

A woman in a white dress is shown in profile, smelling a large, light-colored flower. The background is a soft, out-of-focus landscape with rolling hills and a bright sky. The overall color palette is warm and natural, with greens, yellows, and soft blues.

AVON

THE ART OF SELLING  
**FRAGRANCE**



# **WE'RE THE WORLD'S No.1 FRAGRANCE BRAND\***

Thanks to you, your customers have made Avon the world's No.1 fragrance brand and we couldn't be more excited! Help find their new favourite scent with our fab guide that will help make you a perfume pro!

\*Data sourced by GlobalData based on the number of fragrances sold in 2018 around the world.

THE ART OF SELLING **FRAGRANCE**

# Far Away

TRANSPORT YOUR SENSES



FLORAL



ORIENTAL



**TAP TO WATCH VIDEO**

*Far Away*



**FAR AWAY EDP 50ml**

### FRAGRANCE INGREDIENTS

Fantasise about a dream journey with freesia, jasmine and vanilla musk.

### FRAGRANCE FAMILIES

The enticing floriantal perfume will take your senses on a new adventure.

### FRAGRANCE PERSONALITY

Perfect for the travel-lover.

### IF YOU REMEMBER ONE THING...

Far Away is our **No.1 fragrance** brand after 25 stunning years.

### MEET THE COLLECTION

#### GLAMOUR EDP 50ml

Blackcurrant bud, orange flower and black musk.

#### GOLD EDP 50ml

Ylang-ylang, jasmine and vanilla.

#### INFINITY EDP 50ml

Italian bergamot, Indian jasmine and vanilla.



THE ART OF SELLING **FRAGRANCE**

*Far Away*  
**-REBEL-**

DARE TO ESCAPE THE ORDINARY



FLORAL



ORIENTAL



*Far Away*



**FAR AWAY REBEL EDP 50ml**

**FRAGRANCE INGREDIENTS**

Express your authenticity and step out of the shadows with crème de cassis, orange blossom and toffee.

**FRAGRANCE FAMILIES**

The rebellious floriantal fragrance will reveal your authenticity.

**FRAGRANCE PERSONALITY**

Ideal for those who want to push the boundaries.

**IF YOU REMEMBER ONE THING...**

**65% agreed** it was as good as Mugler Alien\*.

**MEET THE COLLECTION**

**REBEL & DIVA EDP 50ml**

Pink peppercorn, jasmine sambac and caramel popcorn accord.



\*Based on an online consumer study with 203 respondents.

little  
*black*  
dress

PERFECT FOR EVERY OCCASION



FLORAL



ORIENTAL

little  
*black*  
dress



**LITTLE BLACK DRESS**  
EDP 50ml

**FRAGRANCE INGREDIENTS**

A modern classic that encompasses honeysuckle, ylang-ylang and milkwood. It's always stylish.

**FRAGRANCE FAMILIES**

A timelessly chic fragrance with stunning floriantal scents.

**FRAGRANCE PERSONALITY**

Perfect for the sophisticated woman.

**IF YOU REMEMBER ONE THING...**

A true classic never goes out of style  
- it's timeless elegance.

**MEET THE COLLECTION**

**PARTY EDP 50ml**  
Raspberry, Bulgarian rose and elegant musks.

**WEEKEND EDP 50ml**  
Corsican lemon, orange flower and Indonesian patchouli.

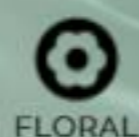


THE ART OF SELLING **FRAGRANCE**

A V O N



LIFE IS A COLLECTION OF  
STORIES, SCENT YOURS



FLORAL



WOODY

AVON  
EVE



## TRUTH EDP 50ml

### FRAGRANCE INGREDIENTS

Captivate the natural self with juicy pomegranate, tender peony and sweet cedarwood to amplify your authenticity.

### FRAGRANCE FAMILIES

Embrace the tender floral and woody scents and express who you are.

### FRAGRANCE PERSONALITY

Perfect for the self-assured woman.

## IF YOU REMEMBER ONE THING...

This award-winning, media-loved perfume is one of our bestselling fragrances!

### MEET THE COLLECTION

#### CONFIDENCE EDP 50ml & 100ml

Blackcurrant, frangipani and oakwood.

#### ALLURING EDP 50ml

Pink pepper, neroli and sandalwood.

#### ELEGANCE EDP 50ml

Pomegranate, jasmine petals and amberwood.



THE ART OF SELLING **FRAGRANCE**

AVON

EVE

2 UNIQUE SCENTS,  
COUNTLESS POSSIBILITIES



FLORAL



FRUITY



FLORAL



WOODY



AVON  
EVE



## DUET EDP 50ml

### FRAGRANCE INGREDIENTS

Show every side of you. Your Radiant side, a vibrant melody of citrusy clementine, gorgeous water lily and soft sandalwood. Your Sensual side, a concerto of pink pepper, luminous water lily and stunning patchouli.

### FRAGRANCE FAMILIES

The uplifting floral and fruity scents of Radiant, blended together with the irresistible woody and floral Sensual.

### FRAGRANCE PERSONALITY

Perfect for the multifaceted woman.

### IF YOU REMEMBER ONE THING...

The dual-ended, mixable fragrance you can wear separately or layer together for a blend that's unique to you.

### MEET THE COLLECTION

#### DUET CONTRAST EDP 50ml

**CALM:** Pink pepper, gardenia and sheer patchouli.

**DARING:** Raspberry sorbet, red oleander and indigo patchouli.



THE ART OF SELLING **FRAGRANCE**

IMARI

IMARI

WHERE PASSION BLOOMS



FLORAL



CHYPRE



**IMARI EDT** 50ml

**FRAGRANCE INGREDIENTS**

Embrace the epitome of seduction with Italian lemon, jasmine and addictive vanilla.

**FRAGRANCE FAMILIES**

Mesmerise with opulent sensuality thanks to the decadent chypre and floral scents.

**FRAGRANCE PERSONALITY**

Perfect for the passionate woman.

**IF YOU REMEMBER ONE THING...**

Empower a woman's sensuality with a tempting fragrance she can wear every day.

**MEET THE COLLECTION**

**FANTASY EDT** 50ml

Jasmine sambac, caramelised hazelnut and cashmere wood.

**ELIXIR EDT** 50ml

Blackberry, rose and vanilla.

**CORSET EDT** 50ml

Raspberry liquor, rose and cocoa butter accord.





# Rares

WEAR WHAT'S RARE



## **FLOWERS NIGHT ORCHID EDP 50ml**

### **FRAGRANCE INGREDIENTS**

Be enchanted by the opulence of orange bigarade, black orchid and golden gardenia.

### **FRAGRANCE FAMILIES**

Let your luxury bloom with a glamorous floral gem.

### **FRAGRANCE PERSONALITY**

Perfect for the loyal friend.

## **IF YOU REMEMBER ONE THING...**

Beautiful gems make stunning gifts, so why not pair the fragrance with the complementary body lotion for a fab present?

## **MEET THE COLLECTION**

### **AMETHYST EDP 50ml**

Plum, violet and sandalwood.

### **PEARLS EDP 50ml**

Lush greens, pearlescent flower and musk.

### **GOLD EDP 50ml**

Golden melon, orange flower and vanilla.



THE ART OF SELLING **FRAGRANCE**

# PERCEIVE

THE SERENITY OF TRUTH



PERCEIVE



**PERCEIVE EDP**  
50ml & 100ml

### FRAGRANCE INGREDIENTS

Feel relaxed and calm with the uplifting essence of pink dianthus and orchid.

### FRAGRANCE FAMILIES

Scent the journey to your inner sanctuary with a floral beauty.

### FRAGRANCE PERSONALITY

Perfect for the peaceful woman.

### IF YOU REMEMBER ONE THING...

Sampling is key to selling fragrance, so make sure you have some for your customers to try.

### MEET THE COLLECTION

**SOUL EDT** 50ml  
Pear, acacia blossom and amber wood.

**SUNSHINE EDT** 50ml  
Italian mandarin, jasmine and sandalwood.



THE ART OF SELLING **FRAGRANCE**

# TODAY TOMORROW ALWAYS

WHEN ONLY LOVE MATTERS



  
FLORAL

TODAY  
TOMORROW  
ALWAYS



**TODAY EDP** 50ml & 100ml

### FRAGRANCE INGREDIENTS

Forget tomorrow and enjoy today with gorgeous butterfly blossom, delicate hibiscus petals and silk musk.

### FRAGRANCE FAMILIES

Uncover the beauty of the tender floral scents that are unlocked and bloom to life.

### FRAGRANCE PERSONALITY

Perfect for the hopeless romantic.

### IF YOU REMEMBER ONE THING...

Floral fragrances are the biggest sellers in the market, so this fragrance is not to be missed!

### MEET THE COLLECTION

**ETERNAL ESSENCE DE PARFUM** 15ml

Quince, pink peony and everlasting crystal musk.

**FALLING IN LOVE WITH NEROLI & IRIS EDP** 30ml

Neroli, iris and vetiver.

**A MARRIAGE OF JASMINE & TUBEROSE EDP** 30ml

Jasmine, tuberose and amber.

**FIRST DATE OF TURKISH ROSE EDP** 30ml

Bergamot, Turkish rose and sandalwood.

**ALWAYS EDP** 50ml

Neroli, rose and santal.

**TOMORROW EDP** 50ml

Peach, Indian jasmine and musk.





FLORAL  
ORIENTAL

PERFUMERY BEYOND SCENT  
CRAFTED IN FRANCE FOR YOU

## ARTISTIQUE IRIS FÉTICHE 50ml

### FRAGRANCE INGREDIENTS

A symphony of enchanting iris and delicate leafy notes with a soft murmur of sensual vanilla, crafted by world-renowned French perfumer, Emilie Coppemann.

### FRAGRANCE FAMILIES

This cocooning, floriantal masterpiece illuminates memories of summers past to create a sense of tranquil nostalgia.

### FRAGRANCE PERSONALITY

Perfect for the creative woman.

### IF YOU REMEMBER ONE THING...

The collection of Artistique fragrance are all crafted by French perfumers who are masters of perfumery.

### MEET THE COLLECTION

**MAGNOLIA EN FLEURS EDP 50ml**  
Magnolia, dewy notes and soft musks.

**PATCHOULI INDULGENCE EDP 50ml**  
Exotic spices, intense patchouli and rich amber.



THE ART OF SELLING **FRAGRANCE**

# AVON LUCK

CELEBRATE BEING LUCKY IN LIFE



WOODY AROMATIC

ORIENTAL FLORAL

AVON  
**LUCK**



**LUCK FOR HIM EDT** 75ml &  
**LUCK FOR HER EDP** 50ml



## FRAGRANCE INGREDIENTS

**HER:** Invite luck into your life with indulgent bergamot, luxurious rose petals and stunning velvet sandalwood.

**HIM:** Strive to achieve more with enticing pink pepper, sophisticated nutmeg and confident sandalwood.

## FRAGRANCE FAMILIES

**HER:** Let the enticing floriantal fragrance dazzle you from day to night.

**HIM:** Capture sophisticated style hour after hour with the woody and aromatic scents.

## FRAGRANCE PERSONALITY

Perfect for the loved-up couple.

## IF YOU REMEMBER ONE THING...

The shared note of sandalwood allows the 2 fragrances to complement each other at every step.

## MEET THE COLLECTION

**LIMITLESS FOR HER EDP** 50ml  
Starburst pomelo, passion flower and diamond amber.

**LIMITLESS FOR HIM EDT** 75ml  
Lucky bamboo, Grenada nutmeg and amber woods.

**LUCKY ME FOR HER EDP** 50ml  
Sparkling fizz accord, vanilla orchid and sandalwood.

**LUCKY ME FOR HIM EDT** 75ml  
Timut pepper, cinnamon leaf and vetiver.



THE ART OF SELLING **FRAGRANCE**

# ATTRACTION

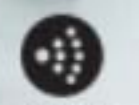
YOU ONLY HAVE EYES FOR EACH OTHER  
ATTRACTION IS MAGNETIC



WOODY



FRUITY



MUSK



WOODY



AMBER



TAP TO WATCH VIDEO

ATTRACTION



**ATTRACTION FOR HIM EDT**  
75ml, 100ml & **ATTRACTION**  
**FOR HER EDP** 50ml



## FRAGRANCE INGREDIENTS

**HER:** Give into temptation with an irresistible blend of tempting blackberry, mysterious orchid and vanilla amber.

**HIM:** Attraction is the formula full of temptation with desirable ginger root, sensual musk and smoky woods.

## FRAGRANCE FAMILIES

**HER:** Embrace the seductive woody, fruity and musky scents long into the night.

**HIM:** Desire lasts all day with sexy woody and ambery notes engulfed by attraction.

## FRAGRANCE PERSONALITY

Perfect for the adventurous couple.

## IF YOU REMEMBER ONE THING...

Selling his and hers fragrances is a quick win to boost your sales! Hand out samples of both perfumes and you'll see double the sales.

## MEET THE COLLECTION

**SENSATION FOR HER EDP** 50ml  
Plum, jasmine and ambertonic.

**SENSATION FOR HIM EDT** 75ml  
Black pepper, lavender oil and sage.

**ATTRACTION ONE INTENSE EDP** 50ml  
Cardamom, orange blossom and vanilla.

**ATTRACTION ONE FRESH EDP** 50ml  
Brazilian orange, saffron and cedarwood.



THE ART OF SELLING **FRAGRANCE**

# MAXIMA & MAXIME

THE MAXIMUM IN YOU



FLORAL ORIENTAL WOODY

WOODY AROMATIC

## MAXIMA & MAXIME



**MAXIMA EDP 50ml &  
MAXIME EDT 75ml**



### FRAGRANCE INGREDIENTS

**HER:** Embrace the bloom of eternity with bright nectarine, shimmering jasmine sambac and alluring immortelle flower.

**HIM:** Ignite power with the refreshing mandarin leaf, deep and intense sea salt accord and divine olibanum.

### FRAGRANCE FAMILIES

**HER:** Capture the fire of the gods with the alluring floral and woody blend of unique ingredients.

**HIM:** Leave your mark with the illustrious woody and aromatic combination for a long-lasting scent.

### FRAGRANCE PERSONALITY

Perfect for the power couple.

### IF YOU REMEMBER ONE THING...

Pairing the fragrance with the complimentary body lotion or aftershave conditioner will help boost sales and enhance the fragrance.



**TAP TO WATCH VIDEO**

THE ART OF SELLING **FRAGRANCE**

AVON  
*Mesmerize*

FEEL THE POWER OF SEDUCTION



ORIENTAL



WOODY



FLORAL



ORIENTAL

AVON  
*Mesmerize*



**BLACK FOR HER EDT 50ml &  
BLACK FOR HIM EDT 75ml**



**FRAGRANCE INGREDIENTS**

**HER:** A magically hypnotic cocktail of mandarin, jasmine and tonka bean.

**HIM:** A powerfully intense blend of pink peppercorn, leather and tonka bean.

**FRAGRANCE FAMILIES**

**HER:** Experience the power of touch with floriantal passion.

**HIM:** Let passion take over with intense Oriental and woody scents.

**FRAGRANCE PERSONALITY**

Perfect for the passionate couple.

**IF YOU REMEMBER ONE THING...**

Fragrance customers are loyal, if they find a scent they love, they'll buy it again and again in the future.

**MEET THE COLLECTION**

**MESMERIZE FOR HER EDT 50ml**  
White peach, rose peony and vanilla.

**MESMERIZE FOR HIM EDT 50ml**  
Mandarin, coriander and amber.

**MYSTIQUE AMBER FOR HER EDT 50ml**  
Peach, jasmine and amber.

**MYSTIQUE AMBER FOR HIM EDT 75ml**  
Cardamom, Australian sandalwood and amber.





THE ART OF SELLING **FRAGRANCE**

# BLACK SUEDE

WHO ARE YOU IN THE GAME OF SEDUCTION?



ORIENTAL



WOODY

AVON  
BLACKSUEDE



**BLACK SUEDE EDT**  
75ml & 125ml

## FRAGRANCE INGREDIENTS

The perfect balance of charm and confidence with fresh greens, leather accord and warm woods.

## FRAGRANCE FAMILIES

A classic blend of Oriental and woody notes for a smooth, seductive men's fragrance.

## FRAGRANCE PERSONALITY

Perfect for the charmer.

## IF YOU REMEMBER ONE THING...

Men's fragrances can help you unlock a new customer base.

## MEET THE COLLECTION

**LEATHER EDT** 75ml

Wild sage, leatherwood and molten amber.

**BLACK SUEDE DARK EDT** 75ml

Cardamom, leather and vetiver.



THE ART OF SELLING **FRAGRANCE**

# FULLSPEED

ENGINEERED FOR EXCITEMENT



**FULLSPEED**



**FULL SPEED EDT**  
75ml & 125ml

### FRAGRANCE INGREDIENTS

Experience a high-energy scent with juniper berry, cypress and a rich sandalwood.

### FRAGRANCE FAMILIES

Feel the rush of excitement with the explosive fougère and citrus notes.

### FRAGRANCE PERSONALITY

Perfect for the thrill seeker.

### IF YOU REMEMBER ONE THING...

Why not try a targeted advertising campaign to attract new customers with this bold men's fragrance?

### MEET THE COLLECTION

**NITRO EDT** 75ml  
Nitro Bullet Accord, peppermint and amber woods.

**SUPERSONIC EDT** 75ml  
Juniper berry, fougère and musk.

**VIRTUAL ADRENALINE EDT** 75ml  
Ginger, juniper berry and ambertonic.



THE ART OF SELLING **FRAGRANCE**

# SEGNO

BE THE POWER THAT INSPIRES



WOODY



AROMATIC



SEGNO



**SEGNO EDP** 75ml

#### FRAGRANCE INGREDIENTS

Discover the mark of a new leader with sublime vetiver infusion, confident rye whiskey and warm of leatherwood.

#### FRAGRANCE FAMILIES

Be remarkable and be admired with a sophisticated woody and fresh men's fragrance.

#### FRAGRANCE PERSONALITY

Perfect for the born leader.

#### IF YOU REMEMBER ONE THING...

Premium ingredients guarantee a long-lasting scent experience.

#### MEET THE COLLECTION

**SUCCESS EDP** 75ml

Mandarin, Haitian vetiver and sandalwood.



THE ART OF SELLING **FRAGRANCE**

# ELITE GENTLEMAN

EXCELLENCE IN EVERY STEP OF THE JOURNEY



ORIENTAL



WOODY

ELITE  
GENTLEMAN



## ELITE GENTLEMAN EDT 75ml

### FRAGRANCE INGREDIENTS

Tailor-made charismatic notes of juniper enhanced with rich cardamom and refined woods.

### FRAGRANCE FAMILIES

Emphasise elegant style with Oriental and woody scents for true charm.

### FRAGRANCE PERSONALITY

Perfect for the stylish man.

## IF YOU REMEMBER ONE THING...

With a collection of charismatic fragrances, help find the one to suit his personality.

## MEET THE COLLECTION

### IN BLACK EDT 75ml

Spearmint, lavender and black vetiver.

### WEEKEND EDT 75ml

Italian cypress, violet leaves and fresh citrus.

### RESERVE EDT 75ml

Pepper leaf, geranium and oakmoss.



# SOFT MUSK

EXPERIENCE THE ESSENCE  
OF SOFT FEMININITY



## SOFT MUSK EDT 50ml

### FRAGRANCE INGREDIENTS

A soft fragrance of romantic white peach, jasmine and musk.

### FRAGRANCE FAMILIES

Enhance the soft floral and musky notes for a sensuous experience.

### FRAGRANCE PERSONALITY

Perfect for an easy-going gal.

## IF YOU REMEMBER ONE THING...

Understanding the type of perfume a customer likes is the key to uncovering an Avon scent they'll love.

## MEET THE COLLECTION

### SILKY EDT 50ml

Raspberry, lily of the valley and Madagascan vanilla.

### LILY EDT 50ml

Freesia, white lily and musk.

### DELICE EDT 50ml

Fleur de chocolate accord, muguet and vanilla.

