

AVON  
**FIRST  
LOOK**

**CAMPAIGN 1 2020**

order online in Campaign 16 at [avon.uk.com](http://avon.uk.com)

**FIND THE PALETTE  
OF THEIR DREAMS**

**SUPREME VS. EXTREME. WHICH WILL THEY CHOOSE?**

**ALL ORDERS PLACED IN CAMPAIGN 1 WILL BE DELIVERED IN TIME FOR CHRISTMAS**

# SAY HELLO TO YOUR CAMPAIGN 1 BROCHURE SNEAK PEEK

This is where you will find all your new and exciting products that will feature in the Campaign 1 Brochure, alongside all your customer must-have favourites too!

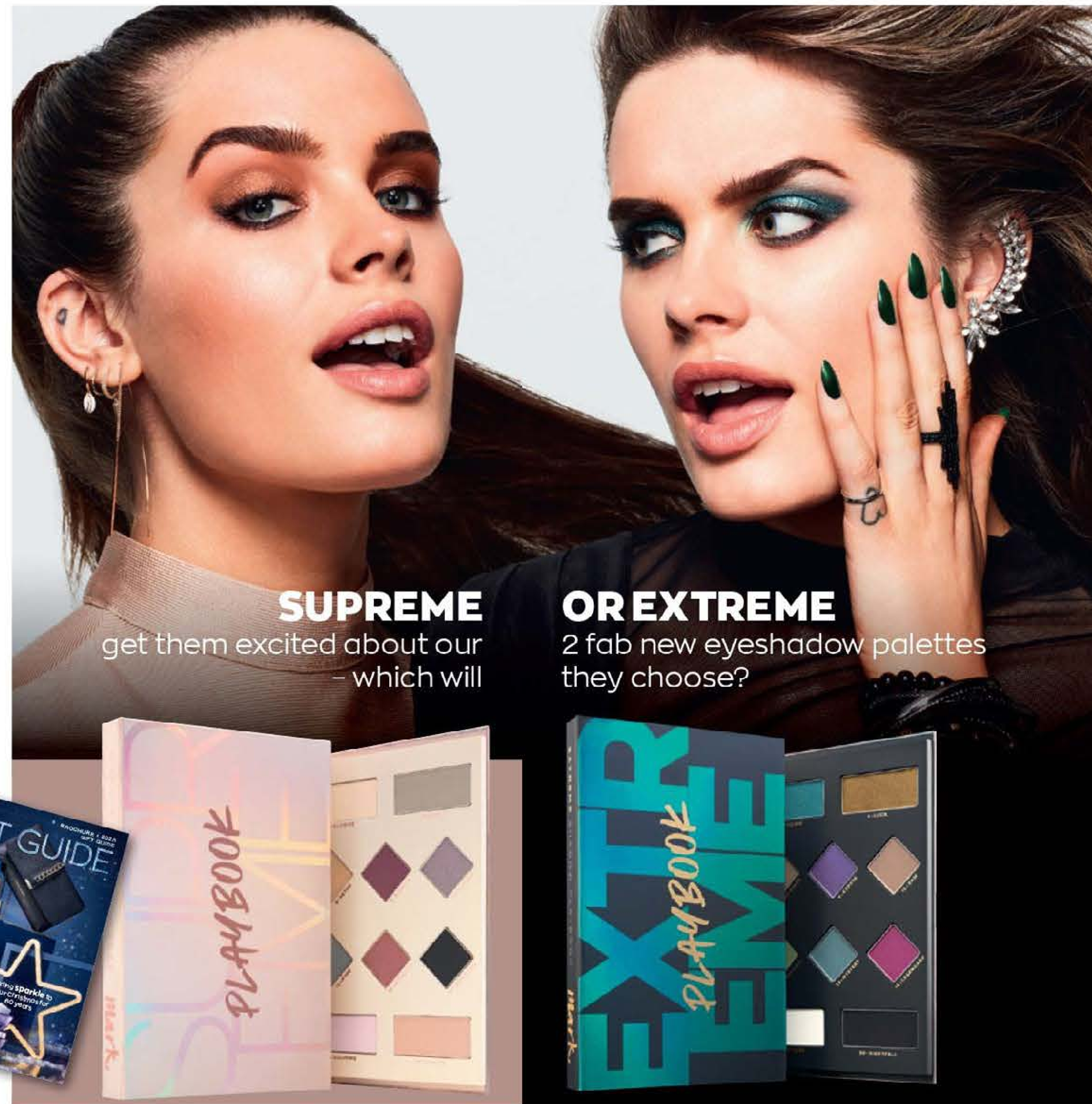
## FANCY A BREAK?

Sell from both the brochure and Christmas Gift Guide during Campaigns 17 and 1, and you'll be in with a chance to win up to £1000 worth of holiday vouchers and much more!

Not only that, but reach your personal sales target and you'll automatically receive a one-off, limited edition 60th anniversary pack (you won't get this anywhere else!) with some exclusive goodies.

Keep your eyes on the Incentives section of your Rep website for more info.

Skip to the other side to find your Christmas Gift Guide.



**SUPREME**  
get them excited about our  
- which will

**OREXTREME**  
2 fab new eyeshadow palettes  
they choose?

## YOUR BIGGEST EVER EARNINGS OPPORTUNITY

Our ground-breaking, premium skincare vegan range has arrived!

earn  
30% with  
Distillery\*



Turn to page 46 to order your 24-page premium Distillery brochure so you're ready to sell in Campaign 16.

\*When you reach the minimum order value.

**GET EXCITED ABOUT  
OUR NEW AMAZING  
EYESHADOW PALETTES**

**BIG TREND**

Palettes are big business within beauty, with eyeshadows being front and centre! The lighter, base shades in ours are even bigger because we know customers use them more!

**EARN MORE**

You'll earn almost £5 for every palette you sell, so if your customer already buys our Eyeshadow Quad, why not encourage them to buy one of these new palettes instead?

**BEAUTIFUL PACKAGING**

The way a product looks is now so important to customers. With an iridescent finish, soft magnetic closure, built-in mirror and how-to guide they'll be truly spoilt!



**SUPREME**

**WHICH PALETTE  
WILL THEY CHOOSE?**

**V S**

**EXTREME**

2 game-changing playbooks, each with 20 high-pigment matte and shimmer shades so they can build limitless lid looks.



# SUPREME DREAMS

20 long-lasting nude shades to take you from soft to smoky and everything in between.



built-in mirror for close-up precision

easy-to-follow guide included so they can get the look



## WHY THEY'LL LOVE IT

- 20 crease and fade-proof shades
- long-lasting colour with built-in primer for smooth application
- larger base shades in bigger pans so she doesn't run out

**mark. Supreme Shadow Playbook 32706**

normal brochure price: £25  
special brochure price: £19.50

**demo: £13.65**



# EXTREME QUEEN

Rock the most covetable eye looks of the moment with 20 long-lasting, eye-catching shades.



built-in mirror for close-up precision



## TOP TIP

Whether it's for the festive season or another special occasion, this palette will make an amazing gift for your customers or a loved one. Why not create a video tutorial to share on social media showing your customers how to create different looks?

**mark. Extreme Shadow Playbook 08557**

will normally be: £25  
special introductory brochure price: £19.50

**demo: £13.65**





# SHINE IN 20 PARTY-PERFECT SHADES

Glide-on colour that dazzles for hours.

## WHY THEY'LL LOVE IT

- a shine finish is the latest beauty must-have, so this is the perfect lippy for the party season
- 20 shades to match every outfit from her little black dress to her statement sequin number
- perfect as a stocking filler or just a treat for themselves

**PC** *President's Club*  
just £3.<sup>60</sup>

mark. Prism Lipstick will normally be: £8  
special introductory brochure price: £6  
**demo: £4.20**



gorgeous premium packaging

TURN OVER FOR YOUR EXCLUSIVE SAMPLE PACKS

4,000 PRISMATIC PEARLS IN EVERY SWIPE

### STATEMENT SHADES

### EVERYDAY FAVOURITES

### WITH 20 STUNNING SHADES, WHY NOT ENCOURAGE THEM TO BUY MORE THAN 1 AND BOOST THEIR ORDER?



# SHARE THE SHINE WITH SAMPLES

Help your customers find the prismatic shade of their dreams with samples they can try before they buy.

## PRISM LIPSTICK SAMPLES JUST 50p EACH

will normally be: 75p



PACK OF ALL 20 FOR JUST £2

order using 69344

Samples are not available to back order.

10 NEW IN ORDER ONLINE AT AVON.UK.COM



She's wearing... Hyper.



## SALON-WORTHY GEL NAILS

Top up their collection of our bestselling polishes ready for the party season.

BUY 1 CHOOSE A DIFFERENT 1 FREE

PAGE 11 ONLY  
Brochure offer: buy 1 choose 1 free

Hyper



### TOP TIP

With so many shades to choose from, now your customers can buy even more with the fab offer in Brochure 1! Why not encourage them to buy a topcoat or nail implements to boost their order even more?

**mark. Gel Shine Nail Enamel**  
High-shine gel formula containing omega oil to help improve the look and condition of nails. 10ml brochure price: £4  
**demo: £3**  
Not available to back order.



# SUPER SALES BOOSTER

This exclusive collection is packed full of your biggest launches from 2019 so you can show customers what they're missing and get your 2020 sales off to a flying start!

Sell 1 of each product\* in Brochure 1 and boost your earnings by **£22.50**

Your Rep Exclusive Pack includes: Anew Clinical Anti-Wrinkle Plumping Concentrate 30ml, Anew Vitamin C Radiance Maximising Serum 30ml, Planet Spa Aromatherapy Calm Body Mist 100ml, Avon Eve Truth EDP 50ml, Power Stay Lip Colour 7ml in your choice of shade and 16 Power Stay Foundation sample sachets in 1 of each shade (1 x Porcelain, Light Ivory, Warm Ivory, Ivory, Light Nude, Nude, Shell, Creamy Natural, Natural Beige, Sun Beige, Honey Beige, Medium Beige, Natural Tan, Desert Beige, Caramel and Walnut).

Not available to back order.



**CONCENTRATE**  
8/10 women saw their best ever wrinkle results\*\*



**SERUM**  
power up your night cream with antioxidant vitamin C



**BODY MIST**  
spritz your body



**AVON EVE TRUTH**  
your customers buy 2 every minute††



**POWER STAY LIP COLOUR**  
16 hours of colour and comfort



**POWER STAY FOUNDATION SAMPLES**  
24 hours of coverage and comfort

**DON'T FORGET TO ORDER** your Power Stay Lip Colour shade using the numbers below (1 per Representative).

**ALL THIS FOR £40**  
order using 67876

WORTH **£70.50†**

# FREE GIFT

across fragrance when you spend £8.40 or more across pages 15-17.

WORTH  
**£14\***



### YOUR FREE GIFT INCLUDES:

Little Black Dress EDP Travel Spray 30ml, Advance Techniques 360 Nourishment Moroccan Argan Oil Treatment Mask 150ml, Planet Spa Treasures Of The Desert Sheet Mask (contains 1 mask).

ORDER YOUR FREE GIFT USING **68478**

\*Based on normal brochure prices.

Not available separately. Limited to 1 per Representative. For a full refund on products with a free gift, please return all items to ensure that your refund is processed.

Brochure offer: free gift when you spend £12 across selected fragrance in Brochure 1.

# SCENT-SATIONAL FRAGRANCES

If she already buys fragrance, why not show her the free gift she could enjoy? It's a great way to boost her order while she gets some goodies too!

## INCANDESCENCE

White peach, rose and teakwood.



### Incandessence EDP

50ml

30486

normal brochure price: £10

special brochure price: £7

**demo: £5.25**

## Far Away

Freesia, jasmine and vanilla musk.



### Far Away EDP

50ml

46110

normal brochure price: £11

special brochure price: £8

**demo: £6**

Not available to back order.

## IMARI

Jasmine sambac, caramelised hazelnut and cashmere wood.



### Imari Fantasy EDT

50ml

45393

normal brochure price: £10

special brochure price: £7

**demo: £5.25**

## SEGNO

Vetiver Infusion, rye whiskey and leatherwood.



### Avon Segno EDP

75ml

64527

normal brochure price: £15

special brochure price: £12

**demo: £9**



# SCENTS SHE LOVES

Her favourite fragrances now available in **bigger, 100ml bottles!**

## TOP TIP

If she already buys the fragrance, tell her the 100ml is now available as it's an easy way to upsell. She'll get better value while you'll see bigger sales - it's a win-win!

Butterfly blossom, hibiscus petals and silk musk.



**Today EDP**  
100ml  
26294  
will normally be: £26  
special introductory brochure price: £14  
**demo: £9.80**

rub to smell  
blackberry  
orchid  
vanilla amber



**Avon Attraction for Her EDP**  
100ml  
26245  
will normally be: £24  
special introductory brochure price: £14  
**demo: £9.80**

# BIGGER BOTTLES BETTER VALUE

Blackcurrant, frangipani and oakwood.



**Avon Eve Confidence EDP**  
100ml  
44982  
will normally be: £26  
special introductory brochure price: £12  
**demo: £9**

# PERFECT PURSE SPRAYS

Add a spritz of glitz to her stocking with 3 fab purse sprays. You never know, she may find a new fave and come back to buy the full-size bottle!



CHOOSE ANY DIFFERENT 3 FOR **£6.75**

Brochure offer: any 3 for £9



- EDP Purse Spray**  
10ml
- 74450 Far Away
  - 32557 Far Away Infinity
  - 74781 Far Away Glamour
  - 51524 Far Away Rebel
  - 33233 Avon Attraction for Her
  - 46599 Avon Attraction Sensation for Her
  - 50914 Avon Luminata
  - 43059 Rare Flowers Night Orchid
  - 49783 Avon Life Colour for Her
  - 41442 Avon Eve Confidence
  - 44271 Avon Eve Alluring
  - 30163 Avon Eve Truth
  - 40691 Avon Eve Duet Radiant
  - 53462 Avon Eve Duet Sensual
- brochure price: £6  
Not available separately in this First Look.  
Not available to back order.

## DAWN SAYS



"Purse sprays are ideal for keeping in your handbag or taking on holidays. I'll target my existing customers who already buy it so they're aware, but also if a customer is interested in a new fragrance, this is a great way for them to try others too and then they'll be back for the full-size perfume."



## THE ULTIMATE DEMO OFFER

For a limited time only, you'll earn an extra £1 for every bottle you sell. Here's how...

**EARN AN EXTRA £1 FOR EVERY BOTTLE YOU SELL**

on top of your usual discount.

### IT'S AS EASY AS 1, 2, 3

- 1 Start sharing samples now so when Campaign 17 drops, your customers love it already and want to buy a bottle!
- 2 Sell as many bottles of Maxima & Maxime as you can during Campaigns 17 and 1.
- 3 Watch as the money rolls in! You'll be getting an extra £1 for every bottle you sell.

Offer valid with purchase and sale of each bottle of Maxima EDP and Maxime EDT only. Fixed discount applied in Campaign 17 and 1.

**NO NEED TO ORDER IN BULK**

## SEE YOUR SALES SOAR WITH SAMPLES

**PACK OF 50 DIPSTICKS FOR £2.80**

**MAXIMA**  
order using 69419

**MAXIME**  
order using 69476

**PACK OF 100 DIPSTICKS**  
includes 50x Maxima and 50x Maxime samples

**JUST £5**  
order using 69930

**PACK OF 200 DIPSTICKS**  
Includes 100x Maxima and 100x Maxime samples

**JUST £9**  
order using 69849

If she loves it then she'll be telling her friends too, so why not give her extra samples to share?



### MAXIMA & MAXIME SPRAY SAMPLES

single spray 1.5ml

**60p**

**MAXIMA**  
order using 23457

**MAXIME**  
order using 26401

Samples are not available to back order.



# FREE MUST-HAVE SKINCARE MINIS

She'll enjoy an added treat and can try a new skincare saviour when she buys her Anew favourite - what's not to love?

4 MINIS WORTH £20.75\*



**MINI OIL-INFUSED MICELLAR WATER**  
50ML

Effectively and gently removes even waterproof make-up.



**ADVANCED HYDRATION OVERNIGHT MASK**  
TRIAL SIZE  
10ML

Use over your night cream or apply to clean skin for a youthful-looking glow.



**LIFT & FIRM FACE LIFTING CREAM**  
TRIAL SIZE  
10ML

Visibly tighten and lift the look of the face, neck and chest.



**ANTI-WRINKLE SMOOTHING SERUM**  
TRIAL SIZE  
10ML

Help fight wrinkles with patented A-F33+ Complex.

**UNMISSABLE OFFER IN BROCHURE**

## TOP TIP

- It's a great opportunity for your customers to buy their favourite products and find a new one at the same time.
- Why not ask your customers how they got on with the trial sizes? Talk to them about trying the full-size product in the future.

## AMAZING FREE GIFT WHEN THEY BUY THESE FULL-SIZE ANEW FAVOURITES IN BROCHURE 1...



**Lift & Firm Eye Lift System**



**Lift & Firm Face Lifting Cream**



**Platinum Day Cream SPF25**



**Ultimate Day Cream SPF25**



**Defend & Repair Advanced Hydration Overnight Mask**



**Ultimate Dual Elixir**



**Anti-Wrinkle Smoothing Serum**



**Anti-Wrinkle Plumping Concentrate**



**Vitamin C Radiance Maximising Serum**



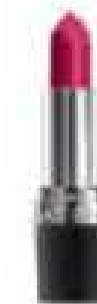
**Youth Maximising Serum**

# SAMPLES

## LIPSTICK SAMPLES



True Colour  
25p



True Colour  
Perfectly  
Matte  
50p



True Colour  
Perfectly  
Matte  
50p



mark.  
Epic  
50p

- 16287 Carnation
- 59584 Pout
- 27540 Wine With Everything
- 59923 Mocha
- 56408 Red 2000
- 27524 Blush Nude
- 13318 Toasted Rose
- 15339 Hibiscus
- 16709 Enduring Sable
- 05132 Proper Pink
- 62927 Sparkling Nude
- 16642 Dream Fuchsia
- 16733 Frostiest Mauve
- 13110 Twinkle Pink
- 16394 Chic
- 16519 Country Rose
- 16824 Frozen Rose
- 15420 Hot Pink
- 59915 Lava Love
- 59907 Pink Dream
- 55483 Knockout Pink

- 28761 Magnificent Mauve
- 20545 Roseberry Red
- 28845 Wistful Wine
- 21352 Hibiscus Blossom
- 21444 Pink Tulip
- 21451 Powder Blush
- 27904 Trupest Red
- 27797 Wild Cherry
- 17244 Peach Flatters
- 16477 Posh Petal
- 27649 Superb Wine
- 54528 Red Supreme
- 59527 Ravishing Rose
- 56432 Pure Pink
- 17152 Mauve Matters
- 28159 Absolute Coral
- 17046 Hot Plum
- 28217 Au Naturel
- 16543 Blush
- 21345 Café Au Lait
- 27458 Divine Twig
- 18986 Lush Cocoa
- 17137 Marvelous Mocha
- 55970 French Toast
- 55996 Nude Suede

- 21063 Coral Fever
- 24414 Perfectly Nude
- 13656 Ruby Kiss
- 48066 Velvet Raspberry
- 27763 Everyday Red
- 27904 Rose Red
- 27854 Sunbaked Red
- mark. 3D Plumping 50p
- 56838 Uptown Pink
- 24299 Truffle
- 25882 Rose Kisses
- 03848 Roasted Red
- 01115 Rebel Red
- 18788 Reddy To Go
- 18762 Pucker Pink
- 22665 Plumping Plum
- 22558 Mad For Mauve
- 22632 Pink Pop
- 16675 Cocoa Kisses
- 15800 Divine Wine
- 02212 Chocolate
- 56382 Berry Cute
- 25775 Cantaloupe

- 21246 Nude Attitude
- 20438 Temptress
- 21188 Get Cheeky
- 00737 Blushing Beauty
- 55400 Pink Punch
- 55632 Spellbound
- 01511 Berry Bold
- 55780 Coral Burst
- 20180 Sangria Shock
- 19380 Be Loud
- 10561 Street Style
- 21501 Wink Of Pink
- 21568 Rosy Outlook
- 01800 Heartbreaker
- 20446 Fearless Fuchsia

## FOUNDATION SAMPLES

True Colour  
Power Stay  
24-Hour  
Foundation  
50p



- 21428 Porcelain
- 59329 Light Ivory
- 03707 Warm Ivory
- 21253 Ivory
- 00893 Light Nude
- 03103 Nude
- 21311 Shell
- 22350 Creamy Natural
- 21485 Natural Beige
- 05082 Sun Beige
- 21394 Honey Beige
- 59030 Medium Beige
- 57554 Natural Tan
- 01065 Desert Beige
- 20354 Caramel
- 59592 Walnut

True Colour  
Flawless  
Liquid  
Foundation  
50p



- 26013 Dark Cocoa
- 58768 Rich Sienna
- 24653 Caramel
- 24356 Walnut
- 25601 Spice
- 26054 Sun Beige
- 24281 Medium Beige
- 20719 Honey Beige
- 24612 Nude
- 24562 Light Nude
- 24265 Natural Beige
- 24257 Creamy Natural
- 23770 Shell
- 19307 Ivory
- 24364 Warm Ivory
- 25619 Porcelain
- 28068 Light Ivory

For the full list of fixed discounts, discontinued products and last chance to buy in Campaign 16 2019 (and previous campaigns), go to: [AVON.UK.COM/FIXEDDISCOUNTS](http://AVON.UK.COM/FIXEDDISCOUNTS)

## HAIRCARE SAMPLES

59709 Miracle Densifier Bodifying Leave-In Treatment

60p

## AVON TRUE NUTRA EFFECTS SAMPLES

Single Sachet

### Anti-Ageing BB Cream

58685 Extra Light  
58636 Light

### Radiance BB Cream

24737 Extra Light  
13912 Medium

02378 Ageless Day Cream SPF30  
23481 Ageless Overnight Gel  
13888 Miracle Glow Facial Oil

1 for 50p or 5 for £1

### Trial Sizes

47571 Refreshing Gel Cleanser 30ml  
43257 Micellar Water 50ml  
53678 Mini Oil-Infused Micellar Water 50ml  
39651 Mini Micellar Cleansing Scrub 30ml

£1.75

## SKINCARE SAMPLES

### Anew Samples

Single Sachet

#### Clinical

59436 Anti-Wrinkle Plumping Concentrate  
58933 Anti-Wrinkle Smoothing Serum  
50203 Defend & Repair Advanced Hydration Overnight Mask  
26559 Even Texture & Tone Cream  
02121 Even Texture & Tone Multi-Spot Correcting Serum  
02816 Lift & Firm Face Lifting Cream  
09324 Lift & Firm Pressed Serum

### Perfect Skin

54403 Wake Up Cream SPF25  
27862 Sleep Cream  
02790 Instant Blurring Treatment  
39636 Daily Skin Boosting Splash

### Platinum

62893 Day Cream  
27961 Night Cream  
01644 Instant Eye Smoother

### Reversalist

21477 Day Cream  
25387 Night Cream  
05256 Infinite Effects Night Treatment Cream Dual Sachet

### Ultimate

01487 Day Cream  
18275 Night Cream  
08615 Silkened Oil-In-Gel  
54577 Supreme Dual Elixir

### Essential

24513 Youth Maximising Serum  
28530 Vitamin C Radiance Maximising Serum  
20032 Pollution Protect+ 15-Minute Kaolin Clay Mask  
09282 Pollution Protect+ Day Defence Lotion SPF50

### Clearskin Samples

Single Sachet

23788 Blemish Clearing O2 Fresh Jelly Mask

50p

1 for 50p or 4 for £1

## FRAGRANCE SAMPLES

### Tester Vials

women's pack of 5

23622 Always  
58099 Avon Attraction for Her  
39883 Avon Attraction Sensation for Her  
19810 Avon Eve Alluring  
11502 Avon Eve Confidence

26708 Avon Eve Elegance  
15933 Avon Eve Duet Contrast Calm  
24521 Avon Eve Duet Contrast Daring

16154 Avon Eve Duet Radiant  
16170 Avon Eve Duet Sensual  
16790 Avon Eve Truth  
22202 Avon Luck for Her  
23887 Avon Luck Limitless for Her

38547 Avon Luminata  
59204 Avon Soft Musk Lily  
28670 Celebrate  
22004 Far Away  
28282 Far Away Glamour  
50022 Far Away Infinity  
13730 Far Away Rebel  
12799 Imari Corset  
59576 Imari Fantasy  
28266 Incandescence Lotus

24497 Little Black Dress  
28027 Maxima  
19141 Mesmerize for Her  
22699 Mesmerize Black for Her  
27615 Perceive Soul  
54916 Pur Blanca  
55459 Pur Blanca Harmony

19075 Rare Amethyst  
28852 Rare Flowers Night Orchid  
28993 Scent Essence Pure Ocean

18069 Secret Fantasy  
17863 Secret Fantasy Kiss  
22251 Surreal Sky  
14753 Today  
07393 Viva La Vita

### men's pack of 5

23473 Avon Attraction for Him  
28803 Avon Attraction Sensation for Him  
22210 Avon Luck for Him  
24067 Avon Luck Limitless for Him  
14522 Avon Man  
28662 Avon Real Man

60p

### 60p

21584 Avon Segno  
01446 Avon V for Victory  
00554 Black Suede  
61515 Black Suede Leather  
28787 Elite Gentleman  
00976 Elite Gentleman in Black  
28357 Elite Gentleman Reserve  
22376 Elite Gentleman Weekend

02972 Full Speed  
02329 Full Speed Nitro  
28316 Full Speed Supersonic  
26575 Maxime  
48421 Mesmerize for Him  
22616 Mesmerize Black for Him  
26286 Segno Success

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## FRAGRANCE SAMPLES

### Blister Tester Card

27938 Lipsy Original

40p

57166 Lipsy Rose Gold

80p

Single Spray 1.5ml

28621 Avon Attraction Sensation for Her

28712 Avon Attraction Sensation for Him

23457 Maxima

26401 Maxime

60p

47159 Avon Eve Truth

75p

Dual Spray 2 x 1.5ml

08441 Avon Eve Duet Radiant/Sensual

18309 Avon Eve Duet Contrast Calm/Daring

£1.20

## ENCANTO SAMPLES

### Single Tester Vial

24141 Encanto Fascinating EDT  
58438 Encanto Irresistible EDT

25p

### Single Sachet

01859 Irresistible Body Lotion  
00877 Fascinating Body Lotion

60p

## Trial Sizes

15313 Anti Ageing 3-in-1 Cleansing Water 50ml

£3.50

02600 Perfect Skin Wake Up Cream SPF25 10ml

03715 Perfect Skin Sleep Cream 10ml

57877 Pollution Protect+ 15-Minute Kaolin Clay Mask 10ml

23705 Pollution Protect+ Day Defence Lotion SPF50 10ml

£5

07823 Reversalist Day Cream 15ml

18853 Reversalist Night Cream 15ml

59873 Clinical Lift & Firm Face Lifting Cream 10ml

£7

47134 Clinical Defend & Repair Advanced Hydration Overnight Mask 10ml

28043 Platinum Day Cream 15ml

28084 Platinum Night Cream 15ml

59725 Ultimate Multi-Performance Day Cream 15ml

59071 Ultimate Multi-Performance Night Cream 15ml

£6

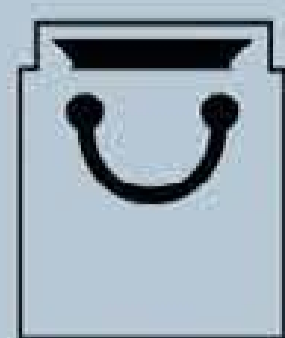
16568 Clinical Anti-Wrinkle Smoothing Serum 10ml

57794 Essential Youth Maximising Serum 10ml

28555 Vitamin C Radiance Maximising Serum 10ml

£7

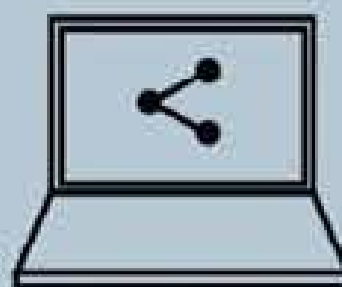
# SALES TOOLS



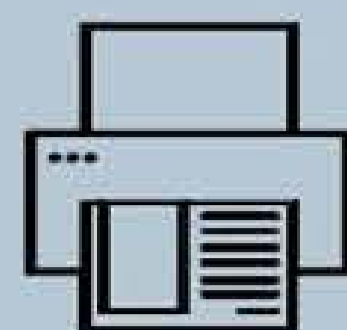
ONLINE STORE



INSTANT BROCHURE



SOCIAL MEDIA



PRINTABLE TOOLS



ADVICE HUB

# HOW TO ORDER



## YOU ASKED & WE LISTENED

You can now find a select number of clearance products in First Look, with the complete range online.

### Business Tools

76935  
Brochure Bags  
(pk 50)  
80p

82925  
Calling Book

82990  
Section A  
Continuation  
Sheet  
*Order no more than 2*

87197  
Customer Order Slips  
(pk 50)  
1st pack free  
(3 free if you're a PC Member)  
20p (each extra pack)

83014  
Campaign  
Continuation  
Sheet

82982  
'My Copy' of  
Campaign Order  
Sheet  
*Order 1 sheet only*



63644  
Travel Mug  
£3

82933  
Calling Cards  
(pk 100)  
60p

### Product Tools



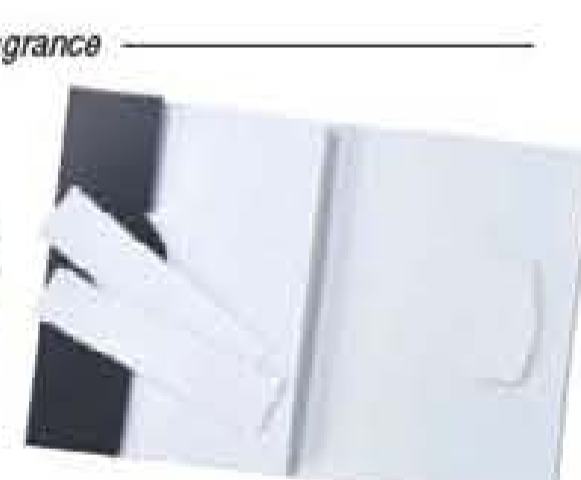
Contents not included.

63578  
Lipstick Tester  
Holder  
£2



Contents not included.

63586  
Fragrance Dipstick  
Holder  
£2



20800  
Fragrance Strips  
(pk 60 unfragranced)  
60p



02725  
Plastic  
Ring Sizer  
£1

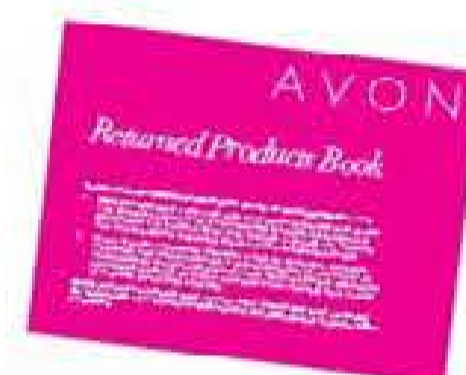


82917  
Cardboard  
Ring Sizer  
*Order no more than 2*



89854  
Perfect Skincare  
Cards  
(pk 10)  
£1

	Paper			Plastic	
Delivery Bags	92502 Small (pk 50) 40p	92478 Medium (pk 50) 65p	92486 Large (pk 50) 99p	92528 Medium (pk 5) 20p	92536 Large (pk 5) 35p
	Product Returns	90480 Small Bag	90472 Large Bag	82974 Product Returns Book 50p	
		<i>Order no more than 2 (5 if you're a PC Member)</i>		<i>Order 1 book only (2 if you're a PC Member)</i>	



## DEMONSTRATION PRODUCTS FROM PAGES 6-24, 30-49 ORDERING

- Please order your demo products from this First Look in Campaign 16 2019, or you can back-order in Campaign 17 2019.
- Please order just one of each new demonstration product, unless otherwise stated.
- You may order as many samples as you like. Samples and Sales Tools are not available to back order.
- Products are not for resale.

## CLEARANCE PRODUCTS FROM PAGES 25-28 ORDERING

- You can order as many Clearance products as you like from this issue of First Look.
- Clearance offers are not available to back-order in Campaign 17 2019.
- Products are available while stocks last.
- If you have the paper order form, please quote the product number and description of each item on page 2.
- Many Clearance products are no longer available to customers, and stocks are limited.
- You cannot return items from the Clearance section.

## STOCK AVAILABILITY AND RETURNS

When stocks do run out, we will try to supply a similar product of equal or greater value. If you don't wish to receive an alternative product, please enter product number 82404 and quantity 1 in the 'Place an order' section on the website or enter product number 82404 and quantity 1 on page 2 of your paper order form. You cannot return items from the Clearance section, excluding the Bumper Bargain Box. This does not affect your statutory rights.

## GET IN TOUCH!

Send your feedback on First Look magazine to: [firstlook@avon.com](mailto:firstlook@avon.com)

Send your sales tips to: [brochuretips@avon.com](mailto:brochuretips@avon.com)

For any other queries or questions, visit: [www.avon.uk.com](http://www.avon.uk.com) and click 'Contact us'.

Write to: **First Look, Marketing Department, Avon Cosmetics Ltd, Nunn Mills Road, Northampton NN1 5PA.**

All brochure offers and prices stated in this First Look are correct at time of printing but are subject to change. Cosmetic and Toiletry products have been tested to all European and Local Legislative and Regulatory requirements. All claims in advertising literature are supported by clinical and consumer studies.

All Avon watches include a 2-year warranty for manufacturing faults unless otherwise stated.

⚠ Items marked with this symbol have a hazard classification under the Classification, Labelling of Packaging Regulation. Please see product details on our website for full hazard information: [www.avon.uk.com](http://www.avon.uk.com).

All electrical products which fall under the auspices of the Waste Electrical and Electronic Equipment Act 2005, as amended, are compliant. Avon Cosmetics Ltd is a member of Electrolink Compliance Scheme. All such products are marked with the wheelie-bin symbol: ♻

Help the environment by disposing of your products responsibly. The wheelie bin symbols indicate the product and batteries must not be disposed of in the domestic waste as they contain substances which can be damaging to the environment and health. Please use designated collection points or recycling facilities when disposing of the item or batteries.



**Don't forget** – the price per brochure is cheaper the more you order. Check out our table online for full costings.

For more campaign tools visit... [AVON.UK.COM/MYSALESTOOLS](http://AVON.UK.COM/MYSALESTOOLS)

AVON  
**FIRSTLOOK**  
**GIFT GUIDE**



adding **sparkle** to your Christmas for 60 years

**BE IN WITH A CHANCE TO WIN A HOLIDAY BY SELLING FROM THE BROCHURE & GIFT GUIDE**

See contents page for details.

C17/19/UK3/DC4/20 37668



**FANCY A BREAK?**

Sell from both the brochure and Christmas Gift Guide during Campaigns 17 and 1, and you'll be in with a chance to win up to £1000 worth of holiday vouchers and much more!

Not only that, but reach your personal sales target and you'll automatically receive a one-off, limited edition 60th anniversary pack (you won't get this anywhere else!) with some exclusive goodies.

Keep your eyes on the Incentives section of your Rep website for more info.

Skip to the other side to find your First Look Brochure.

**YOUR BIGGEST EVER EARNINGS OPPORTUNITY** when you reach the minimum order value.\*



earn 30% with Distillery\*

# SAY HELLO TO YOUR CHRISTMAS GIFT GUIDE

Join us in celebrating Avon UK's 60th anniversary with our Diamond Christmas Gift Guides in Campaign 17 and 1, packed with presents to bring sparkle and joy to your festivities.



Over 140 pages jam-packed with presents to make your Christmas sparkle...



designer favourites make perfect gifts



must-have festive PJs and slippers



Christmas is your biggest time to sell fragrance



exclusive Rep pack with 2019's biggest launches

## AN AVON FIRST! OUR GROUND-BREAKING PREMIUM SKINCARE RANGE HAS ARRIVED

Vegan friendly, formulated with pure ingredients for powerful results.

1. Distillery C-Shot Powder  
5g  
74773  
brochure price: £22  
demo: £15.40

2. Distillery Shade The Day SPF25 Day Cream  
30ml  
42564  
brochure price: £18  
demo: £12.60

3. Distillery Clean Break Cleanser  
50ml  
44503  
brochure price: £15  
demo: £10.50



**TREND ALERT** Join the clean beauty movement and give your eco-conscious customer the luxury skincare they've been searching for.

# YOUR BIGGEST EVER EARNINGS OPPORTUNITY

when you reach the minimum order value.\*

distillery  
AVON

earn  
30% with  
Distillery\*

live and  
ready to sell in  
Campaign 16

4



5



4. Distillery Sleep Potion  
Night Cream  
30ml  
43570  
brochure price: £18  
demo: £12.60

5. Distillery Purify  
Facial Oil  
30ml  
73437  
brochure price: £22  
demo: £15.40

Distillery products  
are not available to  
back order.

all our Distillery ingredients are:



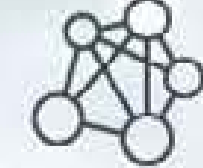
VEGAN



FRAGRANCE  
FREE



ALCOHOL  
FREE



CLINICALLY  
TESTED



DERMATOLOGICALLY  
TESTED



ALLERGY  
TESTED



FRAME

WWW.FRAME.ORG.UK

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## POWERFUL CLEANSING RITUAL Clean Break 50ml

A balm that melts like butter as it removes stubborn make-up and impurities.

### WHAT MAKES IT SO GOOD?

With 69% of pure pressed apricot oil and 100% waterless formula, it delivers maximum cleansing power.

### WHAT'S IN IT?

apricot oil  
cocoa butter  
mango butter  
cucumber extract



## PROTECT & MOISTURISE ALL DAY Shade The Day 30ml

Clarify, protect, moisturise, mattify and prime in 1 daily cream.

### WHAT MAKES IT SO GOOD?

The 100% pure mineral sun cream that offers the most effective protection, combined with highly concentrated natural moisturisers.

### WHAT'S IN IT?

mineral SPF titanium dioxide  
zinc oxide  
100% plant-based glycerine  
distilled rose extract



## WAKE UP TO GLOWING SKIN Sleep Potion 30ml

Potent 48-hour moisturisation that works while they sleep.

### WHAT MAKES IT SO GOOD?

It's a night cream with moisture that's so pure - 93% in fact! - it's as clear as day.

### WHAT'S IN IT?

niacinamide  
100% plant-based glycerine  
sodium hyaluronate



## BRIGHTER-LOOKING SKIN C-Shot Powder 5g

Mix a shot of 100% pure vitamin C with the moisturiser for brighter, more luminous-looking skin.

### WHAT MAKES IT SO GOOD?

Vitamin C degrades in water, so powder is the purest and most effective way to get that glow.

### WHAT'S IN IT?

100% pure vitamin C  
vitamin E



## PURIFY & RENEW Purify 30ml

Instantly renew and revive the look of dull skin by applying before the day or night cream.

### WHAT MAKES IT SO GOOD?

It's the custom blend of pure active ingredients (like 97% jojoba oil, wow!) that makes it so concentrated and powerful.

### WHAT'S IN IT?

jojoba oil  
phytol  
vitamin E  
cloudberry extract

47 NEW IN ORDER ONLINE AT AVON.UK.COM



# GRAB YOUR NEW AND EXCLUSIVE SELLING TOOLS FOR POWERFUL SALES

## ONLINE TRAINING TO BECOME A DISTILLERY EXPERT...

- Discover the trend, learn about the range and why everyone is shouting about clean beauty.
- Tricks and tips to find new customers and host your own Distillery party at home.

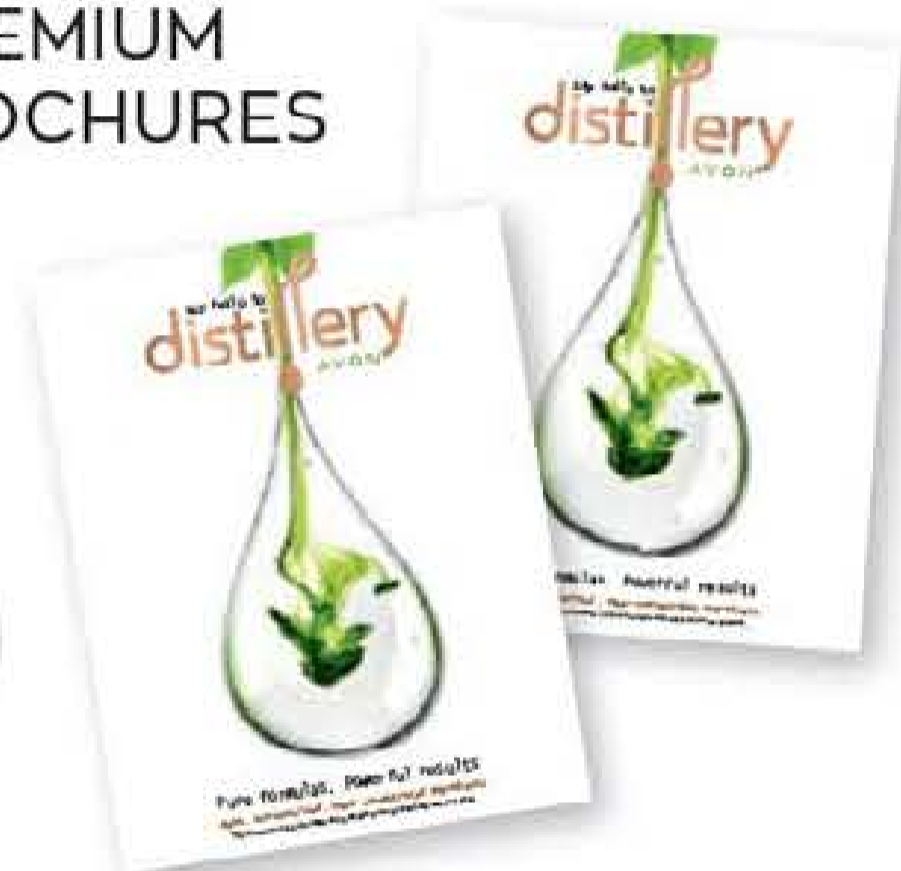
Simply visit [avon.uk.com](http://avon.uk.com) and search **Distillery on the Learning Hub.**

**DON'T FORGET TO BUY YOUR** 24-page premium brochure, packed with Distillery info you and your customers won't find anywhere else!

**PACK OF 20 PREMIUM DISTILLERY BROCHURES**

**£3**

order using 81273



**HAND OUT PREMIUM SAMPLES** to your customers so they can discover the power and purity of our vegan ingredients for themselves.

**PACKS OF 10 SAMPLES**

**£2**

**Night Cream** order using 69864

**Facial Oil** order using 67082



**EXCLUSIVE OFFER BUY YOUR DISTILLERY COLLECTION FOR JUST £50**

Why not use them to host your own at-home Distillery experience, so your customers can discover the power of the pure ingredients for themselves?



**Distillery Set** Includes: Distillery Shade The Day SPF25 Day Cream 30ml, Sleep Potion Night Cream 30ml, C-Shot Powder 5g, Purify Facial Oil 30ml and Clean Break Cleanser 50ml.

**68528 demo: £50**

Not available to back order.

**Don't forget to register for Avon Live!** where you'll hear loads more about Distillery. Register now at [avon.uk.com/avonontour](http://avon.uk.com/avonontour).

# DESIGNER-INSPIRED COLLECTION

Whether they're off on their travels or simply looking for fab slogan accessories, don't let your customers miss these amazing pieces they can keep for themselves or treat a loved one to.

CASE  
**£8.40**

**VANITY CASE**  
Wake up and make up.



**SHINY GOLD**  
Lipstick and Sparkles.



holds 2 cards and includes a clear window

CARD HOLDER  
**£3.50**



## DAWN SAYS



"My customers are always asking for vanity cases, so I can't wait to show them this! The different slogans make them more of a personal gift and we all know how big slogans are in the market - they're everywhere! I'll take photos of the collection to share on social media and take them on my rounds too, so I can really encourage my customers to buy the whole collection."

2 POUCHES  
FOR £16 IN  
BROCHURE 1

ROSE GOLD  
Shine Bright

POUCH  
£7

BLACK  
Pop. Fizz.  
Clink.

Pop. Fizz. Clink!

Shine Bright

Shine Bright

Lipstick and Sparkles

**Slogan Vanity Case**  
PVC with polyester lining.  
Approx. 24cm x 16cm x 16cm.  
07641 Pink  
brochure price: £12  
**demo: £8.40**

**Slogan Pouch**  
PVC with polyester lining.  
Approx. 24cm x 16cm.  
03202 Gold  
07021 Black  
08862 Pink  
brochure price: £10  
**demo: £7**

**Slogan Card Holder**  
PVC with polyester lining.  
Approx. 10cm x 7cm.  
05793 Black  
05645 Pink  
05215 Gold  
brochure price: £5  
**demo: £3.50**

## GLITTER POM

They'll never lose their fave lippy at the bottom of their handbag ever again with this glitzy stocking filler.

£2.45  
EACH

perfect  
stocking  
filler

pom pom zip

sequin texture

**Midnight Luxe Sparkle  
Cosmetics Bag**  
PVC. Approx. 8cm  
x 5cm x 6cm.  
02634 Black  
12617 Rose gold  
brochure price: £3.50  
**demo: £2.45**

43 NEW IN ORDER ONLINE AT AVON.UK.COM

### TOP TIP

This cute little cosmetics bag is the perfect stocking filler! Encourage her to buy the bag, along with some gorgeous lipsticks too (it can fit up to 5!), so you can help find her a great gift and boost her order too.

# WINTER WARMERS

Whether they're for yourself or as a gift, you can't go wrong with a matching set of all her must-have winter accessories.

## Mystical Light Chenille Beanie

Polyester. Hand wash.  
One size fits all.

21535

brochure price: £7

**demo: £4.90**

## Mystical Light Chenille Mittens

Polyester. Hand wash.  
One size fits all.

59238

brochure price: £6

**demo: £4.20**

## Mystical Light Chenille Snood

Polyester. Hand wash.  
Approx. 40cm x 30cm.

59428

brochure price: £10

**demo: £7**

perfect in pastel pink

super-soft fabric

## DAWN SAYS



"These are winter essentials during the cold weather, so why not make them stylish too? I'll be showing them off on my rounds while keeping myself nice and warm!"

42

# COSY NIGHTS IN

Curl up on the sofa and enjoy those winter nights in front of the TV watching a festive flick. Sounds perfect, right?

150cm x 200cm, the perfect size for snuggling



full sleeves

41

## Star Print Slanket

100% polyester blanket with sleeves.  
One size. Approx. 150cm x 200cm.

18689

brochure price: £22

**demo: £15.40**

fleece lining

Lounge around with a jacket that's ideal for keeping comfy with a furry hood so they really can snuggle in.

furry hood

## Hooded Lounge Jacket\*

100% polyester.

19612 10/12

55871 14/16

57539 18/20

68189 22/24

brochure price: £20

**demo: £14**

**PC** President's Club

just £12

\*Choose 1 size only.

The perfect Christmas PJs for you or to gift, with a donation to domestic abuse charity Women's Aid.

gorgeous star print design

**50%**  
of sales  
donated to  
Women's  
Aid



100%  
cotton

matching top  
and bottoms

**Star PJs\***  
100% cotton.  
KEEP AWAY FROM FIRE.  
18713 6/8  
18747 10/12  
18770 14/16  
58545 18/20  
**£15**

**women's aid**  
until women & children are safe

For every Star PJs sold, Avon will donate £7.50 to Women's Aid (registered charity no. 1054154). No Representative discount is paid on the Star PJs. Not available to back order. This product is excluded from offers in this First Look.

## SLEEPY HEAD

Is it even Christmas if they don't have a new set of PJs?!



matching  
slippers



**To The Moon & Back Slippers\***

Upper: 93% polyester.  
Lining: 95% polyester.  
Outer sole: TPR and polyester.  
19976 S (Sizes 3-4)  
18416 M (Sizes 5-6)  
18614 L (Sizes 7-8)  
brochure price: £9  
**demo: £6.30**



**To The Moon & Back PJs\***  
Cotton. KEEP AWAY FROM FIRE.  
20784 6/8 19299 18/20  
20826 10/12 19588 22/24  
19281 14/16  
brochure price: £14  
**demo: £9.80**

40

## DAZZLING CHARM

The gorgeously personalised stretch bracelet to add a little glitz to any outfit.



Choose a **FREE** personalised charm and fave bracelet for 2 gifts in 1 - they'll love it!



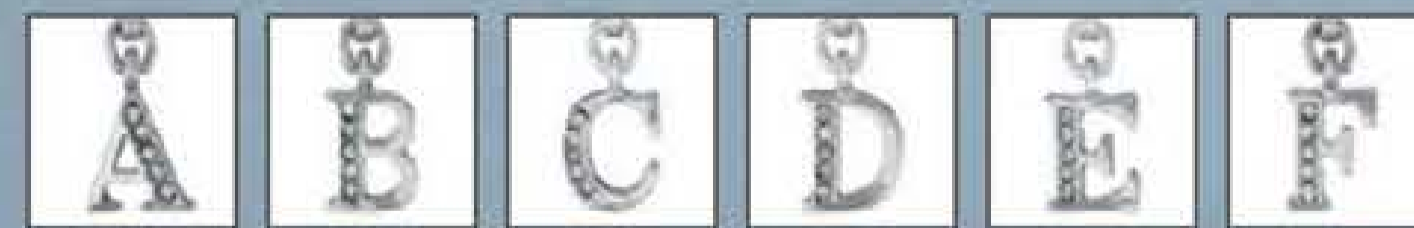
polished  
silver-tone beads

silver-plated  
initial charms

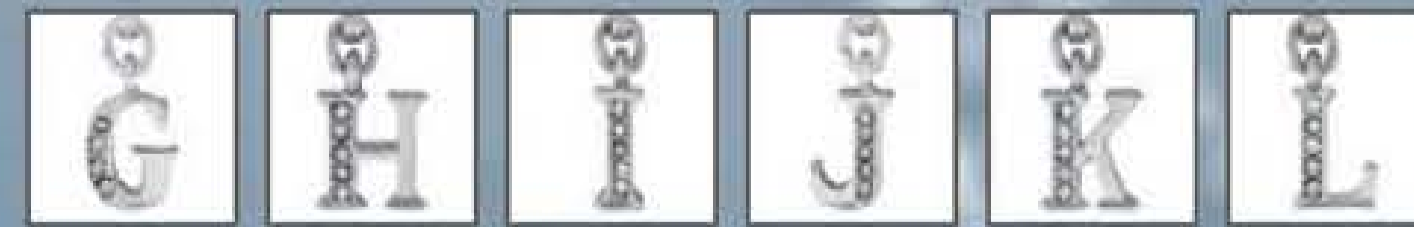
**CHOOSE A FREE CHARM\***  
Want more than 1 charm? Order more for just £1.40!

**Sofie Initial Charm**  
Silver-plated charm set with clear stones.  
brochure price: £2  
**demo: £1.40**

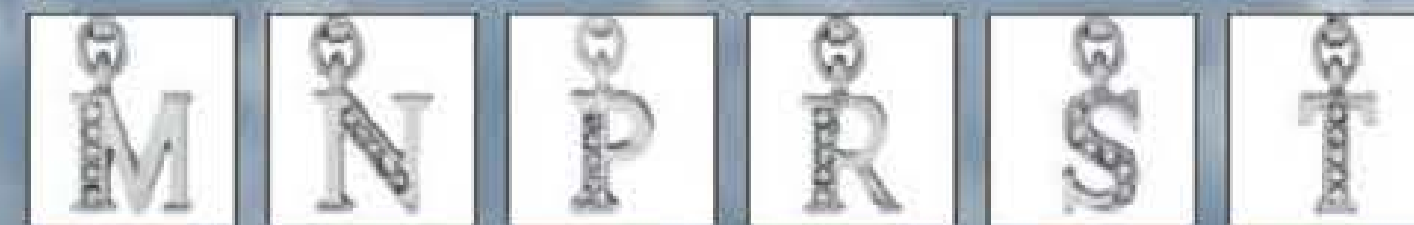
\*Limited to 1 free Initial Charm per Representative when you buy the Bracelet. You may only order 1 of each charm in this First Look.



23689 A 15305 B 12971 C 23952 D 54353 E 01347 F



23051 G 03186 H 23010 I 24208 J 24778 K 21618 L



11478 M 11551 N 01941 P 12070 R 12088 S 21774 T 12724 V



textured black  
glass beads

**Sofie Charm Bracelet**  
Beaded stretch bracelet with silver-plated charm loop. Approx. 17.5cm diameter unstretched.  
23069 Silver-tone  
02238 Black  
brochure price: £6  
**demo: £4.20**

39 NEW IN ORDER ONLINE AT AVON.UK.COM

# NOVELTY SENSATIONS

Add a little sparkle to the festivities with a cute earring set and keyrings they'll love all-year long. It isn't Christmas without some bubbly!

Who says house keys have to be dull? Glitz them up with a fun keyring that will make the perfect basket-boosting gift.

£4.20

cute Prosecco bottle gift box

silver-plated stud earrings

**Prosecco Pop Earrings**  
Silver-plated pierced stud earrings with titanium posts. Comes in a novelty ceramic pot. **23093**  
brochure price: £6  
**demo: £4.20**

perfect stocking filler

**Novelty Keyring**  
Gold-tone with glittery enamel.  
**04994** Gin  
**00679** Prosecco  
brochure price: £4.50  
**demo: £3.15**



# GLITTERING DELIGHTS

Jewellery is the gift every woman loves to receive, but why stop at just 1 piece when there's a whole collection they'll love?

## TOP TIP

Create a fun boomerang to show off the complete collection alongside a party outfit and share on Facebook. The earrings will stand out with their gorgeous double-layer detail, but why stop there? Encourage your customers to buy the whole collection - they won't regret it!

**Grayce Glitter Earrings**  
Rose-tone pierced drop earrings. Length approx. 5cm.  
**01594**  
brochure price: £6  
**demo: £4.20**

**Grayce Glitter Necklace**  
Rose-gold tone. Approx. 70cm.  
**23234**  
brochure price: £8  
**demo: £5.60**

**Grayce Glitter Bracelet**  
Rose-gold tone. Approx. 18.5cm + 2.5cm extension chain.  
**01750**  
brochure price: £6  
**demo: £4.20**

double-layer drop earrings

lobster claw closure

beautiful rose-tone

metal tassel detail



# GLAMOUR TIME

Take time out of running around the shops and find the perfect watch for him and for her.



**Nikita Watch**  
PU strap, adjustable between approx. 16.5cm and 20.5cm. Includes a battery that can be replaced.  
07286 Rose-tone  
07211 Silver-tone  
brochure price: £12.50  
**demo: £8.75**

- ✓ adjustable strap
- ✓ quartz movement
- ✓ choose between rose-tone and silver-tone



ALL OUR WATCHES COME WITH A 2-YEAR GUARANTEE

£10.50



comfortable soft back diamanté strap

- ✓ glitter dial
- ✓ adjustable strap with crystal detail

**Hana Watch**  
PU strap, adjustable between approx. 19cm and 20.5cm. Includes a battery that can be replaced.  
21220  
brochure price: £15  
**demo: £10.50**

# WRAPPED IN SPARKLE

A beautifully delicate bracelet they'll love to give or keep as a cheeky treat for themselves!

choose between rose-tone, gold-tone, silver-tone for the perfect accessory



**Minna Bracelet**  
Adjustable.  
Max. diameter approx. 6.5cm.  
00844 Rose-tone  
22038 Silver-tone  
00794 Gold-tone  
brochure price: £6  
**demo: £4.20**

**PC** President's Club  
just £3.60

featuring **Crystals from Swarovski®**

- ✓ glossy dial
- ✓ adjustable strap



**Sareena Watch featuring Crystals from Swarovski®**  
PU strap, adjustable between approx. 17.2cm and 21.4cm.  
Includes a battery that can be replaced.

**04697**  
will normally be: £35  
special introductory brochure price: £15  
**demo: £12.50**

Your fixed discount will be  
£2.50 when sold at £15.



ALL OUR WATCHES COME WITH A 2-YEAR GUARANTEE

## FRENCH CONNECTION

- ✓ men's designer watch
- ✓ French Connection branding
- ✓ classic style
- ✓ adjustable strap



**French Connection Finnegan Men's Watch**  
PU strap, adjustable between approx. 18.7cm and 22.4cm. Includes a battery that can be replaced.

**21527**  
will normally be: £59  
special introductory brochure price: £35  
**demo: £29.15**

Your fixed discount will be  
£5.83 when sold at £35.

# GIVE HER PARTY-READY FEET

find these fab packs in the Campaign 17 & 1 Gift Guide

## ORANGE & CINNAMON

Enjoy some pedi-pampering with a warm and spicy scent.

fave scent  
back  
because  
they love it

### TOP TIP

These 2 packs are the perfect addition to any pamper party, so why not invite your customers for a little pre-Christmas TLC? Our feet are usually the last thing we pamper, so encourage them to give their feet some special treatment and they'll be back for more in the new year!



**MOISTURISING SOCKS**  
apply over cream  
to lock-in moisture

Gift set includes: Foot Works Orange & Cinnamon Moisturising Cream 75ml, Exfoliating Scrub 75ml, Foot Soak 100ml and Moisturising Socks (95% cotton, 5% elastane. One size).

Not available to back order.

# 'TIS THE SEASON FOR GIVING

GIFT SET  
**£4.55**

order using  
68411  
brochure price:  
£6.50

## LAVENDER

Take the weight off those tired feet and indulge with this soothing scent.

**BESTSELLING SCENT**  
you sold over  
330,000 Foot Works  
lavender products  
last year\*\*



Gift set includes: Foot Works Overnight Treatment Cream with Lavender 150ml, 3-in-1 Oil with Lavender 50ml, Deodorising Foot and Shoe Spray with Lavender 100ml and Moisturising Socks (95% cotton, 5% elastane. One size).

\*\*Based on sales of Foot Works lavender products sold in 2018.

Not available to back order.

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## THE FESTIVE BOOB BUNDLE

GIFT SET  
**£11.25**  
order using  
69047

10% OF SALES  
**DONATED**  
TO COPPAFEEL!

Christmas is all about enjoying time with family and friends, so why not spoil them with our **Boob Bundle** while supporting CoppaFeel's mission to end the late diagnosis of breast cancer?



Avon is committed to ensuring every woman knows the signs and symptoms and knows the how and when to take action when it comes to breast cancer. Find out more about our Breast Cancer Promise at [www.avon.uk.com/causes](http://www.avon.uk.com/causes).



The CoppaFeel! Festive Boob Bundle includes: True Colour Tinted Lip Balm in Refreshing Raspberry, Naturals Cherry Blossom Scented Spritz 100ml, Avon True Nutra Effects Youth Boosting Sheet Mask, True Colour Glimmerstick Eyeliner in Flickering Quartz, Bubblegum Bubble Bath 500ml, mark. Gel Shine Nail Enamel 10ml in Dazzle Pink and Avon Care Radiant Rosewater & Shea Butter Body Lotion 750ml.

For every Festive Boob Bundle sold, Avon will donate 10% to CoppaFeel! registered charity in England and Wales (1132366) and Scotland (SCO45970) & a company limited by guarantee (06974733). Registered office 1-4 Pope Street, London SE1 3PR.



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# SPEAK OUT BEAUTY GIFT

Gift this essential beauty set this festive season and help make a difference to the lives of the women and their children supported by Refuge this Christmas. Show your support by buying a **Speak Out Beauty Gift Set** with **10% of sales** donated to **Refuge**.

GIFT SET  
**£13.50**  
order using  
69708

10% OF SALES  
**DONATED**  
TO **REFUGE**



We believe in a world where women and girls can live a life free from violence and abuse. To find out more about our 16 Days of Activism campaign and how you can make a difference visit [www.avon.uk.com/causes](http://www.avon.uk.com/causes).

Freephone 24-Hour National Domestic Violence Helpline run by Refuge: 0808 2000 247

 **AVON**  
PROMISE TO HELP  
END VIOLENCE AGAINST  
WOMEN & GIRLS

**The Speak Out Beauty Gift Set includes:** Planet Spa Aromatherapy Calm Body Mist 100ml, Pro Colour in 60 Seconds Nail Enamel 10ml in Bustling Bordeaux, mark. Epic Lipstick in Feisty, Planet Spa Aromatherapy Calm Hand Cream 30ml, Anew Ultimate Gold Peel-Off Face Mask 75ml, Encanto Fascinating Bath & Body Oil 100ml, Encanto Fascinating Body Lotion 250ml and Skin So Soft Silky Moisture Nourishing Dry Oil Spray 150ml.

For every Speak Out Beauty Gift Set sold, Avon will donate at least £1.35 to Refuge, a registered charity (277424).

**Refuge**  
  
For women and children.  
Against domestic violence