

WORLD'S  
#1

**DIRECT SELLING BUSINESS\***

Amway is the world's number 1 Direct Selling business. Amway has sales of more than US\$11.8 billion with a 50+ year track record of results.

**NOTHING  
COMPARES**

**100% CONFIDENCE**

**SCAN TO WATCH VIDEO**

To view this video, download the free Amway Viewer from the Apple App Store or Google Play Store



# ARTISTRY® IDEAL RADIANCE™ COLLECTION

- ✓ Exclusive ingredients and 3D technology target the three depths of the skin's surface – in just two hours.
- ✓ Exceptional value for money compared to brands including Estée Lauder, Clarins, SK-II and Shiseido.
- ✓ 91% of women tested showed measurable lighter, brighter skin.^ 98% of women tested showed improvement in skin luminosity/brightening^ after 4 weeks. 76% of women agreed^ that the IDEAL RADIANCE system made their skin tone look more even. 84% of women agreed^ that the IDEAL RADIANCE system improved their skin's translucency.
- ✓ From ARTISTRY one of the world's top five, largest-selling, premium skincare brands.†

^Based on a panel of 100 Asian women aged between 25 and 35, 2013. †Source: www.euromonitor.com/amway-claims

**CompareUs.com.au**

**Amway**

FORWARD BEAUTY  
**ARTISTRY®**

\*As ranked by 2013 global sales of \$11.8 billion in *Direct Selling News'* Global 100.

**Product Details** | IDEAL RADIANCE Illuminating Cleanser VS 116407 125ml | ARTISTRY IDEAL RADIANCE Illuminating Moisture Lotion VS 116408 200ml | ARTISTRY IDEAL RADIANCE Illuminating Essence VS 116409 30ml | ARTISTRY IDEAL RADIANCE Illuminating Moisturiser VS 116410 100ml | ARTISTRY IDEAL RADIANCE Illuminating Moisture Cream VS 116411 50ml | ARTISTRY IDEAL RADIANCE Spot Corrector VS 116413 15ml | ARTISTRY IDEAL RADIANCE System Set VS 210184

## EXPECT MORE FROM ARTISTRY IDEAL RADIANCE

**ARTISTRY pushes the boundaries of beauty through it's program of discovery, imagination and invention. With these three pillars in place, ARTISTRY has created IDEAL RADIANCE.**

Imagining a way for women to achieve their ideal radiance, ARTISTRY scientists discovered that it can be achieved when the 3 dimensions of LUMINOSITY, EVEN SKIN TONE and TRANSLUCENCY are perfected.

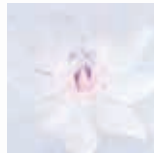
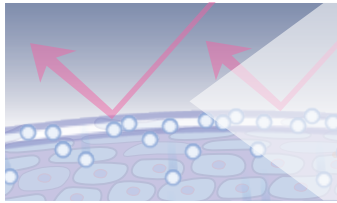
ARTISTRY IDEAL RADIANCE creates brighter, clear skin using market-defining, exclusive 3D brightening technology.

It represents skincare solutions for all types of skin based on years of collaboration between the ARTISTRY Research and Development team.

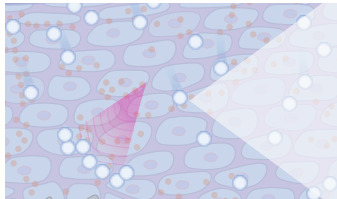
A Multi-Flora Blend of skin-perfecting flower and pearl protein were chosen for their brightening, soothing and reparative benefits.

## 3D BRIGHTENING THROUGH ADVANCED 3D TECHNOLOGY

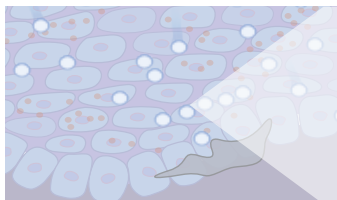
**ARTISTRY developed an exclusive state-of-the-art liposome to deliver ingredients within the 3 depths of the skin's surface.**



**DEPTH 1**  
**Surface**  
**MULTI-FLORA BLEND**



**DEPTH 2**  
**Middle**  
**PEARL PROTEIN**



**DEPTH 3**  
**Deepest**  
**3D TECHNOLOGY**

## TECHNOLOGY

**Multi-Flora Blend** – A gathering of skin-perfecting flowers chosen for their brightening, soothing and reparative benefits including: English Daisies, European Geraniums, Jasmine, Evening Primrose and Sophora Japonica.

**Pearl Protein** – The pearl has been renowned as a cure-all and a beauty treatment since ancient times. Our scientists, incorporated this highly concentrated, luxurious form of pearl protein that helps prevent signaling which leads to dark spots and discolourations.

**3D Technology** – The breakthrough behind IDEAL RADIANCE; an exclusive delivery system invented by ARTISTRY scientists. Features a unique liposome packed with soothing licorice, hydrating Ceramide 3 plus a powerful form of skin brightening Vitamin C derived from Acerola Cherry ferment, harvested on our organic farms.

These encapsulated ingredients are delivered to the deepest layer of the skin.

## WHO IS ARTISTRY IDEAL RADIANCE RIGHT FOR?

### WOMEN WHO:

- ✔ **Want to diminish the look of dark spots, achieve even skin tone and create a luminous glow**
- ✔ **Have used brightening products in the past**
- ✔ **Are willing to experience the latest beauty technologies**
- ✔ **Look for a year-round brightening solution**

### VIDEOS

Check out the 2014 Top Sellers videos at [CompareUs.com.au](http://CompareUs.com.au)

### BEAUTY CONSULTANTS

Face-to-face training sessions, skincare and make-up consultations and Visia skin assessments. Contact [austbeautyadvisory@amway.com](mailto:austbeautyadvisory@amway.com)

### PRODUCT RECOMMENDER

The future of your skin begins here, go to [artistryapps.com.au](http://artistryapps.com.au) on your tablet or smart phone

### VIRTUAL MAKEOVER TOOL

Almost everything you'll need to become your own makeup artist! Experiment and create your own new look, go to [artistry.com.au](http://artistry.com.au)

## EXPERIENCE THE 3 DIMENSIONS OF RADIANCE

### LUMINOSITY

ARTISTRY scientists measured the brightness and whiteness of the skin and how light reflects off the surface to create a luminous outer glow.

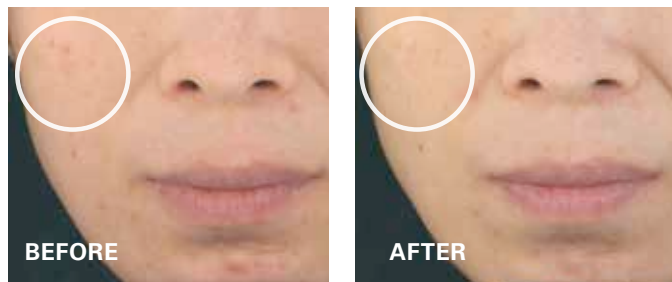
**98% of women tested showed improvement in skin luminosity/brightening\* after 4 weeks.**

\*After using the ARTISTRY IDEAL RADIANCE System (Illuminating Moisture Lotion, Illuminating Essence, Spot Corrector and Illuminating Moisturiser).

### EVEN SKIN TONE

Before-and-after tests determined how effectively IDEAL RADIANCE diminished appearance of dark spots, discolourations and irritation.

**76% of women agreed^ that the IDEAL RADIANCE system made their skin tone look more even.**



### TRANSLUCENCY

ARTISTRY scientists measured the clarity of the skin and how light transfers through the skin to reveal an inner glow. The amount of reflection depends on the amount of dark spots, discolourations, irritation and dryness.

**84% of women agreed^ that the IDEAL RADIANCE system improved their skin's translucency.**

## REVOLUTIONARY RESULTS IN RAPID TIME

**2 HOURS** The ARTISTRY IDEAL RADIANCE system targets the deepest layers of the skin's surface triggering cellular illumination.\*\*

**24 HOURS** Up to 96% reduction in signaling messenger proteins involved in skin pigmentation is achieved.\*\*

**1 WEEK** Hyperpigmentation is visibly reduced.\*\*

^Based on a panel of 100 Asian women aged between 25 and 35, 2013. \*In clinical studies \*\*In vitro testing

## IDEAL RADIANCE HERO PRODUCTS



### Illuminating Essence

VS 116409

This milky essence delivers unprecedented brightening power directly to the skin cells.

- **100% of women clinically tested showed measurably lighter, brighter skin in 12 weeks**
- **97% of women clinically tested showed measurably lighter, brighter skin in 4 weeks**
- Instantly gives your skin a radiant glow
- Skin looks clearer, more even-toned and luminous
- Soothes and comforts skin
- Silky and fast-absorbing



### Spot Corrector

VS 116413

This highly concentrated treatment targets dark spots at the very core of the skin.

- **97% of women clinically tested showed measurably lighter, brighter skin in just 12 weeks**
- Helps to diminish the most stubborn age spots
- Leaves skin looking even-toned and radiant

## ARTISTRY IDEAL RADIANCE SPOT CORRECTOR HELPS TO:

- ✔ Prevent dark spots and discolourations
- ✔ Treat dark spots and discolourations
- ✔ Protect skin from the day-to-day environment leaving skin soothed, hydrated and radiant
- ✔ In 24 hours, melanin levels are significantly reduced\*

\*When used as part of the IDEAL RADIANCE system.



**NOTHING COMPARES**

## HOW THE ARTISTRY IDEAL RADIANCE RANGE COMPARES

PRODUCT	Size ml	RRP Price	Cost / ml
<b>ARTISTRY IDEAL RADIANCE ILLUMINATING CLEANSER</b>	<b>125</b>	<b>\$45.95</b>	<b>\$0.37</b>
ESTÉE LAUDER CyberWhite Full Spectrum Brightening Cleanser	125	\$55.00	\$0.44
SHISEIDO White Lucent Brightening Cleansing Foam	125	\$65.00	\$0.52
<b>ARTISTRY IDEAL RADIANCE ILLUMINATING MOISTURE LOTION</b>	<b>200</b>	<b>\$59.95</b>	<b>\$0.30</b>
CLARINS Gentle Exfoliator Brightening Toner	125	\$45.00	\$0.36
SHISEIDO White Lucent Brightening Balancing Softener W	150	\$82.00	\$0.55
CRÈME DE LA MER The Brightening Lotion Intense	200	\$120.00	\$0.60
ESTÉE LAUDER CyberWhite HD Advanced Spot Correcting Moisture Lotion	200	\$70.00	\$0.35
SK-II Whitening Source Clear Lotion	150	\$100.00	\$0.67
<b>ARTISTRY IDEAL RADIANCE ILLUMINATING MOISTURISER</b>	<b>100</b>	<b>\$75.95</b>	<b>\$0.76</b>
CLARINS Whitening Moisture Day Emulsion SPF20	50	\$90.00	\$1.80
SK-II Whitening Brightener	75	\$195.00	\$2.60
SHISEIDO White Lucent Brightening Moisturizing Emulsion	75	\$88.00	\$1.17
CLINIQUE Even Better Skin Tone Correcting Lotion SPF 15	50	\$60.00	\$1.20
<b>ARTISTRY IDEAL RADIANCE ILLUMINATING MOISTURE CREAM</b>	<b>50</b>	<b>\$75.95</b>	<b>\$1.52</b>
ESTÉE LAUDER CyberWhite Advanced Brightening Moisture Creme	50	\$90.00	\$1.80
SK-II Whitening Brightener	75	\$195.00	\$2.60
SHISEIDO White Lucent Brightening Moisturizing Cream W	50	\$71.00	\$1.42
CLARINS White Lucent White Plus Smoothing Brightening Night Cream	50	\$90.00	\$1.80
CRÈME DE LA MER The Brightening Infusion Intense	125	\$140.00	\$1.12
<b>ARTISTRY IDEAL RADIANCE ILLUMINATING ESSENCE</b>	<b>30</b>	<b>\$114.95</b>	<b>\$3.83</b>
CLARINS Intensive Brightening Serum	30	\$95.00	\$3.17
CRÈME DE LA MER The Brightening Essence Intense	30	\$410.00	\$13.67
ESTÉE LAUDER CyberWhite HD Advanced Spot Correcting Essence	30	\$140.00	\$4.67
<b>ARTISTRY IDEAL RADIANCE SPOT CORRECTOR</b>	<b>15</b>	<b>\$62.95</b>	<b>\$4.20</b>
SK-II Whitening Spots Specialist	50	\$255.00	\$5.10
SHISEIDO White Lucent Intensive Spot Targeting Serum+	30	\$130.00	\$4.33
CLINIQUE Turnaround Concentrate Extra Radiance Renewer	30	\$74.00	\$2.47

Source: Estée Lauder – esteelauder.com.au; Crème De La Mer – cremdelamer.com.au; Shiseido – au.shiseido.com; Lancôme – lancome.com.au; Clinique – clinique.com.au; Clarins – myer.com.au & davidjones.com.au; SK-II – myer.com.au & davidjones.com.au **Dates sourced:** November 2014. Competitive pricing may vary according to source and date sourced.

## HOW ARTISTRY COMPARES?

ARTISTRY is among the world's top five, largest-selling, premium skincare brands<sup>1</sup> and understands how your skin works, deep down. Each ARTISTRY product builds upon leading skincare research and the science of ageing. The science of beauty, the beauty of science.

ARTISTRY IDEAL RADIANCE creates brighter, clear skin using market-defining, exclusive 3D brightening technology.

**ALL PRODUCTS ARE BACKED BY AMWAY'S 90 DAY 100% SATISFACTION GUARANTEE.**

**NOTHING COMPARES**