



MEDIA RELEASE

Monday, 12 February 2018

ARTISTRY® introduces the Limited Edition All-Out Glam Collection

To help you shine and step into the spotlight this Autumn, ARTISTRY introduces the Limited Edition All-Out Glam Collection.

“ARTISTRY is the world’s #1 direct selling premium beauty brand”* and releases a new limited edition colour collection each season so you can create the most sought-after looks, with this season being all about red carpet glamour.

This seven-piece collection, endorsed by Actress Teresa Palmer, puts some of the best-kept celebrity beauty secrets in your hands with easy-to-use palettes, eye-catching colours and double-duty beauty for keeping your glam on-the-go.

You’ll have everything you need to create looks from Insta-worthy selfies to head-turning makeup moments with ease, including the ARTISTRY Signature Colour Contour and Shape Palette, four beautifully bold shades of ARTISTRY Signature Colour Lipstick, one must-have ARTISTRY Signature Colour Eye Shadow Quad, and the ARTISTRY Flora Chic™ Rollerball and Lip Gloss Duo to polish off your star-quality look from morning to night.

Each product in the collection is designed to help you amplify your look; from framing your best features to creating an enviable eye look with one perfect palette, get ready to discover your inner glam girl.

“With this collection, any woman can adapt the latest trends to reveal her own individual beauty,” said Rick DiCecca, Global Makeup Artist for ARTISTRY. “Whether it’s a smokey eye with sparkle, a bold lip, or both, this collection brings all-out glam to every woman!”

ARTISTRY All-Out Glam Collection consists of:

ARTISTRY Signature Colour Contour and Shape Palette AUD \$74.00 RRP / NZ \$79.00 SRP

- Pure Hollywood

ARTISTRY Signature Colour Eye Shadow Quad AUD \$64.00 RRP / NZ \$67.00 SRP

- All-Out Glam



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ARTISTRY Signature Colour Lipstick AUD \$44.00 RRP / NZ \$50.00 SRP

- Glam Red
- Glam Coral
- Glam Fuchsia
- Glam Pink

ARTISTRY Flora Chic™ Rollerball and Lip Gloss Duo AUD \$49.00 RRP / NZ \$54.00 SRP

- Flora Chic Fragrance
- Star Lip Gloss

The ARTISTRY Limited Edition All-Out Glam Collection will be available in March 2018 and is sold exclusively through Amway® Independent Business Owners (IBOs). Please visit Amway.com.au / amway.co.nz for more information.

About 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 colour 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 Independent 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. Global sales in 2016 made Amway the No. 1 direct selling business in the world, according to the 2017 Direct Selling News Global 100. Amway has globally helped more than 12 million children through our One by One Campaign for Children since 2003.

*Source Euromonitor International Limited; www.euromonitor.com/amway-claims