



ARTISTRY™

**ARTISTRY™ Intensive Skincare  
Anti-wrinkle Firming Serum  
FAQs**



ARTISTRY™  
intensive skincare

## INTENSIVE SKINCARE SUB-BRAND

### **What is the purpose of the ARTISTRY™ Intensive Skincare line?**

The Intensive line products are at-home treatments that are intended to provide instant visible results similar to those which are achieved in a visit to a dermatologist. The line is targeted at women who want to quickly repair the visible signs of ageing, without the necessity of a visit to a dermatologist's office for an intense treatment/procedure.

### **What are the major benefits of the ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum?**

The new ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum contains a powerful anti-ageing ingredient, pure retinol (a vitamin A alcohol). Retinol is one of the most recommended ingredients by skincare professionals, because it truly works to help rebuild the elasticity and firmness of the skin. For the first time, a breakthrough patented technology, discovered by researchers at a top U.S. university, combines retinol with gentle calming extracts to provide strengthening, firming, and visible lifting benefits, while reducing potential irritation. Skin appears younger, firmer and rejuvenated with a smoother, less crepey look and feel. Users will begin to see results in four weeks, with full results in 12 weeks.

### **Do you have further details on the university study? Were any ARTISTRY scientists involved in the research? Do we have any patents on this?**

**THE DISCOVERY:** The pioneers in the field of ageing skin applications of retinoid research are from a top U.S. university. In fact, the original retinoid clinical study was performed there. After more than a decade of research at the university on the ingredient retinol, working to better understand its mechanism of action, a team of scientists searched for a way to mitigate the side effects of retinol, since those side effects kept people from complying with retinol usage. They investigated how retinol stimulates the epidermal cell proliferation – undertaking many years of research to understand what mechanism caused over-proliferation. After performing in vitro and in vivo testing, research revealed that EGFR (Epidermal Growth Factor Receptor) activation drives hyper-proliferation, resulting in side effects (such as flaking and dryness). These scientists posited that if they could block these receptors, they could deliver a retinol formula, whilst reducing unwanted side effects. They searched for EGFR inhibitors, focusing on existing research on natural and safe inhibitors, validating that they could indeed limit the over-proliferation with plant-derived isoflavones.

Amway then took on testing of over 500 compounds to determine the best-performing blend of isoflavones. Bioassay testing screened these compounds for EGFR inhibition and found that soy and apple isoflavones showed the best results.

### **How does ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum differ from other ARTISTRY anti-ageing products?**

The Intensive Skincare Anti-wrinkle Firming Serum contains an effective amount of pure retinol. It is the first ARTISTRY brand formula to combine three of the most potent collagen-boosting ingredients, retinol + vitamin C + peptides. In fact, the ARTISTRY formula has a first and only technology called Targeting Complex that delivers retinol to the specific skin sites where it can do the most effective collagen-boosting.

### **Are there any plans to extend the ARTISTRY Intensive Skincare product offering?**

The Intensive Skincare line will contain many intensive treatment products that will provide benefits similar to those seen in a dermatologist's office.

### **How should Intensive Skincare Anti-wrinkle Firming Serum be stored?**

The Intensive Skincare Anti-wrinkle Firming Serum should be stored in a cool, dry place and out of direct sunlight. Keep the tube capped tightly. It is not necessary to refrigerate this product.

### **How stable is the retinol used in ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum?**

The Intensive Skincare Anti-wrinkle Firming Serum has completed internal stability testing in package, and unopened, has a two year shelf life. Once opened, it should be used within 10-12 months. Store in a cool, dry place and out of direct sunlight. It is not necessary to refrigerate this product. If exposed to extreme heat, (32°C +) the product may become darker in colour and may lose some of its effectiveness depending on the length of heat-exposure.

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## PRODUCT USE

### **How often should I use Intensive Skincare Anti-wrinkle Firming Serum?**

The recommended use for Intensive Skincare Anti-wrinkle Firming Serum is on alternate nights the first two weeks. It can then be used as a daily skincare product. It is to be used in the evening following facial cleansing with a mild cleanser. The use of a toner is optional. During the usage period of this product, the user should be sure to use daily UVA/UVB protection because skin becomes more sensitive to sunlight, as a result of retinol use.

### **Why do you recommend using sunscreen with continued use of the Intensive Skincare Anti-wrinkle Firming Serum?**

Use of an intensive retinol product that will improve the skin will often leave the skin more sensitive to the sun. It is recommended that users employ a broad spectrum sunscreen product to protect the skin from the damaging UV rays after use.

### **Why is Intensive Skincare Anti-wrinkle Firming Serum recommended for every other night use for the first two weeks?**

Retinol is an especially intensive treatment ingredient with a long history of use in anti-ageing products. For most consumers, it is necessary to build up a tolerance to this powerful ingredient; therefore, we recommend that it be used initially on alternate nights for the first two weeks of use. After the initial use period, the product may be used daily, in the evening, in accordance with the instructions.

### **Since this is a nightly product for how long do I use the serum? How many times per year should I use the Anti-wrinkle Firming Serum?**

Consumers can continue to use Anti-wrinkle Firming Serum as long as they would like to receive the benefits: it is not necessary to stop treatments between tubes. The user may start another tube immediately after finishing the previous one.

### **What is the correct order of use for this product?**

The product should be used at night, after cleansing and toning (optional). The recommended order of use is:

#### **WHEN USED IN THE EVENING:**

- ARTISTRY™ cleanser
- ARTISTRY toner (optional)
- ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum
- ARTISTRY night cream or lotion, Crème LuXury or ARTISTRY Soothing Crème

We recommend that you customise your skincare regimen to meet the individual needs of your skin.

### **Will use of Intensive Skincare Anti-wrinkle Firming Serum in a different order of use affect the product's efficacy?**

For best results apply the Intensive Skincare Anti-wrinkle Firming Serum after use of a mild ARTISTRY cleanser. Toning is optional, but recommended. It should be followed by your normal night-time moisturiser.

### **Can I use my current ARTISTRY skincare regimen with Anti-wrinkle Firming Serum?**

The Intensive Skincare Anti-wrinkle Firming Serum can be easily integrated into your current ARTISTRY skincare regimen. Used in the evening, it fulfills the Step 3 -TREATMENT- step. Apply after cleansing and toning and before your night-time moisturiser.

### **What other treatments can I use in combination with Anti-wrinkle Firming Serum?**

TIME DEFIANCE™ Vitamin C and Wild Yam, Wrinkle Relax, Illuminating Essence and essentials Moisture Plus.

### **What products should I not use with Anti-wrinkle Firming Serum?**

Intensive Repair Serum, Intensive Repair Daily, AHS+, Skin Refinishing Lotion. Use of these products in combination with the Intensive Skincare Anti-wrinkle Firming Serum has not been clinically tested. Everyone's skin is different. Customise your regimen to meet the individual needs of your skin.

### **Is ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum intended for a specific skin type?**

ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum was clinically tested on all skin types, except extremely sensitive, and is suitable for all skin types.

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**I have extremely sensitive skin. What should I expect after application of Intensive Skincare Anti-wrinkle Firming Serum?**

The Intensive Skincare Anti-wrinkle Firming Serum has been thoroughly tested on groups of individuals representing all skin types. There was no evidence of allergic response or extreme skin irritation. However, we recognise that no testing programme can assure that no one will ever develop minor reactions. Since no major clinical irritation was observed in our extensive testing programme, we expect reactions to be limited to minor tingling sensations, a slight stinging or redness lasting for several minutes. Each person's tolerance for these sensations is different.

**I used the Intensive Skincare Anti-wrinkle Firming Serum and experienced some skin sensation. What should I do?**

Of the volunteers who participated in safety and efficacy test on all skin types, none experienced the extreme irritation often associated with a retinoid product. But everyone's skin is different; it is possible some individuals may experience redness and/or stinging. If redness persists, we recommended that you wait additional days between treatments. Discontinue use if persistent redness, burning or stinging occurs.

**How close to the eyes can you apply Intensive Skincare Anti-wrinkle Firming Serum?**

It should not be applied directly in the eye area, or on the eyelids. If the product gets into the eye, it should be rinsed out immediately. If rinsing the eye with water does not alleviate the problem, then a doctor should be consulted.

**How long will the product last?**

One tube of Anti-wrinkle Firming Serum lasts approximately eight weeks.

**What is the targeted age group for this product?**

ARTISTRY™ Intensive Skincare Anti-wrinkle Firming Serum was developed for individuals 35 years and older, who are currently users of a regimen, wanting to help prevent and repair targeted signs of ageing.

**If I'm younger can I use this product?**

Age is not the determining factor for this product's use. Younger consumers, aged 25 and above with early signs of ageing may also benefit from the use of this product.

## TECHNOLOGY AND INGREDIENTS

**What are the technologies used in the ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum formula?**

ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum contains pure retinol (a vitamin A alcohol) at an effective level to improve the appearance of the skin by providing both firming and visible lifting benefits. In addition to retinol, one of the most recommended anti-ageing ingredients, we have blended vitamin C and peptides into this highly concentrated and potent formula for additional collagen-boosting power.

It also contains ingredients collectively called the Targeting Complex that are used to help reduce the potential negative effects of retinoid treatment. Additionally, it also contains natural extracts to help soothe the skin after product application.

**What type of fragrance is used in ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum?**

The fragrance can be described as an herbal citrus, floral. The main top herbal notes are basil and clary sage, with fruit notes such as mandarin orange and grapefruit; middle notes include orange flower, rose and jasmine notes; the bottom notes are a woody musk.

**Does the Intensive Skincare Anti-wrinkle Firming Serum contain any animal ingredients?**

ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum contains natural squalane which is derived from shark liver oil.

**Does Intensive Skincare Anti-wrinkle Firming Serum contain gluten?**

The Intensive Skincare Anti-wrinkle Firming Serum formula does not contain any wheat ingredients. But it does contain an oat derivative, so we do not characterise this product as gluten-free.

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## RESULTS

### What are the benefits of the product?

After twelve weeks of use, the product delivers the following benefits to ageing skin:

- Smoothed fine lines and wrinkles
- Firmer-feeling skin
- Healthier-looking skin
- Improved texture
- Better skin clarity
- Reduced discolorations
- Brighter, more even skin tone

### How long will the benefits of a treatment of Intensive Skincare Anti-wrinkle Firming Serum last?

The benefits of Intensive Skincare Anti-wrinkle Firming Serum will last with continued use of the product and the use of one's regular regimen to help maintain results. Of course, results depend on exposure to sun, free radicals, and damaging environmental aggressors.

### How quickly will I see a difference in my skin?

Clinical and consumer testing conducted on ARTISTRY Intensive Skincare Anti-wrinkle Firming Serum showed significant improvement after various times of use, see the CLAIMS section.

## CLAIMS

### OVERNIGHT

See healthier-looking skin, overnight.  
See a healthy-looking glow, overnight.  
Laboratory testing has shown 300% more overnight collagen activity.\*  
\*in vitro study

### ONE USE

After just one use, reduces fine lines.  
After just one use, 98% of women showed smoother skin.  
Instantly, smoothes roughness and dryness/skin felt smoother and softer.  
Instantly, improves skin clarity.

### TWO WEEKS

After 2 weeks, reduces fine lines / 3 out of 4 women showed reduced fine lines.  
After 2 weeks, skin feels smoother.  
After 2 weeks, improves skin clarity / 97% of women showed better clarity.

### FOUR WEEKS

SAME AS TWO WEEKS CLAIMS  
After 4 weeks, skin looked younger.  
After 4 weeks, increases firmness.  
After 4 weeks, reduces fine lines / 4 out of 5 women showed fewer fine lines.  
After 4 weeks, evens out skin tone.  
After 4 weeks, 100% of women showed smoother, clearer (more even skin tone) skin.  
After 4 weeks, skin looked brighter.

### EIGHT WEEKS

SAME AS ABOVE  
After 8 weeks, reduces deep wrinkles / 3 out of 4 women showed fewer deep wrinkles.  
After 8 weeks, 94% of women showed firmer skin.  
After 8 weeks, 98% of women showed fewer fine lines.\*\*

**I understood that this product is based on dermatological treatments, however in the instruction leaflet it states the following: Results not equivalent to dermatological procedures. Please explain.**

Anti-wrinkle Firming Serum is based on the BENEFITS of a dermatological treatment, but not the RESULTS. These treatments do not substitute dermatological procedures.

\*\*\* The clinical and consumer testing was done on approximately 60 women, of both Caucasian and Asian ethnicities, ages 35-65., over a 12 week period.

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**What is the difference in our various wrinkle reducing skincare products, ie. Intensive Skincare Anti-wrinkle Firming Serum and the existing products, such as TIME DEFIANCE 3D Lifting Serum, TIME DEFIANCE Vitamin C & Wild Yam and TIME DEFIANCE Wrinkle Relax.**

Intensive Skincare Anti-wrinkle Firming Serum contains an effective amount of pure retinol. It is the first time in the ARTISTRY brand history that one formula combines three of the most potent collagen-boosting ingredients, retinol + vitamin C + peptides. In fact, the ARTISTRY formula has a first and only technology called Targeting Complex that delivers the retinol to specific skin receptor sites where it can do the most effective collagen-boosting.

**The ARTISTRY TIME DEFIANCE 3D Lifting Serum has recently been discontinued. I understand that this is because Intensive Skincare Anti-wrinkle Firming Serum addresses the same issues and has superior benefits, compared to the 3D Lifting Serum. How do the benefits of these two products compare? Please explain.**

Product	Mechanics	Key Ingredients	Usage	Instant Benefit	Long Term Benefit with Continued Use
<b>Intensive Skincare Anti-wrinkle Firming Serum</b>	Helps rebuild the elasticity and firmness of the skin while reducing visible wrinkles by boosting collagen	Retinol, vitamin C, peptides, patented Targeting Complex	Once in the evening, before moisturiser	Overnight "glow"	Yes
<b>TIME DEFIANCE 3D Lifting Serum</b>	Helps prevent and repair the visible signs of sagging skin	Derma I, Derma II, patented Derma III and HLM+	Twice a day before moisturiser	Yes – Film Formers provide a temporary tightening effect	Yes
<b>TIME DEFIANCE Wild Yam and Vitamin C</b>	Designed for older, mature (photo-damaged/drier) skin caused by equipment aggressors	Vitamin C and wild yam extract	Twice daily, applied to focused wrinkle areas, before moisturiser	No	Yes
<b>TIME DEFIANCE Wrinkle Relax</b>	Designed to help treat expression lines	Patented peptide	Twice daily after before moisturiser	Yes	Yes

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## CAUTIONS

### **If I have a bad sunburn, can I use this product? How about after a dermatological peel or laser treatment?**

Generally, we do not recommend that any cosmetic product be used after a “bad” sunburn or any treatment that causes extreme inflammation. The product should only be used after inflammation has subsided. For use after chemical peel or laser treatment, consult a doctor.

### **Can I use this when I’m pregnant?**

In the overall safety assessment, all potential users should be taken into account. Safety studies of cosmetics are not conducted on pregnant women. In case of pregnancy a doctor should be consulted prior to use.

### **Can I use Intensive Skincare Anti-wrinkle Firming Serum on my eyelids?**

The Intensive Skincare Anti-wrinkle Firming Serum is not recommended for use directly in the eye area or on the eyelids. If product gets in the eye, it should be rinsed out immediately.

### **Can I use Intensive Skincare Anti-wrinkle Firming Serum if I am using treatment products like Intensive Repair Serum, Intensive Repair Daily, AHS Plus, Skin Refinishing Lotion, 3D Lifting Serum, Vitamin C and Wild Yam or Renewing Peel?**

Use of these products in combination with the Intensive Skincare Anti-wrinkle Firming Serum has not been clinically tested. Everyone’s skin is different. Customise your regimen with these products to meet the individual needs of your skin.

### **Can ARTISTRY Intensive Skincare Renewing Peel be used at the same time?**

We do not recommend using both products at the same time. Preferably, one would use the full 6-week course of the Renewing Peel, wait 1-2 weeks, then initiate use of Anti-wrinkle Firming Serum. One can go on using Anti-wrinkle Firming Serum, or if they choose to use the Renewing Peel again, discontinue use of the Anti-wrinkle Firming Serum, wait 1-2 weeks, and begin using the Renewing Peel for 6 weeks.

## ARTISTRY™ Intensive Skincare Anti-wrinkle Firming Serum Glossary

*Collagen and elastin* – the structural support proteins of the skin

*Dermis* – the skin’s inner layer when collagen and elastin reside; responsible for the firmness of the skin

*Epidermis* – the skin’s outer layer

*Hyperplasia* – scaling and flaking of the skin, sometimes seen with retinol use.

*Isoflavones or flavonoids* – naturally occurring in plants, they serve as excellent antioxidants. The major isoflavones in soybean are genistein and daidzein

*Retinol* – vitamin A alcohol

*Peptides* – stretches of amino acids that stimulate regions of protein in the skin.

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