THE SCIENTISTS BEHIND THE SCIENCE

MASTER SCIENTIFIC CREDIBILITY TOOLKIT

• NUTRILITE SCIENTIFIC ADVISORY BOARD
• ARTISTRY SCIENTIFIC ADVISORY BOARD
• AMWAY CLINICAL ADVISORY BOARD
SCIENCE THAT’S SECOND TO NONE

Across our portfolio of brands, scientific excellence sets Amway products above and apart. Our scientists scour the globe to identify and source the world’s most rare and precious ingredients that, in turn, fuel some of the most innovative discoveries in beauty, health and home care.

These scientific breakthroughs are well known. Yet do you know the scientists behind the science?

Let me introduce you. This toolkit provides information about the scientists comprising our three advisory boards: the Artistry Scientific Advisory Board, Amway Clinical Advisory Board and Nutrilite Scientific Advisory Board.

These handpicked groups of industry-leading experts partner closely with Amway scientists to inspire the technologies that distinguish Artistry™ and Nutrilite™ products. Doing so helps build ABO businesses by enriching the lives of their customers around the world.

These boards bolster the credibility of our brand and company, and this kit is designed to help you tell this story to your contacts. Enjoy the read, and afterwards, please don’t hesitate to contact me for more information. On behalf of the Amway Global Public Relations team, thank you for your excellent efforts.
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# NUTRILITE SCIENTIFIC ADVISORY BOARD

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Images and video available upon request
WHAT IS THE SCIENTIFIC ADVISORY BOARD?
The Nutrilite Health Institute Scientific Advisory Board is comprised of leading scientists in the fields of nutrition, health, and genetics from around the world. They help guide the future of the NUTRILITE® brand, lending their knowledge and expertise into the brand’s research and development.

WHAT IS THE ROLE OF THE SCIENTIFIC ADVISORY BOARD?
Board members provide Nutrilite scientists with expert perspective and guidance on long-range research direction as well as specific product exploration and development projects. Board members provide opinions on emerging science, health and technology issues that capitalize on Nutrilite strengths and counteract the competition.

HOW DOES THE SCIENTIFIC ADVISORY BOARD CONTRIBUTE TO NUTRILITE RESEARCH?
Scientific Advisory Board members collaborate with Nutrilite scientists in three primary ways. First, they provide prospective guidance on the planning and design of future research studies. Second, as research progresses, they provide expert opinions on the interpretation of research outcomes. Third, in some instances Board members are directly involved in conducting research at their home institution under Sponsored Research Agreements.

WHAT HAPPENS AT THE ANNUAL MEETING?
Board members meet with Nutrilite scientists to discuss and evaluate current and future research at the annual Scientific Advisory Board meeting.
“Throughout our history, Nutrilite has taken the lead in nutritional sciences and the use of phytonutrients. By staying true to our commitment of combining the best of science with the best of nature, we have become a global health and wellness leader.”

SPECIALITIES
Dietary Habits of Native Cultures, Plant-based Nutrition, Optimal Health

EDUCATION
Ph.D. (Biophysics), University of California at Berkeley, U.S.
B.Sc. (Chemical Engineering), Stanford University, Palo Alto, California, U.S.

POSITIONS HELD
President & Chief Executive Officer, Nutrilite Products, Inc.
“In the supplement industry, the quality of products vary. Nutrilite has taken on the effort to control the quality. Quality is key. In terms of research, significant development and outstanding results from Nutrilite have been achieved in recent years. That’s the key to long-term success.”

SPECIALITIES
Nutrition, Food Safety

EDUCATION
M.D., Beijing Medical College. Beijing, China
Visiting Scholar and Adjunct Professor,
Cornell University, Ithaca, U.S.

POSITIONS HELD
• Associate Professor, Professor, and Deputy Director, Institute of Nutrition and Food Hygiene, Chinese Academy of Preventive Medicine
• Senior Research Associate, Deputy Director, Department of Nutrition and Food Hygiene, Institute of Health, Chinese Academy of Medical Sciences

PUBLICATIONS
Dr. Junshi Chen has authored numerous books, papers and articles.
“The only way to guarantee phytonutrients is to consume food supplements, in which the concentration of phytonutrients are confirmed and tested and guaranteed. Nutrilite has a very high reputation among Russian consumers. For myself, I’m not interested only in the quality of products. Nutrilite has a lot of educational programs. For me, it’s very important that the company not only promote their products, but try to bring people the knowledge of how to achieve optimal health. Not only by using food supplements, but also changing their lifestyle, changing their physical activity and changing their nutritional habits.”

SPECIALITIES
The Role of Nutrition in Pathogenesis, Treatment of GI and Liver Diseases

EDUCATION
M.D., Russian State Medical University, Moscow, Russia
Ph.D. (Gastroenterology), Russian State Medical University, Moscow, Russia
Dr. Med. Sc. (Gastroenterology), Russian State Medical University, Moscow, Russia

POSITIONS HELD
- Chief of the Department of Gastroenterology and Hepatology, Moscow, Russia
- Institute of Nutrition of Russian Academy of Medical Sciences, Moscow, Russia
- Vice-President of Russian Scientific Society of Gastroenterologists, Moscow, Russia
- Member of American Society for Nutrition (ASN), American Association for the Study of Liver Diseases (AASLD) and a Fellow of the American Gastroenterological Association (AGA)
- Research Projects Director of National Association of Dietitians and Nutritionists of Russia

PUBLICATIONS
Dr. Isakov is the author and co-author of more than 100 peer-reviewed papers as well as numerous abstracts, books, book chapters and monographs. He serves as an Editor-in-Chief of Clinical Gastroenterology & Hepatology, Russian Edition, and as an editorial board member of the Best Practice & Research Clinical Gastroenterology, Experimental and Clinical Gastroenterology, Voprosy Pitaniya.
“Nutrilite is a unique company in our industry, because it’s one of the few companies that is actually trying to understand the science behind phytonutrients and nutriceuticals. They have a huge scientific operation in which they are actively testing compounds. They want to have scientific evidence that the nutriceuticals are working. That separates them from many, many companies that just label a bottle and say the product may be useful. Amway and Nutrilite are trying to put the science behind nutriceuticals.”

SPECIALITIES
Renal Pathology, Diabetes, Hypertension

EDUCATION
M.D., University of Minnesota. Minneapolis, Minnesota, U.S.

POSITIONS HELD
- Chief of Nephrology and J. Robert Cade Professor of Medicine, University of Florida, U.S.
- Chief of Nephrology, Baylor College of Medicine, Houston, Texas, U.S.
- Faculty at the University of Washington, U.S.
- Internal Medicine Residency, Nephrology and Infectious Diseases fellowships, University of Washington Medical Center, Seattle, Washington, U.S.

PUBLICATIONS
Dr. Richard Johnson has published more than 450 articles and lectured in more than 30 countries. He also wrote The Sugar Fix (Rodale, 2008).
“Nutrilite has a very unusual structure. It starts with a core of good agriculture, organic farming and products that are not individual nutrients but rather plant-based products. Part of our understanding for many years, is that it is hard to pull out an individual nutrient. Even though there are some exceptions, we know that these plant-based diets have a lot of healthy components to them. Nutrilite is one of the world’s experts in terms of capturing the good parts of a plants-based agricultural product. The second component is how Nutrilite uses pharmaceutical level discovery technology in order to take those plant-based products and match them to real needs in terms of biologic targets that influence health.”

SPECIALITIES
Nutrigenomics, Inflammation

GENETICS
Holder of numerous pharmaceutical patents

EDUCATION
Ph.D. (Microbiology/Immunology), University of Michigan, Ann Arbor, Michigan, U.S.
D.D.S., Emory University, Atlanta, Georgia, U.S.
M.S. (Periodontics), University of Michigan, Ann Arbor, Michigan, U.S.
B.A. (Economics), Duke University, Durham, North Carolina, U.S.

POSITIONS HELD
• Lecturer, Harvard University, Boston, Massachusetts, U.S.
• Former Department Chair and Professor, University of Texas Health Science Center, San Antonio, Texas, U.S.
“I hope that Nutrilite will celebrate not only 80 years, but also 100, even 120 (years), and that the science from the Nutrilite Health Institute develops in parallel with the longevity and history of Nutrilite.”

SPECIALITIES
Cancer Prevention through Dietary Phytonutrients

EDUCATION
Ph.D. (Toxicology/Oncology), McArdle Laboratory for Cancer Research, University of Wisconsin, Madison, Wisconsin, U.S.
M.Sc. (Biochemistry) and Seoul National University, South Korea
B.Sc. (Pharmacy), Seoul National University

POSITIONS HELD
• Assistant Professor, Yale University School of Medicine, New Haven, Connecticut, U.S.
• Post-doctoral Fellow, Division of Toxicology, Massachusetts Institute of Technology, Cambridge, Massachusetts, U.S.

PUBLICATIONS
Dr. Young-Joon Surh has authored numerous books, papers, and articles. Editorial Board Member for Carcinogenesis, Mutation Research, Cancer Letters, Food and Chemical Toxicology, Genes and Nutrition, Biofactors, Journal of Clinical Biochemistry and Nutrition, and Asia-Pacific Journal of Cancer Prevention.
SPECIALITIES
Metabolism and health effects of dietary polyphenols and phenolic acids

EDUCATION
Ph.D. Biochemistry, Sheffield University, United Kingdom
B.S. Biochemistry, Sheffield University, United Kingdom

POSITIONS HELD
• Head of Nutrient Bioavailability, Nestle Research Center, Switzerland
• Head of Phytochemicals Group, Institute of Food Research (IFR), United Kingdom
• Senior Scientific Officer, Head of Biotransformation Group, IFR, United Kingdom

PUBLICATIONS
Dr. Gary Williamson has published more than 330 peer reviewed scientific papers, with 25 book chapters and seven patents.
BRADLEY J. WILLCOX M.D., M.SC.
Honolulu, Hawaii, U.S.

SPECIALTIES
Healthy Aging, Longevity, Nutrition, Genetics, Clinical Research, Epidemiology

EDUCATION
B.S. and M.Sc., University of Calgary, Calgary, Canada
M.D., University of Toronto, Ontario, Canada
Post-graduate appointment (Internal Medicine), Mayo Clinic, Rochester, Minnesota, U.S.
Post-graduate appointment (Geriatric Medicine), Harvard Medical School, Cambridge, Massachusetts, U.S.

POSITIONS HELD
• Professor and Director of Research at the Department of Geriatric Medicine, John A. Burns School of Medicine, University of Hawaii, U.S.
• Principal Investigator of NIH-funded Kuakini Hawaii Lifespan and Healthspan Studies, Hawaii, U.S.
• Co-Principal Investigator of the Okinawa Centenarian Study, Hawaii, U.S.
• Physician Leader of the Long Term Care Hospitalist Service at The Queens Medical Center, Hawaii, U.S.

PUBLICATIONS
Dr. Willcox is widely published in the genetic, environmental and clinical aspects of healthy aging, and he is on the editorial board of the Journals of Gerontology, the leading gerontological journal. Dr. Willcox is also an author of a New York Times best-selling book on healthy aging, The Okinawa Program, and his work has appeared in cover articles of Time Magazine, National Geographic, and on Oprah, Good Morning America, NOVA Science and BBC, among other media.
ERIC RAVUSSIN, PH.D., M.S.
Baton Rouge, Louisiana, U.S.

SPECIALITIES
Weight Management, Metabolism and Biometric Assessment

EDUCATION
Ph.D. (Human Physiology), University of Lausanne, Lausanne, Switzerland

POSITIONS HELD
• Boyd Professor, Louisiana State University, U.S.
• Director of the Nutrition Obesity Research Center, Louisiana, U.S.
• Douglas L. Gordon Chair in Diabetes and Metabolism, Pennington Biomedical Research Center, Louisiana, U.S.
• Associate Executive Director for Clinical Sciences at Louisiana State University, Louisiana, U.S.

PUBLICATIONS
Dr. Ravussin has published more than 450 peer reviewed papers in numerous scientific journals.
SPECIALTIES
Microbiology, Biochemistry, Translation of Ayurveda into Contemporary Applications

EDUCATION
Ph.D., Queens’ College, University of Cambridge, Cambridge, U.K.
M.Sc. (Applied Microbiology), Coimbatore, Tamil Nadu, India

POSITIONS HELD
• Director of the Institute of Ayurveda and Integrative Medicine, India
• Professor & Advisor at the School of Life Sciences, Institute of Trans-disciplinary Health Sciences & Technology, Bangalore, India
• Joint Director, Centre for Pharmacognosy, Pharmaceutics & Pharmacology, Foundation for Revitalisation of Local Health Traditions, Bangalore, India

PUBLICATIONS
Dr. Venkatasubramanian’s work and leadership in new transdisciplinary approaches resulted in several research publications and recognition.
SPECIALITIES
Basic Nutrition, Public Health

EDUCATION
B.Sc. of Biochemistry at Chulalongkorn University, Thailand
M.Sc. in Nutrition, Mahidol University, Thailand
Ph.D. in Applied Medical Biology, Universite Libre de Bruxelles, Belgium

POSITIONS HELD
• Scientist in the medical laboratory at Faculty of Medicine, Ramathibodi Hospital, Mahidol University
• Lecturer at Faculty of Science, Ramkhamhaeng University where he established the first scientific research unit of Food and Nutrition Research Center
• Founded the Halal Science Center in 2004, the first ever halal science institution in the world

PUBLICATIONS
Widely recognized for his expertise in basic nutrition and public health, Dr. Winai Dahlan has written more than 30 original research articles and assisted with several research publications. He has also contributed to various scientific and nutritional articles.
MOVING BEAUTY FORWARD

Scientific excellence is a foundation of Artistry™ Forward Beauty. From skincare to color cosmetics, our premium portfolio of products continually pushes boundaries in science, nutrition and art to bring beauty forward and inspire the most revolutionary breakthroughs.

The Artistry Scientific Advisory Board (SAB) is a handpicked group of leading experts in skin health and aging that partners closely with Amway scientists to fuel discoveries that inspire the technologies that distinguish Artistry™ products and enrich the lives of people around the world.

The 2016 Artistry SAB annual meeting featured presentations from six members, who shared updates about their current research, followed by lively discussion with their fellow members and Amway scientists. Included in these presentations were studies in skin aging, hyperpigmentation disorders, aesthetic dermatology and personalized medicine.

The Artistry SAB elevates global brand credibility – it’s another way to bring the Forward Beauty positioning to life for media, ABOs and their customers. The partnership between these industry experts and Amway scientists is a point of pride for the brand, and proof positive of the Artistry™ brand commitment to empower women around the world to realize their beauty potential.
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FREQUENTLY ASKED QUESTIONS

WHAT IS THE ARTISTRY SCIENTIFIC ADVISORY BOARD (SAB)?

The Artistry SAB is a global group of leading skin health experts and researchers. In close collaboration with Amway scientists, these scientific leaders contribute to the discovery of new and targeted technologies that promote optimal skin health and diminish the visible signs of aging. This exclusive partnership deepens the Artistry™ brand connection between science and beauty, as well solidifies brand leadership in the premium skincare and cosmetic industries.

HOW ARE THE MEMBERS OF THE ARTISTRY SAB CHOSEN?

Members are handpicked because their established scientific credibility in their chosen fields of study strategically aligns with the Artistry™ brand’s research and development goals. Their expertise helps ensure that Amway scientists have access to the best technology and science available.

WHAT ARE THE GOALS AND EXPECTATIONS OF THE ARTISTRY SAB?

Members actively engage with Amway scientists to provide perspectives and guidance ranging from current product development to long-range research direction. The academic and clinical expertise of Artistry SAB members lends invaluable insights into emerging trends in skin health and the treatment of skin disorders and visible aging, to ultimately drive future Artistry™ technologies and products that will enrich the lives of people around the world.
HOW DOES THE ARTISTRY SAB CONTRIBUTE TO ARTISTRY™ FORWARD BEAUTY?

Members partner with Amway scientists to perpetually push the boundaries of beauty. First and foremost, Artistry SAB scientists influence the planning and design of future research studies in skin health. As this research progresses, they provide expert interpretation of research outcomes. In some instances, they even get directly involved in conducting research at their primary laboratories and institutions under Artistry-sponsored research agreements.

WHEN DOES THE ARTISTRY SAB MEET?

Once each year, members leave their locations around the world to assemble at a highly-anticipated annual meeting in West Michigan. Here, members present their current research to their fellow members, Amway scientists and other Artistry™ brand experts in marketing, public relations, and research and development. During this time, members also confer with Amway scientists to discuss and evaluate current and future research in skin health and visible aging.
SOYUN CHO, M.D., PH.D.

“The connection between the Artistry SAB and Amway scientists inspires me. So much active discussion, so much passion – it’s really a unique experience. Not many companies have something like this. It motivates me to work harder to provide more scientific and clinical foundations for the Amway scientists, so that together we can make people’s lives better. I’m proud of our partnership.”

SPECIALTY
• Causes and Treatment of Skin Aging and Hyperpigmentation

DOCTORATE DEGREE
• Ewha Womans University

MEDICAL DEGREE
• Ewha Womans University

POSITIONS
• Head of the Dermatology, Boramae Medical Center, Seoul National University
• Director, Business Innovation, Boramae Medical Center, Seoul National University
• Professor, Dermatology, Seoul National University College of Medicine

AWARDS AND HONORS
• Member, American Society of Dermatopathology
• Member, European Academy of Dermatology and Venereology
• Member, European Society of Dermatological Research
• Member, Women’s Dermatologic Society

GARY J. FISHER, PH.D.

“Like aging in all organs, skin aging is a highly complicated process. My work focuses on collagen, the material that gives the skin its structure. Over time, aging and sunlight exposure damage collagen, giving skin less support. My interest lies in understanding this damage – how it occurs, how to prevent it, how to repair it. As our understanding grows, this knowledge could dramatically impact the slowing of the aging process.”

SPECIALTY
• Causes of Skin Aging

DOCTORATE DEGREE
• Cornell University Graduate School

POST DOCTORAL TRAINING
• Washington University

POSITIONS
• Professor, Department of Dermatology, University of Michigan Medical School
• Director, Photobiology and Aging Skin Research Laboratory, University of Michigan Medical School
• Co-Director, Laser and Cosmetic Dermatology Research, University of Michigan Medical School
• Harry Helfmann Professor of Molecular Dermatology, University of Michigan Medical School

AWARDS AND HONORS
• Member, Society for Investigative Dermatology
• Associate Editor, Journal for Investigative Dermatology
• Associate Editor, Journal of Dermatological Science
• Editorial Board Member, Journal of Cellular Communication and Aging
KENNETH KORNMAN, D.D.S., PH.D.

“I’m a founding member of both the Artistry SAB and the Nutrilite SAB. In working with Amway scientists on new concepts, I’m continually impressed with their deep and unique expertise in not only science but formulation – how a product feels, how it interacts with skin, the whole sensory experience. It’s fascinating.”

SPECIALTIES
- Genetic Factors that Influence Chronic Diseases and Skin Aging
- Inflammation

DOCTORATE DEGREE
- University of Michigan

MEDICAL DEGREE
- Emory University

POSITIONS
- Founder, President and Chief Scientific Officer, Interleukin Genetics
- Former Department Chair and Professor, University of Texas Health Science Center
- Lecturer, Harvard University
- Industry Advisor, Oral Care and Pharmaceuticals

AWARDS AND HONORS
- Several Patents in Biotechnology and Pharmaceuticals

WEI LAI, M.D.

“My work in UVA-induced hyperpigmentation is different because we’re studying lifestyle, habits and fresh sun exposure. Solar-induced darkening is similar to pigmentation disorders like post-inflammatory hyperpigmentation and melasma, but rather than analyzing spots from years ago, we’re analyzing those formed from newly sunburned skin. This sunburn creates acute damage, and we’re screening active ingredients for their efficacy. The schemata we’re developing can be used for a variety of formulas in future Artistry™ brightening product extensions.”

SPECIALTIES
- Causes and Treatment of Skin Photo-Aging and Hyperpigmentation
- Cosmetics Efficacy and Safety Evaluation

MEDICAL DEGREE
- Sun Yat-sen University

POSITIONS
- Professor and Chairman, Department of Dermatology, 3rd Affiliated Hospital of Sun Yat-sen University
- Director, Center for Cosmetics Safety and Efficacy Evaluation, CFDA, MOH & SFDA, Guangzhou
- Director, Diagnostic Center of Skin Diseases Induced by Cosmetics, CFDA, MOH & SFDA, Guangzhou
PATRICIA OGILVIE, M.D.

“Our role as scientific experts is to break down complexity into something the consumer can really understand. People have the knowledge to be able to ride a bike but the products we offer are like rocket science, so we have to enable the cyclist to somehow operate the space shuttle.”

SPECIALTIES
• Aesthetic Dermatology
• Laser Medicine

MEDICAL DEGREES
• University of Regensburg Medical School, Germany
• University of Wuerzburg Medical School, Germany
• University Basel, Switzerland

FELLOWSHIPS
• State of Bavaria
• German Research Foundation

BOARD CERTIFICATIONS
• Dermatology
• Lasermedicine
• Dermatological Cosmetology

BOARD CERTIFICATIONS
• President, Private Clinic for Dermatology and Lasermedicine
• President, Skin Concept Institute for Dermatocosmetics
• Member, German Academy of Dermatology
• Member, German Society of Dermatological Research
• Member, German Society of Immunology
• Member, German Society of Esthetic Dermatology
• Member, International Network Injection Lipolysis

JOHN PAWELEK, PH.D.

“Artistry and I share the same goal: to find new ways to hinder pigmentation in skin. I’m studying new inhibitors to reducing melanin production. Our plan for the next few years is to study hyperpigmented spots, so we can develop products that, for the first time, target specific disorders like post-inflammatory hyperpigmentation and melasma. It’s exciting because very few people are doing this type of research.”

SPECIALTIES
• Pigmentation Processes
• Causes of Skin Pigmentation
• Occurrence of Metastatic Melanoma

DOCTORATE DEGREE
• Brown University

POST DOCTORAL TRAINING
• Yale University

RESIDENCY TRAINING/CLINICAL FELLOWSHIP
• New Haven Hospital, Yale University

POSITIONS
• Research Faculty, Department of Dermatology, Yale Cancer Center, Yale University School of Medicine
• Associate Fellow, Biology, Gettysburg College
• President, Pan-American Society for Pigment Cell Research
• Steering Committee, Society for Melanoma Research
• Council Member, International Federation of Pigment Cell Societies

AWARDS AND HONORS
• Artistry Lectureship, Asian Society for Pigment Cell Research
• Several Patents, Citations and Awards
DIANE THIBOUTOT, M.D.

“It’s a common misconception that sebum contributes to skin moisturization. While sebum produces a lot of lipid and oil, it actually does not have any biologic function or benefit – think of a child who has healthy, beautiful skin yet his sebaceous glands are not yet active. I’m working with Amway scientists to identify plant extracts and cosmetic ingredients that may reduce sebum production. It’s an exciting partnership.”

SPECIALTIES
• Treatment of Acne
• Research in the Regulation of Sebum Production

MEDICAL DEGREE
• Penn State University College of Medicine

POSITIONS
• Professor of Dermatology, Penn State Milton S. Hershey Medical Center
• Associate Dean for Clinical and Translational Research Education
• Reviewer, National Institute of Health
• Reviewer, Dermatology Journals

AWARDS AND HONORS
• Outstanding Young Investigator Award, Penn State University, Androgen Metabolism in the Skin
• AOA Honor Medical Society
• The Best Doctors in America
THE POWER OF PARTNERSHIP

What happens when seven of the world’s leading scientists in skin health and aging assemble in one room? Something the Artistry™ brand likes to call *Forward Beauty*.

Last December, the Artistry Scientific Advisory Board (SAB) assembled in West Michigan – the birthplace of Amway – to present their latest research to Amway scientists, key Artistry team members and, of course, their fellow board members. The discussion was lively, with topics ranging from the treatment of skin aging and hyperpigmentation disorders to personalized medicine to aesthetic dermatology and emerging trends in skin health.

“It was a day of intense learning and engagement,” notes Amway Vice President of R&D and Quality Assurance, Catherine Ehrenberger. “The advances in skin health research made by our Artistry SAB members build both credibility for the Artistry™ brand and confidence that our product development is forward-thinking. Their work is the very essence of Artistry™ *Forward Beauty*.”

Handpicked for their distinctive scientific expertise, Artistry SAB members contribute to the discovery of new and targeted technologies and formulas that promote optimal skin health and diminish the visible signs of aging. This exclusive partnership deepens the Artistry™ connection between science and beauty, as well solidifies brand leadership in the premium skincare and cosmetic industries.

“I was one of the first scientists on the Artistry SAB and I wouldn’t be sitting here if I didn’t still believe in it,” adds Dr. John Pawelek. “It’s a genuine partnership with Amway that I’ve not seen at other companies. There’s a real interest in helping people.”

Fellow founding member Dr. Diane Thiboutot concurs, “We’re all experts in different areas yet when we start talking to each other, we find points of commonality and new ideas happen. The diversity in perspectives is incredibly stimulating.”
BLOG POST #2

PUSHING THE BOUNDARIES

Innovation isn’t a buzzword but a mindset at Amway. Consider the Artistry™ brand, whose scientifically-advanced skincare and color cosmetics continue to push the boundaries of beauty through discovery, imagination and invention.

Behind these breakthroughs is an unparalleled partnership between Amway scientists and the Artistry Scientific Advisory Board (SAB), a handpicked consortium of seven of the world’s leading skin health experts that deepens the Artistry™ brand connection between science and beauty.

Research conducted by Artistry SAB members, in close collaboration with Amway scientists, sparks the development of future skincare technologies that distinguish Artistry™ products around the world. Together, they’ve developed technologies fueling some of the world’s most scientifically superior and advanced beauty solutions that empower women to, in the words of Artistry™ founder Edith Rehnborg, become “her own work of art.”

This relentless pursuit of innovation builds credibility for the Artistry™ brand in the increasingly competitive premium beauty industry – and it energizes the Artistry SAB to keep pushing boundaries. Because that’s what it takes to be among the world’s top five, largest-selling premium skincare brands and the world’s top 10 largest-selling premium cosmetic brands.¹

¹ Source: Euromonitor International Limited; www.euromonitor.com/amway-claims
DECADES OF DISCOVERY

Amway has a decades-long commitment to partnering with scientific experts whose established global credibility in academia, medicine, research and clinical study align with Amway Research and Development goals. As members of the Artistry, Nutrilite or eSpring Scientific Advisory Board (SAB), these renowned thought leaders collaborate closely with Amway scientists to create the transformational technologies that power the Amway portfolio of products.

The Amway Clinical Advisory Board (CAB) forges new ground.

Rather than adopt a broad brand approach, the Amway CA focuses on emerging into new product categories. The first CAB initiative is exploring growth opportunities within the Artistry™ brand. As an extension of Amway Research and Development, the CAB supports Amway scientists by:

- Exploring novel technology platforms
- Advising on clinical study design and implementation
- Interpreting clinical results
- Offering constructive scientific evaluation and recommendations
- Co-authoring papers with Amway scientists

This scientific exchange embodies the very essence of Artistry™ Forward Beauty by pushing the boundaries of beauty to discover scientifically-advanced skincare solutions that, ultimately, will enrich the lives of women around the world.
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RON SHARPE, CHAIR

“The Amway CAB brings thought leaders together to guide us through clinical studies and data interpretation. Each member is a practicing dermatologist and brings a diverse specialty, robust clinical experience and research expertise. They’re a renowned group of scientists who provide credibility to future Artistry™ product development.”

SPECIALTIES
• Product and Open Innovation Process and Strategy
• Strategic Technology Planning and Mapping
• Competitive Technical Intelligence
• Leadership and Command
• Bio-Instrumentation of Skin Imaging
• Asian Skincare Product Development

DEGREE
• Rutgers University (Biology)
• Fairleigh Dickenson University (Masters Cosmetic Chemistry)
• California Institute of Technology (Certificate Technology Management)

POSITIONS
• Research Fellow, Skincare, Amway
• Research Scientist, Tambrands Inc., Pfizer Consumer Healthcare
• Advisory Board Member, Cosmetics and Toiletries Magazine

AWARDS AND HONORS
• Member, Amway Distinguished Scientific Leadership Society

ROX ANDERSON, M.D., Ph.D.

“I believe there will be a revolution in medicine when optical diagnostics and imaging are used to guide lasers to do surgery. Not robots but very sophisticated image-guided, laser surgical systems. Lasers will be the first place where that kind of paradigm will exist.”

SPECIALTIES
• Adipose Tissue Biology
• Diagnostic Tissue Imaging
• Mechanisms of Selective Laser-Tissue Interactions
• Novel Therapy for Skin Disorders
• Photodynamic Therapy
• Spectroscopy

DOCTORATE DEGREE
• Massachusetts Institute of Technology (MIT)

MEDICAL DEGREE
• Harvard Medical School

POSITIONS
• Director, Wellman Center for Photomedicine
• Professor, Dermatology, Harvard Medical School
• Adjunct Professor, Health Sciences and Technology, MIT

AWARDS AND HONORS
• Holds more than 60 National and International Patents
• Authored more than 250 Scientific Books and Papers, including the Seminal Papers on Lasermedicine
MURAD ALAM, M.D., M.S.C.I.

“Amway is an evidence-driven company with vast resources that it willingly and intelligently allocates to developing the best products that science and technology can create. They understand consumers and their preferences like no other company in this field.”

SPECIALTIES
• Cosmetic Dermatology
• Procedural Dermatology
• Laser Surgery
• Mohs Micrographic Surgery

MEDICAL DEGREE
• Yale University

FELLOWSHIPS
• Laser and Cosmetic Surgery, Harvard Medical School
• Mohs Micrographic Surgery, Baylor University

POSITIONS
• Head, Cutaneous Surgery and Laser Division, Feinberg School of Medicine, Northwestern University
• Professor, Dermatology, Feinberg School of Medicine, Northwestern University
• Professor, Otolaryngology, Feinberg School of Medicine, Northwestern University
• Professor, Surgery, Feinberg School of Medicine, Northwestern University
• Chief, Cutaneous and Aesthetic Surgery, Feinberg School of Medicine, Northwestern University
• Surgical Advisory Board Chief, Archives of Dermatology
• Associate Editor, Lasers in Surgery and Medicine

• Assistant Editor, Dermatologic Surgery
• Editorial Board Member, Cosmetic Dermatology
• Editorial Board Member, Journal of Cosmetic Dermatology
• Editorial Board Member, Skin Therapy Letter
• Consultant, General and Plastic Surgery Devices Panel, Food and Drug Administration

AWARDS AND HONORS
• Authored more than 100 Publications
• Edited Cosmetic Dermatology in Skin of Color, Requisites in Cosmetic Dermatology, Body Rejuvenation and Non-Surgical Tightening and Lifting
• Co-Edited Procedures in Cosmetic Dermatology
HENRY CHAN, M.D., Ph.D., F.R.C.P.

“In my day-to-day practice, skin tightening is a common request. The opportunity to help patients worldwide achieve home-based skin tightening treatment is exciting. I do believe that this technology can supplement current office-based procedures.”

SPECIALTIES
• Dermatology
• Laser Medicine

DEGREES
• University of Hong Kong
• University of London

POSITIONS
• Honorary Clinical Professor, Department of Medicine, The University of Hong Kong
• Visiting Scientist, Wellman Center for Photomedicine, Massachusetts General Hospital
• Honorary Consultant Dermatologist, Hong Kong Hospital Authority
• Chairman, Hong Kong Society of Dermatology and Venereology

AWARDS AND HONORS
• Authored a Book, 32 Book Chapters and more than 200 Articles
• Ellet H. Drake Lectureship Award, American Society of Laser Medicine and Surgery
• Presidential Citation, American Society of Laser Medicine and Surgery
• Presidential Citation, American Society of Dermatologic Surgery
• Board Member, American Society of Laser Medicine and Surgery
• Speaker, International and National Symposia

MICHAEL SLAYTON, Ph.D.

“My fellow CAB members are the best of the best at what they do – it makes for great discussion around the table! I’m glad to see how dedicated Amway scientists are to testing for safety, performance and efficacy. They truly want to deliver the best customer experience possible.”

SPECIALTIES
• Intense Therapeutic Ultrasound and Imaging
• Product Development

DEGREES
• USSR Academy of Sciences
• Kiev State University

POSITIONS
• Chief Executive Officer and Chief Technical Officer, Guided Therapy Systems
• Adjunct Professor, College of Engineering, University of Arizona
• Founder, Ulthera, Inc. (Now Merz)
• Founder, Xthetix, Inc. (Acquired by Amway)

AWARDS AND HONORS
• Holds more than 200 Patents and Patents-Pending in Intense Therapeutic Ultrasound and Imaging
• Authored more than 50 Peer-Reviewed Publications
• Horace Furumoto Distinguished Contribution Award, American Society for Laser Medicine and Surgery
CHRISTOPHER ZACHARY, M.D., F.R.C.P.

“The development of home use devices align with my hope that many of the advances achieved in the office setting may transfer to the home, bringing technology to the masses efficiently, safely and with privacy and convenience. The CAB has been given an outstanding opportunity to assist with the development and refinement of a proven technology.”

SPECIALTIES
• Dermatologic and Dermatoplastic Surgery
• Cutaneous Oncology and Reconstruction
• Photobiology, Lasers and New Energy-Based Devices

MEDICAL DEGREE
• University of London

FELLOWSHIP
• Cutaneous Surgery, University of Michigan
• Internal Medicine and Dermatology, Royal College of Physicians

POSITIONS
• Professor, Department of Dermatology, University of California at Irvine
• Chair, Department of Dermatology, University of California at Irvine
• Director of Clinical Operations, Department of Dermatology, University of California at Irvine
• Associate Professor, University of Minnesota

AWARDS AND HONORS
• Teaching Award for Excellence, American Society for Dermatologic Surgery
• Leon Goldman Memorial Award, American Society for Laser Medicine and Surgery
• Best Doctors in America
• Speaker, International and National Symposia