

AVON
**FIRST
LOOK**

CAMPAIGN 9 2020

order online in Campaign 7 2020
at avon.uk.com

HELP RESTORE 7 YEARS
OF **COLLAGEN** LOSS
IN 7 DAYS

WITH OUR
BREAKTHROUGH INNOVATION



WELCOMING THE GUEST EDITOR



BECKY

Sales Leader and Bronze+ PC member

It's lovely to be Guest Editor again. Who wouldn't love a sneak peek at the new products? I'm excited to have hit Bronze+ again and have seen a steady sales increase online.

If you're looking for ways to boost your business, my top tips are:

- Use your samples, especially for fragrances! If your customer doesn't like it, a friend or family member will.
- Make sure you try the products and wear them on your rounds. You never know when you'll meet a potential customer!
- Make it easy for your customer. If they're happy with the service they're more likely to be loyal to you.

Becky x

BIG NEWS 1

Discover the game-changing, 7-day skin reset... It's officially the incentive of the year!



BIG NEWS 2

Support Changing Faces with every sale of our new perfume.



BIG NEWS 3

Share the juiciest make-up collection around with the Jelly Collection Flyer.



FOR EVERY WOMAN

Find out what your customers thought about our style, fit and quality on page 42.



BIG NEWS 1

THE GAME CHANGER

Help restore 7 years of collagen loss in 7 days* with our patented** Protinol™ Technology that'll give their skin a baby like bounce and boost your earnings.



WHAT IS IT?

7 daily-use shots of transformational skincare that supercharge any routine, with visible results from day 1.

WHAT DOES IT DO?

Helps restore 7 years of collagen loss in 7 days*, leaving skin looking and feeling firm and plumped.

1 DAY

see fresher, smoother, hydrated skin

3 DAY

skin looks plumper, rejuvenated, and healthier

7 DAY

skin looks and feels significantly firmer and plumper



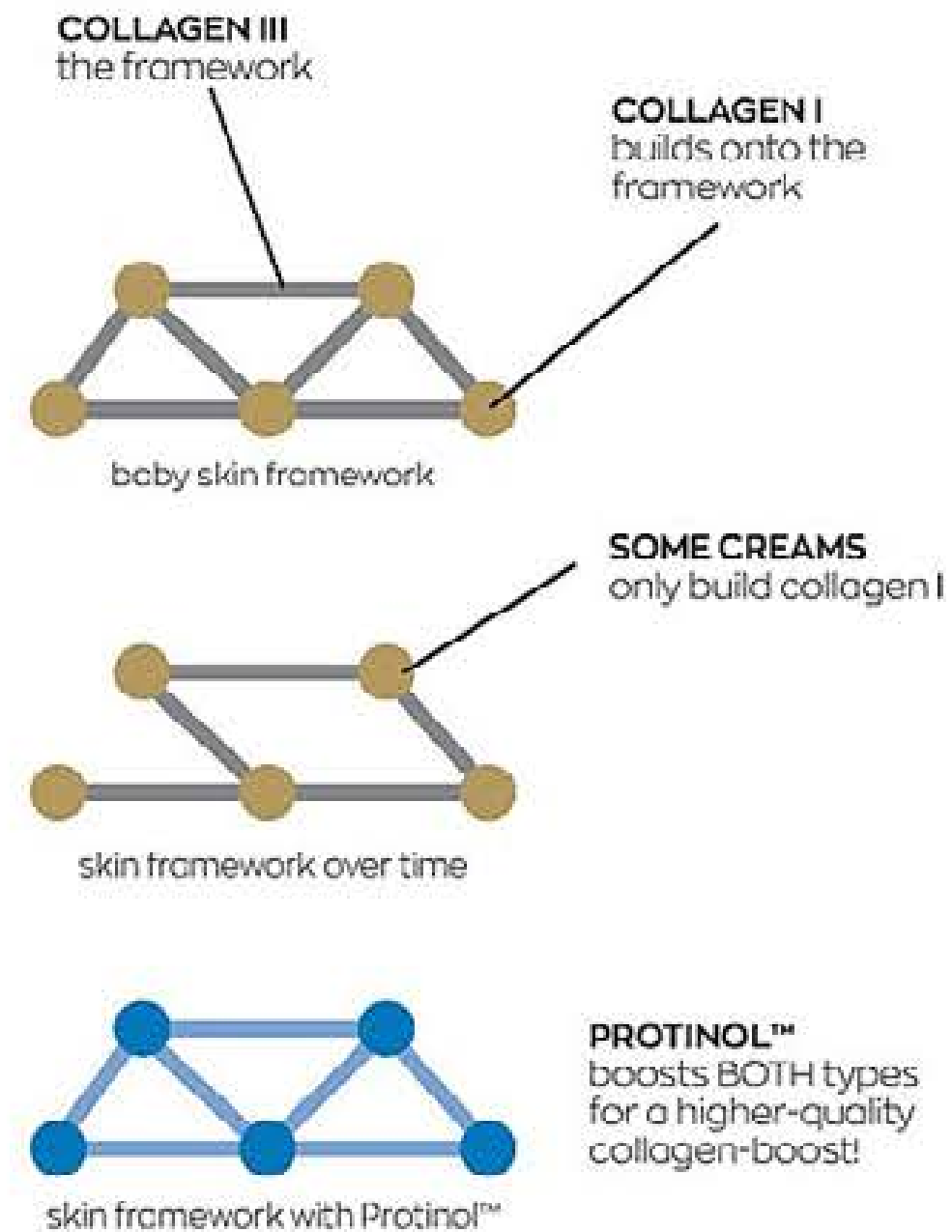
HOW DOES IT WORK?

Powered by Protinol™ Technology to help increase the ratio of collagen III,† the secret to baby skin!

YOUR SKIN'S FRAMEWORK

Knowing how skin is built up makes it simple to understand how this amazing ingredient works!

Did you know there are 2 types of collagen?



Build up both types of collagen and you have the secret to that baby-like bounce.



*Based on in vitro data (testing on skin cells in a controlled laboratory environment).

**UK patent.

†Based on testing conducted on real skin by dermatology research scientist Dr. Ardashir Bayat.



with Anew's patented
Protinol™ Technology

HOW DO I USE IT?

Snap off the cap and smooth the serum over cleansed skin. Use once daily, before your day or night cream. For optimum results, complete the 7-day reset once per month.

1 AMPOULE A DAY FOR A WEEK TO HELP **RESTORE 7 YEARS OF COLLAGEN LOSS IN 7 DAYS***

HOW DO I SELL IT?

1

Try it yourself! Make short videos each day showing the improvement in your skin - then share away!

2

Share with your customers by hosting a skincare party. Once people know about this game-changing product, your sales will rocket!

3

Spread the word and use all the great content available on the Learning Hub to share on social media.



Skin Reset Plumping Shots
7 ampoules,
14035
will normally be: £18
special introductory
brochure price: £15
demo: £10.50



*Based on in vitro data (testing on skin cells in a controlled laboratory environment).

SALES-BOOSTING TOOLS

Invest in canvassing cards and samples to spread the word about this game-changing product that your customers won't find anywhere else!

CANVASSING CARDS

order using 80945

Not available to back order.

50 FOR £1



SAMPLES

single sachet

order using 05330

Not available to back order.

£2.20 EACH

The same size as a full ampoule, so they can see results from one trial!

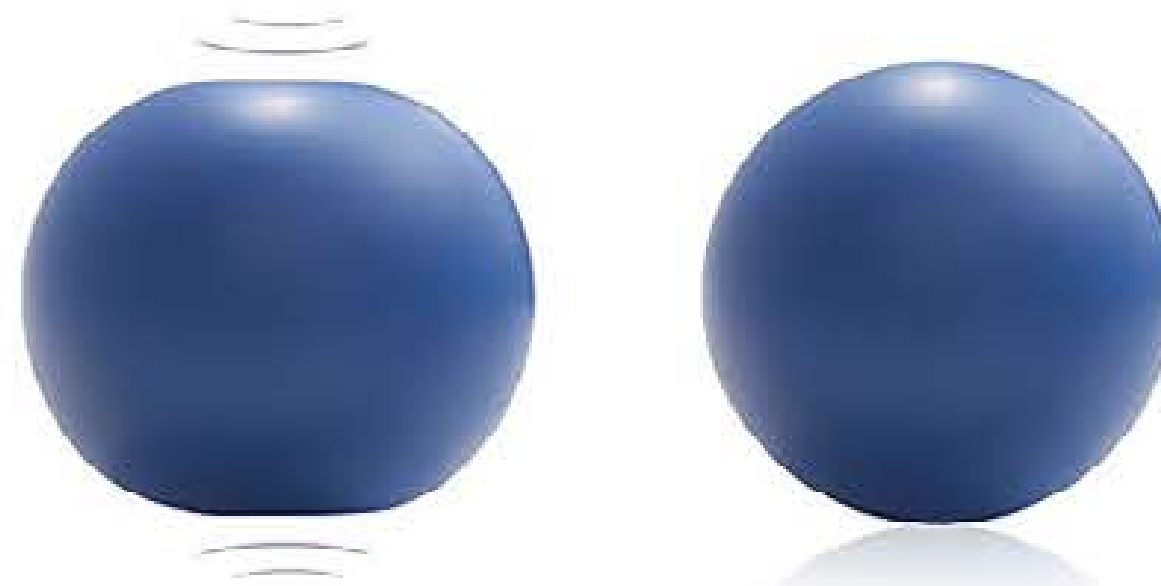


BRINGING PROTINOL™ TO LIFE

The white ball represents what happens when you **lose the optimum amount of collagen in your skin**. Imagine you're squeezing the ball, and when you release it, it's wrinkled and slow to regain its shape.



The blue ball represents skin with **optimum levels of collagen I and III**, which is what **Protinol™ Technology** helps restore. Imagine you're squeezing it like the white ball, but this one bounces back much more quickly!



This demonstrates how skin with **optimum levels of both types of collagen** behaves, and how **Protinol™ Technology** works. You'll find both balls in your **Protinol™ Demo Kit** so you can bring this amazing technology to life.

**TURN OVER
FOR YOUR
EXCLUSIVE
INCENTIVE!**

ACT NOW! DON'T MISS OUT

Hit sales of **£150** or more across **Campaign 6 and 7 combined**, and you can order these **unmissable** demo kits for **£12.50*** each in Campaign 8.

WANT AN EVEN BETTER DEAL? WE HEAR YOU.

Increase those sales to **£300** and get your kits for just **£10*** each.

*To qualify, you must place an order in both Campaign 6 and Campaign 7. Limited to 1 of each Demo Kit per Representative. More terms and conditions apply. Check out the Rep homepage for full details.
**Based on an online consumer study with 263 respondents.
*Based on an online consumer study with 221 respondents.



THE BLIND TEST KIT

78% liked Power Stay 24-Hour Foundation as much as Estée Lauder Double Wear Stay-in-Place Makeup SPF10** for all-day staying power, and 7/10 liked Eye Truth EDP as much as Marc Jacobs Daisy*. It's time to share this exclusive box of our **Blind Test heroes!**



EXCLUSIVE PROTINOL™ DEMO KIT

Everything you need to showcase this to your customers, including a foolproof Collagen Demo Tool and plenty of samples. It really is the key to the **easiest** skincare demo you'll ever do!

Entice your customers with our **tailor-made bundles**, featuring a day cream, night cream and set of Pumping Shots, so they can experience the **power of 3** while you **increase your earnings**.

REVERSALIST 25 35 45 55 65 fight wrinkles every day

Includes: Reversalist Day Cream SPF25 50ml, Reversalist Night Cream 50ml and Skin Reset Pumping Shots.



brochure price: £24 **demo: £16.80**
Reversalist Skin Reset Bundle order using 69161

ULTIMATE 25 35 45 55 65 see results on multiple signs of aging

Includes: Ultimate Day Cream SPF25 50ml, Ultimate Night Cream 50ml and Skin Reset Pumping Shots.



brochure price: £26 **demo: £18.20**
Ultimate Skin Reset Bundle order using 69237

PLATINUM 25 35 45 55 65 deeply replenishes for firmer-looking skin

Includes: Platinum Day Cream SPF25 50ml, Platinum Night Cream 50ml and Skin Reset Pumping Shots.



brochure price: £28 **demo: £19.60**
Platinum Skin Reset Bundle order using 69229

THE POWER OF 3

Both you and your customers can take advantage of this amazing offer and help restore 7 years of collagen loss in 7 days* with the perfect skin reset bundle.



WHY PRODUCT PACKS MAKE BUSINESS SENSE

- 1 Product packs carry a higher value, so for every pack you sell, you'll get more back in earnings.
- 2 It's a great way to introduce your customers to something new that they might not have tried.
- 3 Once they see the benefits of using a regime, you'll start seeing the repeat orders rolling in.

BECKY SAYS

I have loads of Anew customers, so something like this will sell itself. I'll definitely buy this bundle and do before and after images. People tend to trust you more if you look like a real person, and are not filtered on Instagram!

*Based on in vitro data (testing on skin cells in a controlled laboratory environment).



MEET OUR CHANGING FACES CHAMPIONS

Changing Faces is the UK's leading charity for everyone with a scar, mark or condition on their face or body that makes them look different.



BRENDA
Uniqueness should be embraced.

RHONA
Enjoy your passions and express yourself in different ways.

TULSI
I am beautiful in my own way with my own story.

PAULETTE
My birthmark makes me different and unique.

CATRIN
I defy the odds and always stay positive.

What's her story?

Look out for these inspirational women featuring **online** and in **upcoming brochures!**



Tell all your customers that Avon was the first beauty brand to sign **#PledgeToBeSeen** with Changing Faces. Discover more on the Learning Hub, and access training on visible differences.

"We should set our own trends when it comes to beauty." Brenda

"I felt out of place after my alopecia diagnosis, but now I work with my hair loss my confidence has rocketed.

Fragrance can help to bring out my self-confidence, and the floral Herstory scent really encompasses that."

Brenda, Changing Faces Champion

"Perfume can bring out your confident side."



Herstory Body Lotion

150ml
20909
will normally be: £4
special introductory
brochure price: £2
demo: £1.40

**Herstory EDP
Purse Spray**

10ml
20917
will normally be: £6
special introductory
brochure price: £4
demo: £2.80

HERSTORY

The scent of inspiration for all women.

**RUB
TO SMELL**
pink pepper
iris
patchouli



Your lifetime tells your story

50%
donated to
Changing
Faces*

What's your story?

Find out more at avon.uk.com/causes and share the Champions' inspirational stories on social media!

Herstory EDP

Pink pepper, iris and patchouli. 50ml 33894
will normally be: £11. special introductory brochure price: £8
demo: £8

*For every Herstory EDP 50ml sold, Avon will donate 50% of sales to Changing Faces (registered charity number England & Wales 1011222 and in Scotland SC039725). No Representative discount is paid on Herstory EDP 50ml. This product is excluded from offers in this First Look.

1. RESERVE
FOUGÈRE WOODY
Pepper leaf, geranium and oakmoss.

2. ORIGINAL
ORIENTAL WOODY
Juniper, cardamom and cedarwood.

3. IN BLACK
FOUGÈRE WOODY
Spearmint, lavender and black vetiver.

4. WEEKEND
AROMATIC FRESH
Italian cypress, violet leaves and fresh citrus.

FATHER'S DAY 21ST JUNE

PERFECT FOR FATHER'S DAY

Make fragrance the ideal gift to treat him. He'll be sure to love it and be asking for it again and again!

SEE YOUR SALES SOAR WITH

ELITE GENTLEMAN

SAMPLES

order using 67579
Not available to back order.



included dipstick samples:

- 5x Elite Gentleman
- 5x Reserve
- 5x In Black
- 5x Weekend

20 FOR £1

TOP TIPS FOR SELLING MEN'S FRAGRANCES

Get sampling! They're more likely to buy if they can try it first, so hand out samples to customers for themselves or their family.

Encourage customers to buy the matching set. It'll make the sophisticated scent last longer and you'll enjoy a sales boost.

Fragrances make perfect gifts. If their partner or family member buys it for them, they may be back to buy it again in the future!

1. Elite Gentleman Reserve EDT 75ml 34124
normal brochure price: £11
special brochure price: £8
demo: £6

2. Elite Gentleman EDT 75ml 34017
normal brochure price: £11
special brochure price: £8
demo: £6

3. Elite Gentleman In Black EDT 75ml 34116
normal brochure price: £11
special brochure price: £8
demo: £6

4. Elite Gentleman Weekend EDT 75ml 34033
normal brochure price: £11
special brochure price: £8
demo: £6

BIG NEWS

JELLY COLLECTION TREND EDIT FLYER

Delivered alongside your Campaign 9 brochures.



ARE YOU READY TO SELL JELLY?

Get the scoop on this year's biggest beauty trend, **fresh from K-Beauty**. It might have started as a bit of fun, but there's nothing funny about these **dewy formulas** and the **fresh 'real skin' glow** they'll give your customers!

The Jelly Collection is coming to you hot off the shelves, so please allow 6 weeks for delivery.

Why they'll think jelly's the jam...

1 FUN LIGHTWEIGHT FORMULAS

Demo how these dreamy products **melt into skin** and dry to a **dewy finish** that won't clog their pores.

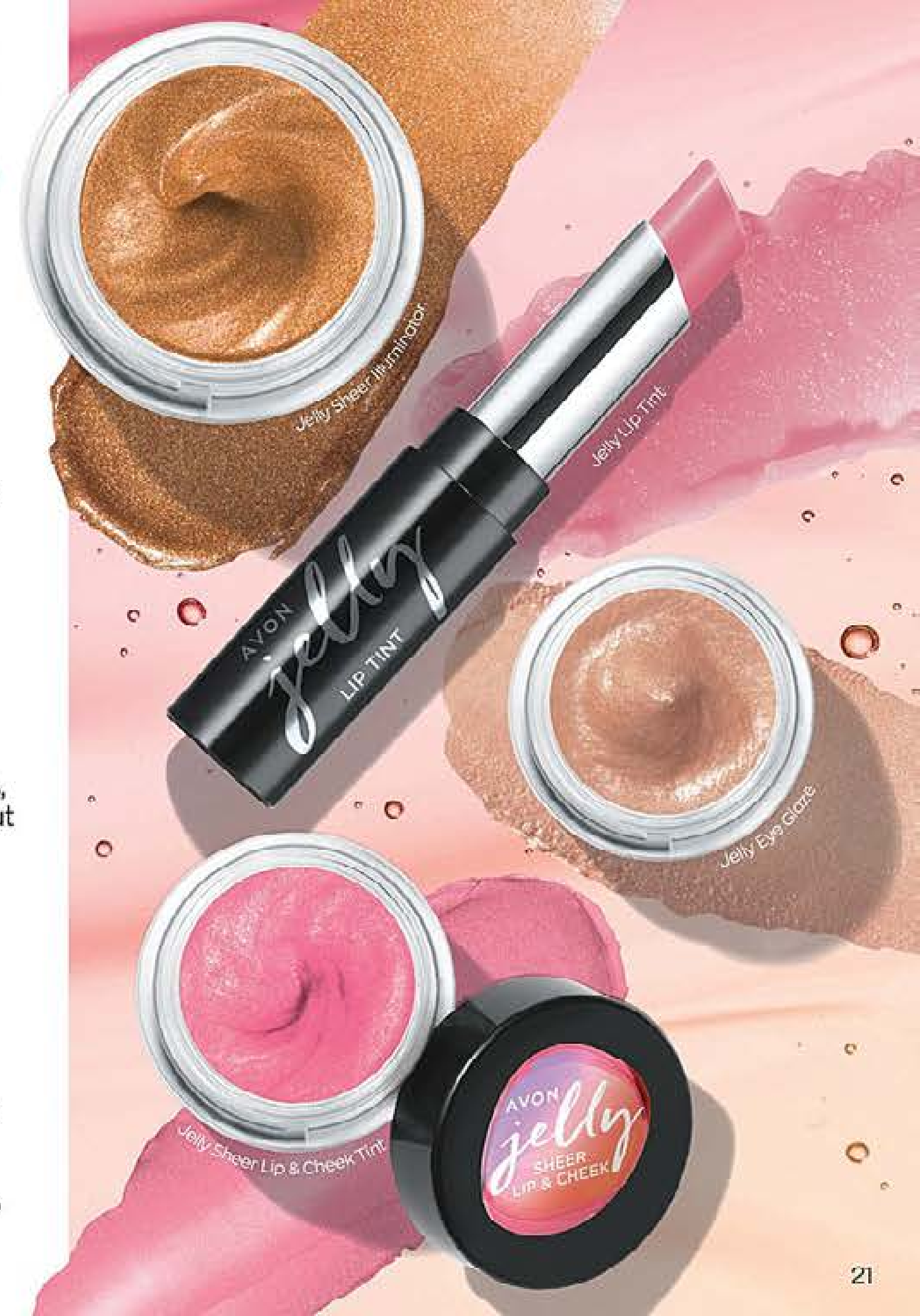
2 EFFORTLESS APPLICATION

Perfect if they don't know where to start with brushes, these formulas are all about **getting stuck in with your fingers** and gently patting onto skin.

3 HYDRATION HIT

The water-based formulas offer instantly refreshing **bursts of colour** with the added bonus of a **soothing, cooling sensation***.

*Cooling formula excludes Jelly Lip Tint.





LUSH BLUSH

Demo how diverse this **SHEER LIP AND CHEEK TINT** is... press onto lips for a plush pout or pat onto cheeks for a flush of colour.

Avon Jelly Sheer Lip & Cheek Tint
5ml
brochure price: £6
demo: £4.50



13292
Plum Peach

13383
Mauve Melt

24489
Radiant Rose



DREAMY GLOW

Light up their social media with this **SHEER ILLUMINATOR**, why not try a how-to video patting onto your cheek bones, brow bones and collarbones?

Avon Jelly Sheer Illuminator
10ml
brochure price: £7
demo: £5.25



06833
Bronze Glow

24604
Opal Glow

13185
Rose Glow



GLAZE OVER

Catch their attention with this **SHEER EYE GLOSS** by showing them how to pat on crease-proof colour for sales that won't give you the slip.

Avon Jelly Eye Glaze
5ml
brochure price: £5
demo: £3.75



23044
Nude Dew

23093
Taupe Dew



SHEER LIP BLISS

It's all about the shade-adaptive tech with this deliciously-scented **MOISTURISING LIP BALM**. The colour adapts to the pH of your lips, so every customer gets a personalised shade.

Avon Jelly Lip Tint
brochure price: £5.50
demo: £4.10



21337
Sheer Pink

02246
Sheer Plum

02196
Sheer Coral



THEIR LONGEST-LASTING GLIMMERSTICK

Upgrade their favourite eyeliner to boost your sales - make sure Glimmerstick fans don't miss out on the new, premium formula that lasts twice as long.

- intense, waterproof colour that leaves you looking sharp all day
- glide-on formula ensures an even, smooth application and finish
- smudge-proof, transfer-proof colour that lasts all day



Power Stay Glimmerstick Eyeliner
will normally be: £7
special introductory brochure price: £4
demo: £2.80

Also see page 27.



SUMMER GEMS

The perfect accessory for customers looking forward to concerts in the park, BBQ parties or poolside cocktails.



Paradise Falls Showcase Face Gems
Plastic gems with adhesive on reverse.
For adults only, not suitable for children.
70375
brochure price: £6
demo: £3.35



Melrose Avenue Showcase Face Gems
Plastic gems with adhesive on reverse.
For adults only, not suitable for children.
70292
brochure price: £5
demo: £3



turn over to boost orders with the full look...



THE SUMMER MAKE-UP EDIT

Brighten up her summer look, whilst boosting your sales, with this collection of sunshine-ready shades.

26 ORDER ONLINE AT AVON.UK.COM

BECKY SAYS

This collection will be great for attracting younger customers. I'll create the full look on my daughter and promote it as the perfect accessory for summer celebrations.



dozzling shine that lasts for hours

7 days of salon-quality colour

16 hours of Glimmerstick Eyeliner
AVON
POWER STAY
16 HOUR EYELINER

SELL THE PACK FOR **£10**
earn £2.50*

The Summer Make-Up Edit includes: mark, Prism Lipstick in Celestial Crush, Gel Shine Nail Enamel 10ml in Petal Fresh and Power Stay Glimmerstick Eyeliner in Intense Navy.

£7.50 order using **67074**

Not available to back order.

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.

If you buy this pack you can't also order the Power Stay Glimmerstick Eyeliner in Intense Navy from page 24.

Brochure price: £10

*When you hit higher order value.



3-IN-1 MATTE FOUNDATION CONCEALER & POWDER

Finding her shade has never been easier
- Cream-To-Powder Matte now has the
same shade range as Ideal Flawless
and Cream-To-Powder Radiant.

28 ORDER ONLINE AT AVON.UK.COM

NEW SHADES

DEEP	36352 Rich Glenna
	00992 Dark Cocoa
	00960 Earth
MEDIUM DEEP	39933 Walnut
	74401 Amaranto
	72482 Spice
	33795 Nutmeg
MEDIUM	64469 Caramel
	64576 Light Caramel
	63271 Medium Beige
	73759 Sun Beige
	72470 Honey Beige
LIGHT MEDIUM	63230 Soft Honey
	43240 Natural Beige
	40460 Creamy Natural
	65367 Shell
	40403 Nude
FAIR	47332 Light Nude
	63479 Light Ivory
	46062 Warm Ivory
	65664 Ivory
	33870 Porcelain

- breathable, buildable full coverage
- sweat, heat and humidity-proof, shine-free finish that lasts
- SPF12

**True Colour Mattifying Cream-to-Powder
Foundation Compact**
10g
brochure price: £10
demo: £7

Make sure
you share the
3 NEW DEEP SHADES
with customers who
haven't been able to
find their match...
until now!



applies as a cream, dries as a powder



BEFORE

AFTER

MATTIFYING SUN PROTECTION

Your customers will love our fast absorbing, shine-control formulas with added UVA and UVB protection.



medium-to-high protection
for light-to-medium skin tones

**Shine Control SPF30
Facial Sun Cream**
50ml
09456
brochure price: £5
demo: £3.50



high protection
for fairer skin tones

**Shine Control SPF50
Facial Sun Cream**
50ml
59873
brochure price: £5
demo: £3.50

SWAP HEAVY FOUNDATION FOR LIGHTWEIGHT BB CREAM!

- light, buildable coverage with mattifying powders
- mild and gentle hydration
- water and sweat-resistant



**Shine Control SPF45
BB Cream**
50ml
brochure price: £6.50
demo: £4.55

07559
Medium

TOP TIP

Remind your customers of our 'BUY 1 CHOOSE 1 HALF PRICE' across suncare, tanning and after sun in Brochure 9 to help boost your sales.

You will receive this product with your Campaign 9 order.

WITH EXCLUSIVE
**DERMA 360°
 TECHNOLOGY**
 THE PERFECT
 BALANCE BETWEEN
PROTECTION & CARE



water and sweat
 resistant

UVA|UVB

UVA & UVB
 protection



vitamin-infused
 formulas

TRIED & TRUSTED SUNCARE NOW IN NEW LOOK PACKAGING

What's new? Larger numbers and ingredients on each bottle help your customers shop with ease.

fast-drying formula

goes on blue so you
 don't miss a bit

**NEW
 LOOK**

High protection
 for sensitive skin.



SPF15 Sun Spray
 150ml
 20081
 brochure price: £5
demo: £3.50



**SPF30 Quick Dry
 Sun Spray**
 150ml
 20016
 brochure price: £6
demo: £4.20



**Kids' SPF30 Turquoise
 Sun Spray**
 150ml
 04291
 brochure price: £5.50
demo: £3.85



**Moisturising Lotion
 SPF30**
 150ml
 06031
 brochure price: £5
demo: £3.50



**Face & Body Moisturising
 Lotion SPF50**
 150ml
 65938
 brochure price: £5
demo: £3.50



**Face & Body Pure &
 Sensitive Moisturising
 Lotion SPF50**
 150ml
 65912
 brochure price: £5.50
demo: £3.85



**Face & Body Pure &
 Sensitive Moisturising
 Lotion SPF50**
 50ml
 64949
 brochure price: £3.50
demo: £2.45



**Kids' SPF50 Multi-Vitamin
 Sun Lotion**
 75ml
 04093
 brochure price: £3
demo: £2.10



Disney Kids' Sun Cream SPF50
 150ml
 64899
 brochure price: £4.50
demo: £3.15
 ©DISNEY

TANNING & AFTER SUN

Whether they want to fake the bake or soothe sunburnt skin, now it's easy-peasy for them to shop their favourites...

NEW
LOOK



tanning

after sun

Self-Tanning Lotion 150ml 07195 brochure price: £6.50 demo: £4.55	Tanning Oil Spray 150ml 07807 brochure price: £5 demo: £3.50	Tan Accelerator Lotion 200ml 20578 brochure price: £6.50 demo: £4.55
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After Sun Cooling Lotion with Aloe 400ml 20545 brochure price: £5 demo: £3.50	After Sun Moisturising Gel 150ml 20115 brochure price: £4 demo: £2.80	After Sun Cooling Spray 150ml 20552 brochure price: £4 demo: £2.80
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SUMMER-SCENTED BASKET FILLERS

Go coconutty for the tropical scent of creamy coconut and tiaré flower.

TOP TIP
Use the Scented Spritz on the go to get customers hooked on the scent.



scented spritz

bubble bath

shower crème

Aloha Monoi Scented Spritz
100ml
55434
brochure price: £1.50
demo: £1.05



Aloha Monoi Bubble Bath
1 litre
55491
brochure price: £2.50
demo: £1.75

Aloha Monoi Bubble Bath
500ml
55731
brochure price: £2
demo: £1.40



Aloha Monoi Shower Crème
500ml
19323
brochure price: £1.75
demo: £1.25

Aloha Monoi Shower Crème
250ml
33605
brochure price: £1.25
demo: 85p

FATHER'S DAY FAVOURITES

Why not treat him to our latest energising citrus collection and men's grooming essentials?

FATHER'S DAY
21ST JUNE

check out our
ALL 3 FOR £4
offer in
Brochure 9



3-in-1 body wash

after shave balm

shave gel

travel shaver

beard brush set

Fresh Energy 3-in-1 Shampoo, Conditioner & Body Wash
200ml
18440
brochure price: £2
demo: £1.40

Fresh Energy 2-In-1 After Shave Balm & Moisturiser
100ml
58085
brochure price: £2
demo: £1.40

Fresh Energy 2-In-1 Shave Gel & Face Wash
100ml
18408
brochure price: £2
demo: £1.40

Mini Travel Shaver
With 2 cutting combs (3mm and 6mm). Requires 1x AA battery (not included).
18689
brochure price: £10
demo: £7

Beard Brush Set
Grooming set containing a contoured, beard-shaping brush and comb for maximum contact.
57786
brochure price: £6.50
demo: £4.55

MINIONS FOR YOUR MINI-ME

With the film release on 10th July, it's 'Minions Fever' time... the easiest way to see your sales rocket this summer.

ALL 4 FOR
£7*



tear-free formula leaves hair soft and shiny

Minions 2-in-1 Shampoo & Conditioner
200ml
19422
brochure price: £2.50
demo: £1.75

scented with mandarin, marine notes and cedarwood

Minions Cologne for Boys
150ml
55525
brochure price: £3.50
demo: £2.45

scented with raspberry, peony and cotton candy

Minions Cologne for Girls
150ml
55609
brochure price: £3.50
demo: £2.45

wash-on, wash-off finger paint

Minions Yellow Finger Paint
100ml
55947
brochure price: £2.50
demo: £1.75

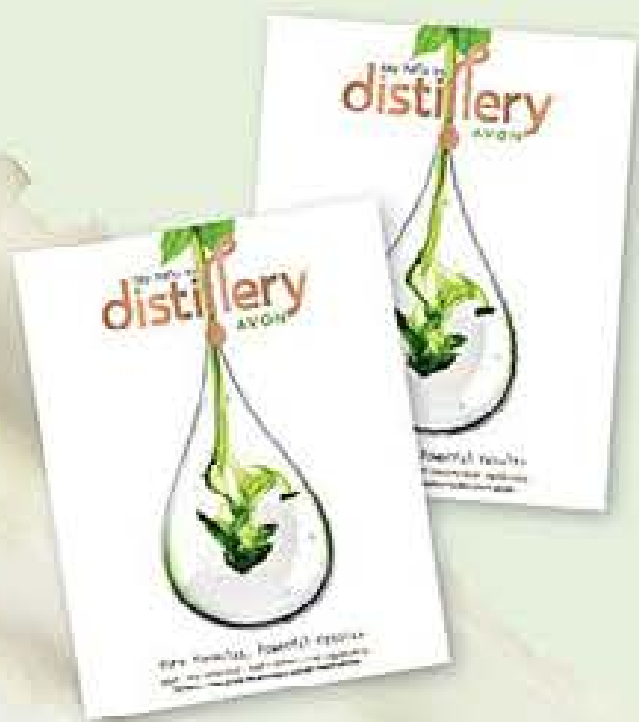
*If you buy all 4 for £7, you can't also order them separately.



PACK OF PREMIUM DISTILLERY SKINCARE BROCHURES

Your customers can also explore our planet-loving make-up collection on your online store, so share your link and share the Distillery level.

£3
order using
81273



PACKS OF 10 SAMPLES

Let your customers discover Distillery with a free sample. We don't think they'll be able to resist once they've felt these guilt-free formulas melt into their skin.

£2

Sleep Potion Night Cream
order using
69864

Purify Facial Oil
order using
67082



Not available to back order.

EXCLUSIVE DEMO KIT OFFER

Buy your complete Distillery skincare demo kit to share with your customers. We're confident they'll love it, but thanks to our money-back guarantee they can try it risk-free.

£50



Distillery Set includes: Distillery Shade The Day SPF25 Day Cream 30ml, Sleep Potion Night Cream 30ml, G-Shot Powder 5g, Purify Facial Oil 30ml and Clean Break Cleanser 50ml.

40071 brochure price: £80 **demo: £50**

38 Not available to back order.

THE STORY CONTINUES...



From the makers of Distillery skincare comes 4 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.



THE VEGAN-ACCREDITED LIPSTICK & FOUNDATION

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



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

WHILE STOCKS LAST



*Not available to back order.

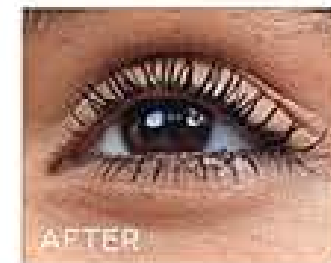
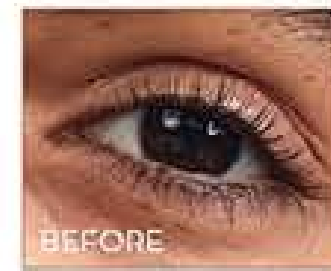
WHAT MAKES IT SO GOOD?
Vegan emollients are pressed with potent mineral pigments. This filler-free formula, packed with antioxidants and omegas 3 and 6, helps absorb oil and won't clog your pores.

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

ALL OVER FACE BRUSH*
ORDER NO: 11254
brochure price: £8
demo: £5.60

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: 10330
brochure price: £8
demo: £4.20



ONLINE EXCLUSIVE
100% MONEY BACK GUARANTEE

FOR EVERY WOMAN FOR EVERY BODY

No holding back! Our gorgeous women give their opinions on our style, fit and quality.



LISA

A classy fashionista who loves a pop of colour.

AMY

A lover of curves and super-chic, classic style.

JEAN

Glamorously young at heart with a flair for fashion.

EMMA

The queen of quirky styles and accessories.

SHARON

Fierce and fabulous about body confidence.

LEE

A trendsetter with a laser sharp eye for style.



cushioned
for comfort



TOP TIP

Share the opinions of our customer panel on social media to help introduce customers to the world of Avon fashion!

Heavenly Feet Twist Sandals

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

19109 Size 4

17616 Size 5

17673 Size 6

17699 Size 7

17707 Size 8

brochure price: £24

demo: £20

Choose 1 size only.

Your fixed discount will be £4 when sold at £24.



COMFORT AND SPARKLING STYLE

"These are so comfortable and everyone loves a bit of sparkle! They're perfect for the daytime or a summer evening."

Lee





PC
PRESIDENT'S CLUB
Trousers
£10.80

flat pocket detail

I LOVE THE VIBRANT COLOUR!

"This top is so comfortable, I really like it styled when it's tucked into the trousers."

Sharon



Shell Top*
Polyester. Features front pocket and button back detail.
27912 8
28902 10
20065 12
25288 14
28613 16
20600 18
00158 20
brochure price: £10
demo: £7

Rio Nights Trousers*
Viscose.
17889 Small 8-10
01479 Medium 12-14
21113 Large 16-18
27516 Extra Large 20-22
brochure price: £16
demo: £12.60

*Choose 1 size only.

Midi Faux-Croc Backpack
Outer: PVC. Lining: twill. Approx. 22cm x 13.5cm x 24cm.
19083
brochure price: £14
demo: £9.80



adjustable neck tie detail

looks fab paired with a denim jacket

Rio Nights Maxi Dress*
Viscose. Geo print maxi dress with elasticated waist.
17716 8
17723 10
17772 12
17806 14
17830 16
17863 18
17871 20
brochure price: £22
demo: £15.40



elasticated waist

THE WAIST IS REALLY FLATTERING

"This is perfect for summer as it's so lightweight. You can position the waist wherever it works for your shape."

Lisa



adjustable cross-body strap

Metallic Midi Cross-Body Bag
Outer: PVC. Lining: polyester. Approx. 23cm x 23.5cm.
59113
will normally be: £10
special introductory brochure price: £8.50
demo: £5.95

Pink Cold Shoulder Top*
Polyester.
18820 8
18929 10
18960 12
18978 14
19000 16
19042 18
19059 20
brochure price: £14
demo: £9.80

BRILLIANT FOR EVERYDAY GLAM

"It's such a great size and the cross-body strap is so handy!"

Jean



cold shoulder sleeves

"These tops are so summery and will suit different skin tones and sizes too! They're easy to wear tucked in or loose."

Amy

PERFECT FOR A NIGHT IN

"I love the style and the fit of the bottoms is great. The matching socks are a bonus too!"

Sharon

Hedgehog PJs*
Cotton. KEEP AWAY FROM FIRE.
55798 Small 8-10
58958 Medium 12-14
55533 Large 16-18
13748 Extra Large 20-22
brochure price: £14.50
demo: £10.15

Hedgehog Socks
Cotton and polyamide. One size.
07484
brochure price: £2
demo: £1.40



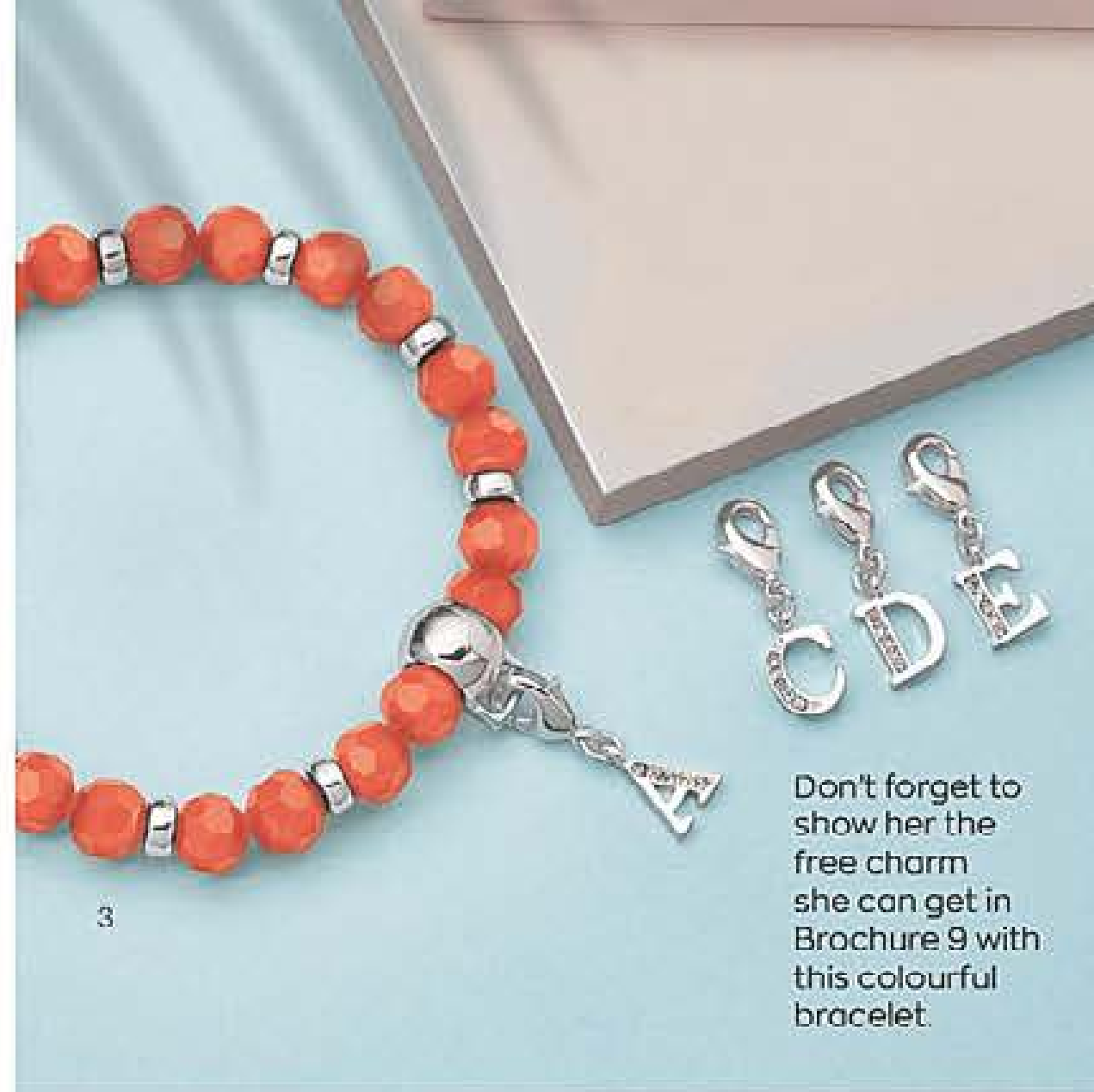
glitter slogan



100% cotton



stunning semi-precious stones are all different shapes and sizes



Don't forget to show her the free charm she can get in Brochure 9 with this colourful bracelet.



sparkling crystal design

1. Jasmine Semi-Precious Bracelet
3 strands of chain with 1 strand of semi-precious stones. Approx. 20.5cm + 4cm extension chain.
13268 Rose Quartz
50529 Green Quartz
27557 Amethyst
brochure price: £8
demo: £5.60

2. Peyton Colour Pop Bracelet
PVC with mesh chain featuring sparkling crystals. Approx. 60cm length.
57737 Green
59568 Coral
brochure price: £5
demo: £3.50

3. Sofie Charm Bracelet
Stretch bracelet with coloured beads. Approx. 6.5cm unstretched.
55202
brochure price: £5
demo: £3.50

Charms not included, available in Brochure 9.

JEWELLERY DELIGHTS

Jewellery is the perfect way to change up an outfit, so why not wear them on your rounds to show off the different styles she can choose from?

includes 14 pairs of stud and drop earrings



Cora Earring Gift Set
14 pairs of gold-plated pierced earrings with crystal glass stones and real shells.
20073
brochure price: £8
demo: £5.60

Some of the earrings feature real shells. As shells are a natural product, they may vary in colour and size. Earrings purchased from Avon cannot be returned if sealed plastic bag has been opened.

Millie Gift Set
Necklace: silver plated with crystal glass stone detail. Approx. 42cm + 9cm extension chain. Earrings: pierced, silver-plated, drop earrings.

12807
brochure price: £10
demo: £7



gorgeous 2-piece necklace and earrings gift set

ALLOW 6 WEEKS FOR DELIVERY

Zoey Watch
PU strap with white bronze-plated face. Adjustable to approx. 20.4cm. Includes a battery that cannot be replaced.
57018 Bee
57125 Butterfly
57604 Daisy
brochure price: £18
demo: £12.60



3D image with clear stone detail



GOOD CHIMES

Fill their home with the tranquil sound of chimes.



3D brass-tone elephant design



Mandala Bell Chime
3 bells that chime against the central ball. Iron. Approx. 27cm.
07351
brochure price: £10
demo: £7



perfect for keeping valuables discreetly hidden away

Sun Safety Bottle
ABS. Approx. 21cm x 8cm x 4cm.
59964
brochure price: £5
demo: £3.50

Contents not included

SUMMERTIME ESSENTIALS

Whether they're having a staycation or jelling away, show your customers the latest holiday necessities.



cute floating flamingo confetti design

Picnic Wine Glass Polystyrene wine glass with lid and straw. **54692**
brochure price: £8 **demo: £5.60**

Each glass sold separately.

more from the tropical collection coming soon






SAMPLES

Lipstick Samples

 mark. Prism 50p 30p	 mark. Epic 50p	 True Colour Perfectly Matte 50p 30p	 True Colour 50p 25p
<ul style="list-style-type: none"> 22731 Reflective Scandal 25361 Blast Off 27672 Futuristic Dreams 01040 Hyper Fusion 54031 Energy Flash 50796 Aura On 22681 Pout Goals 22632 Orbital Lust 22541 Nude Eclipse 25544 Celestial Crush 14423 Cosmic Float 23267 Interstellar Love 22715 Pretty Illusion 14472 Defying Gravity 22491 Mystical Glaze 05140 Fairy Magic 22483 Lunar Glaze 22798 Sonic Boom 02508 Stellar Glow 12062 Supernova Kiss 	<ul style="list-style-type: none"> 21246 Nude Attitude 20438 Temptress 21188 Get Cheeky 00737 Blushing Beauty 55400 Pink Punen 55632 Spottedbound 01511 Berry Bold 55700 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 Peach Petal 27649 Super Wine 54528 Red Supreme 59527 Ravishing Rose 56432 Pure Pink 28159 Absolute Coral 27783 Everyday Red 27904 Rose Red 27854 Sunbaked Red 21345 Café Au Lait 27458 Divine Teig 16246 French Toast 21352 Hibiscus Blossom 55996 Nude Suede 17244 Peach Flatters 21451 Powder Blush 17046 Hot Plum 18986 Lush Cocoa 17152 Mauve Matters 21444 Pink Tulp 21469 Truest Red 28845 Wistful Wine 	<ul style="list-style-type: none"> 59584 Peat 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
		 Avon True Matte Legend 50p	
	 mark. 3D Plumping 50p 30p		
	<ul style="list-style-type: none"> 14407 Rose Kisses 18788 Roddy To Go 18782 Plumped Pink 22685 Plumping Plum 22558 Mad For Mauve 14340 Cocoa Kisses 14357 Divine Wine 	<ul style="list-style-type: none"> 59949 Legendary 54908 Statement 57745 Ultimate 04192 Wanted 14969 Unforgettable 13953 Worthy 26488 Crave 02220 Desire 15230 Flawless 25040 Admire 13789 Perfection 	

Foundation Samples

 True Colour Cream-to-Powder Foundation Compact 75p 50p	 True Colour Flawless Liquid Foundation 50p 30p	 True Colour Power Stay 24-Hour 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 24919 Nude 23283 Sun Beige 18531 Spice 14225 Rich Sienna 23291 Caramel 04101 Walnut 27276 Dark Cocoa 23333 Earth 54494 Anaretto 	<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 	<ul style="list-style-type: none"> 21428 Porcelain 50320 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

For the full list of fixed discounts, discontinued products and last chance to buy in Campaign 7 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
13988 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

02016 Lift & Firm Face Lifting Cream
09324 Lift & Firm Pressed Serum

Perfect Skin

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

Platinum

62893 Day Cream
01644 Instant Eye Smoother
27961 Night Cream

Reversalist

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

Ultimate

25387 Night Cream
25023 Day Cream
25304 Night Cream
08615 Silkened Oil-In-Gel
24307 Supreme Dual Elixir
20032 Pollution Protect+ 15-Minute Kaolin Clay Mask
09282 Pollution Protect+ Day Defence Lotion SPF50
28530 Vitamin C Radiance Maximising Serum

1 for 50p or 4 for £1

Fragrance Samples Tester Vials

women's pack of 5

23622 Always
01909 Artistique Iris Fétique
08599 Artistique Magnolia En Fleurs
03368 Artistique Patchouli Indulgence
58099 Attraction for Her
11700 Attraction Sensation for Her
20670 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
00844 Imani Corset
59576 Imani Fantasy
24497 Little Black Dress
22202 Luck for Her
23887 Luck Limitless for Her
22806 Luminata
28027 Maxima

19141 Mesmerize for Her

22899 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
20990 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
22038 Elite Gentleman Reserve

02972 Full Speed

70995 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
29662 Real Man
21584 Segno
26286 Segno Success
01446 V for Victory
60p

NEW Pack of 5
49957 Herstory
~~60p~~ 30p

Encanto Samples Single Tester Vial

24141 Encanto Fascinating EDT
58438 Encanto Irresistible EDT
25p

Trial Sizes

43349 Perfect Skin Wake Up Cream SPF25 10ml
00715 Perfect Skin Sleep Cream 10ml
57877 Pollution Protect+ 15-Minute Kaolin Clay Mask 10ml
23705 Pollution Protect+ Day Defence Lotion SPF50 10ml
£5
17301 Clinical Defend & Repair Advanced Hydration Overnight Mask 10ml
07823 Reversalist Day Cream 15ml
18853 Reversalist Night Cream 15ml
28043 Platinum Day Cream 15ml

28084 Platinum Night Cream 15ml
25312 Ultimate Multi-Performance Day Cream 15ml
14466 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

NEW Single Sachet
05330 Anew Skin Resol Plumping Shot
£2.20

Clearskin Samples Single Sachet

23788 Blemish Clearing O2 Fresh Jelly Mask **50p**

Fragrance Samples Blister Tester Card

27938 Lipsy Original
40p
57166 Lipsy Rose Gold
80p
Single Spray 1.5ml
12138 Artistique Iris Fétique
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

NEW Single Sachet
24075 Attraction Addicted
49023 Today Eternal
~~60p~~ 30p



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With everything from calling cards and brochure bags to ring sizers and tester holders, we've got you covered!

Visit avon.uk.com/mysalestools to get your hands on your sales tools today.

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



CLEARANCE IS NOW ONLINE!

Can't see Clearance in First Look? Don't worry, you can find it in the Avon Outlet. Login at avon.uk.com

CORONAVIRUS UPDATE

As you've seen in the news, the coronavirus is impacting businesses worldwide. As a result, you may experience a delay in receiving some of your products. We're working hard to minimise the impact to you, but if you want to know more, please visit avon.uk.com/product supply.

HOW TO ORDER



DEMONSTRATION PRODUCTS FROM PAGES 7-53, 56 ORDERING

- Please order your demo products from this First Look in Campaign 7 2020, or you can back-order in Campaign 8 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.

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.

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.

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.**

FRENCH CONNECTION

Pop these into your bag for customers to try on their rounds.
They love a fab brand and you'll love the sales boost!

£13.33
worth £50*



high
protection
UV400



comes with a gorgeous
branded case and cleaning cloth

French Connection Sunglasses

Polycarbonate and copper.
UV400. Complies with
BS EN 12312-1:2013+A1:2015.
57067

will normally be: £50
special introductory brochure price: £16

demo: £13.33

Your fixed discount will be £2.67 when sold at £10.

*Based on normal brochure price.



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PCF-C15-33-013

PEFC Certified

This product is from
sustainably managed
forests and controlled
sources



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www.pfc.co.uk

37658 CB/20/UK/3/DC12/20