

ARTISTRY™



beauty BREAKS

HOW-TO GUIDE FOR HOSTING SUCCESS



BEAUTY BREAKS ARE THE ULTIMATE ARTISTRY™ EXPERIENCE

Beauty is big fun – and big business. And nothing energizes your beauty business like an Artistry™ Beauty Break. In-person or online, these engaging events can help to elevate the Artistry™ conversation by inviting your customers and prospects to experience our clinically proven skincare and makeup in a new, exciting way.

From large groups to intimate gatherings to social media communities, Beauty Breaks are the ideal stage for showing off your beauty consultant expertise – there's no better way for you and downlines to build strong, sustainable volume. Use this guide to confidently plan, host and follow-up with success.

beauty is
BOOMING



92%
of consumers would buy a new product if they liked its sample.**



87%
of women use more than one skincare product.**



60%
of consumers purchase skincare products.**

\$131 expected global
BILLION skincare sales
by 2019*

*Euromonitor International, www.euromonitor.com

**The NPD Group, Women's Facial Skincare Consumer Report 2017.

WHAT'S YOUR BEAUTY BREAK STYLE?

Connection is key, so choose the Beauty Break best suited to your guests. The more comfortable they feel, the more likely they'll be to try – and buy – Artistry™ products from you, their trusted beauty consultant.

No matter your Beauty Break style, plan to inspire guests with your Artistry™ story and share your favorite products like Artistry Signature Select™ Personalized Serum and Artistry Studio™ color cosmetics. As you demo, you'll build credibility by sharing top benefits, tips and tricks, ultimately guiding guests to find their right-fit products.

1 formal BEAUTY BREAK

In-person, themed event for large groups, hosted in an event space

The Formal Beauty Break pampers with an unparalleled Artistry™ experience. Ideal for larger groups of customers, downlines and prospects, this event showcases your beauty expertise with an in-depth Artistry™ brand and product presentation. You'll impress guests with a personal skin assessment using the Artistry™ Virtual Beauty app to identify their top skin concerns, followed by both skincare and makeup demo stations that highlight the breadth of your beauty business.

[Get more details here.](#)

2 casual BEAUTY BREAK

In-person, more relaxed event for smaller groups, hosted at home

The Casual Beauty Break treats intimate groups of friends to a fun night in, hosted by you, their beauty consultant. You'll teach guests how to assess their skin using the Artistry™ Virtual Beauty app, then demo skincare or makeup products (or both!) to show them how to get their best skin and the looks they love. Keep it conversational and even post before-and-after pictures on social media – ask them to tag you!

[Get more details here.](#)

3 online BEAUTY BREAK

Virtual, laid back event for any size group, hosted online

The Online Beauty Break lets you share your Artistry™ passion with guests near and far through Facebook® Live group events. Just as in person, you'll connect with your Artistry™ story and demos, frequently posting pictures and videos as you answer questions and direct guests to order from your Personal Retail Website.

[Get more details here.](#)



TIPS

- **LOVE IT** – share your Artistry™ story
- **SELL IT** – demo 3–5 products
- **CONNECT** – personalize products for each guest
- **FOLLOW UP** – stay in touch to build volume

†Facebook® is a registered trademark of Facebook, Inc.

SET YOURSELF UP FOR SUCCESS



Make Your Guest List

Cast a wide net – Beauty Breaks appeal to anyone who wants better skin or follows skincare trends and fashion-forward makeup looks. Consider family, friends, customers, prospects and all beauty enthusiasts to be your guest.



Set the Tone

Keep it relaxed, not stuffy. Consider setting the area with fresh flowers and light colors with pops of Artistry™ gold and silver. If it's an in-person event, serve easy, healthy refreshments from your Amway™ business like BodyKey™ snacks, XST™ Energy Drinks, Nutrilite™ Twist Tubes 2GO™ and eSpring™ purified water infused with mint, cucumber and fruit, as a nod to natural ingredients.



Talk It Up

We make it easy to promote your Beauty Break, with creative, customizable tools in the Amway Resource Center. Invite guests by mail, email or Facebook® Messenger. Include a link to the Mini Catalog, so they can read up on new products before they arrive.

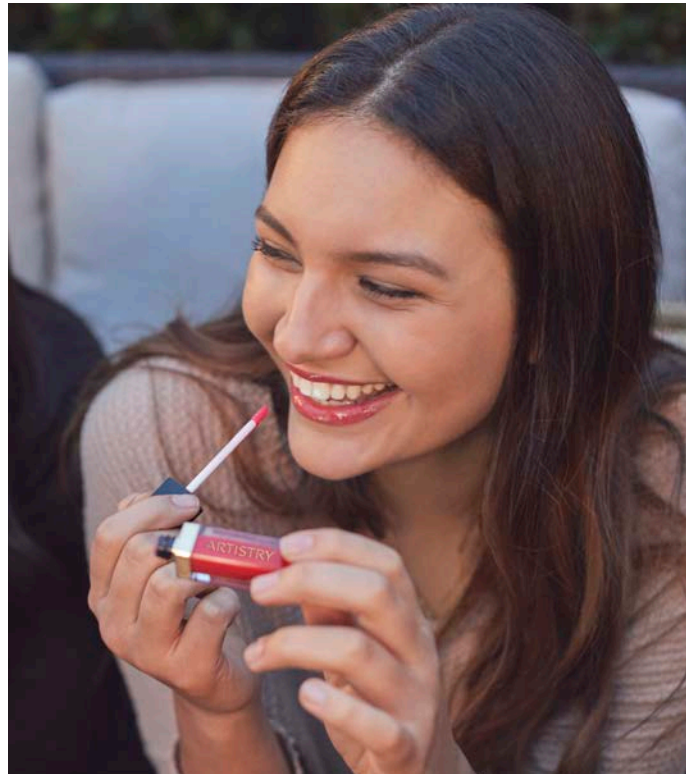
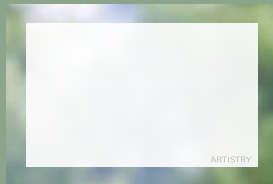


Shine the Spotlight

Set up your display, with Artistry Signature Select™ and Artistry Studio™ products as focal points. For Online Beauty Breaks, camera position is key. Make sure your camera frames you so your audience can easily see you as you work with your display. For in-person Beauty Breaks, have plenty of Mini Catalogs, Real Beauty Catalogs, Drop & Shop Gift Bags and order forms. And if you don't already have a Personal Retail Website, create one by logging into Amway.com in the U.S. or Amway.ca in Canada and selecting Manage Personal Website under Key Business Links. Also, Artistry™ and Artistry Studio™ merchandise is available for purchase from Amwaygear.com to display.

be the host
WITH THE MOST

Check out Beauty Breaks on the Amway Resource Center for convenient, customizable (and cost-effective!) invites, flyers, social posts and more. Cheers!



SET THE STAGE

1 Study up, so you can impress:

- Amway Resource Center: Getting Started with Artistry™ Reference Guide, Conversation Cards, From the Expert videos and Amway™ Education videos like Confident Conversations: Selling in Six Steps, and Creating a Product Testimonial.
- Artistry™ Skincare Guide, Artistry Signature Color™ Foundation Guide and “Get the Look” Makeup Guides
- Real Beauty Catalog
- Artistry™ “how-to” videos and PowerPoint® presentations
- Artistry™ Virtual Beauty app



2 Create your Artistry™ story:

- Choose 3–5 products to feature, such as your Artistry Signature Select™ Personalized Serum Kit, Artistry Studio™ must-haves and a few more favorites. Less is more, don't overwhelm your guests.
- Try these products, so you can share why you love them with your guests.
- If you're focusing on makeup, practice creating different looks on yourself or a friend.

TIPS

- Keep it educational yet fun
- Tab Mini Catalogs to show off your favorite products
- Wow guests with the Artistry™ Virtual Beauty app



3 Pick a theme and run with it:

- Tie your theme into the season, top beauty trends, holidays or another special event.
- Pick a spot to host, either in your home or an event space.
- Make your guest list and customize your invitations in the Amway Resource Center.
- Decide on your technology needs (internet, TV, screen, sound system, etc.).
- Plan your snacks and refreshments – and be sure you have enough seating. (Need extra hands? Ask your team members.)
- Finalize your product display and demo stations. Give yourself plenty of space to be comfortable and stock up on supplies like sponges, applicators, bags and ink pens. (Check Amwaygear.com for Artistry™ branded options.)

4 Do a walk through:

- Plan what to say and when, then do a dry run the night before.
- Practice makes perfect, so try your demos to ensure they run smoothly.
- Rehearse closing the sale. Revisit your featured products' Conversation Cards in the Amway Resource Center, so you're ready to answer questions and concerns. Know the AMWAYPROMISE™ 100% customer satisfaction guarantee.*

*Exclusions apply. For complete details, in the U.S. visit Amway.com; in Canada, visit Amway.ca.

SHOWTIME

1 Set up with style:

- Give yourself plenty of time to set up your display, demos and materials.
- Put on the finishing party touches like music, fresh flowers and refreshments.
- Take a minute to greet guests and thank them for coming.



2 Get the party started:

- Round up your guests and give them a quick peek at what's ahead.
- Hint that you have two exciting Artistry™ skincare and makeup products to share, as well as product demo stations and even an Artistry™ giveaway.
- Show guests how to download and use the Artistry™ Virtual Beauty app** to analyze their skin and identify their top concerns (if your focus is skincare) or try on makeup looks (if your focus is makeup).



Get comfortable with the Artistry™ Virtual Beauty app, so you can impress your guests!

3 Create your Artistry™ experience:

- Give a quick (20–30 minute) overview of the Artistry™ brand, Artistry™ 4-Step Skincare Regimen and your featured skincare and makeup. Keep it interesting by sharing top benefits and your personal story with each product.
- Invite guests to stop by each demo station, so they can experience Artistry™ products for themselves. As you demo, show From the Expert videos, highlight product benefits and answer questions.
- Keep the energy up by asking guests about their product experience.



4 Wrap it up:

- Register guests and share how excited you are to become their beauty consultant.
- Ask for the sale – remind them that every Artistry™ product is backed by the AMWAYPROMISE™ 100% customer satisfaction guarantee.*
- Take orders and set up DITTO™ delivery, so guests will never run out of their Artistry™ favorites.
- As guests leave, thank them for coming and tell them you'll be in touch to see how they like their Artistry™ products.

TIPS

- Break the ice by asking guests to name their must-have beauty product
- Walk through the Mini Catalog – have guests tab must-have Artistry™ favorites
- Order product applicators at Amway.com
- Use merchandise for guest giveaways

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**Download the Artistry™ Virtual Beauty app from the Apple® App Store® or Google Play®††.

†Apple® and App Store® are registered trademarks of Apple, Inc.

††Google Play® is a registered trademark of Google LLC.

FOLLOW UP

1–3 days:

- Call guests to thank them again for coming and placing an order. If they didn't order, remind them of the products they loved and ask for the sale again. Ask if they prefer to stay in touch by phone, email or text. Suggest that they follow @ArtistryUS on Facebook[†] and Instagram^{††} to stay in the know about new products and promotions.

1–2 weeks:

- Follow up to see if they're using their new Artistry™ products and how their skin looks and feels. Listen carefully – their insights open the door to future sales of Artistry™ or other Amway™ products. Ask if you can touch base in another month (then be sure you do).

1 month:

- Follow up to recommend additional Artistry™ products. Ask if you can touch base in another month (then be sure you do).

TIPS

- Be an attentive beauty consultant
- Follow up early and often
- Build volume by recommending Artistry™ products to complete their skincare regimen
- Offer to host a Beauty Break for their friends

[†]Facebook® is a registered trademark of Facebook, Inc.

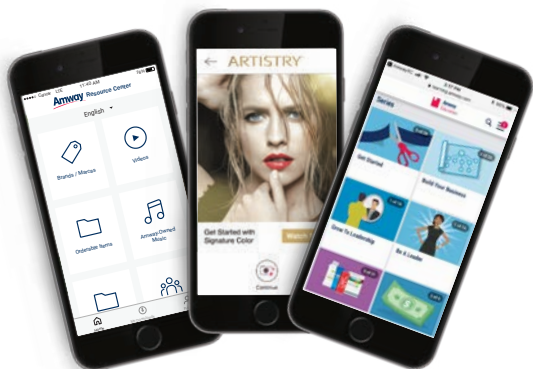
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SET THE STAGE

1 Study up, so you can impress:

- Amway Resource Center: Getting Started with Artistry™ Reference Guide, Conversation Cards, From the Expert videos and Amway™ Education videos like Confident Conversations: Selling in Six Steps, and Creating a Product Testimonial.
- Artistry™ Skincare Guide, Artistry Signature Color™ Foundation Guide and “Get the Look” Makeup Guides
- Real Beauty Catalog
- Artistry™ “how-to” videos
- Artistry™ Virtual Beauty app



2 Create your Artistry™ story:

- Choose 3–5 products to feature, such as your Artistry Signature Select™ Personalized Serum Kit, Artistry Studio™ must-haves and a few more favorites. Less is more, don't overwhelm your guests.
- Try these products, so you can talk about your experience.
- If you're focusing on makeup, practice creating different looks on yourself or a friend.



3 Put on the polish:

- Build excitement by hosting your event before a night out, concert or big game. Or go really casual with a viewing party for your favorite TV show or movie.
- Pick a comfortable spot in your home to host, such as around your living room coffee table, kitchen island or bathroom vanity – be sure guests have room to socialize.
- Make your guest list and customize your invitations in the Amway Resource Center. You may want to give guests a hint about what to wear.
- Plan your snacks and refreshments.
- Finalize your product display and demos. If you're focusing on makeup, include framed pictures of hot looks to inspire guests. Stock up on supplies like sponges, applicators, bags and ink pens. (Check Amwaygear.com for Artistry™ branded options.)

4 Do a walk through:

- Plan what to say and when, then do a dry run the night before.
- Practice makes perfect, so try your demos to ensure they run smoothly.
- Rehearse closing the sale. Revisit your featured products' Conversation Cards in the Amway™ Resource Center, so you're ready to answer questions and concerns. Know the AMWAYPROMISE™ 100% customer satisfaction guarantee.*

TIPS

- Keep it relaxed and fun
- Wow guests with the Artistry™ Virtual Beauty app
- Tab Mini Catalogs to show off your Artistry™ favorites

*Exclusions apply. For complete details, in the U.S. visit Amway.com; in Canada, visit Amway.ca.

SHOWTIME

1 Set up with style:

- Give yourself plenty of time to set up your display, demos and materials.
- Put on the finishing party touches like music, fresh flowers and refreshments.
- Take a minute to greet guests and thank them for coming.

2 Keep it casual and fun:

- Mingle with guests. As you're socializing, tell them that you have two exciting new Artistry™ skincare and makeup products to share, as well as product demos, so they can see how Artistry™ products look and feel on their skin.
- Show guests how to download and use the Artistry™ Virtual Beauty app** to analyze their skin and identify their top concerns (if your focus is skincare) or try on makeup looks (if your focus is makeup).



Get comfortable with the Artistry™ Virtual Beauty app, so you can impress your guests!

3 Create your Artistry™ experience:

- Gather around your display and have guests use essentials by Artistry™ Makeup Removing Wipes to start fresh. Suggest taking “before” pictures with the Artistry™ Virtual Beauty app.
- Give a quick (2–3 minute) overview of the Artistry™ 4-Step Skincare Regimen and your featured Artistry™ skincare and makeup. Keep it interesting by sharing top benefits and your personal story with each product.
- Demo skincare first, showing proper application techniques. Follow with makeup, sharing tips and tricks for creating different looks, from casual to dramatic. As guests try Artistry™ products, highlight key benefits and answer questions.
- Keep the energy up by asking guests about their product experience.
- When guests are ready, take “after” pictures with the Artistry™ Virtual Beauty app and post them on social media – use hashtags like #ArtistryStudio or #GirlsNight and be sure they tag you!

4 Wrap it up:

- Register guests and share how excited you are to become their beauty consultant.
- Ask for the sale – remind them that every Artistry™ product is backed by the **AMWAYPROMISE™** 100% customer satisfaction guarantee.*
- Take orders and set up DITTO™ delivery, so guests will never run out of their Artistry™ favorites.
- As guests leave, thank them for coming and tell them you'll be in touch to see how they like their Artistry™ products.



TIPS

- Break the ice by asking guests to name their must-have beauty product
- Walk through the Mini Catalog – have guests tab products of interest
- Use the Artistry™ Virtual Beauty app to help guests achieve the look they want

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**Download the Artistry™ Virtual Beauty app from the Apple®† App Store®† or Google Play®††.

†Apple® and App Store® are registered trademarks of Apple, Inc.

††Google Play® is a registered trademark of Google LLC.

FOLLOW UP

1–3 days:

- Call guests to thank them again for coming and placing an order. If they didn't order, remind them of the products they loved and ask for the sale again. Ask if they prefer to stay in touch by phone, email or text. Suggest that they follow @ArtistryUS on Facebook[†] and Instagram^{††} to stay in the know about new products and promotions.

1–2 weeks:

- Follow up to see if they're using their new Artistry[™] products and how their skin looks and feels. Listen carefully – their insights open the door to future sales of Artistry[™] or other Amway[™] products. Ask if you can touch base in another month (then be sure you do).

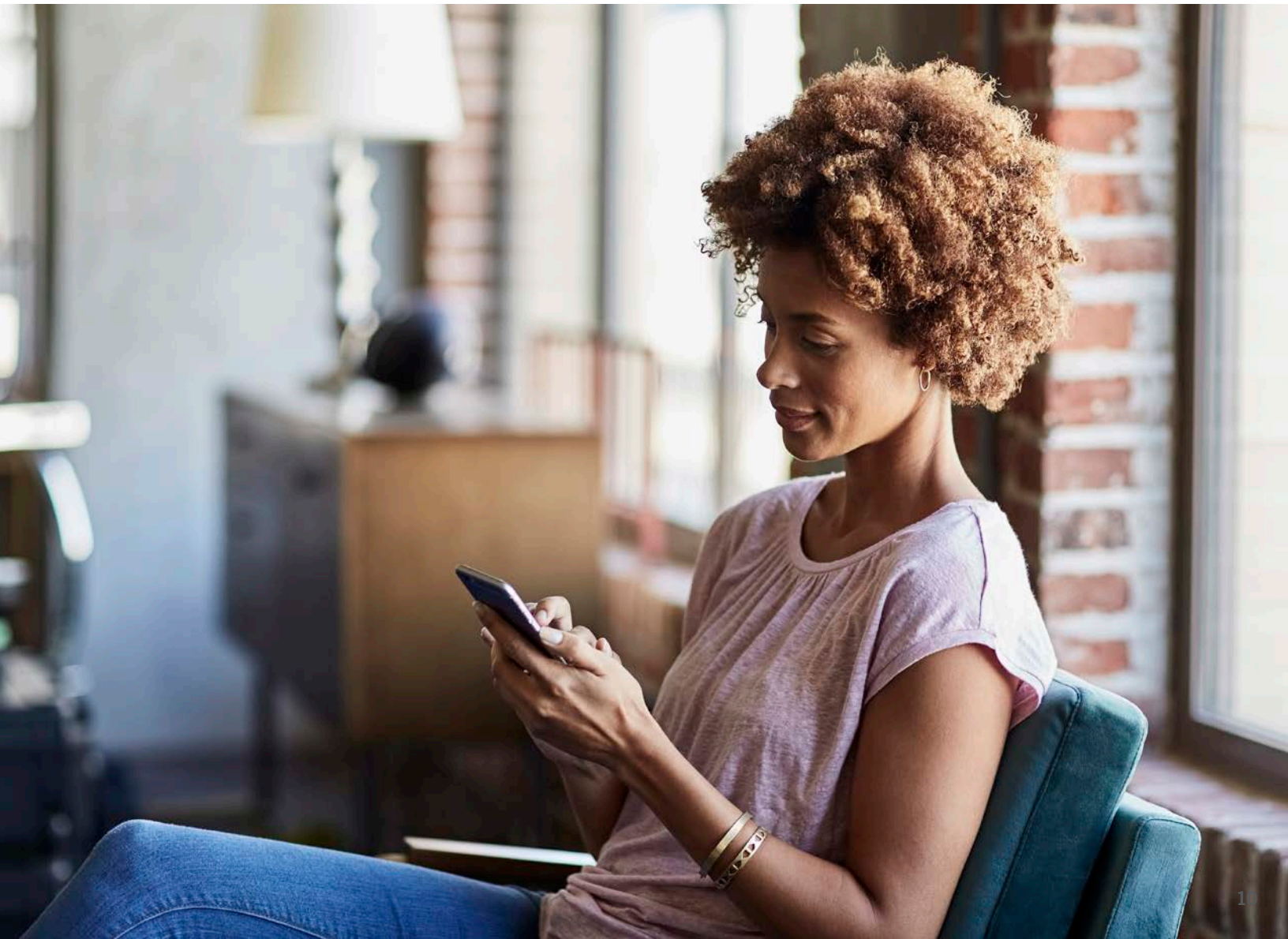
[†]Facebook[®] is a registered trademark of Facebook, Inc.
^{††}Instagram[®] is a registered trademark of Instagram, LLC.

1 month:

- Follow up to recommend additional Artistry[™] products. Ask if you can touch base in another month (then be sure you do).

TIPS

- Be an attentive beauty consultant
- Follow up early and often
- Build volume by recommending Artistry[™] products to complete their skincare regimen
- Offer to host a Beauty Break for their friends



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- Artistry™ Skincare Guide, Artistry Signature Color™ Foundation Guide and “Get the Look” Makeup Guides
- Real Beauty Catalog
- Artistry™ “how-to” videos
- Artistry™ Virtual Beauty app



2 Create your Artistry™ story:

- Choose 3–5 products to feature, such as your Artistry Signature Select™ Personalized Serum Kit, Artistry Studio™ must-haves and a few more favorites. Less is more, don't overwhelm your guests.
- Try these products, so you can talk about your experience.
- If you're focusing on makeup, practice creating different looks on yourself or a friend.

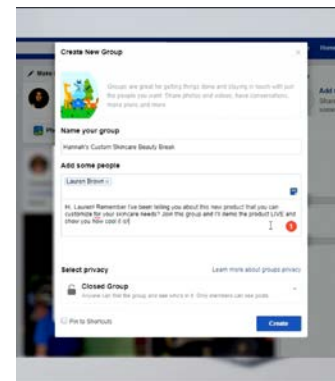
TIPS

- Watch the Artistry™ Online Beauty Break video in the Amway Resource Center to learn more details on how to make your own event
- Start a closed Facebook®† group
- Create a “live” event and post often to build interest
- Ask group members to invite friends
- Check lighting, camera angle, display and background

3 Fine tune your Facebook® skills:

- Watch the Artistry™ Online Beauty Break video in the Amway Resource Center for visual references.

- Set up a Facebook®† group. Give it a short, memorable name like “Take a Beauty Break with Beth.” By hosting your event in a group, you can easily invite and follow-up with guests. You can even turn this group into your business page after your Online Beauty Break.



- Set the group privacy as “closed,” so any Facebook®† user can see the group, but only group members can see your posts and join the conversation. In the group description, share why you love being a beauty consultant and which Artistry™ products you can't live without.
- Download and add images from the Amway Resource Center and Artistry™ U.S. social media sites, so your guests can get to know Artistry™ brand and your featured products like Artistry Signature Select™ Personalized Serum and Artistry Studio™ color cosmetics.
- Add your Facebook®† friends to your group page.
- Create an event for your party – be sure to include the word “live” in your event name. Set the date, time and description, and ask group members to invite their friends.
- Build excitement by posting about your featured Artistry™ products, top benefits and your product experience every few days. Keep it simple by focusing on 3–5 products.

4 Set up your studio:

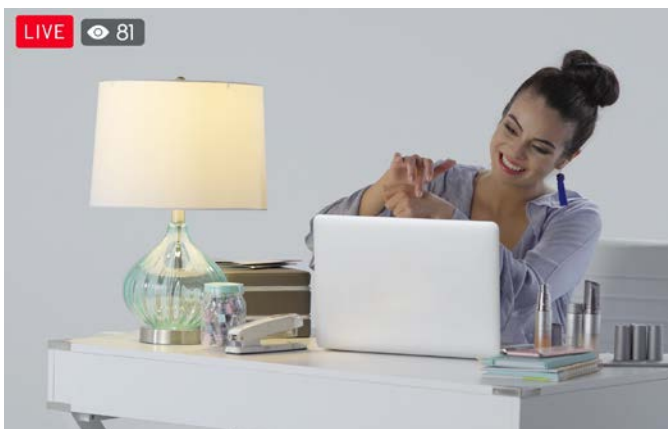
- Pick a well-lit spot to host. Be sure your laptop, tablet or mobile phone is stable and position the camera so you and your products are easily seen (and nothing distracting is in the background).
- Plan what to say and when, then do a dry run the night before.
- Find more helpful tips in the Artistry™ Online Beauty Break video in the Amway Resource Center.

†Facebook® is a registered trademark of Facebook, Inc.

SHOWTIME

1 Be camera ready:

- Log into Facebook^{®†} and rehearse 30 minutes before you go live.
- Be sure your laptop, tablet or smartphone is charged and your camera angle, lighting and background are just right.
- When it's time to start, click on the "live video" button on your group page.



2 Keep it conversational:

- Give guests time to arrive and greet them just as if they were arriving in your home.
- As you welcome guests, thank them for coming and tell them that you have two exciting new Artistry[™] skincare and makeup products to share.
- Ask open-ended questions like, "What are your skin concerns?" "What do you look for when you shop for skincare?" "Have you ever used a personalized serum?" "What do you hope to take away from this Beauty Break?"

TIPS

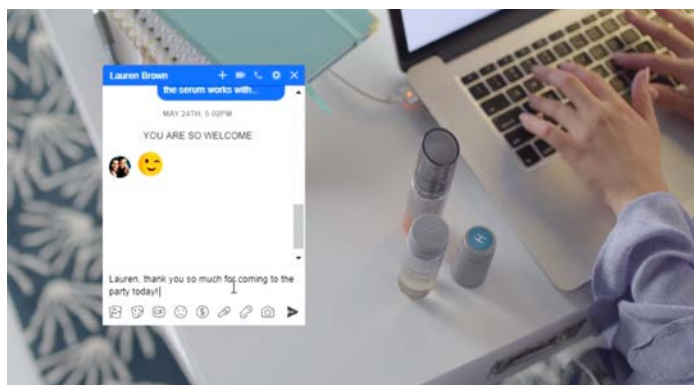
- Greet guests as if they were at your front door
- Keep the energy up by asking open-ended questions
- Pick one viewer and mix her Artistry Signature Select[™] Personalized Serum

3 Create your Artistry[™] experience:

- Give a quick (2–3 minute) overview of the Artistry[™] 4-Step Skincare Regimen and your featured Artistry[™] skincare and makeup. Keep it interesting by sharing top benefits and your personal story with each product.
- Demo skincare first, showing proper application techniques. Follow with makeup, sharing tips and tricks for creating different looks, from casual to dramatic.
- Choose a guest and ask her if you can mix her personalized serum. This gives you the opportunity to walk through the Artistry Signature Select[™] experience and show-off your beauty expertise.
- Spark conversation by encouraging guests to ask questions. Monitor the right-hand side of your live video, so you can answer questions on air. If you don't know an answer, let your guest know you'll follow-up with her afterwards. (You can go back and answer questions in the comments later.)
- Don't shy away from talking about price. Be up-front, address price value and remind guests that every Artistry[™] product is backed by the AMWAY[™]PROMISE[™] 100% customer satisfaction guarantee.*

4 Wrap it up:

- After you've answered everyone's questions, ask for the sale by sharing the link to your Personal Retail Website. Share how excited you are to become their beauty consultant.
- Remind guests to set up DITTO[™] delivery, so they'll never run out of their Artistry[™] favorites.
- Tell guests that you'll be following up to see if they'd like more information or have any additional questions.
- Thank them for coming and remind them to check your group page for exciting Artistry[™] brand updates.



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FOLLOW UP

1–3 days:

- Reach out to guests by Facebook^{®†} Messenger to thank them again for joining the party and placing an order. If they didn't order, remind them of the products they asked questions about and ask for the sale again. Ask if they prefer to stay in touch by phone, email or text. Suggest that they follow @ArtistryUS on Facebook^{®†} and Instagram^{®††} to stay in the know about new products and promotions.

1–2 weeks:

- Follow up to see if they're using their new Artistry[™] products and how their skin looks and feels. Listen carefully – their insights open the door to future sales of Artistry[™] or other Amway[™] products.

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1 month:

- Follow up to recommend additional Artistry[™] products. Ask if you can touch base in another month (then be sure you do).

TIPS

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- Follow up early and often
- Build volume by recommending Artistry[™] skincare and makeup products
- Offer to host a Beauty Break for their friends





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