

AVON

FIRST LOOK

DECEMBER 2020

LIMITED EDITION

WATCH ME **DAZZLE**

I'm the limited edition make-up collection that'll get your festive make-up sales started.



WELCOME TO FIRST LOOK

It's almost December! Are you ready to jump ahead this Christmas? Find out what Aneetah Adu, Senior Coordinator, 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. We've also got a special message from Matthieu, thanking you for everything you do. And remember, you and your customers can still shop our Gift Guide for the whole of December!

 TAP TO HEAR FROM ANEETAH

 TAP TO HEAR FROM MATTHIEU



NEED TO FIND SOMETHING QUICKLY? TAP ON THE LINKS BELOW



NEW PEARLESQUE COLLECTION



LITTLE BLACK DRESS



ROSE QUARTZ FACIAL ROLLER

REP SPOTLIGHT

This month, we're shining a light on our fantastic Reps who starred in our Watch Me Now advertisements. Hear from **Aneetah Adu, Laura Wickham, Natalie Nicholls, Neil Loft** and **Vikki Ramiz** on how Avon has changed their lives and how digital helps them boost their business.

GOT THAT FESTIVE FEELING?

Christmas is almost here (can you believe it?) and what better way to showcase your festive collection with your customers than by hosting an **exclusive online party**?

Visit **Avon Connect** to download your Christmas selling guide, tools and a complete guide to hosting online parties. And while you're there, remember your key selling tips and tools for the product of the campaign... **product knowledge means higher sales!**

So... ready to book your online Christmas party? Check out this video for our **hottest tips** to make your festive parties extra fab and get planning today!



TAP HERE TO VISIT AVON CONNECT

SHARE THE BOOB LOVE

Why not set up your own lifestyle shot to show off this beautiful candle and remind your customers to check their boobs? Pick a pretty spot in your house, light the candle and place the reminder card and box centre stage.

50%
DONATED TO
COPPAFEEL!*



FRUITY
red berries
rhubarb
apple

includes a
CoppaFeel!
boob check
reminder card

burns for up
to 28 hours

CoppaFeel! Candle
Burns for approx. 28 hours. Includes
a CoppaFeel! boob-checking card.
66233
£5

*For every CoppaFeel! Candle sold, Avon will donate 50% of sales to CoppaFeel!, registered charity number England and Wales 1132366, and registered charity number Scotland SCO45970.



THANK YOU FOR FUNDRAISING IN 2020

Together, through buying Avon's charity products, a phenomenal **£750,000** was donated to our five charity partners. In addition we donated **£190,000** to support our domestic abuse charities during the first few months of the pandemic.

From the biggest ever Breast Cancer Awareness Month with CoppaFeel! and Look Good Feel Better, to sharing the power of beauty with Changing Faces and helping to end gender based abuse with Refuge and Women's Aid, your donations have changed the lives of women across the UK.

It's been a challenging year, but together we're stronger than ever. Thank you for making a difference.

Visit avon.uk.com/causes to find out more and how to help in 2021.



WANT TO DEMO LIKE A PRO?

Christmas parties might be very different this year, but you can still host your own **digital get-together!**

Online parties are a fool-proof way to **earn from every £1 you sell** from the comfort of your home.

Ready to get started? Brimming with **bestsellers**, our demo kits make showcasing your products **so easy**, and are perfect for enticing customers to place their Christmas orders.

THE ULTIMATE SKINCARE GIFT

Meet the game-changer that helps restore 7 years of collagen in 7 days,* leaving skin looking and feeling firm and plumped.



THE PROTINOL DEMO KIT
ONLY £18
WORTH £29*
order using **82081**



PLUMPING SHOTS CANVASSING CARDS
50 FOR £1
order using **80945**

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

LUXURY GIFTS

WITHOUT THE PRICE TAG

It's no secret that our products are **as good as luxury brands** and at a fraction of the cost... now that's something to shout about.

We put our products to the test and asked over 650 make-up lovers to pit Avon against luxury brands. They had no idea what they were testing, and the results were **phenomenal!**

TAP HERE TO FIND OUT MORE

Use this pack to show your customers some of the amazing products from the Blind Test.



THE BLIND TEST KIT
ONLY £12
WORTH £37+
Order using **82107**

BLIND TEST CANVASSING CARDS

50 FOR £1

order using **89870**

HEAD TO AVON CONNECT FOR OUR BEST TIPS AND TRICKS ON THROWING AN ONLINE PARTY!

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

SEE YOUR SALES SPARKLE WITH SAMPLING

There's no better time of year to introduce customers to new products and help them break out of a beauty rut. So, whether they want to try something for the first time or find a gift for someone special, you've got them covered.

Samples offer customers the chance to try before they buy the real deal. It's such an easy way to increase their basket spend (and your earnings!).

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

What are you waiting for?
Try it, love it, buy it!

TAP TO SHOP SAMPLES



SHINE BRIGHT WITH SALES TOOLS

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

Christmas is the easiest time of year to **grow sales** (when customers are on the lookout for gifts and treats!). Are you ready to **boost your sales with canvassing cards**?

These **small but mighty** tools hold the power to reach new customers or rekindle relationships with those you haven't seen in a while.

"I love using canvassing cards to find new customers! I post them through doors of houses I've not given a brochure to recently to remind people I'm a Rep and they can order from me any time. You can even put these in local shops, on notice boards and hand out to people you meet."

Carolyn Haywood, Executive Leader

TAP HERE TO DISCOVER MORE

Ready to build your business? Visit **My Sales Tools** on your Rep website today!

TAP HERE

**FOR YOUR REP
EXCLUSIVE OFFER
ALL 4 FOR £22**

LIMITED EDITION
PEARLESQUE

I'm a dazzling make-up collection dripping with luxurious pearlescence and tailored to highlight your customer's natural beauty.



NEW

I'M A STATEMENT IN GLITTER

Give your social media the wow factor when you demo this velvety lip colour with some serious sparkle.

LIMITED EDITION
PEARLESQUE



- smooth, velvety texture
- highly-pigmented, multidimensional finish
- coats lips with dazzling colour in just 1 swipe

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

***WHILE STOCKS LAST**



12542 Bare Bling



17145 Crystal Berry



13177 Scarlet Starlet



12237 Pink Lustre



12583 Dazzling Gem

NEW

I'VE GOT STANDOUT SPARKLE

Demo the effortless impact of this dazzlingly dramatic eyeliner for show-stopping sales.

TAP HERE

FOR HOW TO SPARKLE



57133 Midnight Black



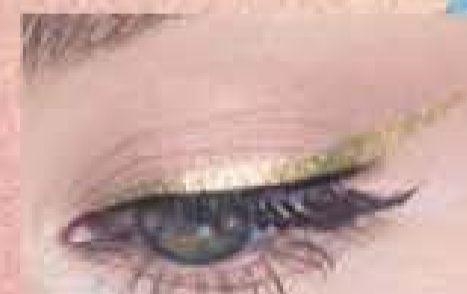
56499 Silver Lining



57174 Freshwater



56473 Pearly Pink



21014 Treasured Gold*

- ultra-reflective glitter particles for eyes that sparkle
- super-smooth, glide-on formula
- rich, mess-free lasting colour

mark. Pearlesque Liquid Pearliner
will normally be: £7
special introductory brochure price: £5
demo: £3.50



LIMITED EDITION
PEARLESQUE

*Sneak peek: Order today for delivery by December.

NEW

I'M A DAZZLING FACE & EYE PALETTE

Wear these gorgeous eyeshadow shades and highlighter from sunrise to sunset, so whether you're on the school run or a video call, potential customers can see your high-impact, luminous looks.



- rich mix of 5 bold pigment mattes, 3 stunning shimmers and 1 highlighter
- glide-on colour that lasts
- blendable shades for amazing eyes

Pearlesque Treasure Palette
30189

will normally be: £15
special introductory brochure price: £12

demo: £8.40

Sneak peek: Order today for delivery by December!



LIMITED EDITION
PEARLESQUE



LIMITED EDITION
PEARLESQUE

NEW

I LIVE THE HIGH-LIGHT

Give customers that full goddess glow for sun-kissed colour that's great value as they can wear it in 3 ways!

TAP HERE

FOR 3 WAYS TO WEAR

- super-silky, lightweight gel
- glides-on for an instantly luminous glow
- effortlessly blendable, transfer-resistant formula for skin that feels hydrated

Pearlesque Shimmer Hi-Light

100ml

will normally be: £11

special introductory brochure price: £9

demo: £6.30



18572
Platinum
Bronze

26310
Oh
Honey

03145
Rose
Quartz

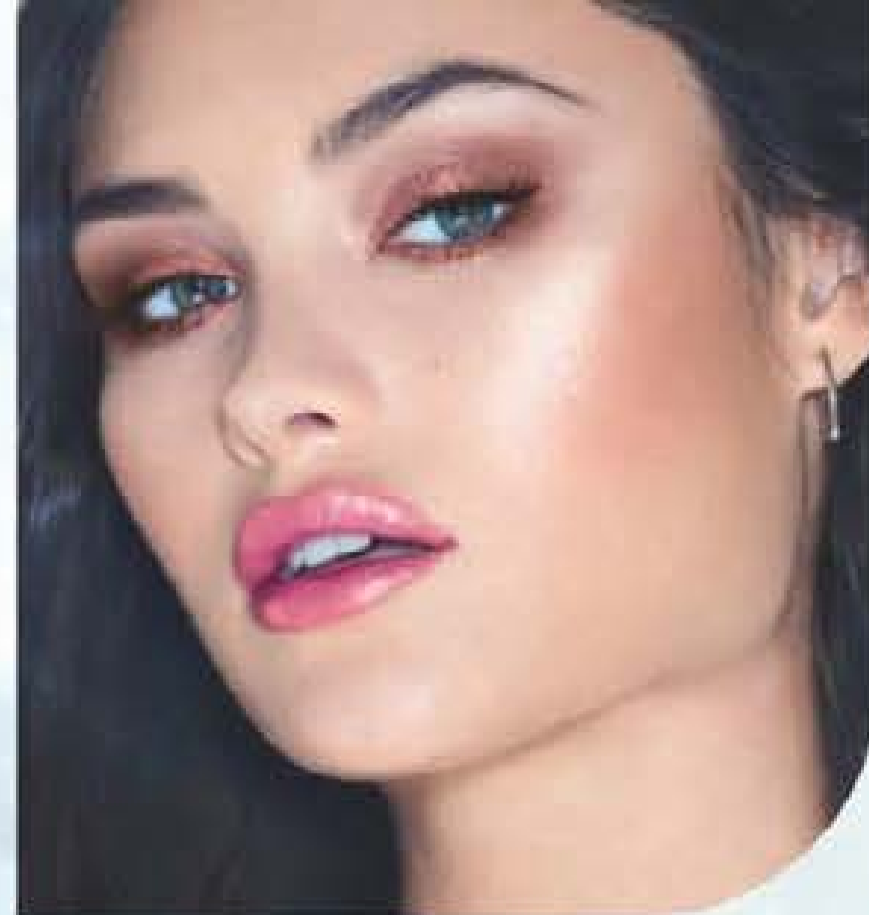
Sneak peek: order today for delivery by December!

**REP
EXCLUSIVE**

ALL 4 FOR £22
WORTH £41*
order using 68460

LIGHT UP YOUR SALES

Customers love glitter at this time of year so demo all 4 dazzling products to give your sales a boost.



LIMITED EDITION
PEARLESQUE



Pearls Rep Exclusive Pack includes: Pearllesque Sparkle Lipstick in Pink Lustre, Pearllesque Liquid Pearliner in Midnight Black, Pearllesque Treasure Palette and Pearllesque Shimmer Hi-Light in Platinum Bronze, 100ml.

*Based on current brochure prices and/or brochure prices within the previous 30 days. If you buy Pearllesque Sparkle Lipstick in Pink Lustre, Pearllesque Liquid Pearliner in Midnight Black, Pearllesque Treasure Palette or Pearllesque Shimmer Hi-Light in Platinum Bronze, in this pack, you cannot also buy these shades separately within this edition of First Look.

BREAK THE LAWS OF LENGTH & VOLUME

Illegally longer, dramatically darker and instantly plumped-up lashes. With a host of new content to share from Avon On your customers won't be able to resist.



Model wears lash inserts for an even line.

TAP HERE

FOR 5* REVIEWS



LASH EXTENDER BRUSH
spiral shape brush combs and coats every lash



*Based on a clinical efficacy study with 21 participants.

- thickens and extends lashes beyond their natural tips
- won't flake, clump or smudge
- easy-to-remove waterproof formula lasts all day

mark. Big & Extreme Mascara

10ml

normal brochure price: £8.50

special brochure price: £6

demo: £4.20



infused with a carbon black pigment that creates a rich and intense colour on lashes.

Lisa

INTRODUCING THE
**LISA ARMSTRONG
COLLECTION** exclusively for Avon

**HAVE YOU HEARD THE MOST EXCITING
MAKE-UP NEWS OF THE YEAR?**

We've teamed up with award winning make-up designer, Lisa Armstrong, who just happens to be BAFTA Award winning Head Of Hair and Make-up on Strictly Come Dancing, to bring you a personally created collection of Lisa's holy grail make-up must-haves.

Lisa's taken all the best bits of her make-up bag favourites and developed a premium collection with luxurious formulas so your customers can enjoy a prestige make-up range that's wearable, versatile and affordable.

TAP HERE

FOR
SALES-BOOSTING TIPS



**TAP TO
PLAY** TO HEAR
FROM LISA

Lisa applied... Molten.



DAZZLING
LIDS

TAP HERE

FOR ALL THE
DETAILS

NEW
SHADES

"I love these creamy eye pencils so much I couldn't resist adding 2 new shades to the collection. Suggest Gunpowder for customers looking to add depth to their look and Molten if they want even more dazzle."

LISA ARMSTRONG

Lisa

Lisa Armstrong Dazzle Stick
Eye Pencil
brochure price: £10
demo: £7



LAVISH LIP COLOUR

With creamy formulas in both satin and matte finishes, customers will definitely find a pillow-soft lipstick for them.

TAP HERE TO SHOP THE SHADES



Lisa applied My Joy.



NEW
SHADES

demo Lisa's lip look
LIPSTICK & MATCHING LINER
£10.50

Lisa Armstrong
MATTEiculous
Lipstick
brochure price: £12
demo: £8.40

Lisa Armstrong
SATINcredible
Lipstick
brochure price: £12
demo: £8.40

COLOUR WITHIN THE LINES

NEW
SHADES

demo Lisa's lip look
LIPSTICK & MATCHING LINER
£10.50

NEW
50641
The Joys*

NEW
39826
Camilla**

32235
Tara

37929
Catherine

38133
Emma

38042
Clare

38034
Gemma

38257
Frances

38158
Zoe

38299
Jo



TAP HERE

FOR ALL THE DETAILS

Lisa Armstrong
Colour Within The
Lines Lip Liner
brochure price: £8
demo: £5.60

***WHILE STOCKS LAST**

**Sneak peek: pre-order today for delivery by December!

GLOW GETTER

Lisa's matte and shimmer bronzers will give your customers a weightlessly sun-kissed radiance whether they are a contouring pro or just want to add warmth to their cheekbones.

TAP HERE

**FOR LISA'S
BRONZER
TIPS**

MATTE
perfect for
contouring

40618
Sunset
Glow

41335
Sunrise
Shimmer

SHIMMER
for glowing
cheeks

**Lisa Armstrong Cheat The Heat
Bronzing Powder**
9g
brochure price: £12
demo: £8.40



- with shade balancing pigments to eliminate orangey tones
- blendable, buildable formula

MIRACULOUS LENGTH & VOLUME

Lisa's mascara has a buildable, waterproof formula that lengthens and volumises for a dramatic, camera-ready look - perfect for sharing on your social media.



tapered brush designed to catch even the smallest of hairs for a high-impact finish

- buildable formula so you can add drama from day to night
- wipes off easily with an oil-based remover to leave lashes clean for the next day

Lisa Armstrong Miraculous Volume Mascara
9ml
37689
brochure price: £12
demo: £8.40





INTENSE LIQUID LINES

Lisa's designed this budge-proof eyeliner with the perfect nib size so whether your customers love thin, thick or winged lines they can get a make-up artist finish.

Lisa Armstrong Miraculous Tattoo Eyeliner 38513

brochure price: £10

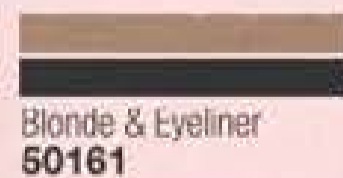
demo: £7

If you order the Eyeliner and Brow Pencil for £9.80 you cannot order them individually.

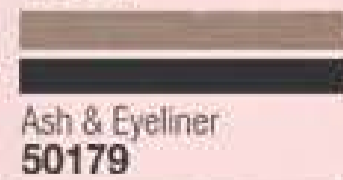
Brochure offer: Buy Eyeliner and Brow Pencil for £14.



demo Lisa's eye look
EYELINER & BROW PENCIL £9.80



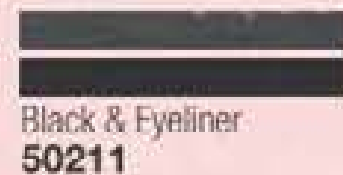
Blonde & Eyeliner
50161



Ash & Eyeliner
50179



Brown & Eyeliner
51243



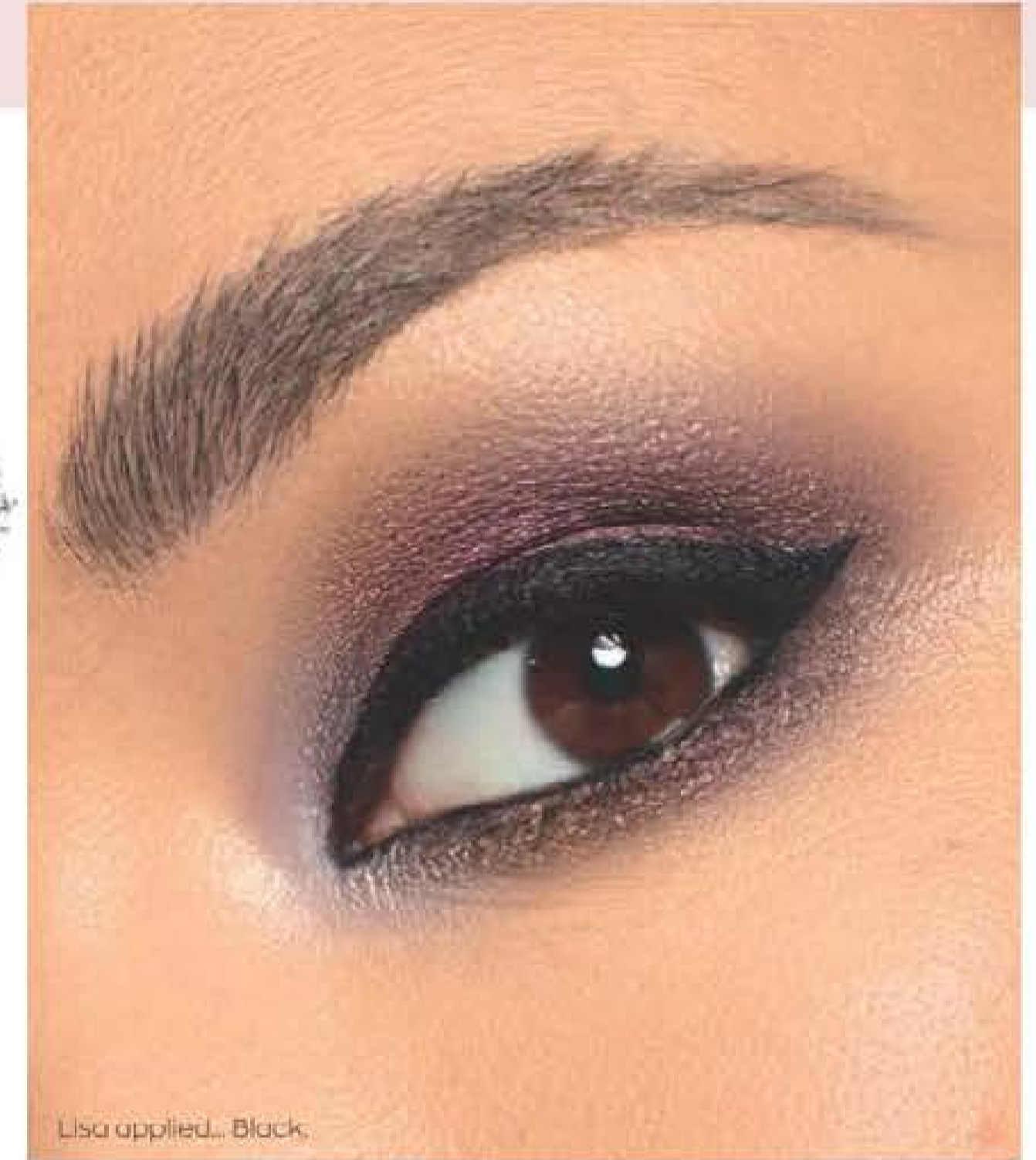
Black & Eyeliner
50211



demo Lisa's eye look
EYELINER & BROW PENCIL £9.80

EFFORTLESS BROWS

This 2-in-1 brow definer offers customers precision and perfection so they can shape and define their brows for the natural look Lisa loves.



Lisa applied... Black.

- ultra-creamy formula
- pencil to shape and define
- grooming brush to tame and blend

Lisa Armstrong Brow Down To Me Eyebrow Pencil

brochure price: £8

demo: £5.60

Brochure offer: Buy Eyeliner and Brow Pencil for £14.

If you order the Eyeliner and Brow Pencil for £9.80 you cannot order them individually.



BRIGHT EYES

Lisa's created the covetable combination of full coverage that brightens in this radiance-boosting, blendable concealer.



clicker-pen for easy application

get Lisa's base look
CONCEALER & PRIMER
£14



Lisa Armstrong
Light Me Up Concealer
brochure price: £12
demo: £8.40

If you order the Concealer and Primer for £14 you cannot order them individually.

Brochure offer: Buy Concealer and Primer for £20.

"I've never been able to find a concealer that was good enough at brightening the under-eye area whilst giving full coverage, so I've made one! It's the perfect eyeshadow base too."

LISA ARMSTRONG

Lisa



demo Lisa's look
CONCEALER & PRIMER
£14

ALL ABOUT THE BASE



TAP HERE FOR ALL THE DETAILS

"Every look I create now starts with this primer, I used to spend a lot of money on the one in my kit, so I'm delighted to have created one that I love even more and that is much more affordable."

LISA ARMSTRONG

Lisa

Lisa Armstrong All About The Base Priming Moisturiser 25ml 31831

brochure price: £15
demo: £10.50

If you order the Concealer and Primer for £14 you cannot also order them individually.

Brochure offer: Buy Concealer and Primer for £20.

SKINvisible COVERAGE

TAP HERE FOR ALL THE DETAILS



demo Lisa's base look
**FOUNDATION &
SETTING POWDER £15.40**

Lisa Armstrong SKINvisible Foundation
30ml
brochure price: £16
demo: £11.20

If you order the Foundation and Setting Powder for £15.40 you cannot also order them individually.
Brochure offer: Buy Foundation and Setting Powder for £22.

FIX UP LOOK SHARP

To keep their final look camera-ready for longer, introduce customers to Lisa's setting powder with a natural-matte finish for shine-free make-up artistry.

TAP HERE
FOR LISA'S TIP

demo Lisa's base look
**FOUNDATION &
SETTING POWDER £15.40**



Lisa Armstrong Fix Up Look Sharp Setting Powder 9g
brochure price: £14
demo: £9.80

If you order the Foundation and Setting Powder for £15.40 you cannot also order them individually.
Brochure offer: Buy Foundation and Setting Powder for £22.



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 hardworking treatments that deliver a burst of active ingredients to skin for results they'll love.

BEAUTIFULLY
BOXED
COLLECTION

£28

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 collection online only, and for every sale, **you'll make £12!**



little black dress

Limited edition collection

Share the perfect accessory for your customers who adore the Little Black Dress collection by sending them this dazzling, limited edition trio via the Digital Brochure.



1. Little Black Dress Sunset Soiree EDP
Gardenia petals, white musk and benzoin. 50ml 24992

2. Little Black Dress Midnight Party EDP
Raspberry, Bulgarian rose and red sandalwood. 50ml 25007

3. Little Black Dress Glam Night EDP
Clementine, jasmine and amber. 50ml 14191

will normally be: £11
special introductory brochure price: £8
demo: £5.60



PC

PRESIDENT'S CLUB

Midnight Party

£4.80



TAP HERE

TO LEARN MORE

RADIANT GLOW

Encourage customers to use this roller with our Radiance Ritual facial oil, for the perfect at-home spa duo.



helps relax skin and reduce puffiness

Rose Quartz Face Roller
05652
brochure price: £12
demo: £8.40

PC

PRESIDENT'S CLUB

just £7.20

TAP HERE

FOR SALES BOOSTING TIPS

A SNOWY WINTER

Perfect for matching with their mini me! Don't forget to tell everyone about the wider size range available for those little ones too!



Ladies' Penguin PJs*

Cotton.
28654 Small 8-10
24778 Medium 12-14
20461 Large 16-18
14043 Extra Large 20-22
 brochure price: £14.50
demo: £10.15

Kids' Penguin PJs*

Cotton.
07781 12-18 months
07872 18-24 months
07914 2-3 years
07930 3-4 years
07971 5-6 years
 brochure price: £12
demo: £8.40

*Choose 1 size only

**TAP HERE
 TO LEARN MORE**

PERSONAL GEMS

Show off this gorgeous, personalised necklace when out on your rounds as a perfect stocking filler.

features
 gorgeous
 glass
 stones

Josette Initial Necklace
 Gold-tone with initial pendant featuring glass stones. Approx. 42cm + 9cm extension chain.



brochure price: £5
demo: £3.50

CHARMING JEWELS

Encourage your customers to buy the necklace and bangle together to make a gift their loved-one will adore.



Clara Charm Necklace
Silver plated with 3 charms featuring a plastic stone. Approx. 42cm + 9cm extension chain. For adults only, not suitable for children.

12682 Daughter
22657 Sister
02337 Mum
brochure price: £5
demo: £3.50

Nara Charm Bangle
Gold-tone, silver-tone or rose gold-tone bangle with 3 charms and featuring glass stone detail. Approx. adjustable between 5cm-6.35cm.

02154 Silver
01941 Rose gold
11551 Gold
brochure price: £5
demo: £3.50



inspirational charms

family script charm detail

open the gorgeous heart locket



choose from gorgeous gold or stunning silver



horsebit-shape design



3-piece set

JEWELLERY TREATS

If your customers love matching jewellery, give them a sneak peek of this designer-inspired collection and they'll be pre-ordering with you in no time!

Stephanie Gift Set

3-piece earring, necklace and bracelet set. Silver tone or gold tone. Necklace approx. 89cm + extension chain. Bracelet: approx. 18.5cm + 2.5cm extension chain. Earrings: approx. 2.45cm length.

22780 Gold tone
11601 Silver tone
brochure price: £10
demo: £7

SPARKLING STYLE

Help those customers who are struggling for gift ideas by showing them this stunning gift set in the Digital Brochure.

features stunning, individually-shaped glass stones

3-piece bracelet, necklace and earring set



Yuki Gift Set

3-piece gold-tone bracelet, necklace and earring set featuring clear glass stones. Necklace: approx. 42cm + 9cm extension chain. Bracelet: approx. 20.5cm. Earrings: fishhook, drop style.

11635

brochure price: £10

demo: £7

THE SMARTEST GIFT

Create a video to share on Facebook showing off all the different features of the watch.



colour touch screen



compatible with Apple iOS 7.0+ and Android 4.4+.

Kiah Smart Watch

With steel backing and silicone strap. Adjustable between approx. 17.5cm-22cm. Includes a non-replaceable, rechargeable lithium battery.

11098 Black **11106** Pink

will normally be: £50

demo: £35



comes in a gorgeous gift box

TAP HERE

**FOR WATCH
FEATURES**

FLORAL STYLE

Create a short video showing how to style this Japanese-inspired scarf to share on Instagram. Don't forget to add the link to your online store in your bio!

bold, red
and pink
floral design

Floral-Print Scarf
Polyester. Approx. 29cm x 70cm.
11726
brochure price: £6
demo: £4.20

BAGS OF FUN

Take this on your rounds or when running errands to show it off. Always have a brochure and gift guide at the ready for any potential customers!



Casual Tote Bag
Outer: PVC. Lining:
polyester. Approx. 45cm
x 11.5cm x 32cm.
11874
brochure price: £15
demo: £10.50



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 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