



MEDIA RELEASE

Monday, 1 May 2017

Advanced ARTISTRY® Ideal Radiance Collection gives skin a new level of luminosity

A lighter, brighter, more even complexion goes hand in hand with a youthful appearance, but for many women, luminous results are hard to achieve. From sun spots to blemishes, uneven skin tone can be caused by a variety of triggers, dulling and ageing the look of skin.

The new Advanced ARTISTRY Ideal Radiance skin collection combines unique botanicals and skin brightening technology to treat spots and discolouration, elevating skin brightening to a whole new level of luminosity.

89% of women had brighter, lighter skin in 4 weeks and 72% of women said it helped to virtually erase the appearance of dark spots in only 1 week**.*

Combat early signs of discolouration including blemish marks, dull areas and blotchy, uneven skin tone with the Ideal Radiance Complexion Serum Concentrate and target stubborn age, dark and UV spots with the Ideal Radiance Spot Essence Concentrate.

These concentrates form part of the ARTISTRY Ideal Radiance Collection, which also includes a cleanser, softening lotion, milky emulsion and moisture cream for an entire brightening regime. This range harnesses the brightening powers of the Star Lily and clinically proven Skin Brightening AA2G Technology, to unveil a brighter, more radiant complexion.

Stop seeing spots. See brighter, light, more luminous skin with the NEW ARTISTRY Ideal Radiance® skincare collection available now!

ARTISTRY® Ideal Radiance is sold exclusively through Amway® Independent Business Owners (IBOs) worldwide. Please visit Amway.com.au / amway.co.nz for more information.



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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. ARTISTRY products are sold through more than three million Amway® Business Owners in more than 100 countries and territories worldwide.

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.

*In ARTISTRY® clinical studies

** According to a YEAR consumer perception study based on 12 weeks of use

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

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