

ARTISTRY™ Intensive Skincare Anti-Wrinkle Firming Serum

KEY SELLING MESSAGES

Target ageing overnight: See healthier-looking skin overnight with firmer, smoother skin over time. Introduce this to your customers who are seeking the latest solution for wrinkles and loss of firmness.



FEATURES AND BENEFITS

- Designed to target loss of firmness, fine lines, and wrinkles.
- The formula combines retinol, vitamin C, and peptides—the three most potent collagen-boosting ingredients—to deliver firmer skin and visible wrinkle reduction.
- Our exclusive Targeting Complex Technology, focuses retinol precisely where it's needed to improve the skin.

HOW TO USE

For the first two weeks, apply a pearl-sized amount of the serum to clean, dry skin **every other evening**, after cleansing and toning and before your normal nighttime moisturiser. Avoid the eye area.

If well-tolerated after two weeks, feel free to use the serum every evening. One tube of the Anti-Wrinkle Firming Serum provides eight weeks of nightly treatments.

POTENTIAL CONSUMERS

- Aged 30 and older.
- Experiencing signs of ageing such as fine lines and loss of firmness.
- Focused and targeted in her beauty approach.
- Currently involved in a skincare routine.
- Convinced that at-home alternatives to professional treatments can deliver comparable results.

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SERUM TECHNOLOGY

Knowing a little about skincare science can go a long way when you're explaining what makes the Anti-Wrinkle Firming Serum unique.



COLLAGEN AND ELASTIN

Collagen and elastin are support proteins found in the skin. Collagen gives skin shape and rigidity, while elastin provides elasticity. Together they form a structural network that supports and gives shape to skin cells.

Collagen and elastin break down over time, causing the skin to sag and wrinkle. This breakdown is caused by various factors including environment and ageing.

BOOSTING COLLAGEN

The Anti-Wrinkle Firming Serum contains a potent formula designed to counteract the breakdown of collagen and elastin. The key ingredients include retinol, vitamin C, and peptides; all three of which are known collagen boosters.

Retinol is the gold standard of anti-ageing ingredients because of its proven effectiveness in increasing collagen. Laboratory testing has shown the formula produces 3 times more collagen activity overnight!* By boosting collagen activity, retinol helps rebuild the skin's firmness and elasticity, and reduces visible lines and wrinkles.

* *In Vitro* Testing

TARGETING COMPLEX TECHNOLOGY

Retinol usage can cause overproduction of skin cells, resulting in flaking and dryness. The Targeting Complex Technology helps prevent this from happening and, as a result, directs the retinol to areas where it can be more effective.

ARTISTRY is the **first and only** brand to offer this exclusive and patented Targeting Complex Technology.

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THE SELLING CONVERSATION

When you are engaging in a selling conversation with a customer, start by asking questions about her skin care regimen or if she has noticed areas of ageing. It is helpful to know what questions to ask and anticipate the questions your customer will ask you.



THE CUSTOMER'S MAIN CONCERN

Before you explain the many product benefits, you must first identify your customer's skincare needs and any problems she might be having. Ask open-ended questions and listen closely to your customer's answers.

Here are a few examples of questions you can ask your customer to help determine her need:

- Are you concerned about your skin looking older?
- What products do you currently use? Do they provide the results you are looking for?

DETERMINE THE NEED

Ask follow-up questions to further investigate your customer's need. Before making a recommendation, make sure you identify the customer's true need and can make a useful recommendation.

For example, ask questions to determine your customer's:

- Skin type
- Lifestyle
- Time concerns

OFFER THE SOLUTION

When introducing a product, focus on the benefits your customer wants to know:

- What the product does.
- What it will do for her.
- When she can expect to see results.
- How much time it takes to use the product.

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SELLING TECHNIQUES & TIPS

Use these selling techniques when planning a conversation or during a sales meeting.



CREATING CUSTOMER LOYALTY

Creating customer loyalty is as simple as knowing your customer and addressing her concerns. To create a loyal customer:

- Listen closely to her concerns.
- Ask questions.
- Talk about her past experience with products.
- Follow up regularly.

CROSS SELLING

ARTISTRY™ products often complement each other, so they're easy to cross-sell.

Remember these points when cross-selling:

- The Anti-Wrinkle Firming Serum can be used with any nightly skincare routine.
- Moisturisers are needed to boost hydration after applying the serum.
- Because the skin can be sensitive to sunlight after treatment, sunscreen is recommended.

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