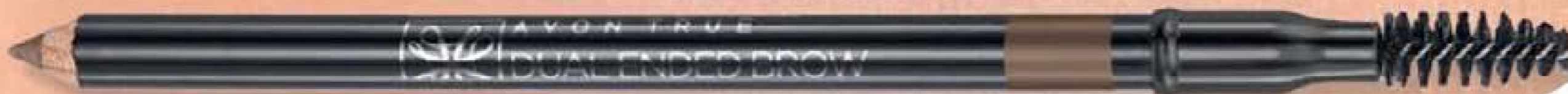


AVON
**FIRST
LOOK**

CAMPAIGN 4 2020

order online in Campaign 2 2020
at avon.uk.com

**NEW
DUAL-ENDED
BROW PENCIL**



Naturally defined brows
first time, every time.

**PLUS TEMPT THEM
WITH 4 FREE BEAUTY
MUST-HAVES...**

WELCOMING GUEST EDITOR



BECKY

Sales Leader
(and Silver+ PC Superstar)

It's so lovely to be back as Guest Editor - it's a real privilege to get a sneak peek of all the fab new products!

If you're a new Rep or looking to boost your business, my top tips for this campaign are:

1. Samples, samples, samples.
Give out as many as you can.

2. Buy your faves to demo.
Customers are more likely to buy if they can try.

3. Wear the products.
From perfume and lippie to tops and jewellery, compliments often turn into sales.

Becky x

BIG NEWS 1

The quick and easy **2-in-1 brow** go-to.



BIG NEWS 2

Tempt customers and boost sales with **4 free beauty must-haves.**



BIG NEWS 3

Bag even more sales with this **branded must-have.**



FIORELLI

GET SOCIAL

follow, share & review



@Avonuk



@Avon_uk



Avon UK



avon_uk



My Avon Store



BIG NEWS 1



THE EYE LOVE EVENT

Show them bestselling eye products and new must-haves they'll fall in love with to keep them coming back for more.

The free gift worth £19.25* when they spend £10 or more is a great way to get them shopping this exciting event.

4 ORDER ONLINE AT AVON.UK.COM

*Based on normal brochure price.

EYE LOVE NATURALLY DEFINED BROWS

Show her how easily this 2-in-1 brow pencil and brush defines and shapes brows.

- easy-to-blend, long-lasting formula
- natural, smudge-proof colour
- precise, smooth application

PERFECT THE LOOK



BRUSH BROWS
before to groom
and after to
blend colour



LINE & FILL
with natural-
looking colour

**Avon True Dual-Ended
Brow Pencil**
will normally be: £6
special introductory
brochure price: £3.50
demo: £2.80



**4 FREE BEAUTY
MUST-HAVES**

when you spend £7 or more
across pages 6-9

ORDER USING 69948

TURN OVER FOR ALL
THE DETAILS...

£2.80
save £3.20*



TOP TIP

If she's looking for her brow go-to but overwhelmed by choice, this quick and easy 2-in-1 pencil is the perfect way to give her the confidence she needs to perfect her arches.

BIG NEWS

4 FREE BEAUTY MUST-HAVES

when you spend £7 or more across pages 5-9
ORDER USING 69948

WORTH
£19.25*

high-shine, salon-worthy gel nail enamel



Your Free Beauty Collection includes: True Colour Lipstick in Pout, Glimmerstick Lip Liner in Pink Cashmere, mark. Gel Shine Nail Enamel 10ml in Love Bug and Avon True Nutra Effects Micellar Water Travel Size 50ml. 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.



BECKY SAYS

Free gifts are an easy way to boost your make-up sales so remind customers that they only need to spend £10 to get all this for free!

*Based on normal brochure prices. Limited to 1 free gift per Representative. Not available to back order. For a full refund on products with a free gift, please return all items to ensure your refund is processed. Not available separately. Brochure offer. Free gift when you spend £10 or more across selected make-up in Brochure 4.



EYE LOVE GORGEOUS LINES

Demo the stunning new shades of your bestselling Glimmerstick eyeliner on the back of your hand or, even better, your eyes!



£2.10
save £3.90*

- glides on and lasts all day
- creamy, precise, lines
- waterproof and smudge-proof

Avon True Glimmerstick Gold Indulgence Eyeliner will normally be: £6 special introductory brochure price: £3 **demo: £2.10**

NEW SHIMMER SHADES	
 12591 White Gold	 50278 True Gold
 12906 Rose Gold	 13037 Bronzed Gold

 66159 Starry Night	 33431 Cosmic Brown	 33530 Khaki
 66142 Saturn Grey	 66217 Emerald	 65698 Navy
 33191 Black/Brown	 50682 Majestic Plum	 33266 Blackest Black

True Colour Glimmerstick Eyeliner normal brochure price: £6 special brochure price: £3 **demo: £2.10** Not available to back order.



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

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

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

**UNIQUE
ALMOND-SHAPED
BRUSH**
gets right to the
root of lashes for a
fuller-volume look



£4.10
save £4.90*

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

True Colour Ultra Volume Lash Magnify Mascara
10ml
65102
normal brochure price: £9
special brochure price: £5.50
demo: £4.10

*Based on normal brochure prices.
Model's lashes have been digitally enhanced.

EYE LOVE LIFTED LASH VOLUME

Get this full-volume mascara on your social media to show her next-level lashes and watch the next-level sales roll in.

8 ORDER ONLINE AT AVON.UK.COM



EYE LOVE SIMPLE SMOKY EYES

Why not offer a mini masterclass with these 4-step palettes to show her just how foolproof this sultry lid look is.



**4 FREE BEAUTY
MUST-HAVES**
when you spend £7 or more
across pages 6-9
ORDER USING 69948

**REP
EXCLUSIVE**
If you buy your new
Quad from First Look
it will count towards
your free gift
spend.

£3.85
save £5.15*

NEW SHADES



- highly pigmented shadow for full colour in just 1 sweep
- buildable, crease-proof formula wears comfortably all day
- blends seamlessly for an easy smoky eye

True Colour Perfect Wear Eyeshadow Quad
normal brochure price: £9
special brochure price: £5.50
demo: £3.85
Not available to back order.

BIG NEWS

The **designer-inspired,**
high-street favourite.

- full zip closure
- internal compartments



BECKY SAYS

"A bag like this is so eye-catching so use it yourself and people will soon notice it and ask where it's from! Not only that, but it's big enough to fit in all my samples and brochures when on my rounds."

Fiorelli Tote Bag Polyester, faux leather. Approx. 15cm x 16cm x 32cm. **12872** will normally be: £55
special introductory brochure price: £26
demo: £21.65

Your fixed discount will be £4.33 when sold at £26.
*Based on normal brochure price.

- Fiorelli embossed branding
- handy shoulder strap
- printed on both sides

FIORELLI

£21.65
save £33.35*





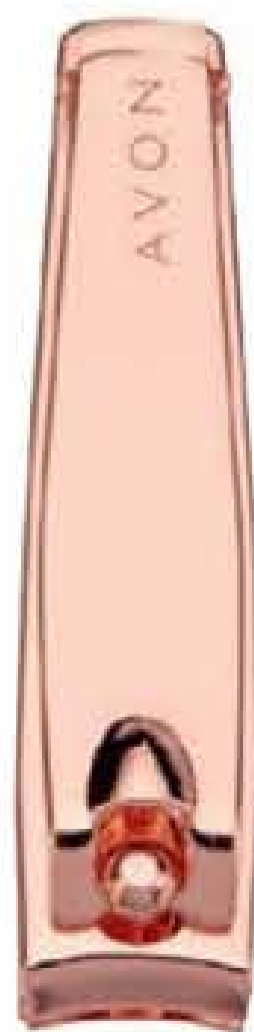
LASH-TASTIC

Round off their Eye Love purchase with our eyelash curler. It's the perfect tool to complete their look.



- EYELASH CURLERS**
- deep curved to grab even short lashes
 - use alone or before mascara for the perfect flutter

Rose Gold Eyelash Curlers
17269
brochure price: £3
demo: £2.10



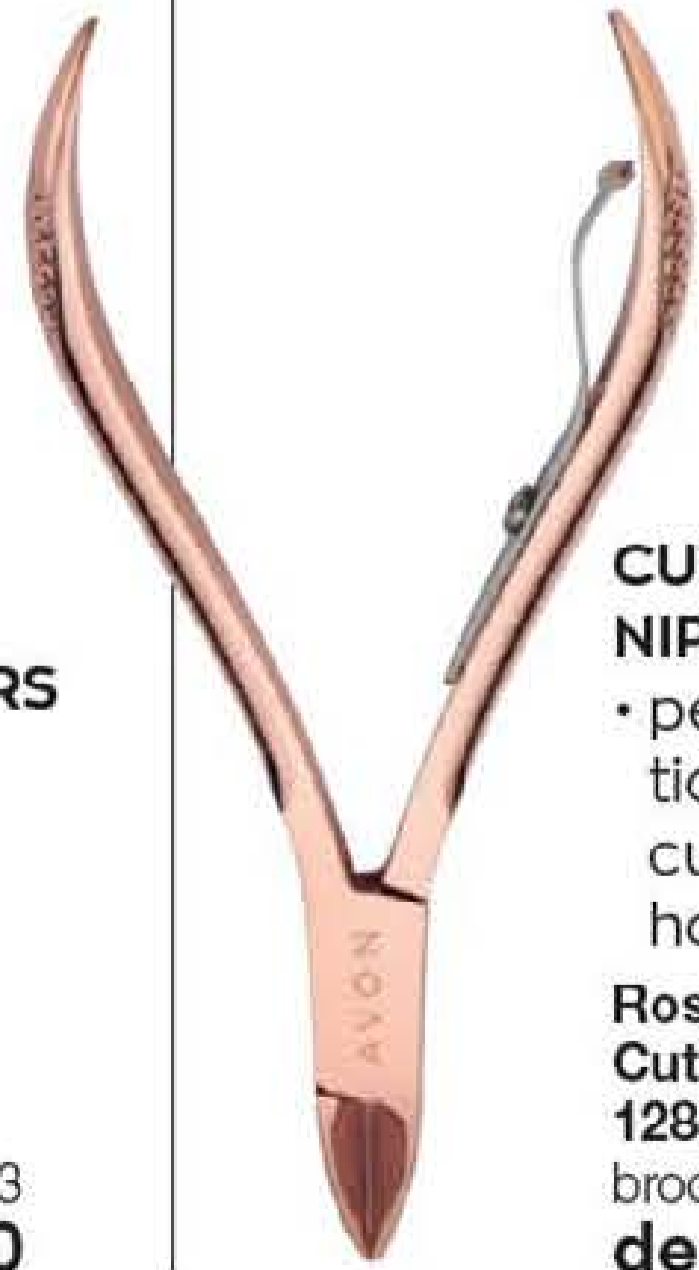
- 3-IN-1 NAIL CLIPPERS**
- clippers, metal nail file and cuticle pusher

Rose Gold Nail Clippers
06957
brochure price: £3
demo: £2.25



- NAIL SCISSORS**
- to trim and tidy nails

Rose Gold Nail Scissors
12732
brochure price: £3
demo: £2.10



- CUTICLE NIPPERS**
- perfect for tidying ragged cuticles and hangnails

Rose Gold Cuticle Nippers
12856
brochure price: £5
demo: £3.50



- DUAL-ENDED CUTICLE PUSHER**
- flat end pushes and shapes cuticles
 - pointed end removes leftover skin or nail glue

Rose Gold Double-Ended Cuticle Pusher
36723
brochure price: £2.50
demo: £1.85

CORRECTING UNDER-EYE CIRCLES



1 Dot under the eye and blend with a brush or sponge.

CONTOUR & HIGHLIGHT



2 Highlight with a lighter shade & contour with a deeper shade.

THE PERFECT BOLD LIP



3 Shape and contour the lip line with the handy precision wand.

Avon True Power Stay Concealer
5ml
will normally be: £8
special introductory brochure price: £6
demo: £4.20



18 HOURS OF NON-STOP CONCEALER COVERAGE

Introduce her to the latest in the Power Stay Collection – the concealer for coverage she can rely on.



THE POWER STAY PROMISE

- STAYS PUT**
covers fine lines, dark circles, blemishes and redness, and looks natural for up to 18 hours*
- STAYS FRESH**
holds its natural finish through heat, humidity and non-stop activity
- STAYS COMFORTABLE**
medium, buildable coverage with a lightweight, breathable feel

*Based on a consumer study with 88 participants.

FAIR DEEP





EXPERIENCE 100% INSTANT HIGH-BEAM SHINE

Your bestselling shine collection now with an upgraded formula for her most prismatic tresses ever!

TREATMENT SPRAY

for an added boost of mega-watt shine

ILLUMINATING SERUM

smooths split ends for sleek, luminous strands



CRYSTAL LIGHT TECHNOLOGY

WITH SILK AMINO ACIDS

Envelopes each strand in a mirror-like coating that adds light-reflective shine to all colour tones.



TOP TIP

Encourage your existing Daily Shine customers to switch up to this new enhanced version - they won't be disappointed!

Ultimate Shine
Illuminating
Serum
30ml
05090
brochure price: £4.50
demo: £3.15

Ultimate Shine
Illuminating
Booster Spray
100ml
16691
brochure price: £5
demo: £3.50

Ultimate Shine Shampoo
250ml
24018
Ultimate Shine Conditioner
250ml
25403
brochure price: £3
demo: £2.10

Ultimate Shine Shampoo
400ml
09316
Ultimate Shine Conditioner
400ml
05447
brochure price: £4
demo: £2.80

SUPER-SOFT FEET

Boost your earnings with this great-value pair for perfect soles.

NEW now in XXL



Foot Works Intense Moisture Cream - Bonus Size 150ml 13367 brochure price: £3.50 **demo: £2.45**

ALL-OVER MOISTURE CREAM with 10 ingredients for lasting hydration

TARGETED SILICONE SOCKS locks in intense moisture to cracked heels

BOTH FOR £4
If you buy both for £4, you can't also order the Moisture Cream separately.
order using 68957
Socks not available separately in this First Look.

16 ORDER ONLINE AT AVON.UK.COM

FUZZ-FREE & FABULOUS

Introducing our precision Face & Brow Shavers:
 • **safe & gentle** for less irritation
 • **no thick regrowth**
 • **cheaper** than a salon treatment



TOP TIP
Be sure to moisturise skin before use.

Avon Works Face & Brow Shavers 23176 brochure price: £2.50 **demo: £1.75**

ONE FOR FACE, ONE FOR BROWS

SET OF 2 FOR £1.75

COMING SOON

the Distillery story continues...

Get ready to acquaint your customers with more of the ground-breaking skincare they love, plus a new premium make-up capsule collection.



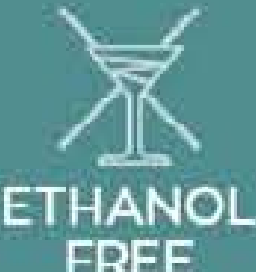
PURE FORMULAS. POWERFUL RESULTS



EARN 30% WITH DISTILLERY*

Say hello to your new favourite **mascara**, **lip colour**, **foundation** and **eyeshadow**, plus an exciting new **facial elixir** in **First Look 6**. Plus, don't miss our stunning premium brochure experience that will be available in February.

*When you reach the minimum order value.



YOUR BIGGEST EVER EARNINGS OPPORTUNITY

when you reach the minimum order value.

EXCLUSIVE OFFER
BUY YOUR DISTILLERY
COLLECTION FOR JUST

£50

order using **40071**
Not available to back order.

Normally £80



EARN
UP TO 30%
WITH
DISTILLERY*

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

*When you reach the minimum order value.

1. SHADE THE DAY 30ml
Clarify, protect, moisturise, mattify
and prime in one 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

GRAB YOUR NEW AND EXCLUSIVE SELLING TOOLS FOR POWERFUL SALES



1

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**.

2

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



3

HAND OUT PREMIUM SAMPLES

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

PACK OF 10
SAMPLES

£2



Night Cream
order using
69864

Facial Oil
order using
67082

Not available to back order.

FIND HER PERFECT FACE MASK

This **trend** is going nowhere, and we've got enough masks for you to peel, rinse and splash your way to skincare **sales success**. Mask Mania is the perfect opportunity to offer her an add-on purchase that won't break the bank (but means extra sales for you!).



Your customers can choose from **9 different masks** with a whole host of **skincare benefits** and prices **between £2 and £12** - so there's **something for everyone**.

TOP TIP
Face mask selfies are all over Instagram, so grab your favourite mask and get sharing. Bonus points for braving a sheet mask selfie!

WITH YOUR SALES-BOOSTERS



YOUTH BOOST SHEET MASK
uncover a radiant, healthy-looking complexion



NUTRA EFFECTS SHEET MASKS
an easy sell - there's one for everyone



PERFECT SKIN SPLASH MASK
splash and discover glowing, dewy skin



CREAM CLEANSER & MASK
wash away to reveal smooth, supple skin



BLACK MINERAL MASK
rinse away pore-clogging dirt



GOLD PEEL-OFF MASK
peel to reveal skin that looks as luminous as gold



OVERNIGHT MASK
wake up to supremely hydrated skin

THE ART OF SELLING FRAGRANCE

Selling fragrances can really **boost your sales!** Here are our **top tips** for growing your business with fragrance.

1
2
3
4

Get sampling! Put testers of fragrances they may like into their orders, or with brochures, so they can try them for themselves.

Encourage your customer to buy the complete matching set with a body lotion or hair and body wash, so you can enjoy a sales boost and they'll love the longer-lasting scent.

Perfume makes for the perfect gift and with many of our sets coming in beautiful boxes, there's a fragrance everyone will love to give.

Fragrance customers are loyal, once they find the scent they love they'll be back to buy it again and again. Help them discover their fave and enjoy the sales now and in the future.

5

Don't forget our **his and hers** fragrances too! If she loves Attraction for Her, why not encourage her to buy Attraction for Him so she can give it to her partner? **Double sales!**

FOR HER
Blackberry, orchid
and vanilla amber.

FOR HIM
Ginger root, musk and smoky woods.

ATTRACTION

Ignite attraction
with 2 perfectly
sultry fragrances.

Attraction for Him EDT 75ml 39818
brochure price: £15 **demo: £11.25**

Attraction for Her EDP 50ml 49320
brochure price: £15 **demo: £11.25**



WOODY



AMBER



WOODY



FRUITY



MUSK

PC President's Club
Attraction for Her EDP
just £9

YOU SELL 150 BOTTLES EVERY DAY!*

AVON LUCK

Celebrate life's lucky moments with a top 10 fragrance brand you love to sell and they love to wear.

SEE YOUR SALES SOAR WITH

LUCK SAMPLES



50 FOR £3

25x Luck for Her dipstick samples & 25x Luck for Him dipstick samples.

order using **68114**



FOR HIM
Pink pepper, nutmeg and sandalwood.



FOR HIM
Lucky bamboo, Grenada nutmeg and amber woods.



FOR HER
Bergamot, rose petals and velvet sandalwood.



FOR HER
Starburst pomelo, passion flower and diamond amber.



Luck for Him EDT 75ml 48975
normal brochure price: £15
special brochure price: £12 **demo: £9**

Luck Limitless for Him EDT 75ml 49064
normal brochure price: £15
special brochure price: £12 **demo: £9**



Luck for Her EDP 50ml 49411
normal brochure price: £15
special brochure price: £12 **demo: £9**

Luck Limitless for Her EDP 50ml 49007
normal brochure price: £15
special brochure price: £12 **demo: £9**

YOUR NEW SIZING GUIDE

You asked so we listened! We've made it even easier for your customers as our sizes are now an even better fit for ultimate style and comfort.

FREE & EASY RETURNS*

HOW TO MEASURE

BUST

Measure over the fullest part of your bust with the tape measure level all the way around your body.

WAIST

Measure around the narrowest part of your natural waistline.

HIPS

Measure around the fullest part of your hip.

100%
SATISFACTION
GUARANTEE

WHAT HAS CHANGED?

Our sizes are now an even better fit, true to size and more aligned with the high street.

WHICH SIZE TO CHOOSE?

Follow our helpful size guide to show them which size they would now be.

WHAT IF THEY BUY THE WRONG SIZE?

We have a 100% satisfaction guarantee and free returns! If they're still unsure they can order multiple sizes safe in the knowledge they can return the one that doesn't fit.



KNOW WHICH PRODUCTS ARE IN THE NEW SIZING WITH OUR HANDY ICON!

SIZE	OLD AVON SIZE	NEW AVON SIZE
8	Small	Small
10	Medium	Small
12	Medium	Medium
14	Large	Medium
16	Large	Large
18	Extra Large	Large
20	Extra Large	Extra Large
22	Extra Extra Large	Extra Large

DOWNLOAD AND PRINT THIS INFORMATION ONLINE VIA THE LEARNING HUB

*Terms and conditions apply. See page 47 for details.

THE TOP SHOP

A top for **every occasion** and every style, you've got one to suit all!

on-trend
snake
print



Snake-Print Top*
Polyester.
26005 6-8
26021 10-12
26211 14-16
15032 18-20
15040 22-24
brochure price: £14
demo: £9.80

button
shoulder detail



Button-Detail Sweater*
Cotton.
15826 6-8
15834 10-12
14910 14-16
58941 18-20
25924 22-24
brochure price: £16
demo: £11.20



pleat detail
and 3/4 length
sleeves

Pleat Back Top*
Cream.
100% polyester.
40733 6/8
40485 10/12
40873 14/16
41111 18/20
41822 22/24
brochure price: £14
demo: £10.50

*Choose 1 size only.



FLORAL FASHION

The perfect scarf for an upcoming birthday or Mother's Day gift!



Breanna Floral Scarf Polyester. Approx. 160cm x 35cm. 57141 brochure price: £5
demo: £3.50

beautiful
silk feel



COSY NIGHTS IN

Whether it's time to snuggle up in bed or lounge around all day, you've got the perfect combo for ultimate comfort.



design

Unique prints designed with your customers in mind - they'll never miss a trend.



fit

All styles fitted to a variety of shapes and sizes for complete comfort.



quality

Laundry-tested so prints look fab no matter how many times they're washed.

Elephant PJs*
Cotton. KEEP AWAY FROM FIRE.
27201 Small 8-10
15750 Medium 12-14
15776 Large 16-18
15818 Extra Large 20-22
brochure price: £14
demo: £9.80



all-over cute elephant print

cuffed leg detail

go to AVON.UK.COM
for more nightwear
from Dream More

LOUNGE AROUND



cuffed leg detail

TOP TIP

Why not show off our latest PJs and lounge set by taking a lifestyle shot to share on Facebook? They'll love to see you wearing the latest style and don't forget to text the photos to your PJ-loving customers - the only nudge they'll need to place their order!



Lounge Set*
2-piece set. 55% polyester and 43% cotton. KEEP AWAY FROM FIRE.
26856 Small 8-10
26872 Medium 12-14
26906 Large 16-18
27011 Extra Large 20-22
brochure price: £14
demo: £9.80

*Choose 1 size only.

JEWELLERY THEY'LL TREASURE

Boost your sales by pairing the necklace with the matching earrings in Brochure 3!



longline necklace

2



stunning knot design
2-piece earring and
necklace set

1



1. Maria Gift Set
Silver-plated necklace
and pierced stud
earrings. **00562**
brochure price: £6.50
demo: £4.55

2. Ellie Necklace
Silver-plated chain
with 3 gold, rose
gold and silver-plated
round pendants.
09795
brochure price: £8
demo: £5.60

WRIST CANDY

The perfect **sporty style** with a colour to suit their personality.

- ✓ silicone strap
- ✓ decorative dial
- ✓ available in gorgeous red, on-trend mustard and sublime cream



Phoebe Silicone Watch
Silicone strap, adjustable
between approx. 16.3cm and
21.9cm. Includes a battery that
can be replaced.
13920 Cream
13771 Red
55244 Mustard
brochure price: £12
demo: £8.40



BAGS OF STYLE

Whether it's a midi, cross-body or a tote, there's a bag they'll love to boost your online orders.



chain detail handles

£35
ONLINE EXCLUSIVE

Bryony Quilted Tote Bag Polyester. Approx. 160cm x 35cm.
order online: £35

- gorgeous quilted design
- adjustable strap

£25
ONLINE EXCLUSIVE

Bella Quilted Cross-Body Bag PVC with polyester lining. Approx. 24cm x 8.5cm x 17cm.
order online: £25



adjustable strap

£35
ONLINE EXCLUSIVE

Amelie Midi Structured Bag PVC with polyester lining. Approx. 30cm x 12.5cm x 22cm.
order online: £35

LOVEABLE ACCESSORIES

Keep them looking good wherever they go with this handy **heart-shaped mirror keyring**.

matches the Love Slogan Coin Purse in Brochure 3



Mirror Heart Keyring Faux-leather heart-shaped slogan keyring with pull-out mirror. 26773
brochure price: £3.50 **demo: £2.45**

PC President's Club
just **£7.20**

- cross-body strap and chain detail
- gold-tone hardware



Everly Pleat Camera Bag PVC. Approx. 22cm x 5.5cm x 15cm. 26732
brochure price: £12 **demo: £8.40**

AVAILABLE EXCLUSIVELY ONLINE
SEARCH FASHION/BAGS AT AVON.UK.COM



PLUM BLOSSOM & CHERRY

Fill their home with **wintery and fruity** scents everyone will want.

1
MINI CANDLE
burns for up to 17 hours

RUB TO SMELL
plum blossom & cherry

2 DIFFUSER
lasts up to 5 weeks

3 FRAGRANCE OIL

4 HANGING FRESHENERS

- 1. Plum Blossom & Cherry Mini Candle 54098 brochure price: £3.75 **demo: £2.60** !
- 2. Plum Blossom & Cherry Diffuser 59931 brochure price: £5 **demo: £3.50** !
- 3. Plum Blossom & Cherry Fragrance Oil 10ml 26450 brochure price: £4 **demo: £2.80** !
- 4. Plum Blossom & Cherry Hanging Fresheners Set of 2. 24935 brochure price: £3 **demo: £2.10** !



RELAX THE BODY & SOUL

just
£10.50

Seeing is believing! Take a video to share on social media to show off the calming view of the waves.

rotating plate gives the effect of the waves

adjustable light intensity

Wave Mood Light Projector ABS. Approx. 15cm x 12cm x 7.4cm. Requires 3x 4.5V AA batteries (not included). 25015 brochure price: £15 **demo: £10.50**

METAL STRAWS

comes in a handy bag so they can be taken anywhere

Ditch the plastic straws and be more eco with reusable straws.

Reusable Straws Set of 2 stainless steel straws with cleaning brush and cotton pouch. Dishwasher safe. **25437** brochure price: £5
demo: £3.50

PORTION PLATE

Make healthy eating even easier.

Portion Guide Polypropylene. Dishwasher and microwave safe. Approx. 20.5cm x 3.5cm. **25130** brochure price: £5
demo: £3.50

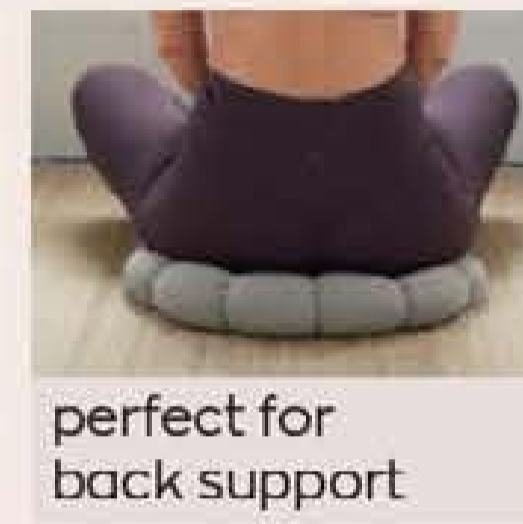
38 ORDER ONLINE AT AVON.UK.COM

WELLBEING CUSHION

Show the body some love and provide support to boost their wellbeing.



Wellbeing Cushion Polyamide and elastane with PS foam. Approx. 35cm x 10cm. **25510** brochure price: £14
demo: £9.80



use as a neck pillow

perfect for back support

GET ORGANISED

Perfect for keeping underwear, socks, tights and more stored neatly away!



ideal to hang in the wardrobe or in the back of a door





Hanging Storage Non-woven polypropylene with mesh compartments. Approx. 35cm x 80cm. **25478** brochure price: £8 **demo: £5.60**

find the full range in brochure






SAMPLES

Lipstick Samples

	True Colour 25p		True Colour Perfectly Matte 50p		mark. 3D Plumping 50p		mark. Epic 50p
---	----------------------------	---	--	---	--	---	-------------------------------

16287 Carnation	27797 Wild Cherry	14407 Rose Kisses	21246 Nude Attitude
59584 Pout	16477 Push Petal	18788 Reddy To Go	20438 Temptress
27540 Wine With Everything	27649 Superb Wine	18762 Puckered Pink	21188 Get Cheeky
59923 Mocha	54528 Red Supreme	22665 Plumping Plum	00737 Blushing Beauty
56408 Red 2000	59527 Ravishing Rose	22558 Mad For Mauve	55400 Pink Punch
27524 Blush Nude	56432 Pure Pink	14340 Cocoa Kisses	55632 Spellbound
13318 Toasted Rose	17152 Mauve Matters	14357 Divine Wine	01511 Berry Bold
15339 Hibiscus	28159 Absolute Coral		55780 Coral Burst
16709 Enduring Sable	17046 Hot Plum		20180 Sangria Shock
05132 Proper Pink	28217 Au Naturelle		19380 Be Loud
62927 Sparkling Nude	43380 Blush		10561 Street Style
16642 Dream Fuchsia	17137 Marvelous Mocha		21501 Wink Of Pink
16733 Frostiest Mauve	27763 Everyday Red		21501 Rosy Outlook
33951 Twinkle Pink	27904 Rose Red		01800 Heartbreaker
16394 Chic	27854 Sunbaked Red		20446 Fearless Fuchsia
16519 Country Rose	21345 Café Au Lait		
16824 Frozen Rose	27458 Divine Twig		
15420 Hot Pink	55970 French Toast		
59915 Lava Love	21352 Hibiscus Blossom		
59907 Pink Dream	18986 Lush Cocoa		
55483 Knockout Pink	55996 Nude Suede		
	17244 Peach Flatters		
	21444 Pink Tulip		
	21451 Powder Blush		
	21469 Truest Red		
	28845 Wistful Wine		

Foundation Samples

	True Colour Power Stay 24-Hour Foundation 50p		True Colour Cream-to- Powder Foundation Compact 75p		True Colour Flawless Liquid Foundation 50p
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21428 Porcelain	26476 Light Ivory	26013 Dark Cocoa
59329 Light Ivory	26484 Ivory	58768 Rich Sienna
03707 Warm Ivory	04234 Porcelain	24653 Caramel
21253 Ivory	04382 Creamy Natural	24356 Walnut
00893 Light Nude	24711 Warm Ivory	25601 Spice
03103 Nude	24745 Light Nude	26054 Sun Beige
21311 Shell	20214 Light Nude	24281 Medium Beige
22350 Creamy Natural	20214 Shell	20719 Honey Beige
21485 Natural Beige	25684 Honey Beige	24612 Nude
05082 Sun Beige	07880 Natural Beige	24562 Light Nude
21394 Honey Beige	24661 Medium Beige	24265 Natural Beige
59030 Medium Beige	24919 Nude	24257 Creamy Natural
57554 Natural Tan	23283 Sun Beige	23770 Shell
01065 Desert Beige	18531 Spice	19307 Ivory
20354 Caramel	14225 Rich Sienna	24364 Warm Ivory
59592 Walnut	23291 Caramel	25619 Porcelain
	04101 Walnut	28068 Light Ivory
	27276 Dark Cocoa	
	23333 Earth	
	54494 Amaretto	

For the full list of fixed discounts, discontinued products and last chance to buy in Campaign 2 2020 (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
12781 Extra Light
01263 Light

Radiance BB Cream
24737 Extra Light
13912 Medium

02378 Ageless Day Cream SPF30
23481 Ageless Overnight Gel
21329 Lightweight Cleansing Oil
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
11908 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
50p

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 Eve Elegance
15933 Avon Eve Duet Contrast Calm
24521 Avon Eve Duet Contrast Daring
16154 Avon Eve Duet Radiant
40634 Avon Eve Duet Sensual
16790 Avon Eve Truth
22202 Avon Luck for Her
23887 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 Incandessence Lotus
24497 Little Black Dress
28027 Maxima

19141 Mesmerize for Her
22699 Mesmerize Black for Her
15057 Mesmerize Mystique Amber 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
18069 Secret Fantasy Kiss
22251 Surreal Sky
14753 Today
07393 Viva La Vita
60p

men's pack of 5
23473 Avon Attraction for Him
28803 Avon Attraction Sensation for Him
22210 Avon Luck for Him
24067 Avon Luck Limitless for Him
14522 Avon Man
28662 Avon Real Man

Fragrance Samples

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
32003 Mesmerize for Him
22616 Mesmerize Black for Him
13607 Mesmerize Mystique Amber for Him
26286 Segno Success
60p

Encanto Samples
Single Tester Vial
24141 Encanto Fascinating EDT
58438 Encanto Irresistible EDT
25p

Single Sachet
08201 Irresistible Body Lotion
00877 Fascinating Body Lotion
60p

Fragrance Samples

Blister Tester Card
27938 Lipsy Original
40p
57166 Lipsy Rose Gold
80p

Single Spray 1.5ml
28621 Avon Attraction Sensation for Her
28712 Avon Attraction Sensation for Him
23457 Maxima
26401 Maxime
60p
24687 Avon Eve Truth
75p

Dual Spray 2 x 1.5ml
08441 Avon Eve Duet Radiant/Sensual
18309 Avon Eve Duet Contrast Calm/Daring
£1.20

Fragrance Samples

Trial Sizes
15313 Anti Ageing 3-in-1 Cleansing Water 50ml
£3.50
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

14076 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
16568 Clinical Anti-Wrinkle Smoothing Serum 10ml
57794 Essential Youth Maximising Serum 10ml
12989 Vitamin C Radiance Maximising Serum 10ml
£7

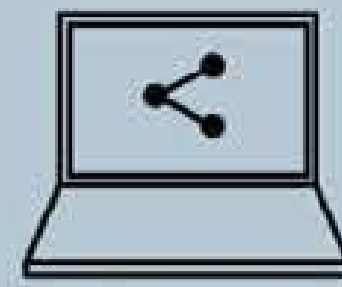
SALES TOOLS



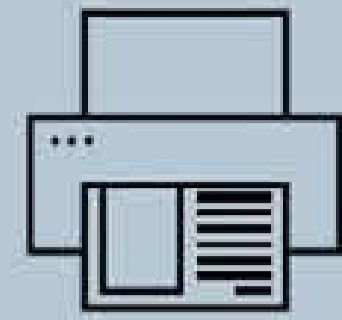
ONLINE STORE



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.

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
Sheet
Order 1 sheet only



63644
Travel Mug
£3

82933
Calling Cards
(pk 100)
60p



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

Delivery Bags	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
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Product Returns

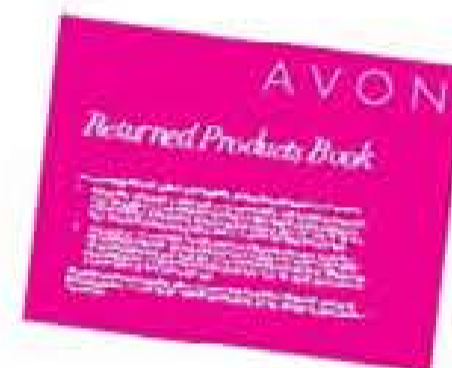
90480
Small Bag

*Order no more than 2
(5 if you're a PC Member)*

90472
Large Bag

82974
Product
Returns Book
50p

*Order 1 book only
(2 if you're a PC Member)*



Product Tools



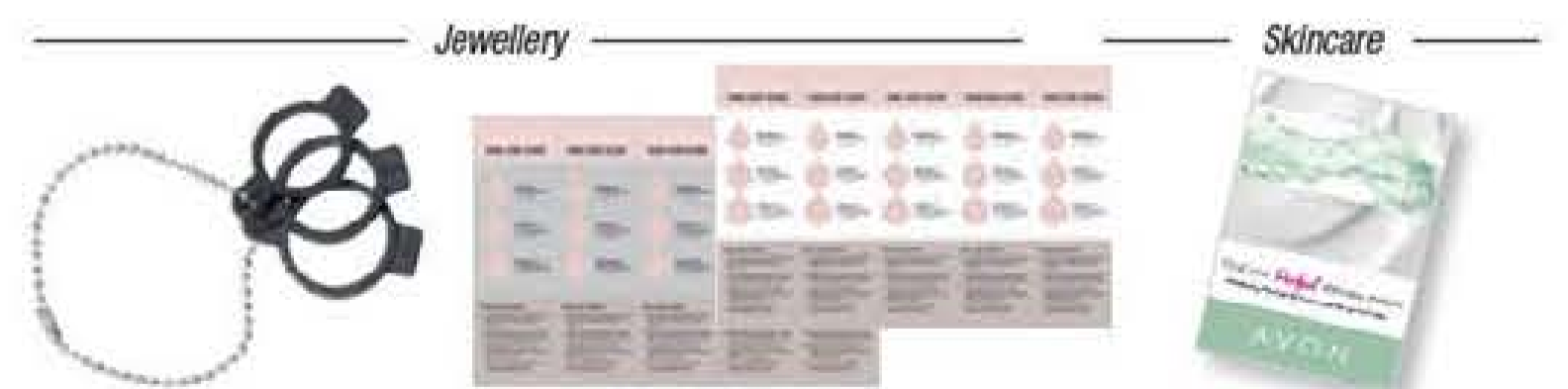
Contents not included.

Contents not included.

63578
Lipstick Tester
Holder
£2

63586
Fragrance Dipstick
Holder
£2

20800
Fragrance Strips
(pk 60 unfragranced)
60p



02725
Plastic
Ring Sizer
£1

82917
Cardboard
Ring Sizer
Order no more than 2

89854
Perfect Skincare
Cards
(pk 10)
£1

T TABITHA WEBB



T by Tabitha Webb
Chasing Tigers Scarf
100% silk. Approx. 175cm x 42cm.
60764
Normally £35
£8 save £27



Summer Tones
5 Ways To Wear Wrap
Polyester. Approx. 180cm x 70cm.
63487
Normally £8
£3.50 save £4.50



Coveted Lalana
Faux Fur Handle
Duffle Bag
PVC. Removable, adjustable cross-body strap. Approx. 39cm x 39.5cm x 27cm.
55012
Normally £40
£14 save £26

Takt. Lalana
Chain Mail Watch

Bracelet watch, length approx. 17.5cm + 5cm extension chain. Includes a battery that can be replaced.
63883 Silver-tone
Normally £25
£7 save £18



Tassel Charging Keyring

PU tassel keyring with 3 charging cables, compatible with most Apple and Android devices. Includes micro USB, USB and Lightning connectors. Approx. 15cm x 3cm.
60640
Normally £5.95
£2.75 save £3.20



Chocolate and Orange
Glass Candle

Burns for up to 30 hours. Glass jar.
55178
Normally £6
£3.50 save £2.50



AVON
Clearance
Extra goodies to pop in with customers' orders!
Products purchased from this section are non-returnable.

save over 75%



Casa Di Rosa
Marziale Tote Bag
PVC with polyester lining. Approx. 42cm x 16cm x 25cm (max).
60830
Normally £40
£14 save £26



Nordic Noel Notepad

Festive magnetic notepad in different designs. Sizes vary.
61929 Llama
61697 Santa
Normally 95p
75p save 20p

Reversible Printed Throw

100% polyester reversible fleece throw in red and white. Features 'let it snow' slogan. Approx. 125cm x 170cm.
62059
Normally £16.95
£10 save £6.95



Casa Di Rosa
Carlevaro Purse
PVC with polyester lining. Approx. 13cm x 2.5cm x 10cm.
54148
Normally £8
£6 save £2



True Colour Pro+ Nail Enamel
10ml
Normally £6
£2.50 save £3.50



Color Trend Nail Enamel
8ml
Price per 10ml = £1.88
Normally £3
£1.50 half price



mark. Big Colour Lip Tint Pen
Normally £8.50
£3 save £5.50



True Colour Eyeshadow Duo
Normally £6
£1.75 save £4.25



Color Trend Eyeshadow Trio
Normally £5
£2 save £3



mark. Nude Matte Fluid Make-up 30ml
Price per 10ml = £1.00
Normally £8.50
£3 save £5.50



save over 70%



mark. Shine Liquid Lip Lacquer
7ml
Price per 10ml = £4.29
Normally £8
£3 save £5



mark. Epic Transformers Lipstick
Normally £8.50
£2.50 save £6



Color Trend Lip Balm
Normally £2.50
80p save £1.70



Color Trend Kiss 'n' Go Glossy Lipstick
Normally £3.75
£1.25 save £2.50



Color Trend Kiss 'n' Go Lipstick
Normally £3.75
£1.25 save £2.50



Color Trend Mono Blush
Normally £4.75
£2 save £2.75



61689 Soft Peach

mark. Glow On Be Blushed Powder
Normally £6
£2.50 save £3.50



Silicone Concealer Brush
63446
Normally £5.50
£1 save £4.50



mark. Big & Style Mascara 10ml
Normally £8.50
£4.50 save £4



Color Trend Liquid Eyeliner Brights
Normally £4
£1 save £3



save over 70%

Gossard™



Gossard Gypsy Lace Plunge Bra

Underwired. 57% polyester, 32% polyamide, 11% elastane.
60301 32c **60681** 34d
62570 32d **60236** 34dd
62000 32dd **60293** 34e
62612 32e **60772** 34f
62711 32f **56341** 34g
63768 32g **56606** 36b
60624 34c **61358** 38d

Normally £37
£20 save £17

Gossard Superboost Lace Plunge Bra

Padded and underwired. 50% polyamide, 33% polyester, 15% elastane, 2% viscose.

Nude **Black**
62778 32d **62455** 36dd
62745 32dd
63743 32e
62661 32f
60418 34d
63263 34dd
60517 34e
60574 34f
60673 36c
57265 36e
54973 38e

Normally £35
£20 save £15

Gossard Superboost Lace Bralette – Black

Underwired. 62% polyamide, 23% elastane, 13% polyester, 2% viscose.

61390 32b **54775** 34b
59048 32c **60285** 34c
54759 32d **61051** 34d
61648 32dd **61721** 34dd
54882 32e **61614** 34e
61655 32f

Normally £37
£10 save £27

Midnight Luxe Glitter Mules

100% polyester.
60848 S (size 3/4)
62463 L (size 7/8)
Black
56630 S (size 3/4)
59337 L (size 7/8)
Silver
59998 M (size 5/6)
57448 L (size 7/8)
 Normally £15.50
£6.50 save £9



Lana Lace T-Shirt Bra – Blue

87% nylon, 13% lace. Mesh lining.
55079 34b **60947** 36c
63255 34c **61416** 36d
55954 34d **61010** 38c
61093 36b

Normally £9
£5 save £4

Fuller Cup Lace Bra – Pink

89% nylon, 11% elastane.
55236 36dd **57851** 40dd
54320 36e **54213** 40e
55293 36f **61341** 40f
59006 38d **63057** 42dd
54429 38dd **55764** 42e
59444 38e **56036** 42f
57075 38f

Normally £11
£7 save £4



Girl Power T-Shirt

100% cotton.
63453 14/16
59659 18/20
 Normally £10
£5 half price



Day Dreamer Lounge Dress

50% nylon, 97% polyester, 3% elastane.
55061 14/16 **57943** 18/20
 Normally £15
£8.50 save £6.50

USA PRO



USA Pro Vest

50% nylon, 50% polyester.
59758 8
 Normally £8.99
£5 save £3.99



Mary Poppins Slipper Mules

Upper and lining: 100% polyester. Outsole: polyester and rubber.
58586 S (size 3/4)
60277 L (size 7/8)
 Normally £18
£8 save £10



Emily Spot Mesh Briefs

89% nylon, 11% elastane. Cotton gusset.
61226 10/12 **55343** 14/16
 Normally £6
£3 half price

HOW TO ORDER



DEMONSTRATION PRODUCTS FROM PAGES 4-42, 48 ORDERING

- Please order your demo products from this First Look in Campaign 2 2020, or you can back-order in Campaign 3 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 43-46 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 3 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 wheelie-bin symbol: ♻

Help the environment by disposing of your products responsibly. The wheelie 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.



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the back
cover of
Brochure 4!

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each



silver-plated



presented on a gift card

Natalie Charm Bracelet Silver-plated with 3 charms. will normally be: £8
special introductory brochure price: £5 **demo: £3.50**

37653

C3/20/UK/3/DC7/20