



# Artistry™ Go Vibrant

Makeup Powered by Nature

Please standby we will begin shortly.

ARTISTRY



ARTISTRY  
FUTURE GLOW

A collection of Artistry makeup products is arranged on a light-colored surface. At the top, two white Artistry pens with black tips are visible. Below them, a mascara wand with a black tube and a white label featuring the Artistry logo is positioned. In the center, a bottle of Artistry Future Glow foundation is shown. To the right, a red lipstick in a black tube with a grey Artistry label is displayed. At the bottom right, a white Artistry product is partially visible. On the left side, a circular palette contains a pile of grey beads and a small sprig of purple flowers. The background is a soft, neutral tone with subtle shadows from the products.

# Artistry™ Go Vibrant

Makeup Powered by Nature

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**The Artistry™  
Difference**

**Holistic Healthy Beauty**

# Artistry™ Brand Pillars

- Powered by Advanced Skin Science + Phytonutrients
- Created Clean and Traceable with Nutrilite™ Phytonutrients
- Personalized for You



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# Powered by Advanced Skin Science + Phytonutrients

The latest cutting-edge research  
Phytonutrients are at the heart  
Deliver real, visible results



# Created Clean and Traceable with Nutriline™ Phytonutrients

Traceability of key ingredients

The Artistry Pledge

Clean Beauty Ingredients



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# Artistry™

## Traceability

### **Promise. Proof.**

### **Peace Of Mind.**

All Artistry™ products are backed by traceable proof that ensures the ingredients are clean and pure, and the formulas are safe and effective.



# ARTISTRY™

## Artistry™ Global Claim

Artistry is the only beauty brand backed by Nutrilite\*, the world's number 1 selling brand of plant-based vitamins and dietary supplements.

\*Nutrilite includes sales of both Nutrilite and Nutriway-branded products

\*Verified by GlobalData based on 2021 data

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# Artistry™ Go Vibrant

Healthy beauty with **No  
Compromises**

Makeup **Powered by Nature**

**Clean Makeup** with benefits



# Artistry™ Future Glow & Go Vibrant

- Artistry Future Glow Serum Foundation SPF35 PA++
  - *(Ivory, Beige, Honey)*
- Go Vibrant Waterproof Pencil Eyeliner
  - *(Natural Brown, Natural Black)*
- Go Vibrant Waterproof Length Serum Mascara
  - *(Natural Black)*
- Go Vibrant Waterproof Brow Pencil + Tinted Gel
  - *(Taupe, Dark Brown)*
- Go Vibrant Lipstick
  - *Cream (Saturday Peach, Mauvelous Morning, Secret Crush Scarlet, Spice Meets Nice, Crush On Coral)*
  - *Matte (Photobomb Fuschia, Road Trip Red, Lazy Day Latte)*
  - *Sheer (Clear)*

# ARTISTRY FUTURE GLOW™

Serum Foundation SPF35 PA++

# FACE

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# Artistry Future Glow™

Serum Foundation SPF35 PA++

- Healthy Glow
- Buildable Sheer-to-Medium
- 10-hour coverage waterproof
- SPF 35 PA++
- Serum-Cream
- For all skin types



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# Artistry Future Glow™

Serum Foundation SPF35 PA++

## Key Benefits

- Custom Match Technology
- Provides SPF 35 PA++ sunscreen protection, pollution protection and antioxidant benefits
- Formula with Hyaluronic Acid Complex helps improve skin moisture
- Non-comedogenic



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# Artistry Future Glow™

Serum Foundation SPF35 PA++

## Custom Match

## Technology

For	Fair or Light skin
with	a pink-tinted look
We dial up	Gold pigments to balance out redness
OFTEN SEEN IN:	CAUCASIAN SKIN
For	Fair Light or Medium skin
with	a yellow-tinted or sallow look
we dial up	Blue pigments to balance out yellowness, plus Red and Gold pigments for a healthy look.
OFTEN SEEN IN:	ASIAN SKIN
For	Medium to Tan skin
with	a yellow-tinted look
we dial up	Red and Blue pigments to balance out yellowness.
OFTEN SEEN IN:	LATINA SKIN
For	Rich to Deep skin
with	an orange-tinted look
we dial up	Red and Gold pigments to bring out a healthy, radiant look.
OFTEN SEEN IN:	BLACK SKIN



# Artistry Future Glow™

Serum Foundation SPF35 PA++

## Key Ingredients

- Patented\* Brightening Blend
- Nutrilite™-grown White Chia Seed Extract
- Nutrilite™-grown Pomegranate Extract
- NutriCert™-certified Rosemary Extract
- Phyto-Collagen and Natural Skin Booster



# Artistry Future Glow™

Serum Foundation SPF35 PA++



## Ivory

For Light skin  
with neutral to  
warm  
undertones



## Honey

For Light to Medium  
skin with golden,  
neutral or warm  
undertones



## Beige

For Light to  
Medium Skin  
with warm  
peach  
undertones





Before



After





**Prepare the  
face before  
applying  
Serum  
Foundation**



**Dispense a  
portion of  
Serum  
Foundation at  
the back of  
your hand**



**Gently dot the  
product onto  
your face**



**Blend the  
product into  
your face using  
hand/ beauty  
blender/brush**



**Final face  
after  
applying  
Serum  
Foundation**

# Artistry Future Glow™

Serum Foundation SPF35 PA++

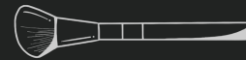
- All Artistry Future Glow™ formulas are clean and vegan
- Artistry™ Clean standards, a rigorous set of guidelines that ensures Artistry™ products are pure, safe and effective



Artistry™  
Clean standards



Registered w/  
Vegan Society



Healthy Beauty



# EYE

## ARTISTRY GO VIBRANT™

Waterproof Brow Pencil + Tinted Gel

Waterproof Pencil Eye Liner

Waterproof Length Serum Mascara



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# ARTISTRY GO VIBRANT™

Waterproof Brow Pencil + Tinted Gel

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**GO VIBRANT™**

**Artistry Go  
Vibrant™**  
Waterproof Brow  
Pencil + Tinted Gel

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# Artistry Go Vibrant™

Waterproof Brow Pencil + Tinted Gel

- Ultra Nourishing, High-performance
- A true clean eyebrow perfector to sculpt, shape and define your brows.

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# Artistry Go Vibrant™

Waterproof Brow Pencil + Tinted Gel



## Key Benefits:

- Defines, colors and easily contours brows to last the whole day
- Filled in with natural, soft color that creates the definition you want
- Waterproof(Brow Pencil)
- Smudge-proof and transfer-proof(Tinted Gel)

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# Artistry Go Vibrant™

Waterproof Brow Pencil + Tinted Gel



## Key Ingredients:

- Nutrilite™ Pomegranate Extract
- Custom Vitamin Complex with Vitamins E and C, plus Biotin
- Naturally derived botanical oil and Carnauba (in the Pencil only)

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# **Artistry Go Vibrant™**

Waterproof Brow Pencil + Tinted Gel



**Taupe**



**Dark Brown**

# Artistry Go Vibrant™

Waterproof Brow Pencil + Tinted Gel



**Prepare your  
brows**



**Outline brows**



**Fill the area with  
eyebrow pencil**



**Apply tinted  
gel**



**Blend**



**Fill in sparse  
areas**



**Shape and  
define**



**Brush upward  
and outward**





# ARTISTRY GO VIBRANT™

Waterproof Pencil Eyeliner



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**Artistry Go**  
**Vibrant™**  
Waterproof Pencil  
Eyeliner



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# Artistry Go Vibrant™

Waterproof Pencil Eyeliner

Delivers the perfect definition for eyes, with a creamy formula that glides on effortlessly without pulling or tugging



# Artistry Go Vibrant™

Waterproof Pencil Eyeliner

## Key Benefits:

- Lines with precision
- Long-wearing
- Waterproof
- Smudge-proof
- Transfer-proof
- Safe and gentle on the eyes



# Artistry Go Vibrant™

Waterproof Pencil Eyeliner

## Key Ingredients

- Nutrilite™ White Chia Seed Extract
- Custom Vitamin Complex
- Curated Botanical Oils
- Phyto-Proof Complex



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# Artistry Go Vibrant™

Waterproof Pencil Eyeliner

- Apply along lash line—the creamy, easy-gliding formula makes it effortless.
- Available in Natural Brown and Natural Black



# ARTISTRY GO VIBRANT™

Waterproof Length Serum Mascara



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GO VIBRANT™  
WATERPROOF LENGTH  
SERUM MASCARA

**Artistry Go**  
**Vibrant™**  
Waterproof  
Length Serum  
Mascara

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# Artistry Go Vibrant™

Waterproof Length Serum Mascara

- Experience Healthy Beauty on every lash with this lengthening and defining mascara
- All day wear (10 hours)
- Serum-power lash care

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# Artistry Go Vibrant™

Waterproof Length Serum Mascara



## Key Benefits:

- Length extension and definition
- Precise coverage
- Waterproof, flake-proof, and smudge-proof color
- Safe and gentle on the eyes

ARTISTRY

# Artistry Go Vibrant™

Waterproof Length Serum Mascara



## Key Ingredients:

- Nutrilite™ White Chia Seed Extract
- Custom Vitamin Complex
- Curated Botanical Seed Oil
- Phyto-Proof Complex

# Artistry Go Vibrant™

Waterproof Length Serum Mascara



- For upper lashes, hold the wand horizontally and sweep on from root to tip. Do use a down/up motion with every stroke. Don't zig zag.
- For lower lashes, hold the wand vertically and use the tip to coat lashes.



# LIPS

**ARTISTRY GO VIBRANT MATTE & CREAM LIPSTICK**

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# Artistry Go Vibrant™

Cream Lipstick, Matte Lipstick, Sheer Lip Balm

The Artistry Go Vibrant™ Lipstick shade lineup — both Cream and Matte — has been created to be flattering and lip-loving for everyone to wear and love.



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# Artistry Go Vibrant™

Cream Lipstick, Matte Lipstick, Sheer Lip Balm

## Key Ingredients:

- Nutrilite™-grown White Chia Seed Oil
- Ginseng Oil
- Shea Butter



Cream and  
Matte Shades



Carefully Curated



Pure, Safe and  
Effective



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# Artistry Go Vibrant™

Cream Lipstick

- Innovative formula that lays down high impact color with one stroke.
- Super creamy, hydrating formula leaves lips looking healthy and full, and feeling soft, moisturized and comforted.



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# Artistry Go Vibrant™

Matte Lipstick

- Appealing, natural matte finish.
- Smooth-gliding, hydrating formula leaving lips looking healthy and full, and feeling soft, moisturized and comforted.



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# Artistry Go Vibrant™

Sheer Lip Color- Clear

Love your lips with this luxuriously intense moisture balm.

- Nutrilite™-grown White Chia Seed Oil
- Ginseng Oil
- Shea Butter
- Sunflower Seed Oil
- Aloe Vera Extract



# Artistry Go Vibrant™

Sheer Lip Color - Clear



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# Artistry Go Vibrant™

Cream & Matte Lipstick

Shades



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# Artistry Go Vibrant™

Cream Shades



Spice Meets Nice



Mauvelous Morning



Crush on Coral



Saturday Peach



Secret Crush Scarlet

ARTISTRY

# Artistry Go Vibrant™

Cream Shades



**Spice Meets Nice**

# Artistry Go Vibrant™

Cream Shades



## Mauvelous Morning



# Artistry Go Vibrant™

Cream Shades



## Crush On Coral

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# Artistry Go Vibrant™

Cream Shades



**Saturday Peach**

ARTISTRY

# Artistry Go Vibrant™

Cream Shades



**Secret Crush Scarlet**

ARTISTRY

# Artistry Go Vibrant™

Matte Shades



Photobomb Fuchsia



Road Trip Red



Lazy Day Latte



# Artistry Go Vibrant™

Matte Shades



**Photobomb Fuchsia**

ARTISTRY



# Artistry Go Vibrant™

Matte Shades



**Road Trip Red**

ARTISTRY

# Artistry Go Vibrant™

Matte Shades



**Lazy Day Latte**

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# Artistry Go Vibrant™

Cream & Matte Lipstick

## Usage

- Starting at the center of the top lip, apply moving out toward corner. Repeat on bottom lip. Follow the natural shape of your lip. For a softer look, apply with your finger and press and roll along your lips.
- Starting at the cupid's bow (top points of your lips), make an "X" to define the center points, then fill in on each side from the middle. With your lips slightly open, swipe from one side to the other on the bottom. Fill in and adjust as needed.



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**Artistry Go Vibrant™**

## **No To “Iffy” Ingredients**

- No Carbon Black
- 100% Free of Talc
- No Lead



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# Artistry Go Vibrant™

Our Customer

She is a confident and vibrant woman who embraces makeup as a means of self-expression, using it to accentuate her individuality and creativity. She values a diverse range of makeup styles, from natural and minimalistic looks to more elaborate and artistic creations. Her makeup routine is an integral part of her daily life, reflecting her dynamic and multifaceted personality.

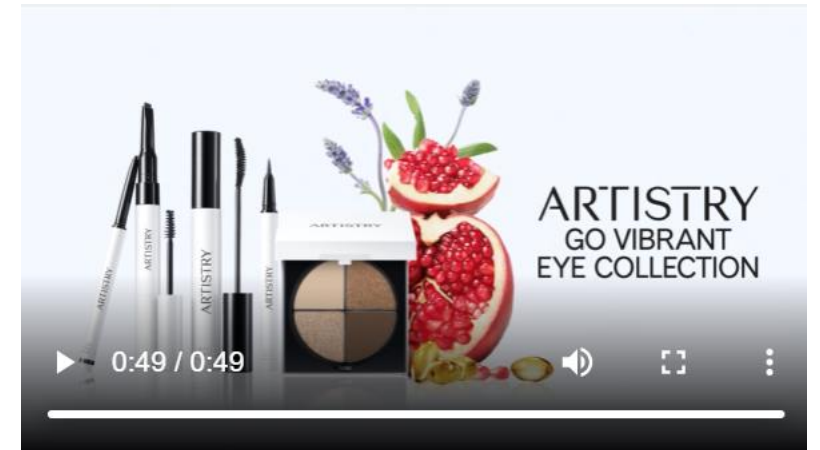


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# Artistry Go Vibrant™

## Social Content Sample

- Is your makeup routine ready for drama?  
It's here!
- Meet the Artistry Go Vibrant Collection. The best of nature + the best of color science for eyes so you can feel good about your products and your skin – and be confident in your look! This is the perfect mix for your unique style and clean-seeking lifestyle.
- Artistry Go Vibrant Products just dropped! What products will you try first?



# Artistry Go Vibrant™

Social Content Sample

## Artistry Go Vibrant™ Waterproof Length Serum Mascara

### WHAT IT IS

Experience Healthy Beauty on every lash with this lengthening and defining mascara. All day wear (10 hours). Serum-power lash care. Let's lengthen the look of lashes with waterproof definition. Let's feel good about a mascara with No Carbon Black. Let's Go Vibrant!



## Artistry Go Vibrant™ Waterproof Brow Pencil + Tinted Gel

### WHAT IT IS

Bring Healthy Beauty to your brows with this double-ended tool. Defines, colors and easily contours brows. Let's shape our best brow look. Let's love the confidence of knowing brows are set all day. Let's Go Vibrant!



## Artistry Go Vibrant™ Waterproof Pencil Eyeliner

### WHAT IT IS

Lay down Healthy Beauty with every line. Waterproof, 10-hour wear. Bold color impact. Let's line without a care. Let's feel good about an eye pencil formulated with No Carbon Black. Let's Go Vibrant!



## Artistry Future Glow™ Serum Foundation SPF 35 PA++

### WHAT IT IS

The flawless, Healthy Glow foundation that refines the look of skin with intensive skincare ingredients. Instantly gives a look of flawless radiance—and saturates skin with Youth Care + Complexion Care. See the difference every day.





# Artistry Go Vibrant™

Social Content Sample

Experience Healthy Beauty at its most colorful, with vivid, one-stroke lip color that lasts for hours, packed with skin loving nutrients to replenish lips from within. Look great in every shade. Feel great with clean ingredients. Let's Go Vibrant!





# DEMO



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# Artistry Go Vibrant™



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Artistry Go Vibrant™

— **THANK YOU** —



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