

AVON **FIRST** LOOK

FEBRUARY 2023

INTRODUCE CUSTOMERS TO THE
WORLD'S 1ST MATTE LIPSTICK
WITH A
HYDRATING
HYALURONIC CORE

WELCOME!

From the **ultimate hydrating lipstick** to **Valentine's gifts** wrapped in love, our February faves have landed! It's time to boost your sales and give customers a **sneak peek of what's new**. Did you know ordering your demo products is easier than ever? Just add your products to your basket to order from your Rep website!

IN A HURRY? TAP ON THE IMAGES BELOW

TAP HERE

**FOR NEW!
HYDRAMATIC
MATTE
LIPSTICK**



TAP HERE

**FOR NEW!
LOV U
FRAGRANCE**



TAP HERE

**FOR THE
NEW! TIME
FOR HOME
FRAGRANCE
COLLECTION**



TAP HERE

**FOR NEW!
SPEND &
SAVE**



DEMO, SELL & EARN!

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 Fashion & Home products** – just look for the VIP logo throughout First Look.

VIP REPS

**40% OFF
BROCHURE
PRICE**

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





THE HYDRATING MATTE

THAT'S **BOLD** ON THE OUTSIDE & **CARING** TO THE CORE

The world's 1st matte lipstick with a hydrating hyaluronic core... your customers can't buy one anywhere else!



with more than **50% HYDRATING** and skin protecting ingredients



08094
Coco

27698
Flame

14571
Siren Red

09803
Fawn

19448
Ruby

59543
Garnet

18895
Plum

19521
Purple

19067
Rosy

13664
Pink

15412
Peony

00638
Blush

25643
Mauve

17731
Viola Grey

09787
Nude

HYDRATED, PLUMPER, SMOOTHER-LOOKING MATTE LIPS

This lipstick has a new and different core so why not share a post of you applying the vibrant formula to show how it **glides on for full, hydrating coverage with no streaks?**



Hydramatic Matte Lipstick
will normally be: £10
special introductory brochure price: £8
demo: £5.60

HYDRATING MATTE LIP KITS

Boost orders by tempting customers to try **the world's 1st matte lipstick with a hydrating hyaluronic core** and a **matching lip liner**.

ALL 15 LIP KITS **£98**
VIP STAR: **£94**

8 LIP KITS **£58**

4 LIP KITS **£32**

2 LIP KITS **£16.50**

1 LIP KIT **£8.75**
brochure price: £12.50

TAP HERE

FOR UNMISSABLE LIP KIT BUNDLES

TAP HERE

TO SEE SMOOTH GLIDE APPLICATION



LIPSTICK & MATCHING LINER
£8.75

FAR AWAY ENDLESS SUN SAMPLE WITH EVERY LIP KIT order using **63644** Full-size fragrance available in March.

AS SEEN ON SCREEN HYDRAMATIC MATTE LIPSTICK

Watch out for the TV advert, launching on 1st Feb! This is **our biggest media investment ever** so **use it to create a buzz with your customers...** get sharing, you could even host a launch party!



HEAR WHY EVERYONE LOVES IT



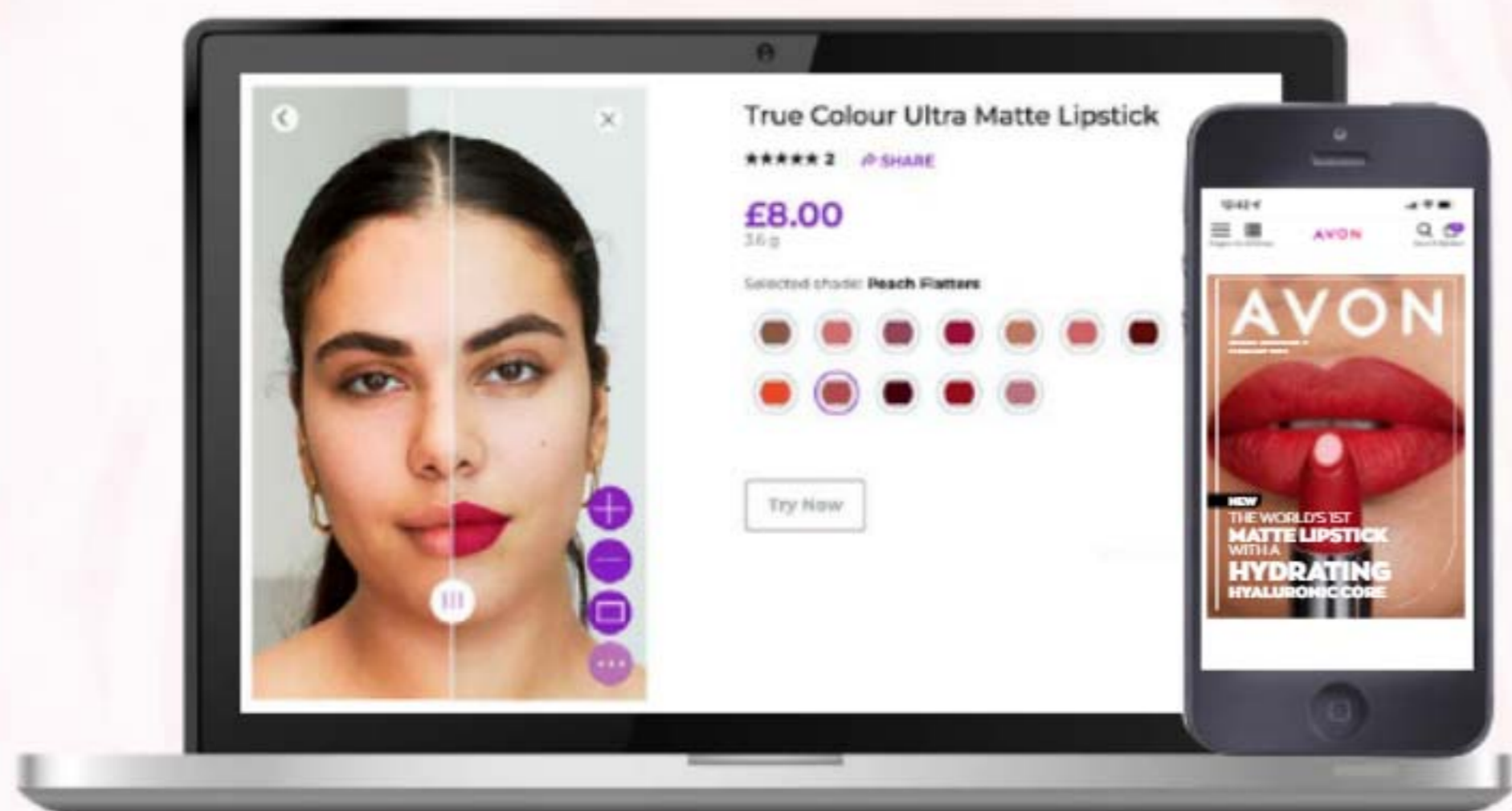
"I'd describe this as high impact and super hydrating. It's the look of a matte but the feeling of a balm!"
Emma Murphy, Avon UK Rep

TRY ON ALL THE HYDRAMATIC SHADES TODAY

The new try-on feature in this First Look and your digital brochure lets you try on all the Hydramatic Matte Lipstick shades, making it easy for you and your customers to find your perfect match.



Have you used the magic mirror Try-On Tool to try on all the shades? Find it on the lipstick's selling page.



TAP HERE

FOR HOW TO USE THE TRY-ON TOOL & DOWNLOAD YOUR DIGITAL BROCHURE

CREATE A HYDRAMATIC MATTE LIPSTICK BUZZ

Get your hands on these specially created sales tools to help build your customer base and maximise your sales.

DISCOUNTED BROCHURES



READY-TO-SHARE POSTS



PRODUCT STAND



CANVASSING CARDS



Hydramatic Lipstick Product Stand
81182
£8

Hydramatic Lipstick Product Stand With All 15 Lipstick Shades
89235
£75

Hydramatic Lipstick Canvassing Cards
Pack of 20.
81174
£1.50

TAP HERE

FOR HOW TO USE ALL THIS TO CREATE A BUZZ

EARN EVEN MORE WITH HYDRAMATIC

Earn an extra £1 on top of your Avon Rewards discount every time you sell a Hydramatic Matte Lipstick! Your additional discount will be unlocked when you've sold 5 lipsticks and will be applied for the first 15 lipsticks sold from 24th January until the end of Campaign 3+ - Lip Kit sales qualify too!



WHAT COULD YOU EARN?

Your total earnings* when you sell 15 Hydramatic Matte Lipsticks will be...

 BRONZE STAR	£33
 SILVER STAR	£39
 GOLD STAR	£45
 PLATINUM STAR	£51
 VIP STAR	£53.40

TAP HERE

FOR HOW YOUR DISCOUNT WILL BE APPLIED

THE MANI OF DREAMS

Paint your nails using the gorgeous shades in this gift set and show customers on your rounds. It's the perfect Valentine's Day gift for **salon-quality shine from an at-home mani!**



Nailed It Gift Set

Includes: Gel Shine Nail Enamel 10ml in Red Is Red, Pink Obsession and Everyday Pretty in a gift box.

32094

brochure price: £10

demo: £7.50

If they're looking for a gorgeously fruity and floral perfume **gift this Valentine's Day**, show them this must-have perfume.



Lov U EDP
50ml
43737
will normally be: £13
special introductory
brochure price: £10
demo: £7

Lov U Body Lotion
150ml
44792
brochure price: £5
demo: £3.50

SAMPLES

single dipstick sample
20p
order using **02907**

10x single dipstick
samples
£1
order using **68064**

VIP REPS
40% OFF
BROCHURE
PRICE

TAP HERE
TO DISCOVER
THE SCENT

If they love the Attraction collection, send them a **link to the digital brochure** with a note of this new fragrance you'll know they'll want.



SAMPLES

single dipstick sample
20p
order using **09043**

10x single dipstick
samples
£1
order using **68486**

20x mixed aftershave
& perfume
dipstick samples
£2
order using **69856**

**Attraction Intense
for Her EDP**
Ginger essence, gardenia
and coconut essence.
50ml
20750
will normally be: £15
special introductory
brochure price: £12
demo: £8.40

VIP REPS
40% OFF
BROCHURE
PRICE

TAP HERE
TO DISCOVER
THE SCENT

Pop a sample of the irresistible new aftershave with their order or brochure for your customer to try. It's the **perfect gift** for their other half this **Valentine's Day**.



Attraction Intense for Him EDT

Plum, clary sage and soft leather. 75ml

20701

will normally be: £15
special introductory brochure price: £12

demo: £8.40

VIP REPS

**40% OFF
BROCHURE
PRICE**

TAP HERE

**TO DISCOVER
THE SCENT**

SAMPLES

single dipstick sample

20p

order using **09241**

10x single dipstick samples

£1

order using **69302**

20x mixed aftershave & perfume dipstick samples

£2

order using **69856**

If your customers love the Musk aftershave collection, they'll be sure to adore this **super fresh aftershave!**

Individual Blue Set

Includes: Individual Blue EDT 100ml and Anti-Perspirant Roll-On Deodorant 50ml. **69120**

brochure price: £10

demo: £7



BOTH FOR

£7

order using **69120**

VIP REPS

**40% OFF
BROCHURE
PRICE**

TAP HERE

**TO DISCOVER
THE SCENT**

Far Away

ENDLESS SUN

COMING SOON



RADIATE FROM THE MOMENT YOU RISE

Get an exclusive first look at our vibrant new fragrance, **Far Away Endless Sun**, from your No.1 fragrance brand. We're giving you a **FREE DIPSTICK SAMPLE** of the sparkling new perfume with any full-size make-up, fragrance, skincare or bath and body purchase in this First Look.



infused with
**SALICYLIC ACID
& KAOLIN CLAY**

TAP HERE

**TO SEE HOW
WELL IT WORKS**

*With continued use of the full collection 3 to 4 times a week over 1 month.

**Advance Techniques
Deeply Purifying Collection**
Includes: Deeply Purifying Shampoo
400ml, Conditioner 250ml
and Treatment Scrub 150ml.

69740

brochure price: £9

demo: £6.30

If you buy all 3 for
£6.30, you can't also
order the products
separately.

ALL 3 FOR
£6.30

order using
69740

VIP REPS

**40% OFF
BROCHURE
PRICE**



A LONGER-LASTING* 'JUST WASHED' EFFECT

Have customers mentioned their hair's **prone to oiliness**? Introduce them to their new fave hair collection for **deeply purified, squeaky-clean hair that won't need washing as often.**

PRE-WASH SCRUB

HELPS REDUCE EXCESS OILS BY 30%*

so customers don't need to wash their hair as often

exfoliating particles work directly on the scalp and roots to reduce impurities



infused with **SALICYLIC ACID & KAOLIN CLAY**

Deeply Purifying Treatment Scrub
150ml
17194
brochure price: £5.50
demo: £3.85

VIP REPS
40% OFF
BROCHURE PRICE



*With continued use 3 to 4 times a week over 1 month.

FRESH ROOTS & LIGHTWEIGHT LOCKS

Customers who want purified, free-flowing locks will love this collection! It's designed to cleanse and purify their scalp and hair, removing excess oils and impurities, without stripping hair of moisture or weighing it down.



infused with **SALICYLIC ACID & KAOLIN CLAY**

Deeply Purifying Shampoo
400ml
19208
brochure price: £4.50
demo: £3.15

Deeply Purifying Conditioner
250ml
13698
brochure price: £3
demo: £2.10

VIP REPS
40% OFF
BROCHURE PRICE



BEAUTIFUL MOMENTS

Encourage customers to **treat their family and friends** to this **gorgeous scent of pink peony and magnolia petals**.

LIMITED EDITION

Senses Beautiful Moments Bubble Bath
250ml
10397

brochure price: £1.50
demo: £1.05

Senses Beautiful Moments Body Mist
100ml
21964

brochure price: £2.50
demo: £1.75

VIP REPS

40% OFF
BROCHURE
PRICE



A SPARK OF JOY

Perfect for pepping up any room, this **uplifting duo** is a must-have for home decor lovers. **Have it on display** so customers can **experience the scent for themselves!**



FLORAL CITRUS MUSK

**eucalyptus,
lemon and
ginger**

Time For Joy Diffuser Lasts up to 6 weeks. **48181** brochure price: £10 **demo: £7**

Time For Joy Candle Burns for up to 30 hours. **51870** brochure price: £8 **demo: £5.60**

FOCUS ON WHAT REALLY MATTERS

Talk about the **wellbeing benefits** of this basil, black pepper and rosemary scented pair on your social channels. Why not show customers a way to **create a sense of calm** in their own homes?



Time For Focus Diffuser Lasts up to 6 weeks. **51888** brochure price: £10 **demo: £7**

Time For Focus Candle Burns for up to 30 hours. **53710** brochure price: £8 **demo: £5.60**

RELAXING READY

Your home fragrance-loving customers will **adore a soothing candle and diffuser duo**. Send them text reminders to **entice them to buy!**



Time For Relaxation Candle Burns for up to 30 hours. **74120** brochure price: £8 **demo: £5.60**

Time For Relaxation Diffuser Lasts up to 6 weeks. **74088** brochure price: £10 **demo: £7**

SWEET SLUMBER

Bursting with notes of clary sage oil and relaxing chamomile, this collection is the perfect partner for a good night's sleep. Go Live on Facebook and show it off!



Time For Sleep Diffuser Lasts up to 6 weeks. 74179 brochure price: £10 **demo: £7**

Time For Sleep Candle Burns for up to 30 hours. 74195 brochure price: £8 **demo: £5.60**

THE CALMING ESSENTIALS

Snap a few photos showing customers how to use these blended essential oils with diffusers or burners.

ALL 4 FOR
£12.50
+ FRAGRANCE
STRIP PACK
order using 68270



Time For Joy Blended Essential Oil
10ml.
brochure price: £6

Time For Relaxation Blended Essential Oil
10ml.
brochure price: £6

Time For Focus Blended Essential Oil
10ml.
brochure price: £6

Time For Sleep Blended Essential Oil
10ml.
brochure price: £6

A FRAGRANCE-FILLED HOME

It's so easy to make a video of this **essential oil diffuser**. Share it on social and talk about our new blended essential oil collection for an **extra sales boost!**



comes with a warm white LED light

can be set to run for 60 minutes, 120 minutes or continuously



VIP REPS
40% OFF
BROCHURE
PRICE

My Retreat Ceramic Aroma Diffuser Approx. 9.3cm x 9.3cm x 16cm. Powered by USB cable (included). Fragrance oil not included. **10165** brochure price: £35 **demo: £24.50**

ALL THINGS CALM

This soft-glow salt rock lamp is perfect for **inviting in the positive vibes**. Show customers how to style it with a **home-decor-inspired Insta Reel**.



hand-carved crystal salt

comes with a coloured bulb



Himalayan White Salt Lamp Approx. 6cm x 6cm x 11.5cm. Powered by USB cable (included). **46219** brochure price: £20 **demo: £14**

FLORAL FRESH

Cosy and comfy (the ultimate combo if you ask us), this set is a must. **Host a PJ party and show them off!**


100%
cotton



Floral Daisy PJs

Cotton.

10173 Small 8-10

10223 Medium 12-14

10264 Large 16-18

10330 Extra Large 20-22

brochure price: £20

demo: £14

1 size per Rep.

ALL-DAY COMFORT

Text your customers about the comfiest bra, **now in a stunning new colour!** They'll want to add it to their One Bra collection that's for sure.

show your customer the rest of the range in brochure!



removable
cups

The Blue One Bra

Nylon and elastane.

46409 8-10

70268 12-14

49734 16-18

73015 20-22

brochure price: £10

demo: £7

1 size per Rep.

EASY-WEAR ELEGANCE

Heading out on your rounds? **Wear these pieces when delivering brochures or orders** so customers can see how pretty (and easy to style) they are!

glass stone detailing

PERFECT
VALENTINE'S
DAY
GIFT

comes in a gift box

Coco Earrings Gold tone. **10439** brochure price: £6 **demo: £4.20**

Coco Necklace Gold tone. Approx. 42cm + 9cm extension chain. **10405** brochure price: £10 **demo: £7**

Coco Bracelet Gold tone. Approx. 18.5cm + 2.5cm extension chain. **09779** brochure price: £7 **demo: £4.90**

SPREAD THE LOVE

Create a **Valentine's Day inspired jewellery haul** to show off these must-have pieces.

Seren Locket Necklace
Silver-plated. Approx. 42cm
+ 9cm extension chain.
04895
brochure price: £18
demo: £12.60

Seren star detailed pendant with cubic zirconia detailing

SEREN

perfect for your favourite photograph



perfect for stacking or wearing alone



Trixie Earring Set
7 pairs of gold-tone hoop and stud earrings.
03996
brochure price: £8
demo: £5.60

PERFECT
VALENTINE'S
DAY
GIFT

glass stone detail



Shelly Love Necklace
18ct gold plated. Approx. 42cm + 9cm extension chain.
04861
brochure price: £5
demo: £3.50

VERSATILE STYLE

Snap photos of the different ways to wear this eye-catching scarf. Customers will love seeing how to style it with their outfits.

VIP REPS

40% OFF
BROCHURE
PRICE

PERFECT
VALENTINE'S
DAY
GIFT

Lovely Scarf
Polyester. Approx. 70cm X 70cm.
59535
brochure price: £6.50
demo: £4.55

BUSINESS BOOSTERS

Want an easy (and cost-effective!) way to boost sales? Stock up on the hottest Hydration Heroes of the season – so you always have them on hand for customers!

NEW Hydration Heroes Pack

Includes: Magix Hydrating Primer 30ml, Tinted Lip Balm 2g in shade Nude, Cannabis Sativa Oil Protect & Calm All Day Hydration Cream SPF30 50ml, Avon Care Cocoa Butter Coconut Nourishing Body Lotion 400ml and Avon Care Cocoa Butter Coconut Softening Hand Cream 75ml.

93914

brochure price: £28.50

demo: £20

ONLY
£20

worth
£28.50!



BUY AS MANY PACKS AS YOU LIKE
FROM THIS PAGE

All worth messaging based on January brochure prices.

BOOST YOUR SALES WITH WINTER WINNERS

ONLY £22.50
worth £33.50!

Look forward to **sale success** when you buy Winter Winners Packs! They're full of **must-have product picks** (at an affordable price) to **keep handy** when your customers want to shop!

NEW Winter Winners Pack
Includes: Anew Revival Serum Lipstick 3.6g in shade Rejuvenating Nude, Planet Spa Blissfully Nourishing Hand, Elbow & Foot Cream 75ml, Rare Pearls EDP 50ml, Anew Sensitive+ Cream Cleanser 150ml and Planet Spa Blissfully Nourishing Hand & Foot Mask 125ml.
93898
brochure price: £33.50
demo: £22.50



BUY AS MANY PACKS AS YOU LIKE FROM THIS PAGE

All worth messaging based on January brochure prices.

YOUR EXCLUSIVE TOP-RATED MEGA PACK

ONLY £70
worth £103!

Introducing your customers to our **top-rated products** is a simple way to **boost your earnings**. Why? **Because once they find their favourite, they'll order it time and time again!**

★★★★★
TOP RATED



NEW Top-Rated Mega Pack
Includes: Anew Platinum Day Lifting Cream SPF25 50ml, Gel Shine Nail Enamel 10ml in shades Red Is Red and Pink Obsession, Ultra Satin Lipstick 3.6g in shade Blush Nude, Ultra Matte Lipstick 3.6g in shade Truest Red, Today EDP 50ml, Far Away Beyond Parfum 50ml, Anew Renewal Power Serum 30ml, Anew Lifting Dual Eye System 20ml, Glimmerstick Diamonds Eyeliner 0.28ml in shade Smokey Diamond and Glimmerstick Eyeliner 0.28ml in shade Blackest Black.
93906
brochure price: £103
demo: £70

All worth messaging based on January brochure prices.

YOUR EXCLUSIVE TOP-RATED FAVES PACK

For top-rated training and info,
head to Avon Connect.

★★★★★
TOP RATED

ONLY
£33.50
worth
£49.50!



NEW Top-Rated Favourites Pack
Ultra Matte Lipstick 3.6g in shades Truest Red and Au Naturel, Far Away Beyond Parfum 50ml, Anew
Renewal Power Serum 30ml and Glimmerstick Eyeliner 0.28ml in shade Blackest Black.
69088
brochure price: £49.50
demo: £33.50

All worth messaging based on January brochure prices.

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!**

TAP HERE FOR AVON
REWARDS

AVON
REWARDS

TAP HERE FOR PURPOSE
AT HEART TIPS



TAP HERE FOR SALES
TOOLS TIPS



TAP HERE FOR THE SWITCH
IT UP GUIDE

SWITCH
IT UP

AVON REWARDS

New year, new level!

Take the steps to stardom in Avon Rewards! Your sales between January, February and March will unlock loads of benefits. **The higher your level, the bigger your rewards!**



SAVINGS



SAMPLES



SPENDING



SHIPPING



SOCIAL



SKILLS



STARDOM



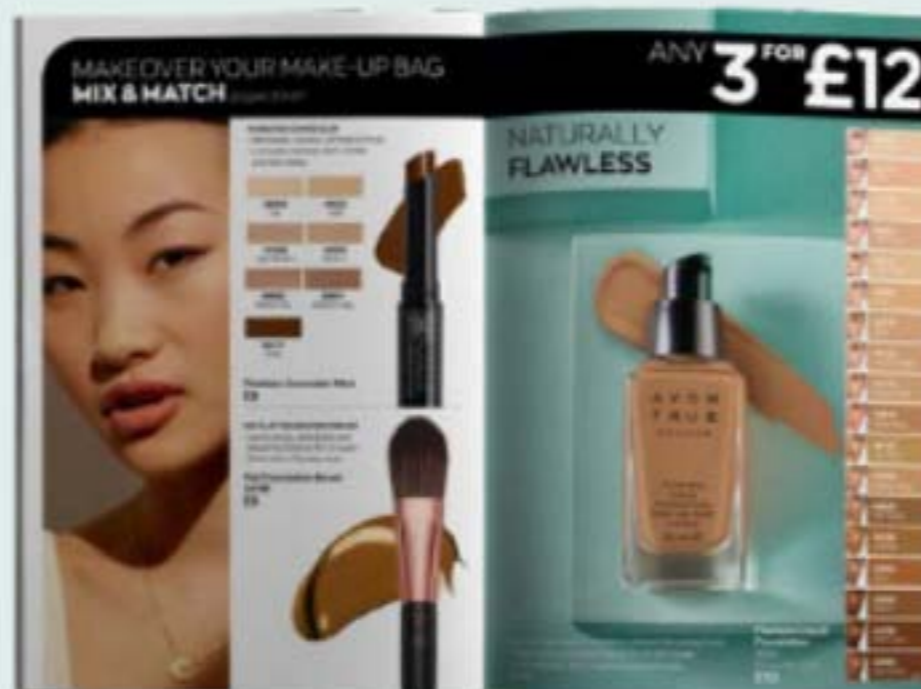
SELLING

TAP HERE

**FOR AVON
REWARDS**

UNMISSABLE JANUARY OFFERS!

Nothing beats the feeling of extra sales, and we've made it easier to **sell more and earn more with our top offers**. See what's hot below and **share it with your customers**.



find make-up offers on **pages 20-27**



find fragrance offers on **page 82**

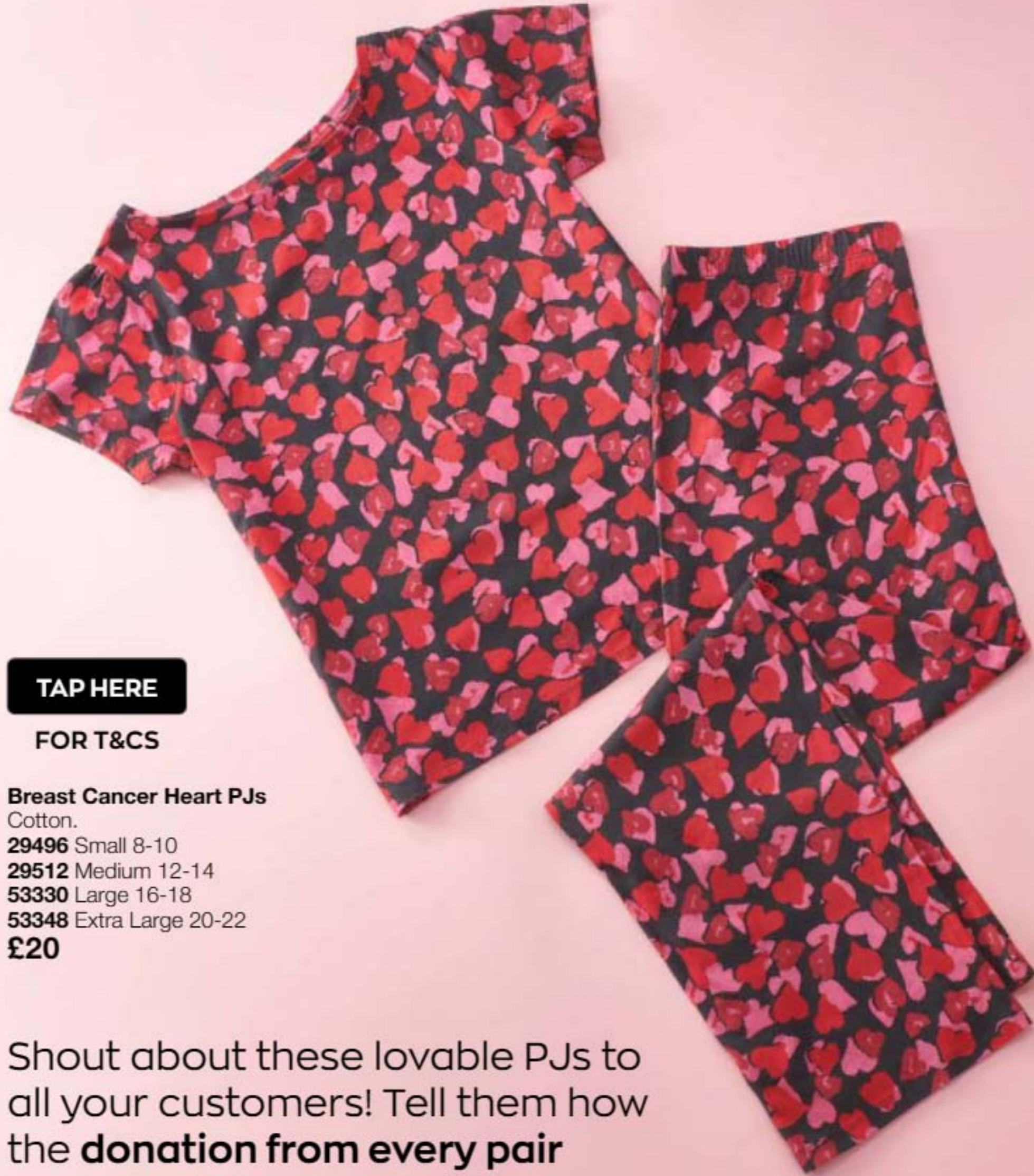


find skincare offers on **page 96**



find fashion & home offers on **pages 174-191**

SHOW SOME LOVE & MAKE A DIFFERENCE



[TAP HERE](#)

FOR T&CS

Breast Cancer Heart PJs

Cotton.

29496 Small 8-10

29512 Medium 12-14

53330 Large 16-18

53348 Extra Large 20-22

£20

Shout about these lovable PJs to all your customers! Tell them how the **donation from every pair** helps support our **Breast Cancer Promise** this World Cancer Day.

PURPOSE AT HEART

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



Breast Cancer Enamel Pin

Gold plated with enamel design.

34348

£4



Breast Cancer Crystal Pin

Silver plated with crystal glass stones.

65482

£4



Breast Cancer Sparkle Keyring

Silver plated with glass stones.

65987

£5



[TAP HERE](#)

FOR T&CS

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



Domestic Violence Sparkle Keyring
Silver plated with glass stones.
42218
£5



TAP HERE

FOR T&CS

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!



A



SWIPE TO SHOP

YOUR **SALES TOOLS** OF THE TRADE

easy make-up storage



Drawstring Make-Up Pouch 59071 £7.50

holds 30 lip samples



Lipstick Sample Holder 21121 £4

YOUR **SALES TOOLS** OF THE TRADE

100% of profits donated



Breast Cancer Travel Mug 17657 £6

100% of profits donated



End Gender Violence Travel Mug 17665 £6

50 tear-off strips



Fragrance Tester Strips 19133 £1

display products like a pro



Table Runner 17616 £10

hydrate on the move



Water Bottle 19166 £6

TAP HERE TO DISCOVER MORE

TAP HERE TO DISCOVER MORE

IT'S SIMPLE. **SAMPLES BOOST SALES!**

If your customers are looking for a new lipply, 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.**
2. 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.

SWIPE
TO SHOP
SAMPLES



SKINCARE SAMPLES



ANEW SAMPLES

Trial Sizes



Protinol

23531 Renewal Power Serum 10ml
£7



Hydra

72439 Hydra Pro Vita-D Water Cream Trial Size 15ml
£7



Platinum

27201 Platinum Day Cream 15ml
15636 Platinum Night Cream 15ml
£7



Cleansing

20560 Revitalising Micellar Water 50ml
£3.50



Reversalist

15818 Reversalist Day Cream 15ml
15826 Reversalist Night Cream 15ml
£7



Ultimate

15685 Ultimate Day Cream 15ml
15776 Ultimate Night Cream 15ml
£7



Essential

28555 Vitamin C Radiance Maximising Serum 10ml
£7

Images used for illustrative purposes only.

MINI LIPSTICK SAMPLES

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



Ultra Satin Lipstick 50p

	20537 Sparkling Nude
	11387 Latte
	10447 Twinkle Pink
	09852 Proper Pink
	09837 Pout
	10272 Blush Nude
	11361 Carnation
	57968 Frozen Rose
	21170 Toasted Rose
	22012 Hibiscus
	20479 Country Rose
	20420 Frostiest Mauve
	20404 Red 2000
	20610 Wine With Everything
	11791 Chic



Ultra Matte Lipstick 50p

	02121 Marvellous Mocha
	01776 Nude Suede
	03426 Au Naturelle
	04317 Blush
	03491 Pink Passion
	22962 Posh Petal
	22699 Pure Pink
	03350 Mauve Matters
	58230 Truest Red
	01156 Ravishing Rose
	54361 Adoring Love
	04457 Peach Flatters
	57000 Divine Twig
	11601 Superb Wine



Ultra Shimmer Lipstick 50p

	17863 Violet Sparks
	04101 Gold Dust
	59436 Bronze Glow
	01503 Copper Sparkle
	18879 Spring Bling
	58917 Amber Embers
	18887 Stellar Magenta
	57018 Ruby Glitz
	18861 Razzle Dazzle
	19117 Rosy Lumos
	58909 Latte Glimmer
	17871 Royal Trance

MINI LIPSTICK SAMPLES



Revival Serum Lipstick 50p

	46037 Rejuvenating Nude
	38638 Essential Mocha
	70177 Blossoming Pink
	70052 Refreshing Petal
	41517 Exhilarating Magenta
	44115 Awakening Coral
	39560 Fresh Flambé
	44099 Revitalising Rouge
	42754 Perky Peony
	44784 Reviving Mauve
	44370 Uplifting Berry
	40626 Renewing Rose
	42416 Enlightening Plumberry
	42465 Invigorating Plum
	71969 Inspiring Café



Tinted Lip Balm 50p

	06551 Plum
	06387 Nude
	06247 Bare
	06262 Pink
	06452 Papaya
	06536 Red

Images used for illustrative purposes only.

Images used for illustrative purposes only.

FOUNDATION SAMPLES

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



FOUNDATION & BB CREAM SAMPLES



**Serum
Foundation
50p**



**Flawless Liquid
Foundation
50p**



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

-  **26450** Porcelain
-  **17145** Light Ivory
-  **24513** Warm Ivory
-  **50120** Light Ochre
-  **56259** Nude
-  **22236** Ivory
-  **16121** Natural Beige
-  **06122** Shell
-  **24869** Creamy Natural
-  **48611** Sun Beige
-  **56275** Medium Beige
-  **56267** Honey Beige
-  **16139** Soft Honey
-  **21261** Light Caramel
-  **19547** Deep Tan
-  **19554** Caramel

-  **58859** Light Ivory
-  **17152** Porcelain
-  **16196** Warm Ivory
-  **28225** Ivory
-  **28365** Shell
-  **17160** Creamy Natural
-  **17178** Natural Beige
-  **16212** Light Nude
-  **16220** Nude
-  **28423** Honey Beige
-  **17186** Medium Beige
-  **26054** Sun Beige
-  **28431** Spice
-  **17202** Walnut
-  **16238** Caramel
-  **28456** Rich Sienna
-  **17533** Dark Cocoa

-  **21428** Porcelain
-  **59329** Light Ivory
-  **03707** Warm Ivory
-  **23275** Alabaster
-  **21253** Ivory
-  **00893** Light Nude
-  **03103** Nude
-  **09126** Light Beige
-  **13375** Soft Beige
-  **21311** Shell
-  **22350** Creamy Natural

-  **13466** True Beige
-  **06502** Pure Beige
-  **13284** Cream Beige
-  **05082** Sun Beige
-  **21394** Honey Beige
-  **59030** Medium Beige
-  **20354** Caramel
-  **09639** Soft Honey
-  **27474** Light Caramel
-  **59592** Walnut

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
10355 The Moment for Her
60p



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



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



28027 Maxima
14324 Maxima Icon
60p



26419 Eve Privé
11502 Eve Confidence
16790 Eve Truth
60p



01669 Pur Blanca Essence
60p



14407 Far Away
25114 Far Away Aurora
25478 Far Away Beyond
28282 Far Away Glamour
15222 Far Away Splendoria
60p



09746 Rare Onyx
60p

Images used for illustrative purposes only.

Single Spray 1.5ml

20412 The Moment for Her
60p



Single Dipsticks

71274 NEW Lov U
72330 NEW Attraction Intense for Her
20p

AFTERSHAVE SAMPLES

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



Pack of 5 Dipstick Samples



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



23648 Black Suede Hot
28621 Black Suede Secret
60p



15248 Elite Gentleman Absolute
15099 Elite Gentleman Absolute Santal
60p



26575 Maxime
14357 Maxime Icon
60p



20065 Full Speed Gamer
15263 Full Speed Surfer
60p



Single Spray 1.5ml
05876 Maxime Icon
15123 The Moment for Him
60p



10553 The Moment for Him
60p



Single Dipsticks
10751 NEW Full Speed Quantum
72314 NEW Attraction Intense for Him
20p



22202 Segno Impact
60p

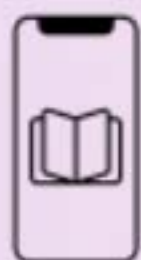
Images used for illustrative purposes only.

IT'S TIME TO SWITCH IT UP

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?

TAP HERE 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 1, January 2023.

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.

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.

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



**Mulled Spice
Bubble Bath**
500ml
45765
Price per 100ml = 35p
Normally £2.25
£1.75 save 50p



**Gingerbread
Shower Crème**
250ml
70342
Price per 100ml = 40p
Normally £1.25
£1 save 25p



**Radiance Tinted Moisturising
Day Cream SPF20**
50ml
70318
Price per 100ml = £7.00
Normally £5
£3.50 save £1.50



**Festive Multipurpose
Cream**
400ml
46011
Price per 100ml = 50p
Normally £3.50
£2 save £1.50



**Calming Hand
Soap**
250ml
39255
Price per 100ml = 40p
Normally £2
£1 half price



**Flamingo
Sunset Body
Mist**
100ml
71647
Normally £2.50
£2 save 50p



**Mango
Bay Body
Mist**
100ml
71159
Normally £2.50
£2 save 50p

GET THEM BEFORE THEY'RE GONE



72298
Fierce
Pink

**Pro Colour In 60
Seconds Nail Enamel**
10ml
Normally £3
£2.50 save 50p



50906
Blue
Screen

**Gel Shine
Nail Enamel**
10ml
Normally £4.50
£3 save £1.50



51102
Light
Blonde

Glimmerstick Brow Definer
Normally £6
£2.50 save £3.50



Nailed It Gift Set
52548
Normally £10
£7.50 save £2.50

GET THEM BEFORE THEY'RE GONE



Artistique Nymphéa Lumière EDP
50ml
39644
Price per 100ml = £32.00
Normally £16
£11.20 save £4.80



Petit Attitude Happy Bug EDT
50ml
72884
Price per 100ml = £14.00
Normally £7
£4.90 save £2.10



Luck for Her EDP
50ml
71084
Price per 100ml = £30.00
Normally £15
£8.40 save £6.60



Maxima Gift Set
72611
Normally £24
£16.80 save £7.20



Julia Utility Bag
53009
Normally £20
£10 half price



Palm & Spot PJs
33928 Small 8-10
33936 Medium 12-14
33977 Extra Large 20-22
Normally £20
£12 save £8



The Moment for Her EDP Purse Spray
10ml
44214
Normally £6
£2.10 save £3.90



Little Black Dress Lace EDP Tester Vials
40253
Normally 60p
21p save 39p



Far Away Splendoria Individual Branded Sample
34454
Normally 50p
35p save 15p



Far Away Beyond Individual Branded Sample
57844
Normally 50p
35p save 15p



72488 A **59279 C**
51631 E **74047 H**
41632 J **41442 L**
41467 R **41640 S**
41772 W

Mercer Initial Necklace
Normally £5
£2 save £3



Mila Organiser Pouch
52753
Normally £16
£10 save £6