

ARTISTRY SKIN NUTRITION™ WHITE CHIA* 9-STEP TRACEABILITY STORY

The below messaging details the 9-step traceability story for Artistry Skin Nutrition™ White Chia*. 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



In a scientific breakthrough, Artistry™ scientists discovered the tiny White Chia Seed is a powerhouse when it comes to helping your skin look and feel its best. The phytonutrients in White Chia Seed hydrate, brighten, balance the microbiome and more. That's why every product in the Artistry Skin Nutrition™ collection is infused with White Chia Seed.

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STEP 2 - SELECTING THE SEED



We carefully chose two seed varieties to deliver skin benefits in our formulas. One is the Nutrilite™-developed Rehnborg chia variety, which yields more and larger high-quality white seeds on each plant and require less of the earth's resources. The other is our partner farm's own phytonutrient-rich seed variety. All of the chia we use is from organic certified, non-GMO sources.

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STEP 3 - CHOOSING THE FARM



We're so committed to delivering the purest White Chia Seed ingredients that the seed we use is grown on our own farm and the farm of a trusted NutriCert™ certified partner. Both farms are certified organic and use sustainable farming methods. Chia is native to Mexico, and it thrives in the conditions at our Nutrilite Mexico farm. Our partner farm in Bolivia shares a passion for sustainability and traceability, tracking its crops and processes to ensure the highest standards are met.

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STEP 4 - GROWING



Purity in the growing phase means keeping contaminants away from the crops. The White Chia Seed crops used in Artistry Skin Nutrition™ are nourished with clean water and only organic fertilizers. The Nutrilite™ farm and NutriCert™ certified partner farm control weeds and pests without harsh chemicals. Each crop gets its own "birth certificate" detailing everything that happens to it, which makes the raw ingredient traceable from seed to final product.

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STEP 5 - HARVESTING



White Chia Seeds need optimal moisture levels to reach peak nutrient content and the best yield. That's why the farmers check maturing crops frequently to determine the best time to harvest. Before the oil can be pressed and the extract or gel made, the seeds go through several cleaning steps to ensure all other plant matter is removed so that we achieve 99.9 percent seed purity.

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STEP 6 - EXTRACTING



Artistry Skin Nutrition™ products each use different forms of White Chia Seed: oil for hydrating, gel to balance the microbiome, extract for skin brightening and liposomes to deliver benefits deeper into the skin's surface. We make our chia extract at our facility in Washington state, U.S.A. using an exclusive process designed to capture nutrient quality. Our trusted partners make our chia oil and gel using technology specially developed to preserve chia seed nutrient quality. And yes – every detail of these processes is traceable.

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STEP 7 - MANUFACTURING



We go above and beyond throughout production to keep your product pure, safe and effective. Artistry Skin Nutrition™ products can have more than 400 quality tests performed from ingredient testing to finished product testing. Every test result becomes part of the product's permanent documentation, along with the birth certificate. That's how you're assured your botanical is traceable from seed to skin.

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STEP 8 - PACKAGING



Behind those beautiful containers is a lot of traceable care. Containers are designed and tested to ensure your products will maintain their quality under many kinds of conditions. Each batch is tested just before filling to verify their pristine quality. And, Artistry Skin Nutrition™ cartons are recyclable¹ and produced from paper, a renewable resource. The paper comes from sustainably managed forests practicing responsible forest management.

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STEP 9 - YOU



Traceability makes Artistry Skin Nutrition™ formulations different. You can count on the quality, because our promise to reveal your healthy beauty is backed by traceable proof that your product is formulated and made pure, safe and effective – and will stay that way throughout its shelf life. That's the peace of mind you deserve.

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¹Where recycling is available; check locally.