

Skin Care, S.A.M. & You

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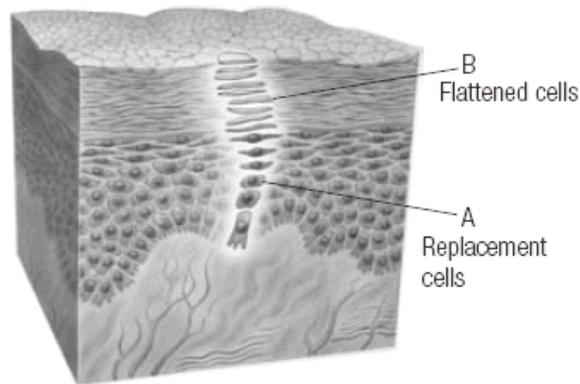
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Skin Growth

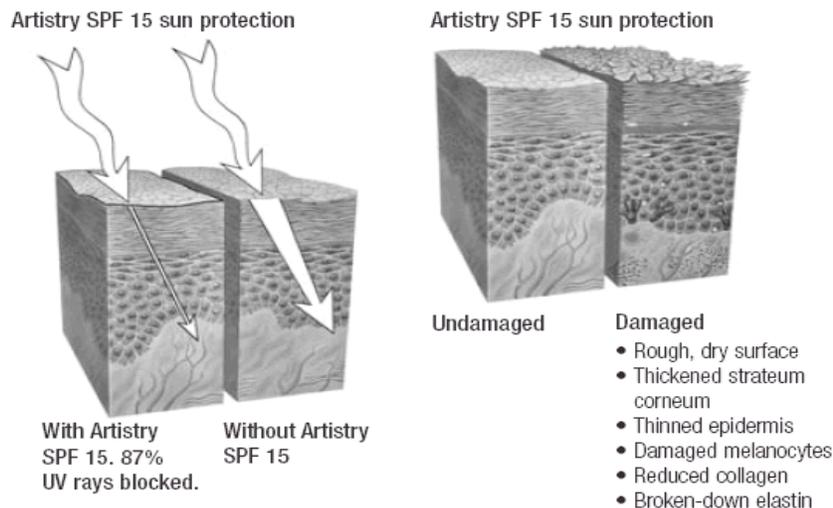
New skin cells are born at the base of the epidermis and slowly move upward, losing moisture and flattening out (B) as they rise until they form a paper-thin surface.



This indispensable new surface helps guard against moisture loss and protects against environmental damage. The cells on the surface of the skin are continually sloughed off to accommodate replacement cells (A). The entire process takes up to three weeks for younger skin and about twice that long for mature skin.

Why SPF Coverage is important

Recent research has shown that the sun's rays can damage skin on two different levels. **UVB** rays penetrate the top layers of the skin and cause sunburn and therefore premature aging. Of even greater concern, however, are **UVA** rays, which penetrate deeper. They break down collagen and elastin, two elements that help maintain healthy, youthful-looking skin.



Both ARTISTRY Hydrating and Balancing moisturisers feature PABA-free, SPF-15 sunscreen that helps guard against damaging UVA and UVB rays. This sunscreen also helps reduce the thinning of skin, loss of elasticity, collagen breakdown, and the formation of wrinkles that result from overexposure to ultraviolet sunlight.

ARTISTRY Skin Care

Artistry Essentials Hydrating System

Best for normal-to-dry skin.
Safe for use on sensitive skin

You're just three steps away from instantly hydrated skin! Natural ingredients like Indian fig and omega, equalize and optimize hydration, creating your skin's perfect moisture balance.

ARTISTRY Essentials Hydrating Cleanser

- Cleanses, exfoliates, and hydrates skin.
- Contains patented exfoliation technology.
- Reveals fresh, smooth, even-looking skin every time you cleanse.
- Ultra-moisturising ingredients soothe dry skin for a radiant finish.

ARTISTRY Essentials Hydrating Toner

- Energizes skin, boosting its ability to stay hydrated throughout the day.

ARTISTRY Essentials Hydrating Lotion SPF 15

- Protects skin from the signs of premature aging.
- Features UVA/UVB and patent-pending free radical protection.
- Keeps skin perfectly hydrated throughout the day.

Essentials Balancing System

Best for combination-to-oily skin
Safe for use on sensitive skin

ARTISTRY Essentials Balancing Cleanser

- Cleanses, clarifies, and exfoliates skin to a balanced finish.
- Contains patented exfoliation technology.
- Oil-free cleanser controls shine all day.
- Adjusts for continuous oil control.

ARTISTRY Essentials Balancing Toner

- Energizes skin revealing a fresh, matte finish.
- Oil-free toner keeps skin perfectly balanced throughout the day.

ARTISTRY Essentials Balancing Lotion SPF 15

- Protects skin from the signs of premature aging.
- Features UVA/UVB and patent-pending free radical protection.
- Oil-free lotion keeps skin perfectly balanced throughout the day.

Time Defiance Skin Care

Anti-Aging Skin Care

*The most advanced anti-aging science available, with benefits beyond invasive dermatological procedures. **Now available for both normal-to-dry and normal-to-oily skin.***

Time Defiance Cleansing Treatment

- Gently cleanses and calms skin

Time Defiance Conditioning Toner

- Pampers, hydrates and prepares the skin to receive the maximum anti-aging benefits

Time Defiance Moisturizer

- Patent-pending science delivers powerful defense against aging, to help prevent and repair damage to elastin and collagen, while increasing skin hydration by 181%.

Other Essentials Products

ARTISTRY Essentials Soothing Crème

- Calms and soothes stressed skin.
- Natural ingredients and omegas quiet upset skin.
- Improves skin's resistance to environmental stress.
- Enriched with antioxidant vitamins A, C, and E.
- Perfect for use on sensitive skin.
- May be used as a nighttime moisturiser.

ARTISTRY Essentials Moisture Plus

- Helps skin retain moisture.
- Provides moisture where skin needs it most.
- Enriched with omegas and botanicals for instant hydration.

Why do I need a 3-step System?

Cleanser: To remove surface dirt, oil & impurities

Toner: To break down surface dirt, oil and impurities and chemicals from water that the Cleanser cannot, helping to restore pH level to normal

Moisturizer: To moisturize & balance skin, improve elasticity and protect against environmental assaults

What if someone has combination skin? Can I mix-and-match?

YES! ARTISTRY's skin care systems are formulated to work together. This allows you to customize your Client's skin care routine!

My Skin Type: _____

My Recommended Skin Care System: _____

clear.now Order of Application

- 1. Cleanse**
Use a.m. and p.m. clear.now Acne Treatment Wash
- 2. Tone**
Use a.m. and p.m. clear.now Purifying Toner
- 3. Repair**
Use quarterly in p.m. ARTISTRY Time Defiance Intensive Repair Serum
- 4. Treat**
Use a.m. and p.m. clear.now Acne Treatment Lotion
- 5. Special Treatments**
*Select based on needs
for use in a.m. or p.m.* ARTISTRY Essentials Anti-Blemish Treatment
ARTISTRY Replenishing Eye Crème
Time Defiance Vitamin C + Wild Yam Treatment
Bright Idea Illuminating Essence
- 6. Moisturize (a.m.)** ARTISTRY Essentials Balancing Moisturiser
- 7. Moisturize (p.m.)** ARTISTRY Time Def. Night Recovery Lotion

Skin Care Order of Application

1. Cleanse **Essentials System Cleaner**

AM and PM

2. Tone **Essentials System Toner**

AM and PM

****Use Polishing Scrub and/or Masque as needed 1-3 times per week****
Repeat step 2 after using the Masque.

3. Repair **Intensive Repair Serum**

PM (Quarterly)

4. Treat *Selected products as needed or desired, use AM and PM*

- Essentials Anti-Blemish Treatment
- Replenishing Eye Crème
- TIME DEFIANCE Derma Erase
- TIME DEFIANCE Vitamin C + Wild Yam
- Skin Refinishing Lotion OR Alpha Hydroxy Serum Plus
- BRIGHT IDEA Illuminating Essence
- Essentials Moisture Plus (Normal-to-Dry skin)
- Essentials Soothing Crème (as needed)
- Time Defiance 3-D Lifting Serum

5. Moisturize

- Daytime – Choose one:
Essentials Hydrating or Balancing Lotion SPF 15
Essentials Soothing Crème (for delicate skin)
TIME DEFIANCE Day Protect Lotion or Crème SPF 15
- Nighttime – Choose one:
Essentials Hydrating or Balancing Lotion SPF 15
Essentials Soothing Crème (for delicate skin)
TIME DEFIANCE Night Recovery Lotion or Crème

Skin Care Routine Chart

Available as a free download at Quixtar.com: #29503A

SKINCARE ROUTINE CHART

Armstrong® skin care offers advanced skin care solutions to keep you looking your very best at every age. With personalized products for every skin type, Armstrong offers a variety of formulas to meet all of your skin care needs. From essential skin care and special treatment care, to hand and body skin care, you'll find products to treat and nurture every inch of your skin. And with exclusive anti-aging skin care products specially formulated to fight the visible signs of aging, you can face time with confidence every day – and every year.

Determine Your Skin Type*	Normal-to-Dry Skin	Combination-to-Oily Skin
Use the chart to determine which products to use, based on your skin type.	Skin appears dull, dry, and prone to flaking. Pores are small and blemishes are rare.	Skin has an oily sheen, especially in T-zone. Breakouts are common and pores are enlarged.
1 Cleanse Select one for use a.m. and p.m.	<ul style="list-style-type: none"> essential hydrating cleanser (6-week supply) Time Devance® Cleansing Treatment (6-week supply) 	<ul style="list-style-type: none"> essential balancing cleanser (6-week supply) Time Devance Cleansing Treatment (6-week supply)
2 Tone Select one for use a.m. and p.m.	<ul style="list-style-type: none"> essential hydrating toner (6-week supply) Time Devance Conditioning Toner (6-week supply) 	<ul style="list-style-type: none"> essential balancing toner (6-week supply) Time Devance Conditioning Toner (6-week supply)
3 Repair 14-night treatment. Use quarterly in p.m.	<ul style="list-style-type: none"> Time Devance Intensive Repair Serum (14-night supply) Boosts skin's natural ability to repair past damage 	<ul style="list-style-type: none"> Time Devance Intensive Repair Serum (14-night supply) Boosts skin's natural ability to repair past damage
4 Treat Products may be used in any order. Select based on needs for a.m. and p.m.	<ul style="list-style-type: none"> essential anti-blemish treatment (12-week supply) Acne control Replenishing Eye Creme (10-week supply) Under-eye puffiness and dark circles Time Devance Dermal Erase (4-week supply) Non-invasive expression line treatment Time Devance Vitamin C + Wild Yam Treatment (4-week supply) Intensive wrinkle treatment Skin Redefining Lotion or Alpha Hydroxy Serum Plus (6-week supply) (select one) Silder, smoothes, firms skin Uplifts skin tone and deodorization Bauer Inc.® Illuminating Essence (6-week supply) Uplifts skin tone and deodorization essential moisture plus (12-week supply) Immediate moisture boost essential soothing creme (use as needed) Calm and soothes sensitive skin Time Devance 30 Lifting Serum (6-week supply) Instantly firms, tightens, more flexible skin 	<ul style="list-style-type: none"> essential anti-blemish treatment (12-week supply) Acne control Replenishing Eye Creme (10-week supply) Under-eye puffiness and dark circles Time Devance Dermal Erase (4-week supply) Non-invasive expression line treatment Time Devance Vitamin C + Wild Yam Treatment (4-week supply) Intensive wrinkle treatment Skin Redefining Lotion or Alpha Hydroxy Serum Plus (6-week supply) (select one) Silder, smoothes, firms skin Uplifts skin tone and deodorization Bauer Inc. Illuminating Essence (6-week supply) Uplifts skin tone and deodorization essential soothing creme (use as needed) Calm and soothes sensitive skin Time Devance 30 Lifting Serum (6-week supply) Instantly firms, tightens, more flexible skin
5 Moisturize – Daytime Select one for use in a.m.	<ul style="list-style-type: none"> essential hydrating lotion SPF 15 (12-week supply) Moisturizer with antioxidants and SPF 15 Time Devance Day Protect Creme SPF 15 (14-week supply) Intensive, age-defying moisturizer with antioxidants and SPF 15 	<ul style="list-style-type: none"> essential balancing lotion SPF 15 (12-week supply) Moisturizer with antioxidants and SPF 15 Time Devance Day Protect Lotion SPF 15 (14-week supply) Intensive, age-defying moisturizer with antioxidants and SPF 15
Moisturize – Nighttime Select one for use in p.m.	<ul style="list-style-type: none"> essential hydrating lotion SPF 15* (12-week supply) Moisturizer with antioxidants and SPF 15 Time Devance Night Recovery Creme (14-week supply) Intensive, age-defying moisturizer with antioxidants 	<ul style="list-style-type: none"> essential balancing lotion SPF 15* (12-week supply) Moisturizer with antioxidants and SPF 15 Time Devance Night Recovery Lotion (14-week supply) Intensive, age-defying moisturizer with antioxidants

*For sensitive skin, use the essential Skin Care System that is suitable for your skin type. If sunscreen sensitive, apply essential soothing creme prior to your daily SPF lotion.

Artistry Profile

Free download at Qixtar.com: L-6395SAY

<p>Name _____ Address _____ City _____ State _____ ZIP/Postal Code _____ Occupation _____</p>	<p>Date _____ Consultant _____ Phone _____ Additional Information _____</p>
<p>New! Essentials Skin Care / Nouveau Soins de la Peau Essentiels</p> <p>Hydrating System / Ligne Hydratante</p> <p><input type="checkbox"/> Essentials Hydrating Cleanser / Démaquillant Hydratant Essentiels</p> <p><input type="checkbox"/> Essentials Hydrating Toner / Tonique Hydratant Essentiels</p> <p><input type="checkbox"/> Essentials Hydrating Lotion / Lotion Hydratante Essentiels</p> <p>Balancing System / Ligne Équilibrante</p> <p><input type="checkbox"/> Essentials Balancing Cleanser / Démaquillant Équilibrant Essentiels</p> <p><input type="checkbox"/> Essentials Balancing Toner / Tonique Équilibrant Essentiels</p> <p><input type="checkbox"/> Essentials Balancing Lotion / Lotion Équilibrante Essentiels</p> <p>TIME DEFENCESM Skin Care / Soins Anti-Age TIME DEFENCESM</p> <p><input type="checkbox"/> TIME DEFENCE Skin Care System - Normal to Dry / Ligne de Soins de la Peau TIME DEFENCE - Pour normale à sèche</p> <p><input type="checkbox"/> TIME DEFENCE Skin Care System - Combination to Oily / Ligne de Soins de la Peau TIME DEFENCE - Pour mixte</p> <p><input type="checkbox"/> TIME DEFENCE Cleansing Treatment / Traitement Purifiant TIME DEFENCE</p> <p><input type="checkbox"/> TIME DEFENCE Conditioning Toner / Tonique Revitalisant TIME DEFENCE</p> <p><input type="checkbox"/> TIME DEFENCE Day Protect Creme SPF15 / Crème Protectrice de Jour avec FPS 15 TIME DEFENCE</p> <p><input type="checkbox"/> TIME DEFENCE Day Protect Lotion SPF15 / Lotion Protectrice de Jour avec FPS 15 TIME DEFENCE</p> <p><input type="checkbox"/> TIME DEFENCE Night Recovery Creme / Crème Récupératrice de Nuit TIME DEFENCE</p> <p><input type="checkbox"/> TIME DEFENCE Night Recovery Lotion / Lotion Récupératrice de Nuit TIME DEFENCE</p> <p><input type="checkbox"/> TIME DEFENCE Derma Erase / Derma Erase TIME DEFENCE</p> <p><input type="checkbox"/> TIME DEFENCE Vitamin C + Wild Yam Treatment / Traitement de Vitamine C + Iynome le Veau TIME DEFENCE</p> <p><input type="checkbox"/> TIME DEFENCE 3D Lifting Serum / Nouveau Serum Lifting 3D TIME DEFENCE</p> <p><input type="checkbox"/> TIME DEFENCE Intensive Repair Serum / Sérum Régénérateur Intensif TIME DEFENCE</p>	<p>Supplemental Skin Care / Soins de la Peau Supplémentaires</p> <p><input type="checkbox"/> Replenishing Eye Creme / Crème Régénérante Contour des Yeux</p> <p><input type="checkbox"/> New! Lip Care Kit / Nouveau Toussé Soins des Lèvres</p> <p><input type="checkbox"/> Skin Refinishing Lotion / Lotion Rééquilibrante</p> <p><input type="checkbox"/> Alpha Hydroxy Serum Plus / Serum Alpha Hydroxy Plus</p> <p><input type="checkbox"/> Biotin InkSM Illuminating Essence / Essence Lumineuse Biotin InkSM</p> <p><input type="checkbox"/> Eye & Lip Makeup Remover / Démaquillant pour les Yeux et les Lèvres</p> <p><input type="checkbox"/> Polishing Scrub / Gel Fricton-Ecrot</p> <p><input type="checkbox"/> Pore Cleansing Masque / Masque Purifiant Démaquillant</p> <p><input type="checkbox"/> Moisture Intense Masque / Masque Hydratant Intensif</p> <p><input type="checkbox"/> New! Essentials Anti-Blemish / Nouveau Anti-Imperfections Essentiels</p> <p><input type="checkbox"/> New! Essentials Moisture Plus / Nouveau Hydro-Plus Essentiels</p> <p><input type="checkbox"/> New! Essentials Soothing Creme / Nouveau Crème Apaisante Essentiels</p> <p><input type="checkbox"/> Microdermabrasion System / Système de Microdermabrasion</p> <p><input type="checkbox"/> Microdermabrasion Cloth / Démaquillant de Microdermabrasion</p>
<p>Hand and Body Skin Care / Soins des Mains et du Corps</p> <p><input type="checkbox"/> Essential Hand Treatment / Crème Essentielle pour les Mains</p> <p><input type="checkbox"/> AHA Body Refiner Moisturiser / Soin Optimal Hydratant aux AHA pour le Corps</p> <p><input type="checkbox"/> Body Definer Firming Gel (U.S. only)</p> <p><input type="checkbox"/> Body Toning Gel (Canada only) / Gel Tonifiant pour le Corps (Canada seulement)</p> <p><input type="checkbox"/> Cuticle & Nail Conditioner / Réhydratant pour Ongles et Cuticules</p>	<p>Spa Skin Care / Soins de la Peau Spa</p> <p><input type="checkbox"/> Foaming Body Wash / Gel Moussant pour le Corps</p> <p><input type="checkbox"/> Sugar Scrub / Gel-Fricton au Sucre</p> <p><input type="checkbox"/> Moisture Soufflé / Soufflé Hydratant</p>



ARTISTRY

Cosmetics / Cosmétiques

New! Essentials Make-up Kit (Light) / Nouveau Toussé de Cosmétiques Essentiels (Light)

New! Essentials Make-up Kit (Medium) / Nouveau Toussé de Cosmétiques Essentiels (Medium)

New! Essentials Make-up Kit (Dark) / Nouveau Toussé de Cosmétiques Essentiels (Dark)

Flawless Coverage Powder Foundation / Fond de Teint Poudre Perfection

TIME DEFENCE Firming Creme Foundation / Fond de Teint Crème Raffermissant TIME DEFENCE

Self-Defining Sheer Foundation / Fond de Teint Diaphane Auto-Précision

Absolute Oil Control Foundation / Fond de Teint Matifiant

Concealer / Anti-Cernes Fusion

Loose Powder & Bronzers / Poudre Libre et Poudres Teint de Soleil

Shimmer Powder / Poudre irisée

New! Cheek Colour / Nouveau Fond à Joues

New! Eye Colour / Nouveau Ombre à Paupières

Eye Define Pencil / Crayon Dessine-Yeux

Brow Define Pencil / Crayon Dessine-Sourcils

Control Eyeliner / Eyeliner Contrôle

Mascara / Mascara

Glossy Lip Shine / Rouge à Lèvres Ultra Brillant

Lip Colour - Creme / Rouge à Lèvres - Creme

Lip Colour - Shimmer / Rouge à Lèvres - Métallisé

Lip Colour - Matte / Rouge à Lèvres - Métallisé

Sheer Lip Colour with SPF 15 / Brillant à Lèvres avec FPS 15

Jumbo Lip Pencils / Crayon-Rouge à Lèvres

Lip Define Pencil / Crayon Dessine-Lèvres

Other / Autre

✓ Available while supplies last / Disponible jusqu'à épuisement des stocks

◆ Available in November / Disponible en novembre

**ARTISTRY Skin Care Products
with Visible Results under SAM**
(These are listed in proper order of application)

Replenishing Eye Crème

- Reduces the appearance of fine lines and puffiness
- In just 16 weeks, reduces the appearance of dark circles by 29%
- Because the skin around your eyes is extremely delicate, use your ring finger, the weakest finger on your hand, to apply product. Gently pat around eye area.
- Recommended for: **EYE PUFFINESS & POOR CIRCULATION (DARK CIRCLES)**
- Appears under SAM as: **MAY APPEAR AS BRIGHT YELLOW IF OVER-APPLIED**

Skin Refinishing Lotion

- Daily exfoliator that uses a unique combination of sugar, algae and oat proteins
- In just 12 weeks:
 - skin texture can show a 52% improvement
 - the appearance of fine lines can be reduced by 48%
 - skin can look and feel firmer by 41%
- Recommended for: **ENHANCED EXFOLIATION**

Alpha Hydroxy Serum Plus

- Alpha Hydroxy exfoliates while oat extract soothes skin
- In just 12 weeks, your skin can feel 60% smoother
- Recommended for: **ENHANCED EXFOLIATION**

Bright Idea Illuminating Essence

- Skin can be 116% brighter in just 12 weeks
- Leading-edge technology improves skin tone in as little as two weeks
- Recommended for: **PIGMENTATION & SUN DAMAGE**

Essentials Moisturiser

- Essentials Hydrating Moisturiser
- Essentials Balancing Moisturiser
- Essentials Soothing Crème
 - *The new Essentials products are currently being evaluated for their results under SAM. Check with your upline for best results.*
- Time Defiance Age-Defying Moisturiser
 - Appears under S.A.M. as: **PALE YELLOW**

Anti-Aging Skin Care Products *(No visible results under S.A.M.)*

Time Defiance Skin Care System: Normal to Dry or Combination to Oily

- Smart Technology aggressively prevents aging
- The most powerful anti-aging protection and repair available today
- Stops free radical damage at all 4 levels of attack
- Price reflects the cutting-edge technology
- Recommended for: **ALL SKIN TYPES, ALL AGES**

Time Defiance Derma Erase

- Non-invasive treatment alternative for expression lines and wrinkles
- Recommended for: **EXPRESSION LINES**

Time Defiance Vitamin C + Wild Yam

- Clinically proven to reduce the appearance of wrinkles by 58% around the eyes
- Recommended for: **FINE LINES & WRINKLES**

Time Defiance Day Protect Crème and Lotion SPF 15

- Use during the day to give skin a surge of moisture while protecting from sun damage
- Can be used in place of the Daily System Moisturiser
- Recommended for: **DRY, MATURE SKIN**

Time Defiance Night Recovery Crème

- The only moisturizer with CoQ10 and Defense Complex 3.0
- Clinically proven to reduce the appearance of wrinkles by over 50% in 12 weeks
- Recommended for: **DRY, MATURE SKIN**

Time Defiance Night Recovery Lotion

- All the benefits listed above
- Recommended for: **OILY, MATURE SKIN**

Time Defiance Intensive Repair Serum

- Designed to be used just 4 times a year, as the seasons change:
 - 261% improvement in skin clarity
 - 99% reduction in the appearance of fine lines
 - 83% improvement in the smoothness of skin
- Recommended for: **MATURE & DAMAGED SKIN**

Essentials Anti-Blemish Treatment

- Treats, heals and manages acne
- 1.1% Salicylic Acid
- Recommended for: **OCCASIONAL BLEMISHES**

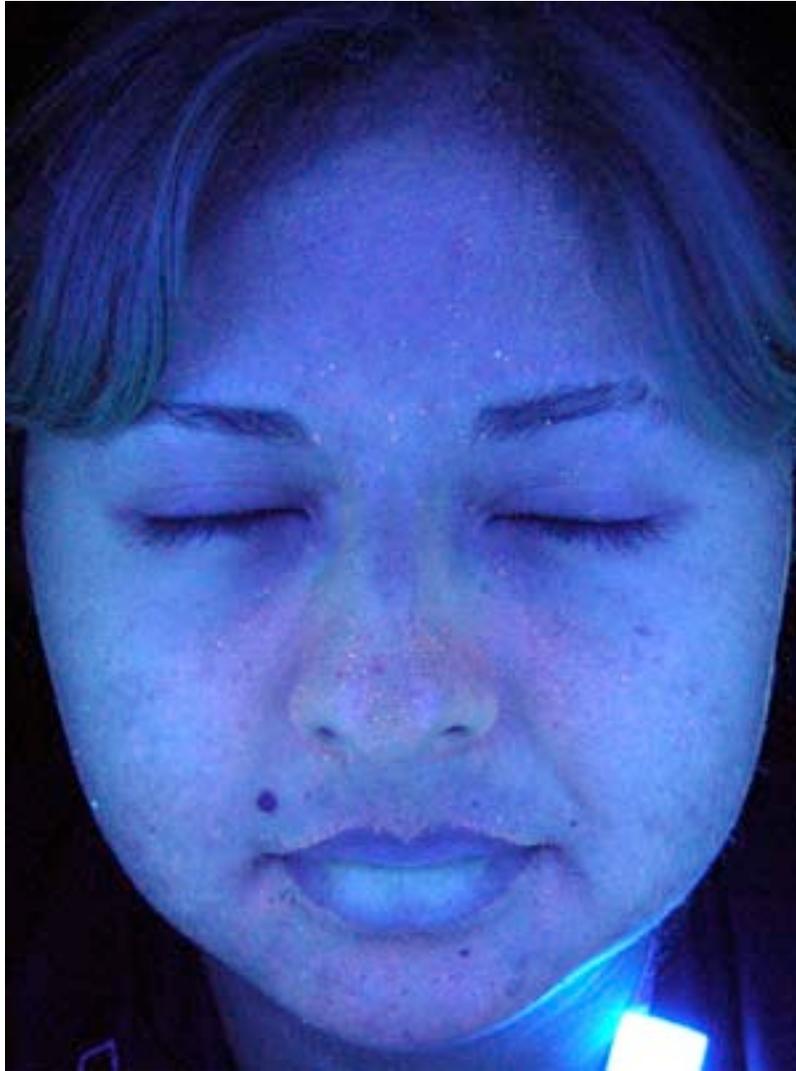
Essentials Moisture Plus

- Refresh skin with a vitamin-rich moisture boost where skin needs it most
- Suitable for all skin types

Putting It All Together: Skin Conditions and ARTISTRY Recommendations

OILY SKIN

- Appears as:** Red or pink patches, dark violet
- Possible causes:** Open pores
Thicker skin
Over stimulating the oil glands with products or diet



Recommended Skin Care Products for Oily Skin:

- Essentials Balancing System
- Polishing Scrub
- Pore Cleansing Masque
- Skin Refinishing Lotion
- Time Defiance Night Recovery Lotion
- Essentials Anti-Blemish Treatment for breakouts

DRY SKIN

Appears as: White appearance to the skin
Possible causes: Not using a moisturizer
Thin, delicate skin
Inadequate cleansing and exfoliating



Recommended Skin Care Products for Dry Skin:

- Essentials Hydrating System
- Polishing Scrub
- Moisture Intense Masque
- Replenishing Eye Crème
- Skin Refinishing Lotion
- Time Defiance Night Recovery Crème

COMBINATION SKIN

(both oily skin and dry skin on the face)

Looks like: Red or Pink areas of oiliness with white or light purple areas of dryness. Oily skin is usually seen in the T-Zone.

Probable causes: Not using a moisturizer
Seasonal weather changes
Using the wrong type of product for ones skin type

Combination skin is not a naturally-occurring skin type, it is caused by external factors.



Recommended Skin Care Products for Combination Skin:

- Balancing System
- Polishing Scrub
- Skin Refinishing Lotion
- Pore Cleansing and/or Moisture Intense Masque
- Essentials Anti-Blemish Treatment for breakouts
- Time Defiance Night Recovery Lotion

- **CONGESTION** – clogged pores

Three forms: Blackheads: a mass in an obstructed oil gland
Papules: pimples that have not come to a “head”
Pustules: pimples that have a “head”

Appears as: Bright yellow or orange dots: Blackheads
Dark purple spots: Papules
Bright yellow or orange dots surrounded by a dark purple spot: Pustules
Localized congestion - Bright yellow or orange patches, usually occurring from the bottom of the nose and down or along the hairline

Possible causes: Inadequate cleansing – just using water
Using soap creates a waxy buildup
Stripping away too much oil during cleansing
Constantly touching hands to the face
Hair resting on the face
Environmental extremes, dead surface cells, inadequate diet and nutrition, hormones, stress and anxiety



Recommended Skin Care Products for Clogged Pores:

- Polishing Scrub
- MicroExfoliation Cloth
- Pore Cleansing Masque
- Skin Refinishing Lotion (or Alpha Hydroxy Serum Plus)
- Essentials Anti-Blemish Treatment

Understanding Combination Skin

Combination Skin occurs when a person has areas of both oily skin and dry skin on the face. S.A.M. is vital for confirming this skin type because you can identify exactly where these areas are on the client's face, and to help determine which combination of Skin Care Systems and products will best meet their needs. It is important to note that Combination Skin is often a result of either poor product performance or using the wrong type of product for one's skin. Therefore, after completing the survey and the initial S.A.M. session, it may be necessary to ask more questions. Some common scenarios:

Scenario 1

SURVEY & SKIN EVALUATION

Client's Stated Skin Type: Normal to Oily
Client's Current Regime: Non-balancing oil control OTC product
OR acne treatment product alone
OR body soap
Findings under S.A.M.: Some clogged pores in the T-Zone with dehydrated skin
(and/or dehydration in surrounding areas)

ASSESSMENT

Using non-balancing oil control and acne treatment products can cause the already-oily areas of the skin to over-produce oil. Commonly, people with oily skin do not moisturize at all – they are concerned that moisturizer will make their oil production worse. This actually backfires because their skin then produces MORE oil to overcompensate for the lack of moisture. It is important for them to understand the difference between oil and moisture. Even people with oily skin need moisturizer! Using body soap will cause the normal areas of the skin to become overly-dry.

SOLUTION

The Essentials Balancing System was formulated to work effectively for Combination Skin in addition to Normal-to-Oily Skin. The recommendation is to use the Cleanser, Toner and Moisturizer from the Balancing System. However, it is important that you follow up with your client to check on the performance of the Balancing System. Combination Skin poses different challenges for each individual, therefore you may find it necessary to make different recommendations to your client once the system has been used for the recommended length of time. Using S.A.M. for the follow up will help to determine your client's needs.

Scenario 2

SURVEY & SKIN EVALUATION

Client's Stated Skin Type: Normal skin – their skin changes seasonally

Client's Current Regime: Nothing

Findings under S.A.M.: Varied due to season - see questions below

ASSESSMENT

Some individuals experience few skin challenges except in environmental extremes. Ask the following questions to determine recommendations:

1. Do you feel like your skin is more oily or more dry?
2. If unsure, ASK: Do you get more oily in the summer or more dry in the winter?
3. Which is more bothersome to you?

SOLUTION

If they are oily in the summer yet dry in the winter you may recommend the Skin Care System most applicable for that season. (Balancing in the summer and Hydrating in the winter). If one is more bothersome, recommend the skin care system that will be a solution to their concerns.

In either scenario, follow-up will be important to ensure skin is properly balanced.

view of improvements. If the clients' skin tone is light, you may also consider waiting to apply the Hydrating Moisturiser (if that is the recommended moisturizer for their skin type) until after you analyze for the second time. It may appear too purple, once again distorting their view of improvements.

Be sure to have them look into the mirrors that you have provided and ask them what improvements they see. Ask them how it feels and if they like it. This helps for re-focus on the sale.

Stage 3: Closing the Sale

(Note: It is also important to close the sale with new IBOs. Be sure to tell them the IBO price and their PV to ensure success!)

This may sometimes be the most nerve-racking stage of the appointment, but it is the most important! You MUST ASK FOR THE SALE! If you don't, you may have had a client who would have bought EVERYTHING but she did not know she could purchase because she was not asked! It's important to have a plan:

Example #1- Ask them which items they liked the most. Ask, "If money were no object, which items would you purchase today?" This allows them to speak openly and honestly without feeling reserved because they are afraid that they cannot afford it. When they tell you what they want, figure up what it would cost them RETAIL. Then offer a 10% discount if they get EVERYTHING today (or something to that effect). Give them a reason to buy it **all** and to buy it **NOW!**

Example #2- Another option is to have a "SKIN CARE SPECIALS" sheet. This is a sheet that you can design yourself (check upline first!) with different packages. Each package is pre-designed with discounts if they purchase a specific group of products. Using this sheet gives you opportunity to sell *more* and they are getting a great deal! Explain that this offer is for today only – this creates an urgency to get it now. Be sure to let them know that you offer a 100% money back guarantee through Quixtar as long as it is returned within 6 months. When you design your specials, be very careful to ensure that you are charging *at least* IBO cost so that you are not losing money. You may even want to include the cost of shipping into the package price.

Quick tip on closing the sale: When you ask them what they want or which package interests them the most, it's time to be QUIET! The person to talk next is the one who has either lost the sale or made a purchase! And you want the latter to occur! So ask the question, then WAIT for the answer that *you* want!!

You may choose to carry an inventory. If you do, once they have made a purchase, you will fill your ARTISTRY gift bags with their product. Be sure to use an ARTISTRY Order Form and give them one of the copies as a receipt. If they choose the credit card option, simply re-order the same products that you just sold, using their credit card and ship them to your own address. This allows them the convenience of using their credit card and you can replenish your inventory. If there is a retail profit to be made, Quixtar will credit it to

your monthly bonus check. (NOTE: If you have a new IBO that is excited and would like products right away and you maintain an inventory, consult your growing upline about selling the products to them at IBO cost and transferring the PV.)

Because Artistry products are designed to rid the skin of impurities, let the client know that they may experience breakouts or blemishes when they first begin to use the products. This is normal. (However they may want to avoid using their new products if there is a big event pending in the next few days.) Finally, be sure to ask for referrals! Also, ask for permission to call them back and check on their satisfaction and answer any questions.

Stage 4: The 48-72 Hour Follow Up Phone Call

(Be sure to follow-up with new IBOs as well!)

Let your client know that you will be calling them in approximately 48-72 hours. Ask them how they like their products and if they have any questions. If they did not give you any referrals at the appointment, this is a good time to ask again, especially if they are happy with their results so far!

Stage 5: The 6 Week Follow Up

Call approximately 5 weeks after their initial appointment to book their follow up. You will use your recipe card box and dividers to keep track of these appointments. The day of their initial appointment, write their name, telephone number and the date on 2 individual 3x5 cards. You will file one 5 weeks from the original appointment date to remind you to call for the 6 week follow up. You will then pull the cards daily or weekly with the corresponding date (for example, if today is May 25th, then I will pull all of the cards filed under May 25th) and call them to schedule whatever appointment is due according to their card.

At the 6-week follow up, have their folder handy. Let them know they will need to apply their skin care BEFORE they come, without applying any make-up (in other words, a clean face). Ask them if they have any questions or concerns and address them. Then, put them under the S.A.M. machine for their follow-up analysis. Recommend any products they did not purchase at the first appointment and possibly switch some products, if indicated from their analysis. Replenish all products they have completely used.

Additional Educational Resources

www.QUIXTAR.com
www.ARTISTRY.com

Consult with your upline and see BWW.com for recommended product education selections and S.A.M. support materials.

Sample Client Profile Sheet

Free download at Quixtar.com: L-6395SAY

<p>Name _____ Address _____ City _____ State _____ ZIP Postal Code _____ Code postal _____ Occupation _____ Occupation _____</p>	<p>Date _____ Consultant _____ Phone _____ Additional Information _____ Informations complémentaires _____</p>
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New! Essentials Skin Care / Nouveaux Soins de la Peau Essentiels

Hydrating System / Ligne Hydratante

Essentials Hydrating Cleanser / Démaquillant Hydratant Essentiels

Essentials Hydrating Toner / Tonique Hydratant Essentiels

Essentials Hydrating Lotion / Lotion Hydratante Essentiels

Balancing System / Ligne Équilibrante

Essentials Balancing Toner / Tonique Équilibrant Essentiels

Essentials Balancing Lotion / Lotion Équilibrante Essentiels

TIME DERIVANCESM Skin Care / Soins Anti-Age TIME DERIVANCESM

TIME DERIVANCE Skin Care System - Normal to Dry / Ligne de Soins de la Peau TIME DERIVANCE - Peau normale à sèche

TIME DERIVANCE Skin Care System - Combination to Oily / Ligne de Soins de la Peau TIME DERIVANCE - Peau mixte à grasse

TIME DERIVANCE Cleansing Treatment / Traitement Purifiant TIME DERIVANCE

TIME DERIVANCE Conditioning Toner / Tonique Revitalisant TIME DERIVANCE

TIME DERIVANCE Day Protect Creme SPF15 / Crème Protectrice de Jour avec FPS 15 TIME DERIVANCE

TIME DERIVANCE Day Protect Lotion SPF15 / Lotion Protectrice de Jour avec FPS 15 TIME DERIVANCE

TIME DERIVANCE Night Recovery Creme / Crème Récupératrice de Nuit TIME DERIVANCE

TIME DERIVANCE Night Recovery Lotion / Lotion Récupératrice de Nuit TIME DERIVANCE

TIME DERIVANCE Derma Erase / Dermia Erase TIME DERIVANCE

TIME DERIVANCE Vitamin C + Wild Yam Treatment / Traitement de Vitamine C + Ignamie Velue TIME DERIVANCE

New! TIME DERIVANCE 3D Lifting Serum / Nouveau Sérum Lifting 3D TIME DERIVANCE

TIME DERIVANCE Intensive Repair Serum / Sérum Réparateur Intensif TIME DERIVANCE

Supplemental Skin Care / Soins de la Peau Supplémentaires

Replenishing Eye Creme / Crème Régénérante Contour des Yeux

New! Lip Care Kit / Nouveau Kit Soins des Lèvres

Skin Refinishing Lotion / Lotion Renouante

Alpha Hydroxy Serum Plus / Sérum Alpha Hydroxy Plus

BROW 108SM Illuminating Essence / Essence Luminance BROW 108SM

Eye & Lip Makeup Remover / Démaquillant pour les Yeux et les Lèvres

Polishing Scrub / Gel Friccion-Ecra

Pore Cleansing Masque / Masque Purifiant Démaquillant

Moisture Intense Masque / Masque Hydratant Intensif

New! Essentials Anti-Blemish / Nouveau Anti-Imperfections Essentiels

New! Essentials Moisture Plus / Nouveau Hydra-Plus Essentiels

New! Essentials Soothing Creme / Nouveau Crème Apaisante Essentiels

Microdermabrasion System / Système de Microdermabrasion

Microdermabrasion Oath / Débarbouillière de Microdermabrasion

Hand and Body Skin Care / Soins des Mains et du Corps

Essential Hand Treatment / Crème Essentielle pour les Mains

AHA Body Refiner Moisturiser / Soins Optimal Hydratant aux AHA pour le Corps

Body Definer Firming Gel (U.S. only)

Body Toning Gel (Canada only) / Gel Tonifiant pour le Corps (Canada seulement)

Cuticle & Nail Conditioner ✓ / Revitalisant pour Ongles et Cuticules ✓

Cosmetics / Cosmétiques

New! Essentials Make-up Kit (Light) / Nouveau Kit de Cosmétiques Essentiels (Light)

New! Essentials Make-up Kit (Medium) / Nouveau Kit de Cosmétiques Essentiels (Medium)

New! Essentials Make-up Kit (Dark) / Nouveau Kit de Cosmétiques Essentiels (Dark)

Flawless Coverage Powder Foundation / Fond de Teint Poudre Perfection

TIME DERIVANCE Firming Creme Foundation / Fond de Teint Crème Raffermissant TIME DERIVANCE

Self-Defining Sheer Foundation / Fond de Teint Opaque Auto-Précision

Absolute Oil Control Foundation / Fond de Teint Matifiant

Concealer / Anti-Cernes Fusion

Loose Powder & Bronzers / Poudre Libre et Poudres Teint de Soleil

Shimmer Powder / Poudre Irisée

New! Cheek Colour / Nouveau Fond à Joues

New! Eye Colour / Nouveau Ombre à Paupières

Eye Define Pencil / Crayon Dessine-Yeux

Brow Define Pencil / Crayon Dessine-Sourcils

Control Eyeliner / Eyeliner Contrôle

Mascara / Mascara

Glossy Lip Shine / Rouge à Lèvres Ultra Brillant

Lip Colour - Creme / Rouge à Lèvres - Crème

Lip Colour - Shimmer / Rouge à Lèvres - Nacré

Lip Colour - Metallic / Rouge à Lèvres - Métallisé

Sheer Lip Colour with SPF 15 / Brillant à Lèvres avec FPS 15

Jumbo Lip Pencils / Crayon-Rouge à Lèvres

Lip Define Pencil / Crayon Dessine-Lèvres

Other / Autre

Available while supplies last / Disponible jusqu'à épuisement des stocks

Available in November / Disponible en novembre



ARTISTRY

Artistry Use-Up Rates

Free download at Quixtar.com: 30836

ARTISTRY® Skin Care		Use-up Rates
essentials skin care	essentials skin care cleanser (hydrating, balancing)	6 weeks
	essentials skin care toner (hydrating, balancing)	6 weeks
	essentials skin care lotion (hydrating, balancing)	12 weeks
	essentials anti-blemish treatment	12 weeks
	essentials moisture plus	4 week
	essentials soothing creme	(Use as needed)
TIME DEFIANCE® Skin Care	TIME DEFIANCE Cleansing Treatment	6 weeks
	TIME DEFIANCE Conditioning Toner	6 weeks
	TIME DEFIANCE Day Protect Crème and Lotion SPF 15	14 weeks
	TIME DEFIANCE Night Recovery Crème and Lotion	14 weeks
	TIME DEFIANCE 3D Lifting Serum	5 weeks
	TIME DEFIANCE Derma Erase	4 weeks
	TIME DEFIANCE Vitamin C + Wild Yam Treatment	4 weeks
	TIME DEFIANCE Intensive Repair Serum	14 nights
Supplemental Skin Care	Replenishing Eye Creme	10 weeks
	Skin Refinishing Lotion	6 weeks
	Alpha Hydroxy Serum Plus	6 weeks
	BRIGHT IDEA® Illuminating Essence	6 weeks
	Eye & Lip Makeup Remover	6 weeks
	Pore Cleansing Masque – 3 times per week	12 weeks
	Moisture Intense Masque – 3 times per week	12 weeks
	Polishing Scrub	14 weeks
	Crème Caramel Hand Cream – 3 times per day	5 weeks
	Essential Hand Treatment – 3 times per day	7 weeks
	Spa Collection Moisture Soufflé – once per day	5 weeks
	Spa Collection Sugar Scrub – 3 times per week	5 weeks
	Spa Collection Foaming Body Wash – once per day	5 weeks
	Body Definer Firming Gel	4 weeks
	AHA Body Refiner Moisturiser	6 weeks

ARTISTRY®



Supplies Needed for a S.A.M. Session

1. The **ARTISTRY Learning Guide**

This is a **MUST!** Be sure to read through this thoroughly if you have not already done so. This will familiarize you with the ARTISTRY products and you will want to be VERY familiar with the Artistry products before doing your first appointment!

This can be downloaded from the Quixtar website.

Go to “*Build and Manage My Business*” > *Product Education Programs* > “*Downloadable Materials*” > “*ARTISTRY Learning Guide*” (*Quick start through Appendix A*).

2. **A long, narrow table.** Preferably 4ft.x2ft. or longer, but no wider than 3ft. Check upline for availability through BWW.

3. **S.A.M..** You may choose to purchase one through your Upline (with counsel) or ask your growing upline to rent or borrow one.

4. **A Tablecloth**

5. **ARTISTRY mirrors** (at least 2) From Quixtar.com.

6. **Cotton balls** or **cotton pads.** From Quixtar.com.

7. **Heads bands.** Preferably not white – they glow in the S.A.M. Machine. These can be purchased through Quixtar.com Partner store, SHOP.com or from your local dollar store.

8. **WHITE washcloths.** 6-10 so that you have enough and *white* so that you can BLEACH them!!

9. **Crock-pot** or microwave to heat your wash clothes.

10. **Hand sanitizer** From Quixtar.com

11. **A digital camera** (if you want to take “Before and After” photos.

12. All of the following products for demo purposes (one of each):

****(PLEASE NOTE that these are recommendations ONLY)****

a. **Essentials Hydrating System**

b. **Essentials Balancing System**

c. **Essentials Soothing Crème**

d. **Skin Refinishing Lotion**

e. **Replenishing Eye Creme**

f. **Alpha Hydroxy Serum Plus**

g. **Bright Idea Illuminating Essence**

h. **Eye & Lip Makeup Remover**

i. **Pore Cleansing Masque**

j. **Moisture Intense Masque**

k. **Polishing Scrub**

l. **Time Defiance Day Protect Crème SPF 15**

OR

m. **Samples of each of the above items**

13. A manila or colored **File Folder** (bright colors are fun!) for each attendee with the following information inside:
 1. A **client profile sheet** (can be downloaded from *Quixtar*. Go to “*Build and Manage my Business*” > “*Product and Business Support Materials*” > “*Business Forms*” > “*ARTISTRY Client Profile*”).
 2. A **Skin Analysis Survey** (see Appendix)
 3. A **Client Release Form** Order from Upline – S.A.M. Support Material
 4. An **ARTISTRY Skin Care Order of Application** See appendix OR downloadable on *Quixtar.com* under Build and Manage my Business>Downloads>Artistry Skin Care Order of Application
 5. An **ARTISTRY Beauty Book** orderable from *Quixtar.com*.
14. **Clipboard.**
15. Blue or Black **Ink Pens.**
16. **Money Bag** to keep order forms and money in
17. **File Box** for keeping your Client files
18. **Recipe Card Box** with dividers. (JANUARY-DECEMBER dividers as well as 1-31 dividers)
19. **3x5 note cards** for the Recipe Card Box
**note: you may also wish to transfer this client information to your computer, but be sure to retain all information, paperwork and order forms for each client.*
20. **Black Stylist Smock** or a **White Lab Coat**
21. **Calculator**
22. **ARTISTRY Client Order Forms.** You can order them through *Quixtar* for carbons, or you can download them from “*Build and Manage my Business*” > “*Product and Business Support Materials*” > “*Business Forms*” > “*Artistry Client Order Forms*”.
23. A possible **ARTISTRY Inventory.** This is a recommendation only. Please counsel before doing anything for the first time. Cost may vary depending upon the size of inventory needed to reach your ARTISTRY goals.

ARTISTRY Inventory Suggestions

- 2-3 Essentials Hydrating Systems
- 2-3 Essentials Balancing Systems
- 1-2 Essentials Soothing Crème
- 1-2 Essentials Moisture Plus
- 2-3 Replenishing Eye Crèmes
- 2-3 Skin Refinishing Lotions
- 1-2 Alpha Hydroxy Serum Plus
- 2-3 Pore Cleansing Masque
- 2-3 Moisture Intense Masque
- 2-3 Polishing Scrub
- 1-2 Eye and Lip Makeup Remover
- 2-3 Time Defiance Night Recovery Lotion
- 2-3 Time Defiance Night Recovery Cream
- 1-2 Time Defiance Day Protect Crème SPF 15
- 1-2 Time Defiance Day Protect Lotion SPF 15
- 2-3 Time Defiance Vitamin C + Wild Yam Treatment.
- 1-2 Time Defiance Intensive Repair Serum
- 1-2 Artistry Lip Care Kit
- 1-2 Spa Collection Sugar Scrub
- 1-2 Spa Collection Foaming Body Wash
- 1-2 Spa Collection Moisture Soufflé
- 1-2 Essentials Anti-Blemish Treatment
- 1-2 *Clear.Now* Acne Treatment Wash
- 1-2 *Clear.Now* Purifying Toner
- 1-2 *Clear.Now* Acne Treatment Lotion
- ARTISTRY Gift Bags, Large and Small