

ARTISTRY is among the world's top five, largest-selling, prestige brands of facial skincare and colour cosmetics based on a Euromonitor study of global 2005 retail sales.

Others in this distinguished group include Clinique, Lancôme, Estée Lauder and Chanel.

ARTISTRY HISTORY

- The ARTISTRY brand was created in 1968, when the Nutrilite Edith Rehnborg line of cosmetics was adapted and renamed as the ARTISTRY line. At the time, it was sold only in the United States and Canada.
- By 1987, ARTISTRY products were sold in 15 countries and produced at a multi-million dollar cosmetic production plant at Alticor Inc. headquarters in Ada, Mich.
- The new millennium ushered in an even more technologically advanced ARTISTRY brand with the launch of ARTISTRY TIME DEFIANCE' and Pure White product lines.

ARTISTRY™

THE ARTISTRY DIFFERENCE

- The ARTISTRY research and product development team uses state-of-the-art equipment – including instruments to analyze the skin's surface and beneath, similar to the technology used by NASA to map the surface of the moon.
- Most of the ARTISTRY scientists work in the development and technology labs located in Ada, Mich., with additional technical staffs in China, Japan, Korea and Europe.
- ARTISTRY is a leader in developing products that meet the unique characteristics and skin care needs of different ethnicities. Many customers reside in Asian countries. Consequently, recent research efforts have focused on Asian skin and, particularly, the variation in skin characteristics between Caucasian and Asian skin types.
- ARTISTRY has over 150 base products that are divided into two main categories: Skin Care and Cosmetics.

1959

1969

1979

1989

1999

2009



ARTISTRY *continued.*

Skin Care

- Basic Skin Care Line – An intuitive line of daily skin care with natural ingredients designed to give your skin what it needs throughout the day.
- Prevent/Repair (age-defying) – Going beyond traditional “anti-aging” technologies, ARTISTRY TIME DEFIANCE products are designed to prevent the visible signs of premature aging, before they appear, and reverse preexisting environmental damage that can cause the skin to age prematurely.
- Whitening – Pure White products address the needs of women everywhere who want the latest technologies that speak to their concerns about hyper-pigmentation. Pioneers in Asian skin research, the ARTISTRY scientists who developed the Whicia EX/Pure White products sought to achieve maximum efficacy with ultimate gentleness.

Cosmetics

- ARTISTRY offers a complete line of background/colour cosmetic products in 500 shades to meet the diverse needs of women around the world. The line includes a comprehensive collection of trendy and classic color lines of wearable shaded products for face, brows, eyes, cheeks, lips and nails, all of them featuring the latest in color, finish and texture.
- The products in the ARTISTRY Colour Cosmetics range are of a quality and value comparable to any global prestige cosmetic brand.