

AVON

FIRST
LOOK

CAMPAIGN 9 SEPT 2023

Far Away

BEYOND
THE MOON

NEW



CAPTURE THE MYSTERY
OF THE MOON

powered by Belle de Nuit,
a nocturnal flower that blooms
in the moonlight

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

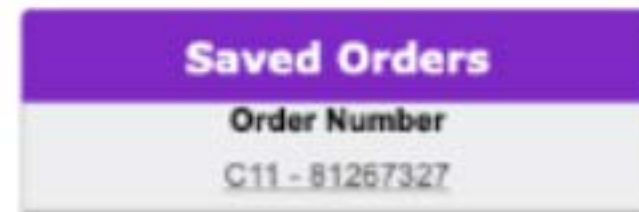
Then click  and log in with your Rep ID

3

Click  then 

4

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



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.



SEPTEMBER HOT PICKS

Looking for an **easy sales boost**? Make the most of the **HOTTEST** products this campaign.

1

Far Away Beyond The Moon Parfum



2

Power Stay Make-Up Collection



3

Sneak peek!
Anew Platinum
Active Lift Serum



4

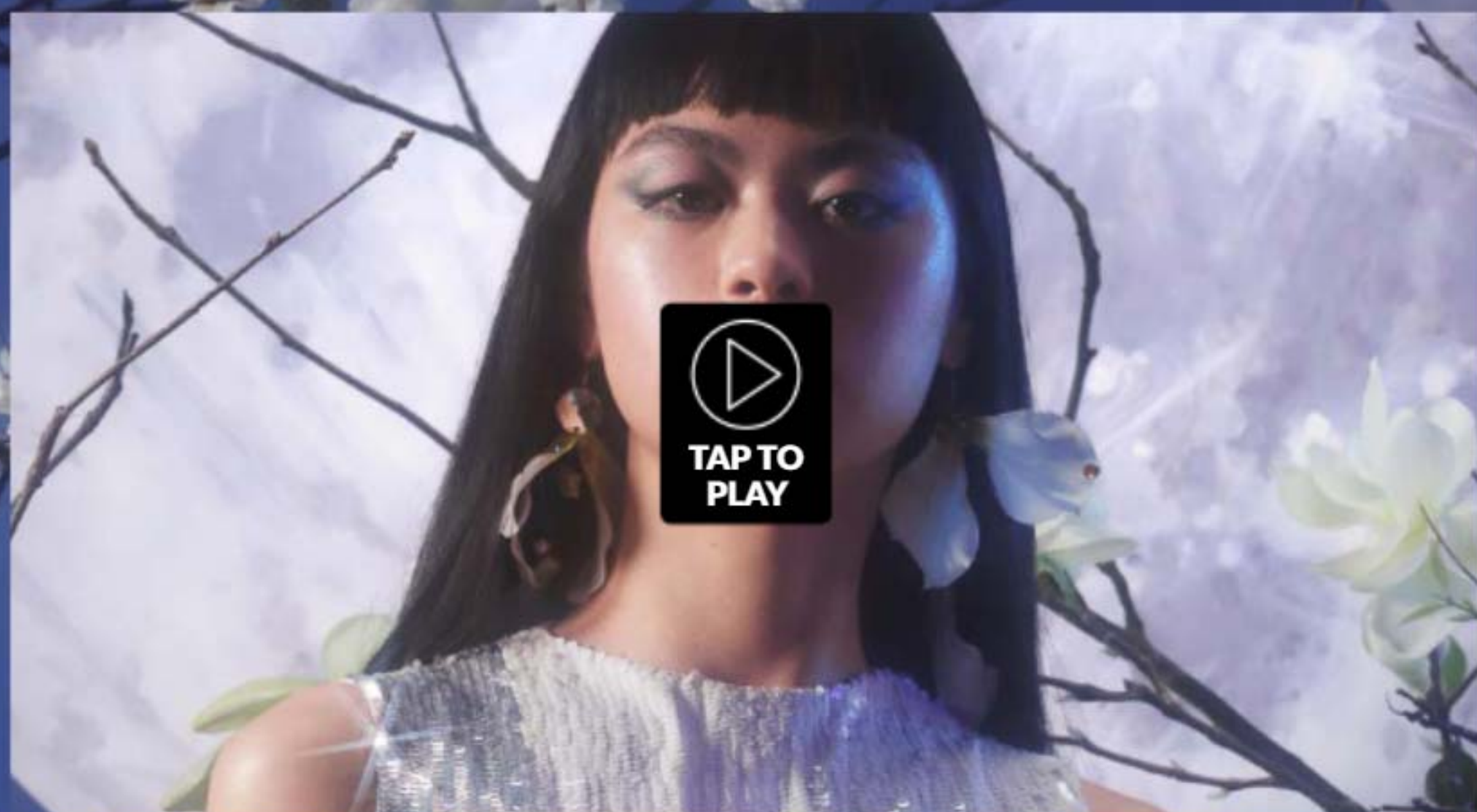
Europe's Bestselling
Fragrances



SAY HELLO TO

Far Away

BEYOND
THE MOON



CAPTURE THE MYSTERY OF THE MOON

GO BEYOND WITH OUR LONG-LASTING PARFUM

Discover the the new addition to our exclusive Beyond
parfum range. With a richer fragrance oil, the parfum
creates a **longer-lasting, more intense scent.**



EAU DE
TOILETTE



EAU DE
PARFUM



PARFUM

TOP TIPS



Try the scent for yourself so you can really
describe it fully to your customers.



Engage with your customers on social media to ask
them what the moon inspires in them.



Know the types of fragrances your customers like and
give them a sample of the perfume to try for themselves.

Far Away

BEYOND
THE MOON

Capture the mystery of the moon
with **wild cherry, Belle de Nuit flower**
and **Australian sandalwood**.



FLORAL



ORIENTAL



Far Away Beyond The Moon Parfum
50ml
02352
will normally be: £16
special introductory brochure price: £14
demo: £9.80

+ 50 FREE FRAGRANCE TESTER STRIPS
TO SPRITZ THE PERFUME ON AND HAND
OUT TO CUSTOMERS
order Strips using **30817**

VIP REPS

40% OFF
BROCHURE
PRICE

TAP HERE

**TO DISCOVER
THE SCENT**

With a **richer and more intense fragrance oil**,
the captivating floral and oriental parfum gives
a **longer-lasting scent experience**. Pair with the
matching collection to **boost your fragrance sales**.

ALL 3
FOR £11.90
order using 69641

VIP REPS

40% OFF
BROCHURE
PRICE



EAU DE
TOILETTE

EAU DE
PARFUM

PARFUM

NEW Far Away Beyond The Moon Set

Includes: Far Away Beyond The Moon Parfum 50ml, Purse Spray 10ml and Body Lotion 125ml.
69641

brochure price: £17

demo: £11.90

If you order this Set, you cannot also order the Parfum separately from this First Look.

THE SCENT OF THE SEASON

Make the most of the **biggest selling season for fragrance** and **stock up on samples** of the stunning parfum to share with your customers.

SPRAY SAMPLE

order using **72819**
Normally £1

70p save 30p



SINGLE DIPSTICK SAMPLE

order using **11379**
Normally £1

70p save 30p

10X DIPSTICK SAMPLES

order using **69302**

£2



20X DIPSTICK SAMPLES

order using **69757**

£3.60



50X DIPSTICK SAMPLES

order using **69807**

£6



**DIPSTICK SAMPLES
NOW COME ON A
BRANDED CARD!**

SAMPLES=SALES

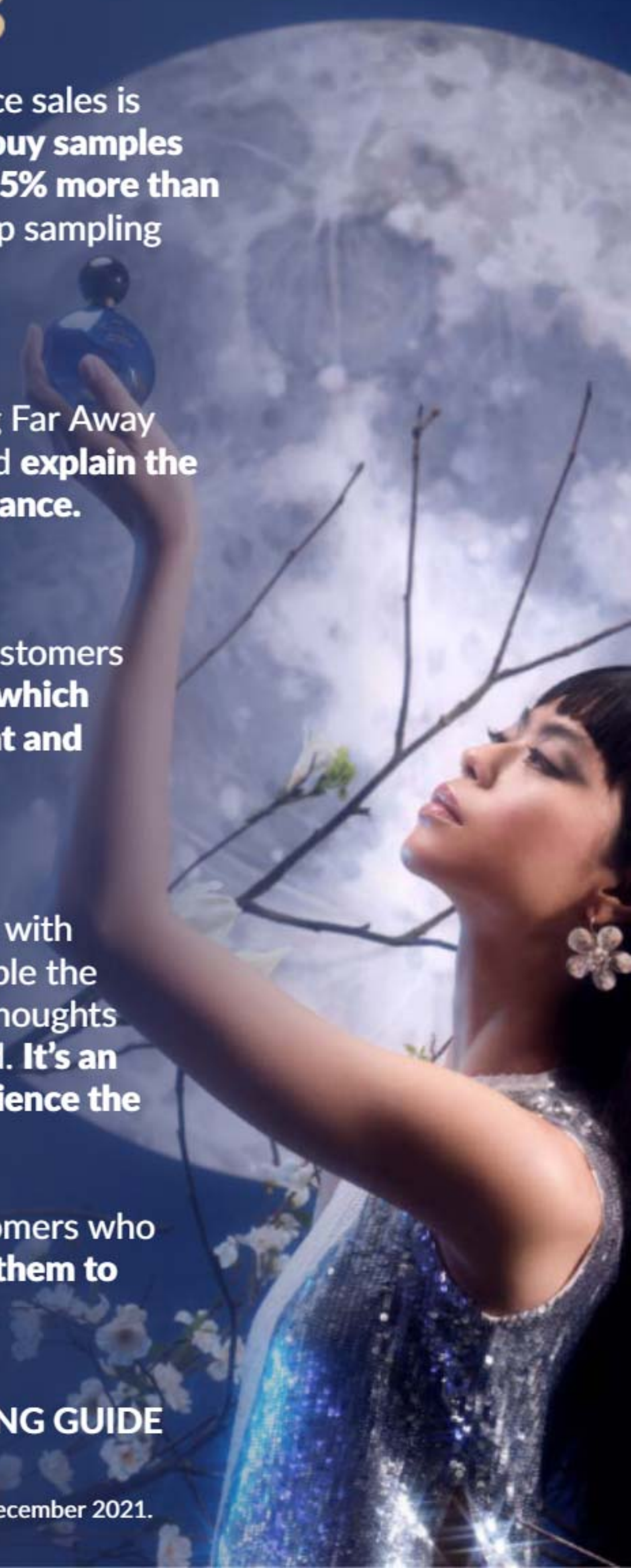
The simplest way to grow fragrance sales is through sampling, and **Reps who buy samples have average earnings of up to 115% more than those who don't.*** Here are our top sampling tips to boost your sales:

- 1.** Share a sample with existing Far Away and fragrance customers and **explain the inspiration behind the fragrance.**
- 2.** Let existing and potential customers know **it's a parfum sample, which means a longer-lasting scent and more value for money.**
- 3.** When hosting consultations with customers, get them to sample the fragrance and ask for their thoughts at the beginning and the end. **It's an easy way for them to experience the scent journey.**

Remember to follow up with customers who have tried a sample to **encourage them to buy a full-size fragrance.**

TAP HERE FOR YOUR SAMPLING GUIDE

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



BUILD A FAR AWAY BUZZ

See your fragrance sales soar and grow your customer base with these specially created sales tools.

READY-TO-SHARE POSTS



SOCIAL MEDIA THUNDERCLAP



PRODUCT STAND



FAR AWAY BEYOND THE MOON DISPLAY BUNDLE

Order using 69534
£20

CANVASSING CARDS



FAR AWAY BEYOND THE MOON CANVASSING CARDS PACK OF 20

Order using 10421
£1.50

TAP HERE TO START CREATING A BUZZ

SELL SMARTER WITH SOCIAL

Why sell 7 bubble baths when you can earn the same selling 1 bottle of Far Away Beyond The Moon?*

It's time to boost your sales with 3 easy steps.

- 1.** Head to Avon On to access loads of ready-to-share social posts.
- 2.** Go LIVE in your customer groups with information all about the fragrance. **Mention the inspiration behind the fragrance, its ingredients and scent notes and the long-lasting power of a parfum.**
- 3.** Share your digital brochure with Far Away fragrance fans. Add a personal message to explain why they'll love this fabulous new scent.



*Based on regular brochure prices.

REACH BEYOND THE MOON & EARN DOUBLE DISCOUNT



SELL IT

Sell Far Away Beyond The Moon Parfum 50ml alone or as part of a set between 22nd August and 31st October.



UNLOCK IT

Your double discount will be unlocked when you reach your Far Away Beyond the Moon sales target, according to your Avon Rewards Level.

REWARD LEVEL	KICK START	BRONZE STAR	SILVER STAR	GOLD STAR	PLATINUM STAR	VIP STAR
SALES TARGET	4	4	4	4	7	15



EARN IT

We'll calculate your average Far Away Beyond The Moon Parfum sales after you've sold your 4th parfum and apply double discount up to the 25th parfum.

GET IT

Your top-up discount will be applied as a credit on your account by 10th December. For full terms and conditions head to your Rep website.

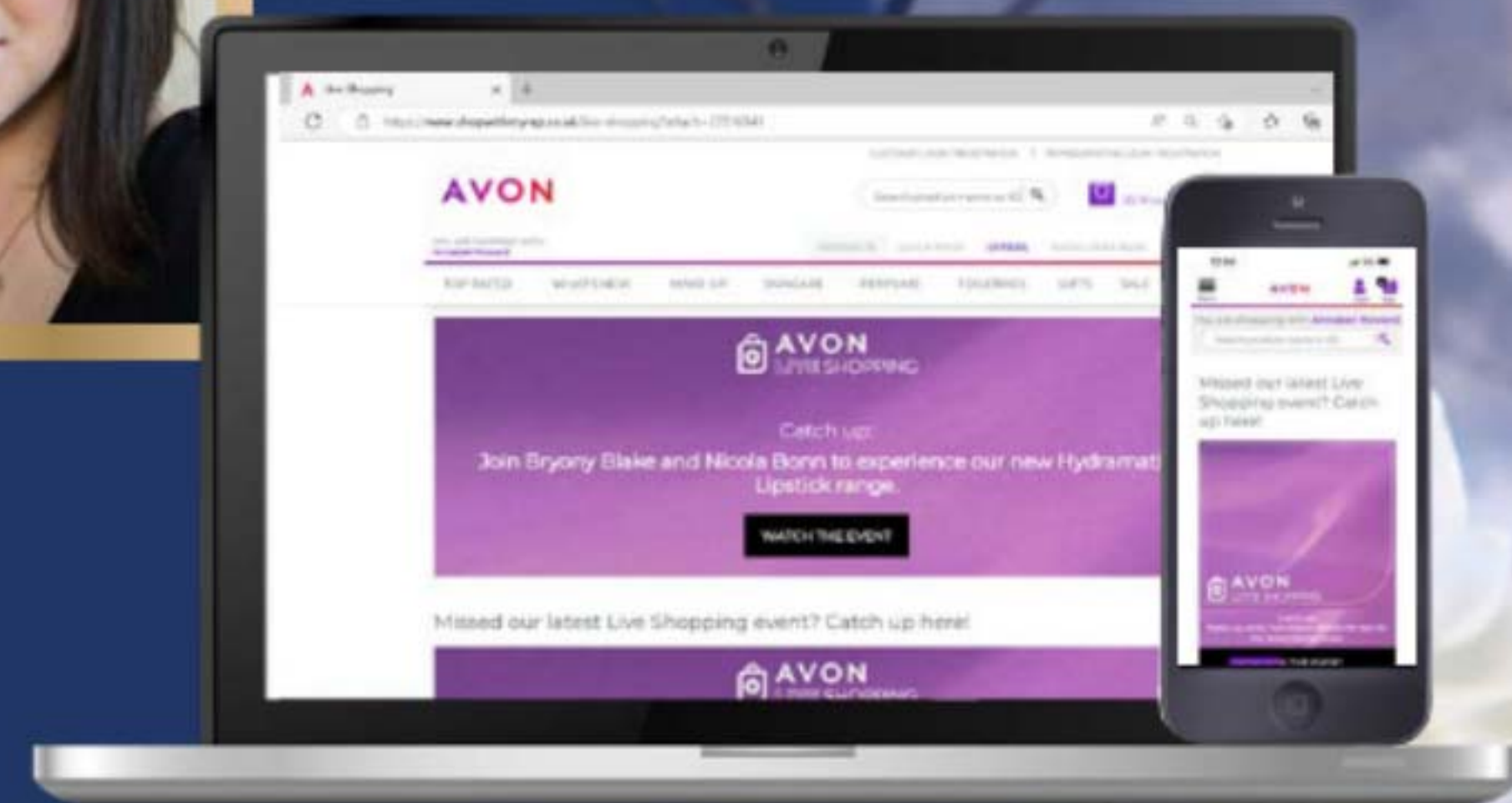
TAP HERE

TO SEE HOW MUCH YOU COULD EARN

YOUR LIVE SHOPPING OPPORTUNITY

Our **Live Shopping** event is just around the corner! Tune in on **THURSDAY 31ST AUGUST** to hear **Nicola Bonn** – host of the fabulous On The Scent podcast – talk about why our **NEW Far Away Beyond the Moon Parfum** is a must-have!

Share your store link with customers so they can tune in and shop live, with all sales going to you!



TAP HERE

TO CATCH UP ON THE PREVIOUS LIVE SHOPPING EVENTS

A blend of time and hard work is how you excel with **ginger, coffee oil essence and cedarwood.**

VIP REPS
40% OFF
BROCHURE
PRICE

BOTH
FOR £10.50
 order using 69526

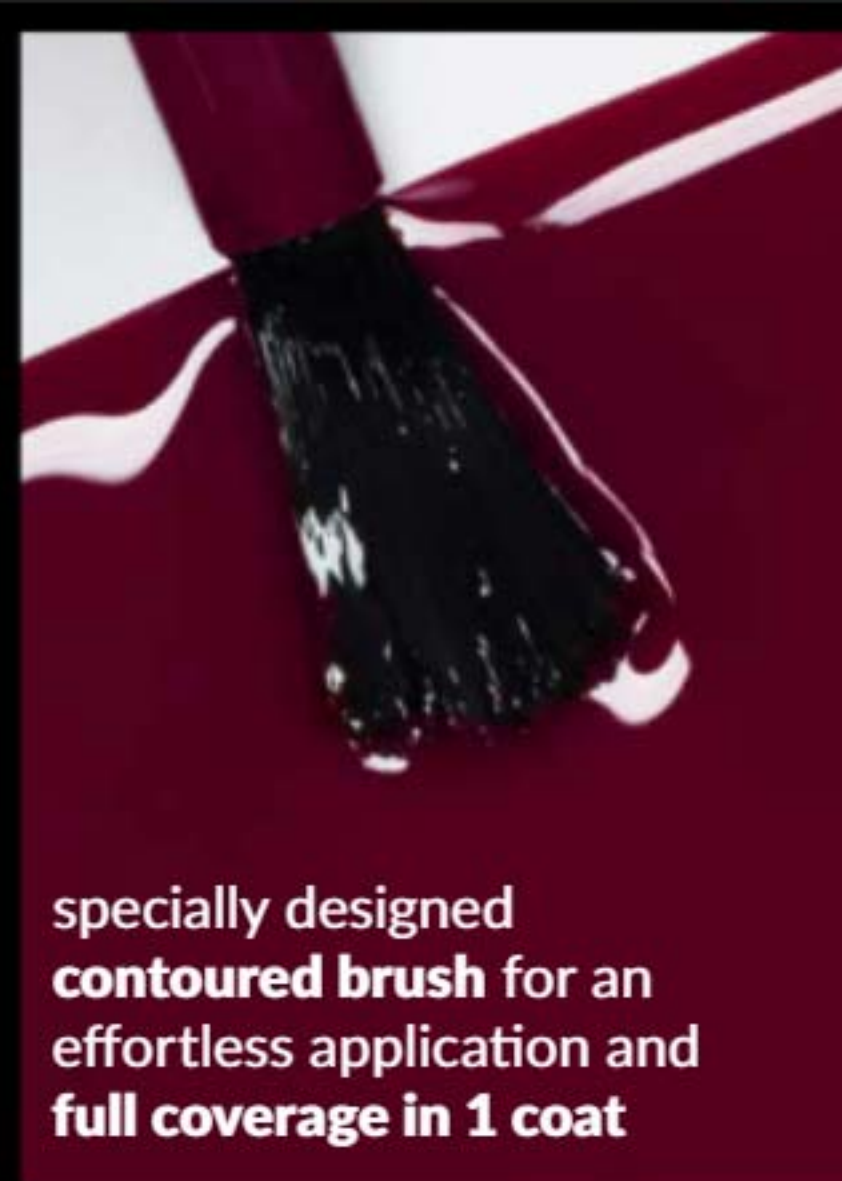


NEW Elite Gentleman Quest Set
 Includes: Elite Gentleman Quest EDT 50ml
 and Hair & Body Wash 250ml.
69526
 brochure price: £15
demo: £10.50



SINGLE DIPSTICK SAMPLE £1 order using 21600
10X DIPSTICK SAMPLES £2 order using 68601

TAP HERE
TO DISCOVER
THE SCENT



specially designed
contoured brush for an
 effortless application and
full coverage in 1 coat



POWERED UP
INSIDE & OUT
 Let customers know
 that their favourite
 nail colour has a
 new and improved
 formula.



GEL SHINE'S HAD AN UPGRADE INTRODUCING NEW POWER STAY GEL NAIL ENAMEL

WHAT'S NEW?

- **Longer lasting** with up to 8 days* of life-proof wear.**
- **Thicker formula** so you can perfect your look in **1 coat**.
- Improved **chipping resistance**.



*Based on a consumer science study with 120 participants.
 **Compared to Gel Shine Nail Enamel.
 †Based on a consumer science study with 29 participants who used Power Stay Gel Nail Enamel + top coat.

CUSTOMER OFFER
2 FOR
£8.50
 MIX & MATCH

NOW GET 8 DAYS* OF COLOUR & SHINE

Give customers the power to live life hands-on with this new and improved, salon-quality, gel-like mani that's strong enough to pass the toughest tests.



VIP REPS
40% OFF
 BROCHURE
 PRICE

Power Stay Gel Nail Enamel
 10ml
 brochure price: £5
demo: £3.50

Power Stay Top Coat 10ml
 53629
 brochure price: £5
demo: £3.50

*Based on a consumer science study with 120 participants.
 **Compared to Gel Shine Nail Enamel.

- 35394 Hypnotise
- 37051 Dark Dahlia
- 37036 Sweet Blooms
- 37002 Virtual Reverie
- 36871 Guilty Pleasure
- 36855 Can't Quit Cafe
- 36848 Couture Rose
- 36814 Nude Silhouette
- 36699 Cosy Therapy
- 29942 Private Jet
- 29637 Timeless Icon
- 29793 Fail-Proof Fuchsia
- 29900 Pink Caprice
- 53249 Petal Fresh
- 36970 Stay Put Sangria
- 36939 Red Is Red
- 36905 The Red One
- 36897 Designer Red
- 36129 Forest Stroll
- 36061 Crystals & Sage
- 36046 Lemon Meringue
- 35428 Pumpkin Spice
- 35410 Make A Fuss
- 35477 Taboo Blue
- 35741 Denim Dream



STAYS RICH
 high-impact matte finish colour that's locked in for up to 16 hours*

STAYS COMFORTABLE
 feels lightweight, non-sticky and non-tacky, with pomegranate extract and olive oil

STAYS PUT
 dries fast in one precise swipe, without smudging or transferring

UP TO 16 HOURS* MATTE STAYING POWER

Now your customers can be unstoppable in the liquid lip colour that **8/10 said lasted longer than expected.***

*Product is transfer-proof, mask-proof and water-proof. Based on a consumer use study with 105 participants.

VIP REPS
40% OFF
 BROCHURE
 PRICE



Power Stay Liquid Lip
 6ml
 will normally be: £10
 special introductory brochure price: £8.50
demo: £5.95



- 58693 Non-Stop Nude
- 12476 Barely Baked
- 57166 Can't Quit Cafe
- 12500 Persistent Pink
- 12658 Relentless Rose
- 12666 Fail-Proof Fuchsia
- 12724 Resilient Red
- 11486 The Red One
- 12674 Nighthawk
- 12682 In Charge Mauve
- 03673 Rosey Posey
- 12773 Stay Put Sangria
- 12815 Power On Plum
- 11437 All Fired Up
- 11551 Spicy Brown

UNMISSABLE OFFER POWER STAY LIQUID LIP FULL KIT

Whether your diary is packed with **Beauty Adviser Make-up Consultations**, or you just want to make sure every customer can find the long-lasting shade that's perfect for them, this pack will save you £££s!

ALL 15
SHADES
£65

order using 67546
save £47.50



Power Stay Liquid Lip Full Kit includes:
x15 Power Stay Liquid Lip 6ml.

TAP HERE

TO EXPLORE MORE LIQUID LIP
TRAINING, OR START YOUR BEAUTY
ADVISER JOURNEY ON AVON CONNECT

Non-Stop
Nude

Barely
Baked

Can't
Quit Cafe

Persistent
Pink

Relentless
Rose

Fail-Proof
Fuchsia

Resilient
Red

The Red
One

Nighthawk

In Charge
Mauve

Rosey
Posey

Stay Put
Sangria

Power
On Plum

All Fired
Up

Spicy
Brown



STAYS FRESH

holds its natural finish
through heat, humidity and
non-stop activity

STAYS COMFORTABLE

medium, buildable coverage
with a lightweight,
breathable feel

STAYS PUT

covers fine lines, dark
circles, blemishes and
redness, and looks natural
for up to 18 hours

NEW

SHADES*

NON-STOP NATURAL CONCEALER

Give customers the power to **wave goodbye to dark circles** with natural-looking coverage that will keep them looking **morning fresh all day long.**

VIP REPS

**40% OFF
BROCHURE
PRICE**

Power Stay Concealer

will normally be: £8.50
special introductory
brochure price: £5.50
demo: £3.50

01925 11P
Pale Pink*

36145 12N
Neutral Fair

01933 23N
Creamy Neutral*

36152 24N
Neutral Light Medium

01966 26G
Golden Light Medium*

36160 34N
Neutral Medium Tan

35006 42G
Golden Medium Deep

34926 52N
Neutral Deep



**18
HOURS**



Blackest Black



Chocolate Brown & Blackest Black

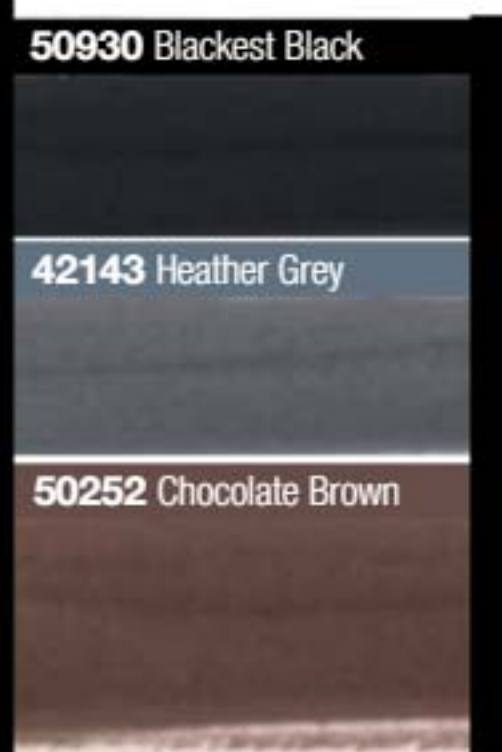
SEMI-PERMANENT† LIQUID LINER

Get demoing up to **3 days*** of lasting **colour** with the next-level long-wear eyeliner that's so waterproof you can dance in the rain.



VIP REPS
40% OFF
BROCHURE
PRICE

**Power Stay
Liquid Liner**
will normally be: £8.50
special introductory
brochure price: £6.50
demo: £4.55



COLOUR
LOCK
TECHNOLOGY

SEMI-PERMANENT† EFFECT

formula with more staying power than ever, lasts for up to **3 days*** without smudging or fading

PRECISE DEFINITION

fine tip allows for easy application creating the lasting look you want

*Lasts for up to 3 days. Based on a consumer science study with 101 participants.
†Easy to remove with an oil-based make-up remover.



BEFORE



BROW TINT
for a natural finish

SEMI-PERMANENT† EFFECT

formula with more staying power than ever, lasts for up to **3 days*** without smudging or fading

PRECISE DEFINITION

fine tip allows for easy application creating the lasting look you want

*Lasts for up to 3 days. Based on a consumer science study with 101 participants.
†Easy to remove with an oil-based make-up remover.

GET UP TO 3 DAYS* OF BROW DRAMA

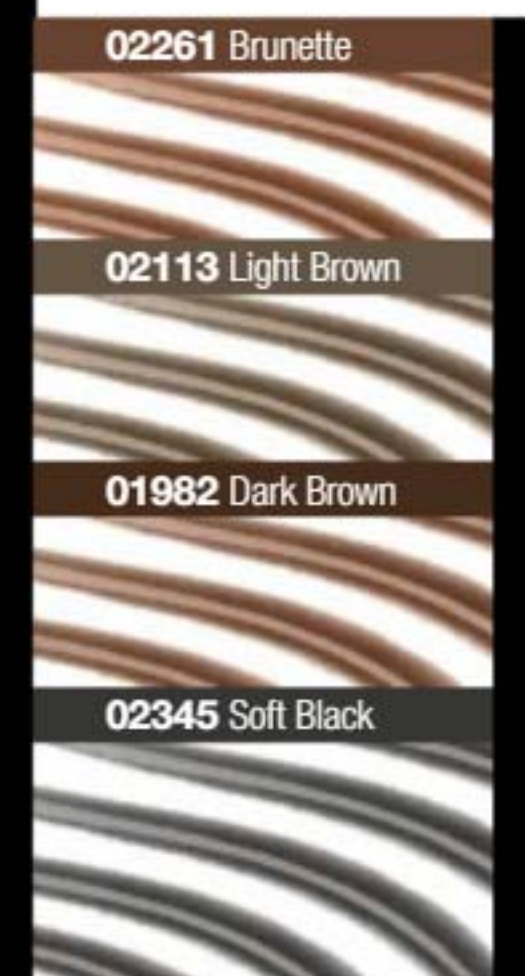
Here to stay (and slay sales). Meet the **semi-permanent† brow power** that's so flexible your customers can create any brow look they love.



VIP REPS
40% OFF
BROCHURE
PRICE



**Power Stay
Brow Tint**
will normally be: £9
special introductory
brochure price: £7
demo: £4.90



SHAKE WELL BEFORE USE

POWER STAY CUSTOMER BROCHURE OFFER

Now you've stocked up on Power Stay demo products make sure you share this **budge-proof and budget-proof brochure offer**, where your customers can create their own personalised longwear collection.

SEPT BROCHURE OFFER

ALL 4 FOR

£20

WORTH £32.50



Each brochure Powerful Longwear Collection includes: Power Stay Liquid Lip 6ml, Power Stay Brow Tint, Power Stay Liquid Liner and Power Stay Gel Nail Enamel 10ml.

SCORCHING SUMMER REWARDS

From Kick Start* to VIP, you've got the potential to unlock something special this summer!

WHAT DO I NEED TO DO?

Whatever your Rewards Level, achieve your target** every campaign from July to September to **unlock reward points to spend on things you love at the Avon Rewards Hub.**

NOT SURE OF YOUR AVON REWARDS LEVEL?

Head to the Avon Rewards dashboard on the homepage of your Rep website to see your Quarter 3 Avon Rewards Level.

REWARD LEVEL	CAMPAIGNLY TARGET	REWARD POINTS
KICK START	£200	1500
BRONZE STAR	£200	1500
SILVER STAR	£200	1500
GOLD STAR	£350	2500
PLATINUM STAR	£800	4500
VIP STAR	Personal Target†	8000



TAP HERE
FOR TOP TIPS

*Reps who were part of the Kick Start programme in July are eligible for this incentive.

**Rep terms and conditions can be found on your Rep website.

†If you're a VIP Rep, keep an eye on your emails as you'll be sent your personal target.

COMING SOON!

Meet the newest powerhouse addition to our Platinum collection - **NEW Platinum Lift & Tighten Serum**, for an **instantly lifted look** that lasts all day.

But don't just take our word for it. Experience the lifting effect for yourself.

**TRY NOW!
SAMPLE**

50p

order using **46466**



TRIPLE EXFOLIATION POWER

Help them to resurface their blemish-prone skin with this triple-action exfoliator, for skin that looks clearer and feels oh-so smooth.



AVAILABLE FROM OCTOBER

Get ready to lift your sales!

Blemish Clearing Pink Clay Triple Exfoliator
75ml
02501
brochure price: £3.25
demo: £2.30

A MOMENT OF LUXURY

If your customers love our bubble baths or Senses Essence collection, show them these **stunning new bath and shower elixirs** that'll seriously **upgrade their pamper time.**



TAP HERE TO BOOST THEIR WELLBEING (AND YOUR SALES!)

**Bergamot & Green Tea
Bath & Shower Elixir**
500ml
02535
brochure price: £4.50
demo: £3.15

**Lemongrass & Coconut
Bath & Shower Elixir**
500ml
02543
brochure price: £4.50
demo: £3.15

**Lavender & Ginger
Bath & Shower Elixir**
500ml
02519
brochure price: £4.50
demo: £3.15

OUT OF THIS WORLD BASKET BOOSTERS



Dancing Skies Bubble Bath
500ml
02618
brochure price: £2.25
demo: £1.60

Dancing Skies Shower Cream
500ml
02592
brochure price: £1.75
demo: £1.25

Dancing Skies Liquid Soap
250ml
23812
brochure price: £1.20
demo: 80p

Dancing Skies Bubble Bath
1 litre
37663
brochure price: £2.75
demo: £1.95

Dancing Skies Shower Cream
250ml
02576
brochure price: £1.25
demo: 90p

OUR BEST IN ESSENTIAL MOISTURE

Introduce your customers to our Triple Moisture Complex with **glycerin, vitamin E** and **almond milk** to give moisture where it's needed most.



Essential Moisture Hand Cream
75ml
23846
brochure price: £2
demo: £1.40

Essential Moisture Multipurpose Cream
400ml
23853
brochure price: £3.75
demo: £2.60

Essential Moisture Body Lotion
400ml
23820
brochure price: £3
demo: £2.10



EUROPE'S BESTSELLING AVON FRAGRANCES

To help you build and grow your fragrance business we're bringing you Europe's bestselling Avon fragrances! This will give you even more fragrances to sell and a **wider variety of scents at every budget** that your customers will love!



VIP REPS

40% OFF
BROCHURE
PRICE

**BOTH
FOR £8.05**

order using 68528

TAP HERE

TO DISCOVER
THE SCENT



Wear your sensuality your way with
blackcurrant, rose, and cocoa butter.



CHYPRE



ORIENTAL

NEW Imari Corset Set

Includes: Imari Corset EDT 50ml and Body
Lotion 150ml.

68528

brochure price: £11.50

demo: £8.05

Be seduced by a passion with **black
narcissus, rose and sandalwood.**



VIP REPS

40% OFF
BROCHURE
PRICE

Passion Dance EDT

50ml

02386

brochure price: £10

demo: £7

TAP HERE

TO DISCOVER
THE SCENT

Discover the serenity of truth with essences of **pear, pink dianthus and orchid.**

BOTH
FOR £8.40
order using 67991



FLORAL



VIP REPS

40% OFF
BROCHURE
PRICE

Perceive Set

Includes: Perceive EDP 50ml and
EDP Purse Spray 10ml.

67991

brochure price: £12

demo: £8.40

TAP HERE

**TO DISCOVER
THE SCENT**

Uncover the mystery of your sensuality
with **citrus, sage and cedarwood.**



CHYPRE



VIP REPS

40% OFF
BROCHURE
PRICE

Perceive for Men EDT

75ml

71217

brochure price: £12

demo: £8.40

TAP HERE

**TO DISCOVER
THE SCENT**

Dare to seduce through mystery with
cardamom, leather and vetiver.

**ALL 3
FOR £11.20**
order using 68049



VIP REPS

**40% OFF
BROCHURE
PRICE**

NEW Black Suede Dark Set

Includes: Black Suede Dark EDT 75ml, Hair & Body Wash
250ml and Anti-Perspirant Roll-On Deodorant 50ml.

68049

brochure price: £16

demo: £11.20

TAP HERE

**TO DISCOVER
THE SCENT**

Set yourself apart with highly sophisticated
spearmint, French lavender and black vetiver.



VIP REPS

**40% OFF
BROCHURE
PRICE**

Elite Gentleman In Black EDT

75ml

72827

brochure price: £14

demo: £9.80

TAP HERE

**TO DISCOVER
THE SCENT**

MIX & MATCH FRAGRANCES

Get to know the new fragrances with our amazing **mix and match fragrance offer!** You'll be able to take them on your rounds for **customers to try** or during a **Beauty Adviser consultation**.



Imari Corset EDT
50ml
46367



Passion Dance EDT
50ml
46409



Perceive EDP
50ml
49080

ANY 3 FOR £16.80



Black Suede Dark EDT
75ml
46425



Elite Gentleman In Black EDT 75ml
73379



Perceive for Men EDT
75ml
72488

If you purchase any 3 different fragrances for £16.80, you cannot also order the same ones individually from this First Look.

SALES-BOOSTING POWER DUO

Once a customer finds their skincare staple, they'll order it again and again. **Help customers save** (and maximise your skincare sales) by sharing this iconic power duo.

Seeing is believing, so why not take the **7-day power challenge** and share your results with customers?

Sales Boosting Power Duo
89706
demo: £25.20

VIP REPS
40% OFF
BROCHURE
PRICE

ONLY
£25.20
worth
£38

AWARD
WINNING
PROTINOL™
DUAL COLLAGEN
BOOST

POWER SERUM
85% agree it's as good as a luxury serum costing 3x the price*



POWER EYE
helps to restore younger looking eyes

*Based on trialists (18+) who expressed an opinion in a blind product test.

All worth messaging based on regular brochure prices.

YOUR EXCLUSIVE SALES OPPORTUNITY

Our Hydramatic Lipstick is the **world's 1st hydrating matte lipstick with a hyaluronic core.** Customers **won't find a similar product anywhere else** (no, really), so make the most of this exclusive opportunity to boost sales.

65524 Peony	73346 Blush	64261 Nude
37457 Mauve	73361 Pink	45518 Flame
47738 Siren Red	71704 Rosy	37648 Ruby
36277 Viola Grey	36632 Plum	45336 Purple
50013 Garnet	64022 Fawn	64709 Coco

Hydramatic Matte Lipstick
demo: £5.60

VIP REPS
40% OFF
BROCHURE
PRICE

Boost your earnings by encouraging customers to buy the matching liner.

TAP HERE
TO SEE THE
SHADE COMBOS

All worth messaging based on regular brochure prices.



ONLY
£5.60
worth
£10

Ratings and reviews sell products, so share one's like this with your customers.

"A beautiful matte finish that is not only nourishing on the lips - **it's lightweight and you forget it's there.**"
Dawnie,
Avon online customer

SALES BOOST? YOU GOT IT

5 benefits. 1 mascara. Your customers' search for the perfect mascara is over! The top-rated Lash Genius mascara delivers the multiplied lash look they've been looking for.

Fancy boosting your sales further? Introduce customers to our **top-rated, smudge-proof Glimmerstick Eyeliner.** It's the eye duo of dreams.

Lash Genius Multitask & Multiply Mascara
Blackest Black. 10ml
48660
demo: £7

VIP REPS
40% OFF
BROCHURE
PRICE

Don't forget to mention to customers this mascara is loved as much as **M.A.C. in Extreme Dimensions!**

TAP HERE
FOR MORE DETAILS

All worth messaging based on regular brochure prices.



5-IN-1



1 VOLUME



2 LENGTH



3 LIFT



4 INTENSITY



5 DEFINITION

=
THE MULTIPLIED LASH LOOK

HANDBAG HEROES

From work to the school run, these **nourishing goodies** are perfect for fuss-free pick-me up's throughout the day.

VIP REPS

40% OFF
BROCHURE
PRICE

Handbag Heroes
69922
£17.68



AVON CARE ESSENTIALS COCOA BUTER HAND CREAM
48 hour moisture, enriched with Vitamin E



ANEW REVIVAL SERUM LIPSTICK IN ESSENTIAL MOCHA
retexturing AHAs for long-lasting hydration



EVE TRUTH PURSE SPRAY
scented with notes of pomegranate, peony and cedarwood



ULTRA VOLUME WATERPROOF MASCARA IN BLACKEST BLACK
waterproof, smudge proof formula

ONLY
£17.68
worth
£25.25

SELF-CARE ESSENTIALS

Perfect for **pamper evenings** or as a **gorgeous gift for friends**, stock up on the self-care essentials so you never miss an opportunity to sell!

ONLY
£12
worth
£17.10

Why not boost your fragrance sales by **adding a TTA dipstick sample to customer orders?** It's an easy way to entice them to buy a full-size scent.

Self Care Essentials Pack
68155
£12

VIP REPS

40% OFF
BROCHURE
PRICE

x5



TTA TODAY
notes of butterfly blossom, hibiscus petals and silk musk



AVON SENSES DELICATE JASMINE BODY MIST
infused with the scent of jasmine and magnolia



AVON CANNABIS SATIVA OIL NOURISH & CALM
lip balm
nourishes dry lips with long lasting moisture



AVON CANNABIS SATIVA OIL RESTORE & CALM
hand and body balm
soothes dry skin



WHITE JASMINE & NEROLI CANDLE
scented with jasmine, gardenia, neroli

BUY AS MANY PACKS AS YOU LIKE FROM THIS PAGE

BUY AS MANY PACKS AS YOU LIKE FROM THIS PAGE

All worth messaging based on regular brochure prices.

All worth messaging based on regular brochure prices.

BANISH THEIR MORNING BLUES



designed to help you wake up gently

Sunrise Alarm Clock

Approx. 15cm x 7cm. Powered by USB cable (included).

04465

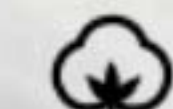
brochure price: £20

demo: £14



features a colour changing light

HEAD-TO-TOE COMFORT



100% cotton

cuffed jogger-style bottoms

Painted Leaf PJs

Cotton.

27599 Small 8-10

28399 Medium 12-14

24323 Large 16-18

23606 Extra Large 20-22

brochure price: £20

demo: £14

1 size per Rep.



tassel detailing

WRAP IT UP

Ombre Scarf
Polyester. Approx. 170cm x 50cm.
22871
brochure price: £15
demo: £10.50



soft-touch fabric

Essentials Pashmina
Polyester. Approx. 180cm x 70cm.
18622
brochure price: £12
demo: £8.40



AVON smart

colour touchscreen

TIME FOR STYLE



Drinking & movement reminders



Calorie tracking & multi-sport modes



Social & phone notifications



2-YEAR WARRANTY

All smart watches are compatible with Apple iOS 8.0+ and Android 4.4+ phones.



Ciana Smart Watch
With zinc backing and plastic strap. Adjustable between approx. 14.5cm–20.5cm. Includes a non-replaceable, rechargeable lithium battery.
02469
brochure price: £35
demo: £24.50



STYLE TO SELL

Elodie Statement Stone Necklace
Gold tone. Approx. 60.5cm+ 9cm extension chain.
23879
brochure price: £8.50
demo: £5.95

Elodie Statement Stone Bracelet
Gold tone. Approx. 18.5cm + 2.5cm extension chain.
08003
brochure price: £6
demo: £4.20



VIP REPS
40% OFF
BROCHURE
PRICE

Elodie 20-Piece Gift Set
20-piece silver-tone and gold-tone earring set.
13458
brochure price: £10
demo: £7

SKINCARE SAMPLES

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



ANEW SAMPLES

Single sachet

Clinical

12401 Anti-Wrinkle Smoothing Serum
10660 Clarifying Treatment Lotion
11940 Even Texture and Tone Cream SPF35

50p

00406 Hydra Pro Vita-D Water Cream

60p

Platinum

56218 Platinum Day Cream
21881 Platinum Night Cream
46763 Platinum Lift & Tighten Serum

50p

Reversalist

26245 Reversalist Day Cream
15974 Reversalist Night Cream

50p

Ultimate

16063 Ultimate Day Cream
14928 Ultimate Night Cream

50p

Protinol

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

50p

Essential

34025 Radiance Maximising Dermabrasion Face Polish
17509 Radiance Maximising Serum
20651 Vitamin C SPF50 Moisturiser
09985 Hydrating Overnight Mask
10801 Hydrate & Plump Concentrate

50p

Sensitive+

24257 Dual Collagen Cream
15305 Dual Collagen Eye Cream

50p

Double sachet

Clinical

55244 Brightening Dual Eye System
14282 Lifting Dual Eye System

50p

Images used for illustrative purposes only.

SKINCARE SAMPLES



ANEW SAMPLES

Trial Sizes



Protinol

23531 Renewal Power Serum 10ml
£7



Hydra

73726 Hydra Pro Vita-D Water Cream Trial Size 15ml
£7



Platinum

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

FOUNDATION SAMPLES

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



Serum Foundation 50p

26450	120N Porcelain
17145	140P Light Ivory
24513	125G Warm Ivory
56259	228G Nude
22236	215P Ivory
16121	245N Natural Beige
06122	235P Shell
24869	230N Creamy Natural
48611	320G Sun Beige
56275	310N Medium Beige
56267	330P Honey Beige
16139	345N Soft Honey
21261	355G Light Caramel
19547	430N Deep Tan
19554	420G Caramel



Flawless Match Natural Finish Foundation 50p

40675	115P Pale Pink	53421	320G Sun Beige
68668	120N Porcelain	51425	330P Honey Beige
48173	125G Warm Ivory	53041	340N Light Tan
73130	130N Alabaster	53132	345N Soft Honey
42630	140P Light Ivory	29926	348P Toasted Praline
50328	145P Ivory Pink	29843	355G Light Caramel
39651	210N Light Beige	52506	410P Spice
39750	215P Ivory	39065	420G Caramel
39883	220G Light Nude	39073	430N Deep Tan
39891	225G Soft Beige	39081	435N Warm Deep Tan
39909	228G Nude	39107	438P Chocolate
39925	230N Creamy Natural	29199	510N Walnut
51813	235P Shell	53868	515N Bronze
32409	245N Natural Beige	30775	520P Rich Sienna
37267	250N Cream Beige	37093	525N Dark Cocoa
33183	260G True Beige	54296	530N Maple
39842	310N Medium Beige	31898	535P Espresso
38265	315N Pure Beige		

POWER STAY FOUNDATION SAMPLES



Power Stay 24-Hour Foundation 50p

	30866 120N Porcelain		37812 315N Pure Beige
	38489 140P Light Ivory		37689 250N Cream Beige
	36244 125G Warm Ivory		37721 245N Natural Beige
	29751 130N Alabaster		36582 320G Sun Beige
	37317 215P Ivory		32136 330P Honey Beige
	36251 220G Light Nude		37796 310N Medium Beige
	36442 228G Nude		36624 420G Caramel
	37580 210N Light Beige		50104 345N Soft Honey
	36392 225G Soft Beige		36590 355G Light Caramel
	37523 235P Shell		71944 435N Warm Deep Tan
	37671 230N Creamy Natural		37846 510N Walnut
	36467 260G True Beige		

MINI LIPSTICK SAMPLES

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



Ultra Satin Lipstick 50p

	11387 Latte
	10447 Twinkle Pink
	05835 Proper Pink
	09837 Pout
	10272 Blush Nude
	11361 Carnation
	16923 Frozen Rose
	18002 Toasted Rose
	22012 Hibiscus
	14852 Country Rose
	20420 Frostiest Mauve
	03483 Red 2000
	19992 Chic
	02691 Dream Fuchsia
	02766 Cappuccino
	02733 Lava Love
	01008 Rose Mauve
	02683 Iced Coffee
	02709 Pink Dream
	02758 Ripe Papaya



Ultra Matte Lipstick 50p

	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
	57117 Electric Pink
	02675 Ideal Lilac
	01909 Berry Blast
	54627 Coral Fever
	02659 Vibrant Melon
	01354 Red Supreme
	54593 Ruby Kiss

MINI LIPSTICK SAMPLES



Revival Serum Lipstick 50p

-  **61580** Rejuvenating Nude
-  **26443** Blossoming Pink
-  **26104** Refreshing Petal
-  **06593** Exhilarating Magenta
-  **26690** Awakening Coral
-  **67769** Revitalising Rouge
-  **25296** Perky Peony
-  **24224** Reviving Mauve
-  **02717** Uplifting Berry



Tinted Lip Balm 50p

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



Ultra Shimmer Lipstick 50p

-  **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

PERFUME SAMPLES

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



Pack of 5 Dipstick Samples



- 10355** The Moment for Her
 - 15172** Today
 - 15180** Tomorrow
 - 23671** This Love
- 60p**



- 28027** Maxima
 - 14324** Maxima Icon
- 60p**



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



- 01362** Little Black Dress
- 60p**



- 26419** Eve Privé
 - 11502** Eve Confidence
 - 16790** Eve Truth
- 60p**



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



Single Spray 1.5ml

42929 NEW Far Away Beyond The Moon
Normally £1

70p

save 30p

11015 Eve Become

06445 NEW Wonder

20412 The Moment for Her

27755 Little Black Dress

02253 Little Black Dress Lace

£1



Single Dipsticks

58321 NEW Wonder

26237 Eve Become

02907 Lov U

63644 Far Away Endless Sun

09043 Attraction Intense for Her

20p

AFTERSHAVE SAMPLES

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



Pack of 5 Dipstick Samples



20065 Full Speed Gamer

15263 Full Speed Surfer

60p



26575 Maxime

14357 Maxime Icon

60p



10553 The Moment for Him

60p



Single Spray 1.5ml

05876 Maxime Icon

15123 The Moment for Him

£1



22202 Segno Impact

60p



26278 Attraction Desire for Him

28993 Attraction Game for Him

60p



23648 Black Suede Hot

60p



Single Dipsticks

05520 NEW Full Speed Electric

10751 Full Speed Quantum

09241 Attraction Intense for Him

20p



YOUR SALES TOOLS OF THE TRADE

SECURE ZIP CLOSURE



Cosmetics Pouch 07187 **£7.50**

50 TEAR-OFF STRIPS



Fragrance Tester Strips 19133 **£1**

HOLDS 30 LIP SAMPLES



Lipstick Sample Holder 21121 **£4**

DISPLAY PRODUCTS LIKE A PRO



Table Runner 17616 **£10**



Shade-Matching Wheel &
Foundation Finder Chart 69245 **£2**

Images are for illustrative purposes only.

TAP HERE TO DISCOVER MORE

YOUR SALES TOOLS OF THE TRADE



Breast Cancer Travel Mug 33084 £6



Water Bottle 19166 £6

[TAP HERE](#) TO DISCOVER MORE

SHARE THE BOOB LOVE

Knowing your boobs or pecs could help save your life. So remind yourself and your customers to check with the help of our bestselling red berry, apple and rhubarb candle.

100%

OF PROFITS
DONATED TO
GOOD CAUSES



FRUITY

includes a
CoppaFeel!
boob-checking card

CoppaFeel! Candle

Burns for approx. 28 hours. Includes a CoppaFeel! boob-checking card.

32649

£7

[TAP HERE](#) FOR T&CS

PURPOSE AT HEART

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

100% OF PROFITS DONATED TO GOOD CAUSES



Breast Cancer Enamel Pin
Gold plated with enamel design.
29504
£4



Breast Cancer Crystal Pin
Silver plated with crystal glass stones.
32037
£4



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



CoppaFeel! Candle
Burns for approx. 28 hours. Includes a CoppaFeel! boob-checking card.
32649
£7



**TAP HERE
FOR T&CS**

PURPOSE AT HEART

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

100% OF PROFITS DONATED TO GOOD CAUSES



Domestic Violence Enamel Pin
Gold plated with enamel design.
30049
£4



Domestic Violence Crystal Pin
Silver plated with crystal glass stones.
30023
£4



**TAP HERE
FOR T&CS**

IT'S TIME TO SWITCH IT UP

So we can keep bringing you and your customers **the latest (and greatest!) products**, we have to say goodbye to some old favourites... but we've got **great alternatives** lined up for you to fall in love with!

This image is for illustrative purposes only as our Switch It Up guide sees exciting changes in every campaign!

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

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



HOW TO ORDER YOUR DEMO PRODUCTS

Please order your gorgeous demo products from this First Look in Campaign 8, August 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.

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**

TAP HERE TO DOWNLOAD THIS MONTH'S SWITCH IT UP GUIDE

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



- 74104**
Raspberry
Crush
- 50039**
Blackberry
Pearl
- 43430**
Wine With
Everything

Ultra Satin Lipstick
Normally £8.50
£5.50 save £3



- 
49692
Ice Ball
- 
74146
Golden Crown

Glimmerstick Diamonds Eyeliner
Normally £6.50
£4.50 save £2



- 
62653
Fair Radiance
- 
71340
Natural Radiance
- 
42531
Warm Radiance

**Under Eye
Brightening
Illuminator**
Normally £6.50
£4 save £2.50



GET THEM BEFORE THEY'RE GONE

- 
66860
Black

Euphoric Mascara
10ml
Normally £9
£5.50 save £3.50

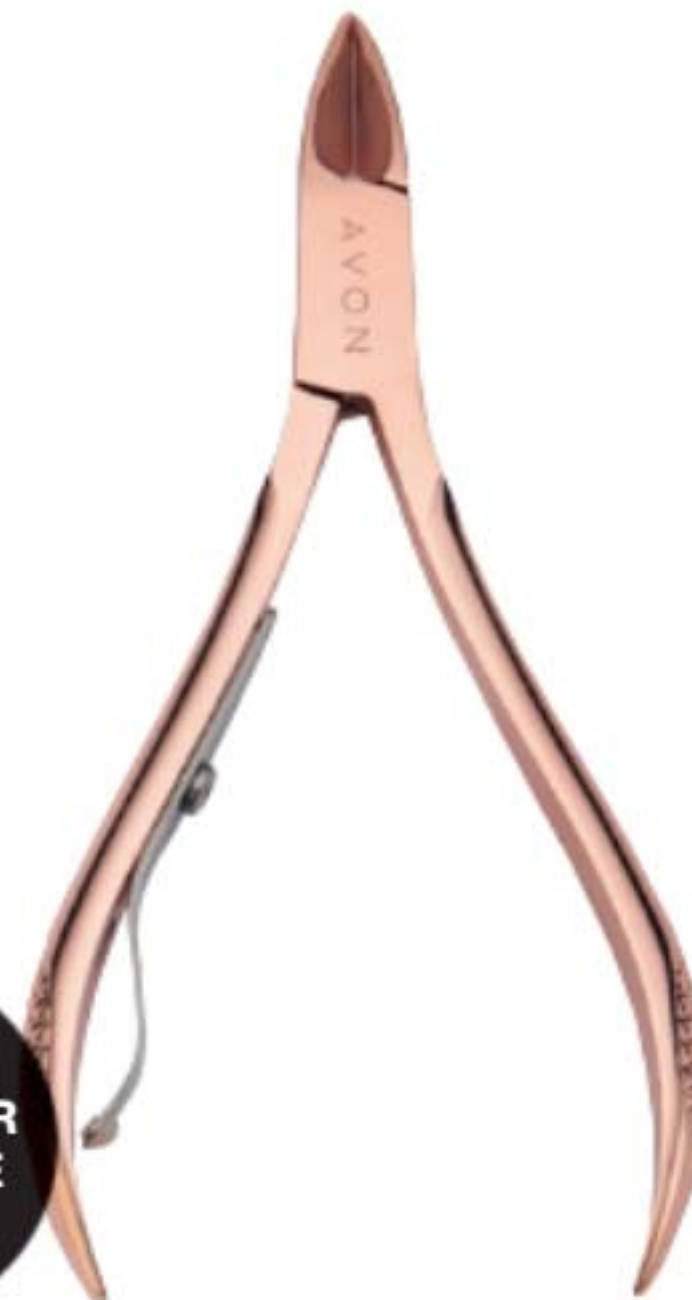


- 
Electrify
- 
Sunset Vibes
- 
Disco Lights

**Sunset Beats
Glitter Toppers**
67637
Normally £10
£5.50 save £4.50



Rose Gold
Curler
NO LONGER
AVAILABLE
£1.50
save £3.50



Fan Brush
50211
£1.50



GET THEM BEFORE THEY'RE GONE

GET THEM BEFORE THEY'RE GONE



**Today Tomorrow Always
Eternal Essence de Parfum**

15ml
72215
Price per 100ml = £40.00
Normally £9
£6 save £3



**Luck Limitless for Him
Hair & Body Wash**

200ml
66316
Price per 100ml = £1.00
Normally £4.50
£2 save £2.50



Incandessence Body Lotion

150ml
74849
Price per 100ml = £1.33
£2



**Incandessence Roll-
On Anti-Perspirant
Deodorant**

50ml
74377
Price per 100ml = £4.00
Normally £3
£2 save £1



Attraction One Intense EDP

50ml
37945
Price per 100ml = £14.00
Normally £8
£7 save £1



Encanto Fascinating EDT

50ml
74021
Price per 100ml = £10.00
£5



Luck for Him EDT

30ml
74328
Price per 100ml = £13.33
Normally £6
£4 save £2

GET THEM BEFORE THEY'RE GONE



Facial Hair Remover
70805
Normally £2
£1.50 save 50p



NO LONGER AVAILABLE



Energise Ritual Facial Spritz
100ml
74724
Normally £4
£2.50 save £1.50



Gingerbread Body Mist
100ml
74781
Normally £2.50
£1.75 save 75p



Korean Charcoal Face Wash
150ml
73569
Price per 100ml = £1.67
Normally £3.50
£2.50 save £1



Lavender & Ginger Hand Lotion
195ml
46441
Price per 100ml = £1.28
Normally £3.05
£2.50 save 55p



Anti-Wrinkle Plumping Concentrate
30ml
74658
Price per 100ml = £33.33
Normally £15
£10 save £5



Flamingo Sunset Bubble Bath
500ml
74690
Price per 100ml = 35p
Normally £2.25
£1.75 save 50p

GET THEM BEFORE THEY'RE GONE

ADVANCE TECHNIQUES BY AVON



Advance Techniques Professional Hair Colour
Normally £6
£4.90 save £1.10

Brunettes	 6.7 51029 Chocolate Brown	 6.3 66365 Light Golden Brown	 5.3 50971 Medium Golden Brown	 5.0 51979 Medium Brown	 4.0 52068 Dark Brown	
Reds & Blacks	 8.4 42671 Intense Copper	 6.56 45146 Light Mahogany Red	 5.65 51185 Deep Red Mahogany	 2.0 74880 Natural Black	Remember to allergy test 48 hours before use.	
Blondes	 12.01 74872 Ultra Light Ash Blonde	 11.0 50799 Extra Light Blonde	 10.31 52092 Very Light Champagne Blonde	 9.0 52076 Light Blonde		 8.1 50856 Medium Ash Blonde

GET THEM BEFORE THEY'RE GONE



Camila Earrings
Gold-tone studs in a ceramic Christmas tree pot.
48991
Normally £6
£2.80 save £3.20



Layered Necklace Clasps
Set of 2. Gold tone and silver tone.
34512
Normally £5
£2.50 half price



Lipsy Love Heart Keyring
PU and gold tone.
51763
Normally £10
£4 save £6



Twill Animal Scarf
Polyester. Approx. 180cm x 40cm.
34959
Normally £6.50
£4.50 save £2

GET THEM BEFORE THEY'RE GONE



Tealight Lantern
Iron. Approx. 8cm x 8.5cm x 10.5cm. Tealight not included.
43810
£6



Zen Garden Kit
Glass, PE, sand, polyresin. Approx. 10cm x 10cm. Self assembly required.
53793
£8



Christmas Star Spinner
Stainless steel. Approx. 10cm x 16cm x 26cm.
41772
Normally £6
£4 save £2



Isabella Gold Watch
18ct gold-plated, bracelet-style watch. Adjustable between approx. 18.5cm-19.5cm.
49171
Normally £20
£14 save £6



Sienna Watch Gift Set
Silver-tone watch with PU interchangeable straps. Adjustable between approx. 18.8cm and 21cm.
49106
Normally £18
£12.50 save £5.50



Violet Advent Gift Set
25-piece necklace, pendant and earrings set. Necklace: silver tone. Approx. 42cm + 9cm extension chain with 12 interchangeable silver-tone and gold-tone pendants. Earrings: 12 pairs of silver-tone and gold-tone studs.
49205
Normally £15
£7 save £8



Mandala Sun Spinner
Stainless steel, iron. Approx. 10cm x 16.5cm x 26cm.
29470
Normally £6.50
£4.50 save £2



LED Moon Mood Lamp
Porcelain. Approx. 8cm x 8cm x 10cm. Requires 2 x LR44 batteries (included and replaceable).
73866
£8



Mini Magnetic Planters
Set of 2. Dolomite, PE. Each measures approx. 5cm x 5cm x 3.5cm.
53397
Normally £8
£4.50 save £3.50

GET THEM BEFORE THEY'RE GONE



White Jasmine Wax Melts

Pack of 6.

49254

Normally £4

£2 half price



Winter Spice Hanging Decorations

Set of 3. Ceramic. Lasts up to 2 weeks. Approx. 5cm x 6cm, 7cm x 5cm and 6.5cm x 5.5cm.

53108

Normally £8

£5.50 save £2.50



Lavender Blossom Wax Melts

Pack of 6.

49304

Normally £4

£2 half price



Dark Orchid Reed Diffuser

Lasts up to 12 weeks.

73544

Normally £15

£8.50 save £6.50

GET THEM BEFORE THEY'RE GONE



Sealife PJs

Cotton.

65656 Small 8-10

65714 Medium 12-14

Normally £14

£10 save £4



Winter Bear PJs

Cotton.

40428 Medium 12-14

Normally £18

£9 half price



The Sparkle One Bra

Nylon, polyester and elastane.

49361 12-14

Normally £10

£5.50 save £4.50



New York PJs

Cotton.

44560 Medium 12-14

Normally £18

£9 half price

GET THEM BEFORE THEY'RE **GONE**



Lavender-Scented Robe

Viscose and elastane.

72868 Small 8-10

Normally £18

£9 half price



Magic Dragonfly PJs

Cotton.

71050 Small 8-10

42796 Medium 12-14

Normally £20

£12 save £8