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The ARTISTRY® brand puts a bold new face on beauty with the invention of the ARTISTRY Supreme LX™ Collection

Amway introduces the ultimate in anti-ageing skincare with ground-breaking ARTISTRY skincare ingredients and technology, to deliver equally revolutionary results.

The ARTISTRY Supreme LX Collection includes ARTISTRY Supreme LX Cream and ARTISTRY Supreme LX Eye Cream.

Advanced cellular research led ARTISTRY scientists to understand that a comprehensive reduction of visible ageing begins within the skin's appearance. This finding fuelled the discovery of a plant-based catalyst that could help regenerate the youthful appearance of skin.

As part of their global research, ARTISTRY scientists consulted with a world-renowned botanic research centre and global leader in plant science. More than 300 plants from every corner of the world were meticulously evaluated before ARTISTRY scientists selected a stunningly beautiful and powerful species, Gardenia Grandiflora.

"Inside this exquisite flower's stem cells, we discovered properties that allow it to flourish in even the harshest climates" notes Director of Global Technology Discovery Paul Seehra, Ph.D.

Then we collaborated with a world-leader in botanical research and plant science, which used an exclusive biotech process to distil Gardenia Grandiflora Stem Cells into a pure, stabilised elixir. This powerful extract helps resynchronise skin's natural biorhythms and boost its ability to renew its natural, youthful energy."

Both ARTISTRY Supreme LX® formulas harness the regenerative powers of these Gardenia Grandiflora Stem Cell Extracts.

"CellEffect24 Complex is a powerful blend of highly efficacious and exclusive ingredients," adds Seehra. "Instantly and over time, our formulas containing this



MEDIA RELEASE

multi-phase technology replenish, energise and protect skin so it looks and performs more like it did when it was younger.”

In fact, a laboratory test of the ARTISTRY Supreme LX ingredient blend, including both Cellaffect24 Complex and Gardenia Grandiflora Stem Cell Extracts, showed a boost of skin's Energy Index by 68 times when compared to untreated cells.*

ARTISTRY products are sold exclusively through a network of Amway distributors millions strong worldwide. Please visit amway.com.au for more information or to locate a distributor.

ARTISTRY Supreme LX® Regenerating Cream RRP \$450.00
ARTISTRY Supreme LX® Regenerating Eye Cream RRP \$189.00

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About ARTISTRY

ARTISTRY is ranked among the world's top-five, largest-selling premium skincare brands.** 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 worldwide. 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.

*Energy Index was tested by an in vitro test method on Human Dermal Fibroblast cells with Artistry Supreme LX® ingredient blend technology (including Gardenia Grandiflora Stem Cell Extracts and Cellaffect24 Complex).

**Source: Euromonitor International Limited, www.euromonitor.com/amway-claims.

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