



THE ARTISTRY SIGNATURE FOUNDATION GUIDE

How to choose the foundation
that is right for you

The critical link between skincare and makeup is foundation. Artistry® foundations combine the science of skincare with the first step of color. Discover foundations that hydrate, balance, and even fight the signs of aging for a healthy, flawless look every day.

The right foundation enhances skin's natural look by camouflaging imperfections and evening out skin tone.

Finding the right foundation is easier than you think.

FORWARD BEAUTY
ARTISTRY®



HOW TO USE THE ARTISTRY SIGNATURE FOUNDATION GUIDE



- Artistry® Foundations – This is your overview of all foundations and their unique benefits.
- Artistry® Signature Foundation Finder – Use this tool to help determine the right foundation based on desired coverage, finish, and benefits.
- Artistry® Signature Foundation Shade Finder – This tool will help determine the ideal shade match from our signature palette, based on undertone and natural skin color.
- Artistry® Signature Shade Conversion Tool – Whether you've been shade matched in the new Artistry® Signature palette or already have a favorite shade in another Artistry® palette, this tool is your guide. Simply locate your current shade and formula to identify your corresponding shade in any Artistry® foundation.
- Artistry® Foundation Tips and Resources.

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ARTISTRY FOUNDATIONS



More Than a Foundation

Artistry Youth Xtend™ Lifting Smoothing Foundation SPF 20

Our most advanced Artistry® anti-aging foundation ever helps extend the flawless, radiant, youthful look of your skin into the future. Combines anti-aging care and flawless coverage to create skin's youthful perfection. Its rich, hydrating formula with Artistry Youth Xtend™ technology helps lift and firm the look of your skin over time. 82% of consumers said the appearance of fine lines and wrinkles were reduced instantly. Replaces Time Defiance® Firming Creme Foundation.

1 fl. oz.

Chablis – L1C1 11-0007	Bisque – L1N1 11-0008	Buff – L1W1 11-0009	Cream – L1W2 11-0010	Chiffon – L2C1 11-0011	Ochre – L2N1 11-0012	Natural – L2N2 11-0013
Sand – L2W1 11-0014	Plush – L3C1 11-0015	Tawny – L3N1 11-0016	Soleil – L3W1 11-0017	Sienna – L4C1 11-0018	Golden – L4N1 11-0019	Brulee – L4W1 11-0020
Chestnut – L5C1 11-0021	Caramel – L5N1 11-0022	Cappuccino – L5W1 11-0023	Mocha – L6C1 11-0024	Walnut – L6N1 11-0025	Mink – L6W1 11-0026	



Instantly Moisturize and Smooth Your Complexion

Artistry® Hydrating Foundation SPF 20

Artistry® Nourish 3 Complex maintains skin's optimal moisture levels for up to eight hours, and light-scattering capabilities diminish the appearance of fine lines. Built-in SPF 20 and Veil of Protection Technology help prevent the signs of premature aging for a fresh, natural, and flawlessly radiant complexion.

1 fl. oz.

Pearl 10-6133	Chablis 10-6134	Cameo 10-6136	Bone 10-6137	Shell 10-6138	Vanilla 10-6140
Ochre 10-6145	Natural 10-6146	Soleil 10-6147	Plush 10-6148	Golden 10-6150	Toffee 10-6151



A Silky-Smooth, Oil-Free Foundation

Artistry® Balancing Foundation SPF 20

Specially Formulated with Artistry® Tri-Balance Complex to restore skin's equilibrium. Micro-Sponge Technology absorbs 600% of its weight in oil to help control shine for up to 12 hours. SPF 20 sunscreen and Veil of Protection Technology help prevent the signs of premature aging with a flawless matte finish.

1 fl. oz.

Chablis 10-6162	Cameo 10-6164	Bone 10-6165	Shell 10-6166	Vanilla 10-6168	Ochre 10-6173
Natural 10-6174	Soleil 10-6175	Plush 10-6176	Golden 10-6178	Toffee 10-6179	Bronze 10-6181



Invisibly Seamless, Instantly Perfecting

Artistry Exact Fit™ Powder Foundation

Realize skin-perfected coverage through a formula that includes a blend of Tahitian pearls and optical prisms that mimic the look of real skin. Rare Amazonian minerals help control shine for a beautifully natural matte finish that lasts, even in heat and humidity. Available in 18 shades to keep skin perfected all day. Fits perfectly into the Artistry Exact Fit™ Compact (11-6745) (sold separately).

.4 oz.

Chablis – L1C1 11-6724	Bisque – L1N1 11-6725	Buff – L1W1 11-6726	Cream – L1W2 11-6727	Chiffon – L2C1 11-6728	Ochre – L2N1 11-6729
Natural – L2N2 11-6730	Sand – L2W1 11-6731	Plush – L3C1 11-6732	Tawny – L3N1 11-6733	Soleil – L3W1 11-6734	Sienna – L4C1 11-6735
Golden – L4N1 11-6736	Brulee – L4W1 11-6737	Chestnut – L5C1 11-6738	Caramel – L5N1 11-6739	Cappuccino – L5W1 11-6740	Walnut – L6N1 11-6742



Hydrate, Treat, Protect, and Perfect in One Beautiful Step

Artistry® Tinted Moisturiser SPF 15

A perfect blend of skincare and makeup that hydrates and helps protect skin, while it softens the appearance of fine lines and adds a sheer hint of color for a healthy, dewy glow. A powerful moisturizer, this lightweight formula provides ideal protection from the sun's harmful, damaging rays for naturally beautiful, younger-looking skin. The sheer color stays true and wears evenly all day long.

1 fl. oz.

Tint 1 10-6265	Tint 2 10-6266	Tint 3 10-6267	Tint 4 10-6268	Tint 5 10-6269	Tint 6 10-6270	Tint 7 10-6271	Tint 8 10-6272
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ARTISTRY SIGNATURE FOUNDATION FINDER

ARTISTRY FOUNDATIONS – EVEN

The right foundation formula can enhance skin's natural look by covering imperfections and evening skin tone. Created by Artistry scientists and Global Makeup Artist Rick DiCecca, the Artistry® Signature Foundation Finder makes it easy to find the perfect foundation for you.

Artistry® Tinted Moisturiser
Artistry® Exact Fit™ Powder Foundation
Artistry® Balancing Foundation
Artistry® Hydrating Foundation
Artistry Youth Xtend™
Lifting Smoothing Foundation



COVERAGE

Sheer – natural skin is visible but perfected					
Medium – skin is evened and imperfections covered					
Complete – particular skin concerns covered					

FINISH

Matte – a shine-free complexion					
Natural – true to your current skin finish					
Satin – luminous and soft					
Radiant – help your skin glow					

INSTRUCTIONS:

1. Use the left column to determine the coverage, finish, and benefits that are most important to you.
2. Then scan across the top of the chart to find the foundation that best meets your needs.

BENEFITS

Anti-Aging					
Radiance					
Hydrating					
Lifting/Firming					
Long Wear					
Oil Control/Shine Prevention					
SPF Protection	20	20	20		15

Artistry® Signature Foundation Finder

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ARTISTRY SIGNATURE FOUNDATION SHADE FINDER



Exclusive Artistry® F.A.C.E.S. Technology was used to develop foundation shades that accurately match skin tones from around the world. Finding a shade that's flattering and true is as simple as understanding your shade level and determining your undertone. Use the Artistry® Signature Foundation Shade Finder to choose your perfect match in Artistry Youth Xtend™ Lifting Smoothing Foundation or Artistry Exact Fit™ Powder Foundation.

LEVEL

Natural skin tones vary, so the Artistry® Signature Foundation shades are categorized into six natural levels, from light to dark. Choose the row of swatches in the Shade Finder that best represents the depth of your natural skin color. Here is an easy way to gauge your color level:

- Level 1 = Fair**
(color of milk)
- Level 2 = Light**
(color of sweet cream)
- Level 3 = Light-Medium**
(color of weak tea)
- Level 4 = Medium**
(color of milk chocolate)
- Level 5 = Medium-Dark**
(color of strong tea)
- Level 6 = Dark**
(color of strong coffee)

UNDERTONE

Artistry® Signature Lifting Smoothing Foundation shades are divided into three groupings based on the amount of warmth vs. coolness in your complexion – or the undertone.

Warm: Does your skin have a golden or olive hue? Do the veins in your wrists appear more green than blue? Do you get more compliments when you wear browns, dark greens, oranges, and yellows? If you answered “yes” to most of these questions, then your undertone is likely Warm.





















Neutral: Does your skin have an even-toned, neutral hue that is neither pink nor golden? Do the veins in your wrists appear a little green and also a little blue? Does any clothing color suit you well? If you answered “yes” to most of these questions, then your undertone is likely Neutral.

Cool: Does your skin have a pink or rosy hue? Do the veins in your wrists appear more blue than green? Do you get more compliments when you wear pinks, purples, blues, and whites? If you answered “yes” to most of these questions, then your undertone is likely Cool.

LEVEL + UNDERTONE = PERFECT SHADE MATCH

The combination of level and undertone will help you determine your perfect shade. Using the chart below, match your level (rows 1–6) to the undertone that you determined fits your complexion.

For example, if your skin color is Level 3 and your undertone is Neutral, your shade match would be L3N1 Tawny.

		UNDERTONE		
		WARM	NEUTRAL	COOL
LEVEL	1	 Buff – L1W1  Cream – L1W2	 Bisque – L1N1	 Chablis – L1C1
	2	 Sand – L2W1	 Ochre – L2N1  Natural – L2N2	 Chiffon – L2C1
	3	 Soleil – L3W1	 Tawny – L3N1	 Plush – L3C1
	4	 Brulee – L4W1	 Golden – L4N1	 Sienna – L4C1
	5	 Cappuccino – L5W1	 Caramel – L5N1	 Chestnut – L5C1
	6	 Mink – L6W1*	 Walnut – L6N1	 Mocha – L6C1*

*These shades are only available in Artistry Youth Xtend™ Lifting Smoothing Foundation.

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ARTISTRY SIGNATURE SHADE CONVERSION TOOL



FOUNDATION

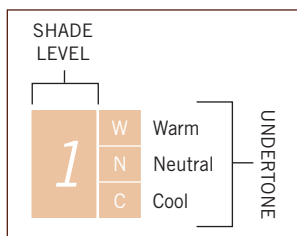
CONCEALER/ POWDER

INSTRUCTIONS

(If you're already using an Artistry® foundation):

1. At the top of the chart, locate the foundation you're currently using and your shade directly below.
2. Look across the row to determine your corresponding shade in any Artistry® foundation, concealer, or powder.

LEGEND



LEVEL		FOUNDATION				CONCEALER/ POWDER	
		Artistry® Balancing Foundation		Artistry® Hydrating Foundation		Artistry® Concealer	
		Artistry Youth Xtend™ Lifting Smoothing Foundation		Artistry Exact Fit™ Powder Foundation		Artistry Exact Fit™ Perfecting Loose Powder	
1	W	Buff – L1W1, Cream – L1C1		Buff – L1W1, Cream – L1C1		Light	Light
	N	Bisque – L1N1	Pearl	Bisque – L1N1	Pearl	Light	Light
	C	Chablis – L1C1	Chablis, Cameo	Chablis – L1C1	Chablis, Cameo	Light	Light
2	W	Sand – L2W1	Vanilla, Sand	Sand – L2W1	Vanilla	Fair	Light
	N	Ochre – L2N1, Natural – L2N2	Bone, Ochre, Natural	Ochre – L2N1, Natural – L2N2	Bone, Ochre, Natural	Fair	Light
	C	Chiffon – L2C1	Shell	Chiffon – L2C1	Shell, Chiffon	Fair	Light
3	W	Soleil – L3W1	Soleil	Soleil – L3W1	Soleil	Medium	Medium
	N	Tawny – L3N1		Tawny – L3N1	Linen	Medium	Medium
	C	Plush – L3C1	Plush	Plush – L3C1	Plush	Medium	Medium
4	W	Brulee – L4W1		Brulee – L4W1	Golden	Tan	Medium
	N	Golden – L4N1	Golden	Golden – L4N1	Toffee	Tan	Medium
	C	Sienna – L4C1		Sienna – L4C1		Tan	Medium
5	W	Cappuccino – L5W1	Bronze	Cappuccino – L5W1	Bronze	Deep	Dark
	N	Caramel – L5N1		Caramel – L5N1		Deep	Dark
	C	Chestnut – L5C1	Toffee	Chestnut – L5C1		Deep	Dark
6	W	Mink – L6W1				Dark	Dark
	N	Walnut – L6N1	Espresso, Mink	Walnut – L6N1	Espresso, Mink	Dark	Dark
	C	Mocha – L6C1				Dark	Dark

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ARTISTRY FOUNDATION TIPS



TIPS FOR MAKING THE SALE

1. Use the foundation tools to determine the right Artistry® foundation and the perfect shade match for your customer.
2. Apply a sample of the shade along the jaw line using a disposable cosmetic sponge or cotton ball.
3. If the foundation shade is not right, try one shade lighter or one shade darker.
4. Once you determine the correct match, offer a complete foundation application.*
5. Use a mirror to show her the flawless finish and ask if she would like you to place her order.
6. If she is not ready to purchase, be sure to note which foundation and shade she sampled. Make sure to provide your contact information.
7. Follow up in a couple of days to see if she would like to order her foundation. Also, share other skin-perfecting products: Artistry Youth Xtend™ Skincare System or Power System, Artistry® Concealer, and Artistry Exact Fit™ Perfecting Loose Powder.

*For a complete foundation application, have your customer first dot foundation onto her forehead, cheeks, and chin. Blend the foundation with a cosmetic sponge, foundation brush, or cotton ball. Use light strokes across the forehead and toward the hairline, down the top and sides of the nose, across the cheeks and toward the ears, under the nose, around the lips, onto the chin, and away at the jaw line. Finish with a light application to the eyelids.

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ARTISTRY FOUNDATION RESOURCES



RESOURCES FOR MAKING THE SALE

Artistry® Sampler Pouch (40-1706)

A professional, convenient, and affordable way to share product samples and the Amway™ business opportunity with customers and prospects.



Artistry Youth Xtend™ Lifting Smoothing Foundation

Artistry Youth Xtend™ Lifting Smoothing Foundation 24-Foil Sample Multi-Shade Bundle (40-1713)

Artistry Youth Xtend™ Lifting Smoothing Foundation Video

Artistry Youth Xtend™ Lifting Smoothing Foundation Product Sales Guide

Artistry Youth Xtend™ Infographic



Artistry Exact Fit™ Powder Foundation

Artistry Exact Fit™ Powder Foundation Product Sales Guide (with demonstrations)

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