



## Pure White

A perfect balance to  
natural white beauty





## Pure White

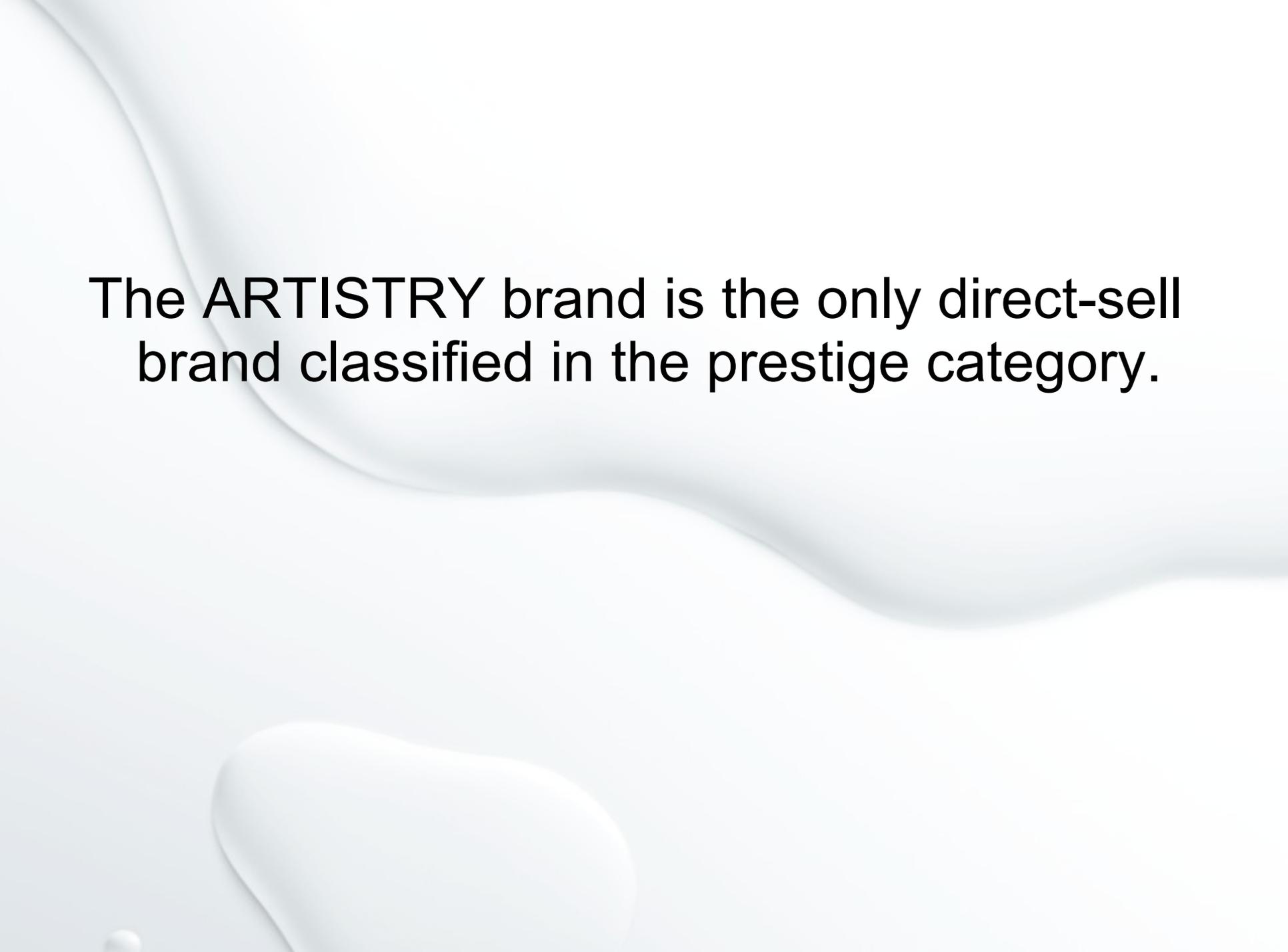
A perfect balance to  
natural white beauty

# AGENDA

- All about ARTISTRY
- Internal & External Experts
- Process of development
- Skin factors – causes of unbalanced melanin production
- Pure White System – A Perfect Balance to Natural White Beauty
- Selling tips

**Artistry is currently sold in  
over 50 countries  
worldwide!**

*Asia is the region with greatest sales, with  
almost 80% of the total Artistry sales!*

The background features several soft, white, liquid-like splashes or droplets of varying sizes and shapes, creating a clean and minimalist aesthetic. The largest splash is a wide, horizontal curve that spans across the upper half of the frame. Below it, there are smaller, more rounded droplets, one of which is prominent in the lower-left quadrant.

The ARTISTRY brand is the only direct-sell brand classified in the prestige category.

# ARTISTRY™

- Over 35 years experience
- Over \$1 Billion in annual sales globally
- 114 Worldwide Patents
- 78 Patents Pending
- 88 Publications



**Artistry – “True Science, True Beauty”**



**Artistry is about truth.**

**Truth in science – by focusing on your skin's health and its appearance. Cultivating emerging technologies and the collective knowledge of leading practitioners in the field of dermatology gives. Artistry, the cutting edge in modern skin care.**



**Artistry is about truth.**

**Truth in beauty – by celebrating the individual beauty with every woman. Experience the endless, exception benefits Artistry skin care and cosmetics provide**



**Artistry skincare research is  
committed to the synergy of health  
and beauty**



Artistry beauty is based in  
proprietary science

# Pure White System



**A PERFECT BALANCE  
TO NATURAL WHITE BEAUTY**

# BRAND PROMISE

A Holistic, Balanced Approach to Skin Whitening  
**PREVENT, TREAT and PROTECT**



## Internal and External Experts

New Artistry Pure White has been developed by foremost leaders in the field of skin care research and science.

# INTERNAL EXPERTS

## Genius – The Mind Behind Pure White



Dr. Di Qu  
Senior Research Scientist

# INTERNAL EXPERTS:

## Center for Skin Health Research

In collaboration with:

- **Dr. Amit Chandra,**  
*Analytical Chemist*
- **Debbie Deppa,**  
*Senior Research Scientist*
- **Dr. David Fast,**  
*Molecular Biologist*
- **Jesse Leverett,**  
*Senior Research Scientist*
- **Chris Masotti,** *Group Leader*  
*Skin Care Product Development*
- **Dr. Steve Missler,** *Biochemist*
- **Dr. Esther Patrick,** *Toxicologist*
- **Dr. Haeri Roh-Schmidt,**  
*Molecular Biologist*
- **Louise Schneider,** *Senior*  
*Scientist*
- **Dr. Paul Seehra,** *Biomedical*  
*Engineer*

# EXTERNAL EXPERT

## Credibility – Validating the Technology



### Dr. John Pawelek

- Yale University
- Recognized authority on pigmentation research development
- Artistry Scientific Advisory Board member

# EXTERNAL EXPERT

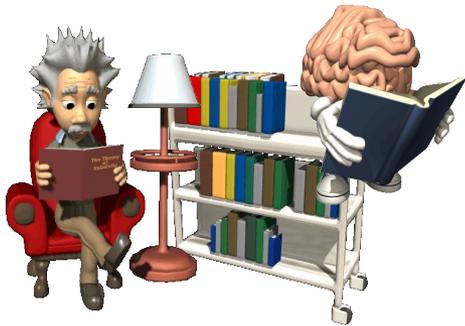
## Design – The inspiration behind the look



Olivier van Doorne  
World Wide Creative Director,  
SelectNY



# Process of Developing New Ingredients



Literature Search



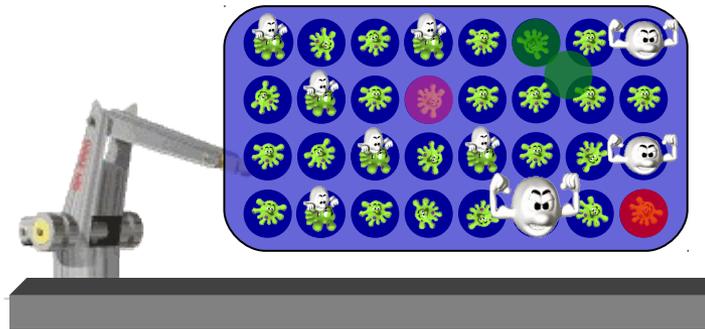
*Dried root*



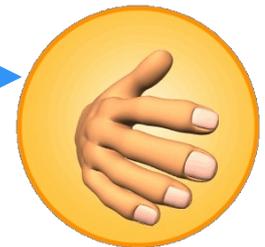
Obtain Botanicals



Further Isolate fractions

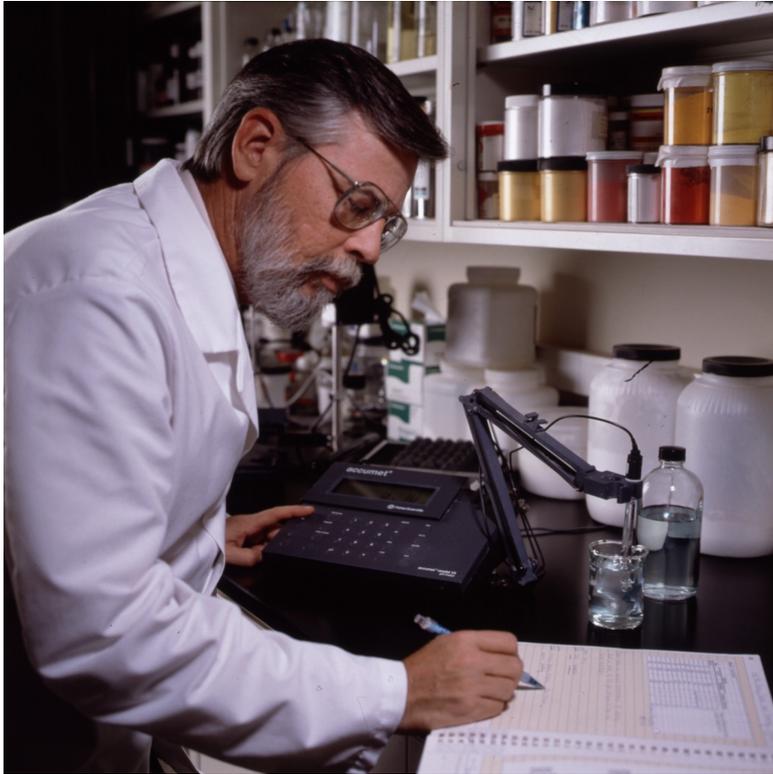


Bio Assay Activity Screens



Activity???

# In House Efficacy Testing – In Vitro Studies

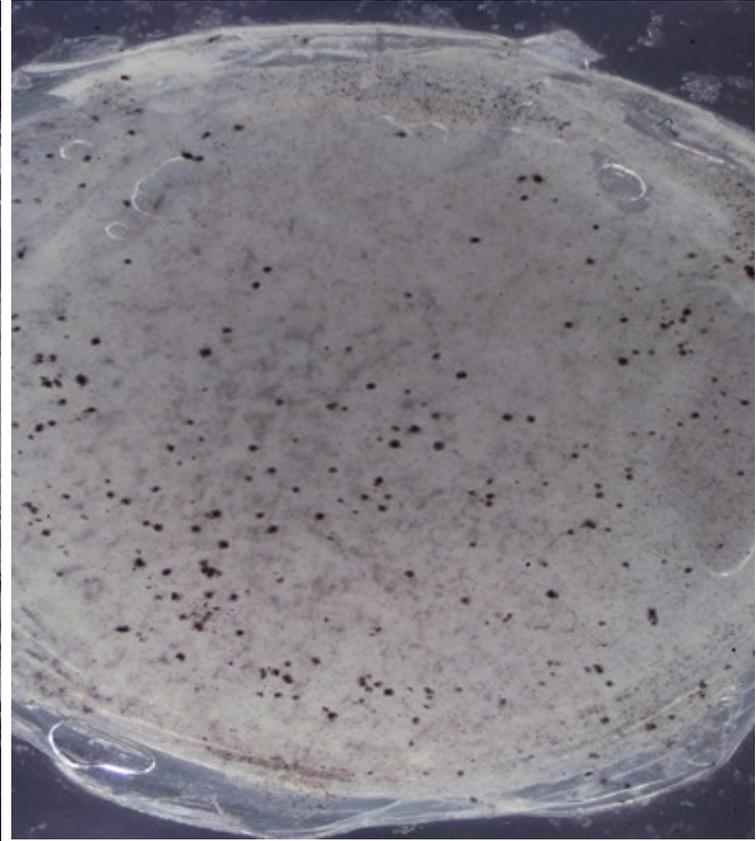


- Relationship of product pH and whitening efficacy
- Tyrosinase inhibition test
- Pigment inhibition test on Melanoderm (a skin model of reconstructed human epidermis with melanocytes)

# In House Efficacy Testing – In Vitro Studies



**Control**



**Pure White Essence Treated**

# Process of Testing New Ingredients



**Bearberry** **Acerola**  
**cherry** **Lemon**  
**Cucumber**



**Searching for synergistic effects**

# Formulation – The Science of the Art



- Investigate chemical compatibility of 20 – 30 ingredients in a formula
- Test for desired texture
- Test for skin feel
- Develop desired fragrance
- Conduct stability test at various conditions (room temperature, 4°C, 40°C, 50°C, and freeze and thaw)
  - Chemical
  - Physical
  - microbiological

# Clinical Study – Safety and Efficacy



- Independent testing labs
- On the Asian skin
- All skin types
- Self-perceived sensitive skin
- Clinically graded by dermatologists
- Irritation study
- Acnegenecity study

# Pilot Plant for Process Development

## Process Scale Up in the Pilot Plant



# Product Manufacturing Facility

## World Class Manufacturing Plant



# Quality Assurance

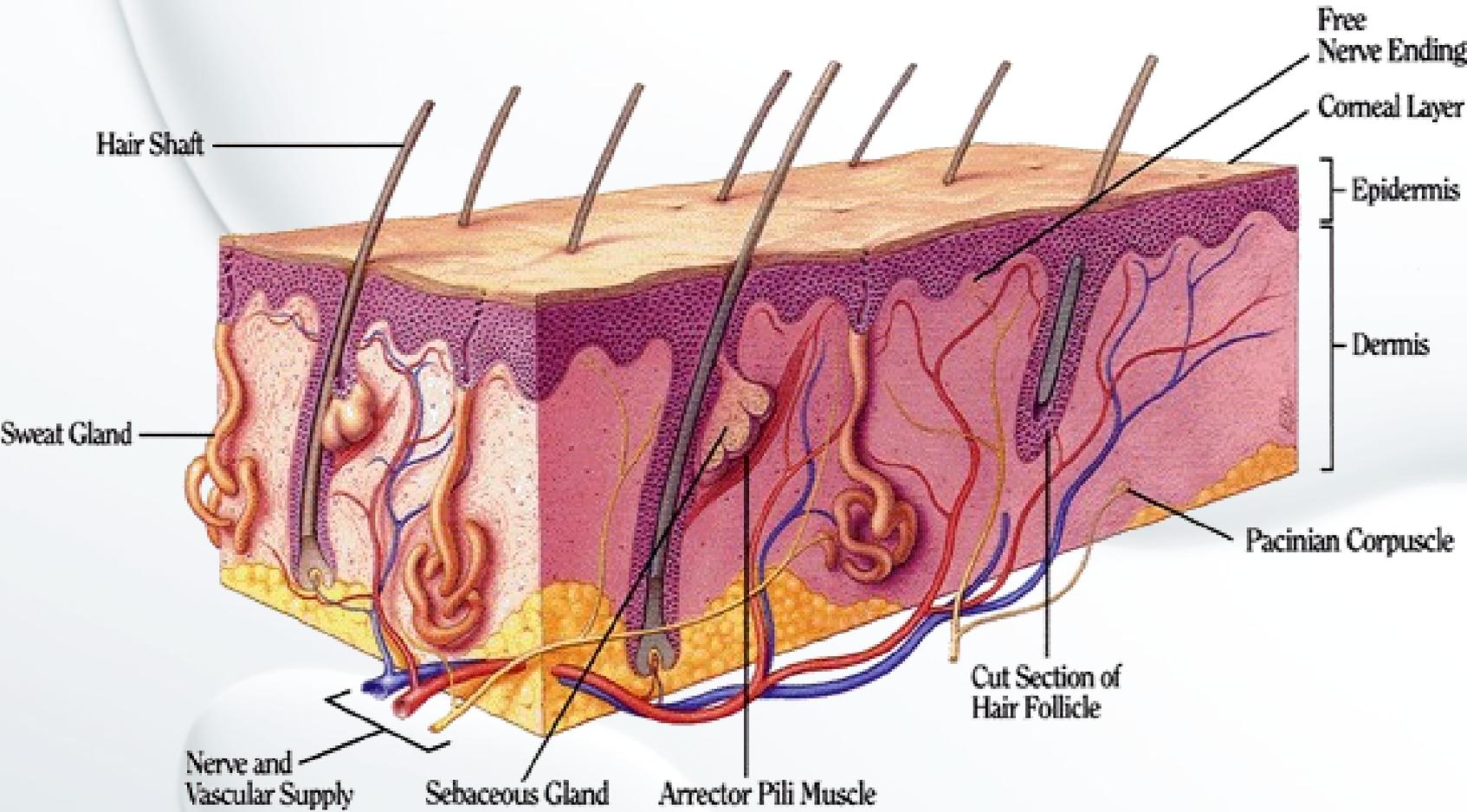
## Quality Assurance: Testing Incoming Raw Materials



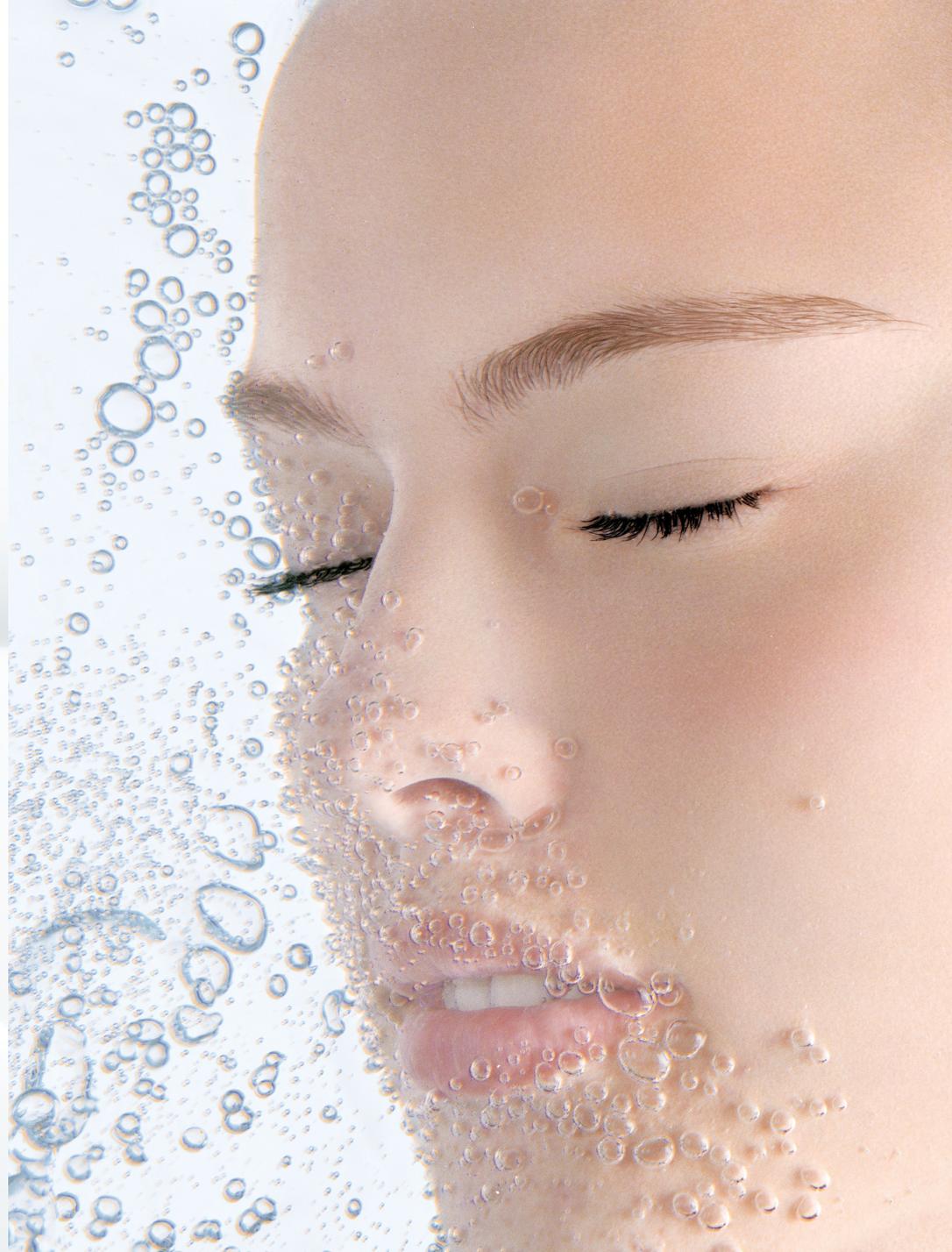
# The New Generation of Pure White



# Structure of the Skin



Optimal skin  
perfection occurs  
when  
melanin is balanced

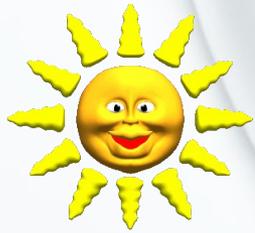


# Main causes of unbalanced melanin production

- UV Rays
- Stress
- Hormones
- Immediate Skin Darkening



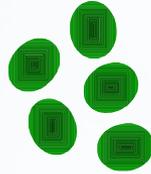
# Causes of Melanin Formation



U.V. Light



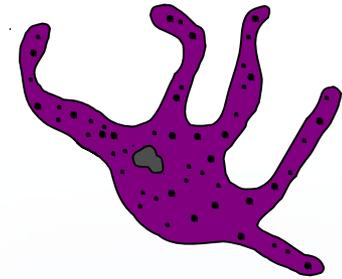
Genes



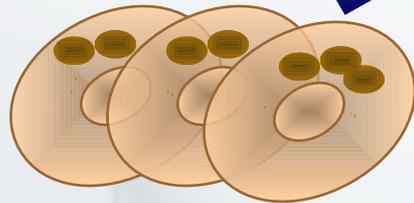
Hormones



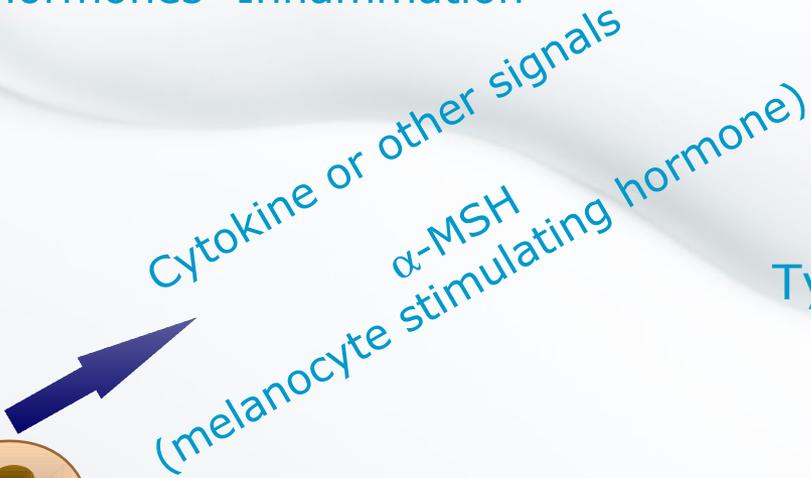
Inflammation



Melanocyte



Epidermal  
Cells



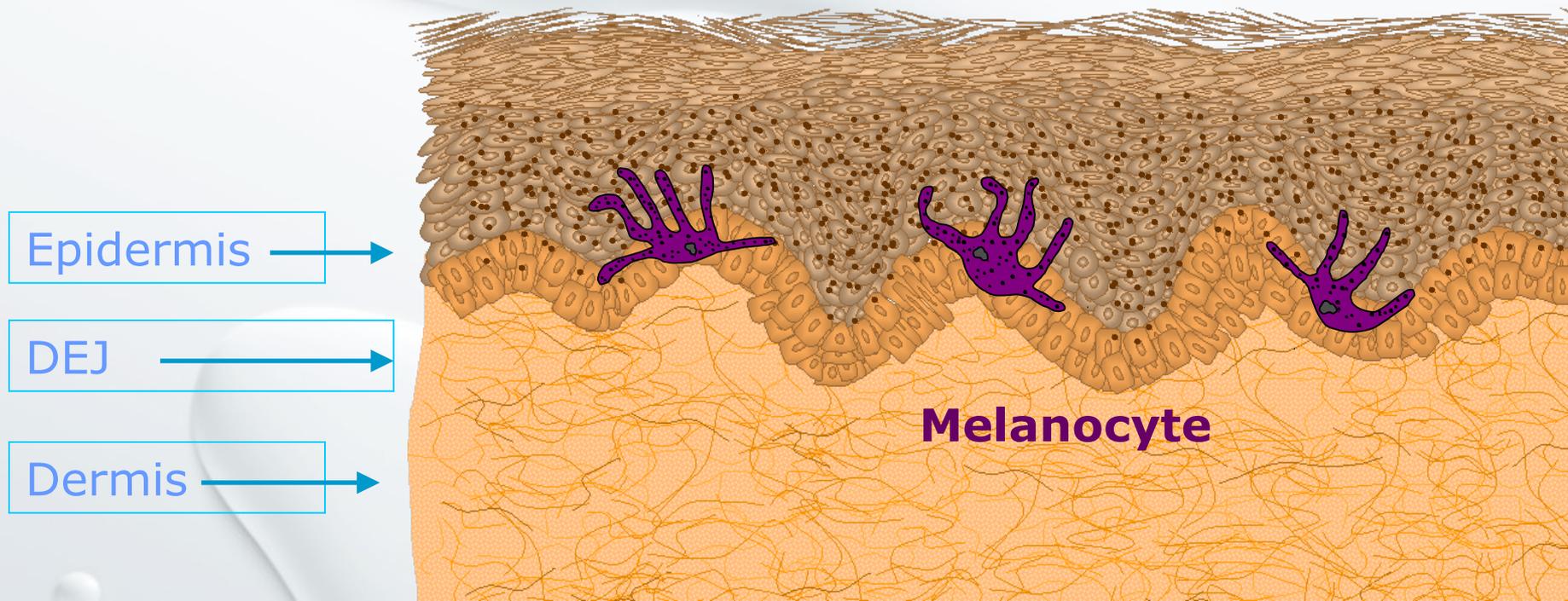
Produce  
Tyrosinase (enzyme)



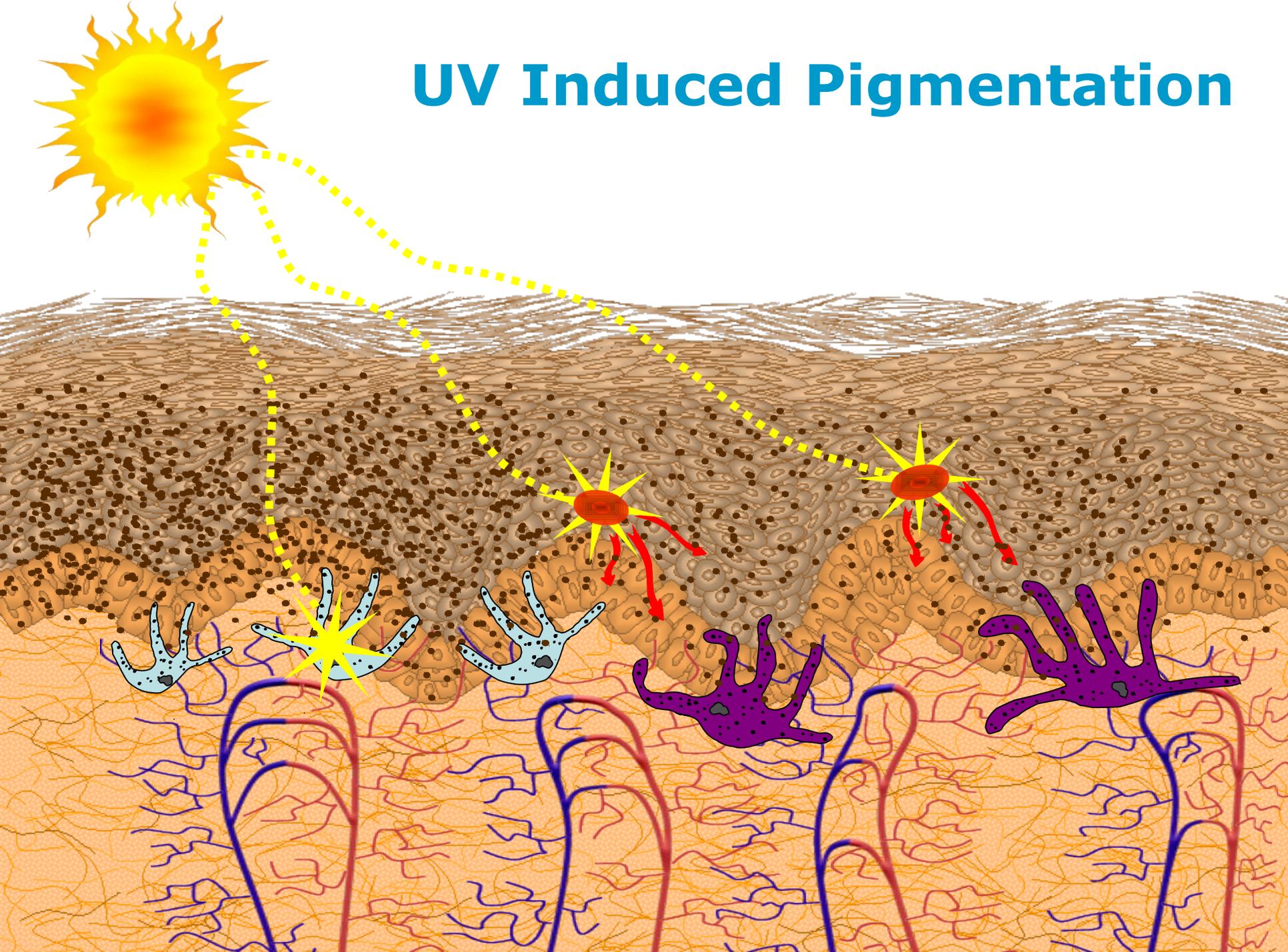
Produce Melanin  
(eumelanin and  
phaeomelanin)

# Formation of Melanin in Skin

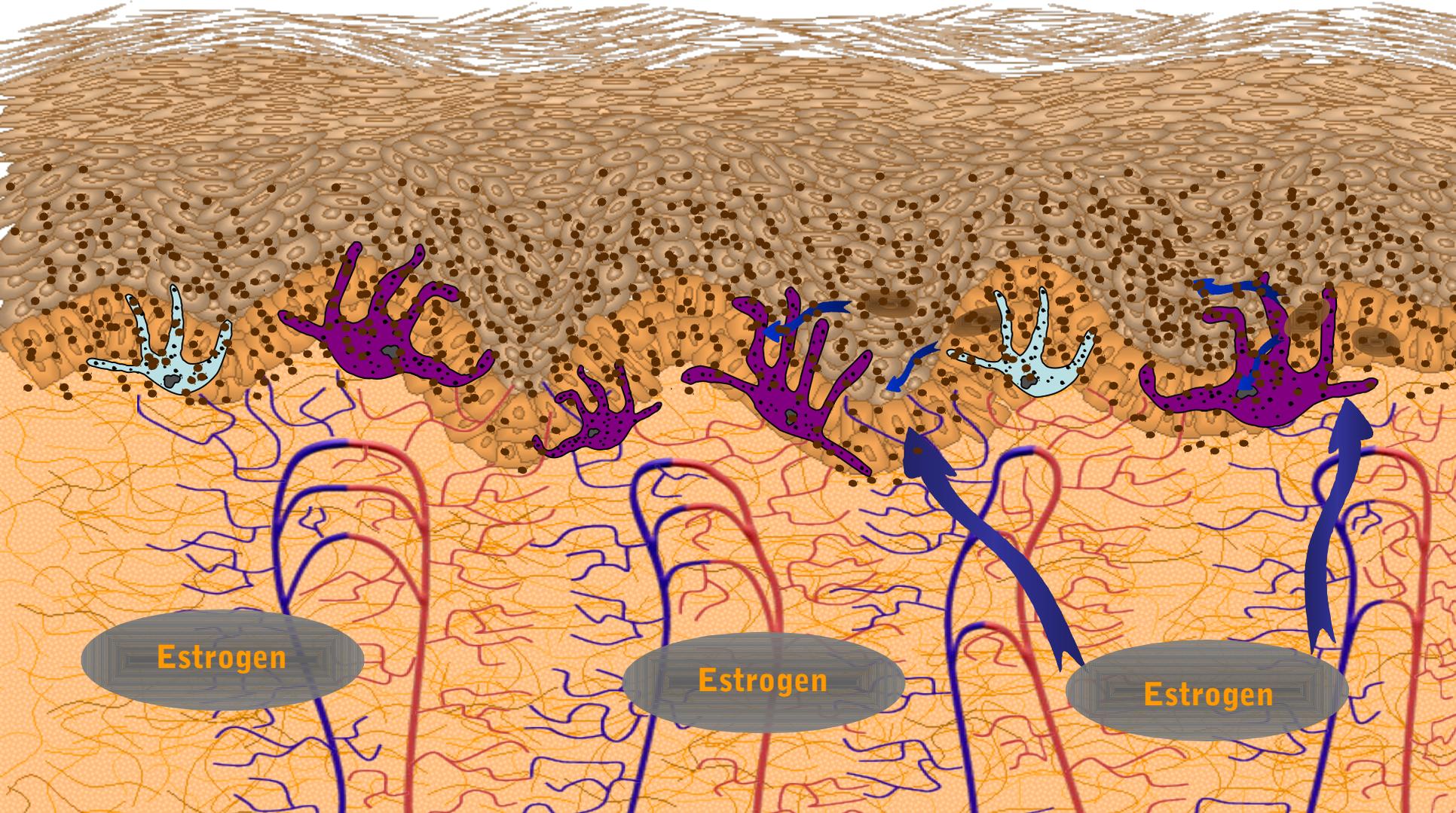
- Melanin is produced by pigment cells called melanocytes
- Melanocytes live at the Dermal-Epidermal Junction and produce melanin containing vesicles called melanosomes
- Melanosomes transfer to keratinocytes (epidermal cells) to protect the skin from harmful UV rays



# UV Induced Pigmentation

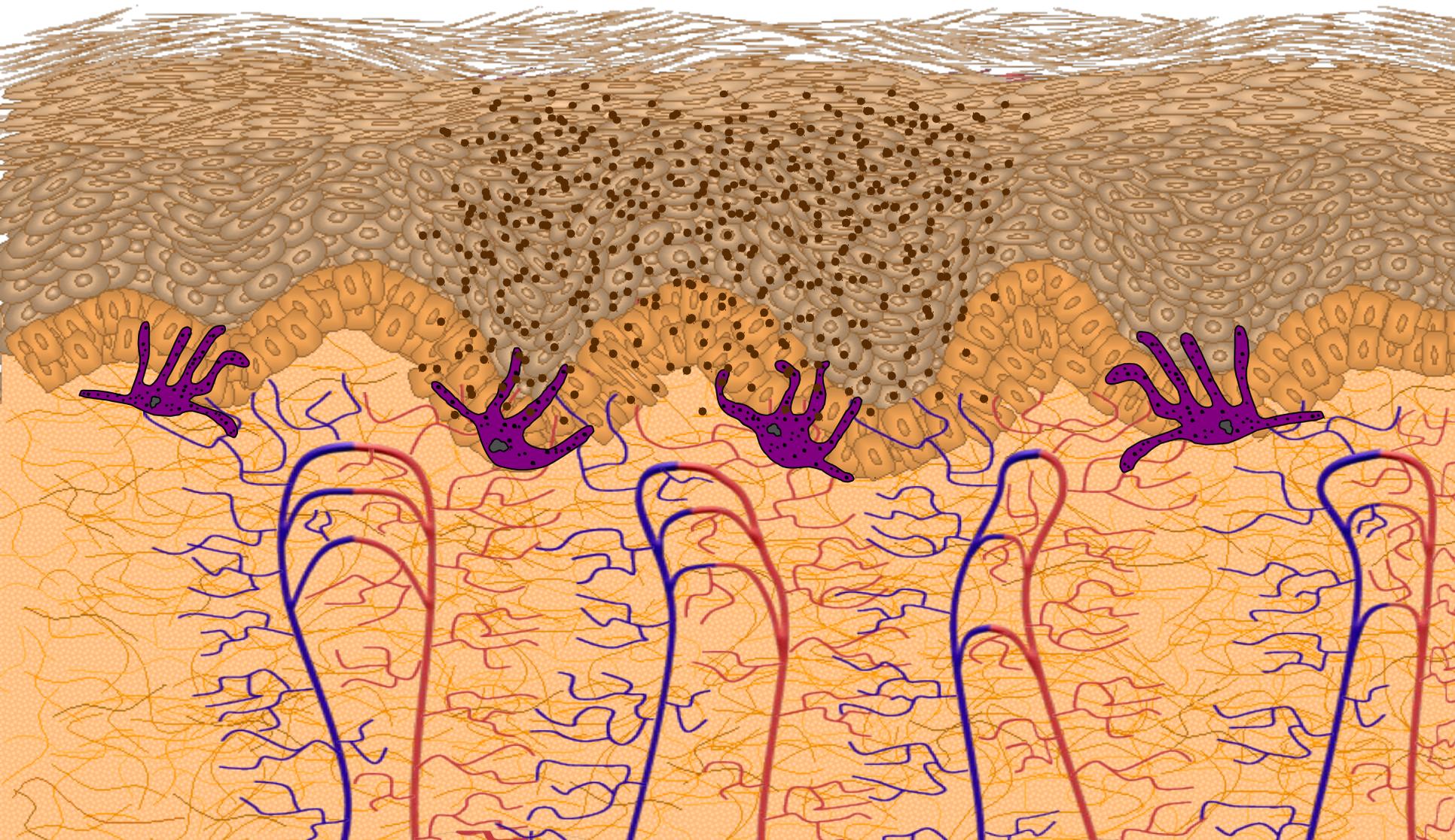


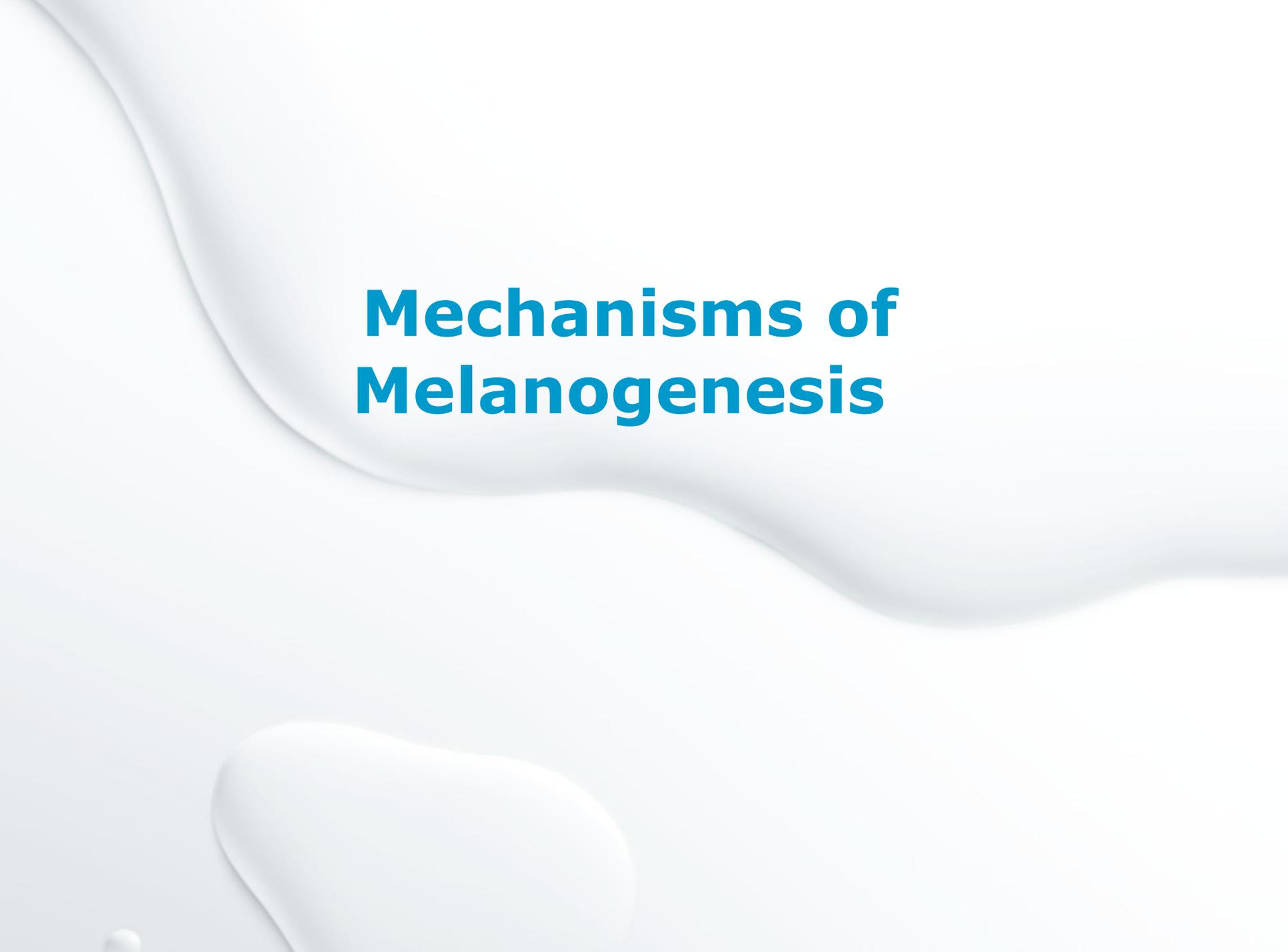
# Hormone and Hyperpigmentation



**Irritation**      **Inflammation**

**Post-Inflammatory Hyperpigmentation**

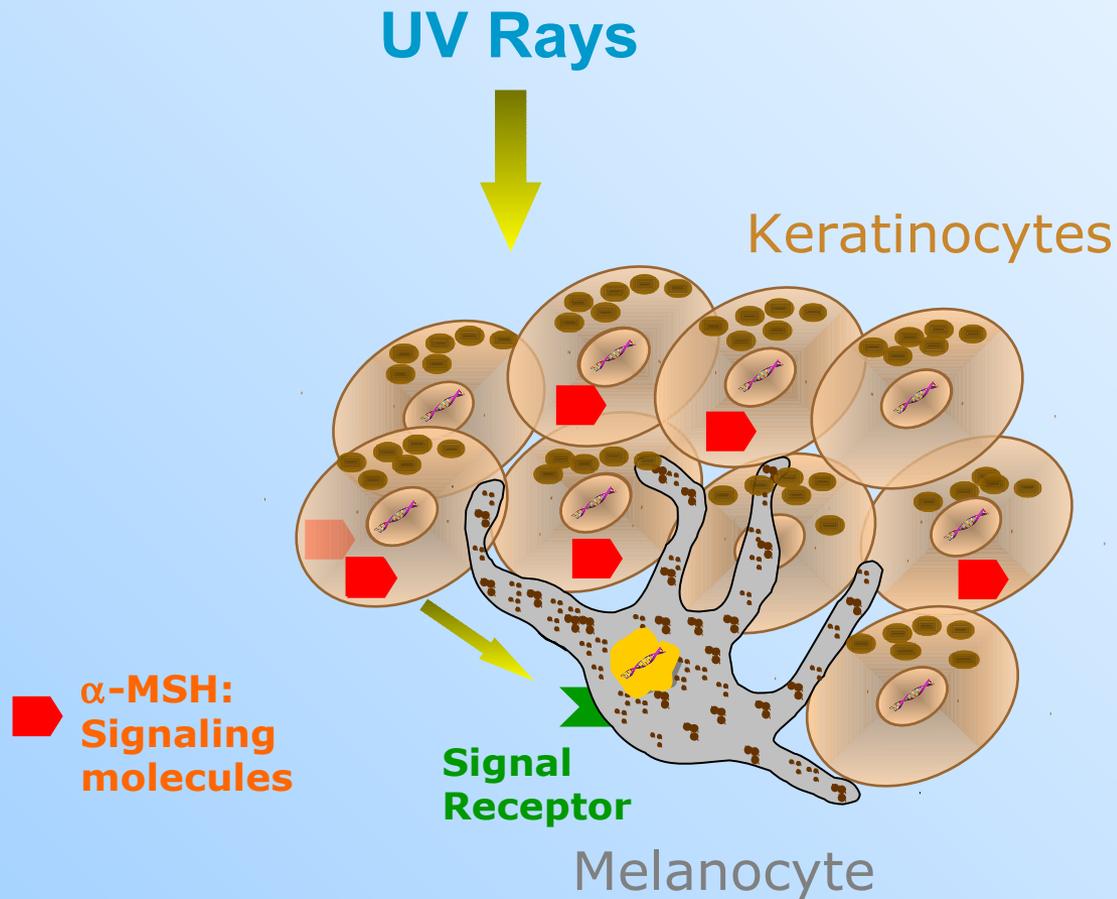




# **Mechanisms of Melanogenesis**

# Scientific Background

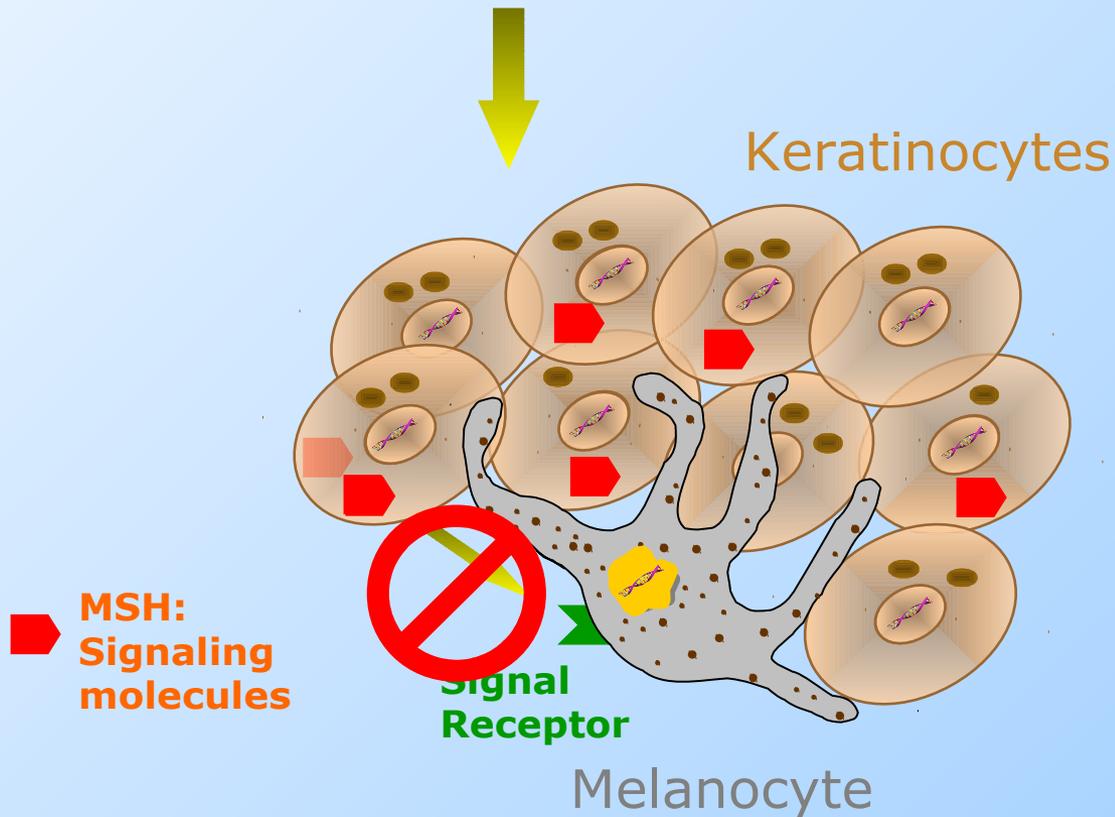
## $\alpha$ -MSH (Melanocyte Stimulating Hormone) and Skin Pigmentation



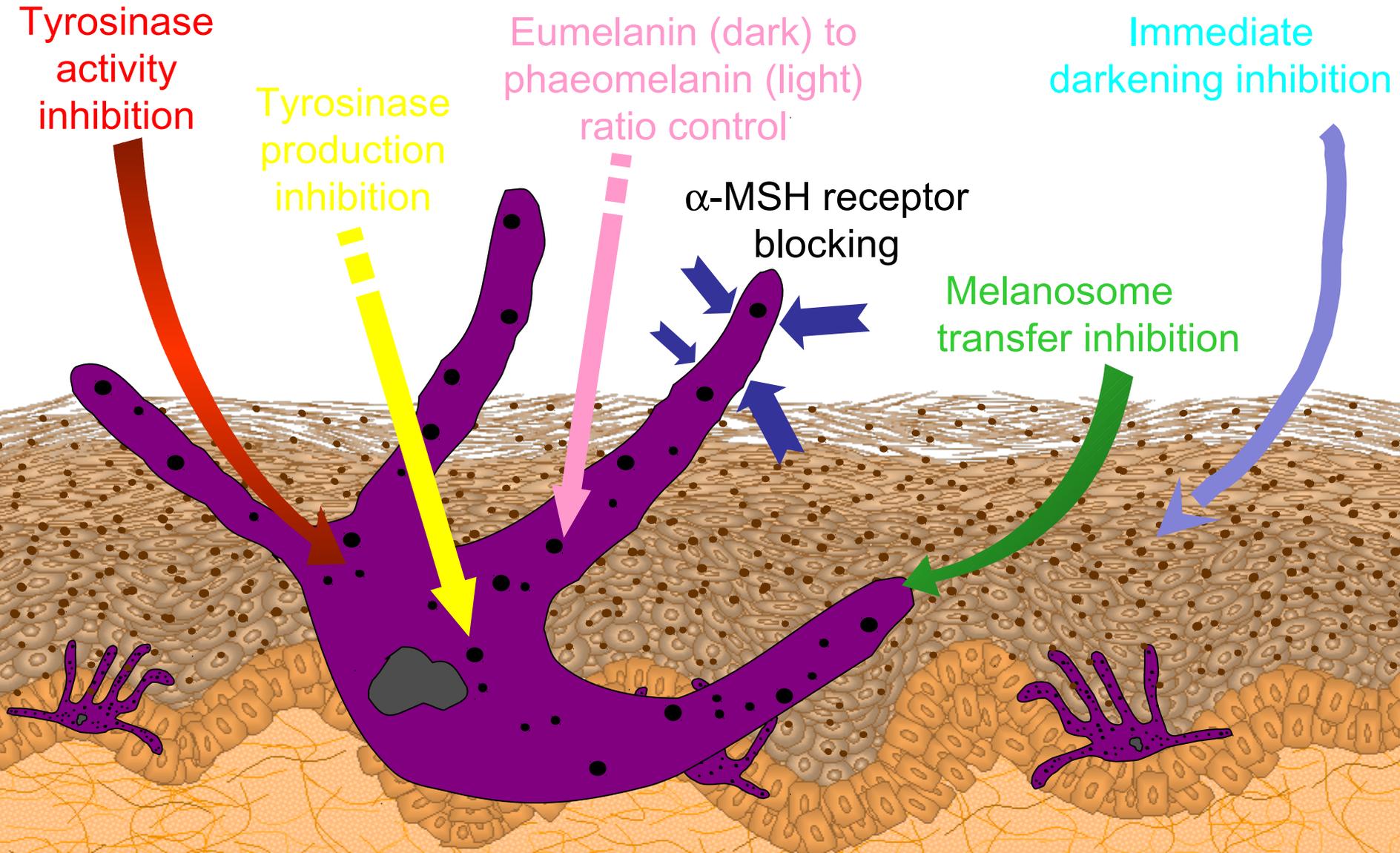
# Prevent

## Inhibiting the Activity of MSH

UV Rays, Hormones, and Inflammation



# Multiple Pigmentation Inhibition Mechanisms





**Creating the need for whitening products**  
**The role of melanin in the skin**

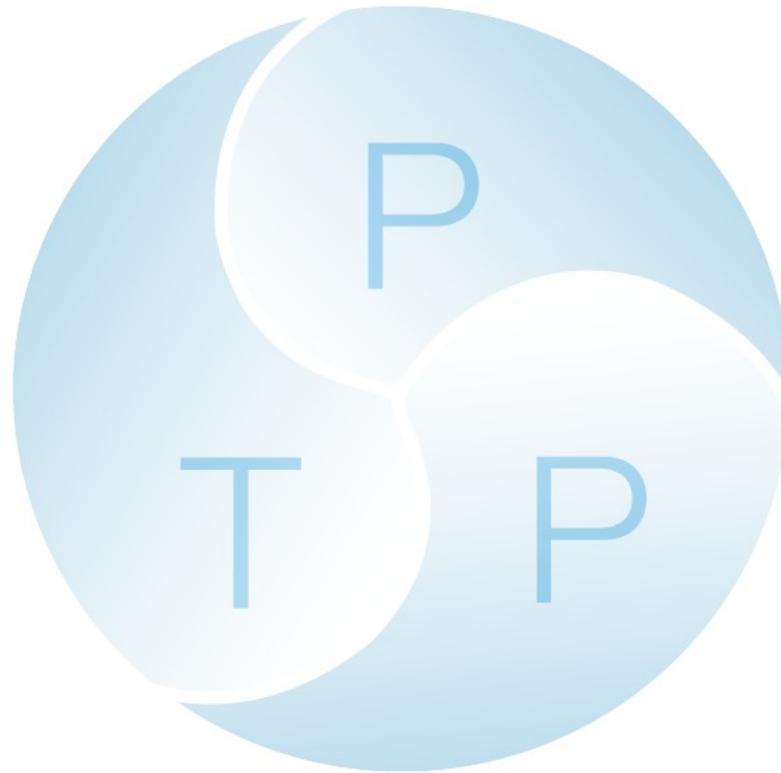
# TECHNOLOGY BEHIND THE PURE WHITE SYSTEM



# Holistic, Balanced Approach

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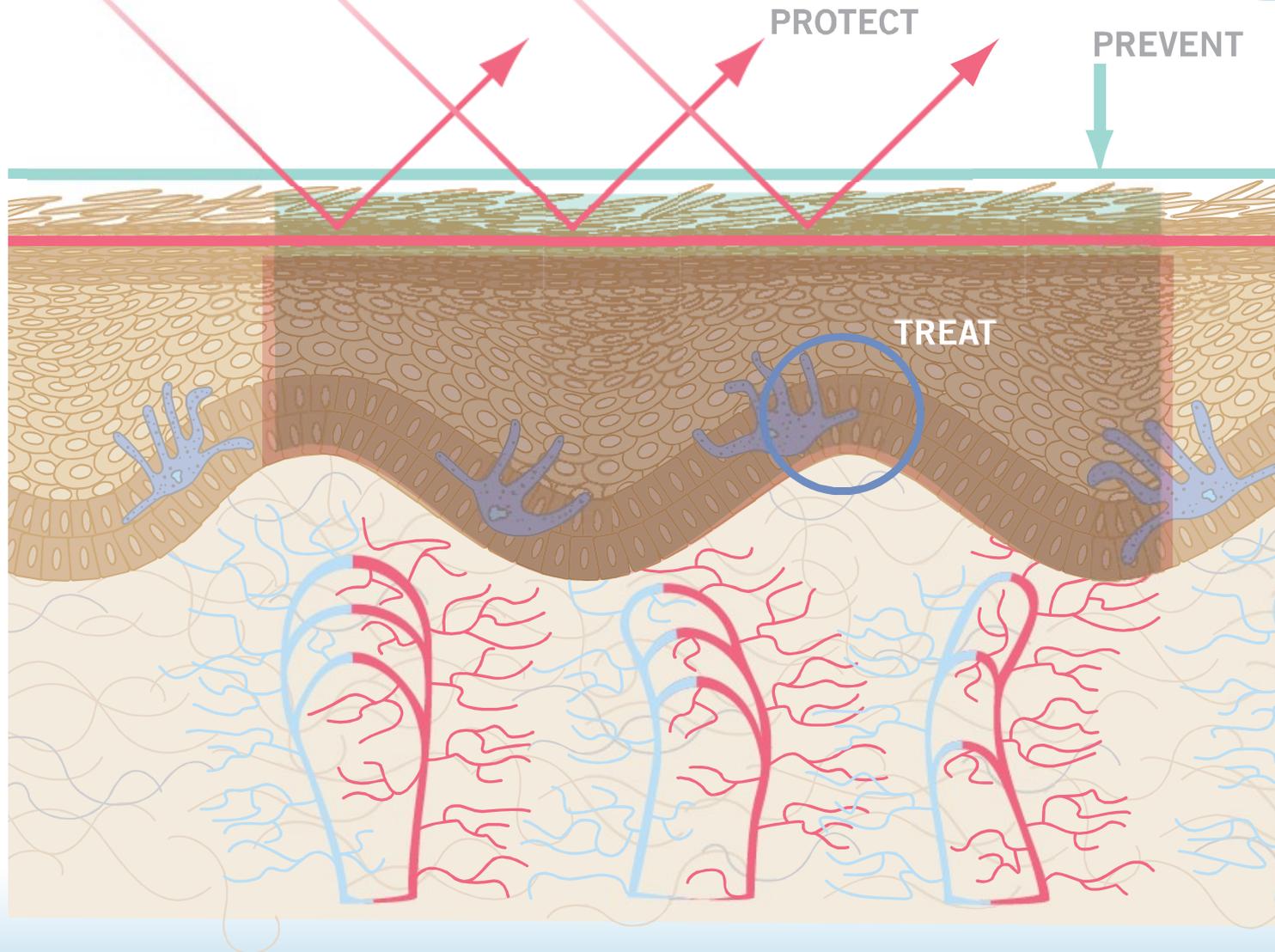
**Prevents** Post Inflammatory Hyperpigmentation



**Protects** Cells

**Treats** Multiple Pigmentation

# Holistic, Balanced Approach



# Pure White Advantage

The technologies of multiple pigmentation inhibition mechanisms and cell protection are the key components of the ARTISTRY patent pending ***holistic approach*** to skin whitening. It is important to achieve high efficacy in skin whitening, but it is equally important to provide adequate cell protection after whitening, because skin with reduced levels of melanin is more vulnerable to environmental insults.

ARTISTRY Pure White is the only brand that balances these two effects.

***- Dr. Di QU***

# Pure White Advantage

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REDUCING MELANIN

+

CELL PROTECTION

+

PREVENTION OF IRRITATION

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**YOUR NATURAL WHITE BEAUTY**

# Holistic, Balanced Approach

## Products **KEY** Role



# Pure White BALANCING COMPLEX



10 Extracts	Main Function	Prevent	Treat	Protect
White Tea Extract	Antioxidant	X		X
Chamomile Extract**	Soothe	X	X	
Bitter Orange Peel Extract*,**	Antioxidant	X		X
Oat Extract*	Exfoliation		X	X
Hydrolyzed Potato Protein	Protectant			X
Vitamin C Derivatives	Brighten skin tone	X	X	X
Water-Soluble Licorice Extract	Soothe	X	X	
Bearberry Extract	Brighten	X	X	
Acerola Cherry Ferment*,**	Brighten	X	X	
Ergothioneine	Protect			X

\* ARTISTRY Patented

\*\* Nutrilite Approved

# Pure White Balancing Complex

## Featuring White Tea



**Reduces melanin  
production by 86%**

(based on in-vitro test)

# Additional Essence Ingredients

Licorice



Asparagus



Black Cohosh



Glutathione



Plum



Lotus Root



Wheat Germ



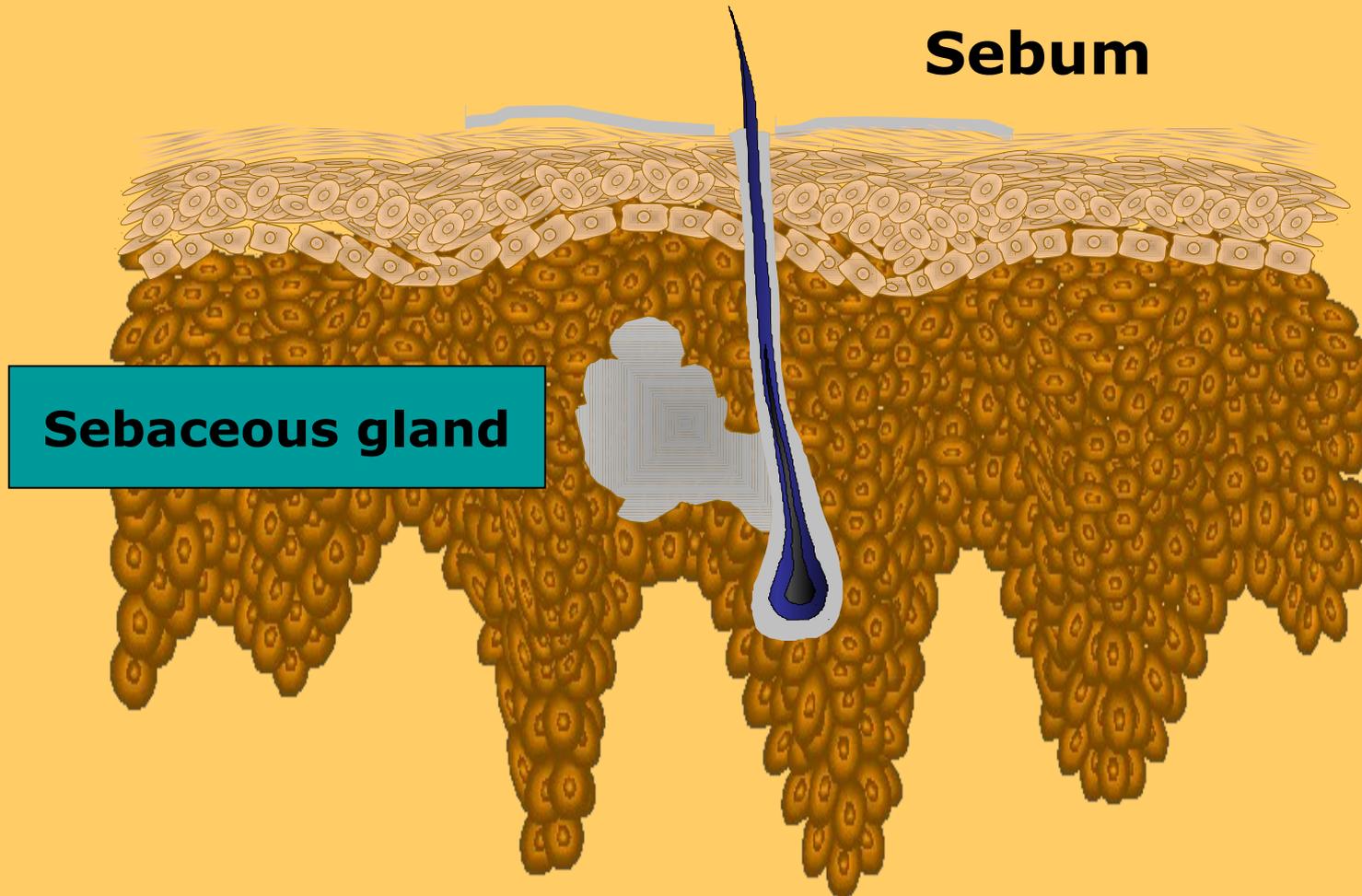
# Pure White Special Ingredients

Ingredient Name	Function	I (Normal to Dry)		II (Normal to Oily)	
		Toner	Moisturiser	Toner	Moisturiser
Pure White Balancing Complex	Prevent, Treat Protect	x	x	x	x
HLM+ and NMFs	Moisturising	xx	xx	x	x
	Inhibits Oil Production	NA	NA	x	x
Oil Control Technologies	Microsponge to absorb surface oil	NA	NA	NA	x

Prevent Irritation and Inflammation

# Treating Oily Skin - Sebum Control

Over Production of Skin Oil



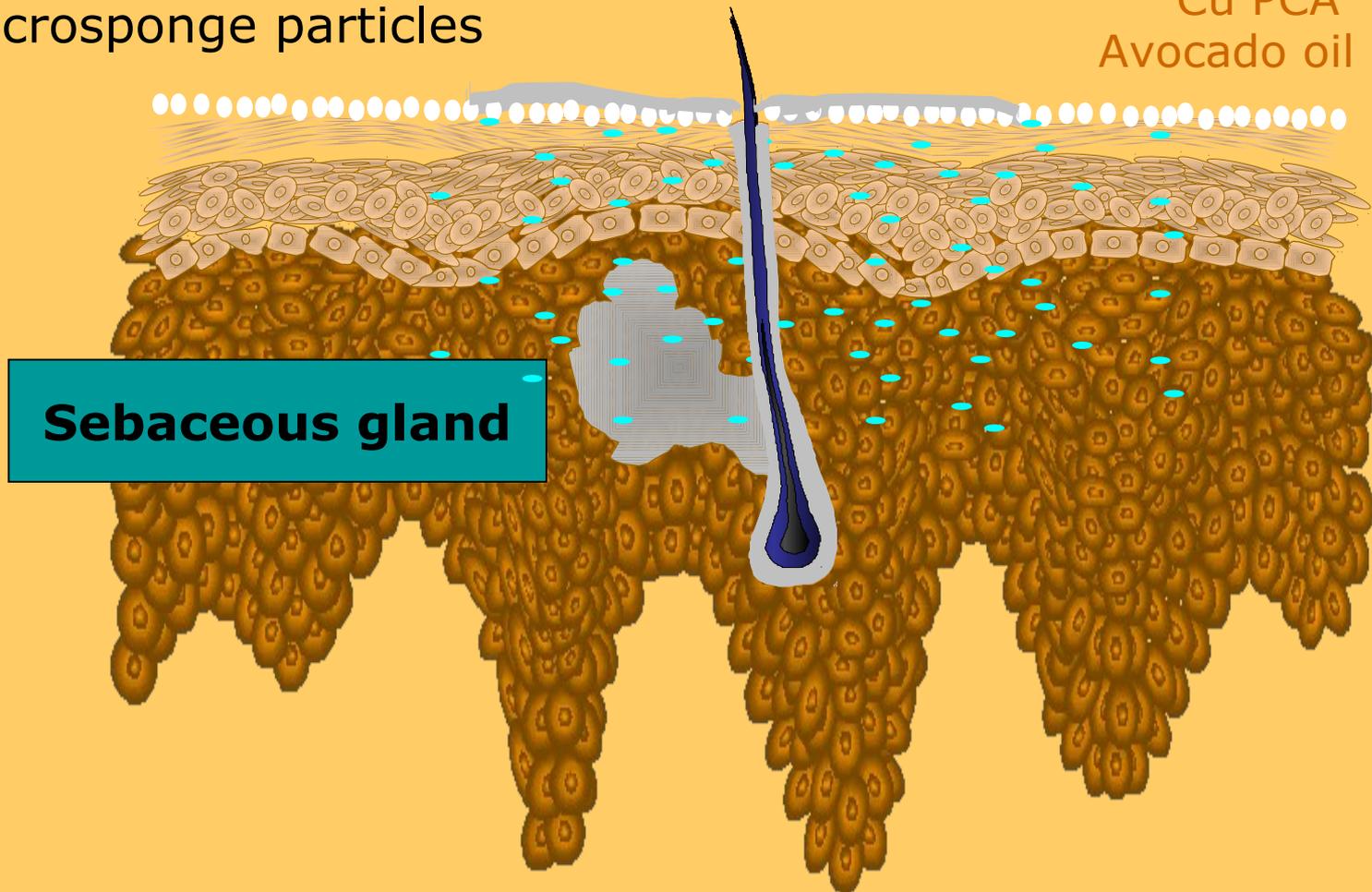
Prevent Irritation and Inflammation

## Treating Oily Skin - Sebum Control

**Oil Control: By Absorption & Inhibition**

Microsponge particles

Zn PCA  
Cu PCA  
Avocado oil



**Sebaceous gland**

# Pure White FLORAL FRAGRANCE



Rose Absolute  
& Rose Oil

Jasmine  
Absolute

Tuberose  
Absolute

# Pure White System Claims

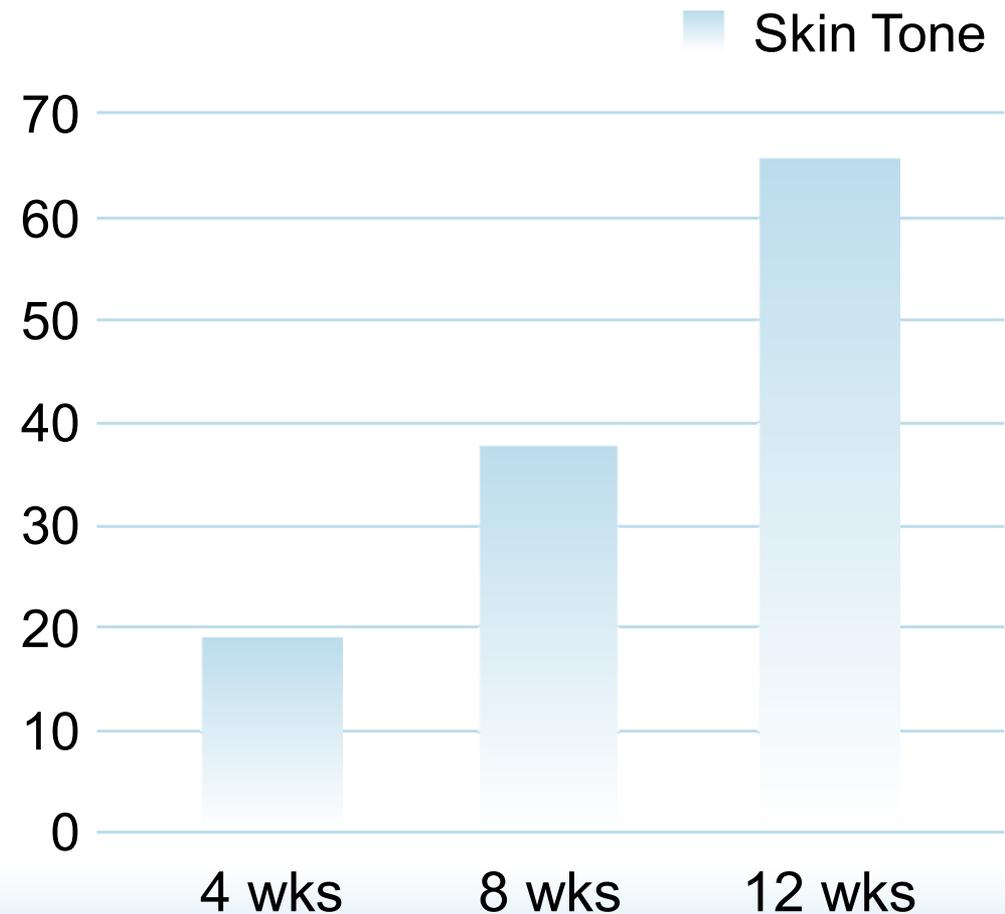
## 1. Restores your skin to its “Natural White Beauty”

Clinically tested,  
improvement in skin  
tone (dark to light) by

**19.2% in 4 wks**

**37.8% in 8 wks**

**65.9% in 12 wks**



# Pure White System Claims

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2. Clinically tested, Pure White visibly whitens skin just 12 days. **45% improvement in skin transparency\***

\* When used with Pure White Essence

**4 times more whitening actives** than previous products when cleanser, toner, moisturiser and crème are used together

# Pure White System Claims

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## 3. Clinically tested:

- Normal to Dry I System **increases moisture content**
- Normal to Oily II System **controls oil production and diminishes appearance of pores**
- **93.5%** of panelists indicate that Pure White was suitable for their skin type
- **94%** of panelists gave Pure White a high approval rating (product, package, fragrance)

# Pure White System Claims

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4. Products work **synergistically** to prevent, treat and protect the skin from discolouration as they effectively yet gently whiten
5. Tested on **Asian Skin**, including **Sensitive Skin**  
Dermatologist tested, allergy tested, non-comedogenic/non-acnegenic tested
6. All products feature **HLM+** to optimize skins moisturisation



# Pure White Offering

# Pure White System



# CLEANSER

## All Skin Types

- Gentle to your skin with strong cleansing power
- Silky foam refreshes skin
- First step of holistic whitening



# TONER I

## Normal to Dry

- A milky formula with a dew-like texture provides optimal moisturization
- Treats dry skin, reducing the chance of irritation
- Second step of holistic whitening, prepares skin for Essence



# TONER II

## Normal to Oily

- A clear, liquid leaves your skin feeling refreshed and shine-free
- Controls surface oil and refines pores
- Second step of holistic whitening, prepares skin for Essence



# ESSENCE

## All Skin Types

- Synergistically enhances the whitening performance of the other new Pure White products
- Gently yet effectively lightens your skin
- Third step of holistic whitening



# Pure White ESSENCE RESULTS

1. Clinically tested, Pure White Essence boosts the performance of other Pure White products

**2 times more effective at improving skin tone & dark spots over system alone**

2. **92%** of panelists felt that Essence made their skin whiter **in just 12 days**

3. Compared to current Pure White Essence is **38% more effective** at whitening



# MOISTURISER I

## Normal to Dry

- SPF20, PA+++ provides additional protection to vulnerable skin once melanin is reduced
- Increases moisture content of the skin by 112%
- Fourth step of holistic whitening



# MOISTURISER II

## Normal to Oily

- SPF20, PA+++ provides additional protection to vulnerable skin once melanin is reduced
- Contains botanical extracts and micro-sponge particles for oil-control
- Fourth step of holistic whitening



# CREME

## All Skin Types

- A light textured nighttime creme
- Soothes and restores a fresh glow when you awake
- Increases moisture content of the skin by 114%



# MASK AND SPOT CORRECTOR

## All Skin Types

- Periodic treatments for your skin that supplement your Pure White regimen
- Masque helps to exfoliate resulting in a healthy complexion
- Spot Corrector diminishes spots and freckles



**\*Existing formulas retained**

# ORDER OF USE

DAYTIME

NIGHTTIME

Step 1



Pure White  
CLEANSER



Pure White  
CLEANSER

Step 2



Pure White TONER I/II



MASK



Pure White TONER I/II

Step 3



Pure White ESSENCE



Pure White ESSENCE

Step 4



Pure White MOISTURISER I/II  
SPF20, PA+++



Pure White  
SPOT CORRECTOR



Pure White CRÈME

# Building Your Business

# SELLING

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## **3 Steps to successful selling**

1. Customer profile
2. Connect them with information
3. Establish relationship

# SELLING

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## **3 Steps to successful selling**

### 1. Customer profile

- Identify customer's needs
- Determine their skin conditions

# SELLING

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## 3 Steps to successful selling

### 2. Connect them with information

- Importance of balancing melanin
- Connect the Pure White product benefit to her skin concerns
- Share additional information of ARTISTRY

# SELLING

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## **3 Steps to successful selling**

### 3. Establish relationship

- Initiate follow-up conversations
- Continue with frequent dialogue

# Common questions.....

1. Can people with sensitive skin use the new Pure White, with the added fragrance and an increase in SPF?

The level of each ingredient in the products, including fragrance and sunscreen, was selected to be sure products would be well tolerated in use. Our safety studies show that the products would not cause person to develop allergies and non irritating. However, some may have existing allergies to cosmetic ingredients from exposure to products in the past. Individuals will need to check the labels of such ingredients.

# Common questions.....

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## 2. When can we see skin improvement?

When you use the Pure White as a line, clinical tests shown that you will see improvements in skin transparency by 45% in 12 days. This will also depend on how the skin is receptive to the Pure White products.

# Common questions.....

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3. The previous Pure White line sold two types of cleansers. Why the new Pure White only provide one cleanser?

New Pure White Cleanser has been developed for all skin types. Testing was conducted for normal to oily and dry skin. Test results proved that this product is suitable for all skin types and meets the needs of both.

# Common questions.....

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4. Although Pure White packages are made of plastic, why do they feel heavy?

The Pure White packages have a thicker walls to provide better protection for the whitening formulas than the thin wall package would provide.

# Common questions.....

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5. Will the colour of the Pure White Essence change over time?

Colour stability of the new Essence is much better than the current Essence. However, there are many natural ingredients in this Pure White Essence, thus , there is a chance that the colour may change overtime. Note that, research and tests have been done to ensure efficacy is is not compromised even with discoloration.

# Common questions.....

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6. Is Pure White suitable for men?

Men can also receive benefits from Pure White for skin whitening. Alternatively they can be use Pure White along with Tolsom products

# Common questions.....

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8. Pure White Crème feels heavy on my skin although it is very light texture.

If Pure White Creme feels too rich and heavy on the skin, please reduce the amount you are applying.

# Common questions.....

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10. What is the key focus in the holistic, balanced approach?

There are 3 main strategies – Prevent, Treat and Protect. We use innovative technology for each strategy.

# Common questions.....

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11. What is the difference between improvements in skin tone and skin transparency?

Skin tone – Colour of skin, darker to light. How much your skin becomes lighter compared to your starting point.

Skin transparency – Clarity. How much your skin becomes more “clear” compared to your starting point.

# Common questions.....

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12. What is the shelf life for the Pure White line?

All Pure White products have a shelf life of 3 years except Essence which has a 2 year shelf life.



# Pure White

A perfect balance to natural white beauty