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## MEDIA RELEASE

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**Monday, 6 March 2017**

**The world's #1 direct selling premium beauty brand revealed!**

Amway is pleased to announce that "ARTISTRY® is the world's #1 direct selling premium beauty brand", according to Euromonitor International, the world's leading independent provider of strategic market research.

Millions of dollars of advanced research and development, and over 45 years of clinical experience have gone into producing products that meet the diverse needs of women and men, resulting in ARTISTRY achieving this significant title.

ARTISTRY products have been granted over 200 patents and are sold in over 50 countries and territories worldwide. The brand also features Australian actress and model Teresa Palmer as its global face of beauty.

"ARTISTRY has achieved great success because of the millions of Amway Independent Business Owners who continue to believe in and sell ARTISTRY products all over the world", said Christine Terrill, General Manager of Amway Australia and New Zealand.

The ARTISTRY brand features premium skincare for both women and men, offering some of the most scientifically advanced anti-ageing and beauty solutions. As well as classic and seasonal colour cosmetic collections for the face, eyes and lips.

"In 2016, Amway sold over 196 million beauty and personal care products globally", Christine added.

For more information about ARTISTRY, please visit [Amway.com.au](http://Amway.com.au) / [amway.co.nz](http://amway.co.nz).

Media contacts: Christine Chua: 02 9854 8120  
Josephine Daly: 0435 081 48

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### **About Amway®**

Amway is a \$US 8.8 billion company that has been in business for over 50 years. Amway is the world's number one direct selling business as ranked in the 2016 Direct Selling News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has globally helped more than 12 million children through our One by One Campaign for Children since 2003.

### **About ARTISTRY®**

ARTISTRY is ranked among the world's top-five, largest-selling premium skincare brands.<sup>1</sup> 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 aging for men and women, along with classic and seasonal colour collections for face, eyes and lips. ARTISTRY products are sold through more than three million Amway® Business Owners in more than 100 countries and territories worldwide.

<sup>1</sup> Source: Euromonitor International Limited, [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims).

Source EuromonitorInternational Limited; Beauty and Personal Care 2016 edition, Premium Beauty and Personal category; retail value sales, UBN 2015 data