

2013

# YOUR CUSTOMER'S PROFILE STARTS HERE

## HOW TO USE THIS PDF

Use this ARTISTRY Customer Profile to keep track of your beauty customers' contact information, skincare concerns, preferred skincare and color products, and more.

Use the buttons below to **SAVE**, **EMAIL**, or **PRINT** a summary report of the profile form.

To start a new customer profile, click the **CLEAR FORM** button to erase all of the field data in the form.

For support, email Customer Service at [customer.service@amway.com](mailto:customer.service@amway.com).

Close

**CLEAR FORM**  
TO BEGIN NEW  
CUSTOMER PROFILE

**SAVE PDF**

**EMAIL PDF**

**PRINT REPORT**

FORWARD BEAUTY

# ARTISTRY®

### CUSTOMER CONTACT INFORMATION

#### BASIC INFORMATION

First Name

Last Name

Email

Address

City  State  ZIP Code

Phone  Mobile  Birthday

#### HOW WOULD THEY PREFER TO BE CONTACTED?

Phone       Email

Text       Facebook

Mail     

#### WOULD THEY LIKE TO BE CONTACTED REGARDING:

Events       New Products

Special Offers     

#### IS CUSTOMER MARRIED?

Yes       No

Spouse's Name

Spouse's Birthday  Wedding Anniversary

#### DOES CUSTOMER HAVE CHILDREN?

Yes       No

Age  Birthday       Age  Birthday

Age  Birthday       Age  Birthday

Age  Birthday       Age  Birthday

### CUSTOMER SKIN CONCERNS

- Fine Lines
  - Wrinkles
  - Dull, Rough, or Uneven Skin
  - Loss of Firmness
  - Dry Skin
  - Oily Skin
  - Other:
- Enlarged Pores
  - Redness
  - Frequent Sensitivity
  - Dark Circles Around Eyes
  - Acne/Pimples
  - Skin Protection

## EVENTS I HAVE INVITED THEM TO

(For Example: Open House, Grand Opening, Artistry Party, etc.)

### EVENT INVITED TO

Event Date  Date Invited  Follow-up Date   Attended

### EVENT INVITED TO

Event Date  Date Invited  Follow-up Date   Attended

### EVENT INVITED TO

Event Date  Date Invited  Follow-up Date   Attended

### EVENT INVITED TO

Event Date  Date Invited  Follow-up Date   Attended

### EVENT INVITED TO

Event Date  Date Invited  Follow-up Date   Attended

### EVENT INVITED TO

Event Date  Date Invited  Follow-up Date   Attended

### EVENT INVITED TO

Event Date  Date Invited  Follow-up Date   Attended

◀ HOME

◀ PREVIOUS

NEXT ▶

2 CUSTOMER CONTACT INFORMATION  
3 CUSTOMER SKIN CONCERNS  
4 **EVENTS I HAVE INVITED THEM TO**  
5 SERVICES/DEMOS/MATERIALS

6 PRODUCTS OF INTEREST  
7 ARTISTRY® 4-STEP SKINCARE REGIMEN  
8-10 ARTISTRY SKINCARE PRODUCTS  
11-13 ARTISTRY COLOR PRODUCTS

14 CUSTOMER FACE CHART  
15 POST-PURCHASE LOG  
16 CUSTOMER NOTES  
17 SAVE/PRINT/EMAIL PDF

## SERVICES/DEMOS/MATERIALS

SERVICES I HAVE PROVIDED	DATE (MM/DD/YY)
<input type="checkbox"/> ARTISTRY® Virtual Makeover Tool	<input type="text"/>
<input type="checkbox"/> ARTISTRY Skincare Recommender	<input type="text"/>
<input type="checkbox"/> Other: <input type="text"/>	<input type="text"/>

ARTISTRY DEMOS I HAVE SHOWN THEM	DATE (MM/DD/YY)
<input type="checkbox"/> intensive skincare renewing peel	<input type="text"/>
<input type="checkbox"/> ARTISTRY YOUTH XTEND™ – Softer Skin in Just One Use	<input type="text"/>
<input type="checkbox"/> ARTISTRY YOUTH XTEND – Reprogram the Future of Skin	<input type="text"/>
<input type="checkbox"/> ARTISTRY YOUTH XTEND – Instantly Younger-Looking Eyes	<input type="text"/>
<input type="checkbox"/> ARTISTRY Vitamin C + Wild Yam Treatment	<input type="text"/>
<input type="checkbox"/> Other: <input type="text"/>	<input type="text"/>

MATERIALS I HAVE GIVEN THEM TO KEEP	DATE (MM/DD/YY)
<input type="checkbox"/> Catalog <input type="text"/>	<input type="text"/>
<input type="checkbox"/> Mini Catalog <input type="text"/>	<input type="text"/>
<input type="checkbox"/> Brochure <input type="text"/>	<input type="text"/>
<input type="checkbox"/> Other: <input type="text"/>	<input type="text"/>

### PRODUCTS OF INTEREST

#### THEIR FAVORITE ARTISTRY® PRODUCTS

#### PRODUCTS THEY WANT TO TRY

#### QUESTIONS THEY HAVE ASKED

#### ANSWERS PROVIDED

#### COMMENTS THEY HAD ON THE ARTISTRY BRAND AND/OR PRODUCTS

#### OTHER NOTES

## ARTISTRY® 4-STEP SKINCARE REGIMEN

STEP	A.M. PRODUCT	P.M. PRODUCT
<b>Step 1</b> Cleanse		
<b>Step 2</b> Tone		
<b>Step 3</b> Treat		
<b>Step 4</b> Moisturize Eye		
<b>Step 4</b> Moisturize Face		
<b>Specialty Products</b>		

◀ HOME

◀ PREVIOUS

NEXT ▶

2 CUSTOMER CONTACT INFORMATION  
3 CUSTOMER SKIN CONCERNS  
4 EVENTS I HAVE INVITED THEM TO  
5 SERVICES/DEMOS/MATERIALS

6 PRODUCTS OF INTEREST  
7 ARTISTRY® 4-STEP SKINCARE REGIMEN  
8-10 ARTISTRY SKINCARE PRODUCTS  
11-13 ARTISTRY COLOR PRODUCTS

14 CUSTOMER FACE CHART  
15 POST-PURCHASE LOG  
16 CUSTOMER NOTES  
17 SAVE/PRINT/EMAIL PDF

# ARTISTRY® CUSTOMER PROFILE

## ARTISTRY® SKINCARE PRODUCTS

### LUXURY

	Recommended Date	Sampled Date	Purchased Date
Creme LuXury – All Skin Types			
Creme LuXury Eye – All Skin Types			

### PROFESSIONAL

	Recommended Date	Sampled Date	Purchased Date
intensive skincare renewing peel – All Skin Types			
intensive skincare 14-night restore program – All Skin Types			
intensive skincare anti-wrinkle firming serum – All Skin Types			
ARTISTRY Microdermabrasion System (includes MicroExfoliation Cloth) – All Skin Types			

### ANTI-AGING

	Recommended Date	Sampled Date	Purchased Date
ARTISTRY Advanced Creamy Foam Cleanser – All Skin Types			
ARTISTRY Advanced Softening Toner – All Skin Types			
ARTISTRY YOUTH XTEND™ Protecting Lotion – Combination-to-Oily (Day)			
ARTISTRY YOUTH XTEND Protecting Cream – Normal-to-Dry (Day)			
ARTISTRY YOUTH XTEND Serum Concentrate – All Skin Types			
ARTISTRY YOUTH XTEND Enriching Eye Cream – All Skin Types			
ARTISTRY YOUTH XTEND Enriching Lotion – Combination-to-Oily (Night)			
ARTISTRY YOUTH XTEND Enriching Cream – Normal-to-Dry (Night)			
ARTISTRY YOUTH XTEND Skincare System (Advanced Creamy Foam Cleanser, Advanced Softening Toner, Protecting Lotion or Cream)			
ARTISTRY YOUTH XTEND Power System (Serum Concentrate, Enriching Eye Cream, Enriching Lotion or Cream)			
ARTISTRY Illuminating Essence – All Skin Types			
ARTISTRY Skin Refinishing Lotion – All Skin Types			
ARTISTRY Vitamin C + Wild Yam Treatment – All Skin Types			

◀ HOME

◀ PREVIOUS

NEXT ▶

2 CUSTOMER CONTACT INFORMATION  
3 CUSTOMER SKIN CONCERNS  
4 EVENTS I HAVE INVITED THEM TO  
5 SERVICES/DEMOS/MATERIALS

6 PRODUCTS OF INTEREST  
7 ARTISTRY® 4-STEP SKINCARE REGIMEN  
8-10 ARTISTRY SKINCARE PRODUCTS  
11-13 ARTISTRY COLOR PRODUCTS

14 CUSTOMER FACE CHART  
15 POST-PURCHASE LOG  
16 CUSTOMER NOTES  
17 SAVE/PRINT/EMAIL PDF



# ARTISTRY® CUSTOMER PROFILE

## ARTISTRY® SKINCARE PRODUCTS

BASIC	Recommended Date	Sampled Date	Purchased Date
ARTISTRY <b>essentials</b> hydrating skincare system for Normal-to-Dry Skin (hydrating cleanser, hydrating toner, hydrating lotion)			
ARTISTRY <b>essentials</b> hydrating cleanser – Normal-to-Dry			
ARTISTRY <b>essentials</b> hydrating toner – Normal-to-Dry			
ARTISTRY <b>essentials</b> hydrating lotion – Normal-to-Dry (Day)			
ARTISTRY <b>essentials</b> balancing skincare system for Combination-to-Oily Skin (balancing cleanser, balancing toner, balancing lotion)			
ARTISTRY <b>essentials</b> balancing cleanser – Combination-to-Oily			
ARTISTRY <b>essentials</b> balancing toner – Combination-to-Oily			
ARTISTRY <b>essentials</b> balancing lotion – Combination-to-Oily (Day)			
ARTISTRY <b>essentials</b> replenishing eye creme - All Skin Types			
ARTISTRY <b>essentials</b> soothing creme - Sensitive Skin Types			
ARTISTRY <b>essentials</b> anti-blemish - All Skin Types			
ARTISTRY <b>essentials</b> polishing scrub - All Skin Types			
ARTISTRY <b>essentials</b> pore cleansing masque - Combination-to-Oily			
ARTISTRY <b>essentials</b> moisture intense masque - Normal-to-Dry			
ARTISTRY <b>essentials</b> alpha hydroxy serum plus - All Skin Types			
clear. <b>now</b> ® Skincare System (Acne Treatment Wash, Purifying Toner, Acne Treatment Lotion)			
clear. <b>now</b> Acne Treatment Wash – Combination-to-Oily			
clear. <b>now</b> Purifying Toner – Combination-to-Oily			
clear. <b>now</b> Acne Treatment Lotion – Combination-to-Oily			
clear. <b>now</b> Acne Treatment Device			

### ARTISTRY® SKINCARE PRODUCTS

#### SPECIALTY PRODUCTS

	Recommended Date	Sampled Date	Purchased Date
<b>essentials</b> hydrating travel set – Normal-to-Dry (Mini cleanser, toner, and lotion in travel bag)			
<b>essentials</b> balancing travel set – Combination-to-Oily (Mini cleanser, toner, and lotion in travel bag)			
ARTISTRY TIME DEFIANCE® UV Defense SPF 50 Ultra Facial Sunscreen – All Skin Types (Not sold in Canada)			
<b>essentials</b> eye & lip makeup remover – All Skin Types			
Essential Hand Treatment – All Skin Types			
clear.now Supplement (Not sold in Canada)			

#### OTHER

	Recommended Date	Sampled Date	Purchased Date

2	CUSTOMER CONTACT INFORMATION	6	PRODUCTS OF INTEREST	14	CUSTOMER FACE CHART
3	CUSTOMER SKIN CONCERNS	7	ARTISTRY® 4-STEP SKINCARE REGIMEN	15	POST-PURCHASE LOG
4	EVENTS I HAVE INVITED THEM TO	8-10	ARTISTRY SKINCARE PRODUCTS	16	CUSTOMER NOTES
5	SERVICES/DEMOS/MATERIALS	11-13	ARTISTRY COLOR PRODUCTS	17	SAVE/PRINT/EMAIL PDF

### ARTISTRY® COLOR PRODUCTS

#### EVEN

	Product Name	Shade/Color
	Liquid Foundation	
	Powder Foundation	
	Concealer	
	Pressed Powder	
	Loose Powder	
	Tinted Moisturiser	

#### DEFINE

	Product Name	Shade/Color
	Upper and Lower Lash Line	
	EyeLiner/Refill	
	Liquid Liner	
	EyeLiner Pencil Holder	
	EyeBrow Refill	
	EyeBrow Pencil Holder	
	Mascara	

# ARTISTRY®

## CUSTOMER PROFILE

### ARTISTRY® COLOR PRODUCTS

COLOR	Product Name	Shade/Color
Lash Line to Brow Bone		
Lash Line to Crease		
Center Lid		
Cheek Color		
Compact		
Lip Gloss Sheer Coverage		
Lip Gloss Full Coverage		
Light Up Lip Gloss		
Lip Color		
Sheer Lip Color		
LipLiner Pencil		
LipLiner Pencil Holder		

## ARTISTRY® COLOR PRODUCTS

### TREND COLOR

	Product Name	Shade/Color
Eye		
Cheek		
Lips		

### BRUSHES

	Product Name	Additional Information
Brush Set		
Face Brush		
Eyeliner Brush		

### SPECIALS AND PROMOTIONS

	Available Dates

## CUSTOMER FACE CHART

Record the items your customer sampled and purchased. This provides an easy reference when you follow up.

Step 1 - Cleanse

Step 2 - Tone

Step 3 - Treat

Step 4 - Eye Cream

Step 4 - Moisturizer (Day)

Step 4 - Moisturizer (Night)

Foundation

Brow Color

Eye Color

Mascara

Eye Liner

Cheek Color

Powder

Lip Color

Lip Pencil

◀ HOME

◀ PREVIOUS

NEXT ▶

2 CUSTOMER CONTACT INFORMATION  
3 CUSTOMER SKIN CONCERNS  
4 EVENTS I HAVE INVITED THEM TO  
5 SERVICES/DEMOS/MATERIALS

6 PRODUCTS OF INTEREST  
7 ARTISTRY® 4-STEP SKINCARE REGIMEN  
8-10 ARTISTRY SKINCARE PRODUCTS  
11-13 ARTISTRY COLOR PRODUCTS

14 **CUSTOMER FACE CHART**  
15 POST-PURCHASE LOG  
16 CUSTOMER NOTES  
17 SAVE/PRINT/EMAIL PDF

### POST-PURCHASE LOG

**PRODUCT PURCHASED**

Product I'm Going to Cross-Sell:

Date I Sent a Thank-You:

**DID YOU INCLUDE A SAMPLE WITH YOUR THANK-YOU?**

Yes     No

If So, What Product:

**PRODUCT PURCHASED**

Product I'm Going to Cross-Sell:

Date I Sent a Thank-You:

**DID YOU INCLUDE A SAMPLE WITH YOUR THANK-YOU?**

Yes     No

If So, What Product:

**PRODUCT PURCHASED**

Product I'm Going to Cross-Sell:

Date I Sent a Thank-You:

**DID YOU INCLUDE A SAMPLE WITH YOUR THANK-YOU?**

Yes     No

If So, What Product:

◀ HOME

◀ PREVIOUS

NEXT ▶

- 2 CUSTOMER CONTACT INFORMATION
- 3 CUSTOMER SKIN CONCERNS
- 4 EVENTS I HAVE INVITED THEM TO
- 5 SERVICES/DEMOS/MATERIALS

- 6 PRODUCTS OF INTEREST
- 7 ARTISTRY® 4-STEP SKINCARE REGIMEN
- 8-10 ARTISTRY SKINCARE PRODUCTS
- 11-13 ARTISTRY COLOR PRODUCTS

- 14 CUSTOMER FACE CHART
- 15 POST-PURCHASE LOG
- 16 CUSTOMER NOTES
- 17 SAVE/PRINT/EMAIL PDF

### CUSTOMER NOTES

[Empty text area for customer notes]

◀ HOME

◀ PREVIOUS

NEXT ▶

2 CUSTOMER CONTACT INFORMATION  
3 CUSTOMER SKIN CONCERNS  
4 EVENTS I HAVE INVITED THEM TO  
5 SERVICES/DEMOS/MATERIALS

6 PRODUCTS OF INTEREST  
7 ARTISTRY® 4-STEP SKINCARE REGIMEN  
8-10 ARTISTRY SKINCARE PRODUCTS  
11-13 ARTISTRY COLOR PRODUCTS

14 CUSTOMER FACE CHART  
15 POST-PURCHASE LOG  
16 CUSTOMER NOTES  
17 SAVE/PRINT/EMAIL PDF



## CUSTOMER PROFILE COMPLETION

### SAVE PDF

The **SAVE PDF** button will allow you to save the **ARTISTRY Customer Profile** PDF to your hard drive for future updates or revisions. It is recommended that you save the profile with a new name that contains your customer's name in the title.

### EMAIL PDF

The **EMAIL PDF** button will attach the **ARTISTRY Customer Profile** PDF to a new email message.

### PRINT REPORT

The **PRINT REPORT** button will show the standard print dialog box and allow you to print the report to a specific printer. The report is a four-page, black and white summary document which can be stored for future reference.

### CLEAR FORM TO BEGIN NEW CUSTOMER PROFILE

The **CLEAR FORM** button will erase all of the customer's data entered into the current profile. Only choose to clear the form if you wish to begin a new customer profile.

**Warning:** If you wish to update or revise the customer's profile in the future, please be sure to save, email, or print the form before choosing this option!

# ARTISTRY CUSTOMER PROFILE

## Customer Contact Information

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_  
 City/State/ZIP: \_\_\_\_\_ Birthday: \_\_\_\_\_  
 Email: \_\_\_\_\_

How would they prefer to be contacted?  Phone  Text  Mail  Email  Facebook  Other: \_\_\_\_\_

Would they like to be contacted regarding:  Events  Special Offers  New Products  Other: \_\_\_\_\_

Married?  Yes  No Spouse's Name: \_\_\_\_\_ Spouse's Birthday: \_\_\_\_\_ Wedding Anniversary: \_\_\_\_\_

Kids?  Yes  No

Kid's Age(s):						
Birthday(s):						

### Customer Skin Concerns

- Fine Lines
- Wrinkles
- Dull, Rough, or Uneven Skin
- Loss of Firmness
- Dry Skin
- Oily Skin
- Enlarged Pores
- Redness
- Frequent Sensitivity
- Dark Circles Around Eyes
- Acne/Pimples
- Skin Protection
- Other: \_\_\_\_\_

### Events I Have Invited Them to

(For example: Open House, Grand Opening, Artistry Party, etc.)

Event Invited to: \_\_\_\_\_ Date of Event: \_\_\_\_\_  
 Date Invited: \_\_\_\_\_ Follow-up: \_\_\_\_\_  Attended

Event Invited to: \_\_\_\_\_ Date of Event: \_\_\_\_\_  
 Date Invited: \_\_\_\_\_ Follow-up: \_\_\_\_\_  Attended

Event Invited to: \_\_\_\_\_ Date of Event: \_\_\_\_\_  
 Date Invited: \_\_\_\_\_ Follow-up: \_\_\_\_\_  Attended

Event Invited to: \_\_\_\_\_ Date of Event: \_\_\_\_\_  
 Date Invited: \_\_\_\_\_ Follow-up: \_\_\_\_\_  Attended

Event Invited to: \_\_\_\_\_ Date of Event: \_\_\_\_\_  
 Date Invited: \_\_\_\_\_ Follow-up: \_\_\_\_\_  Attended

Event Invited to: \_\_\_\_\_ Date of Event: \_\_\_\_\_  
 Date Invited: \_\_\_\_\_ Follow-up: \_\_\_\_\_  Attended

### Services I Have Provided

ARTISTRY® Virtual Makeover Tool \_\_\_\_\_  
 ARTISTRY Skincare Recommender \_\_\_\_\_  
 Other: \_\_\_\_\_

### Demos I Have Shown Them

**intensive skincare renewing peel** \_\_\_\_\_  
 ARTISTRY YOUTH XTEND™ – Softer Skin in Just One Use \_\_\_\_\_  
 ARTISTRY YOUTH XTEND – Reprogram the Future of Skin \_\_\_\_\_  
 ARTISTRY YOUTH XTEND – Instantly Younger-Looking Eyes \_\_\_\_\_  
 ARTISTRY Vitamin C + Wild Yam Treatment \_\_\_\_\_  
 Other: \_\_\_\_\_

### Materials I Have Given Them to Keep

Catalog: \_\_\_\_\_  
 Mini Catalog: \_\_\_\_\_  
 Brochure: \_\_\_\_\_  
 Other: \_\_\_\_\_

### Products of Interest

Their Favorite ARTISTRY Products: \_\_\_\_\_  
 Products They Want to Try: \_\_\_\_\_  
 Questions They Have Asked: \_\_\_\_\_  
 Answer Provided: \_\_\_\_\_  
 Comments They Had on ARTISTRY Brand and/or Products: \_\_\_\_\_  
 Other Notes: \_\_\_\_\_

### ARTISTRY 4-Step Skincare Regimen

	Step 1 – Cleanse	Step 2 – Tone	Step 3 – Treat	Step 4 – Moisturize Eye	Step 4 – Moisturize Face	Specialty Products
A.M.						
P.M.						



# Artistry Color Products

	Product Name	Shade/Color
<b>Even</b>	Liquid Foundation	
	Powder Foundation	
	Concealer	
	Pressed Powder	
	Loose Powder	
	Tinted Moisturiser	
<b>Define</b>	Upper and Lower Lash Line	
	EyeLiner/Refill	
	Liquid Liner	
	EyeLiner Pencil Holder	
	EyeBrow Refill	
	EyeBrow Pencil Holder	
	Mascara	
<b>Color</b>	Lash Line to Brow Bone	
	Lash Line to Crease	
	Center Lid	
	Cheek Color	
	Compact	
	Lip Gloss Sheer Coverage	
	Lip Gloss Full Coverage	
	Light Up Lip Gloss	
	Lip Color	
	Sheer Lip Color	
	LipLiner Pencil	
	LipLiner Pencil Holder	
<b>Trend Color</b>	Eye	
	Cheek	
	Lips	
<b>Brushes</b>	Brush Set	
	Face Brush	
	Eyeliner Brush	
<b>Specials &amp; Promotions</b>		

## Customer Face Chart

Record the items your customer sampled and purchased. This provides an easy reference when you Follow-up.

Step 1 - Cleanse \_\_\_\_\_ Foundation

Step 2 - Tone \_\_\_\_\_

Step 3 - Treat \_\_\_\_\_ Brow Color

\_\_\_\_\_ Eye Color

\_\_\_\_\_ Mascara

\_\_\_\_\_ Eye Liner

Step 4 - Eye Cream \_\_\_\_\_ Cheek Color

\_\_\_\_\_ Powder

Step 4 - Moisturizer (Day) \_\_\_\_\_

Step 4 - Moisturizer (Night) \_\_\_\_\_ Lip Color

\_\_\_\_\_ Lip Pencil

## Post-Purchase Log

Product Purchased: _____	Product Purchased: _____	Product Purchased: _____
Product I'm Going to Cross-Sell: _____	Product I'm Going to Cross-Sell: _____	Product I'm Going to Cross-Sell: _____
Date I Sent a Thank-You: _____	Date I Sent a Thank-You: _____	Date I Sent a Thank-You: _____
Included a Sample With Thank-You? <input type="radio"/> Yes <input type="radio"/> No	Included a Sample With Thank-You? <input type="radio"/> Yes <input type="radio"/> No	Included a Sample With Thank-You? <input type="radio"/> Yes <input type="radio"/> No
If So, What Product: _____	If So, What Product: _____	If So, What Product: _____

## Customer Notes