

AVON FIRST LOOK

NOVEMBER 2020



FIND OUT MORE
ABOUT YOUR
EXCLUSIVE
GIFT GUIDE
INSIDE

INTRODUCING

Lucky Me

THE MOMENT
EVERYTHING
CLICKS.

NEW

FREE GIFT

PLUS EARN AN EXTRA £1
ON EVERY BOTTLE YOU SELL



WELCOME TO FIRST LOOK

Are you ready to jump ahead and get the inside scoop? Find out what Sales Leader Janine Evans thinks of this edition and what it can do for you! We're excited to share her top selling tips so you can learn how she optimises selling and maximises profits.

 TAP TO HEAR FROM JANINE EVANS, SALES LEADER



MAKE A DIFFERENCE & #SPEAKOUT

Together, we've been a leading supporter of the cause to end violence against women and girls since 2008. This 16 Days of Activism, use your voice to #SpeakOut and signpost to support.

Share with your customers how they can help someone they're worried about:

- 1 Be patient as they may not be ready to talk or decide what they're going to do.
- 2 Listen and be ready to support them and build their confidence. Reassure them that they're not to blame and support is available.
- 3 Signpost them to expert support through the National Domestic Abuse Helpline, run by Refuge, on 0808 2000 247. Help is also available online through the Women's Aid live chat at www.chat.womensaid.org.uk

YOUR EXCLUSIVE FIRST LOOK GIFT GUIDE

Double your sales this Christmas and find them the gift they've been wishing for with the exclusive Gift Guide.

TAP HERE FOR YOUR FIRST LOOK GIFT GUIDE



At Christmas many women and girls continue to live in fear. Show your support and share how to help.



HELP END VIOLENCE AGAINST WOMEN & GIRLS

50% donated to Refuge & Women's Aid

Take a photo wearing the gorgeous lipstick and pin to share on social media using **#SpeakOut**. It'll encourage your customers to treat themselves while helping to end violence against women and girls.



LIPSTICK
100% matte look with lasting comfort

Limited-Edition True Colour Perfectly Matte Lipstick
13128 Sun-Baked Red
£6

Sneak peek: order today for delivery by November!



women's aid
until women & children are safe



TAP HERE
FOR T&CS

REP SPOTLIGHT

Janine **grew her business by 112% year on year**, with more than 800 dedicated Reps in her team and group sales reaching new heights in summer 2020 – wow!

Read on for her top tips as we head into the Christmas season...



"I switched my business online during lockdown and I've seen my digital sales soar. I taught myself using **Avon Connect** and **Avon ON**.

My business is always on, thanks to **social media**. Whether I'm posting on Facebook, sending email newsletters, or hosting live videos on Instagram, I'm always there for my customers and team.

Having a **supportive team** is key to achieving goals. I lead by example and recognise everyone's achievements – big or small.

Avon gave me purpose. I was able to support my daughter through university and now she's graduating as a nurse. **Keeping your goals front of mind** keeps you focused on success.

I always recommend **trying new products** from First Look and **going live on social media** to give customers a preview. Remember to order samples too! Perfume and foundation **samples** are my must-haves to help boost sales.

One of the things that makes me proud to be part of the Avon family is the **causes** we support, particularly **charities working to end domestic violence**. It's important to speak out about this issue, so every woman knows what help and support is available and understands what a healthy relationship is."

Janine Evans, Sales Leader

SUMMER SIZZLE BEAUTY BOX

Did you qualify for our **Summer Sizzle Incentive**? If so, you can get your hands on our first ever **Rep exclusive Beauty Box** worth **£100** for just **£10!**



A big **congratulations** to all our achievers – we hope you enjoy this gorgeous box bursting with **new products** launching in time for Christmas. It's perfect for **sharing the excitement** with your customers or hosting **virtual parties**.

*All Reps who achieved award sales of £100 in July, August and September will have qualified and received a confirmation flyer in their first order placed in October.

AVON GROWTH PLAN

We're starting the countdown – just a month to go until we **unwrap the Avon Growth Plan!**

It's the season to grow and glow as we'll be bringing you new discounts and fantastic earnings opportunities just in time for Christmas. Here's a reminder of what you can look forward to from 1st November.

YOUR 4 NEW DISCOUNTS



30% OFF!

££££1

%

NEW EARNINGS POTENTIAL FOR SALES LEADERS

AN AMAZING TOP 30% DISCOUNT

YOU'LL STILL EARN FROM £1

DISCOUNTS WILL BE APPLIED TO EVERY SALE

CHECK OUT YOUR REP AND SALES LEADER WEBSITES FOR ALL THE INFO YOU NEED!

WELCOME TO AVON CONNECT

Have you made the most of Avon Connect yet? It's THE place to go for **selling tools, hot tips** and **product info**.



DID YOU KNOW?

Reps that use Avon Connect achieve **sales of up to 113% more** than those who don't, with **an order size of 194% more!**

Look out for your interactive training modules, tools and knowledge check that will be available on Avon Connect. Complete the knowledge check and download your certificate to be in with a chance of **winning an amazing product set worth over £58!**

Terms & conditions apply.

[TAP HERE](#) FOR AVON CONNECT

Log in and search campaign tools
for all your selling tips today!

SEE YOUR SALES SOAR WITH SAMPLING

One of the most successful ways to drive repeat orders is through sampling, offering customers the chance to try new products the easy way.

With everything from gorgeous fragrance and make-up to age-reversing skincare, we've got everything they need to discover a new favourite.

Why not slip in a free sample with their next order as a courtesy gift? Once they find something they love, they won't be able to resist coming back for the real deal.

Try it, love it, buy it!

[TAP HERE](#) TO SHOP SAMPLES



BOOST YOUR EARNINGS WITH SALES TOOLS

Designed to help you grow your business, our range of sales tools has you covered.

A new campaign means new sales tools – check out our handy checklist for all the tools you need to make this one your best one yet.

- Brochure bags
- Order forms
- Canvassing cards
- Calling cards
- Travel mug
- Sample tester holders

TAP HERE TO SHOP NOW



DEMO KIT DUO

Excite your customers by showcasing our fab new products on social media or during an online party. Boost your sales and make the most of this busy selling period with these 2 must-have demo kits.

SHOW THEM LUXE FOR LESS

Introduce your luxe-loving customers to fabulous Avon products that match up to luxury brands at unrivalled prices. Share the fantastic results of the Blind Test, where we asked over 650 make-up lovers to test Avon against luxury brands, with no idea what they were testing.

This Blind Test demo kit is perfect for showcasing some of the amazing products tested and highlighting the price differences between Avon and our competitors.

TAP HERE FOR BLIND TEST RESULTS

THE BLIND TEST KIT

only £12

worth £37*

Order using **82107**



IMPRESS THE SKINCARE LOVERS

There's never been a better product to demo than the gamechanger that is PROTINOL.

It helps restore 7 years of collagen loss in 7 days, leaving skin looking and feeling firm and plumped. Your skincare customers will love it!

THE PROTINOL DEMO KIT

only £18

worth £29*

Order using **82081**



HEAD OVER TO AVON CONNECT TO REFRESH YOUR PRODUCT KNOWLEDGE.

*Based on current brochure prices and/or brochure prices within the previous 30 days.

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!

INTRODUCING

Lucky Me

FOR HIM & HER

Our newest fragrances for him and for her are all about when the moment luck strikes. When everything just clicks and you can celebrate the special moments.



FREE GIFT
with every purchase*

**EARN AN EXTRA
£1 PER BOTTLE**

*When you buy Lucky Me for Him EDT or Lucky Me for Her EDP. While stocks last.

SEE YOUR EARNINGS SOAR

Ready to make Christmas bigger and better?
You can earn an extra £1 for every bottle you sell.
So, what are you waiting for?

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

1. Buy Lucky Me for Him and Her in this First Look to kick-start your extra earnings.

2. Sell as many bottles as you can in Campaign 15, November 2020.

3. Watch as they money rolls in! You'll be earning an **extra £1 per bottle** on top of your usual discount!



FREE GIFT
with every purchase*

*When you buy Lucky Me for Him EDT or Lucky Me for Her EDP. While stocks last. Offer valid with every sale of each bottle of Lucky Me for Him EDT and Lucky Me for Her EDP only. Fixed discount applied in Campaign 15, November 2020.

BOOST YOUR SALES WITH SAMPLES

Lucky Me

FOR HER

find videos and photos to download and share from the Avon On app



For the moment everything clicks.
With unforgettable **sparkling fizz** accord, delicate **vanilla orchid** and sensual **sandalwood**.

 **Lucky Me for Her EDP**
50ml
68981
brochure price: £16
demo: £11.20

 **ORIENTAL**

EARN AN EXTRA £1 PER BOTTLE



EXCLUSIVE FREE GIFT
with every purchase of Lucky Me for Her EDP

Free gift includes: Lucky Me for Her Body Lotion 150ml, Lucky Me for Her EDP Purse Spray 10ml, Pro Colour In 60 Seconds Nail Enamel 10ml in High Speed Pink.

Lucky Me

FOR HIM

the
perfect
Christmas
gift

The moment luck strikes with fiery **timut pepper**, exciting **cinnamon leaf** and irresistible **vetiver**.

-  **FOUGÈRE** Lucky Me for Him EDT 75ml 89391
-  **SPICY** brochure price: £16
-  **WOODY** **demo: £11.20**



**EARN AN EXTRA
£1 PER BOTTLE**

Sneak peek: order today for delivery by November!



EXCLUSIVE FREE GIFT
with every purchase of
Lucky Me for Him EDT

Free gift includes: Lucky Me for Him Hair & Body Wash 200ml, Lucky Me for Him EDT Pocket Spray 10ml, Shower Puff (polyester).

TRY MORE, BUY MORE

When they try more, they'll buy more. So up the ante with our super-sized samples bundles.



SAMPLES

5 DIPSTICK SAMPLES 60p 30p	order using 02592	order using 02584
25 DIPSTICK SAMPLES £2	order using 68478	order using 67694
50 DIPSTICK SAMPLES £3.50	order using 69138	order using 68585
75 DIPSTICK SAMPLES £4.80	order using 68650	order using 68593
100 DIPSTICK SAMPLES £5	order using 68858 50x EDT for Him, 50x EDP for Her	
SPRAY SAMPLES 60p 30p	order using 72108	order using 72074

TAP HERE

**TO LEARN HOW
YOU CAN LEAVE
A REVIEW**

FREE BEAUTY GIFT SET

These bestselling beauty treats are on us when you spend £9 on make-up in this First Look.

Each Free Beauty Gift includes: Glimmerstick Eyeliner, True Colour Lipstick and Gel Shine Nail Enamel 10ml.

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



TAP HERE
FOR ALL THE DETAILS

WORTH **£17.50***

*Based on current brochure prices and/or brochure prices within the previous 30 days.

TAP HERE TO SEE ALL THE FREE GIFTS AND PICK YOURS



NUDE
order using: **68775**



PINK
order using: **67496**



PLUM
order using: **67728**

THE LEGENDARY 3-IN-1 CRÈME LIPSTICK

Customers who like creamy lipsticks will love the lasting comfort of our most luxurious crème finish ever. Make it easy by sending them the digital brochure and sharing samples.

- make-up artist-inspired bullet shapes and sculpts
- infused with hydrating primer
- glide-on, lasting, comfortable colour

Crème Legend Lipstick
will normally be: £9
special introductory brochure price: £7
demo: £5.25



48025 Iconic

62851 Adore

48603 Five Star

48785 Strut

48462 Wow

48827 Va-Va-Voom

48850 Red Carpet

48710 Sassy

FREE GIFT
when you spend
£9 on make-up.

LEGENDARY SAMPLE OFFER

Take advantage of **3 new sample offers** to get customers hooked on these luxurious lipsticks.

CRÈME LEGEND all 8 samples **JUST £1.20**

order using **69344**

- make-up artist-inspired precision tip
- infused with a hydrating primer
- long-lasting, comfortable colour



MATTE LEGEND all 11 samples **JUST £1.50**

order using **69559**

- lines, contours and sculpts
- lasting, comfortable matte colour
- pigment loaded for our boldest matte look yet



TAP HERE FOR TOP SAMPLING TIPS

CRÈME & MATTE LEGEND
ALL 19 SAMPLES
JUST £2
order using **68577**



FREE GIFT
when you spend
£9 on make-up.

3 STEPS TO PARTY-READY BROWS

Now you can help customers build their best ever brows with this easy-to-use palette. Why not share a step-by-step demo video to show them just how simple it is?

- 2 super-blendable brow shades
- 1 subtle highlighter

Ombé Brow
will normally be: £7
special introductory
brochure price: £5
demo: £3.50

Sneak peek: order today for delivery by November!



TAP HERE

FOR 3 STEPS TO BEAUTIFUL BROWS



15982 Light



27870 Medium



15925 Dark

FREE GIFT
when you spend
£9 on make-up.

PEARLY TIPS

Boost their baskets with this sumptuous new pearl finish of your bestselling gel colour, it'll make a fab festive social media post!

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



57380
Office Party

56986
Shopping Daze

22764
Sleigh All Day

17020
Let It Glo



56895
Glitz And Glazed

67744
Nice Ish

25916
Ring It In

SALES-BOOSTING TIP

Suggest they add a top coat to their order for longer-lasting shine.

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



FREE GIFT

when you spend
£9 on make-up.

FABULOUS FALSIES

This false lash and glue combo is perfect for popping in their baskets this party season for instant impact.

TAP HERE

**FOR A STEP-BY-STEP
GUIDE TO FABULOUS
LASHES**

**BOTH FOR
£7**

- ultra-soft false lashes
- easy to glue on using our GWA Lash Glue

Flutter Lashes

Nylon.
62828
brochure price: £8
demo: £5.60

Lash Glue 5ml

09464
brochure price: £8
demo: £5.60



UP TO
80 USES

EYELASH GLUE

- latex-free eyelash adhesive
- fuss-free applicator



FREE GIFT

when you spend
£9 on make-up.

Sneak peek: order today for delivery by November!
If you buy both for £7, you cannot also buy each item individually.

THE ULTIMATE DISTILLERY COLLECTION

Try it for yourself 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. **08086** 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**



THE POWER UP COLLECTION

A trio of hard-working treatments that deliver a burst of active ingredients to skin for results they'll love.

BEAUTIFULLY
BOXED
COLLECTION

£28

Normally £40
order using 12344

1 cleanse

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



+



+



2 glow

Add 2 shakes of this 100% pure vitamin C powder to your facial oil for a beautiful glow.

3 purify

Massage in 3-5 drops of this silky oil with 97% jojoba oil, to work its magic on fine lines.

Your customers can buy this exclusive bundle online only, and for every sale, **you'll make £12!**



SALES SUCCESS WITH DISTILLERY

Find out how Louise Fox, Silver PC Rep, grew her business with Distillery.



Distillery has been helping me **attract new customers**, as I can target those who shop premium brands as well as those interested in clean beauty. **I use the entire range** so I'm ready to talk about Distillery if anyone compliments me on my skin!

I'm really excited that the brand is moving into the main brochure. It'll give it **more exposure** and I hope to see even more of an increase in my customers as a result. And there are so many ways to sell Distillery!

I share lots of samples; if I want my customers to invest in products, then I need to invest more too. I even bought sample pots online so I can sample the full collection.



Swipe
read
more

I **talk to my Anew customers** about introducing Distillery into their skincare regime by using the C-Shot or Purify Facial Oil. Another tip is to **keep a record of your skincare customers** so you can let them know as soon as there's a special offer.

The great news is you have **more chance of repeat custom** with skincare – it's definitely well worth putting in the effort, using the products, and accessing the **product knowledge** on **Avon Connect** so you know what you're talking about – I couldn't be without it! I also use the amazing assets on **Avon ON** as well as **Avon Social** which makes **social posts so easy**.

I love my **exclusive Facebook group**... it's where I get **most of my sales**. They shop directly on My Avon store or through the Digital Brochure, so **I don't even have to deliver!** I'm also branching out into Instagram so **watch this space!**



My top tips are:

Be **authentic**, be **your brand** and utilise **every way there is to sell**. Think about how you can add **value with tips and knowledge** or give back to your customersto **keep them coming back**.

What I love about Avon is **you get out what you put in!** There's no luck involved; you set your own goals and work towards them.



SAMPLE PACK OFFERS

Get them trying our new and improved formulas with this unmissable sampling offer!

Each pack includes an even split of day and night cream samples from your chosen collection.

1 50p EACH

2 10 FOR £2

3 20 FOR £3.50

TOP TIP

If they loved our new Plumping Shots, they'll love these day and night creams.



REVERSALIST

Day Cream Sample
15842
Night Cream Sample
15974
Pack of 10 **69310**
Pack of 20 **68510**

Order now and receive in November.

PLATINUM

Day Cream Sample
56218
Night Cream Sample
21881
Pack of 10 **89078**
Pack of 20 **68312**

ULTIMATE

Day Cream Sample
16063
Night Cream Sample
14928
Pack of 10 **89060**
Pack of 20 **68197**

YOUR COLLAGEN BOOSTING BASKET-BUILDER

Save their skin in just **15 minutes** with our latest **skin-plumping hero**.



ALL THE DETAILS

LEARN

This holographic hydrogel sheet mask is enriched with Protinol™ Technology to help plump and hydrate skin of all ages.

SHARE

Take a sheet mask selfie and share it with your skincare-loving customers - especially the ones who loved Plumping Shots!

EARN

This would make the perfect stocking filler this Christmas, so be sure to suggest it to your customers as an add-on purchase!

Hydrogel Plumping Mask
53017
brochure price: £6
demo: £4.20

Sneak peek: order today for delivery by November!

EXCLUSIVE
PROTINOL™
DUAL COLLAGEN
BOOSTER



TAP HERE

FOR HOW
TO USE

NEW & IMPROVED PAMPERING SHEET MASKS

These sheet masks get to work in just 15 minutes for **healthier-looking skin**.

If they liked our original Nutra Effects sheet masks, **they'll love these!**

with **grapefruit extract** for a radiance boost

with **hyaluronic acid and cactus flower** for a dose of hydration



Radiance Booster Sheet Mask
56796
brochure price: £2
demo: £1.40

Hydrate Booster Sheet Mask
00414
brochure price: £2
demo: £1.40

SKIN DEFENCE SAVIOURS

Offer your customers peace of mind with the moisturising hand and body collection no family would want to be without, formulated with antibacterial technology to cleanse and protect.



• SKIN PROTECTION
anti-bacterial
• DERMATOLOGICALLY TESTED
gentle on skin and suitable for everyday use

Skin Defence Moisturising Hand Soap
250ml
72421
brochure price: £1.65
demo: £1.15

Skin Defence Moisturising Hand and Body Lotion
400ml
71696
brochure price: £2.50
demo: £1.75

Skin Defence Moisturising Hand and Body Lotion
75ml
71910
brochure price: £2
demo: £1.40

FESTIVE MOISTURISING FAVOURITES

Perfect for the whole family, this Christmas collection is the same formulation as our much-loved Avon Care Avocado Collection, with skin-loving avo and packed with omega 3.



Christmas Lip Balm
09381
brochure price: £1.20
demo: 85p

Christmas Multipurpose Cream
400ml
09225
brochure price: £3
demo: £2.10

Christmas Hand Cream
75ml
09340
brochure price: £2
demo: £1.40

Christmas Body Lotion
400ml
08326
brochure price: £2.50
demo: £1.75

BRUSH WITH DESIRE

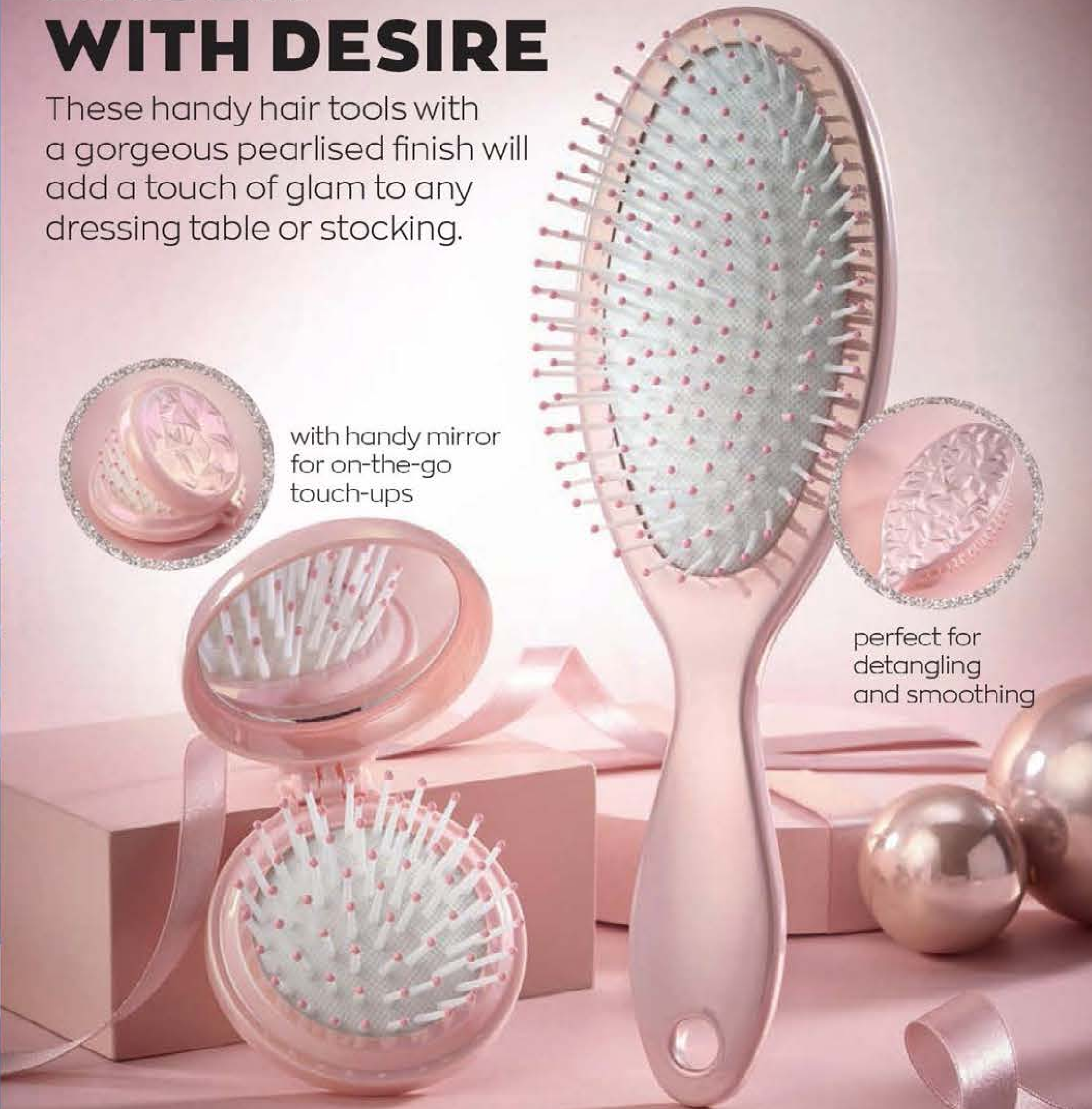
These handy hair tools with a gorgeous pearlised finish will add a touch of glam to any dressing table or stocking.



with handy mirror for on-the-go touch-ups



perfect for detangling and smoothing



Pearl Pink Pop-Up Brush
17061
brochure price: £3
demo: £2.10

Pearl Pink Cushion Brush
04135
brochure price: £4.50
demo: £3.15

RASPBERRY & VANILLA

Customers will love this must-have seasonal scent for their bathrooms. Warming and indulgent, but still as affordable as the rest of our ever-popular Senses toiletries.

LIMITED EDITION



TAP HERE

FOR SALES BOOSTING TIPS

500ml
250ml

Winter Treasure Shower Gel
500ml
14092
brochure price: £1.50
demo: £1.05

Winter Treasure Shower Gel
250ml
14068
brochure price: £1
demo: 70p

Winter Treasure Hand Soap
250ml
14100
brochure price: £1
demo: 70p

POP THE BUBBLY

For a relaxing me-time soak, these indulgent scents will be your customers' go-to this winter. Available in sweet vanilla or warming orange and cranberry, they won't be able to resist treating themselves.

LIMITED EDITION



cranberry & orange

sweet vanilla

TAP HERE

FOR SALES BOOSTING TIPS

Spiced Orange Bubble Bath
250ml
14209
brochure price: £1.50
demo: £1.05

Sweet Vanilla Sugar Bubble Bath
250ml
14134
brochure price: £1.50
demo: £1.05

SEASONAL SPRITZ

It's beginning to smell a lot like Christmas! The perfect body spray for festive-loving customers and they can use it to make their rooms smell festive too.

LIMITED EDITION

raspberry

cranberry & cinnamon



TAP HERE

FOR SALES BOOSTING TIPS

Winter Treasure Raspberry Spritz

100ml
14233
brochure price: £1.50
demo: £1.05

Winter Treasure Cranberry and Cinnamon Spritz

100ml
14274
brochure price: £1.50
demo: £1.05

FUN & FESTIVE BUBBLES

For the perfect stocking stuffer for when Santa needs a helping hand, look no further than our deliciously scented bubble baths.



Chocolate Truffle Bath & Body Wash

250ml
14290
brochure price: £1.50
demo: £1.05

Red Berries Bath & Body Wash

250ml
14316
brochure price: £1.50
demo: £1.05

HOW TO ORDER YOUR DEMO PRODUCTS

Please order your gorgeous demo products from this First Look in Brochure 15, November 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
and click 'contact us'.

TAP HERE

**FOR TERMS
& CONDITIONS**