

Artistry Cheat Sheet

90 DAY MONEY BACK GUARANTEE

#1 IN ANTI-AGEING

TOP 5 GLOBALLY

ONLY PRESTIGE DIRECT SELLING LINE IN THE MARKET

ALLERGY TESTED

NON-COMODEGENIC (won't clog your pores)

DERMATOLOGIST & OPHTHALMOLOGIST TESTED (tested by skin & eye specialists)

3 SYSTEMS INCLUDE:

HYDRA-V: Perfect hydration for every skin type. Inspired by Nobel Prize-winning research

-**Norwegian Fjord Water**: helps to infuse hydration deep within the skin

-**Himalayan Pink Rock Minerals**: to replenish skin with essential nutrients

-**Hawaiian Acai**: revitalise skin by locking in Hydration and promote the strongest barrier to keep that hydration in.

IDEAL RADIANCE: Increased clarity and luminosity. Lightening & brightening.

-**MultiFlora Blend**: for brightening, soothing and reparative benefits.

-**Pearl Protein**: brightens the skin and diminishes the appearance of dark spots and discolorations.

-**3D technology**: contains skin brightening Acerola Cherry Ferment, soothing Licorice & hydrating Ceramide 3. Takes encapsulated ingredients to the deepest layer of skins surface.

YOUTH XTEND: Anti-ageing

-**Lifesirt (Mediterranean Botanical)**: increase skins natural protein production for a more youthful look

-**Micro-X6 Peptide**: boosts collagen to help repair previous skin damage & reduce the appearance of fine lines and wrinkles.

- **African Baobab Fruit Extract**: conditioner and antioxidant to bring radiance and clarity to skin. High in vitamins A, E and F, which protect skins vibrancy.

1. IDENTIFY SKIN TYPE (OILY/NORMAL TO OILY/COMBINATION/NORMAL TO DRY/EXTRA DRY)

2. IDENTIFY CONCERN (AGEING/BLEMISHES/DULL/HYPER-PIGMENTATION/SAGGING/FINE LINES/WRINKLES)

****Choose only one product to use out of each category per session****

STEP 1: REMOVE EYE AND LIP MAKEUP

This is used because the skin around our eyes and lips are different to the skin on the rest of our face. The eye area has smaller pores and is more sensitive which is why we use a specific eye cleansing treatment.

ESSENTIALS EYE AND LIP MAKEUP REMOVER <i>Daily Use</i>	-Two part makeup remover: water & oil -Non-greasy -Daily eye & lip cleanser -Gently removes lip and eye makeup while leaving lips feeling moisturised and eye area feeling conditioned. -Effectively removes long-lasting & waterproof formulas. -Dermatologist, ophthalmologist tested & non-comodogenic.	Shake bottle to activate 2 part product. Apply to cotton pad & wipe gently over eyes and lips. Suitable for all skin types. *Will remove false eyelashes
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STEP 2: CLEANSE

Cleanser removes excess oil, make up and environmental debris on the face and décolletage.

<p>HYDRA-V FRESH FOAMING CLEANSER <i>Daily Use</i></p>	<ul style="list-style-type: none"> -Soap-free gel formula creates rich, cushiony foam which rinses easily. -SMART COMPLEX: Contains Oat Extract and a special conditioning agent which self-adjusts for all skin types. -Leaves skin healthy-looking, feeling refreshed and comfortable. -Skin is clean and does not feel dry, tight or taut. -Optimized and comfortable for any skin type. -Provides additional moisturizing agents where skin is most dry 	<p>Moisten face first with Artistry Soft Cloth and water Place 5cent piece amount on fingertips and lather <i>before</i> spreading evenly over face and décolletage Remove with Artistry Soft Cloth and water.</p> <p>Skin Type: Oily, Normal to oily, combination, normal to dry, sensitive.</p> <p>Skin Concern: Dehydrated, erythema, sensitive skin</p> <p>Aim: perfect hydration</p>
<p>IDEAL RADIANCE ILLUIMNATING CLEANSER <i>Daily Use</i></p>	<ul style="list-style-type: none"> -Luxurious moisturizing formula -Leaves skin hydrated, soft and smooth. -Clinically proven to provide instant hydration. -Patented exfoliation technology, sweeps away dead, dull skin cells. -Reveals a clearer, more luminous look. -Reduces the look of pores. -More radiant skin is revealed, instantly. -83% of consumers tested agreed that the Cleanser left their skin feeling smooth. 	<p>Moisten face first with Artistry Soft Cloth and water Place pea sized piece amount on fingertips and lather <i>before</i> spreading evenly over face and décolletage Remove with Artistry Soft Cloth and water.</p> <p>Skin Type: Normal to oily, combination, normal to dry.</p> <p>Skin concern: pigmentation, discoloration, uneven skin tone</p> <p>Aim: skin clarity, luminosity</p>
<p>YOUTH XTEND RICH CLEANSING FOAM <i>Daily Use</i></p>	<ul style="list-style-type: none"> -Gentle, yet thorough, foaming formula sweeps away makeup and pore-clogging impurities -Moisturising ingredients are added during cleansing process leaving skin feeling smooth, hydrated, and comfortable -Patented oat extract African Baobab fruit extract, and other conditioning agents reveal a more radiant, conditioned complexion 	<p>Moisten face first with Artistry Soft Cloth and water Place pea sized piece amount on fingertips and lather <i>before</i> spreading evenly over face and décolletage Remove with Artistry Soft Cloth and water.</p> <p>Skin Type: Normal to Dry, Dry, Extra Dry</p> <p>Skin Concern: Ageing, fine lines, wrinkles, rough texture, dull skin</p> <p>Aim: anti-ageing, smoothing, clarity</p>

STEP 3 – TREAT

Targeted treatments designed to use once or twice a week on alternating days to boost skin health

<p>ESSENTIALS POLISHING SCRUB</p>	<ul style="list-style-type: none"> -Jjoba Beads exfoliate dead skin cells and aid in the removal of excess 	<p>Moisten face first with Artistry Soft Cloth and water</p>
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<p><i>Twice a week (on alternating days)</i></p>	<p>sebum</p> <ul style="list-style-type: none"> -Gently accelerates the skins natural exfoliation process -Improves skin texture, leaving a healthy glow and softer after-feel -Jojoba beads are perfectly spherical and will not scratch the skin (exfoliation products that scratch the skin will accelerate the ageing process) 	<p>Place pea sized piece amount on fingertips and apply in small circular motions over face and décolletage Remove with Artistry Soft Cloth and water.</p> <p>Skin Type: ALL</p> <p>Skin Concern: Roughness, dullness, clogged pores</p> <p>Aim: remove dead skin cells, accelerate exfoliation process</p>
<p>INTENSIVE RENEWING PEEL</p> <p><i>Twice a week (on alternating days) For 6 to 8 weeks (until product runs out)</i></p>	<ul style="list-style-type: none"> -Contains our breakthrough Mushroom Enzyme - the safe natural alternative to a chemical peel. -It adjusts to your skin's unique pH to gently resurface texture -93% of women felt softer and smoother after just one 8 minute treatment -Treatment stops working once live skin tissue is reached (which a chemical peel/microdermabrasion cannot control) -At home alternative to professional chemical peel treatment -More affordable than chemical peels -Allows other skincare products to work more efficiently, so you can use less of them 	<p>Pump 8 full pumps onto fingertips. Apply a thin layer over face (avoiding the eye area) Leave on for 6-8 minutes then wet fingers and lightly massage skin Rinse thoroughly with water and Artistry Soft Cloth</p> <p>Skin Type: ALL</p> <p>Skin Concern: Uneven skin tone, fine lines, dull skin tone, rough skin texture</p> <p>Aim: even skin tone, add clarity, increase moisture levels in skin, reduce fine lines, restore skin's radiance</p>
<p>ESSENTIALS PORE CLEANSING MASK</p> <p><i>Once a week</i></p>	<ul style="list-style-type: none"> -Minimises pores and promotes skin health, no matter your skin type -Mineral-rich clay featuring natural astringents and minerals like Zinc, Copper and Magnesium draw out dirt and oil -Deeply cleanse skin -Helps to reduce shine by regulating surface oils -Leaves skin clean and refreshed 	<p>Apply thin layer to face. Leave to dry for 5-10 minutes Remove with artistry soft cloth and water.</p> <p>Skin Type: ALL</p> <p>Skin concern: excess oil, congestion</p> <p>Aim: unclog pores, deep cleanse</p>
<p>ESSENTIALS MOISTURE INTENSE MASK</p> <p><i>Once a week</i></p>	<ul style="list-style-type: none"> -Maintains hydration and leaves skin supple and soft -Restores the moisture barrier to prevent future drying -Mango, Aloe and Coco butter provide an immediate moisture surge to the skin -Hydro Lipid Matrix (HLM) maintains optimal moisture balance -Leaves skin soft, smooth and relaxed 	<p>Apply thin layer to face. Leave for 5-10 minutes Remove with artistry soft cloth and water.</p> <p>Skin Type: Normal to dry, extra dry.</p> <p>Skin Concern: Dry, rough texture, flaky</p> <p>Aim: increase moisture, soft & supple skin</p>
<p>HYDRA- V AMPOULE MASK</p>	<ul style="list-style-type: none"> -Ultrafine fibre sheet mask closely adheres to your skin 	<p>Unfold sheet and remove inner fine mesh.</p>

<p><i>Once a week or as needed</i></p>	<ul style="list-style-type: none"> -Evenly infuses a high concentration of hydrating ampoule essence. - Contains Hydra-liposome with Norwegian Fjord Water, Himalayan Pink Rock Minerals, Hyaluronic acid -It provides continuous and lasting moisturising care even after removing the sheet mask. -Promotes elasticity 	<p>Apply to face and adjust for best fit (so the side with mesh removed is touching skin) Remove the outer fine mesh. Leave on for 10 minutes and then remove</p> <p>Skin Type: ALL</p> <p>Skin Concern: Dehydrated, dry, dull</p> <p>Aim: intense surge of hydration</p>
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STEP 4 – TONE

Toner removes any excess debris, balances your skins pH levels and prepares skin for treatment and moisturiser. All Artistry toners are alcohol-free and therefore can be applied using your hands

<p>HYDRA-V FRESH SOFTENING LOTION</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Absorbs quickly. -Leaves skin radiant, feeling refreshed and smooth. -An immediate 211% increase in skin's hydration levels. -Contains Red Algae Extract to condition and hydrate. -Helps seal in skin's own moisture. -Alcohol-free; contains skin-calming ingredients. -Gentle formula leaves skin feeling calm and soothed. -Smart complex provides optimal hydration for each skin type 	<p>Apply toner to cotton pad and wipe gently over face OR Apply 2-3 drops into palm of hand place hands together and then spread evenly on face and décolletage.</p> <p>Skin Type: Oily, Normal to oily/combo, normal to dry, sensitive.</p> <p>Skin Concern: Dehydrated, erythema, sensitive skin</p> <p>Aim: perfect hydration</p>
<p>IDEAL RADIANCE ILLUMINATING MOISTURE LOTION</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Tones your skin as it helps increase surface cell turnover -Leaves skin feeling clean and soft -Moisturizing Formula -Strengthens skin's moisture barrier. -Clinical test showed Illuminating Moisturizer increase hydration by 109% after 15 minutes with effects that lasted for 8 hours. 	<p>Apply toner to cotton pad and wipe gently over face OR Apply 2-3 drops into palm of hand place hands together and then spread evenly on face and décolletage.</p> <p>Skin Type: Normal to oily, combination, normal to dry.</p> <p>Skin concern: pigmentation, discoloration, uneven skin tone</p> <p>Aim: skin clarity, luminosity</p>
<p>YOUTH XTEND SOFTENING LOTION</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Instantly hydrates skin -Formulated with Japanese lilyturf to help strengthen the tight junction - a part of skin that controls moisture levels. -Helps skin naturally seal in more of its own moisture for a softer, 	<p>Apply toner to cotton pad and wipe gently over face OR Apply 2-3 drops into palm of hand place hands together and then spread evenly on face and décolletage.</p>

	<p>smoother look</p> <ul style="list-style-type: none"> -Softening Lotion formula to increase delivery of Serum Concentrate into your skin -Conditioning formula leaves skin feeling soft, smooth and instantly hydrated 	<p>Skin Type: Dry, Extra Dry</p> <p>Skin Concern: Ageing, fine lines, wrinkles, rough texture, dull skin</p> <p>Aim: anti-ageing, smoothing, clarity</p>
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STEP 5 – TREAT

Specific purpose treatments designed to target your main skin concern. Read individual instructions on product for application

<p>ESSENTIALS MOISTURE PLUS</p> <p><i>Use when necessary</i></p>	<ul style="list-style-type: none"> -Instantly hydrates while improving the skin's ability to seal in moisture -Botanical and vitamin-enriched concentrate provides a vital boost as it seals in moisture and infuses skin with nourishment - Can be mixed with any Artistry crème or lotion for increased levels of hydration 	<p>Apply a few drops to your fingertips and massage into skin</p> <p>OR</p> <p>Apply a few drops to your moisturiser before spreading over face and décolletage</p> <p>Skin Type: Dry and Extra Dry</p> <p>Skin Concern: Dry, flaky</p> <p>Aim: increase skins moisture for soft supple skin</p>
<p>ESSENTIALS ANTI BLEMISH</p> <p><i>Use when necessary</i></p>	<ul style="list-style-type: none"> -Reduces acne by absorbing oils and purifying your skin. -Fights blemishes and discourages breakouts from resurfacing -On the spot treatment for all skin types -Contains salicylic acid, oregano and acerola cherry 	<p>Apply small amount to fingertip and rub into any blemishes on face</p> <p>Skin Type: ALL</p> <p>Skin Concern: blemishes, breakouts, pimples</p> <p>Aim: blemish-free skin</p>
<p>ESSENTIALS ALPHA HYDROXY SERUM PLUS</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -See smoother, younger looking skin in as little as 24 hours -Regular use helps drastically improve the appearance of ageing skin - A clinically proven, triple-action facial skin treatment that contains Acerola Cherry Compound (a natural source of alpha hydroxy acids and antioxidants) -Also contains alpha hydroxy acids derived from apples and citric fruits - -Gentle daily skin exfoliate -Helps to restore your appearance to a youthful glow. 	<p>Apply one full pump to fingertips and spread evenly over face</p> <p>Skin Type: ALL</p> <p>Skin Concern: rough, dull, uneven skin tone</p> <p>Aim: smoother, radiant, younger looking skin</p>
<p>HYDRA-V VITAL SKIN SERUM CONCENTRATE</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Absorbs quickly. -Leaves skin with a beautiful glow, improving clarity and texture. -An immediate 184% increase in skin's hydration level. -Optimizes skin's natural hydration process and maintains the skin's 	<p>Apply one full pump to fingertips and spread evenly over face and décolletage</p> <p>Skin Type: ALL</p> <p>Skin Concern: Dehydrated,</p>

	<p>moisture barrier.</p> <ul style="list-style-type: none"> -Skin showed a significant improvement in surface skin cell shape and texture after only 28 days. -Skin feels silky with improved texture. 	<p>erythema, ,sensitive</p> <p>Aim: Boost hydration levels, calm skin</p>
<p>IDEAL RADIANCE ILLUMINATING ESSENCE</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Instantly gives your skin a radiant glow -Skin looks clearer, more even-toned and luminous - Targets melanin to diminish the appearance of dark spots and discolorations. - 82% of consumers tested agreed that Illuminating Essence helped even skin tone in 4 weeks. 	<p>Apply one full pump to finger tips and spread evenly over face</p> <p>Skin Type: ALL</p> <p>Skin Concern: dull, uneven skin tone, pigmentation</p> <p>Aim: clarity, even skin tone, luminosity</p>
<p>IDEAL RADIANCE SPOT CORRECTOR</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Dramatically reduces the appearance of freckles, age spots, and other visible skin discolorations in one week -Targets melanin to diminish the appearance of dark spots and discolorations. -82% of consumers tested agreed that Spot Corrector helped reduce the appearance of hyperpigmentation after 2 weeks. -Prevent dark spots and discolorations -Treat dark spots and discolorations -Protect from environmental aggressors 	<p>Apply a small amount to fingertip and rub into any pigmentation, discolouration on face</p> <p>Skin Type: ALL</p> <p>Skin Concern: pigmentation, discolouration, age spots</p> <p>Aim: reduce the appearance of dark spots & discolouration, clarity, even skin tone</p>
<p>YOUTH XTEND SERUM CONCENTRATE</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> - decreases the look of fine lines and wrinkles while improving smoothness, radiance and clarity -encourages skin's natural youth protein production by 280%, strengthening and extending skins healthy life to be more youthful looking. - helps repair existing damage, diminishing the look of fine lines and wrinkles -Skin is protected against environmental factors such as free radicals and pollution, which can cause fine lines and wrinkles. -Contains LiftSirt, Micro-X6 Peptide, African Baobab Fruit Extract 	<p>Apply 1 full pump to fingertips and spread over face and décolletage</p> <p>Skin Type: ALL</p> <p>Skin Concern: fine lines, wrinkles, dull skin tone</p> <p>Aim: anti-ageing, decrease the look of fine lines and wrinkles, radiance and clarity</p>
<p>INTENSIVE SKINCARE ADVANCED SKIN REFINISHER</p> <p><i>Daily Use or when needed</i></p>	<ul style="list-style-type: none"> -An intensive yet gentle, daily "Smart Pore Eraser" for skin smoothing benefits comparable to a professional fractional laser treatment. -From sweeping away dullness to visibly tightening pores, skin appears 	<p>Apply one full pump to fingertips and spread evenly over face</p> <p>Skin Types: ALL</p> <p>Skin Concern: rough texture, dullness flakiness, visible pores</p>

	<p>dramatically softer, smoother, more even-textured from the first use.</p> <ul style="list-style-type: none"> -Leaves a soft-focus appearance with reduced visible shine. -Smooths away roughness. -Helps counter the hollowing effect in the wall lining of pores for a reduced appearance of pores. -Helps suppress excess sebum production. -Helps visibly tighten pores for an even skin texture. 	<p>Aim: tighten pores, smooth & soften the look of skin</p>
<p>INTENSIVE SKINCARE 14 NIGHT RESTORE PROGRAM</p> <p><i>Daily use for 14 nights</i></p>	<ul style="list-style-type: none"> -Intensive two-week series that repairs your skin at the Cellular level -Provides 7 levels of restoration with 7 skin-correcting benefits for real remarkable, tested results: 1.Repairs Cellular Level damage 2.Promotes extracellular matrix function for a 99% reduction in visible fine lines 3.Soothes damaged skin 4.Restores brightness and improves skin clarity by 261% 5.Maintains and revives skin's natural moisture barrier for a 98% moisture improvement after 14 days 6.Increases skin cell turnover for an 83% reduction in skin roughness 7.Protects skin from environmental insults (71% of panelists felt their skin was less stressed, more toned and healthy-looking) 	<p>Follow instructions provided on product.</p> <p>Skin Type: ALL</p> <p>Skin Concern: ageing, environmentally damaged skin, stressed skin (good to use after a major life change)</p> <p>Aim: repair and restore damaged, stressed skin</p>
<p>INTENSIVE SKINCARE ANTI-WRINKLE FIRMING SERUM</p> <p><i>Daily Use – MUST READ INSTRUCTIONS</i></p>	<ul style="list-style-type: none"> - Referred to as “Botox in a Bottle” -Silky soft age-correcting serum -Boost collagen activity by 300% overnight -Rebuild skin's youthful support system -High-performing combination of potent collagen-boosting ingredients including Retinol -Gentle on skin -Apply regularly for dramatic visual improvements to elasticity, lines and wrinkles 	<p>Apply small amount to fingertip, rub horizontally over deep lines/wrinkles</p> <p>Skin Type: ALL</p> <p>Skin Concern: Deep lines, wrinkles</p> <p>Aim: boost collagen, diminish appearance of lines & wrinkles</p>
<p>YOUTH XTEND ULTRA LIFTING ESSENCE CONCENTRATE</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -This creamy, silky formula provides an instant surge of moisture -Women tested noticed a firmer, more lifted look after 1 week -Silvervine Fruit Extract helps increase skin's translucency and improve its youthful radiance - Red Caviar Concentrate helps rebuild the skin's surface microstructure for a visibly firm and lifted look. 	<p>Apply one full pump to fingertips and spread evenly over face and décolletage</p> <p>Skin Type: Mature</p> <p>Skin Concern: sagging, dull</p> <p>Aim: firmer, lifted skin. Youthful radiance</p>

	<ul style="list-style-type: none"> -Exclusive Micro-X6 Peptide helps repair skin for a reduction in the appearance of fine lines and wrinkles. -Micro-lifting ingredient blend helps support and cushion skin's surface microstructure for more defined facial contours 	
<p>YOUTH XTEND ULTRA LIFTING EYE SERUM</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -The first ever ARTISTRY concentrate created specifically for the delicate eye area. -Treatment features a lightweight pearlescent formula that hydrates on contact and over time provides visible lasting effects. -Unprecedented care for the delicate eye area, revealing brighter, more lifted and firmer-looking eyes over time. -After just one use, women noticed the skin around their eyes felt firmer. -Nourishing, fragrance-free formula hydrates on contact. -Lifting Eye Serum Concentrate gives the area around the eyes a soothing spa-like treatment. -Skin around the eye area appears brighter with a firmer, lifted look over time. 	<p>Before use, gently shake product then unscrew dropper cap. To draw product up into dropper, slowly press and release button. DO NOT apply the product directly to the eye area using the dropper. Press button to dispense one drop onto the tip of your ring finger. Lightly smooth under the eye and around the orbital bone, avoiding direct contact with the eye. Follow with ARTISTRY YOUTH XTEND Enriching Eye Cream OR Creme L/X Eye Creme.</p> <p>Skin Type: Mature</p> <p>Skin Concern: Sagging, dullness</p> <p>Aim: Lift, firm eye area</p>

STEP 6 – MOISTURISER

Moisturiser creates a protective barrier over your skin to seal in the benefits of previous products used, to seal moisture and protect skin from free radicals.

<p>HYDRA-V REFRESHING GEL</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Absorbs excess oil so skin feels smooth and refreshed. -Refreshing gel texture that absorbs quickly. -Gives an instant burst of cooling hydration. Cools skin by 3 degrees Celsius (5.3 degrees Fahrenheit) on contact. -Hawaiian Acai and our Moisturizing Liposome revitalize skin to lock in moisture. -Leaves skin feeling hydrated all day. -Contains Natural Marine Ingredient which helps normalize, absorb and control excess surface oils/sebum and help manage oily zones. -Helps reduce shine and keep oily areas looking naturally matte 	<p>Apply one full pump to fingertips and spread evenly over face and décolletage</p> <p>Skin Type: Oily, combination</p> <p>Skin Concern: Oily, dehydrated, erythema, sensitive skin</p> <p>Aim: perfect hydration, oil control</p>
<p>HYDRA-V NOURISHING GEL CREAM</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Creamy yet sheer, this gel cream provides watery fresh hydration after one use. -Provides a water-light feel on skin. 	<p>Apply pea sized amount to fingertips and spread evenly over face and décolletage</p>

	<ul style="list-style-type: none"> -An immediate 197% increase in skin's hydration level. -Continuous, lasting hydration for 24 hours. -Skin looks healthier and more radiant. -Skin feels smooth, soft and refreshed. -Skin looks radiant and translucent, healthier, with a vibrant glow. 	<p>Skin Type: Combination, Normal to Oily</p> <p>Skin Concern: Dehydrated, erythema, sensitive skin</p> <p>Aim: perfect hydration</p>
<p>HYDRA-V REPLENISHING MOISTURE CREAM</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -This rich, yet lightweight cream leaves normal-to-dry skin comforted and soft as silk. -Pampers with vital hydration for lasting smooth, supple and radiant skin. -Continuous, lasting hydration for up to 24 hours. -Skin looks healthier and more radiant. -Skin feels smooth, soft and supple. -Specially formulated with soothing ingredients and antioxidants for normal to dry skin. -Deeply moisturizes dry, thirsty, stressed skin. -Provides relief to uncomfortably dry skin, so skin feels soothed and comforted. 	<p>Apply pea sized amount to fingertips and spread evenly over face and décolletage</p> <p>Skin Type: Normal to Dry, Dry</p> <p>Skin Concern: Dehydrated, dry, erythema, sensitive skin</p> <p>Aim: perfect hydration, soft & supple skin</p>
<p>IDEAL RADIANCE ILLUMINATING MOISTURISER</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Hydrates, softens and soothes your skin -When used with the IDEAL RADIANCE™ system, Illuminating Moisturiser helps reduce hyperpigmentation -Moisturizing formula Leaves skin hydrated, soft and smooth. -Additional brightening ingredients including: Ascorbyl Glucoside, Pearl Protein, European Plum, Red Algae, Pea Extract. -Targets melanin to diminish the appearance of dark spots and discolorations. 	<p>Apply one full pump to fingertips and spread evenly over face and décolletage</p> <p>Skin Type: Normal to oily, combination.</p> <p>Skin concern: pigmentation, discoloration, uneven skin tone</p> <p>Aim: skin clarity, luminosity</p>
<p>IDEAL RADIANCE MOISTURE CREAM</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Intensive hydrating cream helps rebuild skin's natural moisture barrier -During the day, Illuminating Moisture Cream helps leave skin looking luminous, more even-toned and radiant -At night, it helps reduce dehydration -Intensive hydrating formula Helps rebuild skin's moisture barrier. 	<p>Apply pea sized amount to fingertips and spread evenly over face and décolletage</p> <p>Skin Type: Normal to dry, dry.</p> <p>Skin concern: pigmentation, discoloration, uneven skin tone</p> <p>Aim: skin clarity, luminosity</p>

	-Clinical test showed Illuminating Moisture Cream increased hydration by 131% after 15 minutes with effects that lasted for 8 hours.	
YOUTH XTEND PROTETING LOTION <i>Daily Use</i>	-Lightweight daytime lotion that prevents the appearance of fine lines and wrinkles -Provides comprehensive antioxidant protection. -SPF 15 UVA/UVB PA+++ , a broad-spectrum sunscreen with UV protection that helps prevent the appearance of fine lines and wrinkles. -A unique combination of conditioners, antioxidants, and soothing agents -Featuring African Baobab fruit extract plus black currant, green acerola cherry, and other botanicals	Apply one full pump to fingertips and spread evenly over face and décolletage Skin Type: Combination, Normal to Dry Skin Concern: Ageing, fine lines, wrinkles, rough texture, dull skin Aim: anti-ageing, smoothing, clarity, sun protection
YOUTH XTEND PROTECTING CREAM <i>Daily Use</i>	-Contains SPF 15, UVA/UVB and potent ingredients that provide comprehensive antioxidant protection to minimise and prevent the appearance of fine lines and wrinkles. -Rich cream with highly moisturising ingredients to provide all-day moisturisation for more radiant-looking skin in only three weeks. -A unique combination of conditioners, antioxidants, and soothing agents -Skin is protected against environmental aggressors such as free radicals and pollution, which can cause fine lines and wrinkles.	Apply pea sized amount to fingertips and spread evenly over face and décolletage Skin Type: Dry, Extra Dry Skin Concern: Ageing, fine lines, wrinkles, rough texture, dull skin Aim: anti-ageing, smoothing, clarity, sun protection
YOUTH XTEND ENRICHING LOTION <i>Daily Use</i>	-Luxurious moisturiser, packed with hydrating ingredients makes skin smoother, plumper and hydrated overnight. -LifeSirt, a botanical extract encourages skin's natural youth protein production by 280%, -ARTISTRY exclusive Micro-X6 Peptide helps encourage collagen activity to aid in repair of existing skin damage. -Lightweight, non-greasy formula with special moisturising ingredients - provides long-lasting moisturisation without leaving a greasy after-feel, while improving smoothness, radiance, and clarity.	Apply one full pump to fingertips and spread evenly over face and décolletage Skin Type: Combination, Normal to Dry Skin Concern: Ageing, fine lines, wrinkles, rough texture, dull skin Aim: anti-ageing, smoothing, clarity
YOUTH XTEND ENRICHING CREAM	-Infuse your skin with youth overnight.	Apply pea sized amount to fingertips and spread evenly over face and

<p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -For nightly use to leave your complexion refreshed and fully restored. -LifeSirt, a botanical extract encourages skin's natural youth protein production by 280%, -ARTISTRY exclusive Micro-X6 Peptide to help encourage collagen activity to aid in repair of existing skin damage. -Rich, sumptuous formula with special moisturising ingredients -Provides long-lasting moisturisation while improving smoothness, radiance and clarity 	<p>décolletage</p> <p>Skin Type: Dry, Extra Dry</p> <p>Skin Concern: Ageing, fine lines, wrinkles, rough texture, dull skin</p> <p>Aim: anti-ageing, smoothing, clarity</p>
<p>YOUTH XTEND ULTRA LIFTING CREAM</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Rich and nourishing cream deeply moisturises, leaving skin feeling soft and supple with a rosy, healthy-looking glow. -Restores skin's moisture barrier & Improves clarity and overall youthful tone. -Infused with patented Red Caviar Concentrate, which micro-cleanses the appearance of damage for a healthy-looking, rosy glow. - Shea Butter, Sodium Hyaluronate and Evening Primrose Oil add intense moisturisation and helps seal in skin's own moisture -Winter Cherry Ginseng helps clarify and de-yellow skin tone for healthy and younger looking skin. 	<p>Apply pea sized amount to fingertips and spread evenly over face and décolletage</p> <p>Skin Type: Mature</p> <p>Skin Concern: sagging, dull</p> <p>Aim: firmer, lifted skin. Youthful radiance</p>
<p>SUPREME LX FACE CREAM</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Completely rejuvenates the appearance of skin. -Powerful antioxidants help protect skin against age-accelerating free radicals. -The Artistry Supreme LX Collection contains truly luxurious, high-performance anti-aging formulas for the face, neck and eye area. -Visible signs of aging are addressed in a unique and technologically advanced way -Helps transform and regenerate skin's youthful appearance, so it acts up to 15 years younger -The combination of Gardenia Grandiflora Stem Cell Extracts and CellEffect24 Complex helps diffuse the look of wrinkles, dark spots and imperfections -CellEffect24 has: 24 Karat Gold & Cardoilipin 	<p>Apply pea sized amount to fingertips and spread evenly over face and décolletage</p> <p>Skin Type: Normal to dry, Dry, Extra Dry, Sensitive</p> <p>Skin Concern: Ageing, fine lines, wrinkles, rough texture, dull skin</p> <p>Aim: anti-ageing, smoothing, clarity</p>

STEP 7 – EYE CREAM

A specific eye cream is used because the skin around our eyes is different to the skin on the rest of our face. The eye area has smaller pores and requires a cream that will easily absorb around the eye area. We use the ring finger to apply eye cream because generally the muscles are weaker so they are not likely to pull or rub the delicate skin around the eyes.

<p>HYDRA-V REFRESHING EYE GEL CREAM</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -An intensely hydrating, non-greasy gel cream specially designed to help diminish the look of puffiness and dark under-eye circles. -Absorbs quickly. -After one use, helps to brighten the eye area. -An immediate 67% increase in skin's hydration level after only one use. -Lasting hydration for up to 24 hours. -Skin stays supple and feels smooth. -Centella asiatica and Bitter Orange extract to help strengthen and fortify the delicate eye area skin. -Relieves discomfort caused by dryness. 	<p>Apply a tiny amount to ring fingers and lightly pat cream around the orbital bone (bones around the eye socket)</p> <p>Skin Type: Oily, Normal to oily, combination</p> <p>Skin Concern: Dark circles, puffiness</p> <p>Aim: brighten eye area, increase hydration</p>
<p>YOUTH XTEND ENRICHING EYE CREAM</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -Ultra-rich moisturising formula noticeably diminishes the appearance of fine lines and wrinkles, leaving soft, younger-looking skin around the delicate eye area. -LifeSirt, a botanical extract encourages skin's natural youth protein production by 280% -ARTISTRY exclusive Micro-X6 Peptide helps to repair existing skin damage around the eye area. -93% of women experienced a clinical reduction in visible fine lines around the eyes, including the crow's feet area, in only two weeks. 	<p>Apply a tiny amount to ring fingers and lightly pat cream around the orbital bone (bones around the eye socket)</p> <p>Skin Type: Combination, Normal to Dry, Dry, Extra Dry</p> <p>Skin Concern: Dark circles, puffiness, fine lines, wrinkles</p> <p>Aim: brighten eye area, anti-ageing, diminish fine lines & wrinkles</p>
<p>SUPREME LX EYE CREAM</p> <p><i>Daily Use</i></p>	<ul style="list-style-type: none"> -The only eye cream that works 360 degrees to target dark circles, puffiness, wrinkles and lift the eye lid -Addresses both visible and invisible signs of aging in the eye area. -Completely rejuvenates the appearance of skin. -Powerful antioxidants help protect skin against age-accelerating free radicals. -Works well as a makeup base; will not interfere with the wear of Artistry eye makeup. -Truly luxurious, high-performance anti-aging formulas for the eye area. -Helps transform and regenerate skin's youthful appearance, so it acts 	<p>Apply a tiny amount (approximately half a pump) to ring fingers and lightly pat cream around the orbital bone (bones around the eye socket)</p> <p>Skin Type: Oily, Combination, Normal to Dry, Dry, Extra Dry, Sensitive</p> <p>Skin Concern: Dark circles, puffiness, fine lines, wrinkles, sagging</p> <p>Aim: brighten eye area, anti-ageing, diminish fine lines & wrinkles, visibly lifted skin</p>

up to 15 years younger

STEP 8 – FOUNDATION

During the day, applying foundation is the final step to our skin care regime. All Artistry foundations have an SPF in them to further protect the skin against free radicals and sun damage.

YOUTH XTEND LIFTING SMOOTHING FOUNDATION	<ul style="list-style-type: none">-Create flawless, radiant, youthful skin with this rich, hydrating foundation.-YOUTH XTEND Technology helps lift and firm the look of skin over time-Perfectly partners with the Youth Xtend skincare system-High Resolution Light-Reflecting Optics soften the appearance of fine lines and wrinkles, restoring skin's youthful vibrancy-F.A.C.E.S technology allows colour to warm to your skin tone-SPF20 UVA/UVB coverage	<p>Dispense foundation from product bottle; approx. ½ pump is enough for a single application.</p> <p>Apply with fingertips, foundation brush or sponge</p> <p>Starting from the middle of the face blend towards outer edge of face into hair line and neck line.</p> <p>For areas that require more coverage, apply more foundation by patting it onto face. (Sweeping motion may remove the first application)</p> <p>Skin Type: ALL – especially normal to dry, dry, mature</p> <p>Aim: Medium to Full coverage, radiant/dewy finish</p>
EXACT FIT POWDER FOUNDATION	<ul style="list-style-type: none">-Transforms skin instantly with medium-buildable coverage.-Luxurious, long-wearing formula mimics the look of real skin-Contains Exact Fit™ Blend finely balanced with Tahitian Pearls and Optical Prisms for matte finish.-Rare Amazonian Minerals keep skin looking velvety soft and prevents oil and shine-A refined, perfected complexion all day with an invisibly seamless fit-Dermatologist tested and won't clog pores-Fragrance and oil free-SPF 20 UVA/UVB	<p>Apply with sponge or powder brush</p> <p>Starting from the middle of the face blend towards outer edge of face into hair line and neck line.</p> <p>Skin Type: ALL – especially Oily, Combination, Normal to Oily</p> <p>Aim: Sheer to Medium coverage, Matte/Natural finish</p>
EXACT FIT LONGWEAR FOUNDATION	<ul style="list-style-type: none">-Your key to round-the-clock, natural-looking perfection begins with our breakthrough Colour Lock Technology.-No matter the activity, heat and humidity, perfectly calibrated pigments are expertly time-and-climate controlled to constantly know their place, and stay there with 24-hour comfort wear.-Exclusive ARTISTRY Exact Fit™ blend with Tahitian Pearls and Optical Prisms mimics the look of real skin, for a seamless fusion that appears so	<p>Dispense desired amount of foundation from bottle; approx. ½ pump is enough for a single application.</p> <p>Apply with fingertips, foundation brush or foundation sponge</p> <p>Starting from the middle of the face blend towards outer edge of face into hair line and neck line.</p> <p>For areas that require more coverage, apply more foundation by patting it onto face. (Sweeping motion may remove the first application)</p>

	<p>believably natural.</p> <ul style="list-style-type: none">-F.A.C.E.S technology allows colour to warm to your skin tone-SPF 15 UVA/UVB PA++-Medium coverage. Natural to matte finish	<p>Skin Type: ALL – especially normal to oily</p> <p>Aim: Medium coverage, natural to matte finish</p>
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