

HOW TO SHOP

in 5 easy steps





Swipe to browse or use the navigation buttons.





Seen something you like? Tap on the bag icon.





Select the product, shade or size then tap 'add to basket'.





Finished shopping?

Tap the bag to view basket.



SAVE ORDER

Tap to save your order and transfer it to your Representative website.

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

HOW TO USE - top tips for browsing



continue shopping





tap to continue shopping

tap to view the contents

finished browsing your First Look? Tap here to close it

START BROWSING

Tap below to browse a category.



Make-up



Skincare



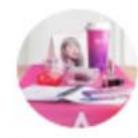
Fragrance



Fashion & Home



Purpose At Heart



Building your business



Samples



Switch It Up



Tap = at the top of the page to search.

WELCOME!

The big day is just around the corner, and now's the time to get your customers excited about our perfect-for-partying Wonderland Collection. Check out our top offers selling in this campaign and our amazing digital tips for fabulous festive sales. Remember, you can push your First Look orders through to your Rep website – just add the items you want to your basket!

IN A HURRY? TAP ON THE IMAGES BELOW



NEW! WONDERLAND COLLECTION



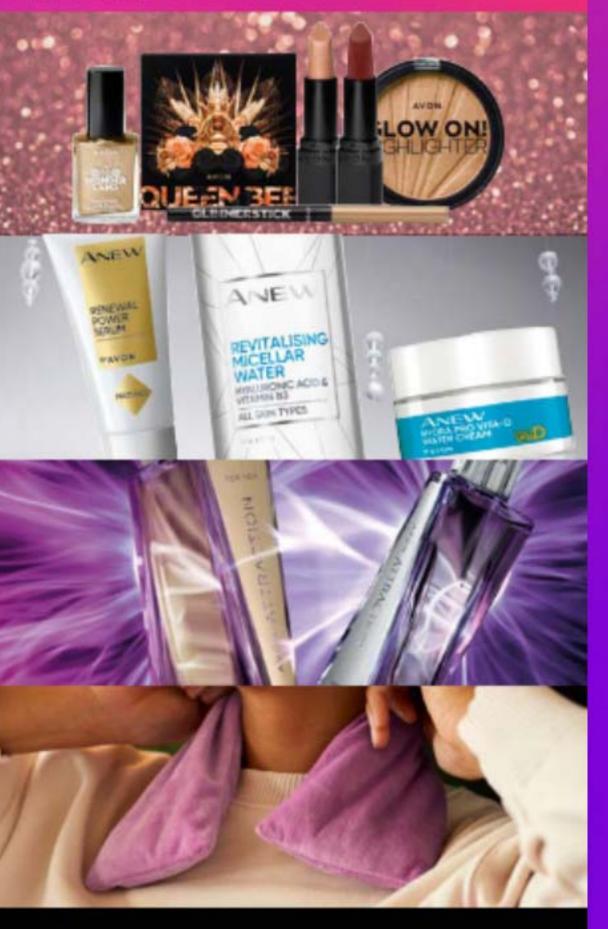
NEW! PROTINOL™ POWER GIFT SET



NEW! ATTRACTION ORIGINAL



NEW! MICROWAVE NECK WRAP



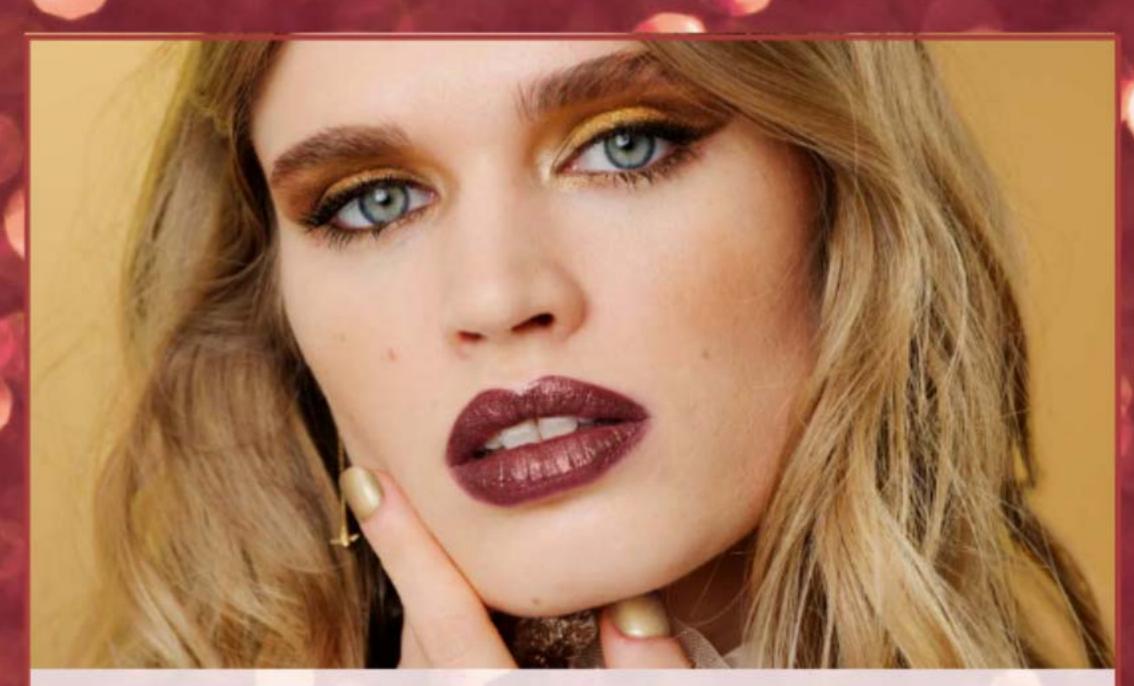
THE VIP TREATMENT

Calling all VIP Reps! We've launched a NEW perk to give you more. As a VIP level Rep, you'll get 40% off the brochure price for Beauty and selected Beauty+ products – just look for the VIP logo throughout First Look.



You don't need to do anything extra to get your discount, it'll be applied **automatically at checkout.**





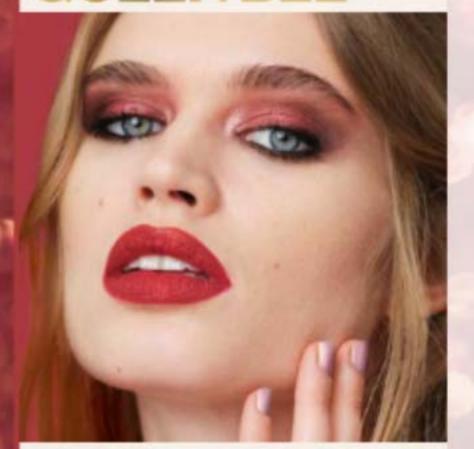
THEWONDERLAND COLLECTION

Limited edition make-up in **Christmas party-ready shades** and **get-the-look kits**, so you can be the queen of this season's sales.





QUEEN BEE



RED MAJESTY



ICE FAIRY



WONDERLAND

COLLECTIONS

£10.50 EACH

brochure price: £15

Customers will save £5 when they buy the full collection, so tempt them by demoing the fairest party looks of them all.



Each Wonderland Collection includes:

Wonderland Eyeshadow Palette, Wonderland Nail Effects Enamel 10ml, Wonderland Sparkle Lip Topper and Glimmerstick Diamonds Eyeliner.

TAP HERE

TO SHOP COLLECTIONS

ENCHANTING EYES

For dreamy sales demo how each palette's 9 sumptuously rich, highly pigmented intense shades blend seamlessly. Why not suggest our Eyeshadow Blending Brush to boost orders?





03384 QUEEN BEE





04077
RED MAJESTY







02816

40% OFF BROCHURE PRICE

TAP HERE
FOR DEMO INSPO

DAZZLING LINES

Glimmerstick customers won't want to miss these limited edition diamond shades, perfect for some festive sparkle, so make sure you DM them asap!

- shimmering, precise lines that last all day
- creamy, high-impact, waterproof colour
- smooth-glide, smudge-free formula

Glimmerstick Diamonds Eyeliner

will normally be: Ω6 special introductory brochure price: Ω3.50

demo: £2.45

TAP HERE

TO SHOP DEMO



FAIRY-TALE GLOW

This light-reflecting
highlighter will give your
customers a luminous
glow and you sales that
last happily ever after.





MYSTICAL LIPS

Elevate their lip look with a limited-edition iridescent Sparkle Topper and boost sales by demoing how stunning they look over their favourite Matte Lipstick.





Ultra Matte Lipstick normal brochure price: Ω8 special brochure price: Ω6

demo: £4.50

Wonderland Sparkle Lip Topper

will normally be: Ω8 special introductory brochure price: Ω6

demo: £4.20

40% OFF BROCHURE

PRICE

TAPHERE FOR

FOR DEMO TIPS & SHADES

CHARMING NAILS

Add a touch of magic to your sales with these Insta-worthy, mesmerising metallic nails.



- nail colour with crystalised glitter
- creates a spectacular
 3D effect
- mesmerising metallic finish

Wonderland Nail Effects Enamel

0ml

brochure price: £3.50

demo: £2.45

VIP REPS

40% OFF BROCHURE PRICE

TAP HERE FOR DEMO INSPO & SHADES

CUSTOMER EXCLUSIVE

FREE GIFT

Your customers will receive this skin-loving treat when they spend £12 or more on Anew in **December's** brochure. Build their basket by shouting about this **brilliant offer.**







COMING SOON



I'M TAKING OFF INTO THE UNKNOWN

Get an exclusive first look at our adrenaline-fuelled new fragrance, Full Speed Quantum. We're giving you a FREE DIPSTICK SAMPLE of the exhibiting new aftershave with any full-size fragrance purchase in this First Look.



UP THE ACCESSORY ANTE

If your customers are stuck for Secret Santa ideas, why not create an accessory haul to show off treats like these?



A WINTER WARMER

Chilly evenings call for a colourful layer!

Create an Instagram

Reel to show customers how to style this gorgeous scarf.





Clara Silicone Watch

Silver-plated with silicone strap. Adjustable between 17.5cm and 21.7cm.

20255

brochure price: £15

demo: £10.50

Luna Earring Set

5-piece gold-tone hoop earring set.

21600

brochure price: Ω8

demo: £5.60



Essentials Pashmina

Polyester. Approx. 180cm x 70cm. 14811

brochure price: £12

demo: £8.40



Grace Midi Tote Bag Polyester and PU. Approx. 33cm x 10.5cm x 23cm. 27870

brochure price: £24

demo: £16.80



PURPOSE AT HEART

Raise much-needed funds and awareness for our **Breast Cancer Promise**.



Breast Cancer Enamel Pin Gold plated with enamel design. 56945



Breast Cancer Sparkle Keyring Silver plated with glass stones. 15446 £5



Breast Cancer Crystal Pin
Silver plated with crystal glass stones.
03988
£4





PURPOSE AT HEART

Help our promise to End Gender Violence by raising vital funds and awareness.



Domestic Violence Enamel Pin Gold plated with enamel design. 29165 £4



Domestic Violence Sparkle Keyring
Silver plated with glass stones.
51896
£5



Domestic Violence Crystal Pin Silver plated with crystal glass stones. 29199 £4



Heart Wallet
PU with press-button closure.
Approx. 11.5cm x 9.5cm.
29868
£7



TAP HERE
FOR T&Cs

TIS THE SEASON FOR A NEW TRAINING PROGRAMME

Introducing Avon Beauty Adviser, a **tailored learning journey,** providing you with the **skills and knowledge** you need to become a confident,
certified Avon Beauty Adviser.



Build meaningful relationships with your customers to give them a reason to shop frequently and recommend you to their friends and family! Watch this space – it launches in October via Avon Connect!

TAP HERE FOR AVON CONNECT

BUILD YOUR BUSINESS BETTER

We know how important it is to make sure your business goes from strength to strength. That's why we've put together a bank of resources all in one place - full of tips and tricks of the trade - to help build your business better for you and your customers.

What are you waiting for? Click below to find out more.



FOR YOUR GIFT **EDIT BROCHURE**





TAP HERE FOR KICK START





FOR PURPOSE AT HEART TIPS





FOR SALES TOOLS TIPS



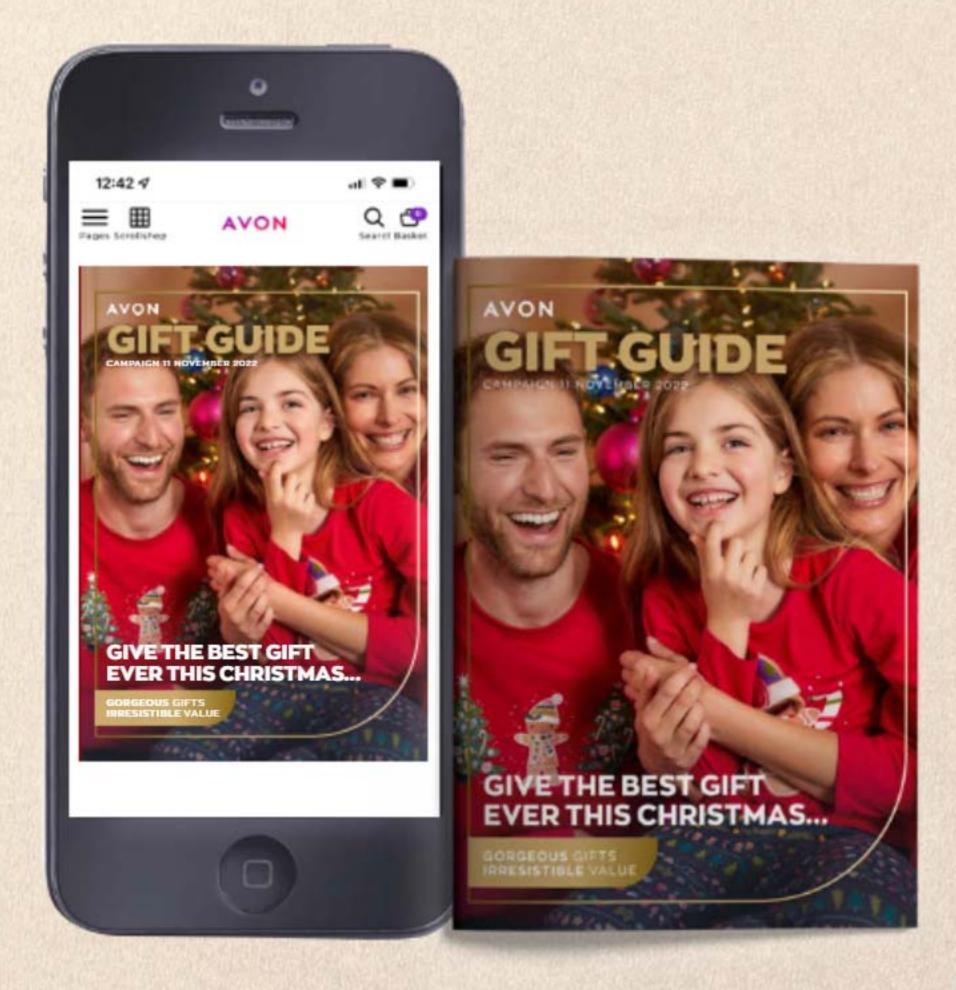


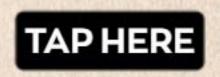
FOR THE SWITCH IT UP GUIDE



SHARE MORE, EARN MORE

Make the most of your Gift Guide this year and share it with your customers to secure those extra festive sales. It's packed full of amazing offers and products to make their Christmas (and yours, too!) the best yet!





TO BOOST YOUR SALES **EVERY CAMPAIGN**

UNMISSABLE OFFERS EVERY CAMPAIGN!

We know there's nothing like making extra sales – that's why we've made it even easier to find our **top brochure offers** selling in every campaign! From fragrance to fashion, make-up to skincare, **don't miss your chance to boost your sales.** Click below to see **what's hot** and share it with your customers.



find fragrance offers on **page 18**



find body and toiletries offers on page 86



find skincare offers on page 38



find make-up offers on **page 132**

KICK START

New to Avon? It's time to jump on that rocket and kick-start your way into Avon Rewards. To give you the best start as a new Rep,* we'll reward and celebrate YOU every step of the way. Earn this month and reap the rewards the next month – simple.



Get to grips with our Kick Start programme and find out how you can unlock a load of benefits just by selling £1.

TAP HERE

FOR KICK START FAQS



TAP HERE

FOR AVON REWARDS FAQS Do you have your eye on Graduation? When you graduate from Kick Start, you'll begin a new journey in Avon Rewards – where the rewards only get better.

Your level allocated at graduation is determined by the total sales you placed across the Kick Start period, so **familiarise yourself with the sales needed to qualify** – your level will determine your earnings!

*Eligible for all Reps within their first 3 campaigns.

A ADVISER A ADVISER

BECOME A CERTIFIED AVON BEAUTY ADVISER!

Want to be a beauty buff? Boost your earnings, sales, and Reward level by becoming an Avon Beauty Adviser! With bite-sized learning (available on your desktop, smartphone or tablet), build your confidence and knowledge anytime, anywhere. Reach out to your customers with expert beauty knowledge they can't get anywhere else – plus look out for hands-on certification workshops coming soon! Ready?

TAP HERE

FOR YOUR AVON BEAUTY ADVISER PROGRAMME

"A brilliant mini-beauty course!
It's in-depth but to the point with a good explanation of how to use and sell our amazing products.
It makes you more confident to demo products and talk to customers about them! I'm so excited for the face-to-face workshop, too – it's going to be a fab beauty playground!"



YOUR SALES TOOLS OF THE TRADE

Boost your earnings with a range of **professional** business tools that'll make you look the part.

From organising your **samples** to hosting an **event** to dropping off **orders** in the rain, we've got you covered!



Deb Llewellyn – Platinum Star Rep

YOUR **SALES TOOLS**OF THE TRADE



Drawstring Make-Up Pouch 59071 £7.50

50 tear-off st



Cosmetics Pouch 07187 £7.50



Table Runner 17616 £10



Lipstick Sample Holder 21121 £4

YOUR **SALES TOOLS**OF THE TRADE



Breast Cancer Travel Mug 17657 £6



Water Bottle 19166 £6



Umbrella 21592 £10



End Gender Violence Travel Mug 17665 £6



A5 Notebook 19141 £4.50

IT'S SIMPLE.

SAMPLES BOOST SALES!

If your customers are looking for a new lippy, liner or scent, make sure you're on hand with gorgeous samples. Did you know that Reps who buy samples boost their sales by up to 212% more?*

WHY SAMPLE?

- 1. **73**% **of customers** said they'd be more likely to buy a product after trying a sample first.**
- It's the simplest way to drive repeat orders and increase your customer's spend.

SAMPLE, SELL, EARN

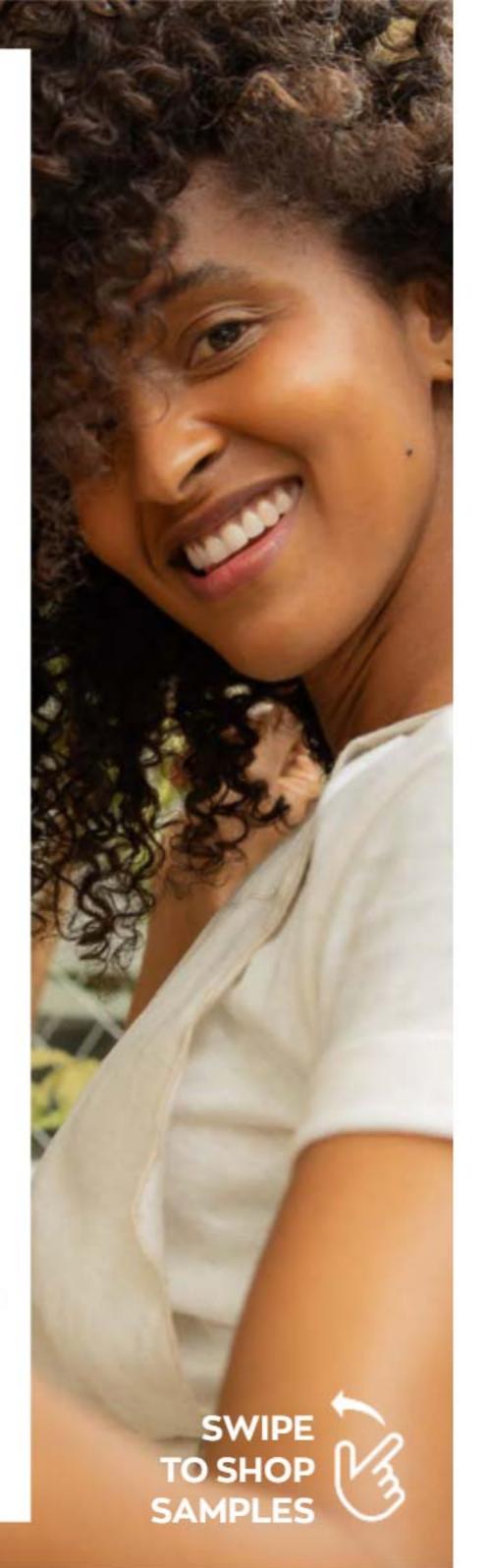


TAP HERE

TO OPEN THE SAMPLING TRAINING GUIDE

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

**Sourced from a sampling effectiveness advisors report, March 2020.



MINI LIPSTICK SAMPLES

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





57000 Divine Twig

11601 Superb Wine

Images used for illustrative purposes only.

20610 Wine With Everything

11791 Chic

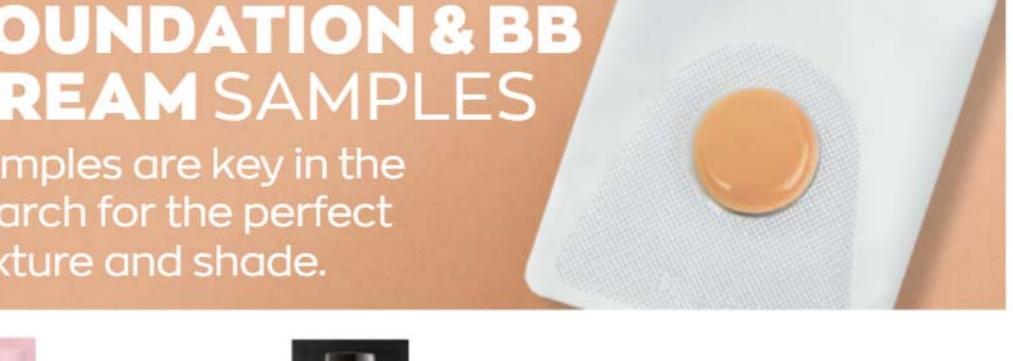






FOUNDATION & BB CREAMSAMPLES

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







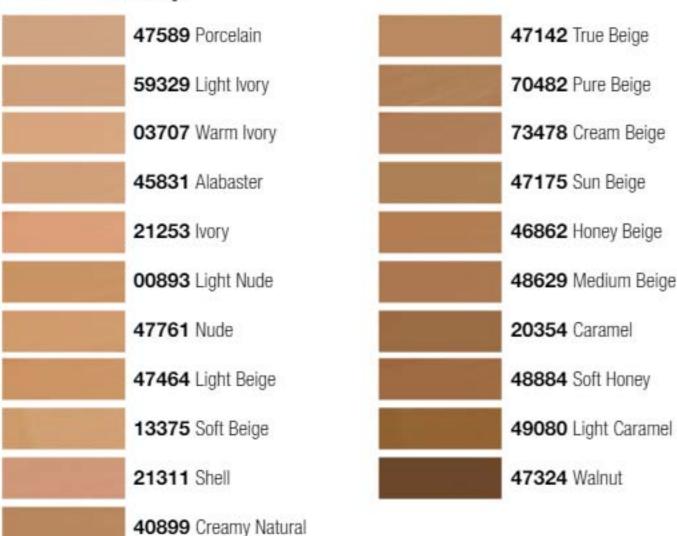
17533 Dark Cocoa

FOUNDATION & BB CREAM SAMPLES





Power Stay 24-Hour Foundation **50p**





Nutra Effects Matte BB Cream 50p



SKINCARESAMPLES

Take the scariness out of trying skincare with serum and moisturiser samples.



ANEW SAMPLES

Single sachet



Clinical

12401 Anti-Wrinkle Smoothing Serum

11940 Even Texture and Tone Cream SPF35

16725 Deeply Hydrating Overnight Mask

15370 Lifting Face, Neck & Chest Serum & Cream

50p



00406 Hydra Pro Vita-D Water Cream

60p



Essential

25197 Radiance Maximising Serum 20651 Vitamin C SPF50 Moisturiser

50p

Platinum



56218 Platinum Day Cream 21881 Platinum Night Cream 50p

Reversalist



71449 Reversalist Day Cream 15974 Reversalist Night Cream 50p

Ultimate



16063 Ultimate Day Cream 14928 Ultimate Night Cream 50p



Protinol

29256 Renewal Power Serum 15933 NEW Skin Reset Plumping Shot 50p



Dual Defence

10660 NEW Clarifying Treatment Lotion
50p



Sensitive+

24257 Sensitive+ Dual Collagen Cream 15305 Sensitive+ Dual Collagen Eye Cream

50p

Double sachet



55244 Brightening Dual Eye System50p

Clinical



14282 Lifting Dual Eye System50p

Images used for illustrative purposes only.

SKINCARE SAMPLES





ANEW SAMPLES

Trial Sizes

Protinol

23531 Renewal Power Serum 10ml

£7

Platinum



27201 Platinum Day Cream 15ml 15636 Platinum Night Cream 15ml

Reversalist



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

Ultimate



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



Essential



£7



Clinical

21519 Anti-Wrinkle Plumping Concentrate 10ml

£7

Hydra



72439 Hydra Pro Vita-D Water Cream Trial Size 15ml

£7

ADAPT SAMPLES

Single sachet



20198 Adapt Dream Cream Night Cream

50p

NUTRA EFFECTS SAMPLES

Single sachet



15271 Soothe Hydrating
Day Cream SPF20
07419 Ageless Protecting
Day Cream SPF30
13763 Matte Oil-Control
Day Cream SPF20
50p



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

Tester Vials - Pack of 5



15172 Today 15180 Tomorrow 23671 This Love 60p



01909 Artistique Iris Fétiche
08599 Artistique Magnolia En Fleurs
03368 Artistique Patchouli Indulgence
03608 Artistique Wisteria Sublime
04028 Artistique Nymphéa Lumière
60p



26260 Attraction Desire for Her 05330 Attraction Game for Her 60p



26419 Eve Privé 11502 Eve Confidence 12807 Eve Embrace 16790 Eve Truth 60p



25114 Far Away Aurora 25478 Far Away Beyond 28282 Far Away Glamour 13730 Far Away Rebel 15222 Far Away Splendoria 60p



01362 Little Black Dress 23630 Little Black Dress The Dress 08474 Little Black Dress Lace 60p



02584 Lucky Me for Her 60p



28027 Maxima 14324 Maxima Icon 60p



01669 Pur Blanca Essence 60p



09746 Rare Onyx **60p**



10355 The Moment for Her 60p

Single Spray 1.5ml

14910 Artistique Nymphéa Lumière

02998 Artistique Wisteria Sublime

56085 Eve Embrace

20412 The Moment for Her

27755 Little Black Dress
02253 Little Black Dress Lace

60p

Blister Tester Card

57166 Lipsy Rose Gold 60p

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

Tester Vials - Pack of 5



26278 Attraction Desire for Him 28993 Attraction Game for Him 60p



15248 Elite Gentleman Absolute15099 Elite Gentleman AbsoluteSantal

60p



20065 Full Speed Gamer 15263 Full Speed Surfer 60p



10553 The Moment for Him 60p



23648 Black Suede Hot 28621 Black Suede Secret 60p



14357 Maxime Icon **60p**



22202 Segno Impact 60p



Single Spray 1.5ml

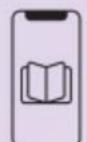
07872 Attraction Game for Him 05876 Maxime Icon 15123 The Moment for Him 12922 Elite Gentleman Absolute 60p



We always bring you and your customers the latest (and greatest!) products, but to make way for gorgeous newbies, we have to say goodbye to some old favourites. Don't worry, we've got great alternatives lined up for you to fall in love with!



Download our Switch It Up Guide to see our **top alternatives** and products discontinued in future campaigns.



You can also view the guide on your **Product Availability Page** and in the **Avon On Rep Essentials Section.**

Oh, and did we mention you'll have **the chance to stock up** on your favourites before they're gone for good?



TO DOWNLOAD OUR SWITCH IT UP GUIDE

HOW TO ORDER YOUR DEMO PRODUCTS

Please order your gorgeous demo products from this First Look in Campaign 11, November 2022.

You can order just 1 of each demo product 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.

Good 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.

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

GET IN TOUCH!

Got a query? Visit avon.uk.com and click 'contact us'.

TAP HERE FOR T&Cs

GET THEM BEFORE THEY'RE GONE





Dual Glow Shadow Normally £4.50

Heavy Metal



ExtraLasting Inks Normally £6 £2.50 save £3.50

44552

White Gold

Eternal Emerald



Cushion

Shadow Liner

Normally 27

£2 save £5



Radiant

Orchid





AVON



Glimmerstick Gold Indulgence Eyeliner Normally £6 £2 save £4



41020

Gel Shine Nail Enamel 10ml Normally £4.50

41053

Meadow Flowerland nail enamel 10 ml C/Mn/Ger MADE IN POLANO £3 save £1.50



Big Gel Paint Jar Liner Normally 27 £2.50 save £4.50

GET THEM BEFORE THEY'RE GONE

44644 Continuous 38703 Always Cocoa 44834 44677 Go On Unforgettable Fuchsia Grape

Power Stay Lipstick Normally £9 £5 save £4





Crème Legend

Lipstick

Normally Ω5





40790 Pure Pink 70730







10g Normally £7 £2.50 save £4.50

Today Tomorrow

Always This Love

EDP Purse Spray

£1.75 save £2.25

10ml

51144

Control

Cream

50ml

£3

73593

Normally £4

43372 Nude

GET THEM BEFORE THEY'RE GONE

Loose Powder Foundation 6g Price per 10g = £8.33Normally £8 £5 save £3

Light Ivory Nude Ivory 71928 64956 72199 Nude Creamy Sun Beige Natural 65078 73122 44255 Medium Caramel Beige

70466

65037

Warm

Ultramatte Liquid Foundation 30ml Price per 10ml = £1.00Normally £4 £3 save £1

45385

Alabaster



47183

Light

66845 Coral Reef

29603 Pretty Plum

Glazewear Lip Gloss 6ml

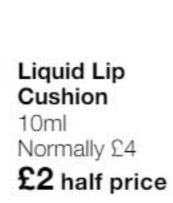
Price per 10ml = £6.66Normally £6.50

£4 save £2.50













Attraction Addicted Essence de Parfum 15ml 31096 Price per 100ml = £40.00Normally Ω12

£6 half price



A Marriage of Jasmine & Tuberose EDP 30ml 73197 Price per 100ml = £18.33Normally Ω8

£5.50 save £2.50



Aloha Monoi **Bubble Bath** 500ml 65219 Price per 100ml = 30pNormally 22

£1.50 save 50p

Attraction Sensation for **Him Aftershave** Conditioner 100ml 71365 Normally £4.50

