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INTRODUCTION
QUICK REFERENCE GUIDE

Inspired by the latest breakthroughs in the science of discolourations, ARTISTRY® scientists developed the new ARTISTRY Ideal Radiance® collection, delivering effective brightening and anti-spot benefits like never before.

WHAT IS THE ARTISTRY IDEAL RADIANCE® COLLECTION?

It's the next generation in brightening skincare—a complete collection including two targeted treatments to address the needs of every woman, Complexion Serum Concentrate and Spot Essence Concentrate. Thanks to precious, nature-inspired ingredients and powerful scientific technologies, visible discolourations fade. Skin looks radiant, and more even-toned. Luminosity blooms more beautifully than ever.

WHAT ARE THE TOP 3 BENEFITS OF THE ARTISTRY IDEAL RADIANCE COLLECTION?

1. Visibly improves the look of discolourations/hyperpigmentation, including Uneven Skin Tone and Dark Spots.
2. Creates a brighter, more radiant complexion for a healthy, rosy glow.
3. Helps maintain a more even-toned appearance, now and in the future with continued use.

WHAT MAKES THE ARTISTRY IDEAL RADIANCE COLLECTION SPECIAL?

1. It's the first skincare collection that leverages the findings of two ARTISTRY® Scientific Advisory Board members about the differences of discolourations to create powerful, targeted treatments.
2. It takes brightening, anti-spot skincare to the next level, blending ingredients from nature and from science – all clinically proven effective products.
3. It creates a complete sensorial experience, from the luxurious new textures to a sparkling updated citrus floral fragrance.

WHAT PRODUCTS ARE IN THE ARTISTRY IDEAL RADIANCE COLLECTION?

The collection offers a complete regimen with six new formulas: Illuminating Foam Cleanser, Illuminating Softening Lotion, Complexion Serum Concentrate, Spot Essence Concentrate, Illuminating Milky Emulsion and Illuminating Moisture Cream. In addition, customers can complete their regimen with a favourite from the previous collection: Illuminating CC Cream.

WHAT ARE THE KEY DIFFERENCES BETWEEN THE NEW ARTISTRY IDEAL RADIANCE PRODUCTS AND THE PREVIOUS COLLECTION?

The new collection is based on well-researched discoveries about discolourations, and it includes ingredients from both nature and science – such as our new Star Lily Blend and our clinically proven Skin Brightening AA2G Technology – to deliver our most advanced brightening and anti-spot benefits. In addition, the aesthetics of each formula in the collection have been completely transformed.
The ARTISTRY brand takes beauty forward, beyond boundaries. Our success is guided by three pillars: Discovery, Imagination and Invention. Here’s how the new ARTISTRY Ideal Radiance® collection builds on these pillars to reinforce and represent the brand.

**DISCOVERY**

ARTISTRY brand is dedicated to discovering the most efficacious, beneficial and breakthrough ingredients from around the world.

**ARTISTRY Ideal Radiance products include:**
Precious, nature-inspired Star Lily Blend featuring Nutrilite®-approved Star Lily Extract, in formulas that help reduce the look of dark spots and discolourations.

**IMAGINATION**

ARTISTRY team partners with our Scientific Advisory Board to develop groundbreaking, premium skincare innovations.

**ARTISTRY Ideal Radiance products are based on breakthrough research and science:**
Dr. John Pawelek and Dr. Soyun Cho studied how spots and discolourations are different. Inspired by this research, ARTISTRY scientists created two targeted treatments to address two types of skin discolourations.

**INVENTION**

Every innovation and breakthrough that the ARTISTRY brand brings to market is powered by ground-breaking technology and proven results that move beauty forward.

**ARTISTRY Ideal Radiance collection advances lightening skincare with:**
Complexion Serum Concentrate and Spot Essence Concentrate, plus a complete regimen for our most advanced brightening results.

- Each Concentrate includes unique ingredients targeted at a specific kind of discolouration.
- The collection features our breakthrough Star Lily Blend to help the formula provide more visible brightening benefits.
Based on the latest hyperpigmentation research, we address the two key types of discolourations with two targeted concentrates – using proven, powerful ingredients from nature and science.

THE SCIENCE OF DISCOLOURATIONS

WHAT WE ALREADY KNEW:
Uneven Pigmentation is Caused By Excess Melanin

Dark spots. Uneven skin tone. Age spots. Discolourations. All are signs of uneven pigmentation – also known as hyperpigmentation. And all are caused by an excess production of melanin.

Melanin is a pigment naturally produced in your body, where it is responsible for creating colour, especially in the eyes, skin and hair. This important molecule is produced by specialised cells called melanocytes, typically found at the lower layer of the epidermis. Melanin is a key part of skin’s natural defense mechanism against UV exposure: UV light stimulates the melanocytes to produce more melanin. Other environmental exposures like pollution and skin irritants can have the same effect.

The challenge is that many factors in daily life can trigger melanocytes to work too hard. They become hyperactive, over-multiplying and over-producing melanin, so that what nature intended as a quick fix for environmental exposure turns into the modern-day challenge of hyperpigmentation: excess melanin builds up in skin until you can see discolourations such as uneven skin tone, dullness and spots.

LEADERS IN THE FIELD:
Dr. John Pawelek and Dr. Soyun Cho, ARTISTRY Scientific Advisory Board

To ensure that the new ARTISTRY Ideal Radiance® collection was based on the very latest discoveries about hyperpigmentation, we turned to the experts. Two of the researchers on the ARTISTRY Scientific Advisory Board are world-class specialists in this area, with decades of experience pushing the boundaries of the science of skin discolouration.

Dr. John Pawelek from Yale University advanced the understanding of the molecular biology involved in skin pigmentation, using multiple staining techniques to look closely at discolourations and the skin structure beneath them.

Dr. Soyun Cho from Seoul National University used her clinical expertise to confirm the core differences between discolourations, and to look into the effectiveness of various treatments for the different types of discolourations.

DR. JOHN PAWELEK
A long-time member of the research faculty in the Department of Dermatology at the Yale School of Medicine, Dr. Pawelek has authored nearly 200 peer-reviewed papers in the areas of skin pigmentation and melanoma metastasis. He has served as president of the Pan American Society for Pigment Cell Research (PASPQR) and has won several awards for this work, including the PASPQR Career Achievement Award, the inaugural award of the International Federation of Pigment Cell Societies’ Henry Stanley Raper Medal, and the Japanese Society for Pigment Cell Research award of the Takeuchi Medal. He frequently lectures at scientific conferences in the US and abroad.

USA
Specialty: Pigmentation, Spots, Melanoma

DR. SOYUN CHO
Dr. Cho brings her passion to the study of hyperpigmentation and spots, especially in Asian skin. She is head of the Dermatology Department at Seoul National University’s prestigious Boramae Medical Center, where she is Professor of Dermatology. In addition, Dr. Cho has also held research appointments at Seoul Paik Hospital and at the University of Michigan.

KOREA
Specialty: Hyperpigmentation
In addition to these cellular differences in existing discolourations, Dr. Pawelek showed that the two types are formed through different molecular processes. So while the underlying issue of excessive melanin production is the same, the biological pathways in which the melanin is distributed and aggregated varies, and interacts with skin’s underlying structure.

*These diagrams are for illustrative purposes only and may not be scientifically accurate.
Targeted Treatment Works Better

Dr. Pawelek worked closely with Dr. Cho to confirm this core difference between discolourations, and to examine if each type responds to a different treatment. This was a key insight, as most topical products try to address all types of hyperpigmentation with a single formula.

Dr. Cho treated patients who had either Uneven Skin Tone or Dark Spots. For each patient, one discolouration was treated with the appropriate ARTISTRY Ideal Radiance® Concentrate, while a second was simply covered with a patch as a control. After 4 weeks, all the discolourations, both treated and control, from a select number of patients, were biopsied, stained and studied under a microscope. Dr. Pawelek studied the results, which were clear: discolourations treated with the appropriate Concentrate showed a reduction of melanin deposits in the epidermis—the patches and spots were visibly reduced, faded and evened.

By treating a discolouration with a combination of ingredients that are better designed to treat the root cause of that specific type of hyperpigmentation, better results can be expected. Together, Dr. Pawelek and Dr. Cho have established a major step forward in science’s understanding of the differences in hyperpigmentation and together they continue to explore the actual mechanisms involved in the formation of different kinds of hyperpigmentation. Their work continues to inspire ARTISTRY® scientists to design even better, more effective skin evening treatments.

SCIENCE SUMMARY

1. Leading researchers on the ARTISTRY Scientific Advisory Board made key discoveries about hyperpigmentation.

2. They learned that while all discolourations are caused by excess melanin production, the molecular development and structure of Uneven Skin Tone and Dark Spots are different—and require different treatments.

NATURE + SCIENCE = UNPRECEDENTED BRIGHTENING

THE KEY INGREDIENTS IN ARTISTRY IDEAL RADIANCE® PRODUCTS

Building on the key insights from Dr. Pawelek and Dr. Cho, the ARTISTRY® team scoured the globe, investigating hundreds of ingredients to find the most effective combinations to treat each type of discolouration and reveal a new level of even, and luminous skin with fast, unprecedented results.

What they found was impressive: precious, nature-inspired ingredients to target different discolourations, plus a powerhouse from science: AA2G Skin-Brightening Technology.

Two of these ingredients—Star Lily Blend and AA2G Skin-Brightening Technology—are effective against all types of discoloration, and we’ve included them in every formula. Others are specialists and are included in our targeted treatments.
NEW STAR LILY BLEND
Helps Target All Discolourations
Precious, Nature-Inspired

As ARTISTRY® scientists searched the world for the best, most efficacious ingredients, the precious Star Lily flower came to light. Indigenous to the coastal areas of northern Greece, this nocturnal specimen has astounded the scientific community with its ability to maintain its pure white luminosity, even under the harsh environmental assaults of salt water, high winds and extreme levels of UV exposure.

Intensive research to uncover the Star Lily’s secrets revealed that during the day the flower closes, using its ability to deflect all light and UV rays, enabling it to retain its pure white pigmentation (unlike flowers that absorb light in order to have colour). At night, the Star Lily opens in full bloom, exhibiting a display of resplendent, pure white luminosity.

In the ARTISTRY Star Lily Blend, the benefit of Nutrilite®-approved Star Lily flower is harnessed and combined with English Daisy and Evening Primrose, two flower extracts also known to help improve the appearance of pigmentation. The result is a breakthrough blend that maximises the ARTISTRY Ideal Radiance® system and helps minimise the look of all types of discolourations, uneven skin tone, spots and dullness.

Star Lily Blend is a key ingredient in:
- Illuminating Foam Cleanser
- Illuminating Softening Lotion
- Complexion Serum Concentrate
- Spot Essence Concentrate
- Illuminating Milky Emulsion
- Illuminating Moisture Cream

AA2G SKIN-BRIGHTENING TECHNOLOGY
Targets All Discolourations
Powered By Science

AA2G Skin-Brightening Technology, also known as Ascorbyl Glucoside, is a stabilised form of Vitamin C combined with glucose. It is an exceptionally powerful skin brightener that has been clinically proven to reduce the appearance of skin pigmentation and brighten and even skin tone with the ARTISTRY Ideal Radiance® treatments.

This ingredient meets the requirements for the following regulatory classifications:
- Quasi-Drug in Japan
- Functional Cosmetics in Korea
- Special Use Cosmetics in China

AA2G Skin-Brightening Technology is in:
- Illuminating Foam Cleanser
- Illuminating Softening Lotion
- Complexion Serum Concentrate
- Spot Essence Concentrate
- Illuminating Milky Emulsion
- Illuminating Moisture Cream
AA2G works in the dermis layer of the skin to help discourage formation of melanin. It helps to inhibit enzyme that is involved in melanin production, so less melanin is formed.

NOTE: This explanation can only be used in markets where AA2G is an approved whitening active ingredient.

When used together with AA2G, Star Lily Blend discourages the formation of dark spots and uneven skin tone in the surface layers of the skin. Skin looks more radiant and brightened.
GINGER ROOT BLEND
Uneven Skin Tone Specialist
Precious, Nature-Inspired

Because irritation and its consequences are a main cause of Uneven Skin Tone discolourations, ARTISTRY® scientists searched for a powerful anti-irritant. And they found it in an ingredient from traditional Asian medicine: Ginger Root Extract, blended with Bisabolol. This powerful combination shows exceptional soothing properties, helping address irritation in skin that can lead to visible discolourations.

Ginger Root Blend is the key special ingredient in the ARTISTRY Ideal Radiance® Complexion Serum Concentrate, along with AA2G Skin-Brightening Technology and the Star Lily Blend. Together these powerful ingredients target the appearance of Uneven Skin Tone.

Ginger Root Blend is a key ingredient in:
• Complexion Serum Concentrate

MICRO GREEN ALGAE AND ARTEMISIA EXTRACT
Dark Spot Specialists
Precious, Nature-Inspired

Over time, skin naturally experiences a decrease in strength and density, and an accumulation of photo damage, which unfortunately create an ideal environment for Dark Spots. To help address these spots, ARTISTRY scientists selected two nature-inspired ingredients: Micro Green Algae and Artemisia Extract.

Micro Green Algae helps strengthen skin to support a strong, smooth dermal-epidermal junction. (Remember that beneath Dark Spots, this dermal-epidermal junction is the opposite of smooth: it appears deeply ridged).

Artemisia Extract helps reduce the appearance of existing spots.

In ARTISTRY Ideal Radiance Spot Essence Concentrate, Micro Green Algae and Artemisia Extract combine with the targeting power of the Star Lily Blend and AA2G Skin-Brightening Technology. This super-powered combination helps effectively decrease the look of Dark Spots.

Micro Green Algae and Artemisia Extract are key ingredients in:
• Spot Essence Concentrate

PATENTED WHITE CHIA SEED AND POMEGRANATE EXTRACT
Targets All Discolourations
Precious, Nature-Inspired

Supporting the Star Lily Blend is our Patented* White Chia Seed and Pomegranate Extract. Grown and hand-picked on Nutrilite® farms, only the purest white Nutrilite-approved Chia Seeds are selected and transformed through a state-of-the-art extraction method. Through a patented** technology, they are then blended with an extract of Pomegranate, a "super-fruit" with anti-oxidant and brightening benefits – our exclusive extract is taken from the whole fruit, which ensures that we capture its maximum benefit.

The resulting infusion of White Chia Seed and Pomegranate Extract has a proven skin-brightening effect, helping discourage the appearance of both Uneven Skin Tone and Dark Spots.

Patented White Chia Seed and Pomegranate Extract is a key ingredient in:
• Illuminating Milky Emulsion
• Illuminating Moisture Cream

* Chia Seed patents are the following:
  Ingredient patent: US Patent 8,409,636
  Method of Making patent: US Patent 8,846,117 (Check US Patents 8,916,212 and 8,685,472)

** Both Chia Patents are owned by: Access Business Group International LLC
OTHER KEY INGREDIENTS

To Support Overall Brightening
Precious, Nature-Inspired

Pearl Protein is a highly concentrated, luxurious ingredient. Our pearls are sourced from freshwater mussels cultivated in southern China. Through a unique extraction and freeze-drying process that doesn’t damage the primary protein structure, we obtain 100% pearl protein. This ultra-pure extract contains highly effective peptides.

Pearl Protein is found in all ARTISTRY Ideal Radiance® products.

Patented* Oat Extract is our exclusive exfoliation technology. It works to gently yet effectively smooth skin’s surface and helps reveal a radiant glow instantly.

Patented Oat Extract is found in ARTISTRY Ideal Radiance Illuminating Foam Cleanser.

KEY INGREDIENT SUMMARY CHART

<table>
<thead>
<tr>
<th>ARTISTRY IDEAL RADIANCE®</th>
<th>Illuminating Foam Cleanser</th>
<th>Illuminating Softening Lotion</th>
<th>Complexion Serum Concentrate</th>
<th>Spot Essence Concentrate</th>
<th>Illuminating Milky Emulsion</th>
<th>Illuminating Moisture Cream</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW Star Lily Blend</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>AA2G Skin-Brightening Technology</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Ginger Root Blend</td>
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<td>Micro Green Algae and Artemisia Extract</td>
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<tr>
<td>Patented White Chia Seed and Pomegranate Extract</td>
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<tr>
<td>Pearl Protein*</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Patented Oat Extract</td>
<td></td>
<td></td>
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<td>X</td>
</tr>
</tbody>
</table>

PROVEN PERFORMANCE
Skin looks lighter. Brighter. More even and luminous.

With the ARTISTRY Ideal Radiance® collection, you’ll see brighter, lighter, more luminous and even-toned skin. With two targeted treatments, ARTISTRY Ideal Radiance products advance skin brightening for every woman. Discolourations fade, luminosity blooms even more beautifully.

For the most effective results, customers should use the complete ARTISTRY Ideal Radiance Prep, Infuse and Nourish system, including the concentrate(s) right for them. For help on selecting the right concentrate, see p.26. For a detailed chart of the complete system, see p.26.

COMPLETE SYSTEM WITH COMPLEXION SERUM CONCENTRATE

TO VISIBLE IMPROVE UNEVEN SKIN TONE

Using the complete ARTISTRY Ideal Radiance® Prep, Infuse and Nourish system with the Complexion Serum Concentrate, women see significantly more even skin tone and experience amazing brightening.

These are some of the amazing clinical and consumer testing results:

1. Immediately, skin looks brighter, with a more radiant complexion overall.
2. 100% of women had more radiant skin in 4 weeks, and more even skin tone in 8 weeks.
3. 89% of women had lighter, brighter skin after 12 weeks.

Based on 12 weeks of using System with Complexion Serum

"My skin immediately looks better and I’m able to wear less makeup."**

"It feels good to feel like I have a glowing and bright complexion."**

"My skin feels beautiful, radiant and glowing."**

*According to a consumer perception study based on up to 12 weeks of use.
COMPLETE SYSTEM WITH SPOT ESSENCE CONCENTRATE
TO REDUCE THE LOOK OF DARK SPOTS

Using the complete ARTISTRY Ideal Radiance® Prep, Infuse and Nourish system with the Spot Essence Concentrate, women see age spots and discolourations visibly reduced.

These are some of the amazing clinical and consumer testing results:

1. 72% of women said it helps to virtually erase the appearance of dark spots in only 1 week.
2. The appearance of Dark Spots was reduced by more than half. The number, colour and size of Dark Spots are all visibly reduced.
3. 100% of women who used ARTISTRY Ideal Radiance Spot Essence Concentrate alone for 12 weeks had more even skin and their dark spots were fewer and less noticeable – spots looked an average of two shades lighter.

12 Weeks Of Use Of Spot Essence

"Immediately, my skin looks better, even close up."*

"After just 1 week, others noticed how visibly lightened my spots are."**

"It made me feel younger and more confident in my skin."**

*According to a consumer perception study based on 12 weeks of use.
Our scientists made a key discovery about different types of discolourations. Now it’s your turn to turn that breakthrough into beautiful skin – by helping your customers select the right formula.

Since the heart of every ARTISTRY Ideal Radiance® regimen is a targeted Concentrate, knowing which to use is key – and a vital part of the value every ABO can add for their customers. To help your customer choose Complexion Serum Concentrate or Spot Essence Concentrate (or both), use this checklist.

**FIND THE CONCENTRATE RIGHT FOR YOU**

The first step to diminishing the look of discolourations is choosing the right ARTISTRY Ideal Radiance Concentrate.

Let’s look at your skin in the mirror. Describe any discolourations you see. Then we’ll review other circumstances that may be relevant. Check all that apply.

<table>
<thead>
<tr>
<th>WHAT YOU’RE SEEING</th>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>uneven skin tone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>skin lacks a pinky, healthy glow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>blemish marks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>dark patches or marks during pregnancy (“mask of pregnancy”)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>early signs of discolourations</td>
<td></td>
<td></td>
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<tr>
<td>post-inflammatory hyperpigmentation (PIH)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>you want to proactively fight the appearance of future discolourations</td>
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<td></td>
</tr>
<tr>
<td>age/UV spots (also called sun spots or liver spots)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>dark spots or brown patches</td>
<td></td>
<td></td>
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<tr>
<td>stubborn spots that you’ve had for several years</td>
<td></td>
<td></td>
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<tr>
<td>small, discrete spots</td>
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<td></td>
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<tr>
<td>loss of skin elasticity and firmness</td>
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<tr>
<td>you are in the sun often</td>
<td></td>
<td></td>
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<tr>
<td>you work outdoors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>you are seeing other signs of ageing, like lines and wrinkles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>you’ve tried other anti-spot treatments</td>
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<td></td>
</tr>
</tbody>
</table>

**INTERPRETING THE RESULTS**

If all of your checks are in column A, your discolourations are the type we call Uneven Skin Tone. The Complexion Serum Concentrate is right for you.

If most of your checks are in column B, your discolourations are the type we call Dark Spots. The Spot Essence Concentrate is right for you.

If you have several checks in both columns, you will see the most benefits by using both Concentrates.

Here are some examples of what uneven skin tone may look like.

Here are some examples of what dark spots may look like.

**KEY POINTS TO REMEMBER**

It’s important to use the full ARTISTRY Ideal Radiance® system for the most complete results. Each formula is designed to support and reinforce the benefits of the entire system.

To guard against future discolourations, the most important thing you can do is apply a sunscreen like SUN TIME® SPF 50. The Illuminating CC Cream SPF 25 is also a good choice for customers who want a hint of tint and illumination.
Step by step, discover the full regimen—and how to use it to brighten skin and minimise visible discolourations like never before.

The ARTISTRY Ideal Radiance collection was created as a complete regimen, following the standard Prep, Infuse and Nourish steps of every core ARTISTRY® skincare regimen.

Every step in the core ARTISTRY Ideal Radiance regimen has been advanced with breakthrough formulas, special ingredient blends, and skin brightening technologies. The two Concentrates are super-targeted to address the two different types of discolourations, while the rest of the products add their power to elevate skin-brightening to a stunning level of luminosity.

For maximum effect, customers should use the complete system, including the Concentrate right for them, applied morning and night in this order:

- **PREP** skin to optimally receive treatments
  - Illuminating Foam Cleanser AM/PM
  - Illuminating Softening Lotion AM/PM

- **INFUSE** skin with concentrated treatments
  - Complexion Serum Concentrate OR/AND (see p.26 to select)
    - Spot Essence Concentrate (When using both Concentrates, apply Complexion Serum Concentrate first). AM/PM

- **NOURISH** and protect skin by sealing in treatment
  - Illuminating Milky Emulsion OR/AND (customer’s preference)
    - Illuminating Moisture Cream (Using both? Apply Milky Emulsion then Cream). AM/PM
  - SUN TIME® SPF 50 AM only

- **OPTIONAL:** EVEN and instantly perfect
  - Illuminating CC Cream SPF 25 AM only

**KEY PRODUCT MESSAGE/QUICK SELL COPY**
Gently cleanse skin to remove impurities and prepare it for optimal results from the rest of your ARTISTRY Ideal Radiance system.

**FEATURED INGREDIENTS**
- Star Lily Blend
- AA2G Skin-Brightening Technology
- Patented Oat Extract

**PRODUCT CLAIMS/CLINICAL RESULTS**
- Sweeps away impurities for clean skin that feels soft and smooth.
- Patented Oat Extract exfoliation technology helps reveal a radiant glow over time.
- Quick lathering cleanser provides an abundant creamy foam that rinses clean without leaving a residue.
- Helps protect skin’s moisture levels.
- Clinically shown to be gentle and mild.
- Supports the benefits of your targeted ARTISTRY Ideal Radiance Concentrate and other formulas.

**HOW TO USE IT**
Place a small amount in your palm, add water and work into a thick, rich lather. Gently massage lather over face and neck in a circular motion. Rinse thoroughly with warm water. Use morning and night. Follow with ARTISTRY Ideal Radiance Illuminating Softening Lotion.
**ILLUMINATING SOFTENING LOTION**

**KEY PRODUCT MESSAGE/QUICK SELL COPY**
Give skin a fresher, brighter, more radiant look and prepare it to receive maximum brightening and anti-discoloration benefits from your ARTISTRY Ideal Radiance system.

**FEATURED INGREDIENTS**
- Star Lily Blend
- AA2G Skin-Brightening Technology

**PRODUCT CLAIMS/CLINICAL RESULTS**
- Leaves skin looking fresher and brighter, glowing with natural radiance.
- Refreshing formula gives skin an instant surge of moisture.
- Infused with advanced brightening ingredients.
- Prepares skin to receive the maximum brightening benefits from your targeted ARTISTRY Ideal Radiance Concentrate and other formulas.

**HOW TO USE IT**
Smooth gently over face and neck using fingertips or with a cotton pad. Use morning and night after cleansing. Follow with the ARTISTRY Ideal Radiance Concentrate right for your discolourations.

*When used as part of the ARTISTRY Ideal Radiance system.*

---

**COMPLEXION SERUM CONCENTRATE**

**KEY PRODUCT MESSAGE/QUICK SELL COPY**
Reveal brighter, lighter, more luminous skin while targeting and significantly reducing the look of Uneven Skin Tone. (See p.26 to select the Concentrate right for you).

**FEATURED INGREDIENTS**
- Star Lily Blend
- AA2G Skin-Brightening Technology
- Ginger Root Extract

**PRODUCT CLAIMS/CLINICAL RESULTS**
This lightweight, iridescent serum addresses the early signs of discolouration.
- Lightens and brightens the appearance of uneven skin tone.
- Boosts skin’s light reflectivity. Reveals a radiant, lit-from-within complexion.
- Immediately, 86% of women noticed more even-toned skin with a healthy, natural glow.
- Leaves skin looking luminous and beautiful, with a pinky glow.

**HOW TO USE IT**
Pump 2-3 times onto your palm. With your fingertips, smooth over face and neck. Use morning and night after ARTISTRY Ideal Radiance Illuminating Softening Lotion. Follow with your ARTISTRY Ideal Radiance moisturiser.
SPOT ESSENCE

CONCENTRATE

KEY PRODUCT MESSAGE/QUICK SELL COPY
Reveal brighter, lighter, more luminous skin while targeting and significantly reducing the look of dark spots. (See p.26 to select the Concentrate right for you). 

FEATURED INGREDIENTS
Star Lily Blend
AA2G Skin-Brightening Technology
Micro Green Algae
Artemisia Extract

PRODUCT CLAIMS/CLINICAL RESULTS
This highly concentrated, high-performance, yet lightweight and gentle Concentrate addresses stubborn dark spots including age and UV spots.
• The results are dramatic: dark spots appear 1/3 less visible. An astonishing 72% of women said their dark spots appeared virtually erased in only 1 week (consumer testing).
• In a clinical study, dark spots became visibly lighter in 100% of women, with spots looking an average of two shades lighter.
• Even your most stubborn dark spots appear lightened and diminished.
• Contains Micro Green Algae to help support strong, smooth dermal-epidermal junction of the skin.
• Targets accumulated dark spots, dullness, and sallowness. Skin appears more youthful, rosy, and radiant.

HOW TO USE IT
Pump 2-3 times onto your palm. With your fingertips, smooth over face and neck. Use morning and night after ARTISTRY Ideal Radiance Illuminating Softening Lotion. Follow with your ARTISTRY Ideal Radiance moisturiser.

ILLUMINATING

MILKY EMULSION

KEY PRODUCT MESSAGE/QUICK SELL COPY
Lightweight emulsion infuses skin with moisture and powerful, patented brightening ingredients to reduce the appearance of spots.

FEATURED INGREDIENTS
Star Lily Blend
AA2G Skin-Brightening Technology
Patented White Chia Seed
and Pomegranate Extract

PRODUCT CLAIMS/CLINICAL RESULTS
• Light-textured, quick-absorbing emulsion immediately infuses skin with an abundance of moisture.
• In fact, every single woman who tried it (100%) had an instant moisture surge.
• Leaves skin feeling moisturised, soft, smooth and supple.
• Improves skin’s texture for a more even-toned, healthy-looking complexion.
• Use it as your only moisturiser or follow it with the Illuminating Moisture Cream.

HOW TO USE IT
Pump 2-3 times into your palm. With your fingertips, smooth over face and neck. Use morning and night after your ARTISTRY Ideal Radiance Concentrate.
ILLUMINATING
MOISTURE CREAM

KEY PRODUCT MESSAGE/QUICK SELL COPY
Richer moisturising cream infuses skin with deep, lasting hydration and powerful, patented brightening ingredients to reduce the appearance of spots.

FEATURED INGREDIENTS
Star Lily Blend
AA2G Skin-Brightening Technology
Patented White Chia Seed
and Pomegranate Extract

PRODUCT CLAIMS/CLINICAL RESULTS
• Soft, silky-light cream infuses skin with moisture.
• In fact, virtually every woman who tried it (97%) maintained hydration levels throughout the day.
• Leaves skin feeling deeply moisturised, soft, smooth and supple.
• Leaves skin looking more even-toned and radiant with a healthy-looking complexion.

HOW TO USE IT
Smooth over face and neck with fingertips. Use morning and night after your ARTISTRY Ideal Radiance Concentrate, and after Illuminating Milky Emulsion if desired.

ILLUMINATING CC CREAM

KEY PRODUCT MESSAGE/QUICK SELL COPY
One-step, colour-correcting formula that brightens, perfects and primes, for skin that appears more luminous and flawlessly perfected.

FEATURED INGREDIENTS
Pearl Protein
Multi-Dimensional Finishing Complex

PRODUCT CLAIMS/CLINICAL RESULTS
• Combines the brightening and protective powers of a skin care product with the complexion-perfecting properties of a foundation.
• Available in two shades to suit different skin tones.
• Ideal to be worn alone to illuminate and perfect skin; may also be worn under foundation for improved wear.
• Sheer to medium coverage.
• Photo-ready finish.
• SPF 25

HOW TO USE IT
Apply after your ARTISTRY Ideal Radiance skincare regimen every morning (can also be used after any ARTISTRY® skincare regimen). Apply to face one area at a time; spread evenly over skin. Apply until desired level of coverage is delivered.
• Wear it alone anytime you want less coverage than a liquid or powder foundation but still want an even skin tone with a radiant finish. For more coverage, wear under your favourite foundation.
The ARTISTRY Ideal Radiance collection features an updated citrus floral fragrance. Sparkling grapefruit, crisp apple and a fresh bergamot tea accord create a luminous first impression. A soft, petally bouquet of jasmine and cyclamen is enveloped with a boost of rose at the heart of the scent. Glowing amber crystals blend with sheer musks and rich sandalwood provide a feeling of comfort.

**Top Notes:** Sparkling grapefruit, crisp apple and a fresh bergamot tea accord.

**Mid Notes:** A soft, petally bouquet of jasmine and cyclamen is enveloped with a boost of rose.

**Base Notes:** Glowing amber crystals blend with rich sandalwood.

The new ARTISTRY Ideal Radiance collection comes in a beautifully updated rendition of our award-winning Crescendo packaging. Designed with sleek, graceful profiles and the highest quality materials, each package is luminous with a radiant finish, reflecting the benefits waiting inside. The two Concentrates are subtly distinguished by their colour: the Complexion Serum Concentrate has a pinky glow, while the Spot Essence Concentrate has a deeper blue tone.

**PACKAGING**

**FRAGRANCE**
KEY PRODUCT DETAILS

ALL SKIN TYPES
All ARTISTRY Ideal Radiance formulas are designed to be used by all skin types.

ALL AGES/ETHNICITIES
The ARTISTRY Ideal Radiance collection is appropriate for all women. It was created to be used by all ethnicities to reveal a brighter, more even-toned look. It was formulated specially for Asian skin.

USE-UP RATE
The expected use-up rate for ARTISTRY Ideal Radiance products is approximately 6-8 weeks.
DEMONSTRATION

ARTISTRY IDEAL RADIANCE® ILLUMINATING FOAM CLEANSER FOAM DEMO

PURPOSE:
To help IBOs visually demonstrate the quick lathering ARTISTRY Ideal Radiance Illuminating Foam Cleanser that provides abundant creamy foam and prepares skin for optimal results from the rest of your ARTISTRY Ideal Radiance system.

WHAT YOU’LL NEED:
• Sink or Bowl with warm water (consider using eSpring® water)
• Facial towel (to dry skin after rinsing)

STEP 1:
Place a small amount of cleanser on the dry fingers of your non-dominant hand.

STEP 2:
Dribble about a half handful of warm water over the cleanser in your cupped hand using your dominant hand.

STEP 3:
Using your fingertips, whisk cleanser into a thick, rich lather using quick, short, whisking motions in your cupped hand. You’ll first create large bubbles that will get smaller and smaller as the foam builds. Do not rub hands together.

STEP 4:
Gather lather into one hand using a scraping and folding motion.
PRODUCT

WHAT ARE THE KEY DIFFERENCES BETWEEN THE NEW ARTISTRY IDEAL RADIANCE® PRODUCTS AND THE PREVIOUS COLLECTION?
The new collection is based on groundbreaking new discoveries about discolourations, and includes our new Star Lily Blend for our most advanced brightening and anti-spot benefits.

WHAT ARE THE MAIN DIFFERENCES BETWEEN ARTISTRY IDEAL RADIANCE SPOT CORRECTOR AND ARTISTRY IDEAL RADIANCE SPOT SERUM CONCENTRATE?
The ARTISTRY Ideal Radiance Spot Serum Concentrate ingredient technology is based on research on the difference between uneven skin tone and dark spots. ARTISTRY® scientists believe it is now more tailored to address dark spots. The application of the two products is also different. The ARTISTRY Ideal Radiance Spot Corrector is applied directly to dark spots only while the ARTISTRY Ideal Radiance Spot Serum Concentrate is applied to the entire face.

ARE THERE ANY NUTRILITE®-APPROVED INGREDIENTS IN ARTISTRY IDEAL RADIANCE PRODUCTS?
Yes. These Nutrilite-approved ingredients are included in ARTISTRY Ideal Radiance formulas:
- Star Lily
- White Chia Seed and Pomegranate Extract
- Acerola Cherry

WHY WAS STAR LILY SELECTED AS THE FEATURE INGREDIENT IN THIS COLLECTION?
ARTISTRY scientists carefully selected Star Lily as a key ingredient in the ARTISTRY Ideal Radiance collection based on its proven brightening capabilities on skin. Star Lily performed exceptionally well in an internal Bioassay test examining ability of melanin inhibition.

DO ANY OF THE ARTISTRY IDEAL RADIANCE® PRODUCTS CONTAIN SUNSCREEN?
Yes. The ARTISTRY Ideal Radiance Illuminating CC Cream SPF 25 products contain broad spectrum UVB/UVA protection.

WHAT CLINICAL TESTING OR LABORATORY SUPPORT IS AVAILABLE FOR THESE PRODUCTS?
Clinical, consumer and in-vitro testing was performed to support safety and efficacy claims for the ARTISTRY ideal Radiance collection. Studies were performed to ensure the formulas are well tolerated, efficacious and satisfy consumer expectation.

DO ANY OF THE ARTISTRY IDEAL RADIANCE PRODUCTS CONTAIN ANY ANIMAL INGREDIENTS?
Yes, there is Pearl Protein which is derived from mussels included in all products in the collection.

WERE ANY OF THE ARTISTRY IDEAL RADIANCE PRODUCTS TESTED ON ANIMALS?
No, ARTISTRY Ideal Radiance products were not tested on animals. We conduct clinical and consumer testing with human volunteers.

DO ANY OF THE ARTISTRY IDEAL RADIANCE PRODUCTS CONTAIN ANY SOY INGREDIENTS?
Yes, there is a low-level soy-derived ingredient in all products in the collection. All ingredients have gone through a thorough safety evaluation.
DO ANY OF THE ARTISTRY IDEAL RADIANCE® PRODUCTS CONTAIN GLUTEN?

No wheat ingredients have been included in ARTISTRY Ideal Radiance products. However, the cleanser contains a patented oat derivative, so we would not characterise this collection as gluten-free.

WHAT IS THE SHELF LIFE OF ARTISTRY IDEAL RADIANCE PRODUCTS, AND HOW LONG CAN I USE EACH PRODUCT AFTER IT'S BEEN OPENED?

The shelf life of the unopened products is three years. Once the products are opened, they have a 12-month shelf life.

HOW SHOULD ARTISTRY IDEAL RADIANCE PRODUCTS BE STORED?

For maximum stability, the product should be stored at room temperature (below 30°C, 86°F) and away from direct sunlight.

SAFETY & CAUTION

CAN ARTISTRY IDEAL RADIANCE PRODUCTS BE USED WITH OTHER ARTISTRY® SKINCARE PRODUCTS?

Yes. These products are formulated to be compatible with all other ARTISTRY skincare formulas.

HOW CLOSE TO THE EYES CAN YOU APPLY ARTISTRY IDEAL RADIANCE PRODUCTS?

These products should not be used on the eyelid and direct eye area.

ARE ARTISTRY IDEAL RADIANCE PRODUCTS APPROPRIATE FOR SENSITIVE SKIN?

All ARTISTRY Ideal Radiance products have been thoroughly tested on groups of individuals representing all skin types. There was no evidence of allergic response or extreme skin irritation. However, we recognise that no testing program can assure that no one will ever develop minor reactions. No skin care product is guaranteed to be 100% irritation-free for everyone.

CAN ARTISTRY IDEAL RADIANCE® PRODUCTS BE USED AFTER A BAD SUNBURN? HOW ABOUT AFTER A COSMETIC TREATMENT?

Generally, we do not recommend that any cosmetic product be used after a “bad” sunburn or after any cosmetic treatment that causes extreme inflammation. The ARTISTRY Ideal Radiance products should only be used after inflammation has subsided. For use after chemical peel or laser treatment, a customer should consult her physician.

WHY DO SOME PRODUCTS, DESPITE EXTENSIVE TESTING, STILL CAUSE A SKIN REACTION ON SOME CUSTOMERS?

No skincare product is guaranteed to be 100% irritation-free for everyone. All ARTISTRY Ideal Radiance products are thoroughly tested for skin compatibility and safety, but there are always a small number of people sensitive to certain ingredients. Otherwise, the products are considered safe. Just as some people are allergic to pets or dust, others are allergic to common cosmetic ingredients. Of course, we are careful not to use any ingredients that are known to cause allergic reactions. It must also be kept in mind that the ARTISTRY Ideal Radiance products contain many powerful and efficacious ingredients in order to provide the high level of brightening, anti-spot benefits. If redness develops or the sensations become more severe the consumer should discontinue use.

CAN ARTISTRY IDEAL RADIANCE PRODUCTS BE USED DURING PREGNANCY?

Ingredients in these products have been shown to be safe for use by all women. Safety studies of cosmetics are not conducted on pregnant women. Whether to use or not use this product should be discussed by the woman and her doctor.
**GLOSSARY OF TERMS**

**AGE SPOT / DARK SPOT:** Well-defined, uniformly colored areas of brown or grayish pigment that generally show up on hands, face, neck and chest.

**ANTIOXIDANTS:** Substances that protects cells from damage caused by unstable molecules known as free radicals.

**BOTANICALS:** Skincare ingredients derived from plants or trees.

**DERMAL-EPIDERMAL JUNCTION:** The area of tissue that joins the epidermal and the dermal layers of the skin.

**EX-VIVO:** Experimentation or measurements done in or on tissue in an artificial environment outside the organism.

**FRECKLE:** Small tan spots of melanin on exposed skin of people with fair complexion. They are generally flat, light brown or red and tend to fade in winter.

**HYPERPIGMENTATION:** When skin is exposed to harsh conditions like the sun, stress, hormonal changes and ageing in general, an increased number of signals is triggered within our skin cells. These signals cause the melanocytes to become hyperactive, over-multiplying themselves and overproducing melanin a condition known as hyperpigmentation. Hyperpigmentation is another term for dark spots and discolorations of the skin.

**INFLAMMATION:** When the skin is exposed to aggressors (UV, heat, chemicals, bacterial infection), it can trigger a reaction that causes the skin to become itchy, red, or inflamed.

**MELANIN:** Pigment in skin cells that gives the skin colour.

**MELANOCYTE:** Dendritic cell found at the bottom of the epidermis that produces melanin-containing melanosomes and that subsequently distributes them into the surrounding keratinocytes.

**MELANOSOMES:** Small organelle within a melanocyte in which melanin is synthesized and transported.

**MULTIDIMENSIONAL FINISHING COMPLEX:** The concentrated complex with a special blend of optics, exclusive to the Illuminating CC Cream formula, helps the skin appear more even-toned. The complex is made up of ingredients that are designed to create a smooth, beautiful finish to the skin. Spherical powders are included to diffuse light from the skin, diminishing skin’s imperfections.

**POST-INFLAMMATORY HYPERPIGMENTATION (PIH):** A type of skin discolouration caused by inflammation, such as from blemishes, minor injuries to skin or even harsh cosmetic treatments. May appear as spots or large patches on skin.

**SPF AND PA RATING:** SPF is a measure of UVB protection. ARTISTRY Ideal Radiance® Illuminating CC Cream has an SPF 25.

**UNEVEN SKIN TONE:** This type of discolouration typically appears during or after a disruption in skin’s normal pattern. Uneven skin tone can be caused by skin’s reaction to inflammation or hormonal changes. Many pregnant women experience the areas of mottled or patchy discolouration. The discolorations may be small or large, and usually have diffuse or irregular edges.

**UVB DAMAGE:** UVB rays can cause burning, which results in skin darkening and roughness or peeling in severe cases.