

## PERFECT, CONCEAL AND ILLUMINATE

### Artistry™ Introduces Exact Fit™ Perfecting Concealer and Ideal Radiance™ Illuminating CC Cream



*Multitasking formulas perfect the look of skin, camouflages and brightens for long-lasting coverage*

Around the world, modern women crave high-performing, multifunction beauty products that deliver several beauty benefits in one single formula. With little time for touch-ups, they need long-lasting makeup to take their look from day to night and beyond.

As a global innovator in colour cosmetics, the Artistry™ brand, exclusively sold by Amway, has developed a solution with the launch of NEW Artistry Exact Fit™ Perfecting Concealer, a multitasking formula that delivers a natural-looking, flawless appearance, while mimicking the look of real skin and camouflaging imperfections all day. Finish the flawless look with Artistry Ideal Radiance™ Illuminating CC Cream, which delivers targeted brightening combined with the complexion-perfecting properties of a makeup foundation.

## TRANSFORM THE LOOK OF SKIN



Round-the-clock perfection begins with the Artistry Exact Fit™ Perfecting Concealer revolutionary Color Lock Technology. The advanced formula contains a flexible, transfer-resistant application on the surface of the skin for all-day staying power. No matter the activity, heat or humidity, pigments are perfectly calibrated for long-lasting wear that stays in place comfortably. Artistry Exact Fit™ Perfecting Concealer is available in five shades ranging from light to very deep, plus one brightener shade to highlight and brighten. The formula is fragrance-free, water-resistant, oil-free, safe to use around the eye area, and does not crease or settle into lines. It is suitable for all skin types, dermatologist-tested, non-comedogenic and won't clog pores.



“Artistry Ideal Radiance™ Illuminating CC Cream enhances a woman's beauty regimen with clarifying colour correction that brightens, primes and perfects the look of skin,” explains Artistry Global Makeup Artist Rick DiCecca. “Skin instantly appears flawless, lit with brilliant luminosity.” Oil free, non-acnegenic and non-comedogenic, Illuminating CC Cream is suitable for all skin types and ethnicities. It can be worn alone or under foundation as a targeted upgrade to tinted moisturiser that also shields skin against harmful UVA/UVB rays with SPF 50 PA+++, minimizing the aging effects of free radicals.

## **About Artistry™**

Artistry™ is ranked among the world's top-five, largest-selling premium skincare brands.<sup>1</sup> Founded in 1958 by an entrepreneurial husband and wife team, the Artistry™ portfolio features advanced skincare developed with new technologies and proprietary plant ingredients, targeting both the biological and environmental signs of aging for men and women, along with classic and seasonal color collections for face, eyes and lips. Exclusive formulations reflect the global research, development and quality assurance conducted by a network of more than 900 scientists and directed by a board of scientific and academic advisors who work together to push the boundaries of beauty forward. Artistry™ products are sold through more than three million Amway Business Owners in more than 100 countries and territories worldwide.

<sup>1</sup>Source Euromonitor International Limited; [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims)

## **About Amway™**

Amway is the leading family-owned consumer goods companies worldwide, selling more than 450 high quality products in the categories beauty, wellness and home care exclusively through independent distributors to the end consumer. The company was founded in 1959 in Ada, United States and operates in more than 100 countries and territories generating revenues of 8.8 billion USD in 2016. Amway's top-selling brands are Nutrilite™ vitamin, mineral and dietary supplements, Artistry™ skincare and colour cosmetics, and eSpring™ water treatment systems.

The Dublin Business Centre, based in Ballycoolin, cements Ireland's key role within the successful global company and is designed to support Irish distributors as a training and education hub, allowing aspiring entrepreneurs to learn more about the business and its innovative products.

For further information; samples or photography please contact:

Moira Halpin

Rachel Dalton Communications

A: 30 Fitzwilliam Street Upper | Dublin 2

T: 01 6787990 E: [mhalpin@rdcommunications.ie](mailto:mhalpin@rdcommunications.ie)