IDEAL RADIANCE
Exclusive 3D Brightening Technology and a powerful blend of skin-perfecting botanicals reveal skin’s three dimensions of radiance—luminosity, even skin tone and translucency.

ESSENTIALS
A comprehensive offering to meet all basic skin care needs.

INTENSIVE SKIN CARE
At-home skin care treatments provide perceivable benefits similar to those achieved in a dermatologist’s office.

Order through your Amway Business Owner

Distributor Name: ____________________________
Contact Information: __________________________

ARTISTRY MAKES IT EASY TO FIND THE PERFECT DAILY SKIN CARE REGIMEN, USING THE MOST ADVANCED FORMULAS TARGETED TO YOUR SPECIFIC NEEDS.

LUXURY
The ultimate in luxurious anti-ageing skin care, comprehensively fighting all signs of ageing to help skin act 15 years younger.

ARTISTRY® MAKES IT EASY TO FIND THE PERFECT DAILY SKIN CARE REGIMEN, USING THE MOST ADVANCED FORMULAS TARGETED TO YOUR SPECIFIC NEEDS.
How do I use the ARTISTRY™ Consultation Guide?

Ask your customer the open-ended questions featured in the Consultation Guide. Allow plenty of time for reflection and then encourage them to answer in their own words. To confirm your understanding – and to demonstrate to your customer that you understand their needs – restate your customer’s answer by matching it to one or more of the options listed.

Work through the questionnaire at a pace which is comfortable for your customer. As you conclude your discussion on each question, tick the appropriate white box.

**Question 1:** Understand your customer’s skin type. Once you have established this, use the symbols to show your customer which products are specially formulated for her skin type. Products with no symbol (e.g. ARTISTRY™ YOUTH XTEND™ Cleanser and Toner) are suitable for all skin types.

**Question 2:** Determine your customer’s main skin care regimen. Encourage your customer to tell you their key skin care objectives. Use the colour corresponding to your customer’s answer to find the row of products aligned to this objective.

**Question 3:** Determine your customer’s targeted results. What else does your customer wish to achieve from her skin care regimen? If there are any other areas that your customer wants to improve, this is a great opportunity to find out and suggest additional products. Remember that certain products cannot be used in conjunction with one another. For example: Intensive Renewing Peel with Polishing Scrub, Alpha Hydroxy Serum Plus and/or Skin Refinishing Lotion.

For questions 2 and 3 – When there are two colours shown in the box, you need to explain and discuss the key differences (e.g. different product benefits).

**Question 4:** The skin around the eye is very delicate and requires special treatment. Use this opportunity to find out your customer’s needs for this specific area. Use the colour coding to see which products should be considered.

Conclude the personalised consultation by using the overall combination of your customer’s feedback and by following the colour coding and symbols correlating to your customer’s answers. This is a great starting point to discuss your customer’s next order.
Question 1 – Determine Skin Type*
How would you describe your skin?
- Dry
- Combination/Oily
- Sensitive

Question 2 – Determine main skin regimen*
What kinds of characteristics would you like most for your skin?
- Improved moisture
- Reduced oiliness and imperfections
- Reduced sensitivity and effects of stress
- Improved clarity, radiance and evenness of skin tone
- Reduced appearance of dark spots and discoloration
- Reduced signs of ageing and younger-looking skin

Question 3 – Targeted Results To Achieve*
What other results do you expect your skin care products to help you achieve?
- Skin behaves up to 15 years younger
- Lift and firm skin
- Improve clarity, smoothness
- Even skin tone and brighter, more radiant skin
- Reduce the appearance of fine lines and wrinkles
- Reduce shine
- Improve hydration
- Provide stronger protection

Question 4 – Eye Care solution*
What are the needs of the delicate skin around your eyes?
- Improve moisture
- Reduce puffiness and lighten your dark circles
- Reduce fine lines and wrinkles
- Improve firmness and crow’s feet
- All of the above

*Please refer to the consultation guide to determine product solutions
**Product Overview**

### Cleaners and Toners
- Youth Wand Softening Lotion: Immediately hydrates and prepares skin for treatment
- Youth Wand Rich Cleansing Foam: Superior cleansing foam removes oil, face makeup, and pore-clogging dirt for a clean and ultra-smooth complexion
- Essentials Hydrating Cleanser: Gentle, rich cream cleanser and toner for normal-to-dry skin
- Essentials Balancing Toner: Moisturizes and balances skin for combination-to-oily skin
- Essentials Eye & Lip Makeup Remover: Two-phase formula effectively removes makeup, even waterproof formulas

### Daily Treatments
- Youth Wand Serum Concentrates: Decrease the look of fine lines and wrinkles while improving smoothness, radiance and clarity
- Skin Refinishing Lotion: Light non-foaming lotion instantly improves skin texture
- Essentials Alpha Hydroxy Serum Plus: Light serum smoothes skin with natural AHAs
- Ideal Radiance Illuminating Essence: Unprecedented brightening power helps diminish dark spots for an even, luminous look

### Intensive Treatments
- Intensive Skin Care Anti-Wrinkle Firming Serum: Daily treatment targets aging overnight by rebuilding firmness and elasticity, reducing visible lines
- Ideal Radiance Illuminating Moisturizer: Hydrating lotion to soften, soothe and brighten skin
- Youth Wand Protecting Lotion: A repair lotion that restores skin’s moisture barrier, softer look
- Youth Wand Enriching Lotion: A repair cream that restores skin to a younger, softer look

### Face Moisturisers
- Youth Wand Lifting Cream: Rich daytime cream fights future breakouts and discourages dark circles and under-eye puffiness
- Youth Wand Purifying Eye Cream: Ultra-rich eye cream fights dark circles and wrinkles

### Other
- Essentials Polishing Scrub: Gentle exfoliant for a healthy glow
- Essentials Pore Cleansing Masque: Deep cleansing masque
- Essentials Multi-Protection SPF 30: Protects skin against UVA/UVB damage and environmental exposure
- Essentials Multi-Rich: Targeted cleanser and toner for normal-to-dry skin
- Essentials Moisture Plus Rich emollient oil transforms rough, dry skin

*Available While Stock Lasts*