tbody>
<tr>
<td>Contains the exclusive, dual-phase DermaSync™ complex.</td>
<td>• Targets men’s primary skincare needs: oil control and hydration.</td>
</tr>
<tr>
<td>Contains Coconut Oil, Shea Butter, glycerin and other naturally derived emollients.</td>
<td>• Makes shaving more comfortable.</td>
</tr>
</tbody>
</table>
| Long lasting form lets razor glide more smoothly. | • Close, comfortable shave.  
• Leaves skin feeling clean, refreshed, and conditioned – not tight or dry. |

## PRODUCT USAGE

- Cleanse face with ARTISTRY® Men Gentle Face Wash.  
- Wet beard with warm water.  
- Shake can well and dispense a golf ball-sized amount into hand.  
- Massage foam evenly through beard.  
- Shave and rinse thoroughly.  

Plus:  
- Dermatologist Tested.  
- Allergy Tested.
ARTISTRY® Men Smooth Shave Foam

TARGET CUSTOMERS
- Men who consider themselves to be modern, hardworking and believe that in today’s competitive world it is important to look their best. He knows that skincare contributes to a healthy and well-groomed appearance.
- He can be any age; the majority are likely to be 18-34 years old.
- He may have varying skin concerns, but he places a greater emphasis on hydration and anti-ageing.
- Likely currently uses (or is aware of) other prestige men’s skincare brands.
- Always eager to experience the latest technologies, he expects and demands the utmost effectiveness and versatility.

CONVERSATION STARTERS
- When you are engaging in a selling conversation with a men’s skincare customer, start by asking questions about his skin care regimen and his experience with those products—currently or in the past.
- How do you get a close, smooth, comfortable shave?
- Do you enjoy shaving? Why not?
- Are you concerned by razor irritation after shaving?
- What types of shaving products have you used in the past?
- Do you ever think your skin could feel more comfortable after shaving?
- What do you use to help correct and prevent the signs of ageing?

TECHNOLOGY
Formula includes the following:
DermaSync™ Technology
The invention that drives performance, this two-phase blend of ingredients helps restore men’s skin and infuses moisture for a noticeably youthful look. And it is in every ARTISTRY® Men product.

Phase One: Oil Control
Contains oil-controlling ingredients that help prevent shine, leaving skin healthy-looking.
- Zinc PCA: Fights excess oil and shine by reducing sebum flow in the skin while improving skin moisture
- Butyl Avocadate: Helps reduce the production of sebum.
- Witch Hazel: Natural astringent (clarifier) and antioxidant.

Phase Two: Moisture Management
Contains an advanced blend of moisturising ingredients which deeply hydrate skin and help to improve skin’s barrier, which is responsible for managing moisture levels.
- Ceramide3, Lecithin and Beta-Sitosterol: Lipids which help strengthen skin’s natural lipid bilayer structure, delivered exactly where they are needed.
- Glycerin: Natural humectant that works to moisturise the skin.
- Sodium Hyaluronate: A natural moisture reservoir and lubricant which draws in moisture; as a result, it softens and hydrates the skin.
- Glucosamine HCl, Algae & Yeast Extract: Helps to increase natural skin moisturisation.
**CROSS SELLING PRODUCTS**

**Specific Cross Selling Opportunities for ARTISTRY® Men Smooth Shave Foam:**
Use ARTISTRY® Men Smooth Shave Foam and the ARTISTRY® Men skincare Power System to rejuvenate the appearance of any man’s skin for a noticeably more youthful look. This simplified, easy-to-use 3-step system is suitable for all skin types and contains the most powerful products in the collection.

- **ARTISTRY® Men Gentle Face Wash** - An effective yet gentle foaming cleanser, formulated to remove oil and dirt while maintaining the vital moisture of men’s skin.

- **ARTISTRY® Men Serum Concentrate** - Highly advanced facial serum that helps rejuvenate men’s skin for a noticeably more youthful look. Helps restore firmness, minimises the appearance of fine lines.

- **ARTISTRY® Men Facial Moisturiser** - A light lotion formulated to help protect men’s skin from moisture loss and dryness, and provide the power of long-lasting moisturisation to revive the healthy look of men’s skin.

**FOLLOW-UP**

**After 2 Days:**
- Follow up with your customer to see how he likes it. Ask if he has any questions.
- Also, make sure the customer is using the product correctly…more is not better. “Tell me how you are using it.”

**After 2 – 3 Weeks:**
- Ask your customer if he has noticed a difference in his skin’s comfort and appearance after using the product.
- This is also a great time to overall feedback on the product and recommend another ARTISTRY® Men, like the ones mentioned above.

**4 – 6 Weeks:**
- Follow up with your customer after 4 - 6 weeks to confirm his next order has been shipped.
- You may also want to take another opportunity to cross sell an additional product.
- Only ask for a referral if his is a repeat customer.
ARTISTRY® Men Post Shave Toner

KEY PRODUCT MESSAGE

- A lightweight toner formulated to balance the condition of men’s post shave skin by soothing, removing excess oil, and maintaining skin’s natural protective barrier.

COLLECTION OVERVIEW

- ARTISTRY® Men is a complete range of modern skincare products, formulated to address the unique needs of men’s skin. Developed to elevate any man’s regimen, it provides a targeted skincare system to help any man’s skin look and feel its best.

- The product range is designed around men’s daily skincare routines, to deliver anti-ageing benefits, and the essential biological differences from women’s skin: the need for balancing oil and hydration levels.

- Introducing DermaSync™ Technology, the invention that drives performance. This two phase blend of ingredients for oil control and moisture management helps restore men’s skin and infuses moisture for a noticeably youthful look. This unique complex helps skin look healthier and resist visible signs of ageing, and is in every ARTISTRY® Men product.

- With updated formulas and packaging, plus the most powerful ARTISTRY® Men skincare claims, the ARTISTRY® Men collection is ready to help any man win with skin.

PRODUCT OVERVIEW

- Moisturises skin.
- Soothes, balances, and tones the skin after shaving.
- Fights excess oil and shininess.
- Helps protect against stresses and dryness by moisturising the skin and maintaining the protective lipid barrier.
- Applies easily with a non-sticky, non-greasy after-feel.
- Absorbs rapidly.
- May be used as a pre-shave when using an electric shaver.
- Features the fresh, modern Signature Fragrance.
ARTISTRY® Men Post Shave Toner

FEATURES / BENEFITS

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<tr>
<td>Contains the exclusive, dual-phase DermaSync™ complex.</td>
<td>• Targets men’s primary skincare needs: oil control and hydration.</td>
</tr>
<tr>
<td>Contains Horse Chestnut Complex, Aloe and Tocopherol.</td>
<td>• Help fight skin irritation and reduce redness from shaving.</td>
</tr>
<tr>
<td>Formula contains oil inhibitors Zinc PCA and Butyl Avocadate.</td>
<td>• Helps reduce the look and feel of excess oil and shininess.</td>
</tr>
</tbody>
</table>

PRODUCT USAGE

To use after cleansing face or shaving:
• Pour a small coin-sized amount into palm of hand and apply over face and neck.
• Use in the morning and/or evening.

To use as a pre-shave with an electric shaver:
• Pour a small coin-sized amount into palm of hand and apply over face and neck.
• Allow to dry before shaving.
• Shave.
• For maximum benefits, re-apply ARTISTRY® Men Post Shave Toner after shaving.

Plus:
• Dermatologist Tested.
• Allergy Tested.
**ARTISTRY® Men Post Shave Toner**

### TARGET CUSTOMERS
- Men who consider themselves to be modern, hardworking and believe that in today’s competitive world it is important to look their best. He knows that skincare contributes to a healthy and well-groomed appearance.
- He can be any age; the majority are likely to be 18-34 years old.
- He may have varying skin concerns, but he places a greater emphasis on hydration and anti-ageing.
- Likely currently uses (or is aware of) other prestige men’s skincare brands.
- Always eager to experience the latest technologies, he expects and demands the utmost effectiveness and versatility.

### CONVERSATION STARTERS
- When you are engaging in a selling conversation with a men’s skincare customer, start by asking questions about his skin care regimen and his experience with those products—currently or in the past.
- How you prep your skin before shaving?
- Do you experience post-shave irritation?
- What type of post-shave products have you used in the past?
- What do you use to reduce the look and feel of shine?
- How do you thoroughly cleanse your skin after the work day/workouts?
- What do you use to help correct and prevent the signs of ageing?

### TECHNOLOGY
**Formula includes the following:**

**DermaSync™ Technology**
The invention that drives performance, this two-phase blend of ingredients helps restore men’s skin and infuses moisture for a noticeably youthful look. And it is in every ARTISTRY® Men product.

**Phase One: Oil Control**
Contains oil-controlling ingredients that help prevent shine, leaving skin healthy-looking.
- **Zinc PCA:** Fights excess oil and shine by reducing sebum flow in the skin while improving skin moisture
- **Butyl Avocadate:** Helps reduce the production of sebum.
- **Witch Hazel:** Natural astringent (clarifier) and antioxidant.

**Phase Two: Moisture Management**
Contains an advanced blend of moisturising ingredients which deeply hydrate skin and help to improve skin’s barrier, which is responsible for managing moisture levels.
- **Ceramide3, Lecithin and Beta-Sitosterol:** Lipids which help strengthen skin’s natural lipid bilayer structure, delivered exactly where they are needed.
- **Glycerin:** Natural humectant that works to moisturise the skin.
- **Sodium Hyaluronate:** A natural moisture reservoir and lubricant which draws in moisture; as a result, it softens and hydrates the skin.
- **Glucosamine HCl, Algae & Yeast Extract:** Helps to increase natural skin moisturisation.
CROSS SELLING PRODUCTS

Specific Cross Selling Opportunities for ARTISTRY® Men Post Shave Toner:
Use ARTISTRY® Men Post Shave Toner and the ARTISTRY® Men skincare Power System to rejuvenate the appearance of any man’s skin for a noticeably more youthful look. This simplified, easy-to-use 3-step system is suitable for all skin types and contains the most powerful products in the collection.

- ARTISTRY® Men Gentle Face Wash - An effective yet gentle foaming cleanser, formulated to remove oil and dirt while maintaining the vital moisture of men’s skin.
- ARTISTRY® Men Serum Concentrate - Highly advanced facial serum that helps rejuvenate men’s skin for a noticeably more youthful look. Helps restore firmness, minimises the appearance of fine lines.
- ARTISTRY® Men Facial Moisturiser - A light lotion formulated to help protect men’s skin from moisture loss and dryness, and provide the power of long-lasting moisturisation to revive the healthy look of men’s skin.

FOLLOW-UP

**After 2 Days:**
- Follow up with your customer to see how he likes it. Ask if he has any questions.
- Also, make sure the customer is using the product correctly…more is not better. “Tell me how you are using it.”

**After 2 – 3 Weeks:**
- Ask your customer if he has noticed a difference in his skin’s comfort and appearance after using the product.
- This is also a great time to overall feedback on the product and recommend another ARTISTRY® Men, like the ones mentioned above.

**4 – 6 Weeks:**
- Follow up with your customer after 4 - 6 weeks to confirm his next order has been shipped.
- You may also want to take another opportunity to cross sell an additional product.
- Only ask for a referral if his is a repeat customer.
KEY PRODUCT MESSAGE

- Highly advanced facial serum that helps rejuvenate men’s skin for a noticeably more youthful look. Helps restore firmness, minimises the appearance of fine lines.

COLLECTION OVERVIEW

- ARTISTRY® Men is a complete range of modern skincare products, formulated to address the unique needs of men’s skin. Developed to elevate any man’s regimen, it provides a targeted skincare system to help any man’s skin look and feel its best.

- The product range is designed around men’s daily skincare routines, to deliver anti-ageing benefits, and the essential biological differences from women’s skin: the need for balancing oil and hydration levels.

- Introducing DermaSync™ Technology, the invention that drives performance. This two phase blend of ingredients for oil control and moisture management helps restore men’s skin and infuses moisture for a noticeably youthful look. This unique complex helps skin look healthier and resist visible signs of ageing, and is in every ARTISTRY® Men product.

- With updated formulas and packaging, plus the most powerful ARTISTRY® Men skincare claims, the ARTISTRY® Men collection is ready to help any man win with skin.

PRODUCT OVERVIEW

- Helps exfoliate dry, rough skin to smooth the surface.
- Improves skin radiance.
- Helps improve the signs of ageing caused by fatigue and environmental stress (fine lines, dull/dry skin) for a more youthful look.
- minimises the appearance of fine lines.
- Absorbs gently.
ARTISTRY® Men Serum Concentrate

FEATURES / BENEFITS

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<tr>
<td>Contains the exclusive, dual-phase DermaSync™ complex.</td>
<td>• Targets men’s primary skincare needs: oil control and hydration.</td>
</tr>
<tr>
<td>Contains our exclusive Micro 6-X Peptide.</td>
<td>• Nourishes the skin.</td>
</tr>
<tr>
<td></td>
<td>• Helps diminish the appearance of fine lines.</td>
</tr>
<tr>
<td>A patented Oat Extract helps exfoliate the skin.</td>
<td>• Helps keep the skin surface smooth.</td>
</tr>
</tbody>
</table>

PRODUCT USAGE

- After the ARTISTRY® Men Post Shave Toner, dispense 2-3 pumps of ARTISTRY® Men Serum Concentrate into palm of hand.
- Use fingertips to apply serum to the face with an upward, massaging motion, focusing on the expression areas around the eyes and forehead.
- For maximum benefits, use in the morning and evening.

Plus:
- Dermatologist Tested.
- Allergy Tested.
CONVERSATION STARTERS

- When you are engaging in a selling conversation with a men’s skincare customer, start by asking questions about his skin care regimen and his experience with those products—currently or in the past.

TECHNOLOGY

Formula includes the following:

DermaSync™ Technology
The invention that drives performance, this two-phase blend of ingredients helps restore men’s skin and infuses moisture for a noticeably youthful look. And it is in every ARTISTRY® Men product.

Phase One: Oil Control
Contains oil-controlling ingredients that help prevent shine, leaving skin healthy-looking.
- **Zinc PCA:** Fights excess oil and shine by reducing sebum flow in the skin while improving skin moisture
- **Butyl Avocadate:** Helps reduce the production of sebum.
- **Witch Hazel:** Natural astringent (clarifier) and antioxidant.

Phase Two: Moisture Management
Contains an advanced blend of moisturising ingredients which deeply hydrate skin and help to improve skin’s barrier, which is responsible for managing moisture levels.
- **Ceramide3, Lecithin and Beta-Sitosterol:** Lipids which help strengthen skin’s natural lipid bilayer structure, delivered exactly where they are needed.
- **Glycerin:** Natural humectant that works to moisturise the skin.
- **Sodium Hyaluronate:** A natural moisture reservoir and lubricant which draws in moisture; as a result, it softens and hydrates the skin.
- **Glucosamine HCl, Algae & Yeast Extract:** Helps to increase natural skin moisturisation.

TARGET CUSTOMERS

- Men who consider themselves to be modern, hardworking and believe that in today’s competitive world it is important to look their best. He knows that skincare contributes to a healthy and well-groomed appearance.
- He can be any age; the majority are likely to be 18-34 years old.
- He may have varying skin concerns, but he places a greater emphasis on hydration and anti-ageing.
- Likely currently uses (or is aware of) other prestige men’s skincare brands.
- Always eager to experience the latest technologies, he expects and demands the utmost effectiveness and versatility.

CONVERSATION STARTERS

- Are you concerned about fine lines or dull, dry skin?
- What do you use to help prevent skin damage from environmental stress?
- What do you use to help correct and prevent the signs of ageing?
- Do you experience dry, rough patches?
- What types of men’s skincare serums have you tried?
- Do you ever think your skin could look more energised, fit and healthy?
CROSS SELLING PRODUCTS

Specific Cross Selling Opportunities for ARTISTRY® Men Serum Concentrate:
Use ARTISTRY® Serum Concentrate as part of the ARTISTRY® Men skincare Power System to rejuvenate the appearance of any man’s skin for a noticeably more youthful look. This simplified, easy-to-use 3-step system is suitable for all skin types and contains the most powerful products in the collection.

- ARTISTRY® Men Gentle Face Wash - An effective yet gentle foaming cleanser, formulated to remove oil and dirt while maintaining the vital moisture of men’s skin.
- ARTISTRY® Men Facial Moisturiser - A light lotion formulated to help protect men’s skin from moisture loss and dryness, and provide the power of long-lasting moisturisation to revive the healthy look of men’s skin.

FOLLOW-UP

After 2 Days:
- Follow up with your customer to see how he likes it. Ask if he has any questions.
- Also, make sure the customer is using the product correctly...more is not better. “Tell me how you are using it.”

After 2 – 3 Weeks:
- Ask your customer if he has noticed a difference in his skin’s comfort and appearance after using the product.
- This is also a great time to overall feedback on the product and recommend another ARTISTRY® Men, like the ones mentioned above.

4 – 6 Weeks:
- Follow up with your customer after 4 - 6 weeks to confirm his next order has been shipped.
- You may also want to take another opportunity to cross sell an additional product.
- Only ask for a referral if his is a repeat customer.
ARTISTRY® Men Facial Moisturiser

KEY PRODUCT MESSAGE

- A light lotion formulated to help protect men’s skin from moisture loss and dryness, and provide the power of long-lasting Moisturisation to revive the healthy look of men’s skin.

COLLECTION OVERVIEW

- ARTISTRY® Men is a complete range of modern skincare products, formulated to address the unique needs of men’s skin. Developed to elevate any man’s regimen, it provides a targeted skincare system to help any man’s skin look and feel its best.

- The product range is designed around men’s daily skincare routines, to deliver anti-ageing benefits, and the essential biological differences from women’s skin: the need for balancing oil and hydration levels.

- Introducing DermaSync™ Technology, the invention that drives performance. This two phase blend of ingredients for oil control and moisture management helps restore men’s skin and infuses moisture for a noticeably youthful look. This unique complex helps skin look healthier and resist visible signs of ageing, and is in every ARTISTRY® Men product.

- With updated formulas and packaging, plus the most powerful ARTISTRY® Men skincare claims, the ARTISTRY® Men collection is ready to help any man win with skin.

PRODUCT OVERVIEW

- Keeps men’s skin moisturised for up to 8 hours.
- Comforts the skin.
- Protects against moisture loss and drying by helping to restore the skin’s natural lipid barrier.
- Feels light and smooth on the skin.
- Easily absorbs.
- Features the fresh, modern Signature Fragrance.
### ARTISTRY® Men Facial Moisturiser

#### FEATURES / BENEFITS

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<tr>
<td>Contains the exclusive, dual-phase DermaSync™ complex.</td>
<td>• Targets men’s primary skincare needs: oil control and hydration.</td>
</tr>
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</table>
| Carragean and Sea Salt form a natural light film that helps skin retain moisture. | • Continuous, lasting hydration for up to 8 hours.  
• Skin feels more comfortable, looks healthier. |
| Jojoba Seed Oil helps fight environmental stresses and drying. | • Skin looks healthier and more radiant.  
• Helps for a film to retain moisture. |
| Shea Butter and Vitamin E help protect and retain skin’s natural moisture. | • Helps restore skin’s barrier function, so skin looks youthful and feels comfortable. |

#### PRODUCT USAGE

- After the ARTISTRY® Men Serum Concentrate, dispense a small coin-sized amount of Facial Moisturiser into palm of hand.
- Apply to the face and neck with a massaging motion; avoid immediate eye area.
- Use in the morning and/or evening.

Plus:
- Dermatologist Tested.
- Allergy Tested.
ARTISTRY® Men Facial Moisturiser

TARGET CUSTOMERS
- Men who consider themselves to be modern, hardworking and believe that in today’s competitive world it is important to look their best. He knows that skincare contributes to a healthy and well-groomed appearance.
- He can be any age; the majority are likely to be 18-34 years old.
- He may have varying skin concerns, but he places a greater emphasis on hydration and anti-ageing.
- Likely currently uses (or is aware of) other prestige men’s skincare brands.
- Always eager to experience the latest technologies, he expects and demands the utmost effectiveness and versatility.

CONVERSATION STARTERS
- When you are engaging in a selling conversation with a men’s skincare customer, start by asking questions about his skin care regimen and his experience with those products—currently or in the past.
- How do moisturise and comfort your skin without adding heavy creams?
- Do you know you can keep your skin moisturised for up to 8 hours?
- What do you use to protect your skin against moisture loss?
- What type of men’s moisturisers have you used in the past?
- Do you ever think your skin could look more fit and healthy?
- What do you use to help correct and prevent the signs of ageing?

TECHNOLOGY

Formula includes the following:

DermaSync™ Technology
The invention that drives performance, this two-phase blend of ingredients helps restore men’s skin and infuses moisture for a noticeably youthful look. And it is in every ARTISTRY® Men product.

Phase One: Oil Control
Contains oil-controlling ingredients that help prevent shine, leaving skin healthy-looking.
- Zinc PCA: Fights excess oil and shine by reducing sebum flow in the skin while improving skin moisture
- Butyl Avocadate: Helps reduce the production of sebum.
- Witch Hazel: Natural astringent (clarifier) and antioxidant.

Phase Two: Moisture Management
Contains an advanced blend of moisturising ingredients which deeply hydrate skin and help to improve skin’s barrier, which is responsible for managing moisture levels.

- Ceramide3, Lecithin and Beta-Sitosterol: Lipids which help strengthen skin’s natural lipid bilayer structure, delivered exactly where they are needed.
- Glycerin: Natural humectant that works to moisturise the skin.
- Sodium Hyaluronate: A natural moisture reservoir and lubricant which draws in moisture; as a result, it softens and hydrates the skin.
- Glucosamine HCl, Algae & Yeast Extract: Helps to increase natural skin moisturisation.
CROSS SELLING PRODUCTS

Specific Cross Selling Opportunities for ARTISTRY® Men Facial Moisturiser:
Use ARTISTRY® Men Facial Moisturiser as part of the ARTISTRY® Men skincare Power System to rejuvenate the appearance of any man’s skin for a noticeably more youthful look. This simplified, easy-to-use 3-step system is suitable for all skin types and contains the most powerful products in the collection.

- ARTISTRY® Men Gentle Face Wash - An effective yet gentle foaming cleanser, formulated to remove oil and dirt while maintaining the vital moisture of men’s skin.
- ARTISTRY® Men Serum Concentrate - Highly advanced facial serum that helps rejuvenate men’s skin for a noticeably more youthful look. Helps restore firmness, minimises the appearance of fine lines.

FOLLOW-UP

After 2 Days:
- Follow up with your customer to see how he likes it. Ask if he has any questions.
- Also, make sure the customer is using the product correctly…more is not better. “Tell me how you are using it.”

After 2 – 3 Weeks:
- Ask your customer if he has noticed a difference in his skin’s comfort and appearance after using the product.
- This is also a great time to overall feedback on the product and recommend another ARTISTRY® Men, like the ones mentioned above.

4 – 6 Weeks:
- Follow up with your customer after 4 - 6 weeks to confirm his next order has been shipped.
- You may also want to take another opportunity to cross sell an additional product.
- Only ask for a referral if his is a repeat customer.
ARTISTRY® Men Power System

KEY PRODUCT MESSAGE

- This simplified, easy-to-use 3-step system is suitable for all skin types and contains the most powerful products in the collection.

COLLECTION OVERVIEW

- ARTISTRY® Men is a complete range of modern skincare products, formulated to address the unique needs of men’s skin. Developed to elevate any man’s regimen, it provides a targeted skincare system to help any man’s skin look and feel its best.
- The product range is designed around men’s daily skincare routines, to deliver anti-ageing benefits, and the essential biological differences from women’s skin: the need for balancing oil and hydration levels.
- Introducing DermaSync™ Technology, the invention that drives performance. This two phase blend of ingredients for oil control and moisture management helps restore men’s skin and infuses moisture for a noticeably youthful look. This unique complex helps skin look healthier and resist visible signs of ageing, and is in every ARTISTRY® Men product.
- With updated formulas and packaging, plus the most powerful ARTISTRY® Men skincare claims, the ARTISTRY® Men collection is ready to help any man win with skin.

PRODUCT OVERVIEW

- The most powerful ARTISTRY® Men system to ensure men’s skin looks and feels healthy and more youthful.
- Helps skin look more vibrant, fresher and healthier than ever before.
- Works together to cleanse, renew and moisturise.
# ARTISTRY® Men Power System

## FEATURES / BENEFITS

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<th>FEATURE</th>
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<td><strong>All ARTISTRY® Men products:</strong> Contains the exclusive, dual-phase DermaSync™ complex.</td>
<td>• Targets men’s primary skincare needs: oil control and hydration.</td>
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<td><strong>ARTISTRY® Men Gentle Face Wash:</strong> Dissolving Mannan and Jojoba beads to help cleanse pores.</td>
<td>• Can be used more than once a day as it does not irritate skin. Light exfoliation massages skin, prepares it to receive maximum benefits from the ARTISTRY® Men Collection.</td>
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<td><strong>ARTISTRY® Men Serum Concentrate:</strong> Contains our exclusive Micro X-6 Peptide, plus a patented Oat Extract helps exfoliate the skin.</td>
<td>• Nourishes the skin; helps diminish the appearance of fine lines. • Helps keep the skin surface smooth.</td>
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<td><strong>ARTISTRY® Men Facial Moisturiser:</strong> Jojoba Seed Oil helps fight environmental stresses and drying. Shea Butter and Vitamin E help protect and retain skin’s natural moisture.</td>
<td>• Skin looks healthier and more radiant. Helps form a light film to retain moisture. • Helps restore skin’s barrier function, so skin looks youthful and feels comfortable.</td>
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## PRODUCT ORDER OF USAGE

Morning and evening:

1. **ARTISTRY® Men Gentle Face Wash:** Dispense a 2 cm strip onto wet hands and create a lather; massage over wet face, then rinse with warm water.

2. **ARTISTRY® Men Serum Concentrate:** Dispense 2-3 pumps into palm of hand; use fingertips to apply serum to face with an upward, massaging motion and focus on expression areas (around eyes, forehead.)

3. **ARTISTRY® Men Facial Moisturiser:** Dispense a small coin-sized amount into palm of hand; massage over face and neck, avoiding immediate eye area.

Plus:

- Dermatologist Tested.
- Allergy Tested.