

# AVON FIRST LOOK

SEPTEMBER 2020

UP TO  
**10**  
HOURS

Meet Power Stay Lipstick

**LASTS  
3X LONGER\***  
FEELS  
**LIGHTWEIGHT**

Introduce customers to the latest addition  
to the Power Stay Collection...

\*VS traditional Avon lipstick, based on a clinical efficacy study on 123 participants.

**PLUS FREE GIFT WHEN YOU SPEND £9 OR MORE ON POWER STAY**



# HOW TO SHOP

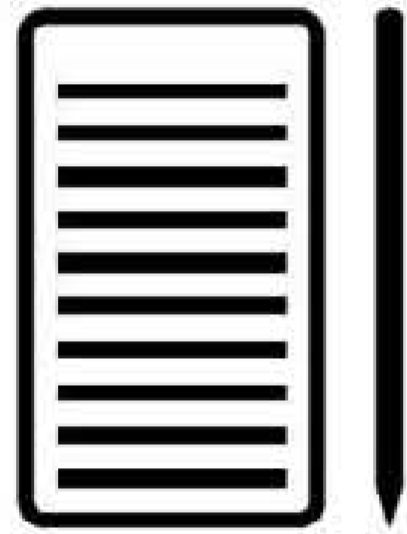
in 3 easy steps

1



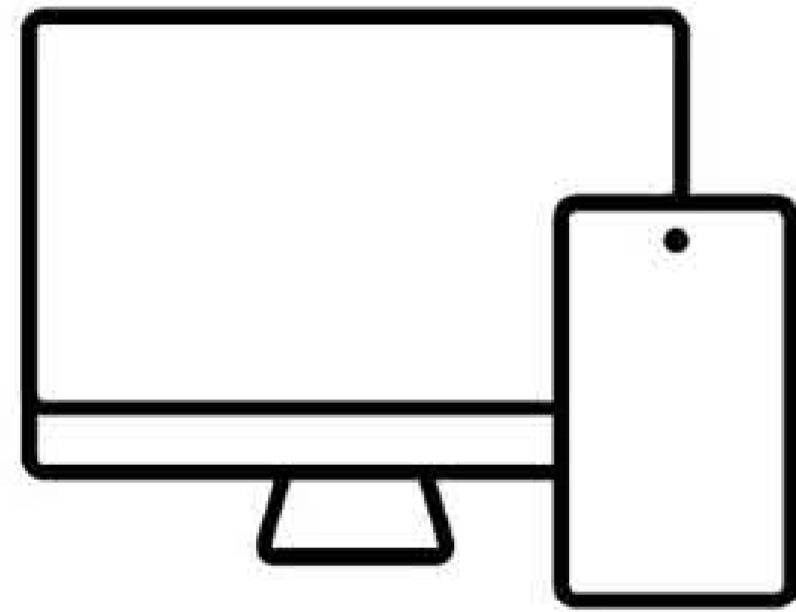
Swipe to browse and flick between the pages.

2



Seen something you like? Make a note of the line numbers for later.

3



Order from your rep website in the normal way.

## HOW TO USE

TAP HERE



Tap for more tips and education.

Tap to return to contents.



Tap to play the video.



Swipe on these pages to see more.

## WELCOME TO FIRST LOOK

We loved hearing your thoughts on our all-new 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!).



TAP TO HEAR FROM CAROLYN HAYWOOD, SALES LEADER.



NEED TO FIND SOMETHING QUICKLY? TAP THE LINKS BELOW



NEW! POWER STAY LIPSTICK



YOUR AMAZING INCENTIVE



THE LATEST SAMPLES & TRAINING

# WIN UP TO £200 OF PRODUCTS IN AUGUST!

Your biggest product rewards programme of 2020 continues throughout August! 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&Cs.

\*Based on normal brochure prices. Subject to change.

DID YOU ACHIEVE AWARD SALES OF £100 OR MORE IN JULY? YOU'RE STILL ON TRACK TO UNLOCK OUR **EXCLUSIVE BEAUTY BOX!**

AUGUST  
HIT £100

+

SEPTEMBER  
HIT £100

=

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

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

# START EARNING TODAY

Check out our tips and tools for maximising your Summer Sizzle incentive!

- **Goal sheets and a training checklist** will help you achieve your free products this summer. Simply search 'Q3 incentive training goal sheet' to find this on the **Learning Hub**.
- There's no better time to go digital! Head over to the **Learning Hub** to access **Your Guide to Social Selling** for tips and info on the digital selling tools available.
- Details of our **training calls** can be found on the Events section of the **Learning Hub**, and are shared in our **Avon UK Official Reps** and **Avon Sales Leader Community Facebook groups**.
- Be your own advert by wearing your face products. **Recommendations** build our trust in the products so get sharing and grow your product knowledge on the **Learning Hub**.

## GOOD LUCK!

# MAKING THE MOST OF EVERY MONTH

Your earnings opportunity just got bigger! Check out our tips for maximising sales with our new monthly selling cycle.



## THE BENEFITS

- A great opportunity to grow your earnings, with 40% more selling time per campaign.
- Get new team members off to the best start with the highest earnings opportunity to maximise their sales.
- Delight even more customers, plus gain new ones.
- Enjoy simpler training.
- With 12 campaigns a year, it's so much easier for customers and new Reps to understand.

# YOUR BONUS BROCHURES

Unlock an exclusive bonus brochure when you place an order in the first 20 days of a campaign.



## WHAT IS IT?

A mini printed brochure brimming with exclusive deals and products to entice your customers.

## WHAT DO I DO WITH IT?

1. Share with your loyal customers to entice them to place another order with you.
2. Use as a talking point with customers who do not frequently order from you.
3. Use it as a canvassing tool to find new customers.

## WHAT'S IN IT FOR ME?

It's simple... more orders, more customers and more sales!

# OUR TOP TIPS

- Complete the Making the Most of the Month module on the Learning Hub and attend the live training call in the Events section.

**TAP HERE** TO FIND OUT HOW TO ACCESS!

- Build your 'Who Do You Know?' list and set a weekly goal for finding new customers to help you hit your Summer Incentive prize. Try searching 'Goal Sheets' on the Learning Hub!
- Order your demo products and samples in week 1 to allow maximum time to tease them to customers. Share sneak peeks in your Facebook group and offer samples with every order.
- Know your customers. Personalise offers and make recommendations based on their previous orders. Link-sell using the bonus brochures as a second chance to connect.
- Give your customers options for shopping with you: you've got the brochure, My Avon store, the Digital Brochure and social media all at your fingertips.

**TAP HERE** FOR YOUR GUIDE TO SOCIAL SELLING

**VISIT THE LEARNING HUB TO FIND OUT MORE**

# SPARKLE & GIVE BACK

Help to **end violence against women and girls** with every bracelet you sell.

**50% DONATED**

TO WOMEN'S AID  
& REFUGE\*



features gorgeous glass stones

**Freephone 24-hour National Domestic Abuse Helpline run by Refuge**  
**0808 2000 247**

find out more at [avon.uk.com/causes](http://avon.uk.com/causes)

**Tennis Bracelet**  
Silver-plated. Approx. 21cm length.  
**51300**  
**£5**



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

\*For every Tennis Bracelet sold, Avon will donate £2 split equally between Refuge (registered charity number England & Wales 277424. A company limited by guarantee 1412276) and Women's Aid (registered UK charity number England & Wales 1054154). No Representative discount is paid on the Tennis Bracelet. This product is excluded from offers in this First Look.

**AVAILABLE EXCLUSIVELY ONLINE AND IN THE DIGITAL BROCHURE**



# DID SOMEONE SAY PARTY?

Online parties are the new way to earn from every £1 you make from the comfort of your own home... and theirs!

# HOSTING IS EASY...

Whether you prefer Zoom or Facebook Live, it's a great opportunity to relax, chat and showcase your fave products.

## OK – LET'S GO FOR IT!

Choose from four fab online party packs ready to showcase to your customers and drive those sales.

**Working From Home Make-Up £15**  
**Skincare Rituals £25**  
**Pampering Treats £15**  
**Bumper Party Pack £25**

**TAP HERE**

**FOR PACK CONTENTS  
AND IMPORTANT INFO**

**DISCOVER MORE  
ON THE  
LEARNING HUB!**

# SALES BOOSTING SAMPLES

What works for one customer won't always work for another. Samples mean they can try before they buy the real deal!

## WHY SAMPLE?

It's a great way to help them find their perfect foundation match or signature scent.

Once they find a sample they love, they won't be able to resist coming back for more.

It's the easiest way to let them try new products risk-free, and help them step outside their comfort zone.

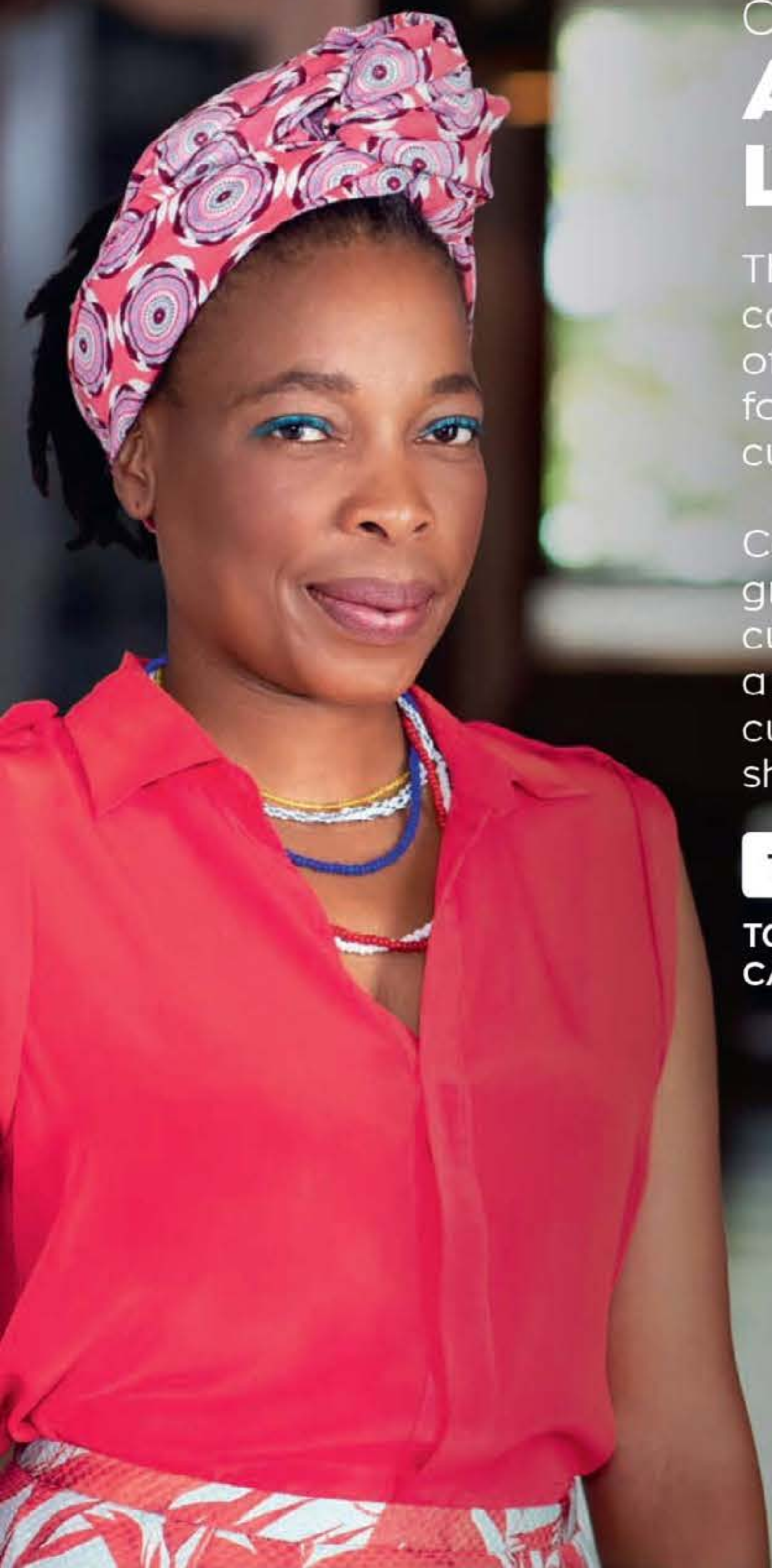
Try it, love it, buy it!

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

**TAP HERE**

**TO SEE WHAT'S AVAILABLE.**





## CANVASSING CARDS: **A CLOSER LOOK**

This month we're talking canvassing cards, one of our key selling tools for connecting with customers.

Canvassing cards are great for reaching new customers or rekindling a relationship with an old customer, inviting them to shop with you.

**TAP HERE**

**TO VIEW A  
CANVASSING CARD**

WE HAVE A  
FAB RANGE OF  
CANVASSING CARDS  
AVAILABLE - **SHOP  
THE COLLECTION IN  
MY SALES TOOLS.**

## **FREE GIFT**

Spend £9 or more on the Power Stay collection in this First Look to get yours - that's just a lipstick and mascara or one of the amazing demo packs.

order using **68429**

**TAP HERE**

**TO HELP  
CUSTOMERS SHOP  
THE OFFER**

### **CLEAR MAKE-UP POUCH**

so your Power Stay collection is always on hand



**OIL-INFUSED  
MICELLAR WATER**  
perfect for removing  
your favourite Power Stay  
make-up your way



**WORTH  
£10\***

### **Your Free Gift includes:**

Nutra Effects Nourish Oil-Infused Micellar Water 200ml and Clear Lipstick Make-up PVC pouch, approx. 17cm x 11.5cm x 10cm.

\*Based on normal brochure prices.

Sneak peek: order today for delivery by September!

Our free gifts are super popular, so, if we run out of any products we'll send you the next closest to keep you looking fabulous.





09:00 AM



11:00 AM



15:00 PM



19:00 PM

POWER STAY **13** UP TO HOURS

## LONG-WEARING & LIGHTWEIGHT

Give customers long-lasting comfort that feels like they're wearing nothing at all and tempt them with a free gift when they spend £12 or more on the Power Stay Collection.



NEW

brochure offer  
Spend £12\*  
demo offer:  
Spend £9\*

\*or more on the Power Stay Collection to qualify for a free gift.

TAP HERE

FOR ALL THE DETAILS

FREE GIFT

when you spend £9 or more on Power Stay

POWER STAY **13** UP TO HOURS

# LONG-LASTING AND LIGHTWEIGHT? HERE'S THE PROOF...

This video is available on Avon On so you can share across all your social media to excite new and existing customers!



Why is lightweight lipstick so good?

- it feels comfortable on your lips
- you won't even know it's there - but it looks amazing
- no heavy, cakey feel to put up with



**POWER STAY** **UP TO 10 HOURS**

**THE LIGHTWEIGHT LIPSTICK THAT LASTS 3X LONGER\***

**TAP HERE**

FOR SALES-BOOSTING TIPS



- innovative formula combines non-drying, **long-lasting colour** with a **comfortable, lightweight feel**
- vibrant, **demi-matte** finish stays put for up to 10 hours\*
- won't feather, cake, flake or fade

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

\*vs traditional Avon lipstick, based on a clinical efficacy study on 123 participants.



**Sneak peek: order today for delivery by September!**



**FREE GIFT**  
when you spend £9 or more on Power Stay

# POWER STAY LIPSTICK UNMISSABLE DEMO OFFER

**1** ALL 12 SHADES order using 67140  
**£30**  
that's just £2.50 per lipstick!

**2** ANY 6 SHADES  
**£18**  
that's just £3 per lipstick!

Sneak peek: order today for delivery by September!



If you buy either of these demo packs you'll **automatically qualify for the FREE GIFT** order yours using 68429.

# 24 HOURS OF FLAKE-FREE LASH VOLUME

You've got their lashes covered with our first 24-hour hold mascara that won't clump, flake or smudge for unstoppable volume with staying power.



**TAP HERE**


FOR BEFORE & AFTER IMAGES YOU'LL WANT TO SHARE



curved brush instantly captures and adds volume to every lash



 waterproof volume

 intense-black formula resists heat, humidity and sweat

 smooth, creamy colour locks onto lashes

**Power Stay Mascara**  
10ml  
will normally be: £9  
special introductory brochure price: £7  
**demo: £4.90**



## FREE GIFT

when you spend £9 or more on Power Stay

# RAISE THEIR BROW GAME

This new style of **2-in-1 brow pencil and highlighter** will help frame their face and give them an open-eyed, lifted look in **2 easy steps**.



- glide-on formula
- from sparse brows to natural definition

**Brow Line & Light Duo** will normally be: £7  
special introductory brochure price: £5  
**demo: £3.50**

5 shades to suit every customer's skin tone



BEFORE



**STEP 1:** Use the pencil to line, fill and define brows.



**STEP 2:** Use the highlighter under the brow bone to illuminate the eyes and give a lifted look.



# THE ULTIMATE MATTE FOUNDATION

Now you can give your customers complete coverage and shine control with shades designed to mimic their natural skin tone.



**REAL RESULTS FORMULATED FOR YOUR CUSTOMERS**

buildable, full coverage

all-day shine control

won't clog or cake

transfer proof

**Ultramatte Liquid Foundation**  
30ml  
will normally be: £9  
special introductory brochure price: £6.50  
**demo: £4.85**

**TAP HERE FOR THE FOUNDATION GUIDE**



## BOOST SALES WITH ULTRAMATTE SAMPLE PACKS

Sampling foundation is the key to selling as customers can find their shade match and fall in love with the shine-free formula.

### 1 LIGHT-TO-DEEP PACK 11 samples

**£1.80** order using **67850**

Includes: Alabaster, Ivory, Light Nude, Nude, Creamy Natural, Natural Beige, Sun Beige, Caramel, Spice, Walnut and Dark Cocoa.

### 2 LIGHT-TO-MEDIUM PACK 5 samples

**£1** order using **67249**

Includes: Alabaster, Ivory, Light Nude, Nude and Creamy Natural.

### 3 MEDIUM-TO-DEEP PACK 6 samples

**£1** order using **67561**

Includes: Natural Beige, Sun Beige, Caramel, Spice, Walnut and Dark Cocoa.



# CRUSH ON CRYSTALS

Customers will love the glitz of this **highly textured effect** with flashes of glitter for eye-catching nails.



**Nail Style Studio Crystals**  
10ml  
will normally be: £4  
special introductory brochure price: £3  
**demo: £2.10**

## SELL THE LOOK

Post a video or Boomerang where 1 hand is painted with just Nail Crystals, and on the other use it as a top coat over your favourite shade, to show how the 2 different crystallised looks flicker and glimmer as you move.

# LOVE YOUR SKIN LOVE THE PLANET

You asked, we listened – Distillery is now even easier for you to sell, featuring in the brochure from September at more affordable prices.



## ALL THE DETAILS

### LEARN

Packed with 69% pure pressed apricot oil, our cleansing balm melts away make-up and impurities.

### SHARE

Share our Distillery Digital Brochure with your eco-conscious customers with a single tap.

### EARN

Once your customers discover Distillery, you can say hello to repeat purchases (and higher earnings).



**Distillery Clean Break Cleanser**  
50ml  
**36186**  
brochure price: £12  
**demo: £8.40**

# THE MULTITASKING MOISTURISER

## ALL THE DETAILS

### LEARN

This one does it all: moisturises, clarifies, mattifies and primes, with added mineral SPF.

### SHARE

Host an online party to get people talking about Distillery... find your invites in My Sales Tools!

### EARN

Shade the Day is a great way to introduce customers to Distillery as most people use day creams.



find us in the September brochure at new, lower prices

**Distillery Shade The Day SPF25 Day Cream**  
30ml  
**36210**  
brochure price: £16  
**demo: £11.20**



# BEAUTY SLEEP IN A JAR

## ALL THE DETAILS

### LEARN

Floods your skin with 48-hour moisture to help plump and repair wrinkles as you dream.

### SHARE

Make the most of your samples - it's the easiest way for customers to try something new.

### EARN

If they love Shade the Day, why not upsell them to the Sleep Potion and upgrade their routine?



find us in the September brochure at new, lower prices

**Distillery Sleep Potion Night Cream**  
30ml  
**34645**  
brochure price: £16  
**demo: £11.20**



# NOURISH, PROTECT & GLOW

## ALL THE DETAILS

### LEARN

Add 2-3 drops of this sumptuously silky oil (packed with 97% jojoba oil!) to work its magic on fine lines.

### SHARE

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

### EARN

It's the hero of the collection and at £20, it's your biggest earnings opportunity in Distillery.

**Distillery Purify Facial Oil**  
30ml  
34736  
brochure price: £20  
**demo: £14**



find us in the September brochure at new, lower prices



# A SHOT OF VITAMIN C

## ALL THE DETAILS

### LEARN

Simply add 2 shakes of this 100% pure vitamin C powder to your facial oil or moisturiser to bestow a beautiful glow.

### SHARE

Try it yourself - it's so much easier to recommend and talk with confidence about what you love!

### EARN

The perfect partner in crime to their facial oil or moisturiser - and a great upsell opportunity.

**Distillery C-Shot Powder**  
5g  
34900  
brochure price: £14  
**demo: £9.80**



find us in the September brochure at new, lower prices

LEARN HOW TO APPLY



TAP TO PLAY



# A SHELFIE-WORTHY COLLECTION

Snap up the whole collection with this exclusive offer and let your skin do the talking.



LIMITED OFFER  
BEST EVER PRICE

£40

Normally £65

**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: £65 **demo: £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



# BLACK SUEDE DARK

Entice with a scent that dares to seduce with **cardamom, leather** and **vetiver**.

ALL 3 FOR  
**£8.40**

order using 68916

WOODY AROMATIC LEATHERY



BESTSELLING FRAGRANCE BRAND  
**15 SOLD EVERY HOUR\***

**Anti-Perspirant  
Deodorant Roll-On**  
50ml

**EDP**  
75ml

**Hair & Body Wash**  
250ml

Products not available separately in this First Look.  
Brochure offer: all 3 for £12.

\*Based on sales of Black Suede between 04.11.2019 - 24.11.2019.

TAP HERE

FOR SALES  
BOOSTING TIPS



Far Away  
**- REBEL -**  
DIVA

The **new Rebel & Diva samples** have landed. Get yours now!

**25 REBEL & DIVA SAMPLES FOR**

**£1**

order using 67462



**SAMPLE SHOP**

Boost your sales with the **Far Away** bumper sample pack from your **No.1 fragrance brand**.

**25 SAMPLES FOR**

**£1**

includes: Far Away, Infinity, Glamour, Rebel and NEW Rebel & Diva order using 69419



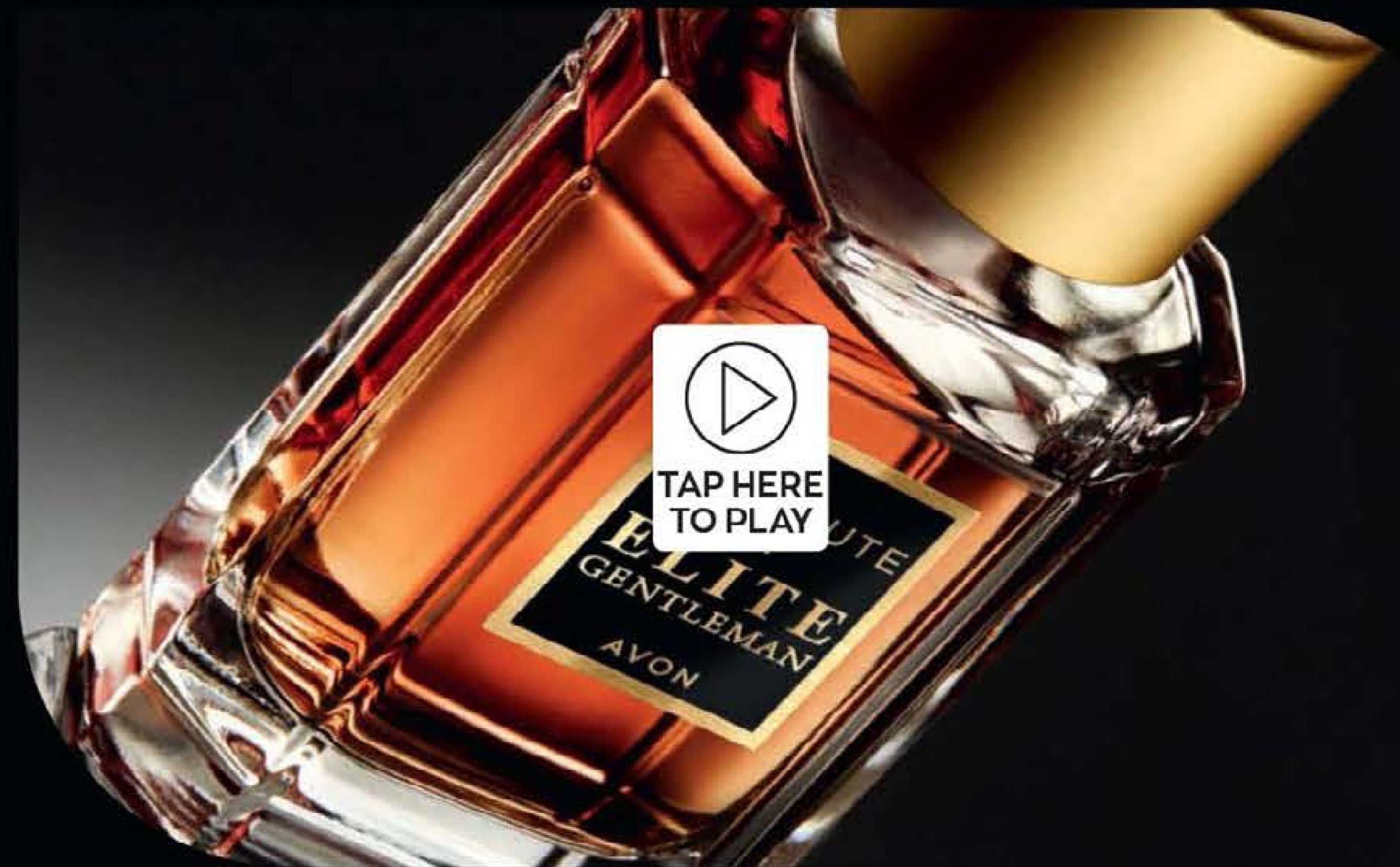
Sneak peek: order today for delivery by September!

**TAP HERE**

**FOR SALES BOOSTING TIPS**

**ABSOLUTE**  
**ELITE**  
GENTLEMAN

**COMING SOON**



**DISCOVER PURE SOPHISTICATION**

To get you excited about the launch of the new Elite Gentleman Absolute, we're giving you **5 FREE samples** when you buy any fragrance in this First Look.

# GET THE GLOW

Your customers can experience a facial at home, with our double-action warming exfoliant that mimics a peel treatment – no appointment necessary!



- rinse-off formula
- with brightening **vitamin C** and exfoliating **natural seed powder**

**Anew Vitamin C Warming Peel**  
75ml  
**03467**  
will normally be: £10  
special introductory  
brochure price: £8  
**demo: £5.60**

**TAP HERE**

**FOR SALES  
BOOSTING TIPS**

# LAVENDER OVERNIGHT MOISTURE COLLECTION

Who doesn't need a better night's sleep?

This soothingly scented lavender collection will be a hit with customers who long for a bit of relaxation.



relaxing  
scent



our first  
bath  
& body oil

**TAP HERE**

**TO LEARN MORE  
ABOUT LAVENDER**

**Multipurpose  
Cream for Face,  
Hands & Body**  
400ml  
**63636**  
brochure price: £3  
**demo: £2.10**

**Body Lotion**  
400ml  
**67785**  
brochure price: £2.50  
**demo: £1.75**

**Hand Cream**  
75ml  
**09357**  
brochure price: £2  
**demo: £1.40**

**Overnight Moisture  
Bath & Body Oil**  
150ml  
**65912**  
brochure price: £3.50  
**demo: £2.45**

# THE 4-STEP RADIANCE RITUAL

Help her rediscover her inner radiance and glow from within.



**TAP HERE**  
TO LEARN MORE

**Body Oil**  
150ml  
17228  
brochure price: £5  
**demo: £3.50**

**Facial Oil Serum**  
30ml  
17236  
brochure price: £6  
**demo: £4.20**

**Foil Face Mask**  
Contains 1 mask.  
13243  
brochure price: £3  
**demo: £2.10**

**Golden Body Butter**  
200ml  
24596  
brochure price: £7  
**demo: £4.90**

# SKIN DEFENCE BODY WASH

This hand and body wash **cleanses** and **protects skin** and provides complete peace of mind with its anti-bacterial technology.



**Skin Defence Hand & Body Wash**  
400ml  
55897  
brochure price: £2  
**demo: £1.40**

**TAP HERE**  
TO LEARN MORE

# RELAX IN LUXURY

Customers will love to unwind with **our first luxurious oil-infused bubble baths**. With the delicate scent of white peach and vanilla, they'll emerge feeling relaxed and nourished.



**TAP HERE**

**FOR SALES BOOSTING TIPS**

**Peach Velvet Bubble Bath**  
1 litre  
**10439**  
brochure price: £2.50  
**demo: £1.75**

**Peach Velvet Bubble Bath**  
500ml  
**10405**  
brochure price: £2  
**demo: £1.50**

# WHITE PEACH & VANILLA ORCHID

The perfect additions to their basket, these white peach and vanilla orchid scented essentials will quickly become favourites.



**TAP HERE**

**FOR SALES BOOSTING TIPS**

**White Peach & Vanilla Orchid Scented Spritz\***  
100ml  
**18606**  
brochure price: £1.50  
**demo: £1.05**

**Precious Oils White Peach & Vanilla Orchid Shower Crème**  
250ml  
**07641**  
brochure price: £1.25  
**demo: 90p**

**Precious Oils White Peach & Vanilla Orchid Shower Crème**  
500ml  
**10454**  
brochure price: £1.75  
**demo: £1.25**

\*Does not contain macadamia oil.



SELLING LIFE & STYLE

# WHAT'S IN IT FOR YOU?

## HIGHER EARNINGS OPPORTUNITY

Did you know, you'd need to sell 4 Skin So Soft Dry Oil Sprays to earn as much as you would from just 1 pair of PJs? Higher-priced items mean more earnings for less effort.

## CUSTOMERS LOVE THE RANGE

Fun fact: we sold almost 1 million PJs and slippers in 2019, and 2 of our gorgeous reed diffusers are sold every minute. Plus, 45% of Beauty customers already buy into Beauty+.

## EXCLUSIVE BRANDS

In addition to our fab range of own-brand products, we also sell the high street brands your customers know and love, with an average saving of 65% vs. the high street - wow!

SWIPE LEFT TO SEE WHAT'S LANDING THIS MONTH



# POLKA HOT

Know your customer's style? Highlight the pages in brochure to show them pieces you think they'll love.



### Spot T-Shirt\*

Cotton.

**17350** Small 8-10

**19349** Medium 12-14

**19430** Large 16-18

**19455** Extra Large 20-22

brochure price: £8

**demo: £5.60**

### Denim A-Line Skirt\*

Cotton.

**20776** 8

**19232** 10

**19190** 12

**19216** 14

**20792** 16

**19240** 18

**17319** 20

brochure price: £18

**demo: £12.60**

\*Choose 1 size only.

# ALL DRESSED UP

Create a video haul of the gorgeous new fashion lines to share with your customers on social media.



swing style

**Swing Dress\***  
Cotton.  
19687 Small 8-10  
17368 Medium 12-14  
19745 Large 16-18  
55855 Extra Large 20-22  
brochure price: £14  
**demo: £9.80**

\*Choose 1 size only

# DREAMY NIGHTS

Share our amazing PJ reviews with your make-up-loving customers and introduce them to our bestselling nightwear collection.



  
100%  
cotton

diamanté detail

watercolour design

**Flower Deer PJs\***  
Cotton.  
12864 Small 8-10  
08946 Medium 12-14  
59618 Large 16-18  
17376 Extra Large 20-22  
brochure price: £14.50  
**demo: £9.80**

\*Choose 1 size only.

all-over floral print

# LAVENDER DREAMS

They'll love the lavender-infused nightwear, so why not encourage them to pair the PJs with the robe to boost your sales?

## Lavender-Scented PJs\*

Viscose and elastane.

- 17384 Small 8-10
- 17400 Medium 12-14
- 17418 Large 16-18
- 17434 Extra Large 20-22

brochure price: £22

**demo: £15.40**

## Lavender-Scented Robe\*

Viscose and elastane.

- 20164 Small 8-10
- 20040 Medium 12-14
- 07153 Large 16-18
- 19679 Extra Large 20-22

brochure price: £24

**demo: £16.80**

\*Choose 1 size only.



**TAP HERE**

**TO LEARN ABOUT  
MICRO-FRESH  
TECHNOLOGY**

FABRICS FEATURING  
**Micro-Fresh**  
TECHNOLOGY

# WILD NIGHTS

Send a sneak peek to your nightwear customers and take pre-orders for those exclusive customers.



  
100%  
cotton

## Leopard Shortie PJs\*

Cotton.

- 24950 Small 8-10
- 17475 Medium 12-14
- 17517 Large 16-18
- 17533 Extra Large 20-22

brochure price: £15

**demo: £10.50**

\*Choose 1 size only.

# SAFARI STYLE

If they love leopard print, take a photo and send them this gorgeous piece that they can add to any outfit.



features  
sparkling  
crystal glass  
stones

**Leopard Brooch**  
Gold-plated leopard  
head-shaped brooch  
with crystal glass stones.  
**20594**  
brochure price: £7  
**demo: £4.90**

Sneak peek: order today  
for delivery by September!

# CLEVER CAT

Post a photo on  
Facebook showing  
the 2 ways to wear this  
gorgeous chain: on your  
glasses or as a necklace.



**Leopard Glasses Chain**  
Gold-plated with polished stones and  
leopard-head castings. Approx. 79cm.  
**27300**  
brochure price: £6  
**demo: £4.90**

Sneak peek: order today  
for delivery by September!



with sparkling  
glass stones  
featured in a  
leopard-head  
design



# HOOPING MAD

Wear these on your next video call and wait for the compliments and orders roll in!



features gorgeous faux pearls

## Angela Hoop Earring Set

3 pairs of silver-tone earrings. Approx. widths: small with faux pearls 0.9cm, medium and oblong-shaped 1.65cm, large and rounded 1.9cm.

**20669** Silver-tone brochure price: £5  
**demo: £3.50**

# LOCKET LOVE

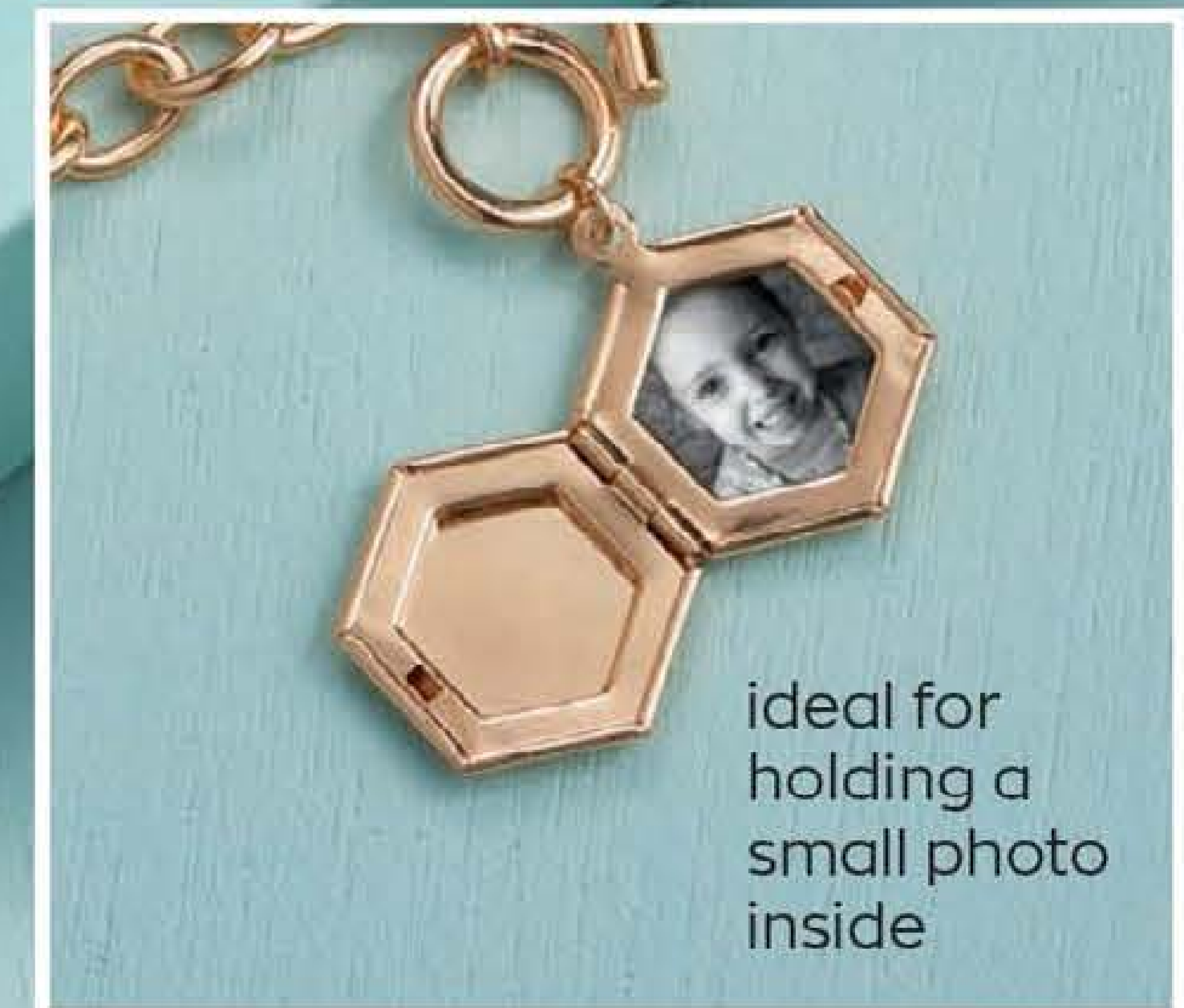
If a customer is looking for a personal gift, this is the perfect piece to show someone they care.



## Locket Bracelet

Gold-tone or silver-tone bracelet with locket charm. Approx. length 21.5cm.

**20586** Gold-tone  
**20537** Silver-tone  
brochure price: £5  
**demo: £3.50**



ideal for holding a small photo inside

# THE FINISHING TOUCH

If your customer likes more custom jewellery, show them how they can wear these pieces together or separately. It's the best of both worlds!

## Michelle Gift Set

Silver-tone or rose gold-tone 2-piece necklace and bracelet gift set. Necklace: Approx. 42cm + 9cm extension chain. Bracelet: Approx. 18.5cm + 2.5cm extension chain.

**09084** Rose gold-tone

**08995** Silver-tone  
brochure price: £8

**demo: £5.60**



# WRIST CANDY

Download the bookmark from My Sales Tools and pop it into their brochure to highlight items you think they'll like, such as this gorgeous watch.



tortoiseshell  
design and  
bezel detail

## Michelle Watch

PU strap. Adjustable between approx. 16.5cm and 20.7cm.

**20644**

brochure price: £15

**demo: £10.50**

# SIMPLY GLAM

Take some lifestyle shots wearing this in the garden or park to share on Instagram.

floral design



coloured  
crystal glass  
detail



**Natalie Watch**  
PU strap with coloured crystal glass stones. Adjustable between approx. 16cm and 20.5cm.  
**24299**  
brochure price: £18  
**demo: £12.60**

# HAIR NECESSITIES

Create a video of different looks with this headband from loose waves to a messy bun. Boost your sales by pairing with a haircare product too!

twist  
detail



comfort  
tips



**Twist Knot Headband**  
Polyester. Headband with comfort tips.  
**07187**  
brochure price: £6  
**demo: £4.20**

# THE NEW KID IN TOWN

Take this gorgeous bag on your rounds. It's the perfect way to show it off to customers and keep your brochures and samples to hand!



double grab handle

new bowler shape

tassel design detailing

**Bowler Bag**  
Polyester. Approx. 46cm x 30.5cm x 24.5cm.  
**07252**  
brochure price: £20  
**demo: £14**

# MAD ABOUT MUSTARD

Embrace your inner style icon and create different looks with this scarf. Share with your customers to give them some inspiration!



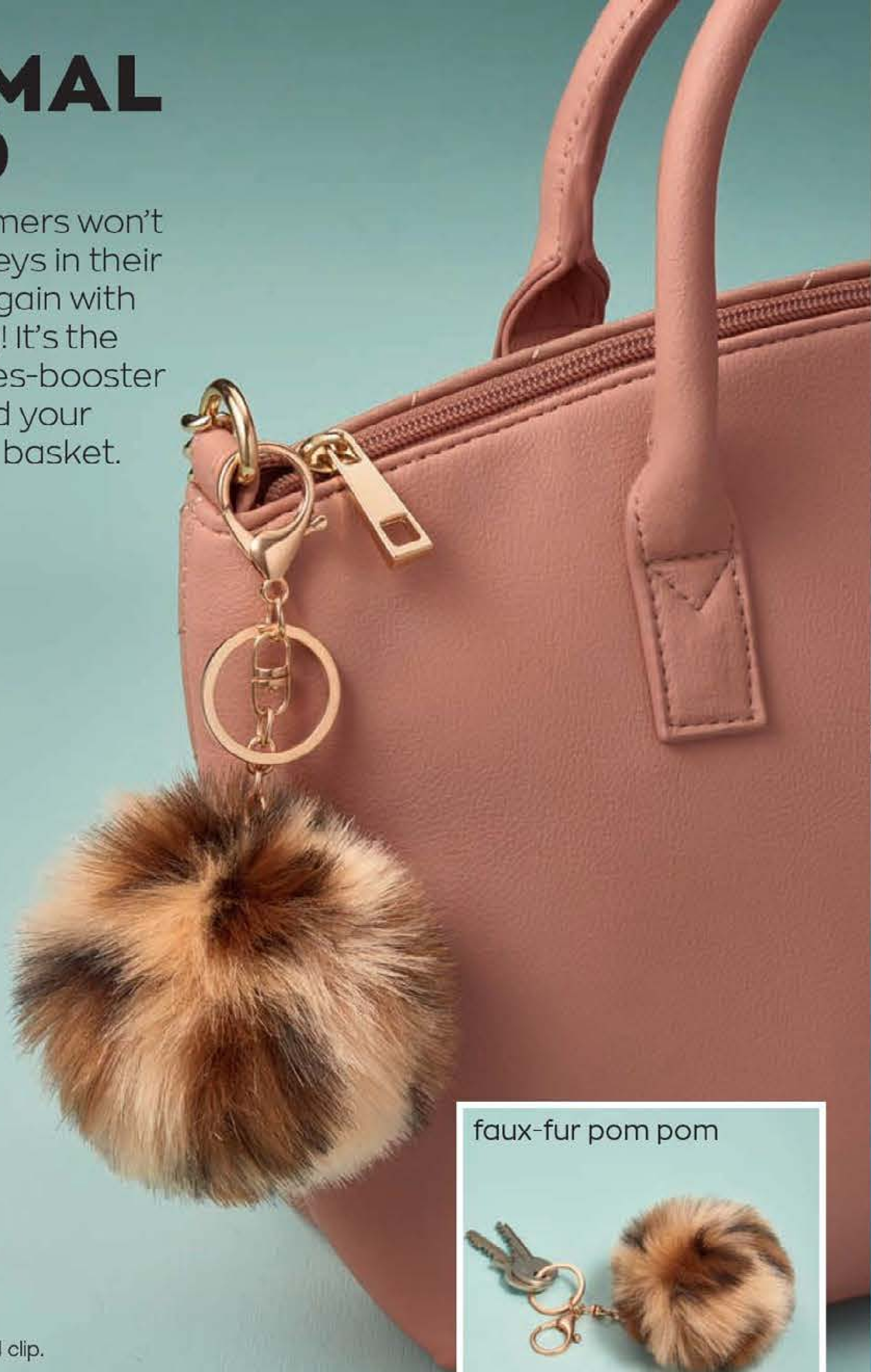
metallic thread detail

pleated style

**Pleated Scarf**  
Polyester with metallic detail. Approx. 180cm x 180cm.  
**20735**  
brochure price: £8  
**demo: £5.60**

# ANIMAL MAD

Your customers won't lose their keys in their handbag again with this keyring! It's the perfect sales-booster to help build your customer's basket.



**Leopard Keyring**  
Polyester pom with gold-tone chain and clip.  
**17558**  
brochure price: £4  
**demo: £2.80**

faux-fur pom pom



# A RELAXING SOAK

For a gorgeous Instagram post, take a pic of each design in your bath, and let customers swipe to see all 3.



Projects 3 different designs: floral, koi and wave.

**HOW TO USE:**  
Simply insert your choice of interchangeable slide, and place in the water to watch it project as it floats.



**Floating Bath Projector**  
ABS, Approx. 9cm x 9cm x 7cm.  
Requires 3x 1.5V AAA batteries (not included).  
**62919**  
brochure price: £15  
**demo: £10.50**

# WILD ABOUT STORAGE

Help them wave goodbye to clutter with this pretty wild storage solution. We think a before and after photo is a great way to sell these.

3 different leopard-print designs

each sold separately

## Leopard Bucket Storage Bag

Polyester. Approx. diameter 17.5cm x 15cm.

17566 White

24323 Brown

25668 Green

brochure price: £5

**demo: £3.50**

# CALMING AROMAS

It's so easy to make a mesmerising video of the fragrant smoke floating down the incense burner to share on Facebook!

includes 5 lavender-scented incense cones



## Ceramic Incense Holder

Dolomite. Approx. 9cm x 8.5cm x 13.5cm.

15891

brochure price: £16

**demo: £11.20**

# STUNNING SAHARA SCENTS

This stunning home fragrance collection is the purr-fect upsell opportunity for customers who love our leopard range.

juniper berry,  
sandalwood  
and amber



lasts  
up to 8  
weeks

**Sahara Candle** Burns for up to 30 hours. **54114** brochure price: £6.50 **demo: £4.55**

**Sahara Reed Diffuser** Lasts up to 8 weeks. **12872** brochure price: £8 **demo: £5.60**

# TOWEL & TURBAN SET

Your customers loved our towel and turban sets so much that we've brought them back again with this oriental-inspired duo.

adjustable  
to fit up to  
a size 18

lightweight,  
super-soft  
microfibre

button  
and loop  
fastening



hook  
and loop  
fastening



**Microfibre Towel Wrap** Polyester. Approx. 140cm x 70cm. **17582** brochure price: £12 **demo: £8.40**

**Microfibre Hair Towel** Polyester and cotton. Approx. Approx. 60cm x 24cm. **17590** brochure price: £6 **demo: £4.20**

# SAFARI SOLE

Highlight these fab trainers in the Instant Brochure for customers who like to take a walk on the wild side!



faux leather

leopard-print design

### Leopard Trainers\*

Lining: polyester. Insock: PU.  
Outsole: PVC.

**10785** Size 4      **26989** Size 7  
**58321** Size 5      **26997** Size 8  
**26732** Size 6

brochure price: £22

**demo: £15.40**

\*Choose 1 size only.

# TOASTY TOES

Encourage your customers to pair these super-snuggly slippers with the PJs they're loving to boost your sales.

snuggly faux fur



pink leopard print

indoor and outdoor sole

### Pink Leopard Slipper Mules\*

Polyester upper, lining and insock. TPR outsole.

**17608** Small 3-4  
**16105** Medium 5-6  
**16196** Large 7-8

brochure price: £6.50

**demo: £4.55**

\*Choose 1 size only.



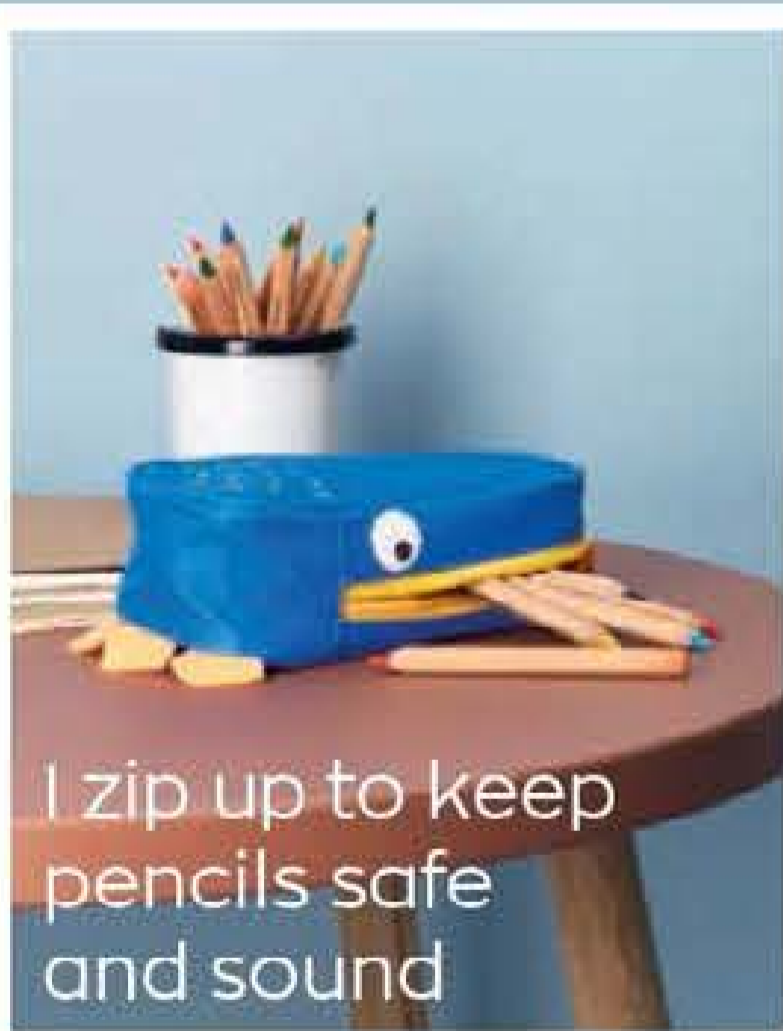
# ROARING TO GO

Why not WhatsApp a pic of our Donna the dino range to customers with kids? They'll want to snap these up for September.

I'm ideal for PE kits



I zip up to keep pencils safe and sound



roar-some adjustable straps for the perfect fit

front pocket for bits and bobs

**Dinosaur Backpack** Polyester. Approx. 26cm x 9cm x 30cm. **55350**  
brochure price: £12.50 **demo: £8.75**

**Dinosaur Drawstring Bag** Polyester. Approx. 33cm x 40cm. **20768**  
brochure price: £8 **demo: £5.60**

**Dinosaur Pencil Case** Polyester. Approx. 18cm x 6cm x 8cm. **55707**  
brochure price: £6 **demo: £4.20**

# BAGS OF FUN

Little ones will love our bear-y cute Kevin the koala range – we reckon it will sell itself (have you seen those adorable ears?).

I'm ideal for PE kits



I zip up to keep pencils safe and sound



bear-y cute front pocket for bits and bobs



adjustable straps for the perfect fit

**Koala Backpack** Polyester. Approx. 26cm x 9cm x 30cm. **00059**  
brochure price: £12.50 **demo: £8.75**

**Koala Drawstring Bag** Polyester. Approx. 33cm x 40cm. **55517**  
brochure price: £8 **demo: £5.60**

**Koala Pencil Case** Polyester. Approx. 19cm x 5.5cm x 10cm. **68908**  
brochure price: £6 **demo: £4.20**

# HOW TO ORDER YOUR DEMO PRODUCTS

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



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](http://avon.uk.com)  
and click 'contact us'.

[TAP HERE](#)  
FOR TERMS  
& CONDITIONS

# YOUR REWARD PROGRAMMES

Want to be part of something exciting?  
Read on to find out how you can earn rewards  
and make your Avon experience even more special.



## PRESIDENT'S CLUB

Open to all Reps, this exclusive club rewards you for achieving milestones, granting you access to special benefits, such as free delivery and products, Love2Shop rewards and invites to the biggest Rep events.

[TAP HERE](#)

TO FIND OUT MORE  
ABOUT PRESIDENTS CLUB



## CIRCLE OF EXCELLENCE

Your chance to win some bestselling Avon products or the trip of a lifetime, this programme is open to all Reps and Sales Leaders. It's simple. Earn points every time you sell, and work your way through the levels to win!

Achieve a minimum of 3000 points by 30th September to qualify - you've got to be in it to win it!

[TAP HERE](#)

TO FIND OUT MORE  
ABOUT CIRCLE OF EXCELLENCE