



MEDIA RELEASE

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Amway® adds Beauty Balm Perfecting Primer to its ARTISTRY Exact Fit® Collection

Amway introduces a multi-benefit, sheer formula with SPF 25 which serves as the primer for perfect foundation application, coverage and performance.

In one simple step, ARTISTRY Exact Fit Beauty Balm Perfecting Primer instantly blurs imperfections and minimises pores for a visibly perfected complexion that looks natural, hydrated and beautiful. The one universal sheer shade, prepares skin for optimal makeup application and wear, while helping to shield from harmful, ageing UV rays and minimise the effects of free radicals and environmental aggressors.

This exclusive ARTISTRY Exact Fit technology distinguishes this new formula in the industry. "What sets our formula apart is the infusion of ARTISTRY Exact Fit technology. Our exclusive blend of Tahitian Pearls and Optical Prisms creates a flawless look that mimics the look of real skin, only better," notes Vice President of Global Beauty Maud Pansing.

Prime. Perfect. Hydrate.

High-performing ARTISTRY Exact Fit Beauty Balm Perfecting Primer extends the coverage and wear of foundation with several key benefits:

- **Prime:** Lightweight formula smooths, prepares and refines skin through an exclusive Skin-Transforming Elasto-Network that delivers a visibly flawless makeup application and helps extend the wear of foundation.
- **Perfect:** Exclusive ARTISTRY Exact Fit technology infuses a blend of Tahitian Pearls and Optical Prisms into the formula, to filter light and create a soft-focus, luminous effect that visibly blurs skin's imperfections and the look of pores.
- **Hydrate:** Fresh, pristine Norwegian water delivered through a targeted liposome helps provide a boost of instant hydration and nourishment, leaving skin looking and feeling soft and supple.

"ARTISTRY Exact Fit Beauty Balm Perfecting Primer is my go-to primer," admits ARTISTRY® Global Makeup Artist Rick DiCecca. "This small step adds big impact to the performance of makeup. Coverage is flawless and skin appears perfected all day long. I won't go on set without it."



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Oil free, non-acnegenic, non-comedogenic – this versatile formula is suitable for all skin types and delivers the extra benefit of SPF 25 protection.

“The single shade suits skin tones of women around the world and contains fresh Norwegian Fjord water to instantly hydrate the skin,” adds Pansing. “This new primer is the ideal complement to any ARTISTRY Exact Fit® product or ARTISTRY® foundation. When used together, they reveal a visibly perfected complexion.”

ARTISTRY products are sold exclusively through a network of Amway distributors millions strong worldwide. Please visit amway.com.au for more information or to locate a distributor.

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About ARTISTRY

ARTISTRY is ranked among the world's top-five, largest-selling premium skincare brands.¹ Founded in 1958 by an entrepreneurial husband and wife team, the ARTISTRY portfolio features advanced skincare developed with new technologies and proprietary plant ingredients, targeting both the biological and environmental signs of ageing for men and women, along with classic and seasonal colour collections for face, eyes and lips. Superior formulations reflect the global research, development and quality assurance conducted by a network of more than 900 scientists and directed by a board of scientific and academic advisors who work together to push the boundaries of beauty forward. ARTISTRY products are sold through more than three million Amway distributors in more than 100 countries and territories worldwide.

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

For company news, visit globalnews.amway.com.

¹ Source: Euromonitor International Limited, www.euromonitor.com/amway-claims.