

# BEAUTY PRODUCTS OPTIMISATION ANNOUNCEMENT

## Dear ABOs,

As part of our commitment to maintaining a strong and balanced beauty portfolio for the benefit of your business, we periodically update the product portfolio to offer the latest and most innovative new lines.

Following the successful launch of **ARTISTRY HYDRA-V™** Collection, we have noticed some overlap and cannibalisation between the new products and those from the **ARTISTRY™ essentials Hydrating and Balancing** lines collection. The ARTISTRY essentials formula has remained unchanged for almost 9 years in a rapidly-developing industry, while ARTISTRY HYDRA-V collection uses cutting-edge technology and innovative ingredients to deliver superior results in skincare.

In light of this, the complete discontinuance of ARTISTRY essentials Hydrating and Balancing lines will be executed by end of 2016.

This is a global discontinuance of the ARTISTRY essentials basic skincare lines and Europe is selling them as the last sub-region.

In addition, **ARTISTRY™ Crème LuXury** Collection is to be **discontinued globally** and will become unavailable in Europe by mid-December 2016.




Below is a complete list of beauty products that will be discontinued **by the end of 2016**, along with recommended **alternative replacement products**.

All other ARTISTRY essentials Special Care products (ARTISTRY essentials Eye and Lip Make-up Remover, ARTISTRY essentials Polishing Scrub, ARTISTRY essentials Moisture Intense Masque, ARTISTRY essentials Pore Cleansing Masque) will be available till end of May 2017 and will be replaced by a new innovative ARTISTRY Special Care Collection. Stay tuned for more information on the latest products.

Please visit [www.amway.co.uk](http://www.amway.co.uk) or [www.amway.ie](http://www.amway.ie) to find out more detailed information and for placing last orders.

## The Marketing Team

Discontinued ARTISTRY™ essentials:



If you used those...		... try these	
104126	<p>ARTISTRY™ essentials Hydrating Cleanser</p> 	117642	<p>ARTISTRY HYDRA-V™ Fresh Foaming Cleanser</p> 
104127	<p>ARTISTRY™ essentials Hydrating Toner</p> 	117644	<p>ARTISTRY HYDRA-V™ Fresh Toner</p> 

104128	<p>ARTISTRY™ essentials Hydrating Lotion</p> 	117648	<p>ARTISTRY HYDRA-V™ Nourishing Gel Cream</p> 
104129	<p>ARTISTRY™ essentials Balancing Cleanser</p> 	117642	<p>ARTISTRY HYDRA-V™ Fresh Foaming Cleanser</p> 





104130	<p>ARTISTRY™ essentials Balancing Toner</p> 	117644	<p>ARTISTRY HYDRA-V™ Fresh Toner</p> 
104131	<p>ARTISTRY™ essentials Balancing Lotion</p> 	117647	<p>ARTISTRY HYDRA-V™ Refreshing Gel</p> 

104135	<p>ARTISTRY™ essentials Soothing Crème</p> 	117646	<p>ARTISTRY HYDRA-V™ Replenishing Moisture Cream</p> 
105531	<p>ARTISTRY™ essentials Replenishing Eye Crème</p> 	117649	<p>ARTISTRY HYDRA-V™ Refreshing Eye Gel Cream</p> 

<p>232782</p>	<p>ARTISTRY™ essentials Balancing Mini System</p> 	<p>120356</p>	<p>ARTISTRY HYDRA-V™ Sampling Cards with Foils</p> 
<p>232828</p>	<p>ARTISTRY™ essentials Hydrating Mini System</p> 	<p>120356</p>	<p>ARTISTRY HYDRA-V™ Sampling Cards with Foils</p> 

102205	<p>ARTISTRY™ essentials HAND CRÈME</p> 	117522	<p>Hand Series Hand and Nail Cream</p> 
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Discontinued ARTISTRY™ Crème LuXury:

If you used those...		... try these		
103564	<p>ARTISTRY™ Crème LuXury</p> 	<p>116411 113807</p>	<p>ARTISTRY IDEAL RADIANCE™ Illuminating Moisture Cream</p> 	<p>ARTISTRY YOUTH XTEND™ Protecting Cream</p> 
109698	<p>ARTISTRY™ Crème LuXury Eye</p> 	<p>113810</p>	<p>ARTISTRY™ YOUTH XTEND Enriching Eye Cream</p> 