

# ARTISTRY SKIN NUTRITION™ VITAMIN C+HA3 DAILY SERUM ACEROLA\* 9-STEP TRACEABILITY STORY

The below messaging details the 9-step traceability story for Artistry Skin Nutrition™ Vitamin C+HA3 Daily Serum Acerola\*. This ingredient story can be leveraged in a variety of ways and on multiple channels to support the Artistry Traceability Program in your market. Don't forget to offer the story to your ABOs, so they too can leverage traceability to help differentiate Artistry products.

\*Must be reviewed with your local market technical regulatory and legal teams before releasing content externally.

## STEP 1 - CHOOSING THE BOTANICAL



Move over oranges – there's a mightier vitamin C source! The tiny acerola cherry contains 50 or more times as much vitamin C as an orange, and we love it for its potent antioxidant action. Phytonutrients in this tart little fruit fight free radicals that are known to lead to visible skin concerns, so it's our pick for Artistry Skin Nutrition™ Vitamin C+HA3 Daily Serum to help skin stay looking and feeling healthy.

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## STEP 2 - SELECTING THE SEED



Our Nutrilite™ colleagues studied more than 80 varieties of acerola. We tapped their research to find the ones with the greatest benefits for healthy looking skin and to develop the acerola ingredient for our serum. Rather than planting seeds each time, we start new acerola trees by grafting seedling cuttings from five selected varieties.

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## STEP 3 - CHOOSING THE FARM



We turned to world experts in growing acerola to supply our organically grown cherries: our Fazenda Amway Nutrilite™ do Brasil farm, one of the world's largest certified organic acerola tree farms. Acerola trees thrive at the farm's tropical location in the semi-arid Caatinga region of northeastern Brazil.

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## STEP 4 - GROWING



The trees are pampered with high-quality soil and organic compost. Soil moisture is monitored with sensors to ensure precise watering for peak phytonutrient development while conserving water. And harsh chemicals? Never! Every detail of the growing cycle is recorded on a "birth certificate" that follows the crop from seed to final product, so you can trust the ingredients are pure and safe.

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## STEP 5 - HARVESTING



Green means "go" when it comes to harvesting acerola cherries. The immature green stage is when vitamin C concentration is at its peak. But since each cherry on a tree matures at a different rate, the harvested fruit is color-sorted by hand, right in the fields: high-quality green cherries will be used in the acerola extract, and reds will be removed and used for other purposes. Nothing is ever wasted.

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## STEP 6 - EXTRACTING



To prevent contamination and protect the vitamin C and phytonutrient content, the sorted cherries are rushed into processing at our facilities located right on the farm. The extract used in our serum contains 10 times the vitamin C concentration of the raw fruit! Just as with growing, every detail of the harvesting and extraction process is documented so the final product is fully traceable.

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## STEP 7 - MANUFACTURING



Safety and effectiveness are built into the manufacturing details. We make sure two people verify the process details before production can begin to safeguard against defects and contamination. And we test Artistry Skin Nutrition™ products over and over from ingredient through the finished product to make sure each one meets our standards. We don't miss a step in tracing your acerola ingredient from seed to skin.

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## STEP 8 - PACKAGING



Not all competitors can maintain their levels of vitamin C at a stable amount. We can. Our innovative bottle design enables fresh-mixing – the pure vitamin C powder is held separately in the cap, and you activate it by pressing the cap to release the powder into the serum, then shake it to mix. The glass dropper delivers the precise amount, and the glass bottle lets you monitor freshness by monitoring the serum's color. And, oh yes – Artistry Skin Nutrition™ products are produced in a 90% landfill-free facility<sup>1</sup>.

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## STEP 9 - YOU



Traceability makes Artistry Skin Nutrition™ products different. Our promise to reveal healthy beauty that's uniquely you is backed by traceable proof that your product is formulated and made pure, safe and effective – and stays that way throughout its shelf life. We believe in knowing the who, what, where, when and how behind every product...so you can have the peace of mind you deserve every time you use an Artistry Skin Nutrition™ product.

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<sup>1</sup>For items produced in the United States.