

NC
NOTHING
COMPARES



ARTISTRY®

HYDRA-V™

- ✓ Provides lasting hydration for up to 24 hours and after 3 days skin looks healthier, fresher, feels more supple and smoother.* After 28 days clinical measurement shows a significant improvement in skin texture.**
- ✓ Proven to immediately boost hydration by up to 270% by using the Vital Skin Serum and the Nourishing Gel Cream.*
- ✓ Nobel Prize-winning research[^] inspires new levels of hydration for the face and eye area with a comprehensive collection of hydrating skincare products.
- ✓ From ARTISTRY one of the world's top five, largest-selling, premium skincare brands.^{††}

HOW ARTISTRY® HYDRA-V COMPARES

| ARTISTRY BASIC SKINCARE | Size ml | RRP | Cost / ml |
|---|---------|----------|-----------|
| CLEANSERS | | | |
| HYDRA-V Fresh Foaming Cleanser | 125 | \$54.00 | \$0.43 |
| ESTÉE LAUDER Perfectly Clean Multi-Action Cleansing Gelée/Refiner | 150 | \$45.00 | \$0.30 |
| LANCÔME Gel Eclat | 125 | \$55.00 | \$0.44 |
| Shiseido Future Solution LX Extra Rich Cleansing Foam | 125 | \$99.00 | \$0.79 |
| TONERS | | | |
| HYDRA-V Fresh Softening Lotion | 200 | \$56.00 | \$0.28 |
| LANCÔME Tonique Confort | 200 | \$60.00 | \$0.30 |
| Shiseido Benefiance NutriPerfect Pro-Fortifying Softener | 250 | \$106.00 | \$0.43 |
| LOTIONS | | | |
| HYDRA-V Nourishing Gel Cream | 75 | \$68.00 | \$0.91 |
| ESTÉE LAUDER Hydrationist Maximum Moisture Cream | 50 | \$75.00 | \$1.50 |
| LANCÔME Hydra Zen Neurocalm SPF 15 | 50 | \$80.00 | \$1.60 |
| HYDRA-V Refreshing Gel | 50 | \$68.00 | \$1.36 |
| CLARINS HydraQuench Crème Gel | 50 | \$70.00 | \$1.44 |
| LANCÔME Hydra Zen Neurocalm Fluide | 50 | \$97.00 | \$1.94 |
| EYE CREAMS | | | |
| HYDRA-V Refreshing Eye Gel Cream | 15 | \$59.00 | \$3.93 |
| LANCÔME Repairwear Anti-Gravity Eye Cream | 15 | \$60.00 | \$4.00 |
| Shiseido Ibuki Eye Correcting Cream | 15 | \$82.00 | \$5.47 |

Source: myer.com.au & davidjones.com.au

Date sourced: September 2016. Competitive pricing may vary according to source and date sourced.

*When using the Power System: Vital Skin Serum Concentrate, Nourishing Gel Cream and Refreshing Eye Gel Cream. **When using Vital Skin Serum Concentrate. [^]The Nobel Prize-winning research of Dr. Peter Agre. The 2003 Nobel Prize in Chemistry – Popular Information. nobelprize.org 10/08/03. ^{††}Source: www.euromonitor.com/amway-claims

Exclusively from **Amway**

ARTISTRY[®]

HYDRA-V[™]

WHY ARTISTRY[®] HYDRA-V?

REFRESH, REPLENISH, REVITALISE the face and eye area

Introducing the first ARTISTRY collection to focus on deep hydration, for every skin type.

A comprehensive collection of hydrating skincare products inspired by Nobel Prize-winning research on Aquaporins, designed to provide a complete, targeted system for both immediate and lasting deep hydration benefits. You will discover a new level of hydration no matter what your skin type.

WHAT ARE THE KEY INGREDIENTS IN ARTISTRY HYDRA-V PRODUCTS?

REFRESH with Norwegian Fjord Water

- REFRESH skin with hydration
- Norwegian Fjord Water encapsulated in an exclusive HYDRA-V Liposome
- From glaciers formed 10,000 years ago in a unique Norwegian Fjord

REPLENISH with Himalayan Pink Rock Minerals in a Hydra Complex (a proprietary blend of ingredients)

- Inspired by Nobel Prize winning research on aquaporins: to help water transportation, storage and retention
- Provide Essential Minerals
- Improve surface skin smoothness and elasticity
- Holistic approach for proper hydration management

REVITALISE the skin's ability to lock in pure hydration with Hawaiian Acai

- Rich in antioxidants
- Strengthens healthy moisture barrier to seal in water

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GENERAL RESULTS

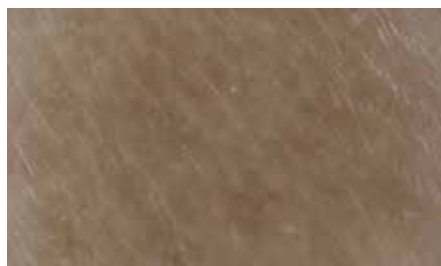
PERFORMANCE

As with every ARTISTRY skincare collection, ARTISTRY HYDRA-V products were tested to prove results, support claims, and record the incredible consumer response.

Before and After images immediately following application.



Before



After

An immediate increase of up to 184% in skin's water content.

VITAL SKIN SERUM CONCENTRATE RESULTS

After 28 days of treatment, the skin's moisture barrier is significantly improved. After 28 days of treatment, dehydrated skin starts to return to its hydrated state, leaving skin more uniform and smooth in appearance.