

THE SMARTER BEAUTY EDITION

THE BEAUTY BROADSHEET

BROUGHT TO YOU BY AVON

WHAT BEAUTY

LOOKS LIKE NOW

THE TRENDS, THE PRODUCTS, THE INSPIRING WOMEN CURRENTLY SETTING THE BEAUTY AGENDA

"Welcome to the first edition of our Beauty Broadsheet. As a company, Avon is so proud of the opportunities we co-create with you, our Representatives. For more than 130 years we have proudly stood for beauty, innovation, optimism and above all, women. We are so inspired by how women in the beauty industry shape and build their profession, that we wanted to create a way of highlighting just how thriving the beauty business really is, as well as sharing insights that can help us all work smarter and dream bigger. And talking of getting smarter, the theme of this first Beauty Broadsheet is 'Smarter Beauty'. We believe every woman has the right to use beautiful, modern products that really work – and our mission is to give every woman access to exceptional products at competitive prices.

In this issue, we're also thrilled to announce our collaboration with Giovanna Fletcher as our Representative Ambassador. As a busy working mum who juggles her career around her family and after listening to your feedback, we know she is the perfect person to understand and champion the things that matter to you the most. From a personal perspective, I'm delighted to be leading Avon UK at such an exciting time and look forward to what the future brings. The beauty world is an amazing place to work – we hope this very first edition of our Beauty Broadsheet showcases just how proud we are to be a part of it and how excited we are for the future of every one of our incredible six million independent Avon Sales Representatives around the world."

Matthieu Comard, general manager Avon UK



- THERE ARE 6 MILLION AVON REPRESENTATIVES WORLDWIDE
- AVON IS A GLOBAL LEADER, REPRESENTED IN OVER 70 COUNTRIES
- AVON HAS A GLOBAL TASKFORCE OF OVER 25,000 ASSOCIATES, 60% OF WHOM ARE WOMEN

BEAUTY: THE NEW POWER CAREER

As careers go, the beauty industry is not only an exciting and creative place to work – but is likely to be a pretty safe bet, too. Recent statistics¹ have revealed that the UK health and beauty industry is predicted to grow by 21.2% over the next five years and that this year in the UK alone, sales of beauty products are expected to reach £14.5bn.² And the impact of all this growth is being felt beyond just the sales figures. Once dismissed for the fluffy, vain or even downright girly, the explosion of interest in beauty that has happened over the past few years has made our industry a force to be reckoned with. As well as beauty sales and marketing, there are beauty-related career options in journalism, photography and make-up artistry. From sales to selfies, digital technology is transforming the beauty industry: last year, there were 88 billion views of beauty content on YouTube, compared with 55 billion the year before – and only 1 billion a decade ago in 2008. But even as the digital world transforms the beauty world, there's a re-emergence of peer-to-peer selling as a vital beauty sales tool – something Avon is clearly perfectly placed to execute. According to the US channel Fashion Network, brands like Glossier and Beautycounter have built upon the success of using peer marketing networks, which Avon founded. Glossier, for example, recently opened a pop-up in San Francisco and tasked 500 Representatives to market the brand through their social circles. Speaking of the strategy, founder Emily Weiss explained, "I think offline is really important." From entrepreneurs running their own businesses to women leading huge multinational companies, it's fair to say that there are vast numbers of women in the beauty world making a difference. Today, around six million self-employed Representatives sell Avon products in more than 70 countries worldwide, supported by our global workforce of almost 25,000 Avon associates, 60% of whom are women. And the appetite for entrepreneurship isn't dying down. 79% of women globally believe that starting or running their own business is important in their lives, right now, while 84% said one of the most important aspects of running a business is peer-to-peer mentoring, particularly more mature women to mentor younger women.³ But the rise in popularity isn't the only thing that makes the beauty industry a great opportunity. As a 'women first' industry, it's arguably a more flexible choice to shape around changes in your life, whether that's maternity leave, childcare, career breaks or just the need to have flexible working to fit with your lifestyle. The US business magazine Forbes recently claimed that "it's never been a better time to be a beauty entrepreneur," estimating that at least 40 prominent beauty start-ups today have been founded by women.⁴ And that's the other great thing about the beauty world: there are just so many inspiring women in it, ready to share their stories and support others. You'll hear from some of them in this first edition of our Avon Beauty Broadsheet, and we look forward to bringing you more news of aspirational beauty entrepreneurs as our Smarter Beauty campaign unfolds.

¹ UK Health & Beauty market report, Reportlinker
² UK Health & Beauty market report, Reportlinker
³ www.statista.com
⁴ https://www.forbes.com/sites/chloesorvino/2017/05/18/self-made-women-wealth-beauty-gold-mine/#47cac7d52a3



LOUISE SCOTT WOMEN IN SCIENCE AT AVON

Louise Scott is Avon's Chief Scientific Officer, heading Avon's Worldwide Research & Development team. She leads a world-class team of scientists, engineers and specialists. After a 25-year tenure at Procter & Gamble, she joined Avon in 2013. Louise is passionate about developing creativity and curiosity within her team, enabling them to create the products of tomorrow, and is also dedicated to Avon's programmes of giving back, including our campaigns around breast cancer and domestic violence. Here, she tells us what it's like being a leading woman in science.

1. DID YOU ALWAYS KNOW YOU'D WANT TO WORK IN BEAUTY?
 My love of science came first. My father was a chemist and worked on a lot of the new synthetic fibres that were being made. What I saw from him was how real scientific innovation could be turned into something that was relevant to everyday life – turning these incredible fabrics into things people wore. I think that's why I knew I'd want to do something that could make a real difference to people's lives.

2. WHAT WAS IT LIKE BEING A WOMAN GOING INTO THE SCIENCES?
 I grew up at an interesting time in South Africa. There weren't many women choosing science degrees. But instead of putting me off, it made me more determined to prove to everyone around me that I could be successful in my chosen field. One of my biggest achievements academically was spending three years at Cambridge University. I loved my time there but for me the biggest insight was the realisation that I didn't want to be an academic; I wanted to apply science to the 'real world' – and that's what I've been doing ever since.

3. WITH SO MUCH EXPERIENCE IN THE BEAUTY INDUSTRY, WHAT HAVE YOU LEARNED ABOUT THE PRODUCTS PEOPLE WANT?
 What I've realised is that there's no such thing as a 'global consumer' – of course, there are some similarities; everyone needs a lipstick that's comfortable; everyone needs a body wash that feels clean – but truly understanding the cultural differences between consumers in different parts of the world is what has made me able to design products with the consumer at the core.

4. WHAT MAKES A GREAT BEAUTY SCIENTIST?
 You need someone who can connect the science with the consumer. You can have the most amazing scientific breakthrough, but if it doesn't have a real application for somebody using products at home, it's not right.

5. WHAT IS YOUR MISSION FOR SCIENCE AT AVON?
 What I'm trying to do is bring the consumer front and centre within our R&D programmes. There's a much more seamless connection now between the products we design and the consumer who will use them. I'm very hot on that whole idea. I've also made more of our future trends forecasting. We look a few years out to see what the real needs of consumers will be, so that we can start to design the products of tomorrow.

6. WHICH PRODUCTS ARE YOU MOST PROUD OF?
 I have a real soft spot for our Perfectly Matte lipstick which is the first product I've taken completely from start to finish. What I love about it is that it really connects our customer insight – that matte lipsticks can be drying and uncomfortable to wear – with a unique technology solution. I also really love our Eve Duet fragrance – that's my current favourite to wear – because when you mix the two together it's just gorgeous, and it really speaks to the whole 'customisation' trend. Then in skincare, I'd have to say the new Ultimate Infinite Effects, our retinol-based skincare product that delivers truly impressive results based around the idea of 'interval training' for your skin.

7. WHAT ADVICE WOULD YOU GIVE TO SOMEONE WHO WANTED TO GO INTO BEAUTY SCIENCE AS A CAREER?
 I always say focus on how you can use your scientific knowledge. For me, it was knowing what I could do with chemistry that made it so exciting. And finally of course – don't be put off by it being such a stereotypically male environment. You'll bring a fresh perspective, and that's something our industry needs much more of.

THE UK BEAUTY MAP

37%

SAID A FLEXIBLE CAREER WOULD LEAD TO HAPPINESS

11
MINUTES

THE AVERAGE TIME IT TAKES FOR THE WOMEN POLLED TO APPLY THEIR MAKE UP

FOUNDATION

THE BEAUTY PRODUCT THAT WOMEN WILL SPEND THE MOST MONEY ON

26%

OF WOMEN WOULD BE WILLING TO GIVE UP A GYM MEMBERSHIP SO THAT THEY CAN CONTINUE TO SPEND MONEY ON BEAUTY PRODUCTS

50%

THINK THAT A FLEXIBLE CAREER WOULD OR DOES ALLOW THEM TO SPEND MORE TIME WITH THEIR FAMILY

18%

OF WOMEN WOULD PURCHASE A BEAUTY PRODUCT IF THEIR FRIEND RECOMMENDED IT

33%

OF WOMEN ARE MORE LIKELY TO PURCHASE A BEAUTY PRODUCT IF THEY KNEW THAT THE PROCEEDS WENT TO CHARITABLE CAUSES

TALKING TRENDS

Smarter beauty means thinking about what beauty products really mean to our customers – whether it's skincare which makes them look as young as they feel, or a new lipstick shade that gives them a whole new lease of life. Trends are an important part of that story – keeping up with the latest runway trends and thinking about how Avon's products can add a whole new dimension to their make-up, helps you to personalise beauty choices for your customers. Here's the trends you need to know for Autumn/ Winter '18...

THE TREND: SUPER-CHARGED LASHES

Feathery, fluttery and super-long lashes are in – now is the time to stock up on mascara!

AS SEEN AT: Givenchy, Valentino, David Koma, Anna Sui

THE PRODUCT: Mark. Big & Extreme Mascara, RRP £8.50
Avon's first mascara with an elasto-stretch formula which makes for double the stretch than traditional lengthening formulas. In just one application, lashes are extended beyond their natural boundaries, delivering longer and fuller looking lashes.



THE TREND: PUNK EYES

Smoky eyes were reimagined as harder, edgier and tougher black shapes. Keep the edges smudged for a softer way to wear.

AS SEEN AT: Miu Miu, Ashley Williams and Dior, MaxMara

THE PRODUCT: Avon True Colour Glimmerstick Eyeliner, RRP £6.00
High impact definition made easy. The tug-free, soft glide, vitamin-enriched formula delivers bold, all-day colour in a swipe. Waterproof, smudge-proof and ideal for sensitive eyes. The best bit? No sharpener needed - simply twist up for more colour.



THE TREND: POWER LIPS

'Powerful women' was the theme of many collections this season, and bold, scarlet lips was the way of bringing it to life.

AS SEEN AT: Alexander McQueen, Erdem, Rochas, Brandon Maxwell

THE PRODUCT: Avon Epic Lipstick, RRP £8.00
Epic brings the built-in primer of selected prestige lipsticks to the mass market, giving an unrivalled smooth and even application in just one easy sweep. Its creamy, hydrating formula glides on effortlessly and seals in 36% more moisture than bare lips (based on a 2 day Clinical Study APTC2603-13 with 20 participants), leaving lips feeling smoother and softer without compromising on that flawless airbrushed finish.



THE TREND: WIDE AWAKE SKIN

The new trend for the 'post-facial glow' was referenced at many shows – and in some cases, glowing, illuminating and brightening skincare creams took the place of make-up altogether.

AS SEEN AT: Roksanda, Lanvin, Christopher Kane and Michael Kors

THE PRODUCT: Avon Anew Perfect Skin Daily Skin Boosting Splash, RRP £12.00
By splashing the mask onto the face and patting it a few times for activation, the concentrated blend of glycolic acid and botanical extracts wakes up skin, instantly leaving it feeling soft, smooth and supple in a record 15 seconds. After one week of use, skin appears smoother, more hydrated and radiant.



63%

OF AVON REPRESENTATIVES MANAGE THEIR BEAUTY BUSINESS ONLINE

AVON IN THE DIGITAL AGE



Are Facebook Live parties the way forward for selling products? Yes, says Avon UK Representative Carolyn Hayward. Here, she reveals her tips for 'social' success...

1. WHAT INSPIRED YOU TO JOIN AVON?

I grew up with Avon, and in 2014, I made the decision to become an Avon Representative. I loved that it was so easy, as I started selling to my social circle first and then extended my network. Now, I look after a team of almost 400 Representatives.

2. WHEN DID YOU START THE FACEBOOK LIVE PARTIES AND WHAT INSPIRED YOU TO DO THEM?

Since I joined the company, I've used the internet to sell my products and reach out to people that are looking for an opportunity in the beauty industry. But conducting live parties on Facebook is something that has really taken off in the last 18 months.

3. HOW DOES IT WORK?

Most of my Facebook Live parties are run on a Thursday evening, during 7-8pm, as this is when I find that most of my network are active. The first thing I do is ensure I have enough stock ready to feature. Usually, I promote 15- 20 products per each Facebook Live and choose products across colour, fragrance, skincare...all of Avon's beauty categories in fact. Then, I create an event on Facebook and invite my entire network to join as well as incentivising people to login and watch. Two days before the Live, I share pictures of the products I'm about to feature, plus a link to my online store, meaning people can order straight after the event. It also builds engagement and encourages people to start asking questions, so I can answer during the Live stream. I usually get around 50 people who will interact with me during the

Facebook Live, but I want to at least double that. Once it's over, I'll post links directly to the products, so people can purchase online straightaway.

4. DO YOU USE OTHER SOCIAL PLATFORMS?

My own Avon Instagram page is filled with product shots, my picks of the latest beauty innovations, empowering quotes, and pictures of myself wearing the product so customers can really see the benefits and features. Plus, I share when the new online brochure is live and when I'm looking to deliver customers' orders on my Stories. I always check out which beauty hashtags are trending and make sure to include them on all my posts.

5. ARE PEOPLE MORE LIKELY TO JOIN FACEBOOK LIVE PARTY THAN A FACE TO FACE ONE?

Absolutely, because they can do it from the comfort of their home or on the go...whatever works for them. I find it's better for people who have children or are limited time. What's great is that they don't have to watch at that exact time, and they can tune in afterwards.

6. HOW DO YOU INSPIRE OTHERS TO USE SOCIAL MEDIA?

I am about to run my first Facebook Live social media masterclass to encourage my team to use the platforms and show them how they can weave them into their business, when selling products and recruiting new reps too. It will be an inspiring 'back to work' boot camp for those who have been away from their business, either taking a break or having children, showing them how social media should be an integral part of their beauty business.

WHAT ARE YOUR TOP TIPS WHEN IT COMES TO USING SOCIAL MEDIA AS PART OF YOUR BUSINESS?

- KEEP YOUR AUDIENCE ENGAGED BY MAKING SURE YOU POST AT LEAST ONCE A DAY
- ALWAYS KEEP YOUR PERSONAL AND BUSINESS PAGES SEPARATE
- STAY PERSISTENT WITH YOUR PLATFORMS AND CONTENT, CHALLENGE YOURSELF TO INCREASE THE PEOPLE WHO INTERACT WITH YOUR CHANNELS AND JOIN YOUR FACEBOOK LIVE PARTIES
- USE SOCIAL MEDIA TO FIND OUT WHAT'S TRENDING - WHETHER IT'S HASHTAGS, NEW BLOGGERS AND NEW PRODUCTS - TO KEEP YOURSELF RELEVANT WITH CUSTOMERS



THE BROADSHEET BEAUTY ICON

Millie Kendall MBE is one of the UK's most inspiring beauty entrepreneurs. In the nineties, she launched the make-up brand Ruby & Millie alongside make-up artist Ruby Hammer. More recently she has launched BeautyMART with ex-Vogue beauty director Anna-Marie Solowij, which curates and sells beauty products with an "edit" exactly like the beauty pages of a magazine. Her latest project is the British Beauty Council, a UK-based industry body which aims to raise the reputation of the beauty industry via innovation and education.

1. HOW DID YOU FIRST GET INTO THE BEAUTY INDUSTRY?

My father is a hairdresser and I spent much of my youth in his two central London salons. I am not sure I had an interest in beauty as such at that time, but I was a real people person and had the right personality to be able to discuss beauty needs with clients. This became my career thanks to the endless energy and a passion I have for the industry as a whole.

2. WHAT MADE YOU TAKE THE LEAP FROM WORKING FOR OTHER BRANDS TO LAUNCHING ONE OF YOUR OWN?

As with almost everything I do, it was accidental, not planned! Originally I was the person who put the pieces together to initiate the concept, but Boots requested I became one of the faces of the brand, alongside Ruby Hammer, my friend and incredible make-up artist. It was all about bringing professional make-up artists products at a good price in clever packaging.

3. AND THEN YOU SET UP BEAUTYMART, WHICH WAS VERY DISRUPTIVE IN THE WAY IT SELLS BEAUTY PRODUCTS – A BIT LIKE AVON IN A WAY! WHAT MADE YOU WANT TO DO THAT?

When I launched Ruby & Millie I wanted to change the way people shopped for beauty, but to really elevate the service given in store is a mammoth task. That's one of the things I love about Avon – that truly personal service. Similarly, BeautyMART is all about wanting to offer a relevant, personalised and modern type of service.

4. WHAT ARE THE BEST AND WORST THINGS ABOUT THE BEAUTY INDUSTRY?

Best will always be the amazing products and people. Worst, for me, are the overly filtered Instagram images!

5. HOW DO YOU THINK THE BEAUTY INDUSTRY HAS CHANGED OVER THE YEARS YOU'VE BEEN WORKING IN IT?

I don't think it has changed as much as we all think. Ok, maybe we have moved from print to online, retail to e-commerce, real to unreal. However, the fundamentals are the same. We still have one face, two eyes, a nose and a mouth, hair and a body! The products we choose for each of these areas might be impacted by trends, whether these are environmental, social or geographical, but the fundamentals are consistent. Take dark lipstick, it's a trend every winter, and has been since I started 35 years ago!

6. YOU'VE RECENTLY BEEN PUTTING TOGETHER A NEW BEAUTY INDUSTRY BODY, THE BRITISH BEAUTY COUNCIL. WHAT MADE YOU WANT TO DO THAT?

Other than peer to peer, I felt that people starting out in our industry didn't have representation, mentors or guidance – and I think this needs fixing! I want to show that beauty is a multi-billion pound industry that offers career opportunities for all ages, particularly young entrepreneurs, is a conduit for wellness and confidence, and is a serious business that requires a voice within government and to business leaders. I am definitely not alone as the support we have had in a few short months has been incredible.

7. WHAT'S YOUR VIEW OF AVON?

I think there is a lot of heritage wrapped up in Avon, but also a modernity. Avon was ahead of its time with sales made outside of a store environment – way before the internet! My friend, make-up artist, Jillian Dempsey was a creative director for Avon about a decade ago; this was a really ground-breaking step for the brand to take. Again, a champion of modernity. I think the conversation at the school gates, around the kitchen table, or even online between women is one that will never get old, and if it sells product it is a concept that is bound to stay.

8. WHAT ADVICE WOULD YOU GIVE TO SOMEONE WHO WANTS TO WORK IN THE BEAUTY INDUSTRY TODAY?

Have a passion for it, and explore career options. It isn't just about being a make-up artist or a buyer (the two jobs I get asked about the most), there are plenty of amazing careers available in beauty such as being a beauty advisor. The most important thing is to love the products and be prepared to work hard. There are currently no BA or MA courses in the business of beauty (which the British Beauty Council hope to change), so passion, perseverance and standing out from the crowd is key.

THE NEW-GEN AVON REPS

Rebekah and Jessica Testar are a mother-daughter duo showing how Avon reinvents itself for every future generation...

1. What inspires you about running your own business with Avon?

R: It's such a well-known brand, and the cutting edge products really inspire me to share with customers, knowing that I am giving them incredible beauty innovations.

J: Avon is just so incredibly flexible that it allows me to live my life and yet be my own boss. I love to travel and the Avon opportunity means that I can visit amazing places, and earn money at the same time. I can keep my business running, even when I'm not in the UK.

2. What business and personal skills have you learned running your own business?

R: Before I became a full-time mum, I worked in banking, so had a completely different skill set. Now I have my Avon business, I have learned about the science that goes into each new beauty innovation and how to use marketing and advertising to sell products and build a team. Most of all though, Avon has given me the confidence to do these things; it's truly empowering.

3. How does Avon's continuous innovation help you to improve your business?

R: Avon has such incredible products that they bring to market. For example, the Anew skincare is constantly evolving with new innovations, such as the Anew Reversalist Infinite Effects Night Treatment Cream. Being able to talk customers through the science behind the product, including the ingredients, such as retinol, really builds interest. Also, the fact that Avon has a try before you buy scheme is a real selling point; where else can you get that service?!

4. What are your favourite innovations?

R: As well as Anew, which has such a wide range of amazing products, Avon's lipsticks which always do so well. They have incredible staying power. The next thing I'm so excited by is the Anew Ultimate Infinite Effects, which launches in May.

J: I absolutely love the mark. range. It's such a great, fun brand that encourages people to experiment with colour. mark. Epic Lipstick, which comes with a built-in primer, has been so popular. I was able to create some incredible, stand out Instagram content with the 22 different shades, which really spiked an interest with my followers and customers.

5. Has it changed your business now that Avon is online?

J: Now that Avon is online, I can reach out to even more customers, through social media and online sales orders. Also, I love travelling and this makes it so much easier for me to handle my business abroad. I can log in remotely, wherever I am, and keep an eye on everything, do some work, and then head back on my travels.

6. What trends are you seeing from your customers?

R: Our orders for skincare just keep on growing, and I think it's because more and more people are so educated about their skin and the right routine for them. Lipstick continues to be a staple product for all of our customers too, it's just one of those products that always does incredibly well.

J: Mascaras and lip glosses are doing so well at the moment. The mark. liquid lip lacquers are really popular because of the whole lip kit trend.

R: People will look at other brands, but they always come back to Avon.



AVON SELLS...

EVERY 12 SECONDS

1 LIPSTICK

(BASED ON SALES BETWEEN
09/02/2017 AND 01/03/2017)

EVERY 10 SECONDS

1 FRAGRANCE

(BASED ON FULL YEAR 2017 FRAGRANCE
EDP/EDT SALES IN CORE BROCHURE)

EVERY MINUTE

1 MOISTURISER

(BASED ON SALES OF AVON ANEW DAY AND NIGHT FACE
CREAMS BETWEEN 01/03/2018 AND 21/03/2018)

EVERY DAY

4,322 MASCARAS

(BASED ON SALES BETWEEN 19/01/2017
AND 08/02/2017)

THE AVON CHARTS

WHAT'S

NEXT IN

BEAUTY?

For Avon, looking to the future has always been the number one priority – not just for the scientists in the labs, but the Representatives selling the products. Rebekah Testar, a top-selling Avon Representative, sees staying on top of trends as a vital part of her business. “I always go online to find out which beauty trends people are talking about, and what products, it’s so helpful when speaking to my customers and showing them Avon’s latest products,” she says.

Her daughter Jessica, also an Avon Representative, agrees trends are key. “Sheet masks and gender fluidity are huge trends at the moment and I love talking to customers about which Avon products fit into these,” she says.

Some innovations that we’ll see coming through are real collaborations between Avon’s future trends departments and the R&D labs based in Suffern, New York. Based there are the world-class scientists and specialists who create the industry-leading products that keep Avon innovative, disruptive and competitive in the ever-more challenging world of beauty.

Tailor-made beauty is set to be a huge trend in the coming years. Customers want products that look and feel like they were just made for them – it’s not

always about mixing up bespoke colours, but also about adaptive colour technologies and ingredients that work with your own skin.

Digital technologies will play a huge part in this – Samsung and Apple already use facial recognition technology, and we’ll start to see more and better digital experiences where you can virtually ‘try on’ make-up or have an ‘intelligent’ camera ‘read’ your skin to see what your skincare needs are.

As a result? Creativity is key to the future of beauty. No more ‘no make-up make-up’; right now it’s all about getting adventurous with your colour choices and experimenting with a few new techniques. It doesn’t have to be scarily different to your usual look, but future technologies will make it easier than ever to update your look.

Ultimately, the future of beauty is about finding new ways to play with self-expression. Paradoxically, the more products and technologies become available, the more specific you can be about the look you want to create and the image you want to convey. If the beauty world, currently, is a playground, then in the future, it will be a space ride.

SOME OF THE KEY BREAKTHROUGHS TO HAVE COME OUT OF AVON’S LABS IN RECENT YEARS:

- ANEW PERFECTING LOTION, AN INDUSTRY FIRST: AN ANTI-AGEING AND ANTI-BLEMISH PRODUCT RELEASED TO THE MARKET OVER A DECADE AHEAD OF THE COMPETITION
 - ANEW CLINICAL LINE & WRINKLE CORRECTOR WITH 4D WRINKLE REVERSE TECHNOLOGY TO PROVIDE A VIABLE AND AFFORDABLE ALTERNATIVE TO INVASIVE ANTI-AGEING TREATMENTS
 - ANEW REVERSALIST INFINITE EFFECTS: THE WORLD’S FIRST ROTATIONAL ANTI-AGEING NIGHT CREAM
-