

**NC**  
**NOTHING**  
**COMPARES**



## ARTISTRY® IDEAL RADIANCE

- ✓ Exclusive ingredients and 3D technology target the three depths of the skin's surface – in just two hours.
- ✓ Exceptional value for money compared to brands including Estée Lauder, Clarins, SK-II and Shiseido.
- ✓ 91% of women tested showed measurable lighter, brighter skin.^ 98% of women tested showed improvement in skin luminosity/brightening^ after 4 weeks. 76% of women agreed^ that the IDEAL RADIANCE system made their skin tone look more even. 84% of women agreed^ that the IDEAL RADIANCE system improved their skin's translucency.
- ✓ From ARTISTRY® one of the world's top five, largest-selling, premium skincare brands.†

^Based on a panel of 100 Asian women aged between 25 and 35, 2013. †Source: [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims)

PRODUCT	Size ml	RRP Price	Cost / ml
<b>ARTISTRY IDEAL RADIANCE ILLUMINATING CLEANSER</b>	<b>125</b>	<b>\$48.00</b>	<b>\$0.38</b>
ESTÉE LAUDER Crescent White Full Cycle Brightening Cleanser	125	\$55.00	\$0.44
SHISEIDO White Lucent Brightening Cleansing Foam	125	\$74.00	\$0.59
<b>ARTISTRY IDEAL RADIANCE ILLUMINATING MOISTURE LOTION</b>	<b>200</b>	<b>\$62.00</b>	<b>\$0.31</b>
CLARINS Gentle Exfoliating Brightening Toner	125	\$48.00	\$0.38
ESTÉE LAUDER Crescent White Full Cycle Brightening Treatment Lotion	200	\$82.00	\$0.41
SHISEIDO White Lucent Luminising Infuser	150	\$90.00	\$0.60
SK-II Whitening Source Clear Lotion	150	\$100.00	\$0.67
<b>ARTISTRY IDEAL RADIANCE ILLUMINATING MOISTURISER</b>	<b>100</b>	<b>\$79.00</b>	<b>\$0.79</b>
CLARINS Whitening Moisture Day Emulsion SPF20	50	\$90.00	\$1.80
SHISEIDO White Lucent Luminising Surge	75	\$98.00	\$1.31
<b>ARTISTRY IDEAL RADIANCE ILLUMINATING MOISTURE CREAM</b>	<b>50</b>	<b>\$79.00</b>	<b>\$1.58</b>
CLINIQUE Even Better Skin Tone Correcting Moisturiser SPF 15	50	\$90.00	\$1.80
CLARINS White Plus Smoothing Brightening Night Cream	50	\$95.00	\$1.90
ESTÉE LAUDER Crescent White Full Cycle Brightening Day Cream	50	\$115.00	\$2.30
SHISEIDO White Lucent MultiBright Night Cream	50	\$140.00	\$2.80
<b>ARTISTRY IDEAL RADIANCE ILLUMINATING ESSENCE</b>	<b>30</b>	<b>\$121.00</b>	<b>\$4.03</b>
CLARINS Intensive Brightening Serum	30	\$105.00	\$3.50
ESTÉE LAUDER Crescent White Full Cycle Brightening Essence	30	\$145.00	\$4.83
SHISEIDO White Lucent Microtargeting Spot Corrector	30	\$149.00	\$4.97

Source: [meyer.com.au](http://meyer.com.au), [davidjones.com.au](http://davidjones.com.au), [esteelauder.com.au](http://esteelauder.com.au) Date sourced: September 2016. Competitive pricing may vary according to source and date sourced.



## EXPECT MORE FROM ARTISTRY IDEAL RADIANCE®

ARTISTRY® pushes the boundaries of beauty through its program of discovery, imagination and invention. With these three pillars in place, ARTISTRY has created IDEAL RADIANCE.

Imagining a way for women to achieve their ideal radiance, ARTISTRY scientists discovered that it can be achieved when the 3 dimensions of LUMINOSITY, EVEN SKIN TONE and TRANSLUCENCY are perfected.

ARTISTRY IDEAL RADIANCE creates brighter, clear skin using market-defining, exclusive 3D brightening technology.

It represents skincare solutions for all types of skin based on years of collaboration between the ARTISTRY Research and Development team.

A Multi-Flora Blend of skin-perfecting flower and pearl protein were chosen for their brightening, soothing and reparative benefits.

## EXPERIENCE THE 3 DIMENSIONS OF RADIANCE

### LUMINOSITY

ARTISTRY® scientists measured the brightness and whiteness of the skin and how light reflects off the surface to create a luminous outer glow.

**98% of women tested showed improvement in skin luminosity/brightening\* after 4 weeks.**

\*After using the ARTISTRY IDEAL RADIANCE System (Illuminating Cleanser, Illuminating Moisture Lotion, Illuminating Essence, Spot Corrector and Illuminating Moisturiser).

### EVEN SKIN TONE

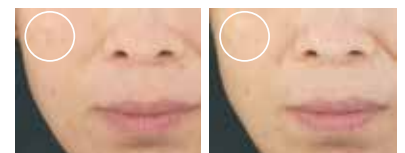
Before-and-after tests determined how effectively IDEAL RADIANCE diminished appearance of dark spots, discolourations and irritation.

**76% of women agreed^ that the IDEAL RADIANCE system made their skin tone look more even.**

### TRANSLUCENCY

ARTISTRY scientists measured the clarity of the skin and how light transfers through the skin to reveal an inner glow. The amount of reflection depends on the amount of dark spots, discolourations, irritation and dryness.

**84% of women agreed^ that the IDEAL RADIANCE system improved their skin's translucency.**



Before

After

## REVOLUTIONARY RESULTS IN RAPID TIME

**2 HOURS** The ARTISTRY IDEAL RADIANCE system targets the deepest layers of the skin's surface triggering cellular illumination.\*\*

**24 HOURS** Up to 96% reduction in signalling messenger proteins involved in skin pigmentation is achieved.\*\*

**1 WEEK** Hyperpigmentation is visibly reduced.\*\*

^Based on a panel of 100 Asian women aged between 25 and 35, 2013. \*In clinical studies \*\*In vitro testing



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