



Anti-Wrinkle Firming Serum (AWFS) Frequently Asked Questions for IBO's.

Q1: What is Artistry Anti-Wrinkle Firming Serum (AWFS)?

A: *Anti-Wrinkle Firming Serum* is the newest product to launch in the exciting ARTISTRY Intensive Skincare product range.

Q1: What make the Intensives range so special?

A: All Intensive Skincare products feature advanced anti-ageing benefits and are specially designed to target the unique issues of skin showing the visible signs of ageing; fine lines and wrinkles, sagging, uneven tone and texture, and other skin problems all women will eventually experience as they age.



Q3: How does AWFS differ from other ARTISTRY anti ageing products?

A: ARTISTRY AWFS contains an effective amount of pure Retinol. It is the first time in the ARTISTRY brand that one formula combines the 3 most potent collagen-boosting ingredients; Retinol, Vitamin C and Peptides.

Q4: What is the AWFS Claim/Benefit?

A: Helps rebuild the elasticity and firmness of the skin while reducing visible wrinkles by boosting collagen activity by up to 300%.

Q5: What makes AWFS special?

A: *AWFS* contains a unique multi-dimensional blend of ingredients featuring Next Generation Retinol along with peptides, vitamin C, soothing extracts, and hyaluronic acid to help restore and renew skin's resilience.

Retinol is one of the most effective ingredients recommended by skincare professionals to help rebuild firmness and elasticity, reduce visible fine lines and wrinkles, and repair the appearance of ageing skin.

Q6: What are the benefits of the product?

A: It works to minimise the visible signs caused by collagen and elastin loss for a firmer, smoother, more youthful look.

Q7: What does AWFS contain?

A: AWFS contains several key age-fighting ingredients to help reduce visible wrinkles and add firmness to skin. The most important of these ingredients is Retinol.

Retinol (a form of vitamin A) is a fat-soluble vitamin that is necessary for the growth, maintenance and function of the skin. When used in anti-ageing skincare preparations, Retinol helps to increase and build collagen to firm the skin and diminish the appearance of fine lines and wrinkles caused primarily by photoageing. In addition to retinol, one of the most recommended anti-aging ingredients, we've blended Vitamin C and Peptides into this highly concentrated and potent formula for additional collagen-boosting power.

It also contains ingredients called EGFR (Epidermal Growth Factor Receptor) inhibitors that are used to help reduce the potential negative effects of retinoid treatment.

Additionally, it also contains natural extracts to help soothe the skin after product application.

Q7: What type of fragrance is used in AWFS?

A: The fragrance is described as an Herbal Citrus Floral. The main top herbal notes are basil and clary sage, with fruit notes such as mandarin orange and grapefruit; middle notes include orange flower, rose and jasmine notes; the bottom notes are a woody musk.

Q8: Does AWFS contain gluten?

A: The AWFS formula does not contain any wheat ingredients. But it does contain an oat derivative, so we would not characterise this product as gluten-free.

Q9: Does AWFS contain any animal ingredients?

A: AWFS contains natural squalling which is derived from shark liver oil.

Q10: Does Retinol have any side effects?

A: Retinol is such a strong ingredient, it can cause some unwanted side effects for some people, such as dryness and flaking. Test patching is always recommended.

Q11: Why should I use AWFS?

A: Our skin's dermis is made up of support proteins called collagen and elastin. As we age, these protein fibres degrade and our skin produces less of them, meaning that we will begin

to look older. If you are starting to see fine lines, wrinkles and a loss of firmness, then this product is appropriate for you. It works to minimise the visible signs caused by collagen and elastin loss for a firmer, smoother, more youthful look.

Q12: How do you use AWFS?

A: AWFS is recommended to be used in the evening. Apply after cleansing and toning and before your Night time Moisturiser (avoiding the eyes).

Q13: Can I use it every night?

A: It should be used every second night for the first two weeks. After the first two weeks it can be applied every evening.

Q14: Can I use it with all my other ARTISTRY products?

A: It is recommended to discontinue using exfoliating products whilst using AWFS. If someone does not have sensitive skin and wants to use the Intensives peel they can try using the products together, however they should skip using AWFS on the same day they use the peel.

Q15: Do you need to use sunscreen?

A: Yes, you will need to also use a sunscreen during the day.

Q16: Can AWFS be used with Crème LX?

A: Yes and you will need to also use a sunscreen during the day.

Q17: Can I use AWFS when I'm pregnant?

A: Safety studies of cosmetics are not conducted on pregnant women. Whether to use or not use AWFS or other consumer products like coffee, aspirin, etc should be discussed by the patient and her doctor.

Q18: Can I use AWFS on my eyelids?

A: AWFS is not recommended for use directly in the eye area or on the eyelids. If one gets the product in the eye, it should be rinsed out immediately.

Q19: Can AWFS be used if someone has sensitive skin?

A: It is always a good idea to test patch if someone has sensitive skin. The Targeting Complex works to prevent irritation and redness. The AWFS has been thoroughly tested on all skin types. There were no findings of allergic response or extreme irritation. Our test results show that reactions are likely to be limited to minor tingling sensations or slight stinging and redness lasting for a few minutes. Each person's tolerance for these sensations is different.

Q20: If I have a bad sunburn, can I use this product? How about after a dermatological peel or laser treatment?

A: Generally, we do not recommend that any cosmetic product be used after a "bad" sunburn or any treatment that causes extreme inflammation. The product should only be used after inflammation has subsided. For use after chemical peel or laser treatment, one should consult their physician.

Q21: Can AWFS be used as a part of a range that helps with acne?

A: No.

Q22: How long will the benefits of a treatment of AWFS?

A: The benefits of AWFS will last with continued use of the product and the use of one's regular skin care regimen to help maintain results. Of course, results depend on exposure to sun, free radicals, and damaging environmental aggressors.

OBJECTIONS - How You Can Respond

Objection 1: "The serum is a little too pricey."

How You Can Respond:

"The serum is a higher-priced skincare product, but each package contains an eight week supply. In those eight weeks, you will see significant results of firmer, less lined, more youthful-looking skin."

Objection 2: "I don't have time for a complicated regimen."

How You Can Respond:

"The ARTISTRY Intensive Skincare Anti-Wrinkle Firming Serum can be applied in a very short amount of time. You start by applying a pearl-sized amount once every other night. After two weeks, you can apply it every night if you'd like. It's a small addition to your normal night time routine with big results."

Objection 3: "I get professional skin treatments."

How You Can Respond:

"The Anti-Wrinkle Firming Serum can be applied in your own home, on your own schedule. Also, the formula is easy to use and suitable for all skin types, so there's no lengthy recovery time."

Objection 4: "I already use another anti-wrinkle product."

How You Can Respond:

"I can understand that. Retinol is a widely recommended ingredient. The one thing that makes this product different is that it uses next generation retinol, which is retinol combined with a Targeting Complex discovered by a leading U.S. university. The result is a unique, potent formula. If you'd like, I could offer you a sample and you could compare the results of the serum to the product you currently use."

Objection 5: "If I can't see the results immediately, how do I know the product works?"

How You Can Respond:

"I can relate—it's so frustrating when a product doesn't deliver on its claims. The Anti-Wrinkle Firming Serum is different. It has clinically tested results, and all the ingredients have been scientifically evaluated. Even if you can't see the results immediately, you can be assured that they will begin to show in about two weeks."