

ARTISTRY  
SKIN NUTRITION™  
VITAMIN C+HA3  
DAILY SERUM.



# Agenda.



- INTRODUCTION
- HEALTHY SKIN
- CLEANSE, TONE, **TREAT**, MOISTURISE
- FORMULATION DEEP DIVE
- APPLE DEMO
- CLINICAL AND CONSUMER TEST RESULTS
- WHAT'S NEW?
- KEY TAKEAWAYS
- VITA COLLAGEN CAPSULE
- Q&A

# Healthy Skin – What is it?

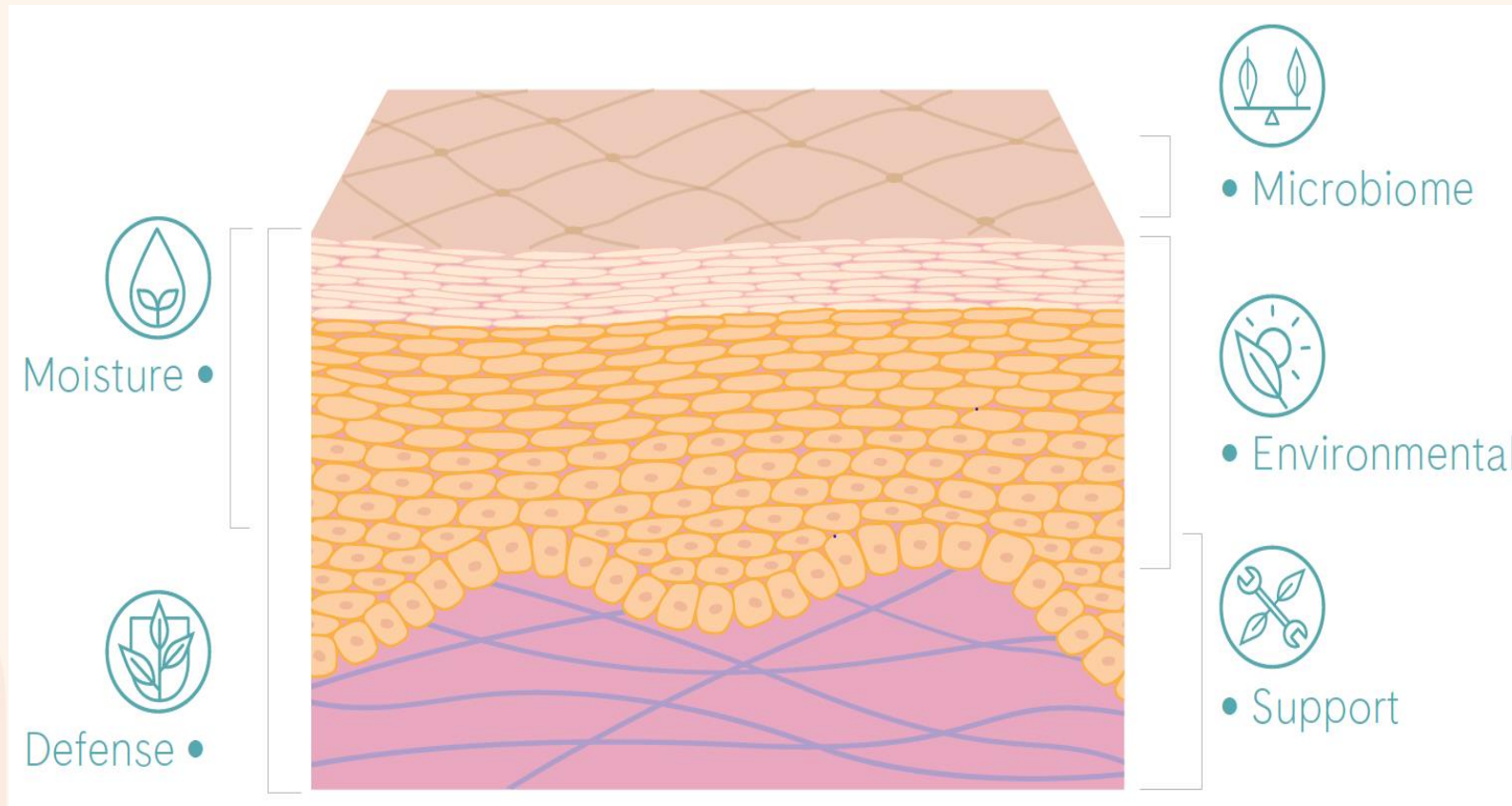
**Functional**

**Visible**

**Sensorial**

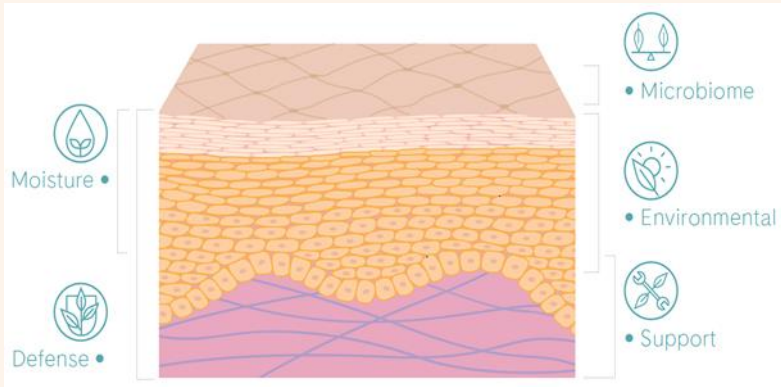
# Healthy Skin – How Do We Achieve It?

## 5 Skin Barriers





# 5 Skin Barriers



# & Key Skin Nutritional Requirements.

Barriers:	Nutritional Requirements:	Addressed by:
Defense	Purify	Makeup Removers / Cleansers
Microbiome	Balance	Toners
Support	Rebuild	Eye and Face Moisturisers
Moisture	Moisturise	Eye and Face Moisturisers
Environmental	Protect	Eye and Face Moisturisers

# Support Barrier.

- **Key Skin Nutritional Requirement**
  - Rebuild
- **Function:**
  - Prevents & Repairs Structural Damage
- **Key Ingredients:**
  - Prevent/Repair Complex (Moisturisers)
  - Vitamin C, Hyaluronic Acid (x3), Line-Smoothing Peptide Blend (Vitamin C+HA3 Daily Serum)
- **ARTISTRY SKIN NUTRITION Products:**
  - All Moisturisers
  - Vitamin C+HA3 Daily Serum



# Skincare Regime





# Introducing the 4<sup>th</sup> Step...

Cleanse + Tone + Moisturise

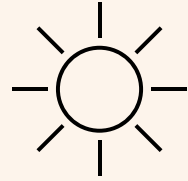
Target all 5 skin barriers & their key skin nutritional requirements

Cleanse + Tone + Treat + Moisturise

- Added benefits for healthy skin, e.g.,
  - Brightening
  - Reduction of fine lines and wrinkles
  - Prevention of the appearance of lines
- Fullness/volume for a plumped, healthy look



# Skincare Regime.



Cleanse	Cleanser	Makeup Remover Cleanser
Tone	Toner	Toner
Treat	Vitamin C HA3 Daily Serum Signature Select Serum	Vitamin C HA3 Daily Serum Signature Select Serum
Moisturize (Eyes)	Eye Moisturizer	Eye Moisturizer
Moisturize (Face)	Face Moisturizer	Face Moisturizer
Others	UV	Overnight Mask (as needed)

# Formulation Deep Dive.

# Formulation Deep Dive.

- 2X More Vitamin C
- Nutrilite-grown Acerola Cherry
  - Ginseng
- HA3 Triple Hyaluronic Acid Fusion
  - Line-Smoothing Peptide Blend
- Nutrilite-grown White Chia Seed



# 2X More Vitamin C.

\*Compared to the previous formula

- ✓ Brightens & Evens Skin Tone
- ✓ Firms & Strengthens Skin
- ✓ Visibly Reduces Lines & Wrinkles
- ✓ Protects the Future

# Stability of 100% Pure Vitamin C.

## Innovative Activating Cap

- Deliver the purest, most powerful, most freshly activated Vitamin C possible
- Use up by the 30-day point before the colour changes



# Nutrilite-Grown Acerola Cherry.



- 100% Pure Vitamin C powder is mixed with our serum that contains Nutrilite™-grown Acerola Cherry Extract
- Acerola Cherries grown on our Fazenda Nutrilite™ do Brasil farm (the largest Acerola Cherry orchard in the world!)



# Ginseng.

## Additional Antioxidant Power



- Traditional Chinese Medicine (TCM) ingredient
- ARTISTRY™ researchers discovered that this ancient herb has very modern capabilities
- Combines with the antioxidant power of Vitamin C for even more protection from environmental assault

# HA3 Triple Hyaluronic Acid Fusion.

- *Elasticity Enhancing HA*
- Mini HAs
- Penetrates deep within skin's surface to boost and balance skin's internal moisture levels, keeping skin better hydrated, more elastic, and flexible over time.

# HA3 Triple Hyaluronic Acid Fusion.

- *Volume Boosting HA*
- Micro HAs
- Immediate volumising effect that plumps up the skin (a bit like inflating a balloon) for a firmer, cushioned surface.



# HA3 Triple Hyaluronic Acid Fusion.

- *Smoothing Hydration HA*
- Macro HAs
- Remains on skin's upper levels where they help hydrate skin and smooth the look of fine, dry lines.

# Line-Smoothing Peptide Blend.

- Made up of **2 peptides** that target expression lines
- Expression lines = wrinkles linked to repeated muscular contractions
- Peptide blend **prevents and relaxes muscular contractions** that create expression lines

# Nutralite-Grown White Chia Seed.

Super Seed and Green Thread

- Native to Mexico, grown at our Nutrilite El Petacel farm
- Every ARTISTRY SKIN NUTRITION formula contains White Chia Seed with full traceability





# Nutrilite-Grown White Chia Seed.

Super Seed and Green Thread

- Vitamin C+HA3 Daily Serum uses oil within liposome
- Benefits:
  - Rich in omega-3 and omega-6 fatty acids
  - Nourishes the skin, improves barrier function



# Clean and Traceable Ingredients.



Clean Guidelines –  
Pure, Safe  
Ingredients

Seed to Skin Traceable  
Nutralite™  
Phytonutrients

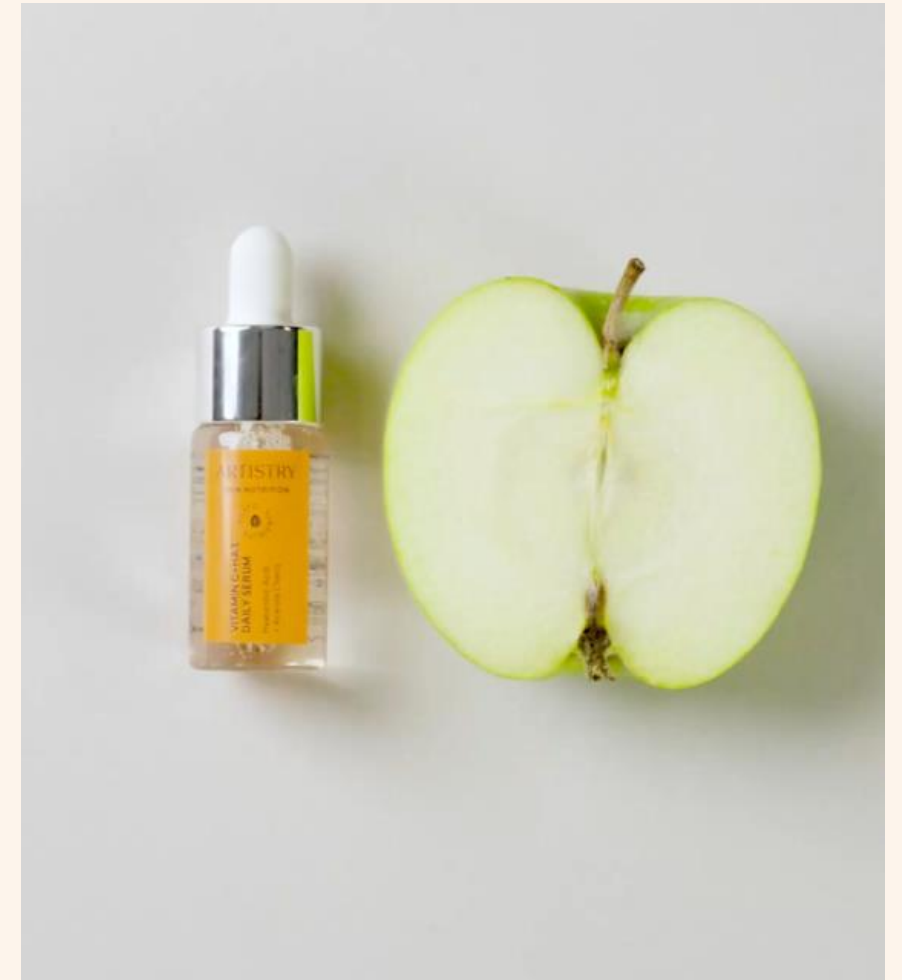
Paraben-Free

Formulas Registered  
with The Vegan Society  
No Animal-Derived  
Ingredients  
No Animal Testing



# Apple Demo.

- **Free Radicals:**
  - Reactive molecules that can cause damage to important skin proteins, accelerating the appearance of ageing (oxidation)
- **Anti-oxidants**, such as Vitamin C, help fight the oxidative damage from free radicals



# **Clinical & Consumer Test Results.**

## Immediately/ Instantly/ After 1 use:

- Delivers a **plumping effect** on the upper levels of the skin
- 80% of women agreed that the serum leaves their skin looking plump with moisture
- Adds bounce for **renewed elasticity** in the skin
- Penetrates deep in the skin's surface, keeping it **hydrated**, fresh and healthy-looking
- **Brightens** complexion and boosts skin's hydration level for a hydrated, radiant and healthy, youthful look
- Helps **smooth** the appearance of expression lines

## In Just 5 Days/ In Less than 1 Week:

- Helps restore the appearance of **volume and fullness** to the face.
- 76% of women agreed that the serum helps **smooth the appearance of their fine lines.**

# Before & After Images.



Before Image  
Right Eye, Front View at Baseline



After Image  
Right Eye, Front View at Day 5



# Before & After Images.



Before Image  
Glabellar Area, Front View at Baseline

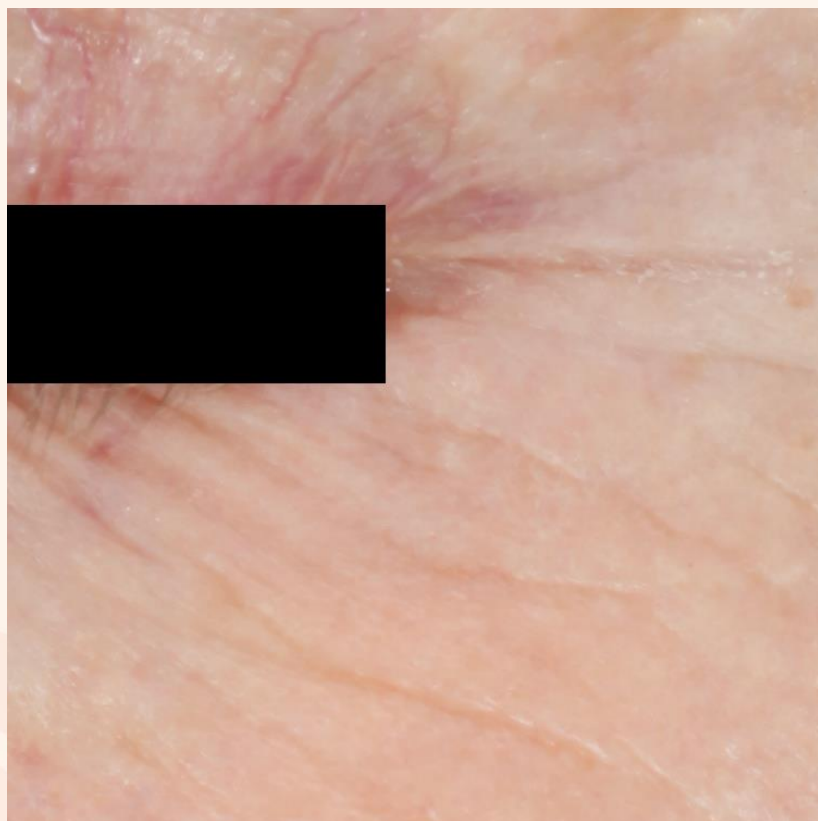


After Image  
Glabellar Area, Front View at Day 5

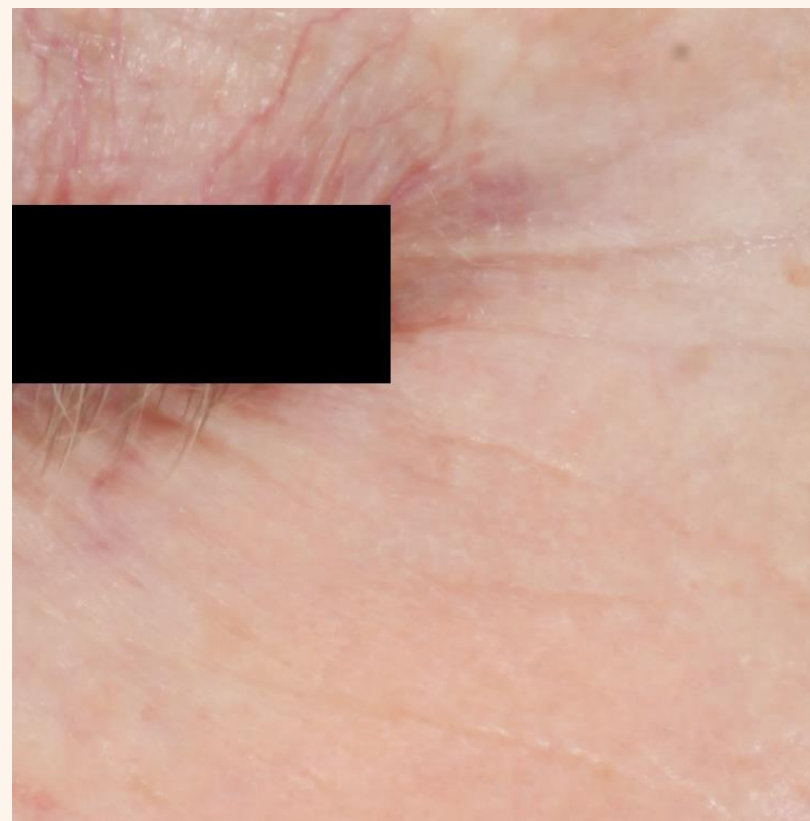
## In just 26 days/ In less than 4 Weeks/ With just one bottle:

- Skin is visibly **brighter and more radiant**
- 87% of women agreed that the serum helps their skin look and feel its **healthy best**
- Skin's elasticity is improved and has more **bounce**
- See **fewer visible lines & deep-set wrinkles**
- 76% of women agreed that the serum **diminishes the appearance of their wrinkles**

# Before & After Images.



Before Image  
Left Eye, Left View at Baseline



After Image  
Left Eye, Left View at Day 26

# What's New?

INTENSIVE SKINCARE  
Vitamin C + HA  
Advanced Treatment

VS.

SKIN NUTRITION  
Vitamin C+HA3 Daily  
Serum



# What's New?

- **Highest level of HA** in the ARTISTRY line.
- **Delivers 2 times more Vitamin C** to the skin – now **10%**
- **2.4 times the antioxidant power**
- **Nutriline White Chia** – improves skin's moisture barrier
- **Artistry Clean** formula
- **New & improved formula works better/faster than ever before\*^**

\* Compared to previous product formula

^ "Better" refers to additional benefits, e.g. brightening/radiance



# Key Takeaways.

## Vitamin C+HA3 Daily Serum

- New and improved formula delivers results faster/sooner than previous formula
- Adds brightening, wrinkle-targeting, plumping and antioxidant power to your daily ARTISTRY SKIN NUTRITION™ regimen
- Expanded appeal for all ages, all skin types and all ethnicities



# Vita Collagen Capsule.



## Want more?

- Mix 1 capsule of the new Vita Collagen Capsule with 5 drops-1 pump of the ARTISTRY SKIN NUTRITION Vitamin C+HA3 Daily Serum!
- Capsule contains HA + 7-Vitamin Complex, including Vitamin P (Flavonoids), a free radical scavenger

# Q & A

## Q &amp; A

# 1. What is the concentration of Vitamin C in the new ASN Vitamin C+HA3?

- 10% Vitamin C.

## Q &amp; A

## **2. Can ASN Vitamin C+HA3 be used together with Signature Select Serum?**

- Yes!



## Q &amp; A

### **3. Is ASN Vitamin C+HA3 dermatologist-tested and appropriate for sensitive skin?**

Daily Serum has been thoroughly tested on groups of individuals with sensitive skin. In this testing, there was no evidence of allergic response or extreme irritation. However, we recognize that no testing program can guarantee that all individuals who wish to use this product will not react. We recommend adjusting your skincare regimen based on your own perceived skin sensitivity.

## Q &amp; A

## 4. How should ASN Vitamin C+HA3 be stored?

- Before and after activation, Daily Serum should be stored in a cool, dry place and out of direct sunlight.

ARTISTRY™

**Thank You!**

SINGAPORE