

# AVON FIRST LOOK

CAMPAIGN 01 JANUARY 2024

*demo the*  
**NEW EYE  
CREAM**

**NEW**

**UNSTOPPABLE  
EARNINGS**

*with the radiance boosting*  
**VITAMIN C Eye Cream  
and Serum**



# HOW TO ORDER

Did you know you can **send your demo basket straight to your Rep website?** So throw away the pen and paper, fill your basket and follow these simple steps...

1

Once you've finished shopping click on the basket icon at the top right



2

Then click **Log-in to Save** and log in with your Rep ID

Log-in to Save

3

Click **SAVE ORDER** then **COMPLETE & SUBMIT NOW**

SAVE ORDER

COMPLETE & SUBMIT NOW

4

You'll be taken to your Rep site where you can complete your order by clicking on the order number

Saved Orders

Order Number

C11 - 81267327

Don't forget you're limited to 1 full-size demo product, but you can still purchase unlimited sales-boosting samples and handy sales tools!

VIP REPS

40% OFF  
BROCHURE  
PRICE

VIP Reps get 40% off selected products. **Look out for this logo!** Your discount is automatically applied.



# JANUARY HOT PICKS

Looking for an **easy sales boost?**

Make the most of the **HOTTEST** products this campaign.

demo the  
**NEW EYE  
CREAM**

1 **ANEW  
Vitamin C  
Eye Cream**



boost your earnings with  
our 2023 **HOT LIST**



2 **2023 Hot List**

share the brochure  
3 for £15 offer

3 **Make-up  
3 for £10.50**



boost your fragrance sales  
with bestselling scents

4 **Bestselling  
Scents**



# THE LOOK OF A GOOD NIGHT'S SLEEP

Help customers feel **energised** with the NEW Radiance Eye Cream that helps **whisk away the look of dark circles** and under-eye shadows.



powered by C Complex, antioxidants and Dark Circle Correcting Technology



**VIP REPS**

**40% OFF**  
BROCHURE  
PRICE

**Anew Radiance Maximising Serum**  
15ml  
08797  
will normally be: £13  
special introductory brochure price: £11.  
**demo: £7.70**

**TAP HERE**

**TO SEE INSTANT RESULTS**

# SELL THEM A REGIME & BOOST YOUR EARNINGS

Reveal their skin radiance with the power of a **3-step vitamin C routine**. Earnings for you, skincare for them.

**ONLY**  
**£21.70**

brochure price  
**£31**

order using  
**69047**

**VIP REPS**

**40% OFF**  
BROCHURE  
PRICE

★★★★★  
**BESTSELLER**  
**Anew Vitamin C SPF50 Moisturiser**  
adds glowing hydration with SPF50

**Anew Vitamin C Serum**  
the pure vitamin C power of 30 oranges to wake up skin's radiance

**NEW Anew Vitamin C Eye Cream**  
visibly brightens and improves the look of dark circles



# THE POWER OF 3

**Why sell 1 product when you can sell 3?** Skincare sales encourage repeat orders, and once a customer finds their skincare saviours, they're bound to order again. Engage them by sharing your radiant routine with an Instagram Reel.

## 3 STEPS TO RADIANCE

### Step 1

#### SERUM

After cleansing, massage one pump all over the face and neck to rejuvenate the skin's appearance.



### Step 2

#### NEW EYE CREAM

Apply half a pea-sized amount around the eye contour area, above and below the eyes.



### Step 3

#### SPF50 MOISTURISER

Smooth over cleansed face and neck each morning to protect from UVA and UVB rays.



# SUPER SERUMS

Get to know skincare serums to **maximise your sales.**

**WHY?** Skin needs are affected by things like seasons, hormones and diet.

**WHAT?** Serums are concentrated treatments that give skin that extra boost of targeted care.

**HOW?** Apply 1-2 pumps morning and evening after cleansing and before moisturising.

**EARNINGS TIP:** Boost sales by recommending customers pair their preferred Anew Serum with the Anew Day & Night Creams.



#### HYDRATE & PLUMP

**Anew Hydrate & Plump Concentrate** 30ml  
45518

will normally be: £20  
special introductory brochure price: £14

**demo: £9.80**

**DISCOVER MORE**



#### GET A RADIANT GLOW

**Anew Radiance Maximising Serum** 30ml  
37648

brochure price: £20

**demo: £14**

**DISCOVER MORE**



#### FIRM & SMOOTH

**Anew Renewal Power Serum** 30ml  
45336

brochure price: £24

**demo: £16.80**

**DISCOVER MORE**



#### LIFT & TIGHTEN

**Anew Platinum Lift & Tighten Serum** 30ml  
47738

brochure price: £25

**demo: £17.50**

**DISCOVER MORE**

# START SELLING SERUMS TODAY

Get your customers trying our super serums with this **sample pack featuring all 4 serums from page 12**. Simply add samples to orders or share them with customers who struggle with specific skin concerns.

**Beauty Advisers** can share samples in consultations, so customers can see their own results.



**40x**  
SAMPLES  
IN TOTAL  
10x of each  
serum

**BUY AS MANY PACKS AS YOU LIKE FROM THIS PAGE**

**ONLY £22**

order using **68627**

# THE 2023 HOT LIST

Power up your 2024 sales by reminding customers of 2023's hottest launches and award winners. It's an easy way to **boost long-term earnings** – once customers find a fave, they'll order again and again.

**VIP REPS**  
**40% OFF**  
BROCHURE  
PRICE

**ALL 4 FOR £43.40**  
worth £64

order using **67462**



**HYDRAMATIC LIPSTICK IN SIREN RED**  
the world's 1st matte lipstick with a hyaluronic core

**ANEW POWER SERUM**  
helps to restore years of collagen loss for smoother, plumper & firmer looking skin

**ANEW RENEWAL POWER EYE**  
helps restore younger-looking eyes instantly

**FAR AWAY BEYOND THE MOON EDP**  
a luxury concentrated parfum for an intensely hypnotic & long-lasting experience





up to  
**48-HOUR\***  
moisture

\*Based on 192 women's opinions in a Consumer Study of the Body Lotion.  
\*\*48-hour hydration refers to the Body Lotion & Hand Cream only.

## TOTALLY TROPICAL HYDRATION

- 96% agreed skin felt smoother after just 1 use\*
- instantly hydrated skin that lasts up to 48 hours\*\*
- with natural extracts of pineapple, mango & papaya

**Avon Care Superfood  
Tropical Fruits Body  
Lotion**  
400ml  
**07518**  
brochure price: £3  
**demo: £2.10**

**Avon Care Superfood  
Tropical Fruits Hand Cream**  
75ml  
**07575**  
brochure price: £2  
**demo: £1.40**

**Avon Care Superfood  
Tropical Fruits  
Multipurpose Cream**  
400ml  
**07526**  
brochure price: £3.75  
**demo: £2.65**

## NEW YEAR NEW MAKE-UP

**3 FOR 10.50**  
across selected make-up

Build your make-up Demo kit with this **EXCLUSIVE OFFER**, featuring products not included in the January Brochure offer. It's the must-have kit for the new year and for Beauty Advisor consultations.

Fold over **pages 190-192 of your Jan Brochure** to signpost the 3 for £15 offer for customers. It's an easy sales boost!



Reps are limited to 3 products. Choose 3 different products for £10.50. The same product cannot be ordered more than once in a different shade.



# NEW YEAR NEW MAKE-UP

# 3<sup>FOR</sup> 10.50

across selected make-up

Mineral masterpieces don't come much better than this! The skin-loving formula transforms uneven skin tone for a **healthier-looking, naturally luminous finish**. Why not boost their basket spend with the Kabuki Brush?



- buildable, light-to-medium coverage
- for all skin types
- SPF15

**Kabuki Brush**  
51565

**Mineral Powder**  
6g

Reps are limited to 3 products. The same product cannot be ordered more than once in a different shade.



51482  
Porcelain



62653  
Ivory



62489  
Nude



61200  
Shell



39131  
Medium  
Beige



51417  
Sand  
Beige



51508  
Pure Beige



51516  
Deepest  
Terracotta

# NEW YEAR NEW MAKE-UP

# 3<sup>FOR</sup> 10.50

across selected make-up

For the ultimate blush crush (and sales boost), show customers how to **perfect their technique** using the soft **Blush Brush**.



- buildable formula in shades to suit all skin tones
- multi-sized, multi-shade pearls for a multi-dimensional glow
- plenty of space to swirl without spilling

**Angled Blush Brush**  
61994

**Blush Pearls**  
28g

Reps are limited to 3 products. The same product cannot be ordered more than once in a different shade.



39115 Cool



70029 Warm



62166 Medium



61986 Deep

# NEW YEAR NEW MAKE-UP

# 3<sup>FOR</sup> 10.50

across selected make-up

Shimmering sales? You got it. Show customers how to illuminate across **cheekbones, brow bones and down the bridge of their nose.**



- illuminating highlighter builds to a luminous glow with a silky feel
- weightless formula lasts all day
- infused with light-reflecting pearls for a dewy radiance

**Sunset Beats Glow On Highlighter**  
12.5g

Reps are limited to 3 products. The same product cannot be ordered more than once in a different shade.



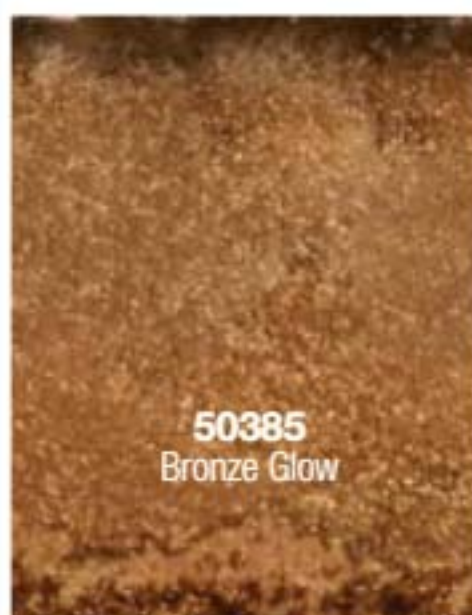
50286  
Sheer Glow



50369  
Golden Glow



50344  
Pink Glow



50385  
Bronze Glow

# NEW YEAR NEW MAKE-UP

# 3<sup>FOR</sup> 10.50

across selected make-up

Can their other mascaras measure up? **Show customers size matters** with the ultimate lash-lengthening mascara.



- up to 50% longer lashes
- up to 3x volume
- smudge, flake and clump-free formula lasts all day

**Legendary Lengths Mascara**  
10ml

Reps are limited to 3 products. The same product cannot be ordered more than once in a different shade.



50427  
Brown Black



67637  
Blackest Black



# NEW YEAR NEW MAKE-UP

# 3 FOR 10.50

across selected make-up

**A lip-loving transformation your customers can't resist!** This serum-infused lipstick keeps their lips hydrated from within during the winter months.



- retexturing AHAs
- moisturising glycerine
- 72-hour hydro power

### Anew Revival Serum Lipstick

Reps are limited to 3 products.  
The same product cannot be ordered more than once in a different shade.

74310  
Rejuvenating Nude

74138  
Essential Mocha

42861  
Blossoming Pink

43497  
Refreshing Petal

52837  
Exhilarating Magenta

41772  
Perky Peony

50070  
Fresh Flambé

53082  
Awakening Coral

50039  
Revitalising Rouge

52910  
Reviving Mauve

52985  
Uplifting Berry

52878  
Renewing Rose

53033  
Enlightening Plumberry

53066  
Invigorating Plum

74104  
Inspiring Café

## SKIP THE SALON & SAVE

Show customers the amazing results of an at-home gel-like mani. With **8 days of colour and shine**, they'll cancel their salon appointments for the year.



**STEP 1**  
Sweep on ColourLock™ Technology for chip-resistant colour.

Power Stay Gel Nail Enamel 10ml  
will normally be: £5  
**demo: £3.50**

**STEP 2**  
Apply the enamel-strengthening top coat – no UV lamp needed!

Power Stay Top Coat 10ml  
45195  
will normally be: £5  
**demo: £3.50**

45054 Hypnotise

46896  
Dark Dahlia

48330  
Sweet Blooms

48520  
Virtual Reverie

32649  
Guilty Pleasure

32128  
Can't Quit Cafe

73833  
Couture Rose

73791  
Nude Silhouette

73734  
Cosy Therapy

64659  
Private Jet

45898  
Timeless Icon

64485  
Fail-Proof Fuchsia

64626  
Pink Caprice

31518  
Petal Fresh

49213  
Stay Put Sangria

49767  
Red Is Red

73528  
The Red One

37739  
Designer Red

43430  
Forest Stroll

42531  
Crystals & Sage

71340  
Lemon Meringue

73460  
Pumpkin Spice

45104  
Make A Fuss

74864  
Taboo Blue

70664 Denim Dream

Our top-rated eyeliner gives you **high-impact colour** that glides on and **lasts all day**.

**ANY  
3 FOR  
£6.30**



Find this offer on the back cover of your January brochure.

**Glimmerstick Diamonds Eyeliner**  
brochure price: £6.50

**Glimmerstick Eyeliner**  
brochure price: £6.50

Reps are limited to 1 of each shade; choose 3 different shades for £6.30.

DIAMOND SHADES

35071	Sugar Plum
34801	Emerald Glow
35535	Twilight Sparkle
36749	Teal Sparkle
36657	Silver Lights
39388	Smokey Diamond
64378	Brown Sugar
64352	Black Ice
67785	Black Bijoux
34728	Aqua Sparkle
34348	Fuchsia
32946	Amethyst
64238	Emerald
64220	Azure Blue
64154	Starry Night
64105	Majestic Plum
48744	Saturn Grey
48017	Cosmic Brown
32979	Brown Black
65813	Blackest Black
64253	Forest Green
64097	Cherry Red
63826	Bronze
66225	Daring Citrine
32433	Fierce Amber
66258	Bold Amethyst
39461	Savage Jade
36632	Wild Malachite
37457	Fearless Sapphire
64212	Navy

ORIGINAL SHADES

## SHOW LIPS SOME LOVE

Help customers care for their lips over the winter months thanks to our **nourishing lip oils**. Perfect for pairing with a fave lipstick or wearing alone, swipe on a **gorgeous glossy shine without the stickiness**.

**LIP OIL  
DUO FOR  
£5.60**  
worth £14

order both using  
**67389**

Blossom



Shimmering Petal



- locks in 3x more moisture
- infused with jojoba, avocado & coconut oils + vitamin E
- SPF12



Find this offer on p.16 of your Jan brochure

All worth messaging based on regular brochure prices.

# SAMPLES = SALES

Did you know Reps who buy samples have **average earnings of up to 115% more than those who don't**?

Stock up on Lov U Connected samples and build pre-orders ahead of this scent's highly anticipated launch. **The more you buy, the better the price per dipstick.**

## SINGLE DIPSTICK SAMPLE

order using 36277  
Normally £1

**70p** save 30p

## 10X DIPSTICK SAMPLES

order using 68296

**£2.50** save £4.50 = 25p per dipstick

## 25X DIPSTICK SAMPLES

order using 68338

**£5** save £12.50 = 20p per dipstick

## 50X DIPSTICK SAMPLES

order using 67850

**£7.50** save £27.50 = 15p per dipstick



LAUNCHING  
IN  
FEBRUARY



\*Based on average Rep campaign sales January-December 2021.

# BESTSELLING SCENTS BOOST EARNINGS

**Why just sell 10 shower gels when you can earn more by selling 1 bestselling scent?** Try our tips to increase sales and secure repeat orders with fabulous fragrances.

## 1. SAMPLES

Let customers know they can sample before they buy a full-size scent, and always follow up with customers to **encourage an order.**

## 2. REVIEWS

**Ratings sell products!** Share 5\* reviews with them so they can see why these scents are so well-loved. Find customer reviews online.

## 3. LUXURY CREDENTIALS

Our fragrances are crafted at Givaudan. **It's the world's leading fragrance house**, having created iconic fragrances like J'adore by Dior and Paradoxe by Prada to name a few!

## 4. BEAUTY CONSULTATIONS






Focus your next Beauty Consultation on the **bestselling scents in this First Look.**

SWIPE TO SHOP  
BESTSELLING  
SCENTS



# THE BESTSELLER

If a customer purchases just 1 fragrance from you, that's an earnings equivalent of 10 shower gels. The earnings speak for themselves, don't you agree?

REWARD LEVEL	X1 FAR AWAY BOTTLE EARNINGS	X1 SHOWER GEL EARNINGS
 BRONZE STAR	£2.10	£0.19
 SILVER STAR	£2.80	£0.25
 GOLD STAR	£3.50	£0.31
 PLATINUM STAR	£4.20	£0.38
 VP STAR	£4.48	£0.40

Far Away EDP 50ml  
64972  
will normally be: £14  
**demo: £8.40**



"This perfume is my everyday one, and I get so many compliments about the smell. **It lasts all day, amazing quality.**"  
Heather M, Avon online customer

Earnings calculated on recommended brochure prices.

# THE FLORAL BESTSELLER

REWARD LEVEL	X1 TTA TODAY BOTTLE EARNINGS	X1 SHOWER GEL EARNINGS
 BRONZE STAR	£2.70	£0.19
 SILVER STAR	£3.60	£0.25
 GOLD STAR	£4.50	£0.31
 PLATINUM STAR	£5.40	£0.38
 VP STAR	£5.76	£0.40

Today EDP  
50ml  
64998  
will normally be: £18  
**demo: £12.60**



"I love this and so does everyone else when I wear it. **They think it's an expensive perfume.** I've been wearing this perfume for years."  
Alev S, Avon online customer

Earnings calculated on recommended brochure prices.

# THE IRRESISTIBLE BESTSELLER

REWARD LEVEL	X1 ATTRACTION FOR HER BOTTLE EARNINGS	X1 SHOWER GEL EARNINGS
 BRONZE STAR	£2.40	£0.19
 SILVER STAR	£3.20	£0.25
 GOLD STAR	£4.00	£0.31
 PLATINUM STAR	£4.80	£0.38
 VIP STAR	£5.12	£0.40

**Attraction for Her EDP**  
 50ml  
 65060  
 will normally be: £16  
**demo: £9.80**


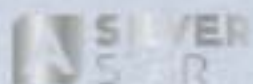

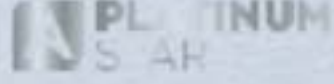



 FRUITY  
 MUSK

**“I’ve been using Attraction for Her for years. I often get stopped by people complimenting me on it and asking what it is, they can’t believe it’s from Avon. When I tell them the price, they’re blown away.”**  
 Ann C, Avon online customer

Earnings calculated on recommended brochure prices.

# THE BESTSELLING AFTERSHAVE

REWARD LEVEL	X1 ATTRACTION FOR HIM BOTTLE EARNINGS	X1 SHOWER GEL EARNINGS
 BRONZE STAR	£2.40	£0.19
 SILVER STAR	£3.20	£0.25
 GOLD STAR	£4.00	£0.31
 PLATINUM STAR	£4.80	£0.38
 VIP STAR	£5.12	£0.40

**Attraction for Him EDT**  
 75ml  
 65086  
 will normally be: £16  
**demo: £9.80**

 WOODY  
 AMBER



**“Great scent, well-priced...what’s not to like! Highly impressive. Now I need to know about the other scents by Avon!”**  
 Dominic F, Avon online customer

Earnings calculated on recommended brochure prices.

# SWEET SALES INCOMING

No need to count sheep with this dreamy duo. Infused with calming French lavender and soothing chamomile, share this simple routine to help customers on the way to a good night's rest!

Top-rated  
Pillow Mist,  
1 sold  
every minute\*



## Step 1

Spritz liberally over pillow and sheets to help you drift off.

Planet Spa The Sleep Ritual Pillow Mist  
100ml  
65508  
brochure price: £4  
**£3.35**

## Step 2

Apply this super-hydrating and soothing hand cream for a relaxing night's sleep.

Planet Spa Aromatherapy Beauty Sleep Hand Cream  
30ml  
65375  
brochure price: £4.75  
**£2.80**

\*Based on total sales from 01.02.2022 to 31.05.2022

# SELF-CARE MUST-HAVES

Show customers how to build the **ultimate self-care Sunday routine** with a trio of pampering picks. Why not treat yourself while you're at it?



## SKIN SO SOFT ORIGINAL

- smooths and hydrates your skin's surface
- quick-drying, lightweight jojoba oil formula

Skin So Soft Original Dry Oil Spray 150ml  
65581  
brochure price: £5  
**£3.50**

## ADVANCED TECHNIQUES ARGAN OIL SERUM

- infused with Argan Oil
- restores shine to damaged hair
- after just one use, hair looks noticeably healthier

Advance Techniques Absolute Nourishment Treatment Serum 30ml  
65417  
brochure price: £4.50  
**£3.85**

## TIME FOR RELAXATION CANDLE

- scented with soothing basil, lemon and cedarwood aromatherapy essential oils
- burns for up to 30 hours

Time For Relaxation Candle  
65938  
brochure price: £7  
**£4.90**



# BRIGHTEN UP BEDTIME

Brighten up your New Year sales by letting customers know how bloomin' comfy these PJs are.



straight-leg bottoms



PRINT EXCLUSIVE TO AVON

**Sunflower PJs**  
Cotton.  
05454 Small 8-10  
05645 Medium 12-14  
05736 Large 16-18  
05793 Extra Large 20-22  
will normally be: £24  
**demo: £16.80**















## A TOUCH OF SPARKLE

Customers into their star sign will need one of these in their basket asap!

**Iris Zodiac Necklace**  
Gold tone. Approx. 81cm  
will normally be: £14  
**demo: £6.30**

perfect for everyday wear

AnchorCert approved

					
61523 Aquarius	09647 Virgo	63677 Cancer	22889 Aries	67041 Capricorn	10264 Gemini
					
10025 Sagittarius	09621 Leo	01131 Taurus	09225 Pisces	10207 Scorpio	10017 Libra

# SKINCARE SAMPLES

Help them find their skin heroes with serum, treatment and moisturiser samples.



# SKINCARE SAMPLES



## ANEW SAMPLES

### Single sachet



#### Clinical

- 48488** Anti-Wrinkle Smoothing Serum
- 15040** Clarifying Treatment Lotion
- 11940** Even Texture and Tone Cream SPF35
- 00406** Hydra Pro Vita-D Water Cream



£1  
**70p**

#### Platinum

- 56218** Platinum Day Cream
- 21881** Platinum Night Cream
- 05926** Platinum Lift & Tighten Serum



£1  
**70p**

#### Reversalist

- 26245** Reversalist Day Cream
- 15974** Reversalist Night Cream



£1  
**70p**

#### Ultimate

- 16063** Ultimate Day Cream
- 14928** Ultimate Night Cream



£1  
**70p**

#### Protinol

- 14738** Renewal Power Eye Cream
- 10199** Renewal Power Serum
- 15933** Skin Reset Plumping Shot



£1  
**70p**

#### Essential

- 08029** Radiance Maximising Microdermabrasion Face Polish
- 17509** Radiance Maximising Serum
- 20651** Vitamin C SPF50 Moisturiser
- 09373** Hydrating Overnight Mask
- 10801** Hydrate & Plump Concentrate



£1  
**70p**

#### Sensitive+

- 24257** Dual Collagen Cream
- 15305** Dual Collagen Eye Cream



£1  
**70p**

### Double sachet

#### Clinical

- 55244** Brightening Dual Eye System
- 40816** Lifting Dual Eye System



£1  
**70p**

## ANEW SAMPLES

### Trial Sizes

#### Protinol

- 23531** Renewal Power Serum 10ml



£10  
**£7**

#### Platinum

- 27201** Platinum Day Cream 15ml
- 15636** Platinum Night Cream 15ml
- 23911** Platinum Lift & Tighten Serum 10ml



£10  
**£7**

#### Reversalist

- 15818** Reversalist Day Cream 15ml
- 15826** Reversalist Night Cream 15ml



£10  
**£7**

#### Ultimate

- 15685** Ultimate Day Cream 15ml
- 15776** Ultimate Night Cream 15ml



£10  
**£7**

#### Essential

- 28555** Vitamin C Radiance Maximising Serum 10ml



£10  
**£7**

#### Hydra

- 73486** Hydra Pro Vita-D Water Cream Trial Size 15ml



£10  
**£7**

#### Cleansing

- 20560** Revitalising Micellar Water 50ml



£4  
**£2.80**



# POWER STAY FOUNDATION SAMPLES



**Power Stay  
24-Hour  
Foundation**  
£+  
**70p**

	<b>10066</b> 120N Porcelain		<b>06502</b> 315N Pure Beige
	<b>07062</b> 140P Light Ivory		<b>13284</b> 250N Cream Beige
	<b>26708</b> 125G Warm Ivory		<b>08631</b> 245N Natural Beige
	<b>23275</b> 130N Alabaster		<b>06171</b> 320G Sun Beige
	<b>07088</b> 215P Ivory		<b>07443</b> 330P Honey Beige
	<b>14688</b> 220G Light Nude		<b>10140</b> 310N Medium Beige
	<b>13979</b> 228G Nude		<b>24695</b> 420G Caramel
	<b>12203</b> 210N Light Beige		<b>03756</b> 345N Soft Honey
	<b>13375</b> 225G Soft Beige		<b>27474</b> 355G Light Caramel
	<b>07427</b> 235P Shell		<b>05074</b> 435N Warm Deep Tan
	<b>10116</b> 230N Creamy Natural		<b>28050</b> 510N Walnut
	<b>13466</b> 260G True Beige		

# FOUNDATION SAMPLES

Samples are key in the search for the perfect texture and shade.



**Serum  
Foundation**  
£+  
**70p**

	<b>47894</b> 120N Porcelain
	<b>41343</b> 140P Light Ivory
	<b>48827</b> 125G Warm Ivory
	<b>71043</b> 228G Nude
	<b>47035</b> 215P Ivory
	<b>48991</b> 245N Natural Beige
	<b>70516</b> 235P Shell
	<b>39487</b> 230N Creamy Natural
	<b>48769</b> 320G Sun Beige
	<b>70524</b> 310N Medium Beige
	<b>71621</b> 330P Honey Beige
	<b>39511</b> 345N Soft Honey
	<b>29058</b> 355G Light Caramel
	<b>38331</b> 430N Deep Tan
	<b>30916</b> 420G Caramel



**Flawless Match  
Natural Finish  
Foundation**  
£+  
**70p**

	<b>54114</b> 120N Porcelain		<b>18432</b> 320G Sun Beige
	<b>54239</b> 125G Warm Ivory		<b>15313</b> 330P Honey Beige
	<b>23622</b> 130N Alabaster		<b>24729</b> 340N Light Tan
	<b>25908</b> 140P Light Ivory		<b>24737</b> 345N Soft Honey
	<b>08169</b> 145P Ivory Pink		<b>24752</b> 348P Toasted Praline
	<b>28944</b> 210N Light Beige		<b>24786</b> 355G Light Caramel
	<b>24182</b> 215P Ivory		<b>24885</b> 410P Spice
	<b>26625</b> 220G Light Nude		<b>23317</b> 420G Caramel
	<b>17764</b> 225G Soft Beige		<b>23358</b> 430N Deep Tan
	<b>26039</b> 228G Nude		<b>23515</b> 435N Warm Deep Tan
	<b>24133</b> 230N Creamy Natural		<b>23598</b> 438P Chocolate
	<b>26476</b> 235P Shell		<b>23655</b> 510N Walnut
	<b>26484</b> 245N Natural Beige		<b>23697</b> 515N Bronze
	<b>03186</b> 250N Cream Beige		<b>23713</b> 520P Rich Sienna
	<b>20214</b> 260G True Beige		<b>12302</b> 525N Dark Cocoa
	<b>24778</b> 310N Medium Beige		<b>12336</b> 530N Maple
	<b>20461</b> 315N Pure Beige		<b>12385</b> 535P Espresso

# MINI LIPSTICK SAMPLES

From subtle nudes to bold berries, samples help them perfect their pout.



# MINI LIPSTICK SAMPLES



**Ultra Satin Lipstick**  
£1.50  
**£1**

-  **31559** Latte
-  **29280** Twinkle Pink
-  **30460** Proper Pink
-  **31856** Pout
-  **46953** Blush Nude
-  **31229** Carnation
-  **42440** Frozen Rose
-  **42374** Toasted Rose
-  **71316** Hibiscus
-  **71225** Country Rose
-  **59626** Frostiest Mauve
-  **29322** Red 2000
-  **42333** Chic
-  **47548** Dream Fuchsia
-  **71357** Cappuccino
-  **70359** Lava Love
-  **40121** Rose Mauve
-  **38232** Iced Coffee
-  **70292** Pink Dream
-  **70367** Ripe Papaya



**Ultra Matte Lipstick**  
£1.50  
**£1**

-  **68882** Marvellous Mocha
-  **31963** Nude Suede
-  **33571** Au Naturelle
-  **32003** Blush
-  **33621** Pink Passion
-  **33639** Posh Petal
-  **69369** Pure Pink
-  **69377** Mauve Matters
-  **33761** Truest Red
-  **33563** Ravishing Rose
-  **33779** Adoring Love
-  **32086** Peach Flatters
-  **69500** Superb Wine
-  **46383** Electric Pink
-  **47456** Ideal Lilac
-  **45880** Berry Blast
-  **44396** Coral Fever
-  **47316** Vibrant Melon
-  **45831** Red Supreme
-  **40329** Ruby Kiss



**Ultra Shimmer Lipstick**  
£1.50  
**£1**

-  **43802** Violet Sparks
-  **46904** Bronze Glow
-  **46748** Copper Sparkle
-  **70458** Spring Bling
-  **47027** Amber Embers
-  **45088** Stellar Magenta
-  **47159** Ruby Glitz
-  **47597** Razzle Dazzle
-  **45757** Rosy Lumos
-  **46920** Latte Glimmer

**Revival Serum Lipstick**  
£1.50  
**£1**

-  **71720** Rejuvenating Nude
-  **72900** Blossoming Pink
-  **72892** Refreshing Petal
-  **72926** Exhilarating Magenta
-  **64618** Awakening Coral
-  **70870** Revitalising Rouge
-  **72918** Perky Peony
-  **74237** Reviving Mauve
-  **74260** Uplifting Berry



**Tinted Lip Balm**  
£1.50  
**£1**

-  **38299** Plum
-  **52795** Nude
-  **35964** Bare
-  **39248** Pink
-  **38760** Papaya
-  **38729** Red

Images used for illustrative purposes only.

# PERFUME SAMPLES

Help them to discover their new signature scent with perfume samples.



## Pack of 5 Dipstick Samples



15172 Today  
15180 Tomorrow  
23671 This Love  
**£1.05 save 45p**



72132 Maxima  
72140 Maxima Icon  
**£1.05 save 45p**



26260 Attraction Desire for Her  
05330 Attraction Game for Her  
**£1.05 save 45p**



10355 The Moment for Her  
**£1.05 save 45p**



26419 Eve Privé  
11502 Eve Confidence  
16790 Eve Truth  
**£1.05 save 45p**



01362 Little Black Dress  
**£1.05 save 45p**



25478 Far Away Beyond  
14407 Far Away  
73189 Far Away Aurora  
28282 Far Away Glamour  
15222 Far Away Splendoria  
**£1.05 save 45p**



## Single Spray 1.5ml on a card

27755 Little Black Dress  
02253 Little Black Dress Lace  
20412 The Moment for Her  
11015 Eve Become  
08417 Far Away Beyond The Moon  
06445 Wonder  
~~£1~~  
**70p**



## Single Dipsticks without a card

06437 Pur Blanca Hope  
63644 Far Away Endless Sun  
12096 NEW Attraction Awaken for Her  
11023 Attraction Intense for Her  
01180 Attraction for Her  
26237 Eve Become  
02907 Lov U  
~~70p~~  
**50p**

## Single Dipsticks on a card

01164 NEW Attraction Intense for Her  
11379 Far Away Beyond The Moon  
58321 Wonder  
~~£1~~  
**70p**

# AFTERSHAVE SAMPLES

Help them to discover their new signature scent with aftershave samples.



## Pack of 5 Dipstick Samples



15263 Full Speed Surfer  
~~£1.50~~  
**£1.05**



72181 Maxime  
43620 Maxime Icon  
~~£1.50~~  
**£1.05**



50534 Segno Impact  
~~£1.50~~  
**£1.05**



**Single Spray 1.5ml on a card**  
63479 Maxime Icon  
15123 The Moment for Him  
~~£1~~  
**70p**



10553 The Moment for Him  
~~£1.50~~  
**£1.05**



15099 Elite Gentleman Absolute Santal  
15248 Elite Gentleman Absolute  
~~£1.50~~  
**£1.05**



## Single Dipsticks without a card

05520 Full Speed Electric  
10751 Full Speed Quantum  
09241 Attraction Intense for Him  
12104 NEW Attraction Awaken for Him  
~~70p~~  
**50p**



35592 Black Suede Hot  
28621 Black Suede Secret  
~~£1.50~~  
**£1.05**

## Single Dipsticks on a card

14753 Black Suede Real  
64766 NEW Full Speed Pulse  
21600 Elite Gentleman Quest  
~~£1~~  
**70p**



26278 Attraction Desire for Him  
28993 Attraction Game for Him  
~~£1.50~~  
**£1.05**

# YOUR SALES TOOLS OF THE TRADE



Far Away Beyond The Moon  
Canvassing Cards 10421 **£2**



Far Away Beyond The Moon  
Product Stand 10322 **£10**



Anew Renewal Power Duo  
Canvassing Cards 09829 **£2**



Anew Renewal Power Duo Product  
Stand 02824 **£10**



Shade-Matching Wheel & Foundation  
Finder Chart 69245 **£3**

# YOUR SALES TOOLS OF THE TRADE

SECURE ZIP CLOSURE



Cosmetics Pouch 64824 **£9**

50 TEAR-OFF STRIPS



Fragrance Tester Strips 19133 **£1.50**

100% OF PROFITS DONATED



Travel Mug 33084 **£7.50**

DISPLAY PRODUCTS LIKE A PRO



Table Runner 17616 **£12**

**TAP HERE** TO DISCOVER MORE

**TAP HERE** TO DISCOVER MORE

# HOW TO ORDER YOUR DEMO PRODUCTS

Please order your gorgeous demo products from this First Look in Campaign 12, December 2023.

You can order just 1 of each demo product (our Business Booster offers are a little different) but the good news is you can order as many samples and clearance items as you like, unless stated otherwise or if part of a free offer. Remember, demo products aren't for resale.

Great news! Products with a charity donation are not limited to 1 per Rep, so you can buy as many as you like to help support their amazing work.

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## STOCK AVAILABILITY & RETURNS

If stock runs out, we may offer you a substitute product of equal or greater value.



In 2019 Avon became the first global beauty company to stop testing on animals anywhere in the world.

**TAP HERE** to find out what this means for you and your customers, or to check out the video **TAP HERE**

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and click 'contact us'.

**TAP HERE**

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