

WELCOME TOTHENEW DIGITAL FIRST LOOK

Featuring loads of fantastic interactive content, along with everything you need to know about what's new for Campaign 11.

Here's our General Manager, Matthieu Comard, to tell you all the exciting details!





HERE ARE OUR TOP HIGHLIGHTS. SIMPLY CLICK TO READ...



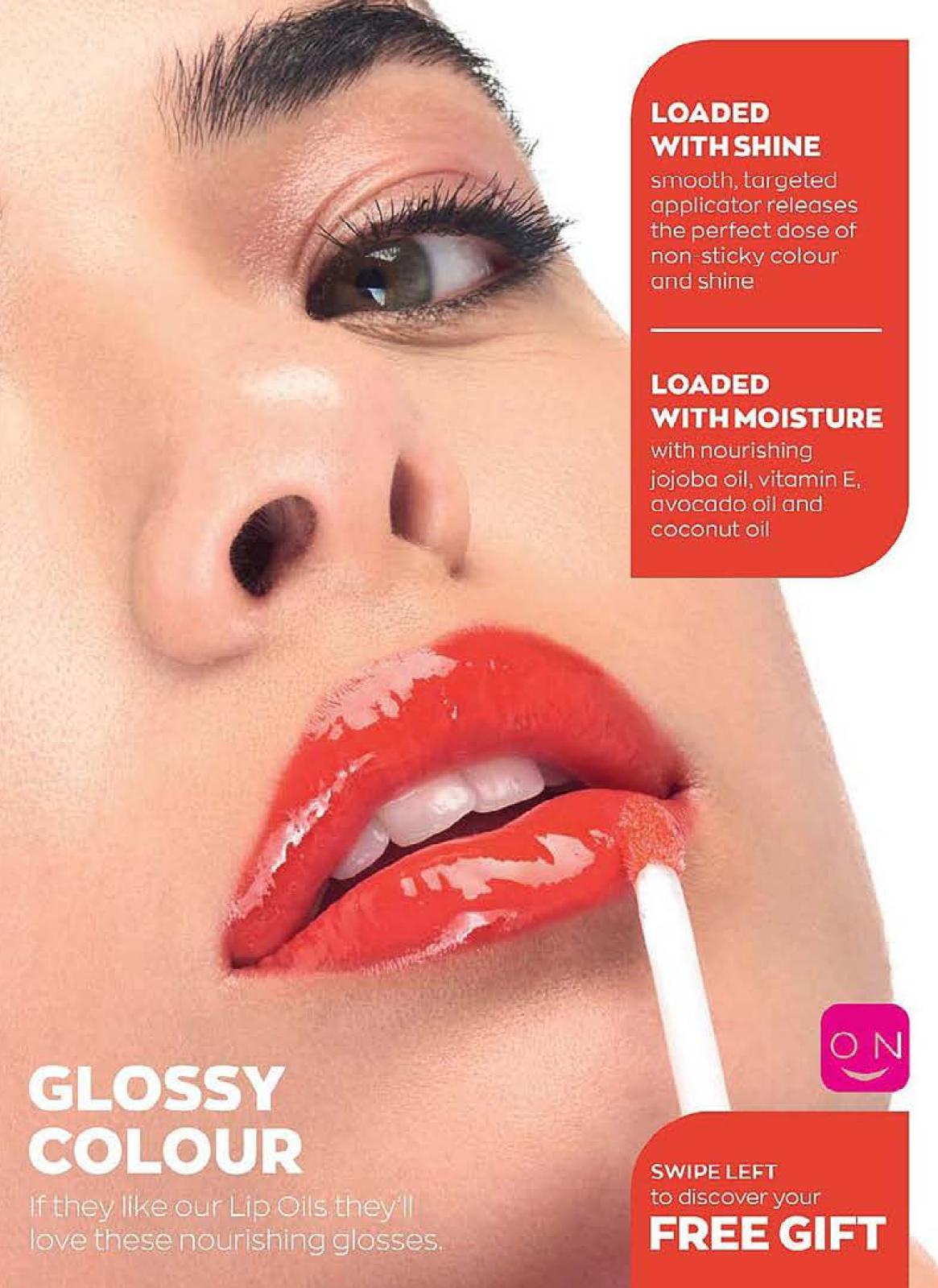
NEW MUST-HAVE LOADED LIP LACQUER WE STAND



TOGETHER



FAB FOUNDATION SALES-BOOSTING TIPS



QUENCH THEIR LIPS WITH **GLOSSY COLOUR**

Gloss is back and bigger than ever, so get in on the action and boost your sales with these 5 lip-drenching, glass-like Lip Lacquers.









03178 Touch Of Coral



03954 Bit Of Red



06288 Sprinkle On Plum

Avon True Loaded Lip Lacquer 7ml brochure price: £7 demo: £4.90

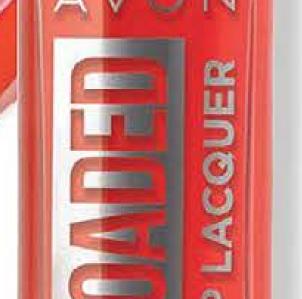


For women and children. Against domestic violence.

Domestic Violence Charity Pin

> Silver-plated with crystals from Swarovski®. Approx. 3cm x 3cm. 16006 £6

TAP HERE for sales-boosting tips!



FREE GIFT

WORTH £10* when you buy Loaded Lip Lacquer order using 69393

TAP HERE for full details

*Based on normal brochure prices.



*For every Domestic Violence Charity Pin sold, Avon will split 50% of sales equally between Refuge, a charity registered in England and Wales, number 277424 and Women's Aid, a charity registered in England and Wales, number 1054154.

50% of sales donated to Women's Aid & Refuge*



Together we've donated £190,000 to Refuge and Women's Aid to ensure their front-line services stay open during the crisis. Rates of domestic abuse have drastically risen during the lockdown with women and children having to stay at home with a perpetrator.

Together we can help those who need it the most.

ISOLATED NOTALONE #ISOLATEDNOTALONE #ALLINTHISTOGETHER

#SPEAKOUT



women's aid

Freephone the 24-hour National Domestic Abuse Helpline run by Refuge on 0808 200 247 or tap the logos for support.

TOGETHER WE STAND

Our Avon community has been giving back to those in need throughout this crisis, making a difference to so many people.





Reps and our head office team have donated care packs and hand gels to **over 60** UK hospitals.



#ISOLATEDNOTALONE #ALLINTHISTOGETHER #SPEAKOUT



We've donated £190,000 to domestic abuse charities to help keep women and children safe during lockdown.





Together we will continue to find ways to help. #AvonCommunity #WeAreInThisTogether

IT'S TIME TO GROW!

And we've taken some big steps to help you boost your earnings and get the most out of your business. Here's what's to come from July (Campaign 11) onwards:



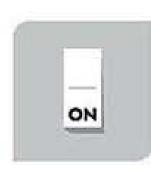
CAMPAIGN START DATES

We're starting each campaign on the first day of the month and finishing it on the last calendar day – making it so much simpler for you and your customers.



EARN FROM £1

It's here to stay! You'll earn on each and every one of your sales, right from the very first pound. Over the summer (July to October) for sales of up to £250 you'll earn 20% and for sales of £250+ you'll earn 25%!



YOUR DIGITAL BUSINESS

You can grow your business from your sofa, the park or even the bath! Share your My Avon Store and Instant Brochure with your customers anytime, anywhere to boost your sales at the click of a button.



PRINTED BROCHURES

Along with your monthly printed brochure, you'll have the opportunity to receive an extra 'bonus' flyer. To unlock this flyer simply place an order and we'll automatically send it out to you with your order.



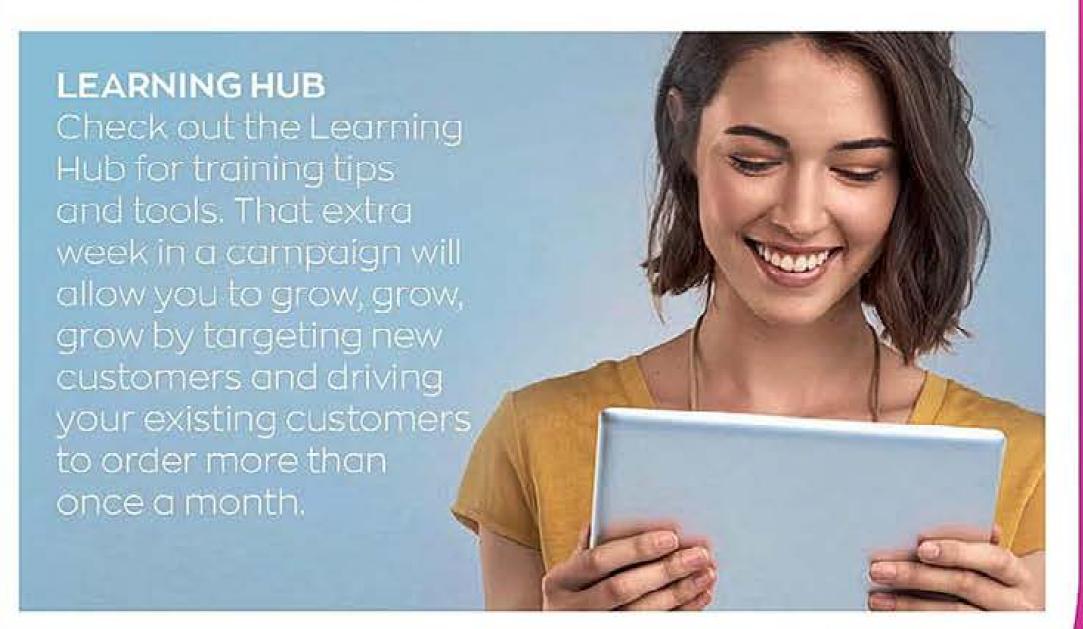
FREE DELIVERIES

You'll get 2 FREE standard deliveries each campaign when you order through your Rep website (for orders over £30). Presidents' Club free deliveries are unchanged.



GET SOCIAL

You'll have all the digital tools at your fingertips through First Look, AvonOn and your Rep website. Plus your Instant Brochure will be regularly updated with new offers during each campaign.



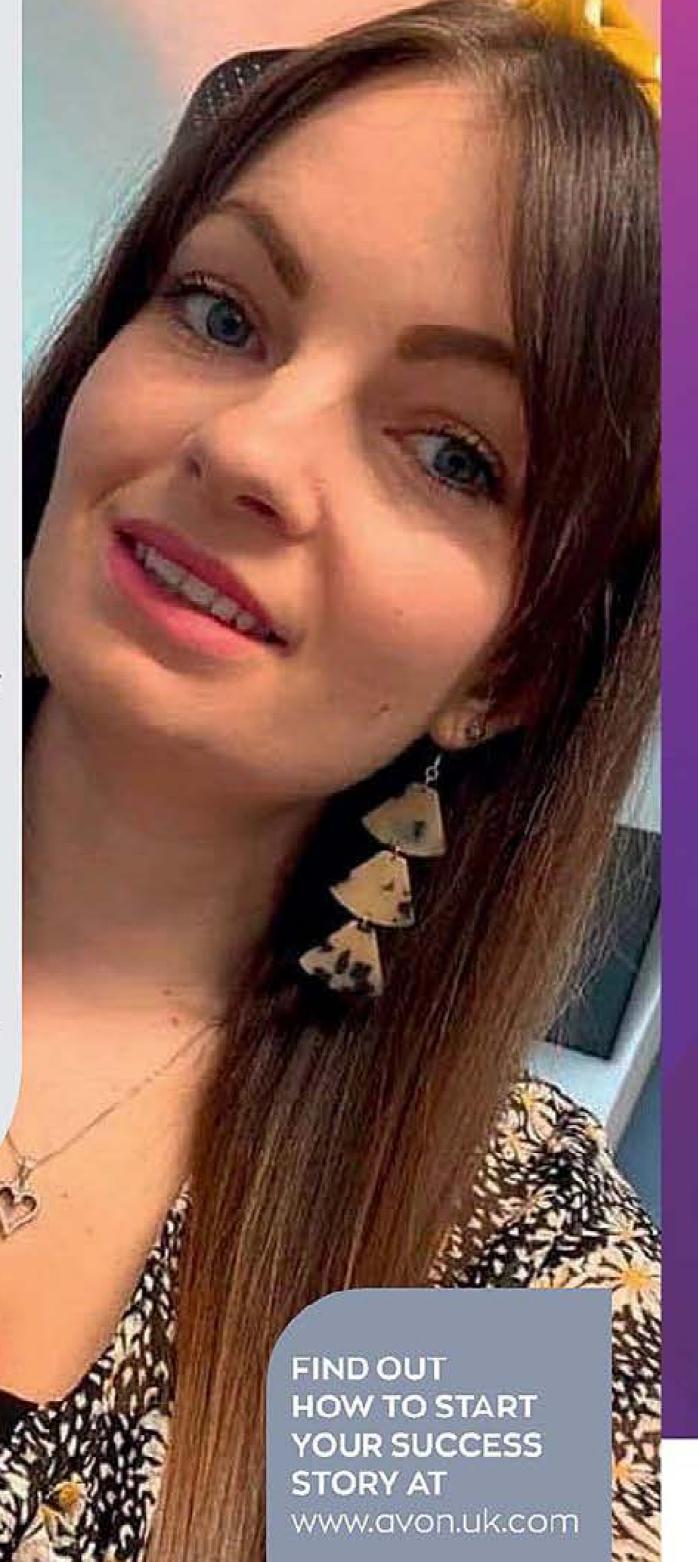
FOR MORE INFO ON THE CHANGES WE'RE MAKING TO HELP BOOST YOUR BUSINESS, SIMPLY VISIT YOUR REPRESENTATIVE WEBSITE.

TAP HERE

REP SPOTLIGHT

"Since joining Avon in May, the **Learning Hub** has been such a huge help! It helped me so much, especially message templates for advertising the Instant Brochure, which helped me achieve over £350 worth of orders - a great achievement for my first week! I'm currently working my way through the 90-day Rep Success Programme, which I'd recommend to any new Rep who **truly** wants to see success. With modules covering everything you could need, it makes selling so much easier. I could go on and on, but I think you can tell I love Avon!"

SIAN ERITH



YOURLEARNINGHUB

The **Learning Hub** is your go-to resource for bite-sized training to boost your earning potential in every campaign.

WHO IS IT FOR?

Whether you joined Avon yesterday or are a seasoned pro, there's something for everyone.

NEW TO AVON?

We've got everything to get you off to a flying start.
Check out the 90-day plan in **Get Started**... Reps who complete this earn up to **64% more!**

GET SOCIAL SAVVY

Maximise your online business with digital training and earn up to 114% more! Click on Build Your Business to find your digital training tools.

SALES LEADERSHIP

If you're a Sales Leader (or would like to be one), visit

Sales Leadership for your 90-day success plan and all
the sales tools you could need.

EVENTS

In the **Events** section you'll find a whole host of calls you can join on different days and times, including New Rep Welcome, Fast Tracking your Online Business and Weekly Update calls.

CAMPAIGN TOOLS

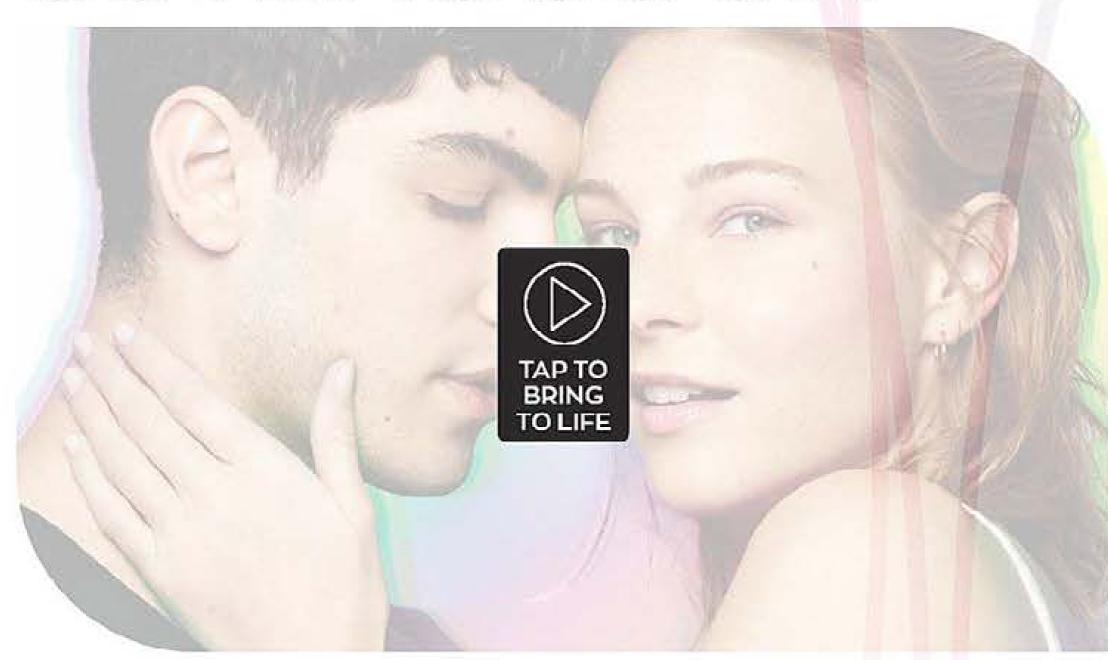
Browse our **Latest Campaign Tools** including product launches, guides and challenges to get your campaign off to the best start, every time.

Head over to the Learning Hub today!

TAP HERE

ATTRACTION ONE

COMINGSOON





OUR 2 NEW AND EXCITING UNISEX PERFUMES. WHICH WILL THEY CHOOSE?

Get your FREE Attraction One spray samples when you buy any fragrance so you can get an exclusive preview of the scent.

You will automatically receive your FREE Attraction One samples when you buy any fragrance across this First Look.

WEARYOUR ALLURE

If she loves Eve Alluring, show her the **new 100ml bottle**

for even better value.



ALL 3 FOR £12.60 order using 68643



Eve Alluring EDP Pink plum, neroli and sandalwood. 100ml brochure price: £26

Eve Alluring EDP Purse Spray 10ml brochure price: £6
Eve Alluring Body Lotion 150ml brochure price: £4.50

Products not available separately in this First Look. Brochure offer: all 3 for £18.

You will automatically receive your FREE Attraction One samples when you buy any fragrance across this First Look.

get your FREE samples of the new Attraction One when you buy any fragrance



get your **FREE** samples of the new Attraction One when you buy any

fragrance

THE BLIND TEST

We asked over **200 perfume lovers** to **blind test** Avon bestsellers against luxury brands. Share the blind test story with your customers and help them discover more products they'll love!

FAR AWAY REBEL EDP 50ML **CUSTOMER PAYS**

£8

MUGLER ALIEN EDP 60ML £78**



"As soon as I sprayed it I thought it must be a premium scent as it smelt so good." Ifeoma, Merseyside, Blind Test Participant

Far Away Rebel EDP 50ml 45153

normal brochure price: £11 special brochure price: £8

demo: £6

*Based on an online consumer study with 203 respondents.

"Price sourced from www.boots.com on 02.06.2020.

You will automatically receive your FREE Attraction One samples when you buy any fragrance across this First Look.

get your **FREE** samples of the new Attraction One when you buy any fragrance

You will automatically receive your FREE Attraction One samples when you buy any fragrance across this First Look.

Bergamot, Turkish rose and sandalwood. 30ml 21295

normal brochure price: £18

special brochure price: £15

demo: £10.50

REPEXCLUSIVE SUMMER NAIL SET

Nail summer mani demos by showing customers the perfect 3-step mani to step up your sales.



FILE tidy and create the perfect shape



CONDITION

help restore and protect dry, cracked cuticles with aloe vera and vitamin E



COLOUR & CARE

creamy, flawless colour that smooths, protects and prevents discolouration

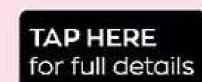


ALL 3 FOR

SAVE £5.50 st

order using 67173

*Based on normal brochure prices.

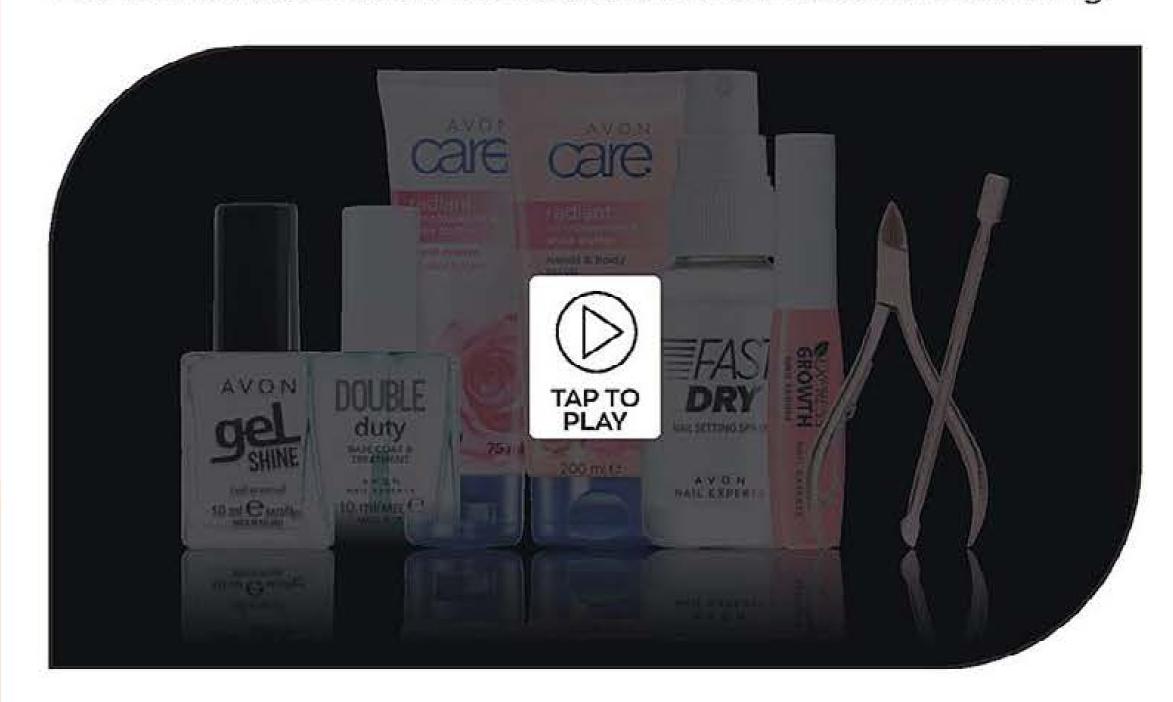


HOT RIGHT NOW

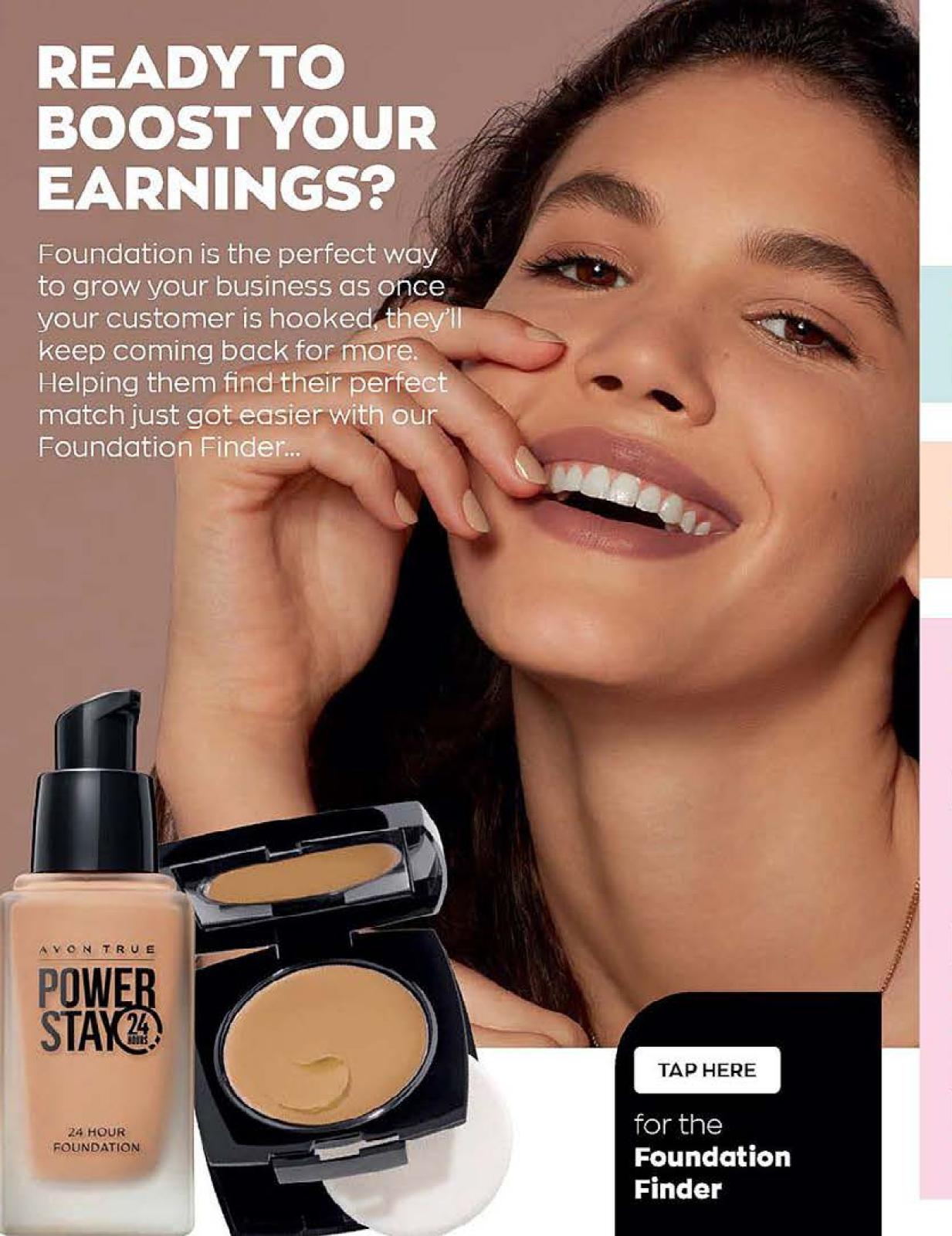
NAILINGIT

Missing your mani appointment? We hear you.

We've tried out this DIY manicure and the results are stunning.







HOW TO SELL FOUNDATION

Now you've brushed up on your foundation knowledge, these **simple sales tips** coupled with some **fab foundation sample packs** are all you need to help your customers find their perfect match.

TOP 3 SELLING TIPS

TAP HERE

SHADEMATCHINGMADEEASY

TAP HERE

SAMPLE PACKS

Choose a sample pack to get your sales off to a flying start.

ALL SHADES BUMPER PACK

52 SAMPLES

£9 order using **69559**

LIGHT-MEDIUM PACK

28 SAMPLES

£5 order using 69427

MEDIUM-DEEP PACK

24 SAMPLES

£5 order using 68957



Cream-To-Powder



MOISTURISERS FOR EVERY CUSTOMER

Their favourite skin must-haves have a fresh new look and now feature turmeric. This wonder-ingredient helps make skin less reactive over time!





oily to combination skin





sheer coverage

with pomegranate extract to boost brightness

Radiance Tinted Moisturiser SPF20 50ml 09688

brochure price: £5 demo: £3.50

light coverage

with papaya extract for radiance

Radiance BB Cream 30ml brochure price: £5

demo: £3.50



08227 Light 08318 Medium

light coverage with willow leaf and rice extract to mattify

Matte BB Cream 30ml

brochure price: £5 demo: £3.50







A complete collection of moisturisers and treatments, all with our exclusive Natural Soothing Complex, which works to comfort and calm all skin types.





with cica extract to soothe

Soothe Hydrating Day Cream SPF20 50ml 09654 brochure price: £5

demo: £3.50



with willow leaf and rice extract to mattify

Matte Oil-Control Day Cream SPF20 50ml 08151 brochure price: £5

demo: £3.50







with papaya extract for radiance

Radiance Illuminating Day Cream SPF20 50ml 09670 brochure price: £5

demo: £3.50

RESTORE, PROTECT & STRENGTHEN

An anti-ageing skincare regime for customers with skin in need of a little reassurance, powered by green tea extract to help smooth and strengthen.



Day Cream

1. hydrate 2. protect

3. revitalise

Ageless Protecting Day Cream SPF30 50ml 09498

brochure price: £6 demo: £4.20

Overnight Gel

1. soothe 2. replenish

3. restore

Ageless Restoring Overnight Gel 50ml 08466 brochure price: £6

demo: £4.20

Tri-Phase Elixir

1. nourish 2. smooth

3. strengthen

Ageless Strengthening Tri-Phase Elixir* 30ml

08391 brochure price: £8

demo: £5.60

*This will be delivered with your Brochure 12 August order.

A SPRITZ OF HYDRATION

A multitasking wonder no customer should be without, this facial mist instantly creates a protective veil against pollution.

ALL THE DETAILS

LEARN

Powered by hyaluronic acid and seaweed, this multitasking spray will protect, hydrate and set make-up in place.

SHARE

If you want to introduce your customers to Nutra Effects, this is the perfect product to start with - it's for all skin types.

EARN

If your customer is set on their usual skincare, why not suggest this universal product as an add-on to their regime?

AVON nutraeffects hydrate moisture & protect mist with hyaluronic acid and seaweed ALL SKIN TYPES NO colourants 206-40-AAF

SHOP THE WHOLE **COLLECTION AT** www.avon.uk.com

all skin types

Moisture & Protect Mist

Hydrate Moisture & Protect Mist 100ml 08342

brochure price: £4

demo: £2.80

HAWAIIAN-INSPIRED ORDER BOOSTERS

This dreamy duo will sell like ice-cold cocktails





Hula Hula Hibiscus & Passion Fruit Shower Gel 500ml 62885 brochure price: £1.50

demo: £1.05

Hula Hula Hibiscus & Passion Fruit Shower Gel 250ml 63602 brochure price: £1

demo: 70p

Hula Hula Hibiscus Scented Spritz* 100ml 00364 brochure price: £1.50

demo: £1.05

*Caution: keep this product away from wooden surfaces and floors.

A CHARMING NEW SCENT

Encanto fans will love adding this fragrance to their sweet-smelling collection.



AVOCADO ADDITIONS

Now they can indulge their locks with the replenishing power of the avocado hair mask. Oh, and the body lotion is also available in a bonus 750ml size!



Avocado Body Lotion - Bonus Size

67652

400ml

61523

brochure price: £4

demo: £3

brochure price: £3.50 demo: £2.45

ONLINE AT www.avon.uk.com

FUSS-FREE WAVES

Our bendy foam rollers are perfect for that summer-tousled look without straighteners or tongs.



Rainbow Bendy Rollers

Set of 12. Polyester, iron wire, ABS and synthetic rubber. 61580

brochure price: £6 demo: £4.20 TAP HERE for sales-boosting tips!





soft touch



Wild At Heart Socks

Cotton, polyester and nylon. One size.

12625

brochure price: £2

demo: £1.40

Wild At Heart PJs*

3-piece set. Cotton. KEEP AWAY FROM FIRE.

12443 Small 8-10 **12468** Medium 12-14

12559 Large 16-18

12617 Extra Large 20-22 brochure price: £18

demo: £12.60

*Choose 1 size only.

discover shareable digital content on the Avon On app

3-piece

set



CHARMINGTREATS

Take a photo of you wearing this gorgeous bracelet and share it on social media. It's a great personalised treat for them or a loved one.



Kaylee Bracelet

Silver-plated with charm links, Approx. 18.5cm + 2.5cm extension chain.

08250

brochure price: £5

demo: £3.50

Charms not available in this First Look Available separately in brochure.

ALLOW 6 WEEKS FOR DELIVERY

find everything fashion and home in the **Life & Style** section



TIME FOR STYLE

Take a photo of this designer-inspired watch and send it to your customers via WhatsApp, they'll be sure to place an early order!





Maddison Watch

White bronze-plated with PU strap, adjustable between approx. 13.3cm and 23.5cm.

25643

brochure price: £18

demo: £12.60

BAGITUP

Create a video to show your customers how this gorgeous bag fits in all those essentials and



Essentials Summer Tote Bag

PVC with felt backing. Bag approx. 51cm x 46cm x 13cm. Pouch approx. 24.3cm x 16.2cm. 19521 Berry

brochure price: £15

demo: £10.50

ALLOW 6 WEEKS FOR DELIVERY

includes handy small pouch

show your customers the 2 other

gorgeous colours in the brochure

SAFARI STYLE

Create a video showing how to inject some animal print into your wardrobe.



find the jeggings in the brochure

Shell Top

Polyester Features front pocket and button detail on the back.

100748 01677 16 09373 10 63693 18 26690 20 04713 12 02717 14

brochure price: £10

demo: £7

"Choose I size only.







TOTALLY TOUCAN

Bring the outside in with this toucan desktop planter.
Complete with faux plant, no one will be able to resist sliding one into their basket.



Toucan Planter

Dolomite and plastic. Approx. 6.8cm x 8.5cm x 13cm. 12880

brochure price: £6.50

demo: £4.55

ALLOW 6 WEEKS FOR DELIVERY

AN ORGANISED LIFE

Create your own lifestyle shot with your books, glasses, remote control (and maybe a midnight snack) in the organiser to show how customers could use it.

use by the bed or off the sofa



Bedside Organiser

Polyester. Approx. 60cm x 40cm. 04424

brochure price: £8

demo: £5.60

ALLOW 6 WEEKS FOR DELIVERY

even more storage solutions available in our brochure and online!

LOVE YOUR SKIN LOVETHEPLANET

Discover the brand that unites ethics and efficacy in one shelf-worthy collection... Snap up this exclusive offer and let your skin do the talking.



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.

40071 brochure price: £80 demo: £40

GETSHARING

Your customers are busy saving the planet, so make it easy for them by letting them know they can order Distillery samples online. They won't be able to resist once they've experienced these guilt-free formulas.



PACKS OF 10 SAMPLES

Sleep Potion Night Cream order using 69864

Purify Facial Oil order using 67082













MELT AWAY THE DAY

The cleansing balm that melts away make-up and impurities, leaving skin beautifully hydrated.

ALL THE DETAILS

LEARN

Our award-nominated cleansing balm is packed with skin loving fruit oils and butters to melt away make-up and impurities.

SHARE

Clean beauty is on the rise. Share our Distillery Instant Brochure with your eco-conscious customers with a single tap.

EARN

Once your customers discover Distillery, they'll be hooked - say hello to repeat purchases (and higher earnings).



CLEAN BREAK CLEANSER

50ml

ORDER NO: 44925 brochure price: £15 demo: £10.50



· 100% money-back

SHOP THE SKINCARE COLLECTION



PURIFY FACIAL OIL 30ml

ORDER NO: 64196 brochure price: £22

demo: £15.40



C-SHOT POWDER 5g

ORDER NO: 49395 brochure price: £22 demo: £15.40



SHADE THE DAY SPF25 DAY CREAM

30ml

ORDER NO: 45690 brochure price: £18

demo: £12.60



SLEEP POTION NIGHT CREAM

30ml

ORDER NO: 44206 brochure price: £18

demo: £12.60

LASH-LOVING VOLUME

Cherish your lashes and the planet with the mascara that grants double the volume (and double the satisfaction).

ALL THE DETAILS

LEARN

As seen in Hello! Beauty, the nifty Lash Chaser Brush delivers mineral pigments and natural waxes to lashes for rich colour.

SHARE

The proof is in the vegan pudding, so why not take a before and after photo to share with your customers on social?

EARN

Pair up! A vibrant pop of Shadow Shots Eyeshadow is the perfect partner in crime to your customer's mascara.

TAP HERE for results





LIP RUSH LIP COLOUR BACK IN STOCK SOON! DISCOVER MORE ON THE LEARNING HUB

EYE-POPPING COLOUR

This power couple bestows a vibrant pop of buttery-soft colour to eyelids in a single, fuss-free swipe. No messing.

ALL THE DETAILS

LEARN

As seen in Stylist, these little pops of joy are brimming with naturally occurring minerals for colour that won't quit.

SHARE

Wear your fave shade and flutter your planet-loving lids with pride. When the compliments roll in, so will the orders.

EARN

Help your customers master the perfect lid look with our power pairing - it's the perfect up-sell opportunity.

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

EYESHADOW BRUSH ORDER NO: 73916 brochure price: £6

demo: £4.20

















73981

53975

74492

MINERALMATTE FOUNDATION

It's never been so easy to ace that base with our skin-loving mineral foundation and bamboo brush.

- guarantee

· 100% money-back

· online exclusive

THE GAME CHANGER

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



ALL THE DETAILS

LEARN

As seen in Refinery29, this buildable formula is packed with antioxidants for a matte, silky-smooth finish.

SHARE

Show off your complexion perfection on your next video call and they'll all want to know where you got your glow.

EARN

Like avocado and toast these two are just meant to be together. If your customer buys both, you'll reap the benefits.

PRESSED TO IMPRESS POWDER FOUNDATION 10g

brochure price: £16

39073

ALL-OVER FACE BRUSH ORDER NO: 37747 brochure price: £8

37895

33282



33746

50997

51045

51250

ALL THE DETAILS

LEARN

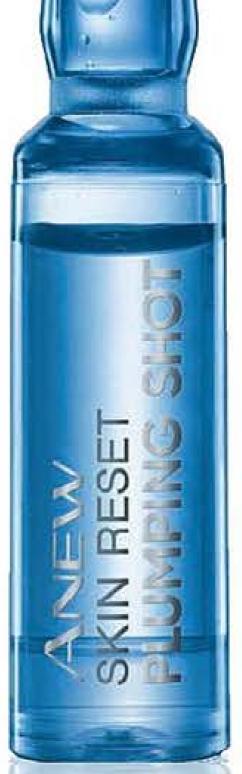
Our patented Plumping Shots help restore 7 years of collagen loss in 7 days, helping skin regain its baby like bounce.

SHARE

Host a virtual party or use all the great assets available on the learning hub to share on social media.

EARN

This plumping hero is a great add-on to any existing skincare routine if your customer wants to ramp up their results.





GET ALL YOUR SALES TOOLS ON THE **LEARNING HUB AT** www.avon.uk.com

*UK patent

THE ULTIMATE PROTINOL[™] DEMOKIT

Everything you need to showcase this to your customers, including a foolproof Collagen Demo Tool and plenty of samples.



 Set includes: 7 x Anew Skin Reset Plumping Shots, Skincare Sales Success: Your Complete Guide, 2 x Collagen Demo Tools and 5 x Skin Reset Plumping Shots Samples.

IT REALLY IS THE KEY TO THE EASIEST SKINCARE DEMO YOU'LL EVER DO! SHARE ONLINE OR ON YOUR SOCIAL MEDIA CHANNELS AND WATCH YOUR SALES SOAR.

HOW TO ORDER YOUR DEMO PRODUCTS

Please order your gorgeous demo products from this First Look in Brochure 11, July 2020.

You can order just 1 of each demo product (unless it says otherwise) but the good news is you can order as many samples as you like! Remember, demo products aren't for resale.

STOCK AVAILABILITY AND RETURNS

If stock runs out, we may offer you a substitute product of equal or greater value.

If you don't want this, enter product number **82404** and quantity 1 in the 'Place an order' section on the website or on page 2 of your paper order form.

Don't worry, this won't affect your statutory rights.



GET IN TOUCH!

Got a query? Visit avon.uk.com and click 'contact us'.

TAP HERE for Terms & Conditions

