



MEDIA RELEASE

Tuesday, 15 November 2016

ARTISTRY® introduces a must-have floral spring fragrance

Introducing ARTISTRY Flora Chic™ eau de parfum, Amway's first prestige ARTISTRY® fragrance.

Flora Chic is a fresh, feminine floral fragrance that was especially created to bring out each woman's unique sense of style, enhance her mood and give her confidence as she faces the world. Inspired by grace and elegance, charm and delight, its floral infusion makes it a perfect scent for spring and summer.

Flora Chic is beautifully bottled and features floral scents of French Clementine, Bulgarian Rose and Ylang Ylang Madagascar. It contains a high concentration of perfume oils that gives a long-lasting fragrance impression.

ARTISTRY Flora Chic™ was developed exclusively for the ARTISTRY brand by the prestigious Fine Fragrance House of Givaudan, located in Paris, France. A global leader in fragrance creation, its perfumers have designed some of the world's most sought after fragrances for over 250 years.

'I thought it was very elegant and sophisticated, eluding a sense of luxury. I was affected by the distinctive and immersive feeling of it', says Givaudan's Senior Perfumer, Marypierre Julien.

ARTISTRY Flora Chic™ is 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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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 \$US 9.5 billion company that has been in business for over 50 years.

Amway is the world's number one direct selling business in the world as ranked in the 2015 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.

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