

ANEW CLINICAL LINE ERASING SERUM WITH A-F33

REASONS TO *love*

- The wrinkle fighter that really works.
- 100% of women saw results on wrinkles in 2 weeks.
- Contains Retinol, a leading dermatologist recommended ingredient.



BE A *beauty* ADVISOR

This treatment serum is formulated with exclusive A-F33, which is designed to:

UNBLOCK untapped collagen

BOOST collagen production

REPAIR damaged collagen

HOW & WHEN TO USE

Apply to cleansed face and neck and follow with your favourite ANEW moisturiser.

Can be used morning or evening.

TOP TIPS TO *boost* YOUR EARNINGS

- If she already loves the Clinical Line Erasing Serum, why not give her samples of the ANEW Day and Night cream regimes to complement the serum.

FEATURED INGREDIENTS

- Retinol.
- A-F33.

IF YOU ONLY REMEMBER ONE THING...

The wrinkle fighter that really works.

ANEW ULTIMATE DAY CREAM

REASONS TO *love*

- A multi-performance day cream that improves the look of multiple signs of ageing.
- Proven results: 100% of women saw an improvement in key ageing signs including texture, clarity, even skin tone, overall fine wrinkles.
- Formulated with clever Celluvive Complex to enhance surface skin cells' cleansing process and breathe new life into skin.



BE A *beauty* ADVISOR

- This is the multi-performance cream she can rely on to reignite her radiance.
- Formulated for those between 45 and 55, it provides the most effective actives and nutrients for youthful-looking skin.

HOW & WHEN TO USE

Apply to cleansed face and neck and follow with your favourite ANEW moisturiser.
Can be used morning or evening.

TOP TIPS TO *boost* YOUR EARNINGS

- Sell the day and night creams together. Offer her a sample or trial size of the Ultimate Night Cream, and explain that using both together gives the best results. She can ensure her skin is protected and cared for 24 hours a day.
- Make a note to return in 4-6 weeks time to see how she's getting on and whether she's ready to re-purchase.

FEATURED INGREDIENTS

- Amino acids.
- Celluvive Complex.
- SPF25 (sun damage can be ageing, so wearing an SPF every day is essential).

IF YOU ONLY REMEMBER ONE THING...

The day cream that targets multiple signs of ageing.

ANEW CLINICAL LIFT & FIRM EYE LIFT SYSTEM

REASONS TO *love*

- Get an instant, visible eye lift
- Our no.1 award winning eye cream!
- Clinically proven to improve the appearance of eyelid sagging in just 4 weeks
- 98% of women considering an eye lift procedure were impressed by the results



BE A *beauty* ADVISOR

- This is the multi-performance cream she can rely on to reignite her radiance.
- Formulated for those between 45 and 55, it provides the most effective actives and nutrients for youthful-looking skin.

HOW & WHEN TO USE

Use morning and night.

Apply the gel to your eyelid, brow bone and above the brow. Smooth the cream under the eye area, including your upper cheekbone and outer corner of the eye.

TOP TIPS TO *boost* YOUR EARNINGS

- If she already loves Lift & Firm Eye Lift System, why not give her samples of the ANEW day and night cream regimes?
- Recommend using with the Targeted Eye Massager tool for superior targeted application.

FEATURED INGREDIENTS

- Amino acid
- Peptides

IF YOU ONLY REMEMBER ONE THING...

An Instant, visible eye lift, without the drastic measures

ANEW CLINICAL LIFT & FIRM EYE LIFT SYSTEM

REASONS TO *love*

- Your weekly facial without the price tag.
- Radiant-looking skin in minutes.
- Retinol-infused and saturated with the anti-ageing power of 5 days' worth of serum.



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- Face-fitting mask saturated with a super-concentrated essence and infused with retinol.
- Helps stimulate hyaluronic acid and collagen production.
- It works to repair your skin's cells for a firmer, more youthful look. Over time, it also helps to reduce fine lines and wrinkles.

HOW & WHEN TO USE

Stretch the mask over your face and relax for 10-15 minutes. Remove the mask and massage your face until the essence is fully absorbed.

TOP TIPS TO *boost* YOUR EARNINGS

- Offer her a bundle deal so she is stocked up with enough sheet masks to last until the next campaign.

FEATURED INGREDIENTS

- Retinol.

IF YOU ONLY REMEMBER ONE THING...

Your weekly facial without the price tag.

FAR AWAY INFINITY

REASONS TO *love*

- Part of our No. 1 selling fragrance brand “Far Away”
- Scent lasts for 8 hours.
- Great value for money.



BE A *beauty* ADVISOR

- A utopian scent to make you feel uplifted.
- An oriental, floral fragrance.
- Not too heavy for the day, but rich enough to use as an evening fragrance.
- A firm favourite across all ages.

HOW & WHEN TO USE

Great for use during the day or to dance the night away. For a longer lasting fragrance, use with Far Away Infinity body lotion after your bath or shower.

TOP TIPS TO *boost* YOUR EARNINGS

- Spray your order forms so they can experience the scent.
- Encourage customers to purchase the purse spray as a trial, or as a handbag essential.
- Use Far Away Infinity body lotion as a basket builder.

FEATURED INGREDIENTS

An oriental floral fragrance with Italian Bergamot, Indian Jasmine Sambac, Vanilla.

IF YOU ONLY REMEMBER ONE THING...

A stunning scent from our no. 1 selling fragrance brand.

LITTLE BLACK DRESS

REASONS TO *love*

- One of our best-selling fragrance brands.
- A classic LBD never goes out of fashion.
- Feminine, elegant and timeless.



BE A *beauty* ADVISOR

- Perfect for any occasion.
- Comparable scent to Chanel Allure.
- Sophistication in a bottle!

HOW & WHEN TO USE

Use in the day for an elegant daytime fragrance or at night for a lasting feminine scent. Layer over the body lotion and roll-on for a longer lasting fragrance.

TOP TIPS TO *boost* YOUR EARNINGS

- Perfect for women who love a classic fragrance.
- Spray your order forms so they can experience the scent.
- Encourage customers to purchase the purse spray as a trial, or as a handbag essential.
- Use the roll-on and body lotion as trial products or basket builders.

FEATURED INGREDIENTS

An oriental floral fragrance with honeysuckle, ylang ylang, milkwood.

IF YOU ONLY REMEMBER ONE THING...

A long-lasting, delicate fragrance that takes you from day to night.

SKIN SO SOFT ORIGINAL DRY OIL SPRAY

REASONS TO *love*

- Avon's iconic no.1 bestseller.
- Unique, moisturising blend of natural oils that absorbs quickly for instant, non-greasy moisture.
- According to customers, it also keeps bugs at bay!*

*Based on a UK consumer survey of 170 Skin So Soft users.



BE A *beauty* ADVISOR

- This is our most iconic and well-known product.
- It leaves skin feeling super-soft and customers say it helps keep bugs at bay
- This has cult status – it's always in the press during summer months, and has been used by the Royal Marines and featured on Lorraine.

HOW & WHEN TO USE

- Spritz on and rub into skin to moisturise. Can be used anytime to lock-in moisture. Great to use in summer before going outdoors.

TOP TIPS TO *boost* YOUR EARNINGS

- As Avon's most iconic product, your customers will definitely want to get their hands on a bottle... or 4!
- It's the perfect product to share on Facebook in high summer. Customers that are going on holiday will snap it up.
- Keep an eye out for press coverage in spring/summer and the share links on social media, letting customers know they can shop with you!

FEATURED INGREDIENTS

- Jojoba oil.

IF YOU ONLY REMEMBER ONE THING...

It's our bestselling, iconic product!

MARK. BIG & EXTREME MASCARA

REASONS TO *love*

- Elasto-stretch technology delivers 2x more elasticity vs. traditional lengthening formulas.
- Lash extender brush grabs and coats each individual lash.
- Waterproof extreme length and volume.



BE A *beauty* ADVISOR

- If your customer loves mascara that gives high impact volume as well as lusciously long lashes then she's bound to love Big & Extreme.
- Perfect for a night out when she wants her eyes to be centre of attention.

HOW & WHEN TO USE

Use every day for impactful lashes, or just on a night out when she wants a gorgeously strong eye look.

TOP TIPS TO *boost* YOUR EARNINGS

Encourage her to complete her look by picking an eyeliner or eye shadow too.

FOR A DAY LOOK: try Glimmerstick Eyeliner for an effortless sweep of colour

FOR A NIGHT LOOK: try an epic mini palette for a gorgeous smokey eye

Let customers know it's smudgeproof and lasts all day.

FEATURES

- Available in 2 shades: Black, Brown-Black
- It's the orange one!

IF YOU ONLY REMEMBER ONE THING...

Extreme lengthening and volumising mascara, for lashes that look like you're wearing extensions!

MARK. GEL SHINE NAIL ENAMEL

REASONS TO *love*

- High shine gel colour without the UV lamp.
- Easy, damage-free removal.
- Primes, protects and strengthens.



BE A *beauty* ADVISOR

- Find her perfect gel shade from our selection of over 20 shades, for high-impact nail colour.
- For easy, everyday glossy colour.

HOW & WHEN TO USE

- Apply 1-2 coats of gel shine colour.
- Apply 1 coat of Gel Top Coat for colour that's lasts twice as long.

FEATURES

- Infused with nourishing omega oils.
- 20+ high-shine colours to choose from.

TOP TIPS TO *boost* YOUR EARNINGS

- 3 sold every minute (based on C11 2018 sales)
- Pair with our Gel Top Coat for colour that lasts twice as long.
- Use Freeze Dry Spray to avoid sitting watching paint dry!

IF YOU ONLY REMEMBER ONE THING...

Salon-worthy gel shine, without the price tag.

TRUE BRONZING PEARLS

REASONS TO *love*

- Multi-tonal shimmering pearls for a sun-kissed glow.
- Gives a luminous warmth to skin.



BE A *beauty* ADVISOR

- For a natural, sun-kissed glow, True Bronzing Pearls are perfect! Multi-tonal pearls sweep on a subtle bronze glow.

HOW & WHEN TO USE

Apply all over with a large, soft brush for a subtle, bronze finish.

TOP TIPS TO *boost* YOUR EARNINGS

- The All Over Face Brush is the perfect partner for this product to sweep on a natural glow.

FEATURES

- 6 glowing shades to choose from.

IF YOU ONLY REMEMBER ONE THING...

Bronzing pearls are perfect for a natural, sun-kissed glow effortlessly.

MARK. MAGIX FACE PERFECTOR

REASONS TO *love*

- Velvety, colourless formula suits all skin tones.
- Wear alone or under foundation for flawless skin.
- Smooths pores, blurs lines, reduces shine.
- SPF20.



BE A *beauty* ADVISOR

- The perfect face base for all skin tones.
- 10 hours of shine-free protection for a gorgeous finish all day.
- Wear alone or under foundation for a flawless, long-lasting finish.

HOW & WHEN TO USE

Apply alone or under foundation for naturally airbrushed skin.

TOP TIPS TO *boost* YOUR EARNINGS

- The All Over Face Brush is the perfect partner for this product to sweep on a natural glow.

FEATURES

- Colourless formula suits all skin tones.

IF YOU ONLY REMEMBER ONE THING...

One mattifying primer, all skin tones.

MARK. MAGIX FACE PERFECTOR

REASONS TO *love*

- Epic colour that lasts – hours of budge-proof, saturated colour.
- Lasting airbrushed finish – glides on to give a beautifully smooth, non-cakey finish.
- Creamy feel – velvety formula seals in moisture for a comfortable, balm-like feel.



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- Primer-infused formula means that her colour is bolder and lasts longer, the ultimate combination for a gorgeous lip look all day.
- Available in over 25 shades so she'll be able to find the perfect one for her.

HOW & WHEN TO USE

Sweep over lips... any time of the day!

TOP TIPS TO *boost* YOUR EARNINGS

- Create an online lookbook to showcase every shade so customers can find their next must-have.
- Pop a sample in orders to encourage them to try this gorgeous lipstick – they won't be sorry!
- 3 sold every minute (based on C6 2018 sales)

FEATURES

- Built-in primer for intense colour and a lasting finish.
- Available in over 25 shades.

IF YOU ONLY REMEMBER ONE THING...

The lipstick with built-in primer for her best colour that lasts all day.

MARK. EPIC LIP LIPSTICK

REASONS TO *love*

- Precise lines and smudge-proof formula that lasts all day.
- Twist barrel for more colour, no sharpener needed.



BE A *beauty* ADVISOR

- Waterproof and smudge-proof formula for precise lines that lasts all day.
- Suitable for sensitive eyes.
- No sharpener needed – simply twist for more!

HOW & WHEN TO USE

Sweep along the lash line for colour that lasts all day.

TOP TIPS TO *boost* YOUR EARNINGS

- 2 sold every 30 seconds (based on C13 2018 sales)
- Why not encourage customers to try a new shade or pair with one of our stunning Supershock mascaras for a bold eye look.

FEATURES

- Over 10 shades to choose from.

IF YOU ONLY REMEMBER ONE THING...

Effortlessly lined eyes with glide-on colour that lasts all day.