

AVON

FIRST LOOK

CAMPAIGN 2 2020

order online in Campaign 17 2019
at avon.uk.com

LIPSY
LONDON

TOTE BAG

£13.30

better than
half price



OUR BIGGEST **SALE** OF THE YEAR

BE IN WITH A CHANCE TO WIN £1000 IN HOLIDAY VOUCHERS

See page 3 for details.

HUGE SAVINGS AND OFFERS

FIND OVER 100 ITEMS FOR £10 OR UNDER IN BROCHURE 2,
THERE'S NEVER BEEN A BETTER TIME TO GET YOUR BUSINESS BOOMING!

LIPSY
LONDON



JUST
£13.30



NEW
£8.40



NEW
£5.60



NEW
£4.20

MORE EXCITING OFFERS ON PAGES 4-13



WIN £1000 IN HOLIDAY VOUCHERS

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

SIMPLE STEPS TO HIT MOV & HOV

... including your exclusive pack featuring some of your beauty bestsellers to get you started! Go to page 14 for more details.



BLACK FRIDAY

IS COMING
ON 23RD NOVEMBER

**BLACK FRIDAY WAS THE
BIGGEST ONLINE
SELLING EVENT FOR
AVON IN 2018!***

**DON'T LET YOUR
CUSTOMERS MISS OUT**

Visit the Learning Hub to find all the teaser photos. Share these on social media with your customers to build excitement beforehand!

*Based on online sales during Black Friday activity from 19.11.2018-02.12.2018.

SALE



printed interior trim



LIPSY
LONDON

embossed Lipsy logo



LIPSY
LONDON

floral pattern

MATCHING PURSE JUST £10

floral print matches the tote's internal trim

Lipsy Floral Purse

PVC/PU with polyester lining.
Approx. 13cm x 10cm x 2cm.

66167

normal brochure price: £20
special brochure price: £12

demo: £10

Your fixed discount will be £2 when sold at £12.



LIPSY

LONDON

The everyday bag for
everyday glamour.

TOTE
£13.30



Lipsy Tote Bag

PU with polyester lining. Approx. 31.4cm x 50cm (max) x 13cm.

29330

normal brochure price: £35
special brochure price: £16

demo: £13.30

Your fixed discount will be £2.67 when sold at £16.

SALE

JUST
£5.60



beautiful
floral design

**Mystical Light
Floral Pashmina**
Polyester. Approx.
180cm x 70cm.
09498
brochure price: £8
demo: £5.60



JUST
£4.20

12-piece earring set
to add a little glitz
to every outfit.



comes on
a beautiful
gift card

Elsie Earring Set
12-piece stud earrings set on gift card.
01123
brochure price: £6
demo: £4.20

ALLOW 6 WEEKS FOR DELIVERY

EXCLUSIVE OFFER

NEW
JUST
£8.40



adjustable
cross-body
strap

faux-leather
hobo bag with
silver-tone chain
and stud detail

internal zip
and slip
pockets

studded style
that works for the
office or for dinner
with the girls

Mystical Light Hobo Bag
Faux leather with polyester lining.
Approx. 41.5cm x 33cm x 10.8cm.
57752
brochure price: £12
demo: £8.40

SALE



~~£13~~
£7.50
save £5.50

Parrotise PJs*
100% cotton.
KEEP AWAY FROM FIRE.
45369 6/8
45849 10/12
47613 14/16
47647 18/20
48025 22/24
normal brochure price: £13
special brochure price: £10
demo: £7.50

*Choose 1 size only.



LIPSY

L O N D O N

~~£35~~
£10.40
save £24.60

internal zip
and slip
pockets

Lipsy Leopard-Print Handbag
Black PVC with leopard trim comprising 60% cotton, 35% rayon and 5% spandex. Polyester lining. Approx. 23cm x 32.4cm (max) x 29cm.
74377
normal brochure price: £35
special brochure price: £12.50
demo: £10.40
Your fixed discount will be £2.08 when sold at £12.50.



cross-body
strap

FRENCH CONNECTION



UV400
protection

French Connection Sunglasses
Category 3. UV400 protection.
Complies with BS EN ISO 12312-1:2013.
48108 His (Black)
48538 Hers (Rose gold-tone)
normal brochure price: £40
special brochure price: £10
demo: £8.30

~~£40~~
£8.30
save £31.70

Your fixed discount will be £1.67 when sold at £10.



LIPSY

L O N D O N

~~£25~~
£10
save £15

Lipsy Leopard-Print Scarf
Polyester. Approx. 20cm x 95cm.
38703
normal brochure price: £25
special brochure price: £12
demo: £10

Your fixed discount will be £2 when sold at £12.



SALE

FROM
£9



£80
£13.50
save £66.50

925 STERLING SILVER

diamond moves and twinkles with you

£75
£15
save £60

925 STERLING SILVER

Diamonds in Motion Necklace
Rhodium-plated sterling silver necklace with genuine 0.01 carat diamond. Length approx. 48mm. **35667**
normal brochure price: £75
special brochure price: £20
demo: £15

Diamonds in Motion Earrings
Rhodium-plated sterling silver pierced earrings with genuine diamonds. Total carat approx. 0.02 carat. Drop approx. 15mm. **66365**
normal brochure price: £80
special brochure price: £18
demo: £13.50

the print that never goes out of style

~~£16~~
£9
save £7



Leopard Blouse*
100% polyester.
48652 6/8
71639 10/12
71928 14/16
72728 18/20
72793 22/24
normal brochure price: £16
special brochure price: £12
demo: £9
*Choose 1 size only.

~~£14~~
£7.50
save £6.50



Velour Knot Detail Mules*
Polyester.
38372 Size 4
37101 Size 5
29447 Size 6
48306 Size 7
43638 Size 8
normal brochure price: £14
special brochure price: £10
demo: £7.50



SALE

~~£3.50~~
£1.10
save £2.40



set of 2 hanging fresheners

Winter Fir Hanging Fresheners
Set of 2 Santa-shaped scented air fresheners. Cardboard. Approx. 8cm x 7.2cm x 0.2cm. Adults only, not intended for children.
52498
normal brochure price: £3.50
special brochure price: £1.50
demo: £1.10 ⚠

~~£8~~
£4.50
save £3.50



metal string lights with 12 cute stars

Star String Lights
Metal string with 12 PP lights, 210cm in length. Requires 2x 1.5v AA batteries (not included).
50286
normal brochure price: £8
special brochure price: £6
demo: £4.50

~~£5~~
£3
save £2



LED tealights

Nutcracker LED Tealight
Ceramic LED tealight. Dolomite. Requires 2x 1.5V LR44 button cell batteries (included and replaceable). Approx. 11.5cm x 8.5cm.
39453 Girl 65706 Boy
normal brochure price: £5
special brochure price: £4
demo: £3

~~£6~~
£2.60
save £3.40



Mr and Mrs ceramic LED lights

Ceramic Bear LED Tealight
Ceramic LED light. Includes 3 x 1.5V LR44 replaceable button cell batteries. Approx. 8.5cm x 7.5cm x 9.5cm.
49759 Bobble Hat 70706 Earmuffs
normal brochure price: £6
special brochure price: £3.50
demo: £2.60

LAST-MINUTE FESTIVE GOODIES

FROM
£1.10

Your customers can order through your online store by **17th December** and the Avon elves will deliver it before Christmas.

~~£20~~
£12
save £8



see me in action
search 'Dancing Santa'
at AVON.UK.COM

press my hand to
watch me sing,
dance and glow

Dancing Santa
100% polyester. Approx. 15cm x 11cm x 25cm. Requires 3x 1.5V AA batteries (not included). This is a decorative item and not intended for children.
73056
normal brochure price: £20
special brochure price: £16
demo: £12

SIMPLE STEPS TO HELP YOU HIT THE NEW MINIMUM AND HIGHER ORDER VALUES...



1 Stock up on samples! If a customer can try a product first, they're more likely to buy it later.



2 Buy the latest products from First Look and share them with your customers on social media.



you can earn **30%** on your Distillery sales!*

3 Sell our luxury vegan-friendly Distillery skincare range! The higher price will boost your sales.

4 YOUR BEAUTY FAVOURITES PACK

This is the perfect pack to take on your rounds or to your parties, so you can demo some of your bestselling products to your customers.

JUST £20
WORTH £43*
ORDER USING
67926



Rep Favourites Pack includes: Foot Works Expert Exfoliating Foot Mask Socks (contains 1 pair), Soft Musk EDT 50ml, Skin So Soft Original Dry Oil Spray 150ml, Planet Spa Aromatherapy Beauty Sleep Pillow Mist 100ml, True Colour Perfectly Matte Lipstick In Café Au Lait, Avon True Nutra Effects Refreshing Gel Cleanser 150ml, Maxima EDP Purse Spray 10ml and Pro Colour In 60 Seconds Nail Enamel 10ml in Mauve Quickly.
Limited to 1 pack per Representative. Not available to back order. *Based on normal brochure prices.

SO WHAT ARE YOU WAITING FOR?

LET'S GET OUT THERE AND MAKE THIS YOUR BIGGEST SELLING YEAR EVER!

THEIR NO.1 FRAGRANCE BRAND

Celebrate **25 years** of their favourite fragrance brand. With **5 stunning scents to choose from**, you can help your customers find a new favourite scent.



PC President's Club
just £4.80

Far Away EDP
Freesia, jasmine and vanilla musk. 50ml **43414**
normal brochure price: £11
special brochure price: £8
demo: £6

AN EVERYDAY ESSENTIAL
The true classic to spritz up the day.

IT'S PARTY TIME

Hit the dancefloor and feel fabulous.

Far Away Glamour EDP
Blackcurrant bud, orange flower and black musk. 50ml **64873**
normal brochure price: £11
special brochure price: £8
demo: £6



THE HOLIDAY MUST-HAVE

The perfect addition for travels near or far away.

Far Away Infinity EDP
Italian bergamot, Indian jasmine and vanilla. 50ml **29025**
normal brochure price: £11
special brochure price: £8
demo: £6



A BOOST OF SELF-CONFIDENCE

Upcoming interview? Have a quick spritz and feel like the boss.

Far Away Gold EDP
Ylang-ylang, jasmine and vanilla. 50ml **65763**
normal brochure price: £11
special brochure price: £8
demo: £6



you sell 1 every 20 seconds*



Far Away Rebel EDP 50ml **49528**
normal brochure price: £11
special brochure price: £8
demo: £6

Not available to back order.

A NEW YOU

It's time to shake-up the norm and break free.

*Based on the sales of the Far Away collection between 01.01.2018-31.12.2018.

SEE YOUR SALES SOAR WITH
Far Away
SAMPLES



TRY **20** FOR
£1

order using **67215**

Includes 5x tester vials samples each for Far Away Original, Glamour, Rebel and Infinity.

Samples are not available to back order.

TOP TIP

Far Away is the perfect brand to target new customers with as it already has a great reputation that they can see for themselves with the online reviews! Take samples out to new and existing customers as when they try it they'll be back buying the full-size bottle again and again.

HER 5* TREATS

These make-up must-haves all have 5* reviews online.



LUXURIOUS LIP OIL

She'll love this bestselling glossy shine that helps lock in moisture.

- infused with nourishing complex to help lock in moisture
- smooth, precision applicator
- brilliant shine with SPF12 protection

True Colour Nourishing Lip Oil
7ml
normal brochure price: £7
special brochure price: £4
demo: £3

18 ORDER ONLINE AT AVON.UK.COM



SHE BUYS 1 EVERY MINUTE*

NOURISHING LIP COMPLEX
infused with Jojoba, avocado oil and coconut oils plus vitamin E to help lock in moisture

*Based on sales of Nourishing Lip Oil between 28.06.2019 and 18.07.2019.



SALON-WORTHY GEL NAILS

Save her a trip to the beauty salon, and some pennies, with your bestselling nail polish.

- high-shine, full-impact colour
- no UV lamp needed
- with nourishing omega and avocado oils
- easy, damage-free removal
- primes, protects and strengthens

TOP TIP
She can double how long her mani lasts (and you can double your sales) if she uses the Gel Shine Nail Enamel Top Coat - available in Brochure 2.

**Based on sales of Gel Shine Nail Enamel between 28.06.2019 and 18.07.2019.



SHE BUYS 1 EVERY 20 SECONDS**

74559 I Pink I Can	45575 Nudeitude	72272 Surebet
39909 Dazzle Pink	73973 Violaceous	66910 Moondust
29165 Lavender Sky	71159 Rain Washed	33977 Love Bug
29868 One And Only	29280 Last Love	70383 Baroly There
64485 Kiss Me	53728 Berry Nutty	34249 Moody
29918 Parfait Pink	65565 Show Off	53868 Fabulous
50666 Sparkle Lens	50765 Tropic Babe	64550 Emerald City
72231 Luna Glow	44321 Purplicious	64196 Queen Of Purple
29157 Hyper	64444 Charcoal Smoke	53041 Wine And Dine Me
29132 Amplified	29090 Black Magic	70292 Red Velvet

mark. Gel Shine Nail Enamel
10ml
brochure price: £4
demo: £3

HER 5* TREATS

These make-up must-haves all have 5* reviews online.



OUR NO.1 SELLING MASCARA†

1 MAGNIFY
formula cocoons each lash, increasing the look of lash density by 100%

2 MULTIPLY
fills in gaps to instantly create the look of more lashes

3 MAXIMISE
extreme length and lift instantly enhances lashes from root to tip

AVON TRUE COLOUR ULTRA VOLUME LASH MAGNIFY MASCARA

PC President's Club
just **£3.30**

41525 Blackest Black
True Colour Ultra Volume Lash Magnify Mascara 10ml
normal brochure price: £9
special brochure price: £5.50
demo: £4.10

LIFTED LASH VOLUME

Take her lashes to another level with this buildable, lash transforming formula.

- buildable formula lasts all day
- waterproof to stand up to heat and humidity
- smudge, clump and flake-proof

Model's lashes have been digitally enhanced.
†Based on all Avon UK mascara sales between 01.08.2018-01.07.2019.

20 ORDER ONLINE AT AVON.UK.COM



NATURAL BROW DEFINITION

Glimmersticks are her firm fave and this brow pencil is no exception.

- colour-dense formula for precision lining and defining
- smooth texture for easy application

TOP TIP
Boost her order with our Slanted Tweezers (available in Brochure 2) - their tips are slanted for precision plucking to grab hold of even those super stubborn hairs and give her perfect definition.

313 5* REVIEWS ONLINE!**

True Colour Glimmerstick Brow Definer
normal brochure price: £6
special brochure price: £3.50
demo: £2.60
Not available to back order.

48369 Soft Black for BLACK HAIR

46391 Dark Brown for DARKER BRUNETTE HAIR

48678 Brunette for MID-BRUNETTES and AUBURN HAIR

47241 Light Brown for LIGHTER BRUNETTE HAIR

40068 Blonde for DARK BLONDE HAIR

48751 Light Blonde for LIGHT BLONDE and GREY HAIR

**Based on sales of Glimmerstick Brow Definer between 28.06.2019 and 18.07.2019.

HER 5* TREATS

These make-up must-haves all have 5* reviews online.



THE MATTE VERSION OF OUR BESTSELLING FOUNDATION

3-IN-1 MATTE FOUNDATION, CONCEALER & POWDER

If she's looking for a shine-free finish, she'll love this sweat, heat and humidity-proof foundation.

- breathable, buildable full coverage
- shine-free finish that lasts
- SPF12

43307 Ivory	LIGHT
73361 Warm Ivory	
43315 Light Ivory	
43232 Porcelain	
73346 Light Nude	
64618 Nude	MEDIUM
43265 Shell	
48074 Creamy Natural	
41434 Natural Beige	
65524 Honey Beige	
64261 Soft Honey	DARK
74260 Sun Beige	
73841 Light Caramel	
64022 Medium Beige	
71399 Caramel	
71308 Nutmeg	
72504 Amaretto	
64709 Spice	
72520 Walnut	
74518 Maple	

True Colour Mattifying Cream-to-Powder Foundation Compact
10g
normal brochure price: £12
special brochure price: £6.50
demo: £4.85



CREAMY GEL LINES

She'll want all of our glide-on, intensely coloured gel eyeliners in 9 wearable shades.

- luxuriously super-soft eyeliner
- blendable, budge-proof formula with a bold finish

TOP TIP
Let her try this silky-soft formula on the back of her hand. She'll be amazed at how easily the rich colour glides on. Why not challenge her to see how long it stays put too?



CHECK OUT ALL THE 5* REVIEWS AT AVON.UK.COM

mark. Big Gel Paint Pencil Liner
normal brochure price: £6
special brochure price: £3
demo: £2.25

GORGEOUS NEW SCENTS TO BOOST THEIR BASKET

IT'S TIME TO MAKE THE SWITCH



From Campaign 1, Avon Care Skincare will no longer be available.



Don't worry, your customers can still find their Avon Care body and sun care products in the Bath & Body store of the brochure.

BUBBLE BATH
Relax aching muscles with beautiful scents of tiare blossom, tuberose and peony.

SPRITZ
A refreshing spritz with notes of plum and nectarine, perfect for body, room and linens.

SHOWER CRÈME
Argan oil-infused formula for extra moisture combined with stunning scents of rose and patchouli.

**Luxury Florals
Bubble Bath**
500ml
06148
brochure price: £2
demo: £1.40

**Plum & Nectarine
Scented Spritz**
100ml
04796
brochure price: £1.50
demo: £1.05

**Scarlet Rose & Patchouli
Shower Crème**
250ml
05967
brochure price: £1.25
demo: 85p

SO SWITCH TO NUTRA EFFECTS TODAY

Start stocking up on Nutra Effects samples now and pop them in with the orders of those customers who currently buy Avon Care skincare. It's the ideal way to transition them into the new range earlier and will help find the products that suits their needs.

FIND YOUR SAMPLES ON PAGE 31



TOP TIP
Our Bubble Baths, Fragrance Spritzes and Shower Crèmes are all part of our 5 for £5 deal in Brochure 2, so encourage your customers to stock up on all their fruity bathroom favourites.

FIND ME IN BROCHURE 1



SHAMPOO
leaves hair feeling super soft
2-in-1 Shampoo & Conditioner
200ml
16584
brochure price: £2.50
demo: £1.85

EAU DE COLOGNE
gentle formula, dermatologically tested

Eau de Cologne*
150ml
56721
brochure price: £3.50
demo: £2.60

BODY WASH
tear-free formula refreshes skin

Body Wash
200ml
56739
brochure price: £2.50
demo: £1.85

All Avengers products on page 26 are not available to back order.

smells like...
bergamot,
cedarwood
& musk



HEROIC SHOWERS

Avengers assemble!
Your little heroes will love
our trio of bathroom goodies.

© 2019 MARVEL



26 NEW IN ORDER ONLINE AT AVON.UK.COM



© Disney

FIND ME IN GIFT GUIDE 1



BODY WASH
with added aloe,
chamomile and vitamin E

Body Wash*
200ml
22624
brochure price: £2.50
demo: £1.85

SHAMPOO
mild and gentle formula
for shiny locks

Shampoo*
200ml
12922
brochure price: £2.50
demo: £1.85

DETANGLING SPRAY
helps remove
stubborn knots

Detangling Spray*
200ml
15461
brochure price: £2.75
demo: £2.05

FRAGRANCE SPRITZ
gentle body mist with a
deliciously sweet scent

Fragrance Spritz*
100ml
19034
brochure price: £3.50
demo: £2.60

*Suitable for ages 3+.

All Disney Frozen 2 products
on pages 26-29 are not
available to back order.



Gift Set
Gift set includes: Hand Cream 150g,
Eau de Cologne 7ml, Lip Gloss 7ml and
Hair Gel 150ml. Suitable for ages 3+.
17145
will normally be: £10
special introductory brochure price: £9
demo: £6.75

EAU DE COLOGNE
beautifully sweet with the scent of raspberry,
violet and musk.

Eau de Cologne*
50ml
25080
will normally be: £6
special introductory brochure price: £5
demo: £3.75

TOP TIP

Let the magic of the cinema live on! Share a snap of these Frozen goodies on social media just in time for the film launch. Your customers' kids will love keeping the excitement alive with a gift set to make their day and boost your order!



Keep the magic alive after the film has ended with the **perfect PJs** for mummy and her mini-me.

perfect for their **Frozen-loving kids!**



100% cotton

Disney **FROZEN II**

I'm new in the **Campaign 1 Gift Guide!**

£16.65

MUMMY PJ

Disney Frozen PJs*

100% cotton.

KEEP AWAY FROM FIRE.

54999 6/8

55194 10/12

55251 14/16

59014 18/20

brochure price: £20

demo: £16.65

Your fixed discount will be £3.33 when sold at £20.

£9.80

MINI-ME PJ

Disney Frozen Kids' PJs*

100% cotton.

KEEP AWAY FROM FIRE.

15248 Ages 3-4

15271 Ages 5-6

13763 Ages 7-8

24968 Ages 9-10

brochure price: £14

demo: £9.80

Your fixed discount will be £4.20 when sold at £14.

*Choose 1 size only.

All Disney Frozen 2 products on pages 26-29 are not available to back order.



perfect for snuggles during the cold winter nights

comes tied in a cute, giftable bow

SAMPLES

Lipstick Samples



True Colour
25p



True Colour
Perfectly
Matte
50p



True Colour
Perfectly
Matte
50p



mark.
Epic
50p

- 16287 Carnation
- 59584 Pout
- 27540 Wine With Everything
- 59923 Mocha
- 56408 Red 2000
- 27524 Blush Nude
- 13318 Toasted Rose
- 15339 Hibiscus
- 16709 Enduring Sable
- 05132 Proper Pink
- 62927 Sparkling Nude
- 16642 Dream Fuchsia
- 16733 Frostiest Mauve
- 45591 Twinkle Pink
- 16394 Chic
- 16519 Country Rose
- 16824 Frozen Rose
- 15420 Hot Pink
- 59915 Lava Love
- 59907 Pink Dream
- 55483 Knockout Pink

- 65755 Magnificent Mauve
- 64782 Roseberry Red
- 28845 Wistful Wine
- 21352 Hibiscus Blossom
- 21444 Pink Tulip
- 21451 Powder Blush
- 21469 Truest Red
- 27797 Wild Cherry
- 17244 Peach Flatters
- 16477 Posh Petal
- 27649 Superb Wine
- 54528 Red Supreme
- 59527 Ravishing Rose
- 56432 Pure Pink
- 17152 Reddy To Go
- 46722 Mauve Matters
- 28159 Absolute Coral
- 17046 Hot Plum
- 28217 Au Naturelle
- 43380 Blush
- 21345 Café Au Lait
- 27458 Divine Twig
- 18986 Lush Cocoa
- 17137 Marvelous Mocha
- 55970 French Toast
- 55996 Nude Suede

- 55608 Chocolate Crush
- 48066 Velvet Raspberry
- 27763 Everyday Red
- 27904 Rose Red
- 27854 Sunbaked Red



mark.
3D
Plumping
50p

- 43729 Uptown Pink
- 43687 Truffle
- 43653 Rose Kisses
- 65946 Roasted Red
- 64055 Rebel Red
- 66027 Reddy To Go
- 46722 Puckerad Pink
- 46839 Plumping Plum
- 45666 Mad For Mauve
- 44727 Pink Pop
- 46151 Cocoa Kisses
- 44990 Divine Wine
- 46771 Chocolate
- 45682 Berry Cute
- 44180 Cantaloupe

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

Foundation Samples

True Colour
Power Stay
24-Hour
Foundation
50p



- 21428 Porcelain
- 59329 Light Ivory
- 03707 Warm Ivory
- 18572 Ivory
- 00893 Light Nude
- 03103 Nude
- 12401 Shell
- 22350 Creamy Natural
- 21485 Natural Beige
- 05082 Sun Beige
- 21394 Honey Beige
- 59030 Medium Beige
- 57554 Natural Tan
- 01065 Desert Beige
- 20354 Caramel
- 59592 Walnut

True Colour
Flawless
Liquid
Foundation
50p



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

For the full list of fixed discounts, discontinued products and last chance to buy in Campaign 17 2019 (and previous campaigns), go to: AVON.UK.COM/FIXEDDISCOUNTS

Haircare Samples

59709 Miracle Densifier Bodifying Leave-In Treatment

60p

Avon True Nutra Effects Samples Single Sachet

Anti-Ageing BB Cream

- 58685 Extra Light
- 58636 Light

Radiance BB Cream

- 24737 Extra Light
- 13912 Medium

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

1 for 50p or 5 for £1

Trial Sizes

- 43372 Refreshing Gel Cleanser 30ml
- 43356 Micellar Water 50ml
- 53678 Mini Oil-Infused Micellar Water 50ml
- 39651 Mini Micellar Cleansing Scrub 30ml

£1.75

Skincare Samples

Anew Samples Single Sachet

- Clinical**
- 59436 Anti-Wrinkle Plumping Concentrate
- 58933 Anti-Wrinkle Smoothing Serum
- 24505 Defend & Repair Advanced Hydration Overnight Mask
- 26559 Even Texture & Tone Cream
- 02121 Even Texture & Tone Multi-Spot Correcting Serum
- 02816 Lift & Firm Face Lifting Cream
- 09324 Lift & Firm Pressed Serum

Perfect Skin

- 54403 Wake Up Cream SPF25
- 27862 Sleep Cream
- 02790 Instant Blurring Treatment
- 43448 Daily Skin Boosting Splash

Platinum

- 62893 Day Cream
- 27961 Night Cream
- 01644 Instant Eye Smoother

Reversalist

- 21477 Day Cream
- 25387 Night Cream
- 65888 Infinite Effects Night Treatment Cream Dual Sachet

Ultimate

- 25023 Day Cream
- 25304 Night Cream
- 08615 Silkened Oil-In-Gel
- 24307 Supreme Dual Elixir

Essential

- 24513 Youth Maximising Serum
- 24489 Vitamin C Radiance Maximising Serum
- 20032 Pollution Protect+ 15-Minute Kaolin Clay Mask
- 09282 Pollution Protect+ Day Defence Lotion SPF50

Clearskin Samples Single Sachet

- 23788 Blemish Clearing O2 Fresh Jelly Mask

1 for 50p or 4 for £1

Fragrance Samples

Tester Vials

women's pack of 5

- 23622 Always
- 58099 Avon Attraction for Her
- 39883 Avon Attraction Sensation for Her
- 19810 Avon Eve Alluring
- 11502 Avon Eve Confidence
- 26708 Avon Evo Elegance
- 15933 Avon Eve Duet Contrast Calm
- 24521 Avon Eve Duet Contrast Daring
- 50906 Avon Eve Duet Radiant
- 40634 Avon Eve Duet Sensual
- 16790 Avon Eve Truth
- 37978 Avon Luck for Her
- 37408 Avon Luck Limitless for Her
- 38547 Avon Luminata
- 59204 Avon Soft Musk Lily
- 28670 Celebrate
- 22004 Far Away
- 28282 Far Away Glamour
- 59022 Far Away Infinity
- 13730 Far Away Rebel
- 12799 Imari Corset
- 59576 Imari Fantasy
- 28266 Incandescence Lotus

- 24497 Little Black Dress
- 28027 Maxima
- 19141 Mesmerize for Her
- 22699 Mesmerize Black for Her
- 27615 Perceive Soul
- 54916 Pur Blanca
- 55459 Pur Blanca Harmony
- 19075 Rare Amethyst
- 28852 Rare Flowers Night Orchid
- 28993 Scent Essence Pure Ocean
- 65045 Secret Fantasy
- 67785 Secret Fantasy Kiss
- 22251 Surreal Sky
- 14753 Today
- 07393 Viva La Vita

men's pack of 5

- 65722 Avon Attraction for Him
- 28803 Avon Attraction Sensation for Him
- 46433 Avon Luck for Him
- 24067 Avon Luck Limitless for Him
- 50872 Avon Man
- 28662 Avon Real Man

- 21584 Avon Segno
- 01446 Avon V for Victory
- 00554 Black Suede
- 61515 Black Suede Leather
- 28787 Elite Gentleman
- 00976 Elite Gentleman in Black
- 28357 Elite Gentleman Reserve
- 22376 Elite Gentleman Weekend
- 02972 Full Speed
- 02329 Full Speed Nitro
- 28316 Full Speed Supersonic
- 26575 Maxime
- 48421 Mesmerize for Him
- 22616 Mesmerize Black for Him
- 26286 Segno Success

Encanto Samples

Single Tester Vial

- 24141 Encanto Fascinating EDT
- 58438 Encanto Irresistible EDT

25p

Single Sachet

- 01859 Irresistible Body Lotion
- 00877 Fascinating Body Lotion

60p

Trial Sizes

- 15313 Anti Ageing 3-in-1 Cleansing Water 50ml
- 43349 Perfect Skin Wake Up Cream SPF25 10ml
- 03715 Perfect Skin Sleep Cream 10ml
- 57877 Pollution Protect+ 15-Minute Kaolin Clay Mask 10ml
- 23705 Pollution Protect+ Day Defence Lotion SPF50 10ml

£5

- 07823 Reversalist Day Cream 15ml
- 18853 Reversalist Night Cream 15ml
- 59873 Clinical Lift & Firm Face Lifting Cream 10ml

£7

Fragrance Samples

Blister Tester Card

- 27938 Lipsy Original
- 57166 Lipsy Rose Gold

Single Spray 1.5ml

- 28621 Avon Attraction Sensation for Her
- 28712 Avon Attraction Sensation for Him
- 23457 Maxima
- 26401 Maxime

60p

Dual Spray 2 x 1.5ml

- 08441 Avon Eve Duet Radiant/Sensual
- 18309 Avon Eve Duet Contrast Calm/Daring

£1.20

Clinical Defend & Repair

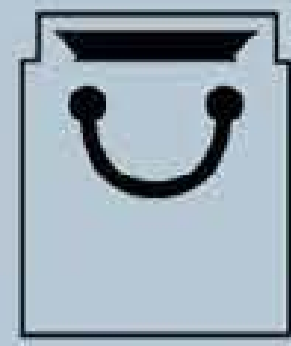
- 47134 Clinical Defend & Repair Advanced Hydration Overnight Mask 10ml
- 28043 Platinum Day Cream 15ml
- 28084 Platinum Night Cream 15ml
- 25312 Ultimate Multi-Performance Day Cream 15ml
- 14456 Ultimate Multi-Performance Night Cream 15ml

£6

- 43455 Clinical Anti-Wrinkle Smoothing Serum 10ml
- 57794 Essential Youth Maximising Serum 10ml
- 28555 Vitamin C Radiance Maximising Serum 10ml

£7

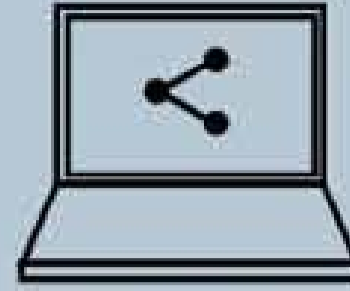
SALES TOOLS



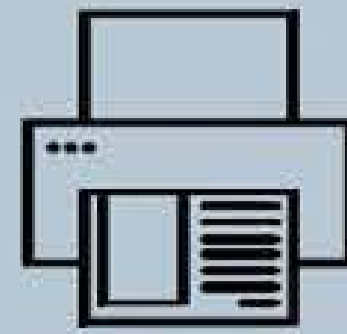
ONLINE STORE



INSTANT BROCHURE



SOCIAL MEDIA



PRINTABLE TOOLS



ADVICE HUB

YOU ASKED & WE LISTENED

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

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

Ombre Notebook
A5 notebook. 21 cm x 15.5cm x 1.9cm.
61754
Normally £6
£3 half price



"Today's The Day" Travel Mug
Plastic travel mug with lid. Not dishwasher or microwave safe. Approx. 10cm x 10cm x 15cm.
61762
Normally £8
£4 half price

Lipsy Leopard-Print Purse
Black PVC with leopard trim comprising 60% cotton, 35% rayon and 5% spandex. Polyester lining. Approx. 19cm x 9.7cm x 3.4cm.
56333
Normally £22
£10.50 save £11.50

Casa Di Rosa Rivezzoli Scarf
Polyester. Approx. 180cm x 70cm.
60376
Normally £28
£10 save £18



CoppaFeel! Boob Clutch
PVC pouch with zip fastening and wrist strap. Approx. 26cm x 16cm.
60475
Normally £10
£8 save £2
50% of sales from the Boob Clutch Bag are donated to CoppaFeel! CoppaFeel! is a registered charity in England and Wales (1132366) and Scotland (SC045970) & a company limited by guarantee (06974733). Registered office 1-4 Pope Street, London SE1 3PR.

AVON Clearance

Extra goodies to pop in with customers' orders!

Products purchased from this section are non-returnable.

save up to 65%



Mermaid Coin Purse
PVC with polyester lining. Approx. 10.7cm x 12.6cm x 2.3cm.
60491 Green
Normally £4.50
£2.50 save £2



Casa Di Rosa Cardarelli Tote
PVC. Approx. 41cm (max) x 33cm x 33.5cm.
57927
Normally £22
£8.40 save £13.60

Business Tools

- 76935 Brochure Bags (pk 50) 80p
- 82925 Calling Book
- 82990 Section A Continuation Sheet
Order no more than 2
- 87197 Customer Order Slips (pk 50) 1st pack free (3 free if you're a PC Member) 20p (each extra pack)
- 83014 Campaign Continuation Sheet
- 82982 'My Copy' of Campaign Order
Order 1 sheet only



63644 Travel Mug £3



82933 Calling Cards (pk 100) 60p

Product Tools

- | Lip | | Fragrance | |
|------------------------|---|------------------------|---|
| | 63578 Lipstick Tester Holder £2 | | 63586 Fragrance Dipstick Holder £2 |
| Contents not included. | | Contents not included. | |
| Jewellery | | Skincare | |
| | 02725 Plastic Ring Sizer £1 | | 82917 Cardboard Ring Sizer
<i>Order no more than 2</i> |
| | 89854 Perfect Skincare Cards (pk 10) £1 | | |



Pearlised Ceramic Burner
Can burn wax or oil. Approx. 9.5cm x 9.5cm x 12cm.
57406
Normally £12
£7 save £5



Coconut & Tiare Pom Pom Diffuser
80ml diffuser with 6 reeds featuring 3 pink pom poms. Approx. 7cm x 7.5cm. Lasts up to 5 weeks.
57992
Normally £10
£5.60 save £4.40



Kitchen Magik Microwave Steaming Case
Plastic. Approx. 27.5cm x 18.2cm. Dishwasher safe.
60582
Normally £8
£3 save £5

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

For more campaign tools visit... AVON.UK.COM/MYSALESTOOLS

USA PRO



USA Pro Leggings
81% nylon, 19% elastane.
61267 8
61291 10
57034 12
61374 14
Normally £21.99
£12.60 save £9.39



Zaria Joggers
Full length or cropped.
69% polyester,
27% viscose,
4% elastane.
59147 14/16
57042 18/20
Normally £18.95
£9.80 save £9.15



Wondersculpt Perfect Black Leggings
91% nylon,
9% elastane.
56812 10/12
56911 14/16
62471 18/20
Normally £16
£7 save £9



Fleecy Owl Bottoms
Full-length, mint-coloured fleece bottoms with elasticated waist. 100% polyester, excluding trims. KEEP AWAY FROM FIRE.
62448 Ages 5-6
61747 Ages 7-8
58412 Ages 9-10
Normally £8
£3.50 save £4.50



Jacquard Minimiser Bra
83% nylon, 14% elastane, 3% cotton.
Black
60160 36e
60020 38dd
62273 38e
62679 38f
62596 38g
62133 40e
61937 40f
61903 40g
62307 42f
Nude
62240 36dd
62604 36e
62646 38dd
62380 38e
62521 38f
61978 38g
62562 40dd
Normally £15
£8 save £7



Navy Velour Waterfall Jacket
94% polyester, 6% elastane.
59352 6/8
59824 10/12
60509 14/16
Normally £24.95
£13 save £11.95



Knitted Ruffle Jumper
50% viscose, 28% polyester, 22% nylon.
57414 10/12
57919 14/16
Normally £24
£12 half price



Boyfriend Jeans
73% cotton, 23% polyester, 2% viscose, 2% elastane.
60004 8
60046 10
60137 12
60145 14
62422 16
62406 18
62414 20
Normally £19
£12 save £7



Leya Velour Trainers
Upper: 95% polyester, 5% elastane. Lining: 100% cotton. Sole: EVA.
61119 Size 5
60434 Size 6
Normally £24
£8.50 save £15.50



Cambrie Sandals
Polyester and PU upper. PU lining. TPR outsole.
56861 Size 4
56879 Size 5
56960 Size 6
57398 Size 7
62588 Size 8
Normally £20
£12 save £8



Cambrie Tassel Mules
Upper and lining: polyester. Insock: PU. Outsole: TPR.
57059 Size 4
58180 Size 5
59774 Size 6
57620 Size 7
58875 Size 8
Normally £16
£8.40 save £7.60



Llama Love You PJ's
100% cotton. KEEP AWAY FROM FIRE.
55160 10/12
61242 14/16
Normally £17
£9.80 save £7.20



Emily Multiway Bra
50% nylon, 43% polyester, 7% elastane.
White
58925 34b
59139 34c
57638 34d
57703 36b
57083 36c
63784 40c
63917 40d
Normally £15
£8 save £7



Spotty Mesh Top
Mesh: 84% nylon, 16% elastane. Lining: 100% polyester.
60897 10/12
60335 14/16
Normally £14
£7 half price



Coveted Olena Midi Dress
100% polyester.
61457 8
60558 10
61465 12
Normally £25
£22 save £3



Button-Front Maxi Dress
100% polyester.
61432 6/8
60053 10/12
57422 14/16
Normally £22
£18 save £4

save up to 55%

save up to 70%



Gin & Tonic Necklace Gift Set
2 silver-tone necklaces, length approx. 40cm + 10cm extension chain.
58537
Normally £5
£1.75 save £3.25



Charlyssa Faux Pearl Stacking Bangle Set
3 silver-plated bangles. 2 adjustable, width approx. 6.5cm and 6.8cm. 1 closed, width approx. 6cm.
63537
Normally £10
£3 save £7



Zaidee Zodiac Charm Bangle
Silver-plated adjustable bangle. Unstretched diameter approx. 6.5cm.
62802 Taurus
62992 Cancer
62786 Gemini
62752 Aquarius
63529 Libra
62703 Scorpio
62695 Sagittarius
63313 Leo
Normally £8
£2 save £6



Mermaid Kisses Gift Set
Necklace, with pendant, approx. 42cm + 9cm extension chain and pierced stud earrings with titanium posts. Adults only, not intended for children.
56788
Normally £6
£3 half price

Leonie Initial Earrings
Set of 2 18-carat, gold-plated, pierced stud earrings with glass stone detail.
58792 A **55640 L**
55806 B **59840 M**
55285 C **55384 N**
55616 E **55376 P**
56242 F **55830 R**
55657 G **56101 S**
55699 I **56127 T**
55962 J **57661 V**
55756 K
Normally £3
£1.05 save £1.95



Adanna Constellation Ring
Adjustable ring, fits sizes 6-10.
61804 Gemini
61820 Libra
Normally £4.50
£2.10 save £2.40



Seraphina Feather Bracelet
Chain bracelet with charm and glass stones. Adjustable from 8.5cm-28cm.
62257 Gold-coloured-plated
62364 Silver-plated
Normally £6
£3 half price



Girl Power Necklace
Silver-plated. Approx. 42cm + 9cm extension chain.
61770
Normally £4.50
£2 save £2.50



Halie Heart Locket
Longline necklace, approx. 80cm, featuring heart locket with watch, diameter approx. 2cm. Includes a battery that can be replaced.
56614
Normally £20
£16 save £4

HOW TO ORDER



DEMONSTRATION PRODUCTS FROM PAGES 4-32, 38-39 ORDERING

- Please order your demo products from this First Look in Campaign 17 2019, or you can back-order in Campaign 1 2020.
- Please order just one of each new demonstration product, unless otherwise stated.
- You may order as many samples as you like. Samples and Sales Tools are not available to back order.
- Products are not for resale.

CLEARANCE PRODUCTS FROM PAGES 33-36 ORDERING

- You can order as many Clearance products as you like from this issue of First Look.
- Clearance offers are not available to back-order in Campaign 1 2020.
- Products are available while stocks last.
- If you have the paper order form, please quote the product number and description of each item on page 2.
- Many Clearance products are no longer available to customers, and stocks are limited.
- You cannot return items from the Clearance section.

STOCK AVAILABILITY AND RETURNS

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

GET IN TOUCH!

Send your feedback on First Look magazine to: firstlook@avon.com

Send your sales tips to: brochuretips@avon.com

For any other queries or questions, visit: www.avon.uk.com and click 'Contact us'.

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

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

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

⚠ Items marked with this symbol have a hazard classification under the Classification, Labelling of Packaging Regulation.

Please see product details on our website for full hazard information: www.avon.uk.com.

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

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



YOUR BIGGEST EVER EARNINGS OPPORTUNITY

when you reach the minimum order value.*

EARN UP TO 30% WITH DISTILLERY*



EXCLUSIVE OFFER BUY YOUR DISTILLERY COLLECTION FOR JUST £50

Distillery Set 08086 demo: £50

Not available to back order.

1. SHADE THE DAY 30ml

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

WHAT'S IN IT?

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

2. SLEEP POTION 30ml

Wake up to glowing skin. Potent 48-hour moisturisation that works while they sleep.

WHAT'S IN IT?

niacinamide
100% plant-based glycerine
sodium hyaluronate

3. C-SHOT POWDER 5g

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

WHAT'S IN IT?

100% pure vitamin C
vitamin E

4. PURIFY 30ml

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

WHAT'S IN IT?

jojoba oil
phytol
vitamin E
cloudberry extract

5. CLEAN BREAK 50ml

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

WHAT'S IN IT?

apricot oil
cocoa butter
mango butter
cucumber extract

VISIT AVON.UK.COM FOR MORE PRODUCT INFO

OUR GROUND-BREAKING, PREMIUM SKINCARE RANGE HAS ARRIVED
Vegan friendly, formulated with pure ingredients for powerful results.

GRAB YOUR NEW AND EXCLUSIVE SELLING TOOLS FOR POWERFUL SALES



ONLINE TRAINING TO BECOME A DISTILLERY EXPERT...

- Discover the trend, learn about the range and why everyone is shouting about clean beauty.
- Tricks and tips to find new customers and host your own Distillery party at home. Simply visit avon.uk.com and search **Distillery on the Learning Hub**.

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

PACK OF 20 PREMIUM DISTILLERY BROCHURES

£3

order using 81273



HAND OUT PREMIUM SAMPLES

to your customers so they can discover the power and purity of our vegan ingredients for themselves.

PACKS OF 10 SAMPLES

£2

Night Cream
order using 69864

Facial Oil
order using 67082

Not available to back order.



YOUR BIGGEST EVER EARNINGS OPPORTUNITY

when you reach the minimum order value.*

EARN UP TO 30% WITH DISTILLERY*

THE ULTIMATE DISTILLERY EXPERIENCE

Treat your skin to the ultimate distillery experience with our full collection.

Purify Facial Oil



Clean Break Cleanser



Shade The Day SPF25 Day Cream



C-Shot Powder



Sleep Potion Night Cream



DISTILLERY KITS ARE HERE

Give your earnings a big boost with our brand-new distillery kits, which include everything your customers need to **KEEP THEIR SKIN LOOKING AMAZING.**

go online to see the rest of our Distillery bundles

DISCOVER MORE DISTILLERY INSIDE.

distillery

PACKAGED IN A BEAUTIFULLY GIFTABLE BOX