

AVON FIRST LOOK

AUGUST 2020

Far Away
- REBEL -
DIVA

THE NEW
ADDITION TO
YOUR NO.1
FRAGRANCE
BRAND

DISCOVER HOW TO
BOOST YOUR PERFUME
SALES BY 92%



WELCOME TO THE NEW DIGITAL FIRST LOOK

We loved hearing your thoughts on the 1st ever digital First Look, and we're working to make it even better. This edition is packed full of tools, training and incentives to help you succeed in this month's campaign (it's 40% longer!).



NEED TO FIND SOMETHING QUICKLY? FOLLOW THE LINKS BELOW.



HOW TO BOOST YOUR FRAGRANCE SALES BY 92%



FIND YOUR SAMPLES



THE REP SPOTLIGHT

THANK YOU TO THE AVON COMMUNITY

Your support during the COVID-19 crisis is incredible. Here's how you are helping...

More than **110,000** care packs sent to NHS key workers.



Over **9,000** hand gels donated to frontline workers to help keep them safe.

31,000 hand creams donated through Beauty Banks #HelpingHands, plus thousands more by Reps.



Over **10,000** care packs and hand gels, along with **£150,000** in cash has been donated to Refuge to help vulnerable women and children.

£40,000 donated to Women's Aid to help fund their live chat service, so support is just 1 click away.

ISOLATED NOT ALONE
#ISOLATEDNOTALONE
#ALLINTHISTOGETHER
#SPEAKOUT

Together, we've supported over **140,000** people during this crisis. The Avon community spirit is shining bright!



download on from Avon On and share on social media

HAND MEET BOOB

With breast cancer referrals down 78% during the coronavirus crisis*, it's more important than ever to check your boobs and speak to a doctor if something's not normal for you.

CoppaFeel!

FOR A FREE* MONTHLY REMINDER TEXT BOOB CREW TO 70300

TAP HERE TO LEARN MORE

*Source: ITV News 11.06.2020.
†For details see: <https://coppafeel.org/remind-me/remind-me-sms/>

KNOW YOUR NORMAL. IF IN DOUBT, GET IT CHECKED OUT.



changes in skin texture



nipple discharge



swelling in your armpit or around your collarbone



constant, unusual pain in your breast or armpit



lumps and thickening



nipple inversion and change in direction



a sudden change in size or shape



a rash or crusting of the nipple or surrounding area

LIPSTICK THAT GIVES BACK

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

TAP HERE

FOR T's & C's



Refuge

For women and children. Against domestic violence.

mark. Epic Lipstick
Precision hydrating lipstick and primer in 1. SPF15.
39305 Feisty
£8



TAP HERE

FOR RACHAEL'S STORY



You can help end violence against women and girls by showing your support with our beautiful charity pin.

Domestic Violence Charity Pin
Silver-plated with crystals from Swarovski®.
Approx. 3cm x 3cm.
72215
£6

REP SPOTLIGHT



“My top tips are all about **social media** – it’s where most of my recent sales have come from! The key to success is **consistency**... posting on my social channels daily has helped **boost my sales** and **engagement** and **grow my customer base**. And I’m never stuck for content or inspiration, thanks to **Avon social, AvonON** and the **Learning Hub**.

So, get yourself online – be **brave**, be **yourself** and be **confident**.

Go for it... you won’t regret it!”

STEPH MEDCALF

FIND OUT
HOW TO START
YOUR SUCCESS
STORY AT
www.avon.uk.com

WANT TO GET YOUR HANDS ON UP TO £600 OF PRODUCTS?

Earn more every month from July to September with our biggest product rewards programme of 2020... with 5 levels, everyone can achieve.

LEVEL 1

Select a **FREE product worth up to £10*** when you achieve sales of £100

LEVEL 2

Select a **FREE product pack worth up to £50*** when you achieve sales of £250

LEVEL 3

Select a **FREE product pack worth up to £100*** when you achieve sales of £500

LEVEL 4

Select **two FREE product packs worth up to £150*** when you achieve sales of £1500

LEVEL 5

Select **two FREE product packs worth up to £200*** when you achieve sales of £3000+

TAP HERE FOR T’s&C’s.

*Based on normal brochure prices. Subject to change.

UNLOCK OUR EXCLUSIVE
BEAUTY BOX

AND BE ONE OF THE FIRST TO GET HOLD
OF OUR CHRISTMAS COLLECTION

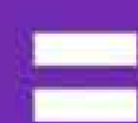
JULY
HIT **£100**



AUGUST
HIT **£100**



SEPTEMBER
HIT **£100**



**GET YOUR BEAUTY BOX
WORTH UP TO £100* FOR A WOW PRICE,
THAT WILL ONLY AVAILABLE TO YOU!**

**PLUS, YOU'LL GET A SPECIAL EDITION
AVON PIN IF YOU ACHIEVE £250
EACH MONTH.**

*Based on normal brochure prices. Subject to change.

START EARNING TODAY

Share, share and share again! Regular updates to the **Digital Brochure** mean there'll be frequent new offers throughout each campaign. Download **Avon ON** and start sharing today.

DOWNLOAD THE AVON ON APP

avon.uk.com/avonon



Place an order in the first 20 days to unlock our **exclusive bonus flyer** to share with your customers. Full of amazing offers, use this to entice them to place another order with you.

Head over to the **Learning Hub** to access a whole host of training. Check out **Making the Most of the Month** to support you with the longer campaign period, or **Your Guide to Social Selling** for tips and info on the digital selling tools available.

TAP HERE FOR THE LEARNING HUB

Use your **Goal Sheets** to plan how you're going to hit your target!

TAP HERE TO GET YOUR OWN GOAL SHEETS

GOOD LUCK!



SALES BOOSTING SAMPLES & TOOLS

With everything from your latest samples to your calling cards, brochure bags and ring sizers, we've got you covered!

Visit avon.uk.com/mysalestools to get your hands on your sales tools today.

You'll be able to shop samples on this page really soon, but until then

TAP HERE

TO SEE WHAT'S AVAILABLE.

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

GO BEYOND EXPECTATIONS

Discover the daring new floral and gourmand fragrance from your **No. 1 fragrance brand.**

download this video and much more from the **Avon On** app and share it with your customers on social media



YOU SOLD 1 BOTTLE EVERY MINUTE*

for the launch of Far Away Rebel making it 1 of your biggest-selling perfumes!

LET'S MAKE REBEL & DIVA EVEN BIGGER!

*Based on sales of Far Away Rebel EDP from 4th-19th July 2018.

Far Away
**-REBEL-
&
DIVA**

Unleash confidence with **pink pepper**, **jasmine sambac** and **caramel popcorn** accord.



Far Away Rebel & Diva Body Lotion 150ml
brochure price: £4

Far Away Rebel & Diva EDP Purse Spray 10ml
brochure price: £6

Far Away Rebel & Diva EDP 50ml
brochure price: £11



FLORAL



GOURMAND

ALL 3 FOR
£8.40

order using 67405

TAP HERE

FOR SALES-BOOSTING
TIPS

EXCLUSIVE OFFER

Choose a 100ml perfume worth up to £26* for just £6!



WOODY



FLORAL



MUSK

Attraction for Her EDP

Blackberry, orchid and vanilla amber. 100ml
48975

brochure price: £24
demo: £18

DISCOVER THE 3 SIMPLE STEPS TO UNLOCK THE OFFER

1. Shout about this offer to all of your customers. Fold down the pages in brochure or send them it via WhatsApp so everyone can see!

2. All they need to do is spend £8 across pages 74-87 in brochure to qualify. This is the best time for them to buy their favourite scent and unlock the offer!

3. 100ml bottles are even better value, so if they're just short of the offer show them the matching products to their much-loved scent.



DISCOVER ALL
4 GORGEOUS 100ML
PERFUMES IN
BROCHURE

*Based on normal brochure prices.



**BIGGER BOTTLE
BETTER VALUE**

ATTRACTION ONE

**OUR 2 NEW AND EXCITING
UNISEX FRAGRANCES.
WHICH ONE WILL THEY CHOOSE?**



CITRUS



AROMATIC



ORIENTAL



WOODY

BOOST YOUR FRAGRANCE **SALES BY 92%***

Become a **top fragrance seller** and grow your business by taking our simple fragrance training!



DID YOU KNOW?

Fragrance is one of your highest earnings opportunities with higher price points, matching sets and repeat, loyal customers.

6 EASY MODULES

Take the 6 modules and, when you complete the training, you'll receive a certificate to certify you as a fragrance pro!

WIN WITH FRAGRANCE

Once you've completed the training, you'll be automatically entered into a prize draw to win 1 of 100 Far Away Rebel & Diva sets!†



*Based on those who took the fragrance training.

†Set includes: Far Away Rebel & Diva EDP 50ml, Body Lotion 150ml and EDP Purse Spray 10ml.

**Attraction One
Fresh EDP 50ml
09472**
will normally be: £18
special introductory
brochure price: £15
demo: £10.50

**Attraction One
Intense EDP
50ml 09522**
will normally be: £18
special introductory
brochure price: £15
demo: £10.50

**TAP HERE
FOR SAMPLES**

TAP HERE

**TO TAKE THE TRAINING
ON THE LEARNING HUB**



BLACK SUEDE DARK

COMING SOON



SEDUCE THROUGH MYSTERY.

Enjoy your **FREE samples** of the exciting new edition to the Black Suede collection when you buy any fragrance in this **First Look**.

ENERGISING MARINE FRESH COLLECTION

Your customers will love the refreshing unisex scent of the new Marine Fresh collection – perfect for both him and her.



TAP HERE

FOR SALES
BOOSTING TIPS



icy peppermint, sea salt and dark patchouli

**Marine Fresh
Shower Gel**

500ml
03590
brochure price £1.50
demo: £1.05

**Marine Fresh
Shower Gel**

250ml
21279
brochure price £1
demo: 70p

**Marine Fresh
Daily Hand Wash**

250ml
08623
brochure price £1
demo: 70p

SENSITIVE PURE FRESH COLLECTION

With the calming scent of white musk, bergamot and bamboo leaves - perfect for a long, relaxing soak or quick refreshing shower.

gender-neutral scent



TAP HERE
FOR SALES BOOSTING TIPS

white musk, bergamot and bamboo leaves



Pure Fresh Bubble Bath – Bonus Size
1 litre,
27284
brochure price: £2.50
demo: £1.75

Pure Fresh Bubble Bath
500ml
27235
brochure price: £2
demo: £1.40



Pure Fresh Shower Gel
500ml
26773
brochure price: £1.50
demo: £1.05

Pure Fresh Shower Gel
250ml
07682
brochure price: £1
demo: 70p

MOISTURISING HAND SPRAY WITH ANTIBACTERIAL TECHNOLOGY

The lightweight mist that's the new way to moisturise and protect your hands. Formulated with 64% alcohol and suitable for the whole family - your customers will be keen to get their hands on this spray.



- lightweight mist
- **2-in-1 protection and moisturisation** contains as much glycerine as our moisturisers for soft, healthy hands

Moisturising Hand Spray
100ml
55913
brochure price: £2.25
demo: £1.60

TAP HERE
FOR SALES BOOSTING TIPS

SUMMER-READY SOLES

Exfoliation fans will love our pineapple sorbet and tea tree-infused moisturising socks.



Foot Works Pineapple Sorbet & Tea Tree Moisturising Socks

1 pair.
58420
 will normally be: £5
 special introductory brochure price: £3.50
demo: £2.45

TAP HERE
FOR HOW TO USE

INTRODUCING THE MAGIX PRIMER COLLECTION

Share the Digital Brochure with your customers and show them that whatever their skin concern, you've got a primer with beautifying skincare benefits.

ALL SKIN TYPES ✓



SMOOTHING

- blurs the appearance of pores, fine lines and imperfections
- SPF20

Smoothing Primer 30ml 06197
 will normally be: £8
 special introductory brochure price: £5.50
demo: £3.85

Pssst...this is Magix Smoothing Face Perfector with a brand-new look!



magix
ALL FORMULAS SUIT ALL SKIN TONES

wear it alone or under foundation



DRY & DEHYDRATED SKIN

OILY & COMBINATION SKIN



HYDRATING
• refreshes and moisturises

Magix Hydrating Primer 30ml 58347
will normally be: £8
special introductory brochure price: £5.50
demo: £3.85

TAP HERE

FOR SALES BOOSTING TIPS



MATTIFYING
• instantly reduces shine
• keeps skin looking matte all day

Shine & Oil Control Primer 30ml 57141
will normally be: £8
special introductory brochure price: £5.50
demo: £3.85

TAP HERE

TO FIND OUT WHY PRIMERS ARE SO HOT RIGHT NOW



wear it alone or under foundation



wear it alone or under foundation



HOT RIGHT NOW

BARE-FACED BEAUTY

One of the biggest beauty trends right now is the **pared-back, natural look**. With less time spent out of the house, many of us are seeing 2020 as the year to get our complexions in order. But the rise of the video call means we aren't quite ready to go bare-faced. Enter: **skincare-infused make-up** (and we're totally on board).

Make-up and skincare no longer need to be mutually exclusive. Now we can get our beauty fix with **1 product that blurs the line between make-up and skincare**.

Our fave make-up and skincare hybrid is the all-new **Magix Primer** collection. Whether your customers want to **smooth, hydrate or mattify**, these face perfectors **can be worn alone or under make-up**, for the natural-looking base we're craving.

Tell your customers about this trend and help them find their partner in prime today.



DUAL GLOW

Excite customers with the latest shade combinations of our gorgeous 2-in-1 shimmer shadow and kohl liners.



SELL THE LOOK

Show customers how easy this is to apply with a quick how-to video.

STEP 1: Simply sweep the shadow over your lid.



STEP 2: Line with the glide-on kohl liner.



NEW
SHADES

Dual Glow Shadow
brochure price: £7
demo: £4.90



13003 After Party Pink*



31690 Toasted Pink



32516 Heavy Metal



59808 Show Off Sugar*



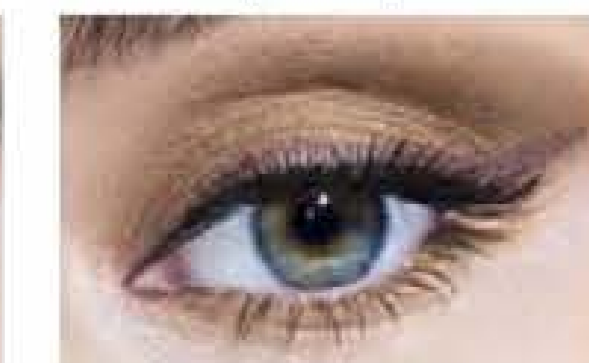
32706 Opal Drops



31591 Crème Brûlée



59485 Drama Green*



32474 Frosted Kiss



53793 Teal Dream

*Allow 3 weeks for delivery.

MAKE IT MATTE

Switch up their mani with the new top coat that transforms any glossy polish into an on-trend matte finish.

- gloss to matte finish in 1 coat
- protects nails from chipping



Matte Top Coat can be applied over any nail colour – why not tempt them with the new Gel Shine shades on page 24?



SELL THE TREND



STEP 1
Sweep on your favourite glossy shade.



STEP 2
Apply Matte Top Coat over the full nail, or diagonally for a custom look.

Matte Top Coat 10ml
26716
brochure price: £3
demo: £2.10



SUMMER PASTELS

Boost their Gel Shine collection, or get them to start one, with these gorgeous new shades of your **bestselling nail colour**.

NEW
SHADES



06544
Keep It Bright

02303
Peachy Sorbet

20289
Sweet Blooms

10389
Freshly Minted

20313
Paint The Town



BUILD THEIR BASKET

with the Natural Curing Clear Top Coat to help salon quality shine last.

Natural Curing Clear Top Coat 10ml
46839
normal brochure price: £4
special brochure price: £3.50
demo: £2.65

- long-lasting, chip-resistant colour
- high-shine, high-impact
- no UV lamp needed
- easy to remove and won't stain your nails

Gel Shine Nail Enamel
10ml
brochure price: £4
demo: £2.80

THE FRESH-FACED BASKET BUILDER

Defend, purify, hydrate and earn with our fresh-mix mask that separates the formula to **preserve freshness**.



Anew Pollution Protect Fresh Black Sheet Mask
14910

will normally be: £12
special introductory brochure price: £10
demo: £7

includes 3 masks



This will be delivered with your Brochure 12, August order.

THE 8-HOUR BLEMISH BUSTER

These **invisible** spot patches help soothe their skin and clear blemishes, ideal for customers with teens (also known as superheroes!).



- pack of 12
- formulated with salicylic acid and botanical extracts
- wear overnight or during the day under make-up
- not just for teens - ideal for adults too

Clearskin Blemish Clearing Patches

Contains 12 patches.
16048
brochure price: £5
demo: £3.50

TAP HERE

TO LEARN HOW IT WORKS

TAP HERE

TO LEARN MORE

LOVE YOUR SKIN LOVE THE PLANET

Discover the brand that unites ethics and efficacy in one shelf-worthy collection... snap up this exclusive offer and let your skin do the talking.



LIMITED OFFER

£40

Normally £80

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.

40071 brochure price: £80 **demo: £40**

NOURISH, PROTECT & GLOW

• 100% money-back guarantee

ALL THE DETAILS

LEARN

As seen in You magazine, this sumptuously silky oil is packed with jojoba oil and works its magic on fine lines.

SHARE

Clean beauty is on the rise. Share our Distillery Instant Brochure with your eco customers in a single tap.

EARN

Once your customers discover Distillery, they'll be hooked - say hello to repeat purchases.



PURIFY FACIAL OIL
30ml
ORDER NO: **64196**
brochure price: £22
demo: £15.40

GET SHARING

Your customers are busy saving the planet, so make it easy for them by letting them know they can order Distillery samples online.



PACKS OF
10 SAMPLES

£2

Sleep Potion Night Cream
order using **69864**

Purify Facial Oil
order using **67082**

SHOP THE SKINCARE COLLECTION



CLEAN BREAK CLEANSER
50ml
ORDER NO: **44925**
brochure price: £15
demo: £10.50



C-SHOT POWDER
5g
ORDER NO: **49395**
brochure price: £22
demo: £15.40



SHADE THE DAY SPF25 DAY CREAM
30ml
ORDER NO: **45690**
brochure price: £18
demo: £12.60



SLEEP POTION NIGHT CREAM
30ml
ORDER NO: **44206**
brochure price: £18
demo: £12.60



LASH-LOVING VOLUME



ALL THE DETAILS

LEARN

As seen in Hello! Beauty, this mascara grants double the volume (and double the satisfaction).

SHARE

The proof is in the vegan pudding, so why not take a before and after photo to share with your customers?

EARN

A vibrant pop of Shadow Shots is the perfect partner in crime to their mascara.



· 100% money-back guarantee

· online exclusive

LASH'D UP
MASCARA
7ml

ORDER NO: 70052
brochure price: £14
demo: £9.80

TAP HERE

FOR RESULTS

MINERAL-MATTE FOUNDATION

ALL THE DETAILS

LEARN

As seen in Refinery29, this buildable formula is packed with antioxidants for a matte, silky-smooth finish.

SHARE

Show off your complexion on your next video call and they'll all want to know where you got your glow.

EARN

Like avocado and toast, these two are meant to be together. If they buy both, you'll reap the benefits.

· 100% money-back guarantee

· online exclusive

PRESSED TO IMPRESS POWDER FOUNDATION

10g

brochure price: £16

demo: £11.20

ALL-OVER FACE BRUSH

ORDER NO: 37747

brochure price: £8

demo: £5.60



WRIST CANDY

Take a photo of you wearing your favourite colour and share it with your watch-loving customers!



silicone strap



Megan Watch
Gold-tone with silicone strap. Adjustable between approx. 15cm and 21cm. Includes a replaceable button cell battery.
57752 White
58941 Pink
brochure price: £12
demo: £8.40

ORGANISED HERO

Create your own video to show how to use the fab organiser and bring it to life!



includes different pockets and card compartments

Handbag Organiser
Outer: PVC. Inner: polyester. Approx. 25cm x 22cm x 6cm. Base approx. 13cm wide.
25866
brochure price: £10
demo: £7

**DISCOVER
SHAREABLE
DIGITAL CONTENT
ON THE
AVON ON APP**

DAZZLING GEMS

Why not show these to a beauty customer? Showing off our jewellery range could introduce them to new products they'll love.



with gorgeous glass stones

Maddison Earrings
White bronze-plated with glass stones.
13441 Blue
55251 Pink
02998 Clear
59014 Green
brochure price: £6
demo: £4.20

EVERYDAY HOOPS

Style these earrings with a necklace or bracelet to help boost customer orders.



2-piece set with silver and gold colours

textured detail

Marnie Hoop Earring Gift Set
2-piece set of textured hoops. White bronze-plated and gold-plated.
55194
brochure price: £6.50
demo: £4.55

ALLOW 6 WEEKS FOR DELIVERY



HOW TO ORDER YOUR DEMO PRODUCTS

Please order your gorgeous demo products from this First Look in Brochure 12, August 2020.

You can order just 1 of each demo product (unless it says otherwise) but the good news is you can order as many samples as you like! Remember, demo products aren't for resale.

STOCK AVAILABILITY AND RETURNS

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

If you don't want this, enter product number **82404** and quantity 1 in the 'Place an order' section on the website or on page 2 of your paper order form.

Don't worry, this won't affect your statutory rights.



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 check out this video. **TAP HERE**

GET IN TOUCH!

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

TAP HERE

**FOR TERMS
& CONDITIONS**

WE WANT TO THANK YOU FOR YOUR SUPPORT!

Simply add **80325** onto your next order and you'll get a fab free **make-up, haircare** or **fragrance gift** on us.

Free gift is limited to 1 per Rep and must be redeemed in either Campaign 11 or 12. Free gift determined at Avon's discretion, is non-returnable and worth at least £8. Normal delivery charges apply.