



MEDIA RELEASE

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ARTISTRY Signature Colour® Makeup Inspires Colour Confidence

Amway introduces a new range of ARTISTRY® Signature Colour Makeup daring women around the world to experiment and indulge in new and versatile looks.

The curated shade selections make finding your perfect palette easy and even fun.

“Each ARTISTRY Signature Colour combination elevates the brand’s core line makeup offering,” says Vice President of Global Beauty Maud Pansing.

“With sophisticated yet simple-to-achieve colour solutions, we’re allowing women to put their best face forward and discover their distinctive ARTISTRY look.”

As its name states, the new line is signature to the brand and even inspired by the ARTISTRY name – it’s meant to empower every woman to become her own work of art. Within each palette, women can mix, match and play, creating looks that are effortless yet exquisite.

Get Colour Coordinated, Quick as a Click

Hand-selected by ARTISTRY Global Makeup Artist Rick DiCecca, ARTISTRY Signature Colour Makeup features exclusive, show-stopping shades and colours for the eyes and cheeks that nestle into a chic, refillable ARTISTRY compact (sold separately):

ARTISTRY Signature Colour Eye Shadow Quads

- Mistake-proof palettes with four low-to-high pigments to highlight, contour, accent and define the eyes.
- Silky, spherical powder formula infused with the optimal level of pigment and pearlescent colour blends beautifully and resists creasing.
- Multi-dimensional finishes ranging from matte to metallic, shimmer to satin.

Amway of Australia

7-9 Irvine Place, Bella Vista, NSW 2153 Australia
www.amway.com.au



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- High-performance, micronised pigments adhere to skin for long-lasting colour that stays true.

ARTISTRY Signature Colour Blush

- Hues feel light and look luminous, thanks to light-diffusing pearls that provide multi-dimensional, perfect levels of colour and all-day coverage.
- Silky smooth formula in matte and satin finishes for easy building, shaping and contouring of the cheeks.

ARTISTRY Signature Colour Longwearing Eye Pencil

- Shades in a range of matte to shimmer finishes.
- Dual-ended to redefine multitasking, from subtle precision to dramatic smudging.
- Creamy-light formula enriched with conditioning Jojoba oil, Vitamin E and cottonseed oil makes application as easy as it is long wearing.

“Colour should be exciting, even transformative,” says Artistry Global Makeup Artist Rick DiCecca.

ARTISTRY Signature Colour Makeup gives women the coordinated colour they need to experiment with ease and expertise – the looks are limitless. Blend all four shades in the eye shadow quad for a diffused look or create the coveted smoky eye by defining with the longwearing pencil and then using the smudger tip on the upper lid.”

Curious about which blush is best? DiCecca recommends making a tight fist and after a few seconds, open your hand. The trick is to match the shade to the skin tone at your just-pressed fingertips and palm.

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.



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*Media contact: Alison Hush: 02 9854 8121
Josephine Daly: 0435 081 489*

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About ARTISTRY

ARTISTRY is ranked among the world's top-five, largest-selling premium skincare brands.¹ 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 \$10.8 billion direct selling business based locally in Bella Vista, New South Wales. Top-selling brands for Amway are NUTRIWAY® vitamin, mineral and dietary supplements; ARTISTRY skincare and colour cosmetics; and eSpring® water treatment systems – all sold exclusively by Amway Business Owners. Global sales in 2013 made Amway the #1 direct selling business in the world, according to the *Direct Selling News 2014 Global 100*. For company news, visit globalnews.amway.com.

¹ Source: Euromonitor International Limited, www.euromonitor.com/amway-claims.