

TERESA PALMER, ACTRESS

SPRING 14
CAFÉ
MÉLANGE
COLLECTION

BEAUTY AND
FASHION REPORT

FORWARD BEAUTY

ARTISTRY®



SPRING 14

TREND GUIDE

“Spring 2014 is all about flawless, perfected skin. Look inside for the latest tips, trends, and more about the new Café Mélange Color Collection.”

– RICK DICECCA
ARTISTRY GLOBAL
MAKEUP ARTIST

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TERESA PALMER

“ARTISTRY
MAKES IT SIMPLE
WITH THE NEW
CAFÉ MÉLANGE
COLLECTION.”

different looks to suit any mood. The **Sunrise Cheek Color Duo** is also a must-have. It is so easy to apply and provides the perfect natural glow. I guarantee you’ll find the Café Mélangé Collection as irresistible as I have!”

– TERESA PALMER
ACTRESS, GLOBAL FACE OF ARTISTRY

“The **Artistry® Café Mélangé Eye Shadow Palette** offers a range of warm, rich coffee colors that allow you to create

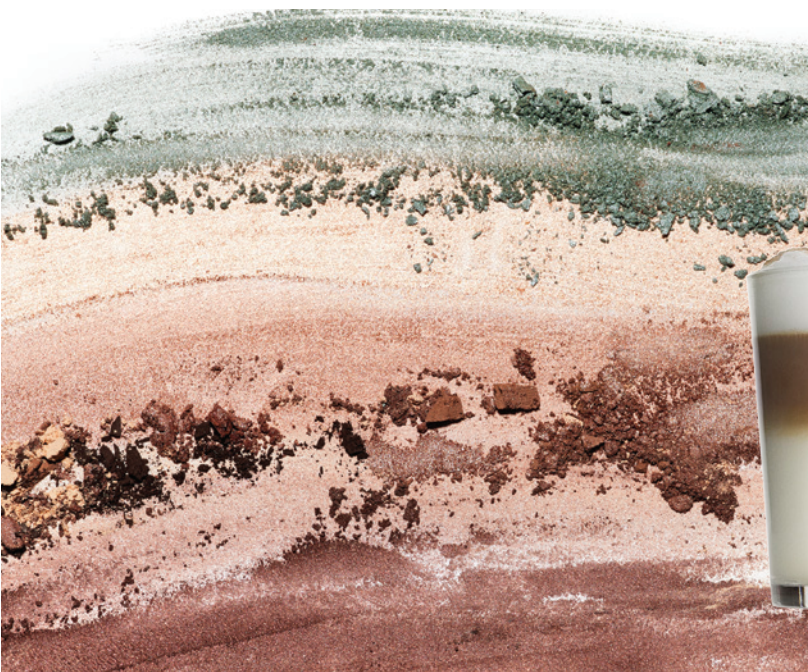
SPRING 14

CAFÉ MÉLANGE COLLECTION

Indulge in the beauty inspired by the simple luxuries you savor at your special café. With an easy-to-wear palette inspired by warm coffee colors, the Artistry® Café Mélangé Collection lets you discover a different look for every mood, every day. So effortless, so chic, so beautifully you.

*"I GUARANTEE
YOU'LL FIND THE
CAFÉ MÉLANGE
COLLECTION AS
IRRESISTIBLE AS
I HAVE!"*

– TERESA PALMER
ACTRESS,
GLOBAL FACE OF ARTISTRY





CAFÉ MÉLANGE EYE SHADOW PALETTE

The eight-pan, fabric-covered compact with Artistry® gold plaque, mirror, and dual-ended brush is ideal for spring. The eye color formula is a soft, creamy, and lightweight pressed powder that glides on easily for the perfect application.

1. **Espresso** Dark, rich brown – *matte*
2. **Raspberry Mocha** Medium rosy golden brown – *shimmer*
3. **Café au Lait** Medium milky taupe – *matte*
4. **Frappuccino** Sweet coffee with an icy frost – *shimmer*
5. **Green Tea Latte** Pale, silvery green – *shimmer*
6. **Hot Chocolate** Soft, warm milky brown – *matte*
7. **Coffee Bean** Full-bodied brown with undertone of currant – *shimmer*
8. **Sweet Cream** Light and fresh as whipped cream – *matte*

SUNRISE CHEEK COLOR DUO

A cheek color with a silky touch and a luminous color finish allows for multiple effects on the face. The formula applies effortlessly for a natural glow.

Soft Mauve used alone to sculpt or shape.

Bright Sunny Coral provides a pop of color.

Swirl together to soften the Bright Sunny Coral or brighten the Soft Mauve.



EVERYDAY
LUXURY
SPRING 14



“The **Artistry® Café Mélangé Collection** is about finding beauty in simple luxuries and indulgences in life. It’s inspired by everyday moments you make your own.”

– OLIVIER VAN DOORNE
*PRESIDENT & CREATIVE DIRECTOR,
SELECTNY*

“Spring 2014 is all about flawless skin, new colors, and new formulas to make you feel and look your best.”

– MAUD PANSING
*VICE PRESIDENT OF GLOBAL BEAUTY,
AMWAY*



ARTISTRY GLOBAL MAKEUP
ARTIST RICK DICECCA
ANSWERS ALL OF
YOUR BEAUTY QUESTIONS
FOR **SPRING 2014.**



ASK RICK



Where's the best place along my cheeks to apply my blush?

Tip: Apply the *Soft Mauve* shade in the **Artistry® Sunrise Cheek Color Duo** to your blush brush. Tap off any excess product from the brush. Starting from the ear, sweep blush toward the tip of the nose. The brush will lift off the skin at the desired point to create more definition. For added drama, apply the *Bright Sunny Coral* shade to the “apple” of the cheek.



ASK RICK

What's the best way to care for my skin on a daily basis?

Here are five healthy habits to help you achieve healthy-looking, beautiful, radiant skin.

1. Remove all of your face makeup and eye makeup.
2. Use a cleanser to clean skin without irritation.
3. Exfoliate the skin at least once a week in the evening to remove buildup.
4. Apply a daily serum to rejuvenate the skin.
5. Keeping in mind your skin type (sensitive, oily, combination, etc.), use a moisturizer during the day, a night cream in the evening, and an eye cream both day and night.

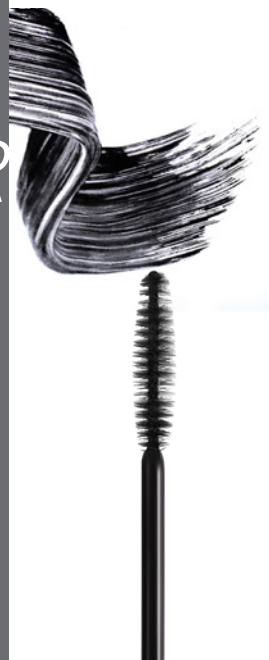


TIP FOR FULLER LIPS

After applying your favorite **Artistry® Lip Gloss** to your lips, follow with a coordinating **Artistry® Lip Color**. Applying the lipstick over the lip gloss creates the illusion of fullness.

TIP FOR LONGER FULLER LASHES

Finish your eye look by sweeping **Artistry Signature Eyes Volume Mascara®** in *Black* over lashes. Before it dries, apply **Artistry Signature Eyes Length & Definition Mascara™** in *Black*.



I can't seem to get my foundation to look smooth. Is there a secret?



Tip: Start by applying a small amount to the back of your hand. Doing this warms the foundation to skin temperature and makes it simpler to get an even application result. Using a foundation brush or fingers, start at the nose and move outward to the cheeks, forehead, and chin, blending as you go.

GET THE LOOK



As seen on
Teresa Palmer



1. On clean skin, apply **Artistry Youth Xtend™ Serum Concentrate, Enriching Cream, and Enriching Eye Cream.**
2. Apply **Artistry Youth Xtend™ Lifting Smoothing Foundation.** Using a foundation brush or fingers, start on the nose and move to cheeks, forehead, and chin. Blend the foundation over face toward hairline.
3. Apply **Artistry Exact Fit™ Perfecting Loose Powder** in *Light*. Work a small amount of powder into the brush to distribute evenly. Dust over face and eyelids.
4. Using the **Artistry® Sunrise Cheek Color Duo** in the collection, swirl the two shades together and apply to “apple” of cheek and sweep toward temples.
5. Using the **Artistry® Café Mélangé Eye Shadow Palette**, apply the *Green Tea Latte* eye shadow to inner corner of eyes.
6. Apply the *Raspberry Mocha* eye shadow to eyelid. Starting from the lash line, blend shadow up over eyelid to the crease. Buff out shadow into crease to soften any hard edges.
7. Smudge the *Espresso* eye shadow along upper and lower lashes. Set liner with *Espresso* eye shadow over upper lid eyeliner. Set with *Hot Chocolate* eye shadow and *Green Tea Latte* eye shadow along lower lid eyeliner.
8. Apply *Café au Lait* eye shadow under brow to create a highlight.
9. Finish your eye look by sweeping **Artistry Signature Eyes Length & Definition Mascara™** in *Black* over upper and lower lashes.
10. Apply **Artistry® Lip Color** in *Delicate* to lips for a finished, polished look.

“WE PUT TOGETHER A GROUPING OF SHADES THAT REALLY ALLOWS WOMEN TO CREATE THEIR *INDIVIDUAL LOOKS.*”

– RICK DICECCA
ARTISTRY GLOBAL
MAKEUP ARTIST





TOP 3 MAKEUP TRENDS

MAKEUP: From simple lines to delicate smudges, pops of color – both subtle and second-glance worthy – made eyes the season’s focal point. Warm, pink complexions signal spring’s arrival and the glow of a rising heat index.

1. A HINT OF MINT

Whether painted in the corners of the eyes or dotting the lash line, bold bursts of green signify the coming of spring. Use the **Artistry® Café Mélangé Eye Shadow Palette** in *Green Tea Latte* eye shadow to achieve a similarly striking seasonal look.

2. THE NEW SMOKY EYE

A new twist on a classically chic standby, spring’s smoky eye comes in a longer, straighter shape, rendered in rich hues beyond basic black. Use the **Artistry® Café Mélangé Eye Shadow Palette** in *Espresso* eye shadow to create this subtly smoldering style.

3. THE FLUSHED CHEEK

Warm and radiant, contoured cheeks are perfectly pink this season. Use the **Artistry® Sunrise Cheek Color Duo** in the *Soft Mauve* shade to add depth and an unmistakable summer glow.

TOP 3 FASHION TRENDS

FASHION: Fit and fabric were two of the season's biggest buzzwords, conjuring everything from polished coziness to feminine fluidity. Tactile knits, architectural silhouettes, and elegant tailoring were all hallmarks of a new spring.



1. THE FLARED HEM

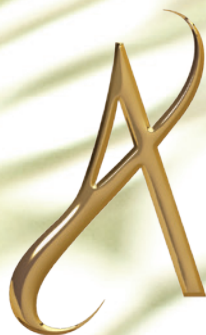
The ever-popular peplum migrated south this season, appearing on the hems of fluid, printed, and muted-tone skirts and dresses. Sculptural and romantic, the flared hem adds effortless, softly structured elegance.

2. SEMI-SHEER COTTONS & LINENS

The season's quintessentially cool fabrics are feather-light and work-to-weekend chic when slightly sheer. Sensual and sophisticated, the newest versions are versatile in warm and earthy shades or in bright white alike.

3. FINELY TEXTURED KNITS

Touch-me cotton blends and lightweight cashmeres stood out this season for their decorative perforations and rib trims. Roomy shapes and softer V-neck cuts lend these pieces their easy, everyday appeal.



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