



AVON

Nº1

AVON
THE BESTSELLING
FRAGRANCE BRAND
IN THE WORLD*

*As measured by volume
or units sold in 2023
(Source: Global data).

FREE YOUR EXTRAORDINARY

All our Far Away fragrances are now in bold
new bottles to attract more customers.



PLUS find out how to maximise sales of new Far Away Shine.

INTRODUCING FAR AWAY SHINE

Meet the latest addition to the iconic Far Away collection: a **radiant new scent in a premium bottle**. Demo Far Away's brand new look and introduce loyal Far Away users and new customers to this fab fragrance.

YOUR
PRICE JUST
£7

Far Away Shine
Eau de Parfum

58438

50ml

brochure price: £13

demo: £7



set contains:

- Far Away Shine Body Lotion | 125ml |
- Far Away Shine Eau de Parfum | 50ml |
- Far Away Shine Purse Spray | 10ml |

67454

Worth £28.25*

demo: £12

NEW

SCENT FAMILY
Oriental gourmand

KEY NOTES

**Pink Pepper,
ISPAHAN ROSE,
Golden Musk**

Scent concentration:



Eau de Parfum

DID YOU KNOW?

Far Away Shine is expertly crafted around **Ispahan rose** - an ancient and exotic Persian bloom used in beauty for over 2000 years and celebrated by women as a symbol of inner illumination.

THE PARFUMER

Far Away Shine was created by master perfumer **Honorine Blanc**, who has worked with renowned premium brands such as Guggi, Valentino, Hugo Boss, Calvin Klein or VSL.



ORIENTAL



GOURMAND

**EASIER TO RECYCLE
FAR AWAY BOTTLES****

****Remove cap and threaded pump.** Dispose of bottle in glass and pump in metal. **Cap is non-recyclable.** Excludes Far Away Beyond and Beyond The Moon bottles.

SUPERCARGE SHINE SALES WITH SAMPLES

50 samples could lead to 16 full-size fragrance sales†

Ignite your earnings with **NEW Far Away Shine samples**. Share them with new customers and non-fragrance customers to encourage them to buy a full-size. If customers already love Far Away, offer them a sample. The **fortune is in the follow up** – remember to ask customers for their thoughts and encourage them to buy a full-size.

1 FOR 70P

order using **46201**

10 FOR £2.80

just 28p PER sample

order using **89789**

20 FOR £5

just 25p PER sample

order using **68395**

30 FOR £6.60

just 22p PER sample

order using **92684**

50 FOR £9.50

SAVE £40.50**

that's just 19p
a sample

order using **67066**



Nº1

AVON
THE BESTSELLING
FRAGRANCE BRAND
IN THE WORLD*

BUY 3 OR MORE PACKS
OF 50 ACROSS P.4 & 9
UNLOCK £7 PRICE PER PACK
THAT'S JUST 14P
PER SAMPLE
SAVE £129***

†Based on internal analytics.

*As measured by volume or units sold in 2023 (Source: Global Data).

**Based on regular Brochure sample price.

***Based on regular Brochure sample prices for 150 samples – which is what 3 packs equate to.

THEIR FAVE FAR AWAYS NOW IN A NEW BOTTLE

Let customers know their **same fave scents** are now available in a **new improved bottle**. The glam new design is easier to recycle** and, with its gold perfect-fit click-and-close cap and contemporary look, it'll appeal to customers of all ages.

★★★★★
BESTSELLER



Remove cap and threaded pump. Dispose of bottle in glass and pump in metal. **Cap is non-recyclable. Excludes Far Away Beyond and Beyond The Moon bottles.

Far Away Eau de Parfum

58107

50ml | £14/100ml
brochure price: £13



ORIENTAL



FLORAL

YOUR PRICE
JUST £7



set contains:

- Far Away Eau de Parfum | 50ml |
- Far Away Purse Spray | 10ml |
- Far Away Body Lotion | 125ml |

94904

Worth £27.25

demo: £12



Far Away Beyond The Moon Parfum

25171

50ml | £14/100ml
brochure price: £14.50



ORIENTAL



FLORAL

YOUR PRICE
JUST £9



set contains:

- Far Away Beyond The Moon Body Lotion | 125ml |
- Far Away Beyond The Moon Parfum | 50ml |
- Far Away Beyond The Moon Purse Spray | 10ml |

69229

Worth £29.25

demo: £14

CREATE A FAR AWAY BUZZ AND BOOST YOUR SALES

Share your fave Far Away on social media.



Far Away Rebel Eau de Parfum

58735

50ml | £14/100ml
brochure price: £13



ORIENTAL



FRUITY

YOUR PRICE
JUST £7

★★★★★
BESTSELLER



set contains:

- Far Away Rebel Eau de Parfum | 50ml |
- Far Away Rebel Body Lotion | 125ml |
- Far Away Rebel Purse Spray | 10ml |

94011

Worth £27.25

demo: £12



Far Away Glamour
Eau de Parfum

55426

50ml | £14/100ml
brochure price: £13



FLORAL



GOURMAND



ORIENTAL

YOUR PRICE
JUST £7

★★★★★
BESTSELLER



set contains:

- Far Away Glamour Purse Spray | 10ml |
- Far Away Glamour Eau de Parfum | 50ml |
- Far Away Glamour Body Lotion | 125ml |

67298

Worth £27.25

demo: £12

TOP TIP

Give your earnings an extra boost by sharing what you love about your hero Far Away scent with customers.

FAR AWAY SUPER SETS

Ready to elevate your fragrance game and see your sales soar? Invest in these **super sets to demo** to customers - and take them along to events and parties.

Nº1

AVON
THE BESTSELLING
FRAGRANCE BRAND
IN THE WORLD*

BUNDLE OF 7

£45
WORTH
£110**



set contains:

- Far Away Shine Eau de Parfum | 50ml |
- Far Away Eau de Parfum | 50ml |
- Far Away Glamour Eau de Parfum | 50ml |
- Far Away Beyond Parfum | 50ml |
- Far Away Rebel Eau de Parfum | 50ml |
- Far Away Beyond The Moon Parfum | 50ml |
- Far Away Splendoria Eau de Parfum | 50ml |

67249

Worth £110

demo: £45

BUNDLE OF 3

£20
WORTH
£48**



set contains:

- Far Away Eau de Parfum | 50ml |
- Far Away Beyond The Moon Parfum | 50ml |
- Far Away Shine Eau de Parfum | 50ml |

69708

Worth £48

demo: £20



Far Away Beyond Parfum

25536

50ml | £18/100ml
brochure price: £14.50

demo: £9



Far Away Splendoria Eau de Parfum

06395

50ml | £14/100ml
brochure price: £13

demo: £7

*As measured by volume or units sold in 2022 (Source: Global data).

**Worth based on regular brochure selling prices.

FAR AWAY SAMPLES = MEGA SALES

Don't forget, 50 samples could help you sell 16 full size fragrances.* **Use the table below to see what that means for you.** Fancy boosting your sales? Buy your Far Away sample pack today.

50 FOR £9.50
SAVE £40.50*

that's just 19p
a sample
order using **93252**



BUY 3 OR MORE PACKS
OF 50 ACROSS P.4 & 9
UNLOCK £7 PRICE PER PACK
THAT'S JUST 14P PER SAMPLE
SAVE £129**

MIX & MATCH ANY 10 FAR AWAY SAMPLES FOR £2.80

just 28p a sample

Far Away Shine	38000
Far Away Glamour	40931
Far Away Rebel	38844
Far Away Beyond	39503
Far Away Beyond The Moon	44834
Far Away Splendoria	38042
Far Away	53728
0.6ml	



Your pack of 50 will include:
7 x Far Away samples, 7 x Far Away Beyond samples, 7 x Far Away Glamour samples, 7 x Far Away Beyond the Moon samples, 7 x Far Away Splendoria samples, 8 x Far Away Shine samples.

WHAT COULD YOU EARN?

Take a look at this table to see what you'll earn from selling 16 full-size fragrances.

REWARD LEVEL	EARNINGS
BRONZE STAR	£32.40
SILVER STAR	£51.20
GOLD STAR	£64.00
PLATINUM STAR	£76.80
VIP STAR	£81.92

*Based on internal analytics.
**Worth based on regular brochure selling prices.

WE SELL 6 FAR AWAY FRAGRANCES EVERY MINUTE*

NEW
FAR AWAY
SHINE



1



2

- | | |
|-----------------------------|-------|
| 1. Far Away Shine | 26351 |
| 2. Far Away Glamour | 21188 |
| 3. Far Away | 21071 |
| 4. Far Away Beyond The Moon | 21162 |
| 5. Far Away Rebel | 21212 |
| Far Away Beyond | 14563 |
| Far Away Splendoria | 06890 |
- 10ml

£7



3

4

5

*Based on internal data for whole of Europe; applies to total quantitative sales of Far Away perfumes in sizes 10ml, 30ml, 50ml & 100ml.

CUSTOMER OFFERS: To help you maximise your September sales and final campaign of the Quarter, there are **fab offers on every Far Away fragrance.**

NEW FAR AWAY SHINE

Free your extraordinary with exotic **Ispahan roses**
to **make your inner sparkle your outer shine.**

**ALL NEW
SCENT &
BOTTLE**

EASIER TO RECYCLE
FAR AWAY BOTTLES**

**FAR AWAY
SHINE**

£13

SAVE £3

**SET OF 3
JUST**

£20

SAVE £8.25



ORIENTAL



GOURMAND

**Far Away Shine
Purse Spray**

31328

10ml

£7

**Far Away Shine
Body Lotion**

10330

125ml | £4.20/100ml

£5.25

**Far Away Shine
Eau de Parfum**

58438

50ml | £26/100ml
Normally £16

£13

LASTS
ALL
DAY*

*Tested to last up to 8 hours.

**Remove cap and threaded pump. Dispose of bottle in glass and pump in metal. Cap is non-recyclable.
Excludes Far Away Beyond and Beyond The Moon bottles.



set contains:

- Purse Spray EDP | 10ml |
- EDP | 50ml |
- Body Lotion | 125ml |

67454

Worth £28.25

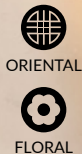
FAR AWAY

Free your extraordinary with
**190⁺ jasmine petals to turn the
commute into the catwalk.**

★★★★★

BESTSELLER

LASTS
ALL
DAY*



**Far Away
Purse Spray**

71423

10ml

£7

**Far Away
Body Lotion**

04200

125ml | £4.20/100ml

£5.25

**Far Away
Eau de Parfum**

58107

Normally £16
50ml | £32/100ml

£13

*Tested to last up to 8 hours.

**Remove cap and threaded pump. Dispose of bottle in glass and pump in metal. Cap is non-recyclable.
Excludes Far Away Beyond and Beyond The Moon bottles.

NEW

LOOK



**SAME SCENT
NEW BOTTLE
MORE TO LOVE**

**EASIER TO RECYCLE
FAR AWAY BOTTLES*****

**FAR AWAY
ORIGINAL**

£13

SAVE £3

**SET OF 3
JUST**

£20

SAVE £8.25



set contains:

- Purse Spray EDP | 10ml |
- EDP | 50ml |
- Body Lotion | 125ml |

94904

Worth £28.25

FAR AWAY GLAMOUR

Free your extraordinary with bold
blackcurrant buds to take your
glam to wham.

LASTS
ALL
DAY*



FLORAL



ORIENTAL



GOURMAND

**Far Away Glamour
Eau de Parfum**

55426

Normally £16
50ml | 32/100ml

£13

**Far Away Glamour
Purse Spray**

31344

10ml

£7

**Far Away Glamour
Body Lotion**

11379

125ml | £4.20/100ml

£5.25

*Tested to last up to 8 hours.

**Remove cap and threaded pump. Dispose of bottle in glass and pump in metal. Cap is non-recyclable.
Excludes Far Away Beyond and Beyond The Moon bottles.

NEW

LOOK



**SAME SCENT
NEW BOTTLE
MORE TO LOVE**

**EASIER TO RECYCLE
FAR AWAY BOTTLES*****

**FAR AWAY
GLAMOUR**

£13

SAVE £3

**SET OF 3
JUST**

£20

SAVE £8.25



Set contains:

- Purse Spray EDP | 10ml |
- EDP | 50ml |
- Body Lotion | 125ml |

67298

Worth £28.25

FAR AWAY REBEL

Free your extraordinary with indulgent
salty chocolate so you can **make and
break all the rules.**

LASTS
ALL
DAY*

AVON
FAR AWAY
REBEL



**Far Away Rebel
Body Lotion**

10660

125ml | £4.20/100ml

£5.25

**Far Away Rebel
Purse Spray**

31542

10ml

£7

**Far Away Rebel
Eau de Parfum**

58735

Normally £16
50ml | £32/100ml

£13

*Tested to last up to 8 hours.

**Remove cap and threaded pump. Dispose of bottle in glass and pump in metal. Cap is non-recyclable.
Excludes Far Away Beyond and Beyond The Moon bottles.

NEW

LOOK



**SAME SCENT
NEW BOTTLE
MORE TO LOVE**

**EASIER TO RECYCLE
FAR AWAY BOTTLES*****

**FAR AWAY
REBEL**

£13

SAVE £3

**SET OF 3
JUST**

£20

SAVE £8.25



set contains:

- Purse Spray EDP | 10ml |
- EDP | 50ml |
- Body Lotion | 125ml |

94011

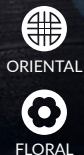
Worth £28.25

FAR AWAY BEYOND THE MOON

Free your extraordinary with night-blooming
Belle de Nuit flower to take you from
the page to the stage.



LASTS
ALL
DAY*



**Far Away
Beyond
The Moon
Purse Spray**

31732
10ml

£7

**Far Away
Beyond
The Moon
Body Lotion**

10835
125ml | £4.20/100ml

£5.25

**Far Away
Beyond
The Moon
Parfum**

25171
Normally £18
50ml | £36/100ml

£14.50

*Tested to last up to 8 hours.

NEW

LOOK



**SAME SCENT
NEW BOTTLE
MORE TO LOVE**



PARFUM

**FAR AWAY
BEYOND
THE MOON**

£14.50

SAVE £3.50

**SET OF 3
JUST**

£21.50

SAVE £8.75



set contains:

- Parfum Purse Spray | 10ml |
- Parfum | 50ml |
- Body Lotion | 125ml |

69229

Worth £30.25

EXCITING REP COMPETITION

'MY FAR AWAY IS ...'

Find your Far Away and be in with a chance to **win 10,000 Reward Points** (worth £100).

In the gorgeous Far Away collection **there's sure to be a signature scent for everyone**. Buy full-size fragrances or samples at your great prices in this magazine, find your fave and share it far and wide.

To enter the competition simply go the Avon UK Facebook page from midday on Monday 2nd September, find the 'My Far Away is ...' post which will be pinned to the top of the page and:

1. Like
2. Share the post and caption with 'My Far Away is ...' and the reason you love it
3. Comment on the original post 'My Far Away is ...'

Posts shared from 2nd September 2024 to 30th September will be entered into the competition and 10 lucky winners will each receive 10,000 Reward Points to spend in the Rewards Hub. You can enter as many times as you like - go to your Rep website for full competition T&Cs.

EXCLUSIVE CONTENT CREATOR MASTER CLASS

In partnership with our social media agency we'll be hosting a content masterclass to share the latest tips on how to level up your social posts.

Register your interest via the QR code.



LET'S CREATE A BUZZ

All the tools you need to **get existing and new customers excited!**

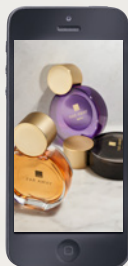
FAR AWAY SHINE LAUNCH

Trending Tuesday on **20th August** will be one to share far and wide, with the online launch of Far Away Shine. Celebrate this new fragrance by sharing your digital brochure from 9am 20th August to 6pm 31st August and **10 lucky winners** will be chosen at random to win the entire Far Away collection, worth £116.



GET SOCIAL

Get involved in the **'My Far Away is ...'** competition and share your fave scent on Facebook for a chance to win 10,000 Avon Reward points (worth £100.) Don't just share in the 'My Avon is ...' competition, you can increase sales through social media and to make it super easy there'll also be **loads of inspo for social posts** in Avon On. Head there to access engaging assets with pre-written captions so all you have to do is share!



LEARN & EARN

The launch of the stunning new Far Away bottles and new Far Away Shine scent gives you a **fantastic opportunity to sell** to customers who haven't bought a Far Away fragrance before. Visit **Avon Academy** to find training guides, bitesize videos and tips on sharing these incredible products with your customers.



DISPLAY BUNDLE

Holding an event and keen to grow Far Away sales? Buy our **fab display bundle**, with product stand, Far Away Beyond The Moon Parfum 50ml, ALL 7 Far Away Purse Sprays, canvassing cards and fragrance tester strips to give you that **professional look and feel**.



CANVASSING CARDS

Share the Far Away collection with friends and neighbours you don't already sell to.

**PACK OF 20
FOR £2**
order using **06262**



*Canvassing card image for illustrative purposes only.

MAXIMISE YOUR CAMPAIGN WITH OUR HANDY CHECKLIST:

- ☐ Ready to create a Far Away buzz? **Buy your fave Far Away scent at your exclusive Rep price** then **showcase its fab new look on social media** for a chance to win our September 'My Far Away is...' competition. Check out page 8 for all the info and tools you need.
- ☐ Samples are the key to growing your Far Away sales so head to pages 4 and 11 to **buy your sample packs**. Wondering how to get the most out of sampling? Scan the QR code for our **fragrance sampling guide**.
- ☐ Don't forget your customers can **buy NEW Far Away Shine from 20th August**. **Share your digital brochure** to celebrate this launch and you'll be in with a chance to **win all 7 Far Away scents**.
- ☐ **Ratings and reviews sell products**. Search for Far Away Shine on your Rep store and leave a review before the scent launches on 20th August.

