

AVON FIRST LOOK

CAMPAIGN 5 2020

order online in Campaign 3 2020
at avon.uk.com

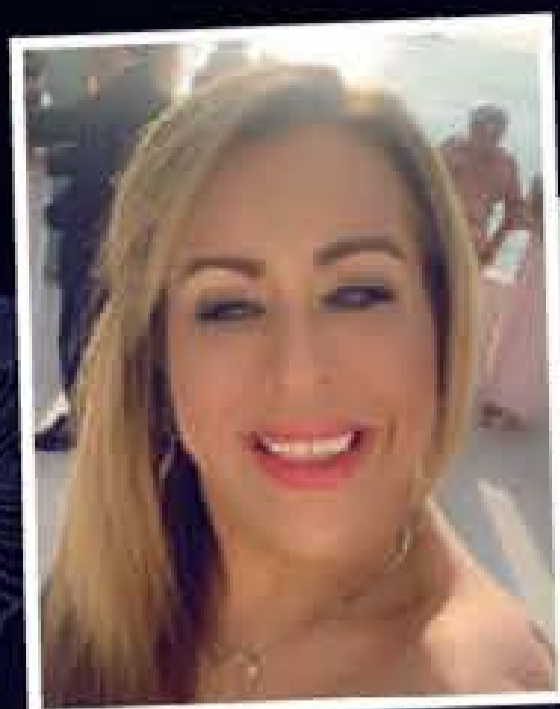


INTRODUCING
ARTISTIQUE

WELCOME TO THE WORLD OF FINE PERFUMERY
CRAFTED IN FRANCE ONCE FOR THE FEW, NOW FOR YOU



WELCOMING THE GUEST EDITOR



GRAINNE

Gold+ PC member
(and resident party queen!)

“My business is going really well and I’ve found that giving customers a sneak peek of products really helps to boost sales with some added pre-orders!”

Mother’s Day is a huge selling time so it’s important to make the most of it! Whether it’s the gorgeous new fragrances, the stunning jewellery or some pamper products, there’s a different option for every mum and every budget.

1. Be prepared and know your products so you can show customers different things they may like.
2. Social media is key (and free!). Get those photos and videos ready to share so you can show off the latest trends.
3. Be reliable and your customers will continue to come back again and again.”

Grainne x

BIG NEWS 1

Earn an extra 10% per bottle with our **luxurious Artistique fragrances.***



*When you hit higher order value. Offer valid with the sale of each bottle of Artistique Iris Fétiche EDP, Magnolia En Fleurs EDP and Patchouli Indulgence EDP in Campaign 5, only.

BIG NEWS 2

Celebrate **Mother’s Day** with gifts to show her just how truly special she is.

Pair this gorgeous necklace with the **matching bracelet** for an ideal gift, plus extra earnings.



BIG NEWS 3

Entice customers to try a new make-up or nail colour treat with our money-back guarantee.*

*See guarantee details in Brochure 5.



GET **SOCIAL**
follow, share & review



@Avonuk



@Avon_uk



Avon UK



avon_uk



My Avon Store



BIG NEWS



EARN
£6.30
PER
BOTTLE**

EARN MORE WITH ARTISTIQUE

You can earn an extra 10% on every bottle you sell online and in brochure during Campaign 5, when you hit higher order value in Campaign 4!*

Don't forget to buy 1 of our fab demo kits, they're a perfect way to show off the new luxury perfumes to your customers.



EACH DEMO KIT INCLUDES:
1x full size EDP with 5x samples of all 3 fragrances and 50 canvassing cards.
Find me next to each Artistique fragrance.

GRAINNE SAYS

"The 3 scents are so different, there's a perfect one for every customer! I'll be telling my customers all about the perfumers and the other perfumes they've created as this will be a huge selling tool!"

*When you hit higher order value. Offer valid with the sale of each bottle of Artistique Iris Fétiche EDP, Magnolia En Fleurs EDP and Patchouli Indulgence EDP in Campaign 5 only.
**Based on the sale of 1 bottle.

A FLORIENTAL MASTERPIECE

FLORAL
ORIENTAL



RUB TO SMELL
iris
leafy notes
vanilla

Artistique Iris Fétiche EDP
50ml 20875
brochure price: £18
demo: £12.60
Not available to back order.



Created by Emilie Copperman, the ethereal scent illuminates the shadows of summers past, a dreamy concoction of memory, nostalgia and tranquility.



£14 DEMO KIT
ORDER USING 68650
See page 4 for details.
Not available to back order.
If you buy the Demo Kit, you can't also order the EDP separately.

A FLORAL GREEN SYMPHONY



Artistique Magnolia En Fleurs EDP
50ml 05405
brochure price: £18
demo: £12.60
Not available to back order.



Magnolia jubilantly sings from the soul of this joyful scent, harmonised with **vibrant dewy notes** and **soft musks**. Created by **Maurice Roucel** to capture the blossoming magnolias at sunrise.



£14
DEMO KIT
ORDER USING 69443
See page 4 for details.
Not available to back order.
If you buy the Demo Kit, you can't also order the EDP separately.

A CHYPRE FLORAL SENSATION



Artistique Patchouli Indulgence EDP
50ml 05868
brochure price: £18
demo: £12.60
Not available to back order.



A hypnotic fusion of **exotic spices** and **intense patchouli**, tempered with **delicate florals** and **rich amber**. Created by **Alexandra Carlin**, to conjure up the magic of whirlwind adventures.



£14
DEMO KIT
ORDER USING 68510
See page 4 for details.
Not available to back order.
If you buy the Demo Kit, you can't also order the EDP separately.

EXCLUSIVE REP OFFER

Your Artistique **starter kit** is the perfect way to help you sell our luxurious new fragrances.



Perfume beyond scent, made in France by world renowned perfumers with precious ingredients.

**ARTISTIQUE
STARTER KIT
JUST £35**

INCLUDES:

- all 3 full-size Artistique fragrances
- 5x dipstick samples of each fragrance
- 50 canvassing cards
- exclusive selling hints and tips card
- all comes together in a beautiful box



JUST £35

order using **22442**

Not available to back order.

If you buy the Starter Kit, you can't also order the EDPs separately.

WHILE STOCKS LAST

GRAINNE SAYS

"The trick to selling perfume is to always take one on your rounds. I always buy the full-size bottle to spray order forms with and I ask customers if they'd like to try it for themselves. This is where the demo kit comes in as this will help massively with selling!"

10 PURSE SPRAYS FOR ONLY £25

Your top 3 fragrance brands in a handy pack, perfect for introducing her to a new fave scent.

RUB TO SMELL
freesia
jasmine
vanilla musk



TOP TIP

Mother's Day is one of the biggest fragrance selling opportunities all year! So here's a kit to help you boost your sales with our top brands she's sure to want to buy again and again.



DELIVERED TO YOU
IN A BEAUTIFUL BOX



WHAT'S INCLUDED?

10 of their fave purse sprays
50 canvassing cards
exclusive selling hints and tips card
all comes together in a beautiful box

10x 10ml EDP Purse Sprays: Far Away, Rebel, Glamour and Infinity, Eve Confidence, Elegance, Alluring and Truth, Attraction for Her and Sensation for Her.

Order using 01271

Not available to back order.

WHILE STOCKS LAST

10 ORDER ONLINE AT AVON.UK.COM

SELLING FRAGRANCES CAN REALLY BOOST YOUR SALES

Get to know all of our brands so you can find the perfect scent for your customers.



TOP TIPS FOR SELLING FRAGRANCE

1

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

2

Encourage your customers 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 enjoy a longer-lasting scent.

3

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.

4

FRAGRANCE CUSTOMERS ARE LOYAL, once they find the scent they love they'll be back to buy it again and again.

5

Don't forget our **HIS AND HERS** fragrances too! It's a quick and easy way to double your perfume sales.

FIND OUT MORE ON THE LEARNING HUB

BIG NEWS

Find the perfect **Mother's Day gift** for every type of mum.



925 STERLING SILVER

rose gold-plated heart detail

Mama Necklace
Sterling silver necklace with an extra layer of silver-plating for durability.
02956
brochure price: £18
demo: £12.60



Hummingbird Floral Blouse*
Polyester.
18572 8
04135 10
25866 12
14324 14
14431 16
12955 18
06593 20
brochure price: £16
demo: £11.20



*Choose one size only.

Natalie Charm Necklace
Silver-plated necklace with moon, heart or star design.
For adult use only.
Not intended for children.
20636 Moon
20156 Star
20933 Heart
brochure price: £6
demo: £4.20



Double your sales by pairing the necklace with the matching bracelets in **Brochure 5**.



GRAINNE SAYS

"Mother's Day is a key time to upsell and bundle products together. Ask customers what their budget is, what their mum likes and you can create a set that's perfect for them. It gives a more personal touch that your customers will love and you'll see bigger sales!"

choose your charm

- I love you to the moon and back.
- Good friends are like stars, you don't have to see them to know they are there.
- Family is a circle of strength and love.

SLOGAN STYLE

Whether it's a lovely bag or a gorgeous jewellery box, they're ideal gifts for when she's at home or away.



Slogan Pouch
PVC with polyester lining.
Approx. 24cm x 16cm.
21063 Blue
04523 Pink
brochure price: £10
demo: £7

Brochure offer: both for £16

perfect for
her travels



Jewellery Box
Outer: PU. Base lining: polyester.
Main lining: 92% cotton. Approx. 12cm x 9cm x 5cm.
25593
brochure price: £12
demo: £8.40



Contents not included.

SPRING SCENTS

Pop a mini candle in your bag when on your rounds for customers to smell. It'll make the perfect gift for a house-proud mum!



SET OF 2 CANDLES
each burns for up to 16 hours

Spring Floral Mini Candles
Set of 2 candles, 330g each.
Each candle burns for up to 16 hours.
25676
brochure price: £8
demo: £5.60 ⚠️



DIFFUSER
lasts up to 8 weeks

Spring Floral Diffuser
Glass diffuser with 5 reeds,
featuring 2 faux-spring flowers.
Lasts up to 8 weeks.
25247
brochure price: £12
demo: £8.40 ⚠️

OUR 1ST EVER BATH BOMBS!

What Mum doesn't love a bath-time pamper? These gorgeous fruity and floral, fizzing bath bombs are the perfect gift. Now to choose her favourite scent...

1 BOX FOR **£3.50**
BOTH FOR **£5.60**

order using 68262



TOP TIP
Take these out on your rounds so customers can smell the different scents and highlight the 'lush' prices vs the high street too!



PC President's Club
BOTH FOR **£4.80**

If you buy both for £4.80 or £5.60, you can't also order them separately.

SUMMER GARDEN

orange blossom • honey • lavender

Bath Bombs
Set of 3, scented, fizzing bath bombs. Contains 1x orange blossom, 1x honey and 1x lavender.
24240
brochure price: £5
demo: £3.50



FRUIT FIZZ

kiwi • mango • raspberry

Bath Bombs
Set of 3, scented, fizzing bath bombs. Contains 1x kiwi, 1x raspberry and 1x mango.
24273
brochure price: £5
demo: £3.50

FLORAL MOTHER'S DAY GIFTS that won't break the bank...

LUXURY SCENTED BUBBLES



limited edition scents

Bubble Bath
250ml
24190 Dark Orchid & Raspberry
14274 Peony & Lotus Flower
brochure price: £1.50
demo: £1.05



LILY-PRINT CUSHION BRUSH

limited edition design

Lily-Print Cushion Brush – Limited Edition
24232
brochure price: £3
demo: £2.10

JASMINE PETALS & BLOSSOM SHOWER CRÈME



Shower Crème
500ml
24158 Love In Bloom
brochure price: £1.75
demo: £1.20
250ml
24125 Love In Bloom
brochure price: £1.25
demo: 85p

ORCHID & BLUEBERRY SPRITZ



for body, room and linen

Naturals Orchid & Blueberry Scented Spritz
100ml
64816
brochure price: £1.50
demo: £1.10

SALON-WORTHY GEL NAILS

Brighten up her day with gorgeous new shades of our bestselling nail enamel.

NEW
SPRING SHADES



27870
Pink On Fleek

16964
Coral Rant

20560
Honey Bee

13904
Banana Cabana

10397
Electric Blast

30585
Blossom

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

mark. Gel Shine Nail Enamel
10ml
brochure price: £4
demo: £2.80

DON'T FORGET THE TOP COAT
to help her mani last twice as long*
mark. Gel Shine Top Coat
10ml
66373
brochure price: £4
demo: £2.80

*When using Gel Shine Nail Enamel and Gel Shine Top Coat together.

LUXURIOUS LIP OIL

Treat her to a bit of luxury with glossy shine that locks in moisture.



53488
Shimmering Petal

- 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

BIG NEWS

Remind customers about our money-back guarantee** so they can try with confidence.

FAIRY-TALE SHIMMER

GUARANTEED... OR THEIR MONEY BACK.**

- Pro+ Precision Brush for effortless, mess-free application
- hard finish resists nicking and chipping

Remind customers that these pearlescent pops of colour are fortified with calcium and keratin to strengthen nails.



She's wearing... Blackest Black.



5 LASH-BOOSTING BENEFITS

GUARANTEED... OR THEIR MONEY BACK.**

With 1 sold every minute* so many of your customers already love this mascara - share the 5 genius benefits to convert the rest.

*Based on sales of Lash Genius Mascara between 09.08.2019 to 21.11.2019.

**See guarantee details in Brochure 5.



Mystical Fantasies
Nail Enamel
10ml
brochure price: £3
demo: £2.25

1

RICH, FULL
VOLUME

2

FLUTTERING
LENGTH

3

PRECISE
DEFINITION

4

WIDE-EYED
LIFT

5

INTENSE
DEEP BLACK



True Colour Lash Genius Mascara
will normally be: £9
special introductory brochure price: £7
demo: £5.25



AIRBRUSHED PERFECTION

GUARANTEED... OR THEIR MONEY BACK.*

- velvety, colourless, waterproof formula
- perfect alone or under foundation

The perfect primer if they're looking for a naturally flawless look (and it works with all skin tones).



NEW

GRAM-WORTHY GLITTER GLOSS

GUARANTEED... OR THEIR MONEY BACK.*

- chrome effect pearls create dynamic colour and full-on shine

If she's looking for some extra pizzazz, dazzle her with this chrome-effect gloss.



also available to customers in Brochure 4

*See guarantee details in Brochure 5.

REDUCES SHINE | BLURS LINES | HIDES PORES

mark. MagiX Face Perfector SPF20
 30ml
 55368
 normal brochure price: £8
 special brochure price: £5.50
demo: £4.10

24 ORDER ONLINE AT AVON.UK.COM



mark. Show Glow
 Holochrome Lipgloss
 brochure price: £4
demo: £3

13334 Moonstone | 12641 Topaz Glow | 12203 Rose Quartz | 03483 Amber

WELCOME IN THE NEW SEASON WITH A FAB PARTY & BUMPER SALES!

Grainne, our party queen, is sharing her best tips for the perfect party.

"I've been hosting parties since September 2015 and they have helped me go from a Bronze to a Gold+ PC member!"

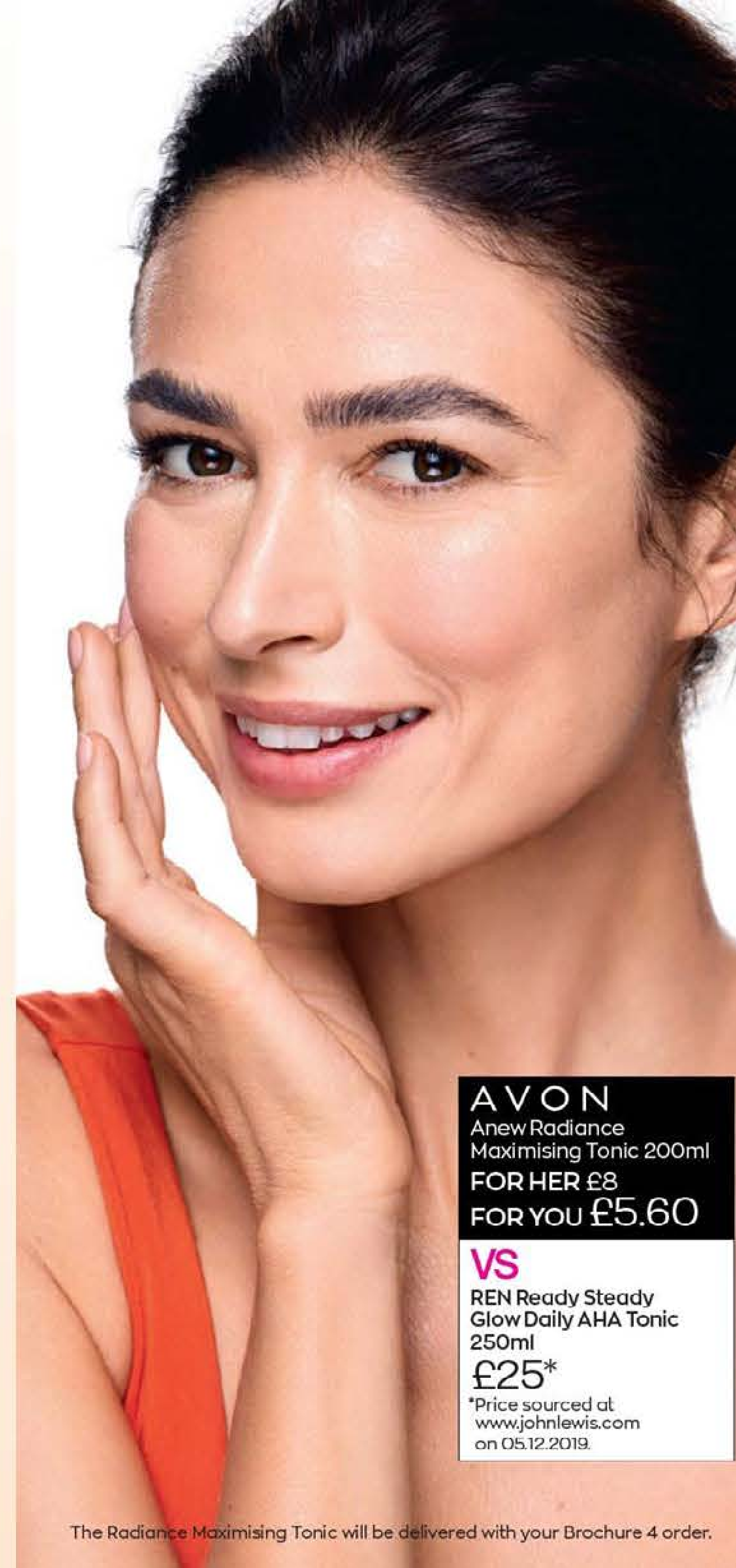
OFFLINE PARTY TIPS

- Ensure you have enough brochures and lots of order forms. It's also important to keep a list of the products you're selling with the prices, as a quick go-to.
- Welcome everyone with a big smile and help customers find whatever they need, or the perfect shade for them.
- When the party has finished, it's time to go through all of those orders and see how your sales have soared!

ONLINE PARTY TIPS

- Start by creating an event on Facebook and inviting everyone you know. Make sure you have a list of all the products you're selling and the prices for each.
- When the event is live, post a product no more than every 2 minutes so as not to get overloaded! Customers can comment on anything they would like to order.
- Collate your orders after the party and let customers know what they have bought and the amount spent.

Find out more by visiting your Rep website.



AVON
Anew Radiance Maximising Tonic 200ml
FOR HER £8
FOR YOU £5.60

VS
REN Ready Steady Glow Daily AHA Tonic 250ml
£25*

*Price sourced at www.johnlewis.com on 05.12.2019.

MAXIMISE THEIR RADIANCE

Our all-new Radiance Maximising Tonic will give your customers the **glow** they crave at a **fraction of the cost** of a high-end acid toner.



TREND ALERT!
ACID TONER

DID YOU KNOW?

Acid isn't as scary as it sounds! Acid toners are great for gently and effectively exfoliating, whilst brightening the skin.

all skin types

Anew Radiance Maximising Tonic
200ml
41228
will normally be: £10
special introductory brochure price: £8
demo: £5.60

PC *President's Club*

just £4.⁸⁰

The Radiance Maximising Tonic will be delivered with your Brochure 4 order.

NEW AND IMPROVED CLEANSERS

With a cleanser for **every skin type**, we've got your customers covered and your **sales sorted**.

WITH
PURIFYING
CHARCOAL



DID YOU KNOW?

Charcoal is known for its **purifying** qualities, making this perfect for **flushing out impurities** from oily and combination skin.

for oily and combination skin

**Anew Purifying
Jelly Cleanser**
150ml
10579

will normally be: £6
special introductory
brochure price: £4

demo: £2.80

The Purifying Jelly Cleanser will be delivered with your Brochure 5 order.



NOW WITH
HYALURONIC
ACID



DID YOU KNOW?

Micelles help draw out impurities, dissolving make-up on contact, and hyaluronic acid is supremely hydrating... great news for customers in need of some skin TLC.

all skin types

**Anew Revitalising
Micellar Water**
200ml
04440
will normally be: £6
special introductory
brochure price: £4
demo: £2.80

Revitalising Micellar Water will be delivered with your Brochure 4 order.

DON'T FORGET HER CURRENT CLEANSING FAVES

Tell your customers about the fab Brochure 5 offer on the Cleansing Balm and Muslin Cloths - both for £6.50!



You sold over
35,000
Transforming
Cleansing Balms
last year!

YOUR BEST-SELLING MASK IS NOW EVEN BETTER

Her favourite mask is now formulated with purifying charcoal for her best ever results.



Purifying Charcoal Mask
75ml
13045
brochure price: £3
demo: £2.10

TOP TIP

Let it work its black magic on your pores before taking a mask selfie to share on your social channels. It's so easy to demo!

DID YOU KNOW?

Turmeric is a soothing, anti-inflammatory that's been used in Indian beauty rituals for over 5000 years!



INTRODUCING THE AYURVEDA COLLECTION

1 FACE MASK

Apply over clean, dry skin and leave on for 5-10 minutes as you breathe in the scent. Rinse, then pat skin dry.



2 MULTI-USE OIL

Pour into bath water, then massage a pea-sized amount into damp hair and scalp. Wrap hair in a towel to allow the oily goodness to absorb into locks.



3 BODY BUTTER

Massage the nourishing formula all over skin to enjoy the therapeutic scent and lasting moisture.



Your customers will love this radiance-boosting and skin-restoring collection with turmeric – the new on trend beauty wonder food!

Face Mask
50ml
24570
brochure price: £4
demo: £2.80

Multi-Use Oil
150ml
24638
brochure price: £5
demo: £3.50

Body Butter
200ml
13029
brochure price: £7
demo: £4.90

TELL YOUR CUSTOMERS THEY CAN GET ALL 3 FOR £12 IN BROCHURE 5!

INTRODUCING ENCANTO CHARMING

Your customers will love our new addition to the bestselling Encanto collection with the scent of **seductive blackberry** and **warm musk**.



silky textures absorb easily into skin



up to 48-hour moisturisation*



with luxurious perfume oils

*After multiple applications.

Encanto

Luxurious, perfume-infused body care and fine fragrances.

TOP TIP

Take these products out on your rounds and show your customers how you can layer them to intensify the scent - your sales will soar as they'll want them all!



Body Spray

100ml
24406
brochure price: £4.50
demo: £3.15

Hand Cream

30ml
24463
brochure price: £4
demo: £2.80

Shower Gel

200ml
24539
brochure price: £4
demo: £2.80

Body Lotion

250ml
24315
brochure price: £5
demo: £3.50

Bath Oil

100ml
24414
brochure price: £6
demo: £4.20

Brochure offer: 3 for £10 in Brochure 5.

YOUR BIGGEST EVER EARNINGS OPPORTUNITY*

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

EXCLUSIVE OFFER
BUY YOUR DISTILLERY COLLECTION FOR JUST

£50

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

Normally £80



*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.

PACKS OF 10 SAMPLES

£2

Not available to back order.



Night Cream
order using **69864**

Facial Oil
order using **67082**

EARN £10 FOR EVERY DAY AND NIGHT CREAM SOLD*

SPRING INTO STYLE

Customers can pretty up any outfit this season with these feminine pieces.



BOOST YOUR SALES WITH OUR IMPROVED 925 STERLING SILVER

- added layer for durability and quality
- won't tarnish or fade

Leighton Stacking Bracelet
Sterling silver-plated bracelet with drop pendant charm. Approx. 5.5cm diameter.
13540 Butterfly
08300 Bee
brochure price: £15
demo: £10.50

ALLOW 6 WEEKS FOR DELIVERY



Callie Watch
PU. Strap adjustable between 17cm and 20.4cm. Includes a battery that can be replaced.
01115
brochure price: £15
demo: £10.50

adjustable strap

TOP TIP

This watch looks lush with the Leighton Stacking Bracelet so why not try and upsell, meaning more £££ for you.

SUN CATCHER

Create a video to share on social media to show the light bouncing around the room – it'll light up their day!

hanging crystal spins to catch the light



Mandala Sun Spinner
Glass jewel and steel spinner.
Approx. 26cm x 15cm x 15cm.
12302
brochure price: £8
demo: £5.60

40 ORDER ONLINE AT AVON.UK.COM

This is the perfect aroma diffuser to help fill their home with their favourite scents.

FREE FRAGRANCE OIL

when you buy the diffuser order using **36087**



HOW TO USE:

Simply fill with water and add 2-3 drops of fragrance oil for a gorgeous scent experience.

discover the full fragrance oil collection at avon.uk.com




COLOUR CHANGING



- supersonic diffuser technology vaporises fragrance oil
- handy timer and auto shut-off function

Wood Wave Aroma Diffuser USB powered fragrance diffuser.
Approx. 10cm x 10cm x 17.5cm. **23416** brochure price: £18 **demo: £12.60**

Revitalising Bamboo Scented Oil 10ml 
FREE when you buy the Wood Wave Aroma Diffuser. Order using **36087**

Not available separately in this First Look. Limited to 1 free Scented Oil per Representative.
For a full refund on products with a free product, please return all items to ensure your refund is processed.
Brochure offer: Free Scented Oil when you buy the Wood Wave Aroma Diffuser.

*Based on normal brochure price.

+ FREE
FRAGRANCE
OIL WORTH
£3.75*

COSY NIGHTS

Whatever their sleep style, you've got the perfect PJs.



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.

Panda PJs*

Cotton. KEEP AWAY FROM FIRE.
18648 Small 8-10
18432 Medium 12-14
24703 Large 16-18
24729 Extra Large 20-22
 brochure price: £14
demo: £9.80



gorgeous glittery bottoms

Love PJs*

Cotton. KEEP AWAY FROM FIRE.
54114 Small 8-10
54544 Medium 12-14
54346 Large 16-18
08169 Extra Large 20-22
 brochure price: £16
demo: £11.20



glitter print

Disney Cinderella

Who needs Prince Charming when you've got these to sell?



©Disney

Disney PRINCESS



Disney Cinderella Kids' Nightie*

Polyester with nylon mesh. KEEP AWAY FROM FIRE.
03574 Ages 3-4
20990 Ages 5-6
25585 Ages 7-8
23424 Ages 9-10
 brochure price: £14
demo: £9.80

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

Disney Cinderella PJs*

Cotton. KEEP AWAY FROM FIRE.
24786 Small 8-10
24844 Medium 12-14
24885 Large 16-18
23358 Extra Large 20-22
 brochure price: £20
demo: £16.65

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

***ALLOW 6 WEEKS FOR DELIVERY**



100% cotton

*Choose 1 size only.

LAVISH LOUNGEWEAR

Treat customers to a little luxe with this velour tracksuit.



cuffed leg detail

stylish
comfort

Velour Tracksuit*
Polyester.
KEEP AWAY FROM FIRE.
23036 Small 8-10
23143 Medium 12-14
23184 Large 16-18
23192 Extra Large 20-22
brochure price: £25
demo: £17.50

*Choose 1 size only.



STYLE IT OUT

Show them how to get this season's look with their favourite everyday bag in gorgeous dusty blue and the on-trend animal print pumps.

- zip closure
- handy front zip pocket
- adjustable cross-body strap



Abree Mini Cross-Body Bag PVC with polyester lining. Approx. 24cm x 17cm x 2.5cm. 13656 brochure price: £6.50
demo: £4.55

comfort and style,
what's not to love?



Snake-Print Trainers*
Upper and sock: PU. Lining: polyester. Outsole: PVC.
02634 Size 4 16386 Size 7
15503 Size 5 16725 Size 8
04283 Size 6
brochure price: £20
demo: £14

ALLOW 6 WEEKS FOR DELIVERY



AVON
BREAST
CANCER
PROMISE



“This gorgeous bracelet is a **great conversation starter** with my customers to **raise breast cancer awareness** and it really can **help change lives**. Plus, I always include a CoppaFeel! boob check card with every order to **remind customers of the signs and symptoms.**”

Kim
Boobette (CoppaFeel! volunteer),
Avon Representative and breast cancer survivor

YOUR BESTSELLING CHARITY BRACELET IS BACK!

Last year you raised more than **£200,000 for CoppaFeel!** to help end the late diagnosis of breast cancer.

To help raise even more in 2020, our **most popular charity bracelet is back** to start the fundraising in style.

EVERY BRACELET SOLD MEANS THAT COPPAFEEL! CAN SEND 50 TEXTS TO REMIND PEOPLE TO CHECK THEIR BOOBS.

Letisha Causes Bracelet
Silver-plated with glass stones and fold-over clasp. Approx. 22cm. 65433 £5

stunning pink glass stones

Breast Cancer Promise ribbon logo



50%
of sales go to
CoppaFeel!



you and your customers can sign up for a **FREE MONTHLY BOOB CHECK REMINDER** by texting **BOOB CREW** to **70300***


For every bracelet sold, Avon will donate at least £2.50 to CoppaFeel!. No Representative discount is paid on this product. Not available to back order. This product is excluded from offers in this First Look. CoppaFeel! is a registered charity in England and Wales (1132366) and Scotland (SC045970) and a company limited by guarantee (06974733). Registered office 1-4 Pope Street, London SE1 3PR. *Standard network rates apply for the sign-up text. Monthly reminders are free of charge.

SAMPLES

Lipstick Samples

 mark. Prism 50p	 mark. Epic 50p	 True Colour Perfectly Matte 50p	 True Colour 25p
<ul style="list-style-type: none"> 22731 Reflective Scandal 01982 Blast Off 23978 Futuristic Dreams 23994 Hyper Fusion 23820 Energy Flash 11445 Aura On 22681 Pout Goals 22632 Orbital Lust 22541 Nude Eclipse 02055 Celestial Crush 23804 Cosmic Float 23267 Interstellar Love 22715 Pretty Illusion 23812 Defying Gravity 22491 Mystical Glaze 23911 Fairy Magic 22483 Lunar Glaze 22798 Sonic Boom 11890 Stellar Glow 12062 Supernova Kiss 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 27797 Wild Cherry 16477 Posh Petal 27649 Superb Wine 54528 Red Supreme 59527 Ravishing Rose 56432 Pure Pink 28159 Absolute Coral 27763 Everyday Red 27904 Rose Red 27854 Sunbaked Red 21345 Café Au Lait 27458 Divine Twig 55970 French Toast 21352 Hibiscus Blossom 18986 Lush Cocoa 55996 Nude Suede 17244 Peach Flatters 21451 Powder Blush 21444 Pink Tulip 21469 Truest Red 28845 Wistful Wine 17046 Hot Plum 17152 Mauve Matters 	<ul style="list-style-type: none"> 59584 Pout 27540 Wine With Everything 59923 Mocha 56408 Red 2000 13318 Toasted Rose 15339 Hibiscus 05132 Proper Pink 62927 Sparkling Nude 16733 Frostiest Mauve 16519 Country Rose 16824 Frozen Rose
<ul style="list-style-type: none"> 14407 Rose Kisses 18788 Reddy To Go 18762 Puckered Pink 22665 Plumping Plum 22558 Mad For Mauve 14340 Cocoa Kisses 14357 Divine Wine 	<ul style="list-style-type: none"> mark. 3D Plumping 50p 30p 		

Foundation Samples

 True Colour Cream-to-Powder Foundation Compact 75p	 True Colour Power Stay 24-Hour Foundation 50p 30p	 True Colour Flawless Liquid Foundation 50p
<ul style="list-style-type: none"> 26476 Light Ivory 26484 Ivory 04234 Porcelain 04382 Creamy Natural 24711 Warm Ivory 24745 Light Nude 20214 Shell 25684 Honey Beige 07880 Natural Beige 24661 Medium Beige 24019 Nude 23283 Sun Beige 18531 Spice 14225 Rich Sienna 23291 Caramel 04101 Walnut 27276 Dark Cocoa 23333 Earth 54494 Amaretto 	<ul style="list-style-type: none"> 21428 Porcelain 59329 Light Ivory 03707 Warm Ivory 12666 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 	<ul style="list-style-type: none"> 28068 Light Ivory 25619 Porcelain 24364 Warm Ivory 19307 Ivory 23770 Shell 24257 Creamy Natural 24265 Natural Beige 24562 Light Nude 24612 Nude 20719 Honey Beige 24281 Medium Beige 26054 Sun Beige 25601 Spice 24356 Walnut 24653 Caramel 58768 Rich Sienna 26013 Dark Cocoa

True Colour Flawless Liquid Foundation Sample Packs

For the full list of fixed discounts, discontinued products and last chance to buy in Campaign 3 2020 (and previous campaigns), go to: AVON.UK.COM/FIXEDDISCOUNTS

9 LIGHT SHADES £1.75
order using 68528
Light Ivory, Porcelain, Warm Ivory, Ivory, Shell, Creamy Natural, Natural Beige, Light Nude and Nude.

9 LIGHT-MEDIUM SHADES £1.75
order using 69468
Creamy Natural, Natural Beige, Light Nude, Nude, Honey Beige, Medium Beige, Sun Beige, Spice and Walnut.

9 MEDIUM-DEEP SHADES £1.75
order using 68924
Nude, Honey Beige, Medium Beige, Sun Beige, Spice, Walnut, Caramel, Rich Sienna and Dark Cocoa.

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

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
12120 Micellar Water 50ml
53678 Mini Oil-Infused Micellar Water 50ml
39651 Mini Micellar Cleansing Scrub 30ml
£1.75

Encanto Samples

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

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

1 for 50p or 4 for £1

Fragrance Samples Tester Vials

women's pack of 5
23622 Always
58099 Attraction for Her
11700 Attraction Sensation for Her
28670 Celebrate
19810 Eve Alluring
11502 Eve Confidence
26708 Eve Elegance
15933 Eve Duet Contrast Calm
24521 Eve Duet Contrast Daring
16154 Eve Duet Radiant
16170 Eve Duet Sensual
16790 Eve Truth
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
22202 Luck for Her
23887 Luck Limitless for Her
22806 Luminata
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
67785 Secret Fantasy Kiss
59204 Soft Musk Lily
22251 Surreal Sky
14753 Today
07393 Viva La Vita
60p

men's pack of 5
23473 Attraction for Him
28803 Attraction Sensation for Him
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
22210 Luck for Him
24067 Luck Limitless for Him
14522 Man
26575 Maxime
48421 Mesmerize for Him
22616 Mesmerize Black for Him
13607 Mesmerize Mystique Amber for Him
28662 Real Man
21584 Segno
26286 Segno Success
01446 V for Victory
60p

NEW Pack of 5
01909 Artistique Iris Féliche
08599 Artistique Magnolia En Fleurs
03368 Artistique Patchouli Indulgence
60p 30p

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

Fragrance Samples

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

Single Spray 1.5ml
28621 Attraction Sensation for Her
28712 Attraction Sensation for Him
23457 Maxima
26401 Maxime
60p

12138 NEW Artistique Iris Féliche
06817 NEW Artistique Magnolia En Fleurs
13870 NEW Artistique Patchouli Indulgence
60p 30p

24687 Eve Truth
75p
08441 Eve Duet Radiant/Sensual
18309 Eve Duet Contrast Calm/Daring
£1.20

Trial Sizes
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

28043 Platinum Day Cream 15ml
28084 Platinum Night Cream 15ml
25312 Ultimate Multi-Performance Day Cream 15ml
14456 Ultimate Multi-Performance Night Cream 15ml

£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

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

£6
£7

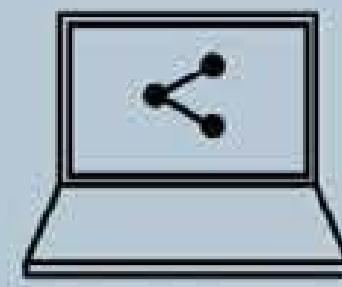
SALES TOOLS



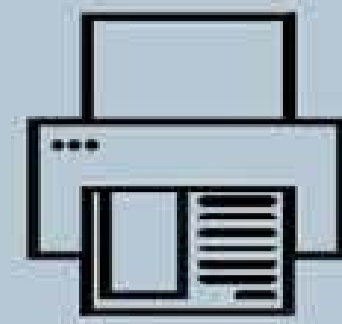
ONLINE STORE



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.

	Paper			Plastic	
Delivery Bags	92502 Small (pk 50)	92478 Medium (pk 50)	92486 Large (pk 50)	92528 Medium (pk 5)	92536 Large (pk 5)
	40p	65p	99p	20p	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)		

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
- 82933** Calling Cards (pk 100) **60p**
- 63644** Travel Mug **£3**



Product Tools

- | | | | |
|---|---|---|--|
| Lip | | Fragrance | |
| | | | |
| Contents not included. | Contents not included. | | |
| 63578 Lipstick Tester Holder £2 | 63586 Fragrance Dipstick Holder £2 | 20800 Fragrance Strips (pk 60 unfragranced) 60p | |
| Jewellery | | Skincare | |
| | | | |
| 02725 Plastic Ring Sizer £1 | 82917 Cardboard Ring Sizer
Order no more than 2 | 89854 Perfect Skincare Cards (pk 10) £1 | |



Umbrella not included.

Umbrella Drying Pouch
Zipped pouch with absorbent, microfibre lining. Polyester. Approx. 28cm x 11cm. **62604** **£5**



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**



Naida Earrings Created with Swarovski® Crystals
Silver-plated, pierced stud earrings with titanium posts. Created with Swarovski® crystals.
59840 January
55756 February
56127 October
Normally £7 **£3 save £4**

Brooke Birthstone Stretch Bracelet
Silver-plated stretch bracelet. Unstretched diameter approx. 6cm.
57620 March **56333** August
57992 May **57406** September
58875 July **57927** October
Normally £8 **£2.50 save £5.50**



Lost Without You Necklace Gift Set
2 gold-tone necklaces, length approx. 42cm + 9cm extension chain. **62448** Normally £5 **£2.50 half price**



Coveted Radella Pom Pom Longline Necklace
Length approx. 80cm. **61804** Normally £12 **£4 save £8**

AVON Clearance

Extra goodies to pop in with customers' orders!

Products purchased from this section are non-returnable.

save over 65%



Initial Coin Purse
PVC with polyester lining and zip closure.
63784 A **63370** I **57919** N
56846 F **63388** J **58404** R
57836 H **63404** K **60509** V
Normally £3.50 **£2.50 save £1**



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



Mermaid Coin Purse
PVC with polyester lining. Approx. 10.7cm x 12.6cm x 2.3cm. **61770** Normally £4.50 **£2.25 half price**



Leigha Watch
PU strap with studs, adjustable between approx. 16.5cm and 20.2cm. Includes a battery that can be replaced. **58412** Normally £12.50 **£8.75 save £3.75**

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

save over 75%



Advance Techniques Cushion Brush
62422
Normally £4
£3.50 save 50p



Skin So Soft Supreme Nourishment Triple Phase Oil
100ml
60392
Normally £6
£3 half price



Skin So Soft Soft & Smooth Hair Removal Cream
100ml
61119
Normally £3
£2.50 save 50p



Avon True Nutra Effects Radiance Night Cream
50ml
56861
Price per 100ml = £6.00
Normally £4.50
£3 save £1.50



Planet Spa Treasures of the Desert Rhassoul Clay Face Mask
75ml
60434
Price per 100ml = £3.33
Normally £5.50
£2.50 save £3



Foot Works Marine Foot Scrub with Mineral-Rich Sea Salts
75ml
60897
Price per 100ml = £2.67
Normally £2.75
£2 save 75p



Foot Works Marine Foot Balm with Mineral-Rich Sea Salts
75ml
60335
Price per 100ml = £2.00
Normally £2.75
£1.50 save £1.25



Clearskin Professional White Clay Toning Treatment
100ml
61457
Normally £4
£2 half price



Clearskin Blemish Clearing Micellar Water
200ml
62588
Price per 100ml = £1.00
Normally £4.50
£2 save £2.50



Apple Crumble Bubble Bath
500ml
60731
Price per 100ml = 30p
Normally £2
£1.50 save 50p



Secret Attitude Crush EDT
50ml
60160
Price per 100ml = £4.00
Normally £6
£2 save £4
Comes with a detachable cast iron charm on a 2cm stainless steel chain.



mark. ExtraLasting Plump & Stay Lip Colour
Normally £8.50
£2.50 save £6



mark. Big Colour Eye Contour Pencil
Normally £6
£2.50 save £3.50



Color Trend Matte Lipstick
Normally £3.75
£1.25 save £2.50



True Colour Pro+ Nail Enamel
10ml
Normally £6
£2.25 save £3.75



Silicone Eyeliner Brush
62406
Normally £5.50
£1.25 save £4.25



Avon Care Rose Water Cleansing Toner
100ml
56879
Normally £1.20
£1 save 20p



Avon Care Sun Fresh Protection Face Cream SPF30
50ml
57398
Price per 100ml = £3.50
Normally £3.50
£1.75 half price



Avon Care Festive Multipurpose Cream for Face, Hands & Body
400ml
62638
Price per 100ml = 44p
Normally £3
£1.75 save £1.25



Avon Care Festive Body Lotion
400ml
62554
Price per 100ml = 38p
Normally £2.50
£1.50 save £1



Senses Festive Wishes Winter Apple Cheer Shower Gel
500ml
63107
Price per 100ml = 20p
Normally £1.50
£1 save 50p



Naturals Violet & Lychee Scented Spritz
100ml
61978
Normally £1.50
£1.20 save 30p

Only shades shown with a product number are available to buy.

save over 55%



Fuller Bust Lace Bra - White
90% nylon, 10% elastane.
57703 36d 61879 40f
62380 38e 62331 42e
62521 40e
Normally £12
£6 half price



Jeanetic Pocket Detail T-Shirt
66% polyester, 34% viscose.
61374 10/12
Normally £10
£5 half price



Girl Power T-Shirt
100% cotton.
63453 14/16
59659 18/20
Normally £10
£5 half price



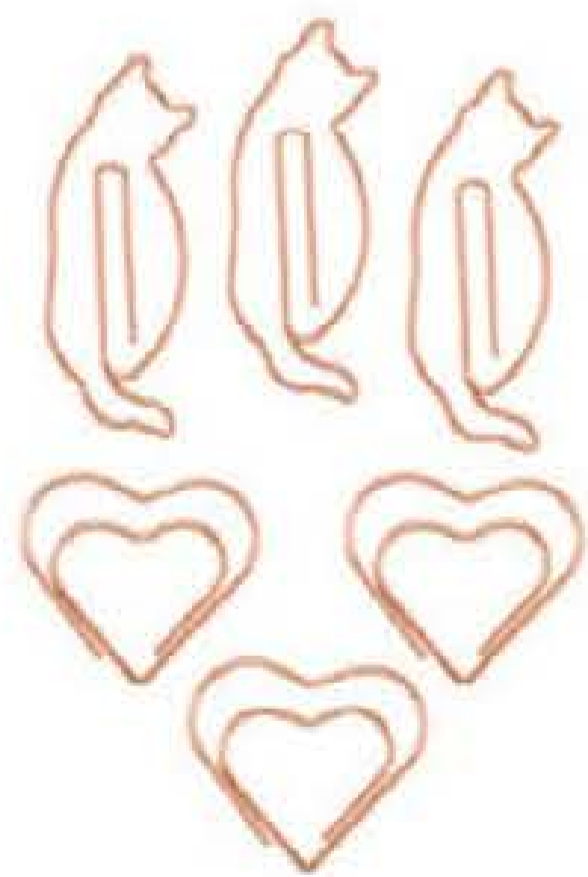
Raspberry Pavlova Glass Candle
Burns for up to 30 hours.
Glass jar.
62414
Normally £6
£4 save £2 ⚠



Chocolate and Orange Glass Candle
Burns for up to 30 hours.
Glass jar.
55178
Normally £6
£3.50 save £2.50 ⚠



Zaria Wind Chime
Hang inside. Iron and aluminium with coloured glass. Approx. 41cm x 20cm.
62786
Normally £10
£4 save £6



Rose Gold Paper Clips
6x heart and cat-shaped rose gold paper clips.
62679
Normally £2.50
£1 save £1.50



Ombre Notebook
A5 notebook. 21cm x 15.5cm x 1.9cm.
62802
Normally £6
£5 save £1



Wellbeing Hydrate Water Bottle
Screw-top lid. PS. Holds 1 litre. Not dishwasher safe.
56747
Normally £7.50
£3.50 save £4



Phone not included.

Ring Phone Holder
Metallic, rose gold-tone ring-shaped phone holder with clear stone. Attaches to phone case via an adhesive disc (included). Suitable for most smart devices. 4.5cm x 3.3cm x 3.8cm.
62133
Normally £5
£3 save £2

HOW TO ORDER



DEMONSTRATION PRODUCTS FROM PAGES 4-50, 56 ORDERING

- Please order your demo products from this First Look in Campaign 3 2020, or you can back-order in Campaign 4 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 51-54 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 4 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.



BIKER BABE

The jacket they love is back
– now in gorgeous grey!

on-trend design
with zip flourishes

faux-suede finish



Biker Jacket*

Faux-suede biker-style jacket.

12476 8

12526 10

12815 12

11536 14

01990 16

02006 18

02170 20

brochure price: £42

demo: £29.40

*Choose 1 size only.

GRAINNE SAYS

“Make sure you demo this investment piece as the higher price point means customers will want to feel the quality. As grey goes with everything, you’ll be able to show it off with your jeans in the day and your favourite dresses in the evening.”

