

ARTISTRY SKIN NUTRITION™ MULTI-DEFENSE UV PROTECT SPF50+ POMEGRANATE* 9-STEP TRACEABILITY STORY

The below messaging details the 9-step traceability story for Artistry Skin Nutrition™ Multi-Defense UV Protect SPF50+ Pomegranate*. 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



Sun protection and defense against the damaging, skin-aging effects of pollution in one product? Yes, please! Skin faces assault from up to six major types of irritation-causing pollutants every day, from urban micro-dust particles (PM2.5) and smoke to diesel exhaust. Pomegranate extract has the extraordinary ability to soothe and protect against all of them. Pomegranate helps put the “multi” in Artistry Skin Nutrition™ Multi-Defense UV Protect SPF50+.

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STEP 2 - SELECTING THE SEED



You might know juicy pomegranates provide antioxidant benefits in nutritional supplements, but they also deliver serious antioxidant skin protection in our multi-defense formula. We cultivate pomegranate varieties that contain high concentrations of the beneficial phytonutrients.

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STEP 3 - CHOOSING THE FARM



There's no better source for high-quality pomegranate fruit than our own certified organic Nutrilite™ farm in Jalisco, Mexico. The hot, sunny climate is ideal for growing high-quality pomegranates. Plus, the farm is located away from urban pollution and contamination sources, so our crops soak up only good stuff from the Earth.

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STEP 4 - GROWING



We keep our pomegranates pure and bursting with phytonutrients by nourishing the groves with contaminant-free organic compost. Our technology ensures the trees receive just the right amount of fresh water to ensure optimum nutrient production while conserving water. No harsh chemicals are used on or near the trees.

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STEP 5 - HARVESTING



Pomegranates hit their peak nutrients before they ripen so we hand-pick them while they're still immature and quickly freeze them to capture the beneficial phytonutrients. We make the extract at our Nutrilite™ facility in Washington State in the U.S.A. Just as with the growing cycle, every who, where and when of each harvest is recorded on a “birth certificate” that follows the crop from field to final product, so you can trust the ingredients are pure and safe.

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STEP 6 - EXTRACTING



We think of the juicy seed sacs when we think of consuming pomegranates, but the entire fruit contains beneficial phytonutrients, so we use the entire fruit to make our extract. Just as with growing and harvesting, every detail of the extraction process is documented so the final product is fully traceable.

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STEP 7 - MANUFACTURING



If plants are our passion, production quality is our obsession. Every process attribute and setting is tracked, saved and analyzed to perfect each Artistry™ recipe. We make sure two people verify the process details before production can begin to safeguard against defects and contamination. From ingredient testing to finished product testing, Artistry Skin Nutrition™ products can have more than 400 tests performed to ensure each batch meets our quality standards.

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STEP 8 - PACKAGING



We care about the impact of our packaging, from how well it keeps your product safe and effective throughout its shelf life to its impact on the environment. The Artistry Skin Nutrition™ line eliminated 22% of plastic compared to the previous skincare lines¹. And, the line saves 18,246 Kgs (40,142 pounds) of paper annually by eliminating most inserts with information now printed inside cartons.

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STEP 9 - YOU



Skincare you can love. The peace of mind you deserve. Our promise to reveal your healthy beauty is backed by traceable proof that your product is formulated and made pure, safe and effective – and stays that way throughout its shelf life. That's what makes Artistry Skin Nutrition™ formulations different.

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¹ Artistry Hydra-V™, Artistry Youth Xtend™, Artistry Youth Xtend™ Ultra and Artistry Ideal Radiance™ skin care lines.