



MEDIA RELEASE

Premium beauty brand ARTISTRY® introduces first prestige fragrance for men

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ARTISTRY® Men Unknown™ fragrance, the first ARTISTRY prestige fragrance for men. This signature scent is to help men express their modernity, relevance, and appeal as they travel through the world, experiencing new and unexpected adventures or to navigate the every day.

This prestige fragrance has just launched and was developed exclusively for the ARTISTRY brand by the prestigious fragrance house of International Flavors and Fragrances (IFF), the force behind some of the most memorable and well-loved fragrances for over 125 years.

The exclusive combination of notes that compose the ARTISTRY Men Unknown fragrance were carefully crafted to tell a fragrance story. Fueled by a sense of discovery, perfumer Celine Barel created a composition of ingredients that defines the woody and fresh fougere fragrance.

“Fragrance is for every day. It is a great gesture to start the day – and can instantly refresh you for night, wherever you go,” says Celine. “I created this fragrance to appeal to a man looking for adventure, a man who takes risks, but is not reckless. A man who always stays elegant.”

The notes that compose the ARTISTRY Men Unknown fragrance include:

- **Top note:** Bergamot. Famously grown in southern Italy this crisp, zesty, uplifting note is derived from a citrus fruit.
- **Middle note:** Clary Sage. Green, soft and slightly sweet, this northern Mediterranean herb has a calming effect.
- **Base note:** Patchouli. A member of the mint family from Indonesia, this rich, woody scent grounds the fragrance with masculinity.

The packaging for the ARTISTRY Men Unknown fragrance is uniquely masculine with a square-shaped bottle and rounded corners, designed to fit a man’s hand, and weighted to feel solid and substantial. The texture also makes the bottle slip-resistant, so a man can grab it and go.

“Our first prestige men’s fragrance presents the opportunity to further build the equity of ARTISTRY Men Skincare. Our complete line of modern skincare products are formulated for a man to “win with skin”, and this fragrance compliments skincare by also offering a great first and lasting impression with fragrance - to ultimately draw an even deeper emotional connection for our consumers,” says Kelli Templeton, Vice President of ARTISTRY Global Beauty.

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



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About the ARTISTRY

Artistry™ is the world's #1 direct selling premium beauty brand.* 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 color collections for face, eyes and lips. Exclusive 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 Business Owners in more than 100 countries and territories worldwide.

About Amway

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. Amway has globally helped more than 12 million children through our One by One Campaign for Children since 2003.