



MEDIA RELEASE

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Amway Unveils the ARTISTRY® Indigo Skies Colour Collection

Amway Australia launches the limited edition ARTISTRY Indigo Skies Colour Collection for spring 2015. The new collection captures the organic beauty of nature in high-impact hues that inspire casual chic looks for today's woman.

This laid-back yet luxurious collection spans seven limited edition cosmetics designed by ARTISTRY Global Makeup Artist Rick DiCecca.

"Spring 2015 is inspired by one of the world's most naturally beautiful colour palettes. From breathtaking blue skies to gleaming desert sands, the ARTISTRY Indigo Skies Color Collection gives women the freedom to create a look to match any mood," says DiCecca.

Indulge In Indigo Chic

Pale blue, rich indigo, shimmering beige – the **ARTISTRY Indigo Skies Eye Crayon Trio** creates looks from demure to dramatic. The long-lasting, lightweight formula glides on smooth and creamy, and dries to a perfect powder. Crayons double as shadows or liners to shade, define and highlight eyes. The integrated sharpener keeps crayons application-ready.

Amplify every lash with **ARTISTRY Signature Eyes Volume Mascara®** in brilliant indigo blue. Revolutionary, colour-intense FullFx formula increases volume up to 600%, while creamy conditioners smooth, gloss and enrich lashes. MagnaBoost brush technology creates simultaneous volume and separation for added drama.

Shape, brighten and define with **ARTISTRY Signature Colour® Lipstick and Sheer Lipsticks**. All three lavish shades are formulated with plush pigments and infused with intense hydration to coat and condition lips. Lipsticks saturate lips with rich colour, while sheer lipsticks sweep on a high-gloss hint of colour.

THE ARTISTRY INDIGO SKIES COLOR COLLECTION

ARTISTRY Indigo Skies Eye Crayon Trio \$59.95

- Indigo: Luminous navy
- Sky Blue: Shimmering silvery blue
- Desert Sand: Warm gleaming beige

ARTISTRY Signature Eyes Volume Mascara \$39.95

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- Indigo: Brilliant blue

ARTISTRY Signature Colour Lipstick and Sheer Lipsticks \$39.95

- Coral Sunrise: Creamy orange pink
- Sandstone: Sheer gleaming nude beige
- Pink Quartz: Sheer shimmering blush

“This season’s collection focuses on the eyes,” adds DiCecca. “The eye crayons double as shadows or liners to create versatile, mesmerising looks. My hope is that women will experiment and have fun with all three unforgettable shades.”

ARTISTRY trend colour collections are unveiled seasonally, in Spring and Fall. ARTISTRY products are sold exclusively through a network of Amway Business Owners millions strong worldwide.

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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. 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.