

AVON
**FIRST
LOOK**

CAMPAIGN 7 2020

order online in Campaign 5 2020
at avon.uk.com



NEW MATTE LEGEND

**MATTE LIPSTICK JUST
GOT AN UPGRADE**

WELCOMING THE GUEST EDITOR



DAWN

Executive Leader
(and Facebook Live fan)

I'm so excited to be Guest Editor in this campaign as I've just hit Executive Leader - it's a great opportunity to share my experience and tips from 5 fabulous years with Avon.

Here's my top tips if you're new or looking to boost sales:

- **Promote the products you love,** soon your customers will love them.
- **Share the instant brochure** everywhere - Avon has something for everyone.
- If it's your first campaign **hold a launch party** or a Facebook Live launch to let everyone know you're open for business.



BIG NEWS 1

The bullet that contours and sculpts in 1 easy sweep.

BIG NEWS 2

Avon vs premium brands... with results you'll be proud to share.

BIG NEWS 3

Cannabis Sativa: nature's answer to stressed-out skin and your perfect way to attract new customers.



GET SOCIAL

follow, share & review



@Avonuk



@Avon_uk



Avon UK



avon_uk



My Avon Store



**BIG
NEWS**

UPGRADE THEIR MATTE LIPSTICK

Remember how big the Perfectly Matte launch was? With even more pigment and a pro bullet this is set to be even bigger...

4 ORDER ONLINE AT AVON.UK.COM

Give them a make-up artist finish without the price tag.

MATTE FINISH

We've added primer to this make-up staple for legendary comfort with the long-lasting matte finish.

PREMIUM QUALITY

They won't find Matte Legend's ultimate definition and premium finish anywhere else at high-street prices.



SCULPTED BULLET

Precision tip mimics a make-up artist's brush to deliver a professional look, no liner needed, in 1 sweep.

DAWN SAYS

These innovative bullets are a great way to attract new, younger customers and they mimic a luxury brand but aren't megabucks. Plus, you're getting the benefits of a liner, brush and lippie all in 1!

AVON MATTE LEGEND
LIPSTICK 3.6G

£7*

CHARLOTTE TILBURY MATTE
REVOLUTION LIPSTICK 3.5G

£25**

*Based on Brochure 7 price. **Prices sourced on 09.01.2020 from www.charlottetilbury.com.

THE MATTE LIPSTICK THAT'S A TOTAL PRO

Demo how easy it is to get the make-up artist lip look without the hassle.

Every time you buy a Matte Legend Lipstick you'll get all 11 sample shades FREE! Turn over for details...

26 AVON SHOOT 2020-ML

APPLIED BY A PRO IN 10 MINUTES
using primer, lip liner, **NEW Matte Legend** and lip brush



Images are unretouched

2

27 AVON SHOOT 2020-ML

APPLIED BY YOU IN 1 MINUTE
using just **NEW Matte Legend**



3



Avon True Matte Legend Lipstick will normally be: £9 special introductory brochure price: £7 demo: **£4.90**



10322
Legendary

10645
Statement

10967
Ultimate

10504
Wanted

04341
Unforgettable

10942
Worthy

10371
Crave

10959
Desire

10900
Flawless

10421
Admire

10926
Perfection

FOR THE FIRST TIME EVER...

For **EVERY** full size Matte Legend Lipstick you buy, we'll give you **all 11 sample shades**.



buy **1** lipstick,
get **11 SAMPLES FREE**

order using **68429**



buy **ALL 11** lipsticks,
get **121 SAMPLES FREE***

DAWN SAYS

These sample packs are perfect! I'll hand-pick the shades I give to customers (I make a mental note of the colours mine wear) as they're more likely to buy if they like the shade they try.

*Don't forget to order your **FREE** 11 samples with every different Matte Legend Lipstick that you buy from this First Look.

JUST WANT SAMPLES?

55 SAMPLES*
£7.50 order using **67462**

110 SAMPLES**
£12.50 order using **67066**

Samples are not available to back order.



*5 of each shade. **10 of each shade.



THE BLINDFOLD CHALLENGE

We've taken the test...
now it's your turn!

Get your customers excited for Matte Legend by posting your **Blind Test Challenge**, why not give them a sample and challenge them to post theirs too - you could offer a prize for the best one!



301 likes

I've taken the Matte Legend Blindfold Test and I can't believe the results! 🙌 Even blindfolded this sculpted bullet 💄 gave me a make-up artist finish in 1 sweep.

I challenge @JaneDoe to take the test!

Are you ready to take the test? DM me for a sample or to pre-order your full size lipstick. 😊

#Avon #AvonByMe #BlindfoldTest #MatteLegend #Makeup #Lipstick #MUA



BIG NEWS

THE BLIND TEST

We asked **over 200 make-up lovers** to blind test **Avon bestsellers** against **luxury brands**.

They had no idea they were testing Avon... **you'll want to share the results!**

Plus there's a whole host of sales tools to help you:

- 1 CANVASSING & PROSPECTING CARDS**
Great for helping you attract new customers.
- 2 PRODUCT KITS & MINI LEARNING GUIDE**
Perfect for demo to get customers ordering more.
- 3 RECRUITMENT STANDS**
Whether you're a Sales Leader already or looking to become one, these are a recruitment must-have.

Head over to the **Learning Hub** now to find out more and look out for more updates **coming soon**.

Turn over to see the results...

8
|
10

LOVED IT AS
MUCH AS
SMASHBOX'S
PHOTO FINISH
FOUNDATION
PRIMER*



magix
Gorgeous on
all skin tones!

AIRBRUSHING PRIMER

- reduces pores, shine and fine lines
- velvety, colourless, waterproof formula is perfect for all skin tones
- perfect alone or under foundation

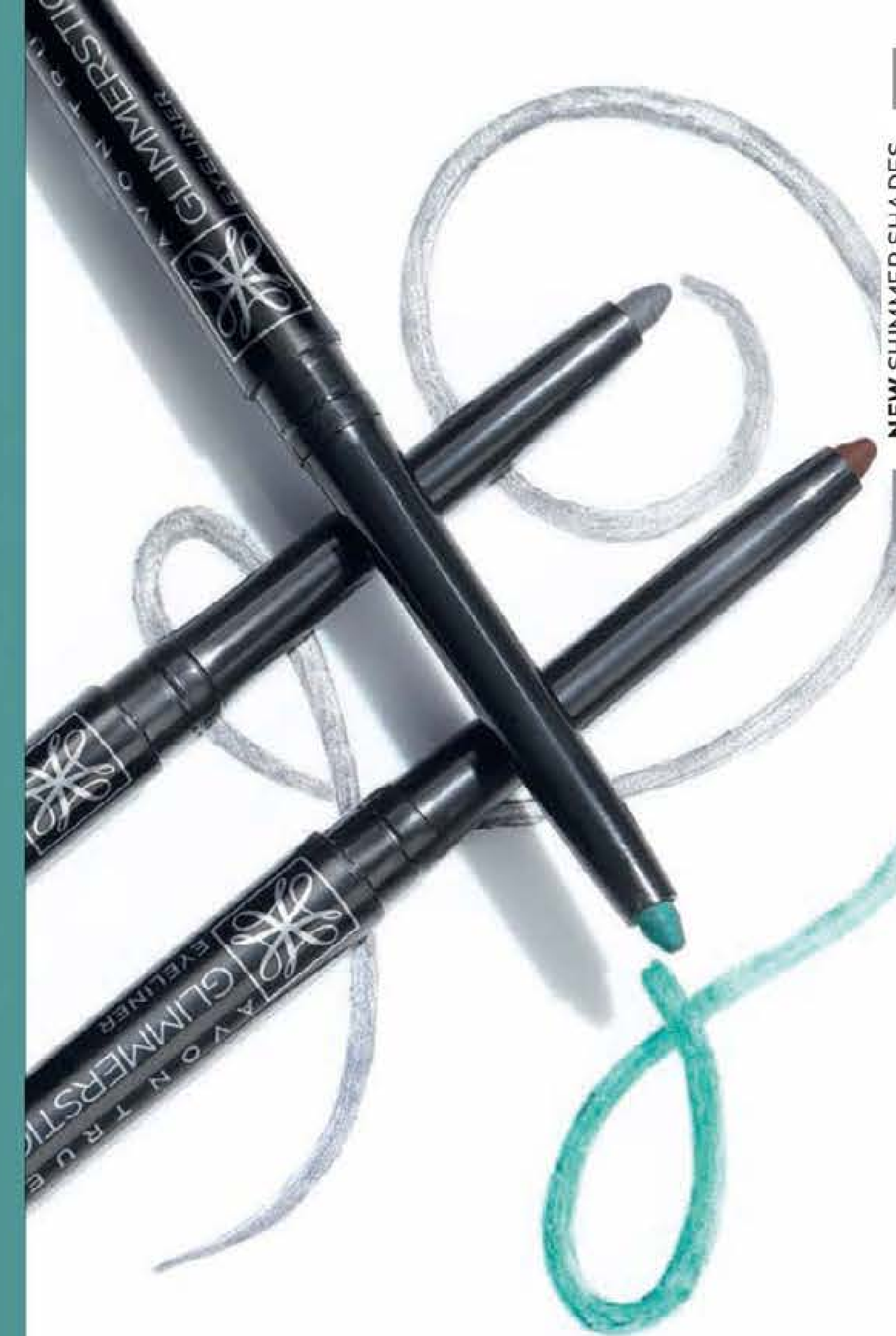
mark. Magix Face Perfector SPF20
30ml
55368

normal brochure price: £8
special brochure price: £6

demo: £4.50

*For helping make-up stay in place for hours, minimising pores and fine lines and instantly improving the look of skin. Based on an online consumer study undertaken in May 2019 with 110 participants.

95%**
LOVE HOW
EASY IT IS TO
APPLY



LASTING GLAMOUR

- precise lines that last all day
- creamy, high-impact, waterproof colour
- smooth-glide, smudge-free formula

True Colour Glimmerstick Eyeliner
normal brochure price: £6
special brochure price: £3
demo: £2.25

Not available to back order.

**Based on an online consumer study undertaken in May 2019 with 110 participants.

NEW SHIMMER SHADES

41046	White Gold
66076	True Gold
50732	Bronzed Gold
74831	Rose Gold
70235	Starry Night
47274	Cosmic Brown
47316	Khaki
47522	Navy
70326	Emerald
47548	Saturn Grey
47167	Black/Brown
47456	Majestic Plum
47217	Blackest Black

79%*

WOULD
RECOMMEND



EASY SMOKY EYES

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



51110 Rose Glow	51185 Modern Glow	65904 Enchanted Amethyst	65979 Metallic Nude	71704 Vibrant Spice	48249 Chocolate Truffle	51094 Nude Glow	66092 Emerald Smoke	47993 Toasted Terracotta	65201 Glacial Turquoise
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65870 Moonlit Mauve	34215 Nearly Naked	73411 Stone Taupe	65995 Burnished Amber	35626 Barely Blush	73445 Mocha Latte	65169 Smouldering Blues	65334 Blue Diamond	50971 Urban Skyline
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True Colour Perfect Wear Eyeshadow Quad

normal brochure price: £9
special brochure price: £5.50

demo: £4.10

*Based on an online consumer study undertaken in May 2019 with 106 participants.

84%**

LOVED IT AS
MUCH AS
CLARINS LIP
COMFORT OIL
7ML



**Based on an online consumer study undertaken in May 2019 with 106 participants.



LUXURIOUSLY GLOSSY NOURISHMENT

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

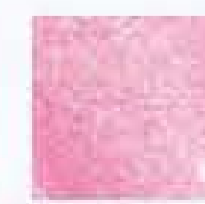
True Colour Nourishing Lip Oil

7ml
normal brochure price: £7
special brochure price: £4

demo: £3



71597
Blossom



71670
Shimmering
Petal



NATURAL CURING TOP COAT

- protects gel colour for 7 days of lasting shine
- chip resistant

Ultimate Gel Shine Natural Curing Top Coat

10ml

08417

brochure price: £4

demo: £2.80

This product is so new it might take a little longer than normal to get to you. Please allow 3 weeks for delivery.



**NEW
& IMPROVED
FORMULA**

£2.80



A SALON QUALITY MANICURE

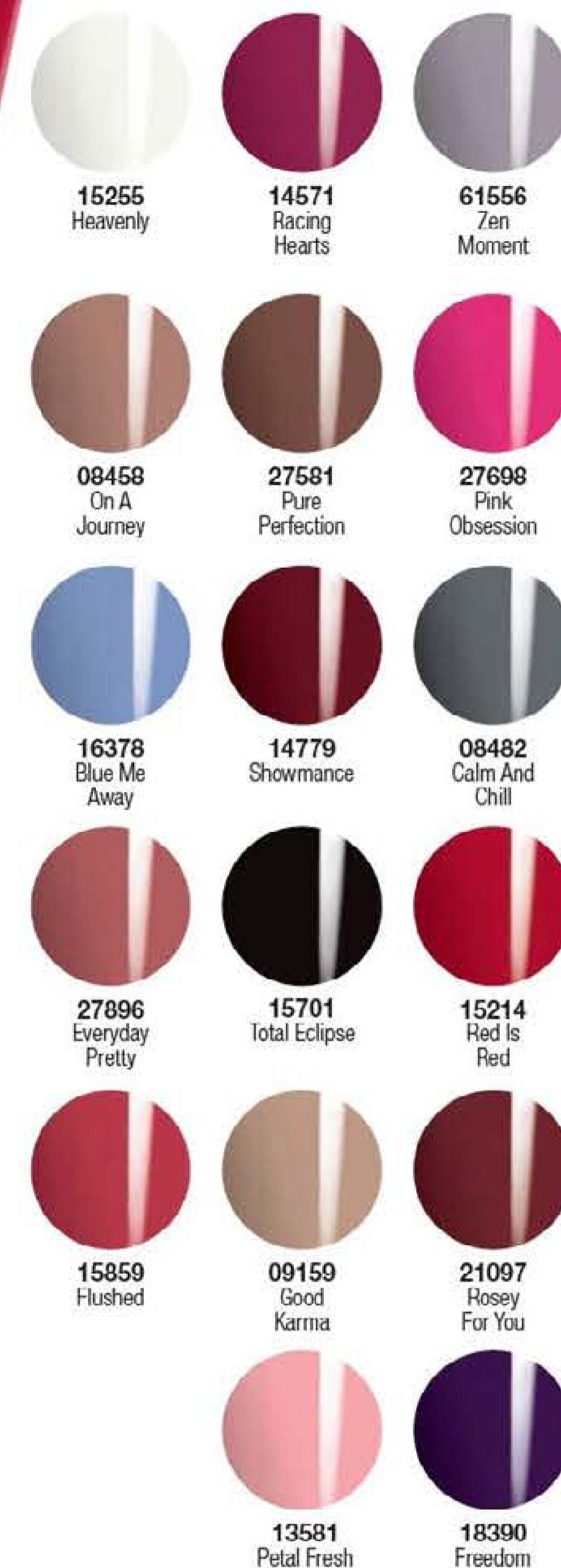
- long-lasting, chip resistant colour
- no UV lamp needed
- easy to remove and won't stain your nail

Gel Shine Nail Enamel

10ml

brochure price: £4

demo: £2.80



*Based on a consumer study with 134 participants.

BIG NEWS



DAWN SAYS

Cannabis is a massive beauty trend right now, so let customers know all about the amazing skincare benefits! I'll be encouraging my customers to buy all 3 by telling them about the brochure offer.

WHAT IS CANNABIS SATIVA OIL?

This wonder-oil is extracted from the seed of the hemp plant, offering all sort of benefits when used in skincare.

WHY IS IT GOOD FOR THE SKIN?

Cannabis sativa oil is renowned for its rejuvenating properties and is rich in skin-calming ingredients whilst balancing and hydrating.

WHAT DO THESE PRODUCTS DO?

This complete collection of cleanser, moisturiser and body balm will help to soothe and nourish skin from head to toe.

WHAT SKIN TYPE IS IT SUITABLE FOR?

This skin-loving collection is suitable for all ages, and is kind to skin – even if it's dry and sensitive.

REFRESH & REVIVE SKIN & SALES

Give their skin what it's craving with the soothing properties of cannabis sativa oil and build their spend with the whole regime.

all 3 for £10.50
Brochure offer:
all 3 for £15



PROTECT

A lightweight, fast-absorbing day cream that instantly relieves dry skin.

Protect & Calm All Day Hydration Cream SPF30
50ml
13490
brochure price: £8
demo: £5.60

RESTORE

A restoring balm that soothes and comforts dry skin, leaving it feeling nourished.

Restore & Calm Hand & Body Balm
150ml
11932
brochure price: £6
demo: £4.20

CLEANSE

A calming cleanser that dissolves make-up, leaving skin with a radiant-looking glow.

Cleanse & Calm Transforming Oil to Milk Cleanser
125ml
14183
brochure price: £6
demo: £4.20



If you buy all 3 for £9 or £10.50, you can't also order the products separately.

This will be delivered with your Campaign 6 order.

Say "NO!" to painful feet with footpads for ultimate comfort in heels or flats.



Foot Works Fabric Footpads
Set of 2 sheer-coloured, polyester footpads with silicone bottom for extra grip. Each pad approx. 8.5cm x 6.2cm x 0.2cm.
20602
brochure price: £3.50
demo: £2.45

- handy hooks slide over toes
- non-slip silicone soles
- relieves pressure on the balls of your feet

The **easy shaving saviour!** No more balancing on one leg whilst shaving.



- suction cup attaches to any flat, smooth surface

Razor not included.

Avon Works In-Shower Shaving Foot Rest
Plastic foot rest with suction pad to make shaving legs in the shower a breeze.
Approx. 15.6cm x 13.3cm.
28639
brochure price: £6.50
demo: £4.55

TOP TIP
Sell along with the rest of our Avon Works hair removal collection to see your sales soar.

SKIN LOOKS MORE TONED IN JUST 2 WEEKS*

Help her get set for summer with our toning mask for arms, hips and tummy.



- Powered by our exclusive **Tightening Complex** to help dramatically **improve the look and texture of skin.**

HOW TO USE:
Every morning and night, massage the intensely creamy mask into skin for 5 minutes.

Avon Works Body Modelling Mask
200ml
13086
will normally be: £9
special introductory brochure price: £6.50
demo: £4.55

*Based on a consumer study with 200 participants.



PC President's Club
just **£3.90**

THE NEW MEN'S 2-IN-1

Add a new scent to his morning shower routine with cactus and patchouli.



**Cactus Ridge
Hair & Body Wash**
500ml
06890
brochure price: £1.50
demo: £1.05

**Cactus Ridge
Hair & Body Wash**
250ml
22723
brochure price: £1
demo: 70p

Disney FROZEN II



Your little darlings will love the scent of raspberry, violet and musk.

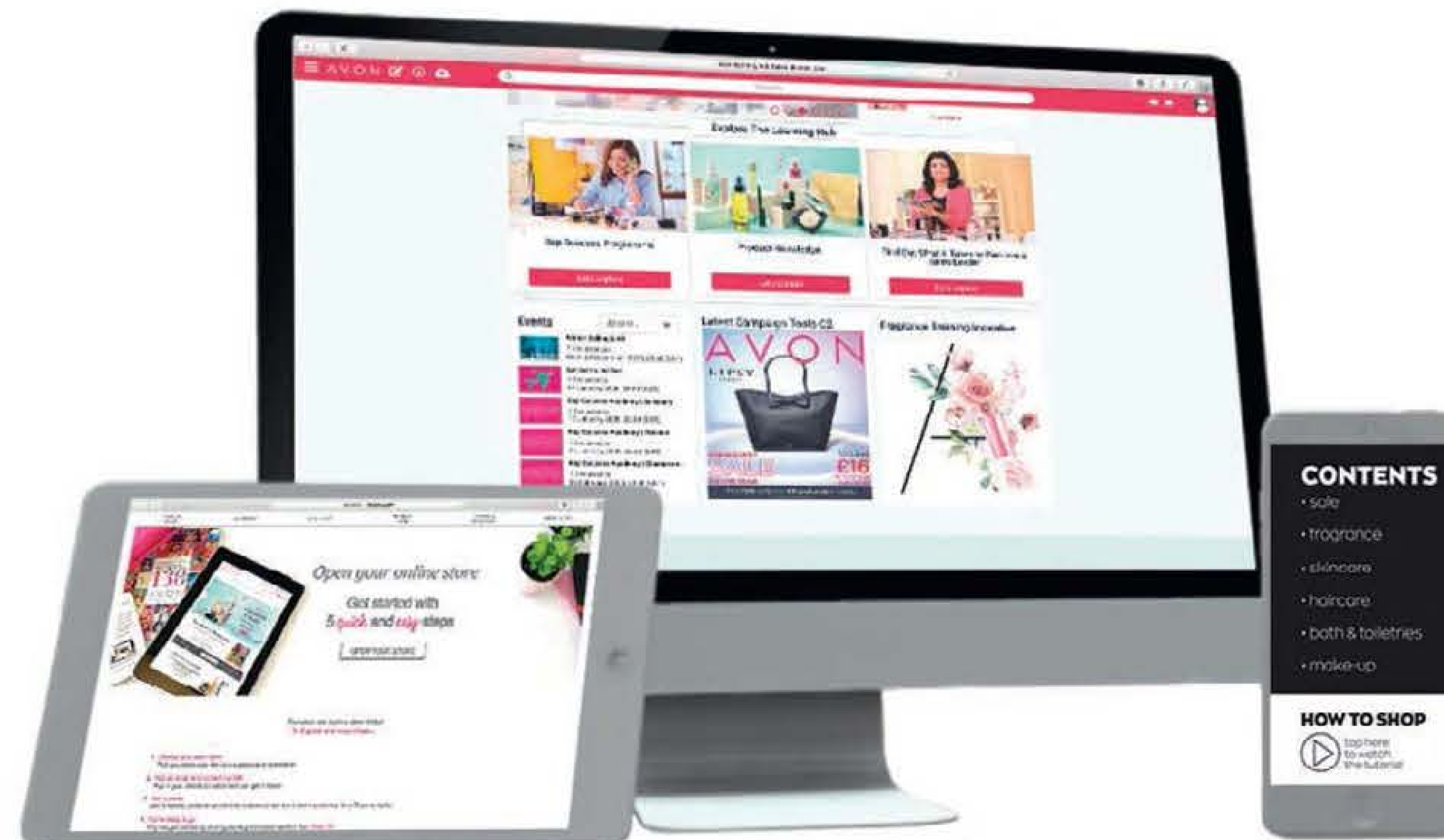
TOP TIP

Boost sales by showing customers the rest of the Disney Frozen 2 collection in Brochure 7.

Frozen 2 Eau de Cologne
Sweet, fruity and floral fragrance.
Dermatologist tested. Suitable for ages 3+.
50ml
27128
brochure price: £6
demo: £4.20

EGG-CELLENT EASTER EARNINGS!

Top tips to boost your sales this Easter.



TIME FOR A SPRING CLEAN

Take the time to introduce her to some new products you know she'll love using from all the training you've had on the Learning Hub!

I'VE GOT A TEXT

Share the latest Instant Brochure on social media. They can browse wherever they are and send their order straight to you.

SHOUT ABOUT YOUR STORE

Give your online store a refresh and then share all your favourite new products on social media.

Don't have an online store? Open yours today and grow your business!

AVON.UK.COM/MYAVONSTORE

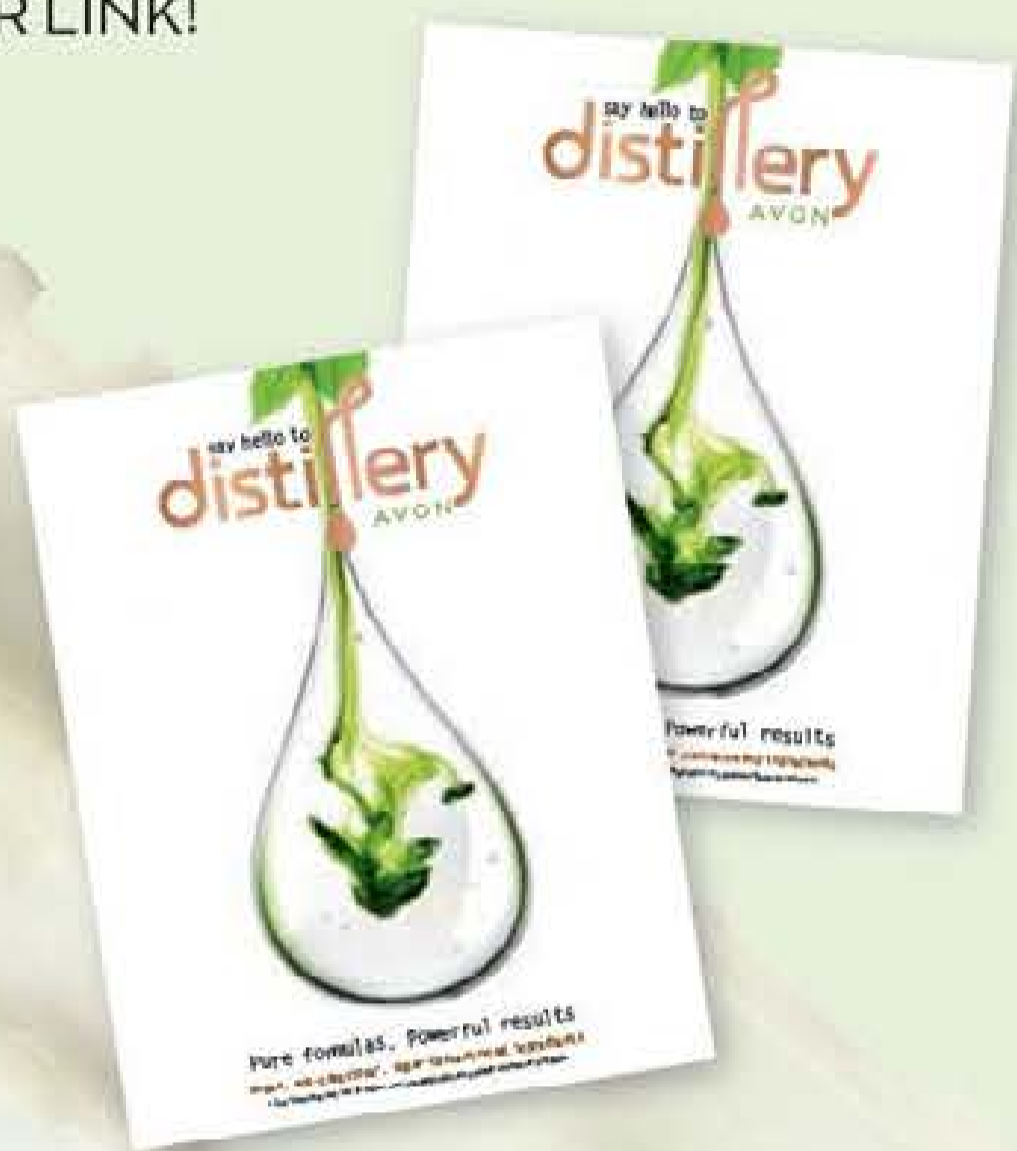


PACK OF PREMIUM DISTILLERY SKINCARE BROCHURES

YOUR CUSTOMERS CAN FIND DISTILLERY MAKE-UP ON YOUR ONLINE STORE - DON'T FORGET TO SHARE YOUR LINK!

£3

order using 81273



Sleep Potion Night Cream
Pack of 10.
69864

£2

Purify Facial Oil
Pack of 10.
67082

£2

Not available to back order.



PACKS OF 10 SAMPLES
£2



THE STORY CONTINUES...

From the makers of Distillery skincare comes 4 new products that celebrate clean beauty without compromise. Get ready to introduce your customers to a ground-breaking, premium make-up collection they'll love!

ECO-CONSCIOUS
Distillery is certified vegan-friendly with formulas that are low in water, and packaging that's recyclable, so your customers can shop guilt-free.



EXCLUSIVE OFFER
BUY YOUR DISTILLERY SKINCARE COLLECTION FOR JUST

£50



Distillery Set includes: Distillery Shade The Day SPF25 Day Cream 30ml, Sleep Potion Night Cream 30ml, C-Shot Powder 5g, Purify Facial Oil 30ml and Clean Break Cleanser 50ml.
08086 normal brochure price: £80 **demo: £50**

24 Not available to back order.



THE VEGAN-FRIENDLY LIPSTICK & FOUNDATION

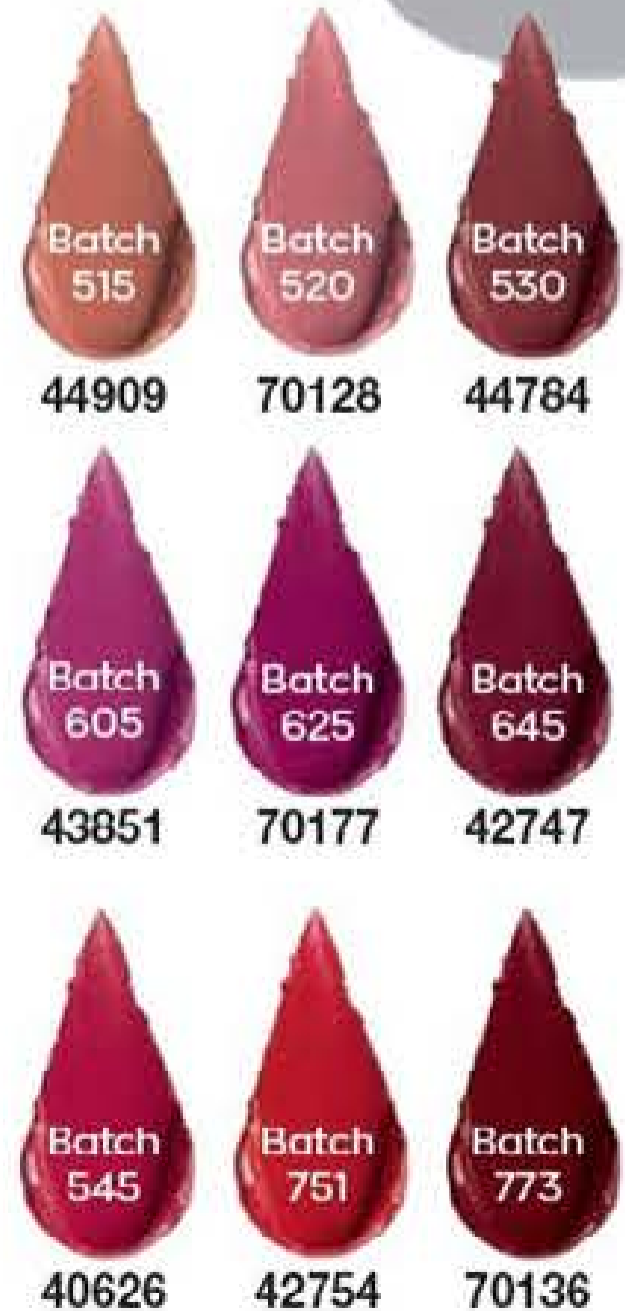
Our vegan liquid lipstick and skin-loving foundation is kind to their skin AND the environment.



WHAT MAKES IT SO GOOD?
Vegan emollients are pressed with potent mineral pigments. This filler-free formula, packed with antioxidants and omegas 3 and 6, helps absorb oil and won't clog your pores.

PRESSED TO IMPRESS POWDER FOUNDATION*
10g
brochure price: £16
demo: £11.20

ALL-OVER FACE BRUSH*
ORDER NO: 44339
brochure price: £8
demo: £5.60



WHAT MAKES IT SO GOOD?
It's our purest combination of mineral pigments and colourants that deliver the potent vibrancy. And the whipped-up texture is all thanks to the vegan emollients and vitamin E.

LIP RUSH LIP COLOUR*
10ml
brochure price: £12
demo: £8.40



*Not available to back order.

THE ECO-CONSCIOUS MASCARA & EYESHADOW

Our mascara gives double the volume and double the satisfaction, and our shadows give vibrant colour in one swipe.



WHAT MAKES IT SO GOOD?
It's the clever cocktail of naturally-derived vegan waxes and our purest mineral pigments that coat each lash with creamy smooth, rich black colour, for double the volume.

LASH'D UP MASCARA*
7ml
brochure price: £14
demo: £9.80



WHAT MAKES IT SO GOOD?
Only specially-purified, high-impact mineral pigments are blended with vegan emollients and organic corn starch to deliver a vibrant punch of buttery-soft colour in a single swipe.

SHADOW SHOTS EYESHADOW*
brochure price: £10
demo: £7

EYESHADOW BRUSH*
ORDER NO: 44651
brochure price: £6
demo: £4.20

BOOST YOUR SALES WITH OUR BESTSELLER



Show your customers all the **awards won and media coverage** Eve Truth received, they'll be sure to want to try it for themselves!

Hand out samples with customers' orders and their brochures, so they can try the scent first.

Encourage your customers to **buy the matching body lotion, body spray and purse spray**. It'll make the scent last longer and boost their basket too!

Perfume makes **the perfect gift** for any occasion.

Eve Truth is the ideal scent to take you from **day to night**, without having to switch perfumes.

*Based on brochure sales of Avon Eve Truth EDP between 22.02.2019-14.03.2019.

28 ORDER ONLINE AT AVON.UK.COM

1 SOLD EVERY 20 SECONDS*

RUB
TO SMELL
pomegranate
peony
cedarwood



FLORAL

WOODY



Eve Truth EDP
50ml
70896

normal brochure price: £15
special brochure price: £12
demo: £9

SEE YOUR SALES
SOAR WITH

AVON
EVE
TRUTH
SAMPLES



4 FOR
£1

4x Eve Truth
dipstick sample
packs of 5
order using **69138**

Not available to back order.

29

JEWELLERY DELIGHTS

Whether it's for a special occasion or just to glam up an outfit, jewellery is the perfect way to boost your sale.



use as a glasses chain or as a necklace

features 6 beautiful floral designs

Elsie Glasses Chain White bronze-plated necklace, approx. 70cm + 9cm extension chain. **16683**
brochure price: £5 **demo: £3.50**

drop pendant



gorgeous purple marble effect



Clara Earrings
Gold-tone. Pierced. Approx. 6.5cm drop earrings.
00265 White
11056 Purple
02253 Black
brochure price: £6
demo: £4.20

Earrings purchased from Avon cannot be returned if sealed plastic bag has been opened.

Take a photo of this fab set to share on Facebook, so your customers can see the complete set.



features crystal glass pips

PC President's Club
just £8.40

DAWN SAYS

I'll be telling my customers about this set and that it comes in a gift box. It'll make the perfect gift for someone or a treat for themselves!

- ✓ quartz movement
- ✓ rose gold detail
- ✓ watch and 2 pairs of gorgeous earrings



comes in a beautiful gift box

Mila Gift Set Watch with PU strap, adjustable between 16.5cm and 22.8cm, includes a battery that can be replaced. 2 pairs of pierced stud earrings, 1 rose gold-tone-plated with glass stones and 1 with faux pearls. **18234**
brochure price: £14 **demo: £9.80**

GORGEOUS STYLE

Make sure she's ready for summer with our latest accessories.

Garden Party Scarf
Polyester. 180cm x 70cm. **11023**
brochure price: £8
demo: £5.60



gorgeous floral print with crinkle chiffon-style fabric

DAWN SAYS

This will be a must-have for my school run - I can show it off to the other mums at the school gate as you can fit in so much!



Peach Tote Bag PVC with felt backing. Approx. 51cm x 46cm x 36cm. **10884** brochure price: £15 **demo: £10.50**

FIORELLI

Share a video on social media to show how a scarf really can change up an outfit.

ditsy, floral print



Boost your earnings with a **brand** you know they love.

Fiorelli Scarf
Cotton and viscose. 180cm x 70cm. **09613**
brochure price: £15
demo: £10.50

Your fixed discount will be £2.50 when sold at £15.



FAB FASHION

Create your own Avon haul video for social media to show off the latest fashion releases from every brochure.

TOP TIP

Why not pair the trousers and a basic tee to boost their basket instantly?



elasticated, tie waist

Paperbag Trousers*

Viscose.
18333 Small 8-10
05827 Medium 12-14
10108 Large 16-18
14597 Extra Large 20-22
 brochure price: £20
demo: £14

lightweight



cotton rich



Cotton-Rich Short-Sleeve Tee*

Cotton.

size	black	white
Small 8-10	42416	06775
Medium 12-14	40741	04390
Large 16-18	44446	12229
Extra Large 20-22	44438	12245

brochure price: £6
demo: £4.20

*Choose 1 size only.

Show off this dress on your rounds as it's super-flattering for every shape!

belted waist



Fit & Flare Wrap Dress*

Polyester.

00075 8	22293 16
02295 10	46664 18
63735 12	09704 20
08185 14	

brochure price: £20
demo: £14



PJ POWER

If she has a bold and bright personality, be sure to show her these PJs so she can still shine when she sleeps!



100% cotton



glitter detail



all-over print

Peacock PJs*
Cotton. KEEP AWAY FROM FIRE.
26146 Small 8-10
23606 Medium 12-14
12849 Large 16-18
25080 Extra Large 20-22
brochure price: £14.50
demo: £10.15

find the matching socks in Brochure 7

*Choose 1 size only.

36 ORDER ONLINE AT AVON.UK.COM

Take a lifestyle shot for Instagram to show off just how fab lounging around can look!

Star Slipper Mules*
Polyester.
57174 Small 3-4
26310 Medium 5-6
03145 Large 7-8
brochure price: £6.50
demo: £4.55



all-over star print

Star Lounge Jumpsuit*
Cotton and polyester.
KEEP AWAY FROM FIRE.
17145 Small 8-10
56473 Medium 12-14
56499 Large 16-18
57133 Extra Large 20-22
brochure price: £16
demo: £11.20



pair with the matching slippers for a quick sales boost

BE ORGANISED

If they're having a spring clean, show them how to keep clutter at bay.



£5.60

includes handy divider

Narrow Under-Bed Storage
100% polyester. Approx. 70cm x 35.5cm x 17cm.
26898
brochure price: £8
demo: £5.60



approx. 70cm x 35.5cm x 17cm

perfect for shoes, boots and clothes

38 ORDER ONLINE AT AVON.UK.COM

KEEP CALM

The perfect little kit to take on your rounds to show customers how easy it can be to release tension.



print on socks shows pressure points

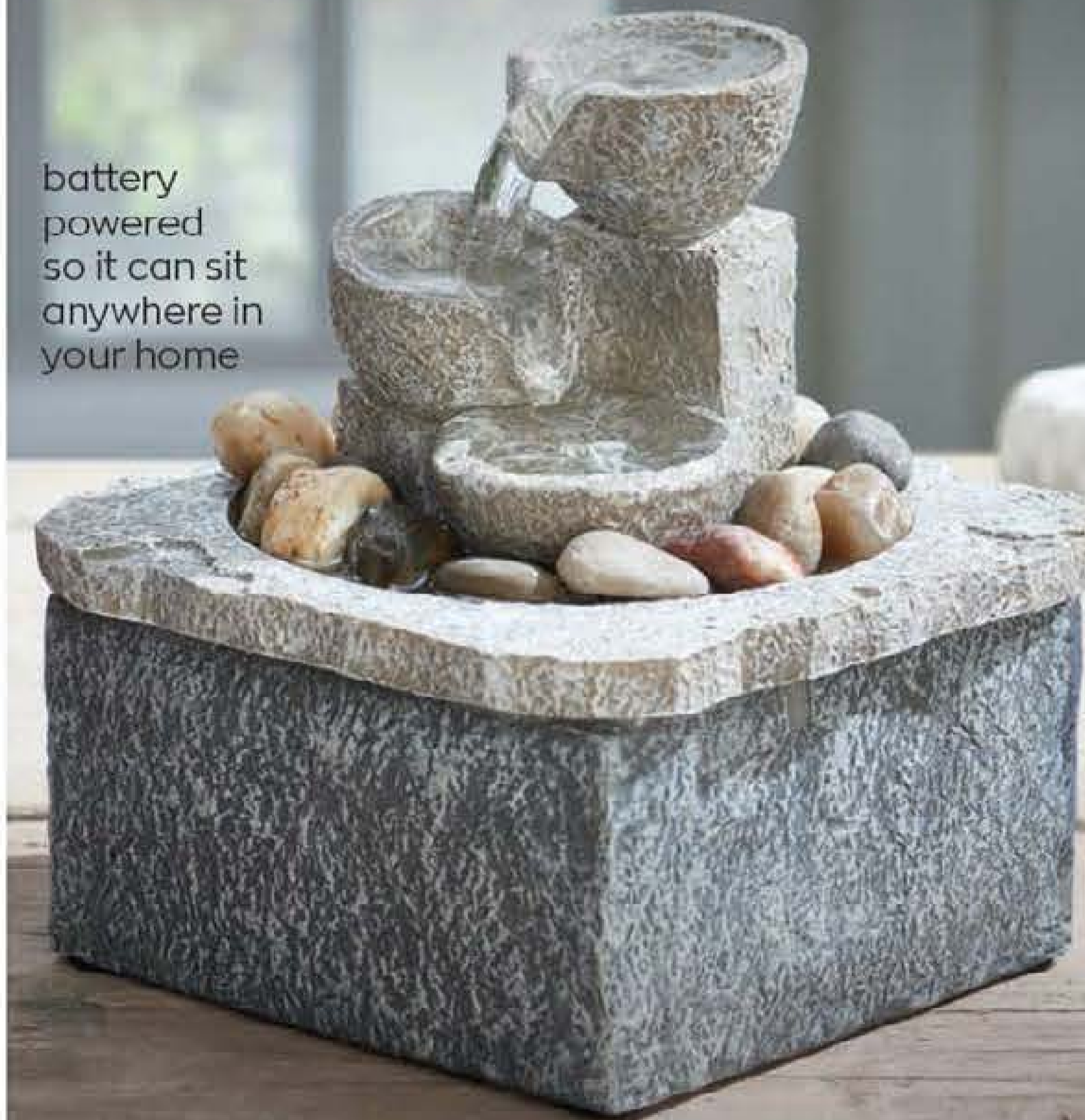


Reflexology Kit
Socks: cotton, one size. Foot roller: wood and approx. 10cm long. Box approx. 15cm x 10cm x 5cm.
09266
brochure price: £10
demo: £7

DAWN SAYS

I'll take a video of this to show to my customers so they get the full, relaxing experience. I'll be sharing online, using social media and on my rounds too!

battery powered so it can sit anywhere in your home

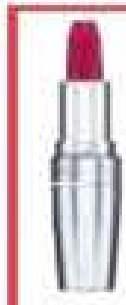


Cascading Water Feature
Polyresin decorative water feature. Approx. 14.5cm x 12.5cm x 14.5cm. Requires 2x 1.5V AA batteries (not included). Indoor use only.
26807
brochure price: £14
demo: £9.80

ALLOW 6 WEEKS FOR DELIVERY

SAMPLES

Lipstick Samples



NEW Avon True Matte Legend 50p

- 59949 Legendary
- 54908 Statement
- 57745 Ultimate
- 06940 Wanted
- 14969 Unforgettable
- 13953 Worthy
- 26468 Crave
- 02220 Desire
- 15230 Flawless
- 25049 Admire
- 13789 Perfection

mark. Epic 50p

- 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 Fearless Fuchsia
- 20446 Fearless Fuchsia

True Colour Perfectly Matte 50p

- 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
- 55996 Nude Suede
- 17244 Peach Flatters
- 21451 Powder Blush

True Colour 50p 25p

- 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

Foundation Samples

True Colour Cream-to-Powder Foundation Compact 75p 50p

- 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
- 24919 Nude
- 23283 Sun Beige
- 18531 Spice
- 14225 Rich Sienna
- 23291 Caramel
- 04101 Walnut
- 27276 Dark Cocoa
- 23333 Earth
- 54494 Amaretto

True Colour Flawless Liquid Foundation 50p 30p

- 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 Power Stay 24-Hour Foundation 50p

- 21428 Porcelain
- 59329 Light Ivory
- 03707 Warm Ivory
- 06841 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

mark. 3D Plumping 50p 30p

- 14407 Rose Kisses
- 18788 Reddy To Go
- 18762 Puckered Pink
- 22665 Plumping Plum
- 22558 Mad For Mauve
- 14340 Cocoa Kisses
- 14357 Divine Wine

For the full list of fixed discounts, discontinued products and last chance to buy in Campaign 5 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

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

25064 Soothe Micellar Water 50ml **£1.50**
54064 Dual Action Instant Eye Make-up Remover 50ml
26526 Nourish Oil-Infused Micellar Water 50ml
24992 Soothe Micellar Gel Cleanser 30ml **£1.75**

Encanto Samples

Single Sachet
01859 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
25205 Even Texture & Tone Dual Dark Circle Corrector
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
08706 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
28530 Vitamin C Radiance Maximising Serum
20032 Pollution Protect+ 15-Minute Kaolin Clay Mask
09282 Pollution Protect+ Day Defence Lotion SPF50

1 for 50p or 4 for £1

Fragrance Samples

Tester Vials

women's pack of 5

23622 Always
01909 Artistique Iris Fétiche
08599 Artistique Magnolia En Fleurs
03368 Artistique Patchouli Indulgence
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
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
02972 Full Speed
07161 Full Speed Nitro
28316 Full Speed Supersonic
26302 Full Speed Virtual Adrenaline
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

Fragrance Samples

Blister Tester Card
27938 Lipsy Original 40p

57166 Lipsy Rose Gold 80p

Single Spray 1.5ml
12138 Artistique Iris Fétiche
06817 Artistique Magnolia En Fleurs
13870 Artistique Patchouli Indulgence
28621 Attraction Sensation for Her
28712 Attraction Sensation for Him

23457 Maxima
26401 Maxime 60p
24687 Eve Truth 75p

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

Encanto Samples Single Tester Vial

24141 Encanto Fascinating EDT 25p
58438 Encanto Irresistible EDT

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

£5

07823 Reversalist Day Cream 15ml
02022 Reversalist Night Cream 15ml
17301 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

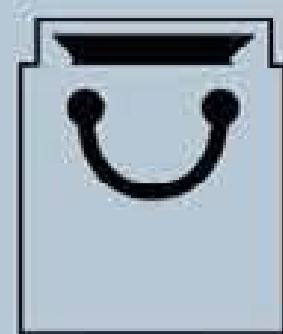
£6

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

Clearskin Samples Single Sachet

23788 Blemish Clearing O2 Fresh Jelly Mask 50p

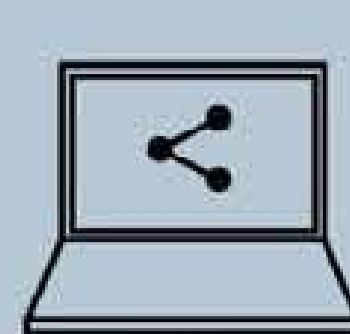
SALES TOOLS



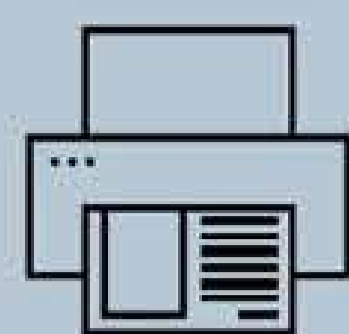
ONLINE STORE



INSTANT BROCHURE



SOCIAL MEDIA



PRINTABLE TOOLS



ADVICE HUB



KNOW THE SIGNS

Download your free 3 Signs of Violence Against Women & Girls Awareness fact sheet today.

avon.uk.com/causes

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)		

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 | |
|---|--|---|
| | | |
| 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 |



Zaria Heated Shoulder Wrap
Heated shoulder wrap with fleece cover stays warm for approx. min. 20 minutes. Place in the microwave for up to 2 minutes. Approx. 37cm x 32cm.
57471
Normally £20
£10 half price



Zaria Ceramic Shadow Lamp
White porcelain lamp. Requires 2x AAA batteries (not included). Approx. 11cm x 11cm x 10cm. Gift boxed.
56580
Normally £7
£5 save £2



Winter Spice Room Spray
50ml
62174
Price per 100ml = £5.50
Normally £5
£2.75 save £2.25



Casa Di Rosa Carlevaro Silk Scarf
Approx. 175cm x 42cm.
55905
Normally £15
£10 save £5

AVON Clearance

Extra goodies to pop in with customers' orders!

Products purchased from this section are non-returnable.

save over 60%



Leopard-Print Cape
Polyester. Approx. 140cm x 120cm.
61648
Normally £16
£12 save £4



Pom Initial Keyring
PVC with 5 pom poms. Approx. length 17cm.
57869 A 59097 H 59105 P 57984 B 56655 I 59188 R 58164 C 63065 J 61341 S 58487 D 54445 K 59360 T 58511 E 61333 L 59394 V 56630 F 57448 M 58974 G 59089 N
£3.50



Mirror Heart Keyring
PVC and plastic keyring with mirror. Approx. 22cm x 8.5cm x 1cm.
63321
Normally £2.95
£2 save 95p



Mum Keyring
Gold-tone with enamel disc and faux pearl detail.
59790
Normally £4.95
£3 save £1.95



Fiorelli Viola Gift Set
PVC cosmetic case with polyester lining. Approx. 20.5cm x 4cm x 3.5cm. Includes compact mirror approx. diameter 7cm with key chain.
60954
Normally £25
£12 save £13



Casa Di Rosa Cardarelli Tote
PVC. Approx. 41cm (max) x 33cm x 33.5cm.
61150
Normally £22
£8.50 save £13.50



Storm Cross-Body Bag
PU. Approx. 26cm x 22cm x 11cm.
63149
Normally £25
£15 save £10

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



Zaria Leisure Trainers
With mock-croc panel and memory-foam sock. Neoprene upper.

61226 Size 4 **58495** Size 7
61325 Size 5 **58602** Size 8
57653 Size 6
Normally £30
£22 save £8



2-Piece Novelty Ballet Slippers Set

Eye mask outer: 92% polyester, 8% elastane, lining: 82% polyester, 18% elastane. Slipper upper: 92% polyester, 8% elastane; lining: 82% polyester, 18% elastane; sole: PU.

Husky
61069 M
Normally £9.95
£6 save £3.95



Velour Knot Detail Mules
Polyester.
63164 Size 5
63222 Size 8
Normally £14
£10 save £4



Sasha Trainers

PU upper and insock, polyester lining and PVC outsole.

63347 Size 4 **55665** Size 8
55566 Size 7
Normally £20
£12 save £8



Disney Mickey Anniversary Slippers

Polyester with rubber sole.
62463 S (size 3/4)
Normally £18
£8 save £10

©Disney



Midnight Luxe Glitter Mules

100% polyester.
Gold **Black**
60343 S **60848 M**
(size 3/4) (size 5/6)
61051 L
(size 7/8)
Normally £15.50
£6.50 save £9

©Disney



Walk & Sculpt Esmee Ballet Shoes

PU upper, lining and insock. EVA sole.

Beige **Black**
61309 Size 5 **61085** Size 4
58313 Size 8 **61135** Size 6
61143 Size 7
61184 Size 8

Normally £27.50

£12.50 save £15



Disney Mary Poppins Slipper Mules

Upper and lining: 100% polyester. Outsole: polyester and rubber.
60368 S (size 3/4)
60467 L (size 7/8)
Normally £18
£8 save £10

©Disney



Cambrie Tassel Mules

Upper and lining: polyester. Insock: PU. Outsole: TPR.

Red **Print**
54148 Size 4 **54155** Size 8
54320 Size 5
57232 Size 6
57323 Size 7
54429 Size 8
Normally £16

£8.50 save £7.50

©Disney



Disney The Lion King Slippers



Disney The Lion King Slippers

Polyester upper and insock. Outsole: 51% polyester, 49% TPR.
63131 S (Sizes 3-4)
55681 M (Sizes 5-6)
Normally £15

£9 save £6

©Disney



Disney Princess Wrap Robe

100% polyester. One size. KEEP AWAY FROM FIRE.

60277

Normally £12.95

£8 save £4.95

©Disney



Disney Aladdin Girls' PJs

100% cotton. KEEP AWAY FROM FIRE.
58792 Ages 5-6
55806 Ages 7-8
55285 Ages 9-10
Normally £14

£10 save £4

©Disney



Disney The Lion King Ladies' PJs

Top: 100% cotton. Trousers: 95% cotton, 5% elastane.

KEEP AWAY FROM FIRE.

63412 14/16

Normally £20

£15 save £5

©Disney



Star Wars™ Men's PJs

Top: 100% cotton. Bottoms: 92% cotton, 8% polyester. KEEP AWAY FROM FIRE.
59998 L

Normally £24

£20 save £4

©Disney



Ivie Lace Bra DD+

62% nylon, 31% polyester, 7% elastane.

54205 36dd **59444** 40dd

54882 36e **59048** 40e

54213 38dd **55442** 40f

54759 38e **55293** 40g

55749 38f **55764** 42e

55673 38g **55541** 42f

Normally £14

£7 half price



Merry Kissmas PJs

100% cotton. KEEP AWAY FROM FIRE.

61416 6/8

Normally £10.50

£8 save £2.50



Ice Cream PJs

100% cotton. KEEP AWAY FROM FIRE.

57547 10/12

Normally £12.50

£10 save £2.50

©Disney

USA PRO™



USA Pro Sports Bra

88% nylon, 12% elastane. Mesh: 85% polyester, 15% elastane.

57083 8 **60970** 12

63917 10 **61929** 14

Normally £12.99

£10 save £2.99

©Disney



Life's Peachy PJs

100% cotton. KEEP AWAY FROM FIRE.

63438 6/8 **63289** 14/16

63446 10/12

Normally £13

£10 save £3



Bell-Sleeve Knit Dress

74% acrylic, 23% nylon, 3% elastane.

55590 14/16

Normally £28

£12 save £16



Kissmas Jumper

Cotton fleece. KEEP AWAY FROM FIRE.

55061 10/12 **55103** 18/20

55079 14/16 **55137** 22/24

Normally £16

£14 save £2



Zaria Lounge Dress

90% cotton, 10% polyester.

63248 10/12 **63883** 18/20

63461 14/16

Normally £14

£8 save £6



Flute-Sleeve Top

100% polyester.

61218 14/16

Normally £20

£8.50 save £11.50



Spotty Mesh Top

Mesh: 84% nylon, 16% elastane.

Lining: 100% polyester.

61721 10/12

Normally £14

£7 half price

save over 55%

save over 60%



Xia Charm Bracelet

Adjustable, silver-plated. Internal diameter approx. 6cm unstretched.

59006 Favourite Things

57943 Moon & Star

Normally £8

£4 half price



Diamonds in Motion Ring

Rhodium-plated, sterling silver with genuine diamond.

55715 Size 10

Normally £65

£25 save £40



Pencil Set with Messages

Set of 5 printed pencils, each 0.8cm x 19cm.

57711

Normally £3.50

£2 save £1.50



Charlita Elements Bracelet

Beaded stretch bracelet with enamel pendants. Unstretched diameter approx. 6.5cm.

57364 Earth **57570** Fire

57216 Water

Normally £8

£3 save £5



Faye Semi-Precious Bypass Ring

Adjustable ring with semi-precious stone. Fits sizes 6-10.

60632

Normally £3.50

£3 save 50p



Star-Print Pencil Case

Plastic. Approx. 19cm x 4cm x 8cm.

61630

Normally £4

£2 half price



Cesilia Charm Bangle

Bangle with drop pendants. Diameter approx. 6.7cm.

60640 Quartzite

61937 Amethyst

62307 Rose quartz

Normally £4.50

£3 save £1.50



Candace Longline Charm Necklace

Longline necklace, approx. 78cm, with 5 pendants attached to an open hoop.

61010

Normally £6

£2.50 save £3.50



Kitchen Magik 6-in-1 Knife Utensil

Plastic and stainless steel utensil with 6 functions. Approx. 24.5cm x 6.4cm x 2.7cm. Not dishwasher safe.

61093

Normally £10

£5 half price



Edan Hoop Earring Gift Set

3-piece pierced hoop earring gift set. All approx. 4cm diameter.

61713 Rose-tone

61275 Silver-tone

Normally £5

£4 save £1



Carlin 6-Piece Earring Gift Set

6 sets of silver-plated pierced stud earrings.

60855

Normally £6

£4 save £2



Kitchen Magic Microwave Crisp Cooker

Plastic potato chip cooker with stainless steel blade. Dishwasher and microwave safe. Approx. 15.1cm x 12cm x 12.4cm.

61390

Normally £10

£4 save £6

HOW TO ORDER



DEMONSTRATION PRODUCTS FROM PAGES 6-42 AND 48 ORDERING

- Please order your demo products from this First Look in Campaign 5 2020, or you can back-order in Campaign 6 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 6 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.



HELP END VIOLENCE AGAINST WOMEN & GIRLS

Every bracelet you sell helps to fund an emergency parcel for a woman staying a night in a refuge.

women's aid
until women & children are safe

Refuge

For women and children.
Against domestic violence.



£2

donated to
Refuge &
Women's Aid*

Freephone 24-hour National Domestic Abuse
Helpline run by Refuge

0808 2000 247

find out more at avon.uk.com/causes



Tennis Bracelet
Silver-plated. Approx.
21cm length.
09183
£5

*For every Tennis Bracelet sold, Avon will donate £2 split equally between Refuge (registered charity number England & Wales 277424. A company limited by guarantee 1412276) and Women's Aid (registered UK charity number England & Wales 1054154). No Representative discount is paid on the Tennis Bracelet. Not available to back order. This product is excluded from offers in this First Look.

37656 C6/20/UK/3/DC10/20