

ARTISTRY STUDIO™

—insider's guide—



BEAUTY is our passion the world is our STUDIO

Introducing Artistry Studio™ Bangkok Edition collection –

Introducing Artistry Studio™ Bangkok Edition – a new collection of bright, bold and trendy makeup and body products inspired by glimmering golds, vivid colors and nonstop energy of Thailand’s capital city. The products are fun, totally wearable and designed for those who love to rewrite the rules.

Feel it. Love it. Wear it.

Artistry Studio™ collections are designed for beauty lovers – especially trendy millennials – who love the adventure of trying the latest products and aren’t afraid to experiment, personalize and have fun with their looks. They’re focused on showing their best selves and are willing to spend more for brands that align with their values. These women rock the day and know how to play.

Of all the things millennials are passionate about – travel, music, food, art, beauty – they can’t get enough of social media. It’s where they learn how to put their best face forward and it’s where they’ll learn about and experiment with Artistry Studio™ products.

#ArtistryStudioBangkok #IAmAPassionista

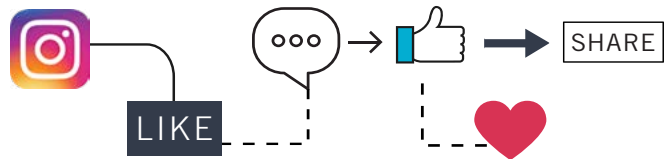


The INDUSTRY & Your Opportunities




MILLENNIALS ARE FUELING THE LARGEST GROWTH IN MAKEUP*

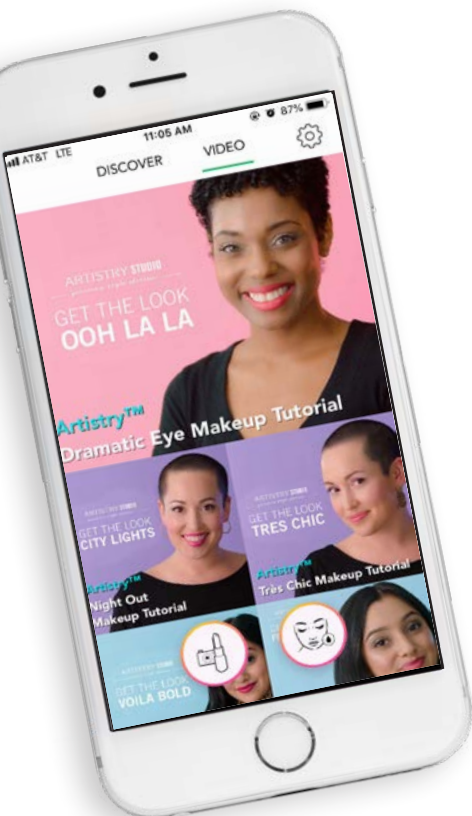
MILLENNIALS WEAR **6+** PRODUCTS A DAY**



60% OF MILLENNIALS ARE INFLUENCED BY SOCIAL MEDIA†

MILLENNIALS VIEW

88 BILLION BEAUTY VIDEOS  **PER YEAR**††



MILLENNIALS SPEND MORE

THAN 20 MIN / DAY ON THEIR BEAUTY ROUTINE*



*Source: Mintel, Feb 2017.
 **Source: The NPD Group, Incl, June 2018.
 †Source: Clark.com, Feb 2018.
 ††Source: Statista.com, July 2018.

Cities of the WORLD

Sa Wat Dee Bangkok!

From NYC to Paris and now Bangkok, Artistry Studio™ collections are inspired by the vibrant art, culture and fashion of the world's hottest cities. The Artistry Studio™ Bangkok Style Edition palette captures the energy, character and color schemes of Bangkok, in hip, cheerful packaging designed by artists and sisters Nualtong and Pattreeda Prasarnthong. Their desire to share positive energy and cheerful expressions comes through with their bold influence of color and bright bold shapes.

*our
inspiration*



ART BY: Nualtong & Pattreeda Prasarnthong

BANGKOK Edition



Artistry Studio™ Bangkok Edition Makeup Products

Available while supplies last.

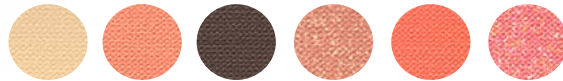


Create drama with the daring colors of Bangkok

Artistry Studio™ On-the-Go Palette

- Accentuate, line and define eyes with three coordinated shadows.
- Satin, pearlized finishes make a statement.
- Two blush shades add a natural pop of cheek color with a satin finish.
- Highlighter shade accentuates features so skin looks lit from within.

123137



Captivate with lush, matte lip color

Artistry Studio™ 2-in-1 Matte Lip Crayon

- Line, define and color lips like a goddess.
- Velvety matte finish captures the thrill of Bangkok by night.
- Infused with mango seed oil and shea butter.
- Five creamy shades are formulated to last for hours.



123029 Fuchsia Goddess	123028 Sunset Goddess	123027 Spiced Goddess	123026 Ruby Goddess	123025 Rose Goddess
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BANGKOK Edition



Artistry Studio™ Bangkok Edition Makeup Products

Available while supplies last.



Turn your lashes up to eleven

Artistry Studio™ Mascara Base Primer

- Amplifies lash volume by over 80% versus mascara alone.*
- Lengthens the look of lashes while thickening and conditioning them.
- Ideal for an Insta-worthy adventure in Bangkok and beyond.

123038

*Tested with Artistry Studio™ Lash Boosting 3-in-1 Mascara.



Define your eyes with exotic opulence

Artistry Studio™ Kajal Eyeliner

- Super pigmented eye pencil works as liner, kohl or eye shadow.
- Each jewel-toned shade has a hint of metallic glimmer.
- Creamy formula balances precision with blendability.



123034
Emerald
Garden



123035
Gilded
Amethyst



Capture the gleam of Bangkok's nighttime neon

Artistry Studio™ Shimmering Cream Eye Shadow

- Multi-dimensional metallic shades reflect the jewel tones of gilded Thai palaces.
- High-glam, high-sheen shadow goes from sheer to full-on in a flash.
- Lasts 8 hours thanks to built-in primer.



123031
Gold
Crush



123032
Smoky
Nights



123033
Silver
Violet

BANGKOK Edition



Artistry Studio™ Bangkok Edition Body Products

Available while supplies last.



Brighten up the night

Artistry Studio™ Face & Body Shimmering Gel

- Rose Gold tint creates non-stop sparkle on all skin types.
- Super sparkly effect catches the light to accentuate, highlight or illuminate skin.
- Lightweight and infused with cucumber, fruit and chamomile flower extracts.

123037



Inhale deeply and be transported

Artistry Studio™ Essential Oil On-the-Go Scented Balms

- Richly infused with essential oils for an aromatherapy experience.
- Includes Happy/Tangerine, Calm/Lavender and Energy/Peppermint balms.
- Apply generously to pressure points when you want to feel centered.

123030

*share
your look*

#IAMAPassionista
#ArtistryStudioBangkok
@ArtistryUS @AmwayCanada



PARISIAN Edition

Artistry Studio™ Parisian Style Edition Makeup Products

Available while supplies last.

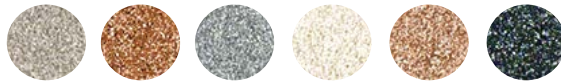


Create drama with the daring colors of Paris

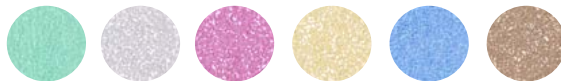
Artistry Studio™ Eye Shadow Palette

- Each palette includes six brilliantly vibrant shades.
- Bold, sparkly finishes make a statement.
- Creamy, rich powder works as a base shade, highlighter or contour.
- Includes dual-ended applicator to apply, makeup line and contour.

122577 La Palette: City of Lights



122578 La Palette: Macarons



122576 La Palette: Sparkling Watercolors



Perfect the classic Parisian pout

Artistry Studio™ Liquid Lipstick

- Full-shine, full-coverage in a one-touch application.
- High-impact pigments and gloss intensify glam.
- Wear alone or layer over any lip color to add luminous shine.
- Apply from the tube, with your finger or a brush.



- | | | | |
|--------------------------------------|----------------------------------|-------------------------------------|-------------------------------------|
| 122582
Bastille
Berries | 122583
Louvre
Lilac | 122584
Mona Lisa
Melon | 122585
Notre Dame
Nude |
|--------------------------------------|----------------------------------|-------------------------------------|-------------------------------------|

PARISIAN Edition

Artistry Studio™ Parisian Style Edition Makeup Products

Available while supplies last.



Flirt with color for ooh-la-la looks on the go

Artistry Studio™ Cheek & Lip Duo

- Multi-magnifique formula is easy to apply anywhere, anytime.
- Coordinate lips and cheeks or blend for your own custom mix.
- Apply from the tube, with your finger or a brush.



122580
Rouge



122581
Pantheon
Peach



122579
Polaris
Pink



Flaunt your féminin with belle brows

Artistry Studio™ 3-in-1 Brow Shaper

- All-in-one gel cream formula.
- Built-in, angled brush lets you fill in, sculpt and define brows.
- Pull out the wand and snap it to the cap for a full-sized brow tool.



122586
Café
Chocolate



122597
Crème
Caramel



Lock in that fresh, just-applied makeup look, all day

Artistry Studio™ Makeup Setting Spray

- Micro-fine mist keeps makeup flawless and fade-resistant, hour after hour.
- Floats over your skin in a barely-there veil of boosted hydration.
- Spray on anytime for an instant, cooling skin refresher.

122587

*share
your look*

#IAmAPassionista @ArtistryUS @AmwayCanada



PARISIAN Edition

Artistry Studio™ Parisian Style Edition Bath & Body Products

Available while supplies last.



Keep skin shimmering and moisturized all day

Artistry Studio™ Glittering Body Jelly

- Cool jelly refreshes your skin on contact.
- Formulated with skin-loving ingredients and concentrated hydration.
- Sumptuously clings to your skin, then melts into a smooth, silky finish.

122591



Glow with an instant infusion of radiance

Artistry Studio™ Multi-Purpose Dry Oil Spray

- Formulated to give you vibrant-looking skin and beautifully shiny hair.
- “Dry” oil absorbs quickly with no slippery after feel.
- Leaves your skin and hair lightly scented with the Artistry Studio™ Parisian Style Edition signature fragrance.

122592



Treat your skin to a soothing massage

Artistry Studio™ Multi-Benefit Bar Soap

- Cleanses, conditions and massages to stimulate your skin.
- Special nubs massage and exfoliate skin.
- Leaves your skin lightly scented with the Artistry Studio™ Parisian Style Edition signature fragrance.

122588



Enjoy a little “moi” time

Artistry Studio™ Bath Fizzy

- Pamper your body with skin-loving ingredients and the Artistry Studio™ Parisian Style Edition signature fragrance.
- Dissolves with a champagne-like fizz into your warm bath.

122590

Become a **PRO** on the go

Artistry™ Virtual Beauty app

Explore, experience and share your Artistry™ beauty in the palm of your hand. The Artistry™ Virtual Beauty app enables you and your customers to “apply” unlimited looks instantly – then share your flair on social media and save your favorites to your phone.

Artistry Studio™ How-To Videos

Get the looks passionistas love with easy-to-follow videos. In just minutes, you’ll learn to effortlessly create exotic eyes, brows, cheeks and lips. Each video even includes pro tips for lining, defining, blending and contouring like a makeup artist.

Download the **FREE Artistry™ Virtual Beauty app** from the **Apple®† App Store®†** or **Google Play®††** now!



*Love it.
Wear it.
Share it.*

#IAmAPassionista

Connect with the Artistry™ brand

Like and follow us on your favorite social media platforms.



@AmwayUS
@ArtistryUS
@AmwayCanada



ArtistryUS
ArtistryCanada

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††Google Play® is a registered trademark of Google LLC.

YOUR SOCIAL MEDIA PRESENCE

Connect with the online makeup community to reach your current and potential customers. Rock your social media strategy with these 6 helpful steps.

1. Be truthful

Let your personality shine through. Show your experience with Artistry Studio™ products by posting the looks you create and tagging ArtistryUS, #ArtistryStudioParisian or #IAmAPassionista. You can also post approved photos and videos from the Resource Center. Don't provide misleading or inaccurate claims.

2. Be respectful

Keep it friendly. Social buyers want to feel like they're purchasing from a friend. Don't use peer pressure on social media to sell.

3. Be intentional

Know how to approach potential customers and those who are most receptive to social selling. Don't spread yourself too thin on social media sites. Dedicate your time to building a strong community where your customers are.

4. Be credible

Practice authentic selling. Customers value a salesperson who knows their product intimately. Don't misrepresent your intentions.

5. Be relevant

Get to know your customer and products so you can have valuable conversations. Customers don't trust social sellers who haven't done their homework. Don't sell a product that is irrelevant to a customer's needs or lifestyle.

6. Do not spam

Reach out. Research suggests reaching out to friends to sell something can actually improve relationships. Don't contact people you don't know or engage customers with an impersonal pitch.

Check out Amway's Social Media Guidelines and IBO Rules of Conduct for more information on how to effectively leverage social media in your business.

**Amway.com/socialmediatoolkit or
Amway.ca/socialmediatoolkit**

*Nanigans, a social media advertising company.
†Facebook® is a registered trademark of Facebook, Inc.
‡Instagram® is a registered trademark of Instagram, LLC.



From start to sale

SIMPLE STEPS

1

CARRY FAVORITES

- Keep Customer Favorites with you so you are **always ready to share**.
- Use them in public to **spark a conversation** and uncover a need.



2

CREATE AN EXPERIENCE

- Share a **sample**, do a **demo** or help customers make the **switch** from products they already use.
- Make it a **personalized experience** with a Mini Catalog tabbed just for them and a sample pouch.
- Share your **personal testimonial** with these products – it's your most powerful selling tool.



MAKE IT PERSONAL: TAB IT!

3

ASK FOR THE SALE

- Share the value and price, then help your customer **place an order**.



USE YOUR PERSONAL RETAIL WEBSITE OR AMWAY.COM!

Start the **CONVERSATION**

Connect with customers. Use the F.O.R.M. method to get to know people you meet, and ask questions to identify their needs.

FAMILY AND FRIENDS

Ask about their family and friends to learn about their life and values.

Do you have kids?

What do you like to do with friends?

OCCUPATION

Ask about their job or occupation to learn more about their motivations and talents.

Where do you work?

What do you do?

RECREATION

Ask questions about what they like to do for fun and fitness.

What are your hobbies?

How do you stay fit?

MAKE THE CONNECTION

Once you know what they need, connect to solutions and things you have in common.

I've found a product that really helps me with that same issue!



Be Prepared TO SELL

With the proven Six-Step Product Selling Framework. Learn how with Amway™ Education courses.

Visit Amway.com/Education or Amway.ca/Education



IDENTIFY THE NEED



BUILD A PERSONAL CONNECTION



USE FEATURES & BENEFITS



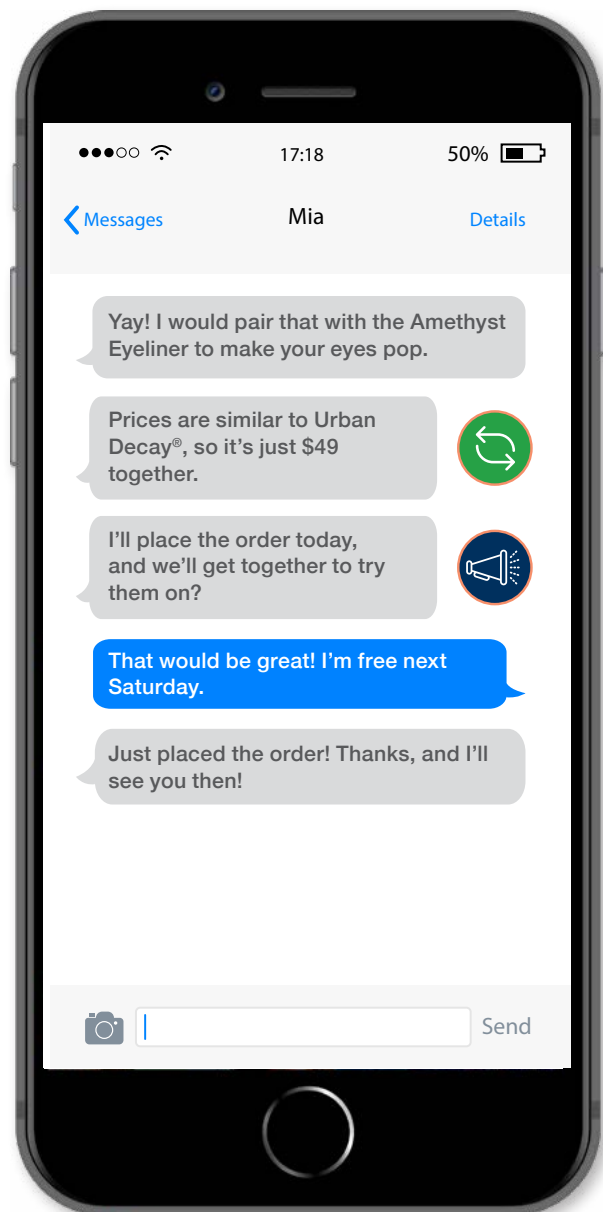
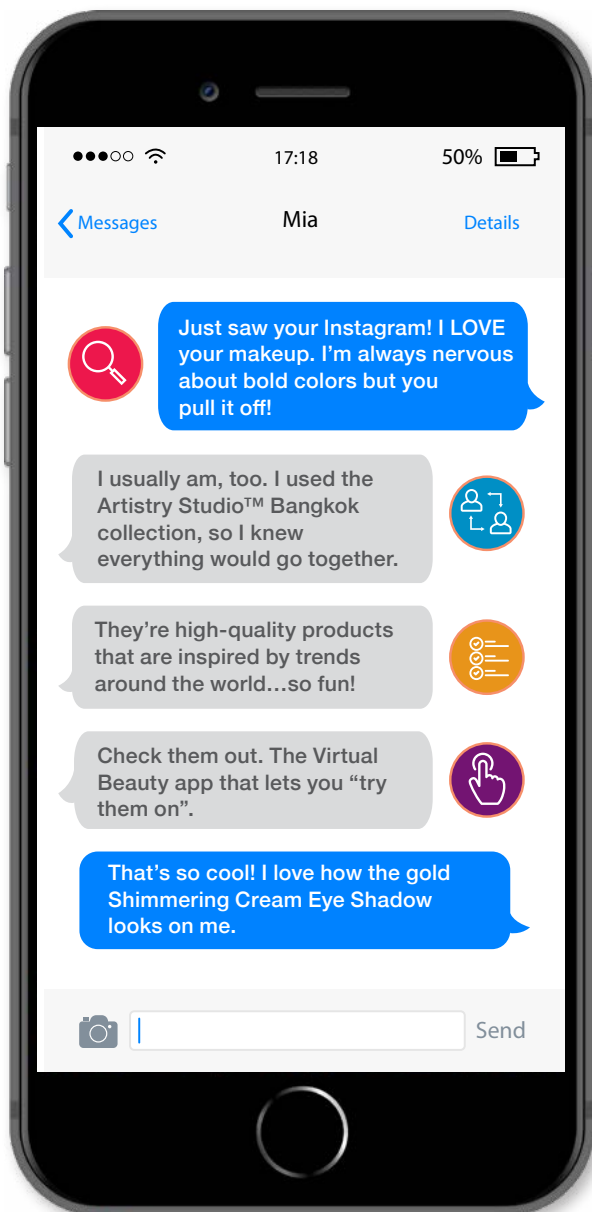
CREATE AN EXPERIENCE



ADDRESS PRICE VALUE



CLOSE THE SALE



Watch the video

Confident Conversations: Selling in Six Steps
Amway.com/Education or Amway.ca/Education



What's next?

ONCE THEY SAY YES...

Don't miss out on customer PV!

Remember to always **register your customer** so all of their future orders are connected to you.

[Amway.com/registration/customer](https://www.amway.com/registration/customer)



SELL YOUR WAY!

Choose any of these three easy options to help customers make a purchase.

Personal Retail Website

Link customers to your very own Amway website. Create it in the [Business Center](#).

Amway.com

Place an order for your customer from wherever you are.

Customer Order Form

This easy-to-use paper form option is all you need to take orders, create wish lists and follow up.



FOLLOW UP for Greater Earnings

After every sale, you have an opportunity to maximize your earnings, convert first-time customers into loyal buyers and create repeat volume. Try these effective follow-up techniques.



SEND A CARD, TEXT OR MESSAGE

thanking your customer for supporting your business.



LET THEM KNOW

when new products and seasonal promotions become available. Always share the new mini catalog!



GUIDE THEM THROUGH

a product recommender such as the Artistry™ Virtual Beauty app.



REACH OUT TO HELP THEM

set up DITTO™ scheduled orders for products they love.



USE TOOLS

like mobile Conversation Cards or shareable videos to introduce them to other Amway™ products they might like.



WHY FOLLOW UP?

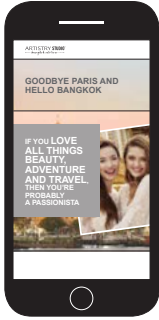
On average, it takes **5 TIMES LONGER** to sell to a new customer than to follow up with an existing one.*

Up to **70% OF CUSTOMERS WILL STOP BUYING** if they are getting little or no follow-up.*

*2008 Learning Lab.



USE YOUR POWER TOOLS



Conversation Cards & Shareable Videos

Step-by-step, mobile-friendly tools and videos you can use directly with customers for a complete selling conversation.

Available in the

[Amway Resource Center.](#)



Artistry Studio™ How-to Videos

Show your customers how to get the looks of a Bangkok passionista with easy-to-follow videos.

Available in the

[Amway Resource Center.](#)



Artistry™ Virtual Beauty app

Access makeup and skincare needs, receive personalized recommendations and purchase Artistry™ products! Download the app on the Apple®† App Store®† or Google Play®††.

†Apple® and App Store® are registered trademarks of Apple, Inc.

††Google Play® is a registered trademark of Google LLC.



Artistry™ Beauty Breaks Guide

Use this expert guide to plan, host and follow up on a Girls' Night In with success. Be sure to share and tag your selfies with #ArtistryStudioBangkok.

Available in the

[Amway Resource Center.](#)



Mini Catalog

Customers can look inside for the newest and best-selling Amway™ products, as well as Customer Favorites and special promotions.

Available in the

[Amway Resource Center.](#)



Amway Resource Center app

All the tools to grow your business, in one convenient place.

Bridging CUSTOMERS to Skincare & Core Makeup

Follow up so you have the opportunity to show your customers other products – and grow your business volume.

Cross-selling Artistry™ Skincare

Artistry Hydra-V™ skincare products or essentials by Artistry™ products are natural suggestions for a skincare regimen for millennials. For a customer focused on hydration, recommend Artistry Hydra-V™ products for up to 24-hour pure hydration infused with moisturizing botanicals and advanced technology.

If customers are looking for an easy, fast, effective skincare routine that addresses oil and acne control and is botanically based, recommend the essentials by Artistry™ collection.



CONSUMERS WHO PURCHASE SKINCARE AND MAKEUP

PURCHASE

2-3x

MORE THAN CONSUMERS WHO PURCHASE SKINCARE ONLY



Cross-selling Artistry™ Makeup

Artistry Studio™ customers will love to learn about Artistry Hydra-V™ Sheer Weightless Foundation, as well as our other skin-perfecting foundations like Artistry Exact Fit™ Longwearing Foundation and Artistry Ideal Radiance™ Illuminating CC Cream.

Maintaining Artistry™

PROFESSIONAL Standards

Hygiene Tips

It's important to always maintain a clean environment. These procedures help ensure that you and your customers will be safe and feel comfortable trying Artistry™ products.



Clean Hands

Always wash your hands (in view of the customer if possible) before any demonstration.



Mascara

Dip disposable mascara wand into tube and use to apply. If more mascara is needed, use a new disposable wand. Discard each disposable wand after use.

Pictured: Disposable Mascara Brushes 110226



Pencils

Sharpen pencils and wipe clean with facial tissue before every use.



Powder Foundation, Eye Shadow, Face Powder, Blush

Gently wipe the surface of the compact with a facial tissue. Use the appropriate disposable applicator or professional brush to collect product and apply.

Check that the mirror in the compact always remains clean.



Brushes

Professional brushes give the best application results. If using brushes, wash thoroughly and dry them after use.

If brushes are not available, use disposable items (e.g., cotton pads, sponges, facial tissues, cotton swabs); fingers are also great for blending.

Pictured: Artistry™ 6-piece Brush Set 110858



Multitaskers, Liquid Foundations, Concealer

Use a cotton swab to remove foundation and concealer from the bottle or tube.

Place the product on the back of a clean hand and take the product from there.

Pictured: Disposable Eye Shadow Brushes AD0813



Applicators

Always use disposable applicators – such as cotton swabs – never use your fingers to remove product from a jar or tube.

Offer the customer the applicator.

Once the applicator touches you or the customer, throw it away and use a new one to collect more makeup product.

Pictured: Artistry™ Makeup Perfecting Sponge 763778



Lipstick & Lip Gloss

To avoid direct contact between the lipstick and lips, use a disposable applicator to gently take some of the lipstick from the top of the tube, then apply to lips using fingers or brush.

Remove lip gloss from the tube using a cotton tip. Never apply the gloss directly to the lips using the attached applicator wand.

Pictured: Disposable Lip Brushes 110225

KNOW THE ANSWERS BEFORE THEY ASK

Q: How can I help my customers experience Artistry Studio™ products?

A: Host an Artistry™ Beauty Break and share new looks, tips and tricks on the Artistry™ Virtual Beauty (AVB) app. It's quick and easy to try on complete looks or build your own. Download the Artistry™ Beauty Breaks How-To Guide from the Resource Center and the Artistry™ Virtual Beauty app from the Apple®[†] App Store®[†] or Google Play®^{††} for free.

Q: Why is removing makeup every night before going to sleep important?

A: It's the #1 way to keep your skin healthy and your makeup looking great. Clean skin rejuvenates more during the night. Healthy skin is the best canvas to apply makeup. Try an Artistry™ cleanser, toner and moisturizer to help keep your skin looking radiant and healthy.

Q: What can I do to help my makeup last longer?

A: A clean, healthy face is most important. Products such as primers and concealers also help elongate makeup staying power. TIP: apply Artistry Exact Fit™ BB Cream after moisturizing, before foundation. Set your look by applying Artistry Studio™ Makeup Setting Spray last.

Q: Do Artistry Studio™ products contain parabens?

A: All Artistry Studio™ products are formulated without parabens except the Multi-Purpose Dry Oil Spray, the Bath Fizzy and the Glittering Body Jelly.

Q: What tests were conducted on Artistry Studio™ products?

A: Dermatology and allergy testing of all products was conducted on humans. The Artistry Studio™ Lash Boosting 3-in-1 Mascara was also ophthalmologically tested on humans and is safe for contact lens users.

Q: Do Artistry Studio™ products contain animal-derived ingredients?

A: Yes, they contain carmine. Carmine is a widely used cosmetic colorant in the beauty industry.

Q: Are Artistry Studio™ products suitable for all skin types?

A: Yes, they are suitable for all skin types (oily, dry and combination).

Q: How do I find the right formula and shade of foundation?

A: Check out the Artistry Signature Color™ Foundation Guide and Shade Matching Tool. It's available on Amway.com or Amway.ca.

NEXT STOP?



Follow us



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ArtistryUS
ArtistryCanada