



ARTISTRY®

Our Heritage of Innovation .

1958

Edith Rehnborg, wife of NUTRILITE™ founder Carl Rehnborg, launches her own line of cosmetics - **Edith Rehnborg Cosmetics** as part of the Nutrilite company.

1968

The first generation of **ARTISTRY™ Color Cosmetics** is created by the Amway™ company.

1976

ARTISTRY brand goes global, expanding into Australia, Hong Kong, Malaysia, France, the Netherlands, the United Kingdom and West Germany.

1995

ARTISTRY products launch in 28 markets worldwide, including Indonesia, Portugal, Argentina, Czech Republic, Slovakia, and Uruguay.

2000s

ARTISTRY skincare introduces collections still loved today: Creme L/X, Intensive Skincare, Youth Xtend, and more.

Our signature “crescendo” packaging is introduced, introducing ARTISTRY to a new generation.

1959

Amway founded on November 9, 1959.

1972

Edith Rehnborg Cosmetics and ARTISTRY unite under the **ARTISTRY** name, keeping key products from each line.

1980s-90s

Amway opens state-of-the-art cosmetics plant in Ada, Michigan.

New skin care technologies, body care products and innovative makeup collections are created and launched.

ARTISTRY brand’s global expansion continues in Asia, Europe and South America.

2018

ARTISTRY celebrates 50 years with the launch of the ARTISTRY Studio™ New York edition.

2021 ARTISTRY Healthy Beauty transforms the way we look at beauty.

Healthy beauty is born with the launch of the ARTISTRY Skin Nutrition™, offering products that work like supplements for the skin to visibly transform skin health.