

YOUR REP MAGAZINE

AVON

FOCUS

UK MAY 5/2025
PLACE ORDERS IN APRIL 2025



PERFECT NONSENSE

SCENTS THAT MAKE NO SENSE
YET AROUSE EVERY SENSE

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p44 NEW SEASON, NEW PJS

MAXIMISE YOUR CAMPAIGN WITH OUR HANDY CHECKLIST:

- Scent-sational sales alert:** introduce customers to our newest fragrance brand – Perfect Nonsense. Challenge yourself to sell at least 1 of each scent and head to page 6 for our top tips on how to sell more.
- Why stop at 1 when you can sell 3?** Supercharge your skincare sales by introducing your customers to a complete skincare regime. Head to page 20 for all the details.
- Premium beauty, without the price tag...** use your APRIL flyer to show customers how they can switch and save with Avon vs premium beauty. Share the flyer when you're delivering Brochures and share your Digital Brochure via WhatsApp.
- Create a make-up look:** show customers how they can create a look using the products available in your April flyer. Why not film a video showcasing how to get the mesmerising eye look on page 8 of the flyer? This is a simple way to engage with customers and showcase product impact.
- Sneak peek of Anew Power Multi-Protection Shield Cream:** The newest addition to the Anew Power Collection is launching in May. Head to pages 26 – 28 to find out what's new and how to maximise your sales before launch.



VIP & PLATINUM REPS
40% OFF
BROCHURE PRICE

VIP & Platinum Reps get 40% off selected products. **Look out for this logo!** Your discount will be automatically applied.



Cruelty Free INTERNATIONAL



AVON DOES NOT TEST COSMETICS ON ANIMALS ANYWHERE IN THE WORLD

For more detail about our commitment to animal welfare and the Leaping Bunny Programme, visit avonworldwide.com/responsible-business/animal-welfare.

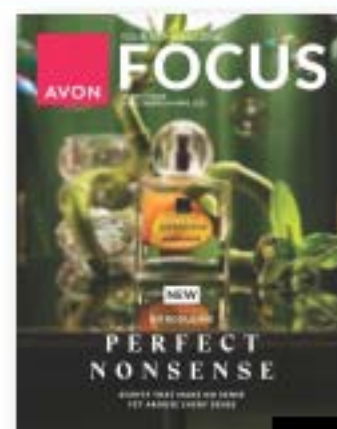
NOTE

Discounts are referenced against the lowest brochure price in the last campaign, unless we let you know otherwise. If we have to cancel or change an offer, deal or promotion we'll keep you in the loop.

LOVE FOCUS AND WANT TO ORDER EXTRA COPIES?

Use order number **96008** on your Rep website and order the quantity you'd like.*

1 for 25p | 5 for £1 | 10 for £1.50



Check out your monthly toolkit on Avon Academy, for the latest product training and info. Plus, take a sneak peek at the Anew Power range.

Scan today for your toolkit

*While stocks last. Demo rules apply. If you order additional copies, you cannot place further orders for Demo products. You can only order more than 1 of the same product for Samples, Sales Tools and Outlet products.



Susannah Schofield OBE

CELEBRATING 60 YEARS OF THE DIRECT SELLING ASSOCIATION

This year sees the 60th anniversary of the Direct Selling Association (DSA), the UK's only recognised trade body for direct selling and direct-to-consumer retail.

Avon's been a proud member of the Direct Selling Association since it was established in 1965 and continues to champion its work to uphold standards and drive greater adoption of best practice.

Susannah Schofield OBE, Director General of the Direct Selling Association, says: "Avon has been an integral part of the Direct Selling Association since the very start, and has contributed a great deal to the work of the Association over the last six decades, particularly in relation to training and development.

"Direct selling and direct-to-consumer retail may have changed considerably since the 1960s, but what remains as true today as it was 60 years ago is that people and relationships are at the heart of this sector, and that is to be celebrated!"

The Direct Selling Association is celebrating its 60th anniversary with a special event on 1st May, bringing together its member companies and their independent sellers for the first time. There are plans for an amazing day, including the prestigious "Diamonds of Direct Selling Awards", recognising both member companies and their sellers, and a gala dinner.

DID YOU KNOW?

The DSA's member companies generate annual retail sales of approximately £908 million and have an estimated 320,000 independent direct sellers.



Congratulations to our Avon Representatives celebrating their own diamond anniversaries and beyond this year.

60 years

Ann Costello
Christine Bass
Ena Mallet
Heather Cole
Joan Fossey
Jean Sutton
Mortice Jeremiah
Yvonne Hammill
J Rennison

61 years

Kathleen Lyon
Elaine Dulson
Susan Jones
M Hanson
Margaret Cowen
Hazel Masters
Gwendoline Wade
Carol Dyer

62 years

Jan White
Gwendoline Zammit
Shirley Jones
Anne Bryant

64 years

Shirley Hutton

And with us from the very beginning – 65 years!

Audrey Mitchell
Arlene Croft

SUPERCHARGE YOUR FRAGRANCE SALES WITH OUR TOP TIPS



- 1. Wear it, share it, sell it:** spritz your fragrance daily and let customers experience it. When they ask, share what you're wearing and offer them a sample to try.
- 2. Match scents to their style:** ask about their favourite fragrances or occasions, then suggest a perfect match from your range.
- 3. Bundle and upsell:** recommend each fragrance with the matching shower gel, to show customers how layering helps the scent last longer.
- 4. Let them try before they buy:** always carry samples and encourage customers to wear a scent. Once they fall in love with it, they'll come back to buy. Go to page 10 to stock up on samples.
- 5. Track their favourites:** keep a list of what your customers love. When a new fragrance launches, recommend it based on their past purchases to make their next signature scent easy to find.

PEPPER meets PEACH

Fire up your fragrance sales with Peppery Peaches – a **bold blend of fiery pink peppercorn** and **juicy peach**. It's the combo they didn't know they needed.

Who will love this? Fans of cheerful, happy notes looking for a fragrance as lively as they are.

VIP & PLATINUM REPS
40% OFF*
BROCHURE PRICE



FLORAL FRUITY

PEPPERY PEACHES

Perfect Nonsense Peppery Peaches Eau de Parfum

20859
50ml | £14.70 /100ml
brochure price: £10.50
demo: £7.35

Perfect Nonsense Peppery Peaches Shower Gel

09969
150ml | £1.87/100ml
brochure price: £4
demo: £2.80

*VIP & Platinum price applicable to EDP only. Shower Gel not included.

CHOCOLATE meets TUBEROSE

Say hello to this unique scent collision of deep, **velvety chocolate** that perfectly combines with airy, **opulent tuberose** in a surprising blend of two perfect notes.

Who will love this? This unique combo is guaranteed to win over customers who enjoy sophisticated scents.

VIP & PLATINUM REPS
40% OFF**
BROCHURE PRICE



CHOCO TUBEROSE

Perfect Nonsense Choco Tuberose Eau de Parfum

06650
50ml | £14.70/100ml
brochure price: £10.50
demo: £7.35

RUB HERE TO TRY THE SCENT



Perfect Nonsense Choco Tuberose Shower Gel
14225
150ml | £1.87/100ml
brochure price: £4
demo: £2.80

**VIP & Platinum price applicable to EDP only. Shower Gel not included.

GIN* meets BAMBOO

Introduce customers to this cocktail-inspired scent with a fresh combo of **earthy bamboo**, **zesty juniper** & **citrus**, designed to bamboozle their senses.

Who will love this? Fans of sparkling and fresh green notes with an unexpected twist.

VIP & PLATINUM REPS
40% OFF**
BROCHURE PRICE



BAMBOOZIE COCKTAIL

Perfect Nonsense Choco Tuberose Shower Gel

06239
50ml | £14.70/100ml
brochure price: £10.50
demo: £7.35

RUB HERE TO TRY THE SCENT



Perfect Nonsense Bamboozie Cocktail Shower Gel
08714
150ml | £1.87/100ml
brochure price: £4
demo: £2.80

*Captures the essence of gin in its scent due to the presence of juniper berries, which most gins are typically distilled from. But, rest assured — there's no actual gin in it, and it's definitely not for drinking.

PERFECT NONSENSE SAMPLES = SALES

Did you know **50 samples could lead to 16 full-size fragrance sales**? If you're a Silver Rep, that's an **EXTRA £50 in earnings**.** Supercharge your Perfect Nonsense sales by sharing samples with customers.

TOP TIP:
Share a sample of each scent with customers and ask them which one they liked best. Let them know that Perfect Nonsense scents are just £10.50 each in May and encourage them to place an order.

NEW



CHOCOLATE + TUBEROSE

PINK PEPPERCORN + PEACH

GIN¹ + BAMBOO



PERFECT NONSENSE 60 SAMPLE PACK

JUST £12.60
SAVE £47.40***

just 21p per sample order using **10116**

¹Captures the essence of gin in its scent due to the presence of juniper berries, which most gins are typically distilled from. But, rest assured – there's no actual gin in it, and it's definitely not for drinking.

YOUR PERFECT NONSENSE WARDROBE

Amplify your sales further with this fab sample set in a gorgeous gift box.

It's a great tool to **demo fragrance samples**, when you're out and about. Simply buy more samples to keep it stocked up.

TOP TIP:
Use this to incentivise customers to spend more in your April Brochure. You could offer it as a free gift as a simple way to increase their spend and get new products into their hands to try.

1 FOR £2
5 FOR £8



Perfect Nonsense Sample Box set contains:
(Includes 1x Choco Tuberose Sample, 1x Bamboozie Cocktail Sample & 1x Peppery Peaches Sample)

34579
1.8ml

*Based on internal analytics.
**Earnings based on regular Perfect Nonsense prices at £13.
***Saving based on regular brochure prices.

115P (Pale Pink)	57646
120N (Porcelain)	53389
125G (Warm Ivory)	53074
140P (Light Ivory)	53587
215P (Ivory)	53975
228G (Nude)	50435
230N (Creamy Natural)	50468
235P (Shell)	29611
245N (Natural Beige)	29710
310N (Medium Beige)	29736
320G (Sun Beige)	50641
330P (Honey Beige)	51524
345N (Soft Honey)	51300
355G (Light Caramel)	32011
410P (Spice)	32060
420G (Caramel)	32441
430N (Deep Tan)	32458
435N (Warm Deep Tan)	32466
510N (Walnut)	32490
515N (Bronze)	32540
525N (Dark Cocoa)	32557
535P (Espresso)	32599

100 FAIR
200 LIGHT MEDIUM
300 MEDIUM
400 MEDIUM DEEP
500 DEEP

SAMPLE, SELL & EARN

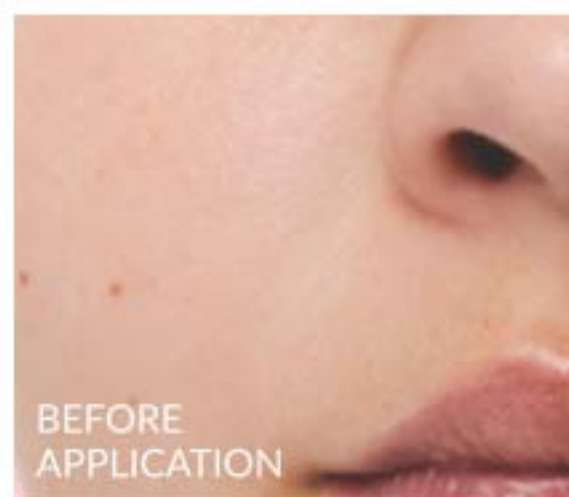
Help your customers **find their perfect match** by sharing samples. Recommend they pick 3 shades that match their skin tone and test them on their jawline - to see if the shade matches their face and neck.



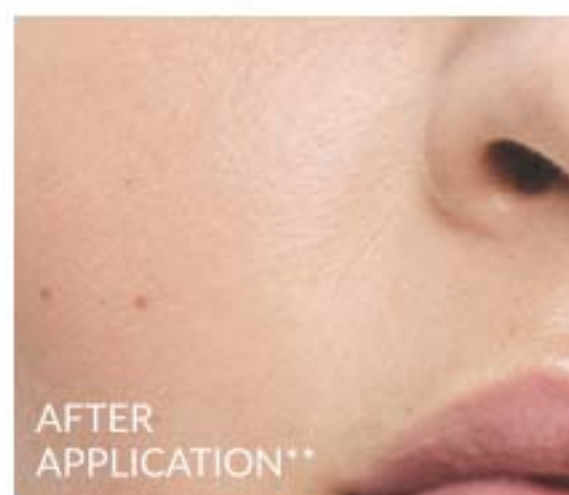
1 FOR £0.70
ANY 5 FOR £1.75

Serum Matte Foundation + SPF 30 Sample
1ml

PERFECTS
Light-medium **buildable** coverage with a **matte, soft-to-touch**, oil-free finish.



TREATS
Formula infused with **Multi-Peptide Technology**, enhances the look of **healthier, smoother** skin + visibly improves **complexion** instantly + over time.*



PROTECTS
With **Blue Light Protection + SPF30 + antioxidants**.

*After 1 week of repeated use. Based on Consumer Study with 201 participants, Brazil, 2023.
**Based on actual model use, with no retouching.

OUR SKIN LOVING SERUM FOUNDATION NOW IN A MATTE FINISH

Customers already love our Radiant Serum Foundation? Now introduce them to our new **3-in-1 skin improving matte foundation** that treats like a serum.

+ Multi-Peptide Serum Technology + Vitamins C + E

+ Breathable, soft matte finish

+ Blue Light Protection



90% say skin instantly looks healthier, softer + smoother.†

Serum Matte Foundation + SPF30
30ml | £2.45/10ml
brochure price: £10.50
demo: £7.35

†Based on a consumer study with 201 participants, Brazil 2023.

115P (Pale Pink)	11551
120N (Porcelain)	24745
125G (Warm Ivory)	12674
140P (Light Ivory)	12682
215P (Ivory)	23747
228G (Nude)	24042
230N (Creamy Natural)	22608
235P (Shell)	22632
245N (Natural Beige)	22640
310N (Medium Beige)	22665
320G (Sun Beige)	22681
330P (Honey Beige)	22731
345N (Soft Honey)	11635
355G (Light Caramel)	11775
410P (Spice)	02675
420G (Caramel)	02683
430N (Deep Tan)	02691
435N (Warm Deep Tan)	02709
510N (Walnut)	02733
515N (Bronze)	02758
525N (Dark Cocoa)	02766
535P (Espresso)	22087

100 FAIR
200 LIGHT MEDIUM
300 MEDIUM
400 MEDIUM DEEP
500 DEEP

SHOW CUSTOMERS **THE MINERAL POWDER** THAT ENHANCES RADIANCE EVEN AFTER MAKE-UP COMES OFF*

Maximise your sales of this powder with our top tips:

- + **Highlight the benefits:** it's not just make-up; it nourishes skin even after removal.
- + **Bundle & upsell:** pair with the Matte Serum Foundation & Kabuki Brush for a seamless, pro finish.
- + **Demo & share:** wear it yourself and post a picture to your socials.

*After 1 week and with continued use. Based on consumer science study with 167 people.

Light	31740
Light Medium	31757
Medium	31773
Medium Deep	51219
Deep	29835



105 KABUKI BRUSH

ideal for applying or blending powders and bronzing products all over the face and neck for natural-looking coverage and finish
Length: 7.9 cm, with synthetic PBT bristles.

30965
brochure price: £5
demo: £3.50

Make-Up + Care Mineral Loose Powder
6g | £12.50/10g
brochure price: £7.50
demo: £5.25

HYDRATED, PLUMPER, SMOOTHER-LOOKING* LIPS

Why stop at just the Matte Foundation and Mineral Powder? Boost your sales by selling a complete look, and demo Hydramatic Lipsticks.

Let customers know these aren't regular lipsticks; they're **skincare for lips**. Enriched with a **hyaluronic core**, they deliver instant and long-term hydration for **plumper, smoother-looking* lips** in a matte or shine finish.

Magenta 30890	Berry 30585	Bronze 69906	Rose Quartz 68437
Peony 71605	Nude 29488	Mauve Creme 69682	Rose Berry 31377
Mauve 31880	Fawn 51722	Marsala 31310	Fuchsia 31393
Garnet 30577	Plum 30353	Carmine 31609	Burgundy 31435
Honey 30700	Blush 52316	Peach 69872	Bright Pink 31294
Pink 70201	Rosy 31807	Soft Nude 69179	Mauvelous 31336
Siren Red 30569	Flame 30536	Scarlet 31658	Coral 31443
Ruby 30478		Hot Pink 31575	



Hydramatic Matte Lipstick
3.6g
brochure price: £8.50
demo: £5.95

*Hydramatic Matte Lipstick: Based on a consumer use study with 128 people.
Hydramatic Shine Lipstick: Based on a consumer use study with 100 people.

Hydramatic Shine Hyaluronic Lipstick
3.6g
brochure price: £8.50
demo: £5.95



Model wears
68 Red 2000 and
Red Supreme

DOUBLE THE IMPACT: BOOST LIP SALES WITH A LIPSTICK & LINER COMBO

Let customers know they can create their own Lip Kit in their April Brochure, with this fab Ultra Creamy Lipstick and Ultra Lip Liner offer.

Show them how it's done, by demoing your fave Lipstick and Liner shades. Don't forget to share your application tips with customers to bag those orders.

ANY LINER & LIPSTICK
JUST
£5.60
BROCHURE PRICE: £8



*Compared to previous formula of Ultra Creamy finish.

NUDES & BROWN

STEP 1: ORDER YOUR ULTRA LIP LINER SHADE



Burnt Sienna 35196
Bare 35139
Simply Spice 35154

STEP 2: ORDER YOUR ULTRA CREAMY LIPSTICK SHADE



43 Cappuccino 30973
44 Peachy Nude 31021
46 Iced Coffee 31005



47 Toffee Kiss 50666
48 Universal Nude 50831

REDS



Wild Poppy 30999
Red Supreme 34918
Cherry Jubilee 34934



28 C Red Supreme 50880
68 Red 2000 32037



26 C Coral Fever 50914

Ultra Lip Liner
1.1g

Ultra Creamy
Lipstick
3.6g

PINKS & MAUVES

STEP 1: ORDER YOUR ULTRA LIP LINER SHADE



Bright Pink 35105
Power Pink 35022
Rosewine 35121
Soft Pink 34975

STEP 2: ORDER YOUR ULTRA CREAMY LIPSTICK SHADE



52 Pinched Pink 51045
53 Chic 51268
54 Dusky Mauve 29405
55 Blush Nude 51078
56 Carnation 50922
75 Toasted Rose 34884



57 Pink Dream 29462
58 Country Rose 29470
59 Hibiscus 29496
62 Pout 29421
63 Lilac Romance 53330
73 Wine With Everything 34900

LEVEL UP YOUR MASCARA SALES IN APRIL

Highlight this fab offer by folding the page in the Brochure and sharing it via WhatsApp with your digital customers.

Show them how to nail their lash look, by filming a quick video, talking through the benefits of each mascara, and sharing your application tips.



LASH-CONDITIONING PRIMER*

- instantly thickens and lengthens lashes when used with any Avon mascara
- enriched with keratin and castor oils
- use with any mascara

*While stocks last



Lash Supreme Volume Primer

34017

7.5ml | £18.67/10ml
brochure price: £10

demo: £7



EXTREME VOLUME

- up to double the volume with every coat*
- with silk-like fibres for extreme volume and buildability
- extreme brush to full load lashes with a clump-free look

*Up to 7 coats. Based on a clinical efficacy study with 16 participants.



Extravert Extreme Volume Mascara

9.5ml | £14.74/10ml
brochure price: £9.50

demo: £8.05



Brown Black
34116

Blackest Black
34033



AMPLIFIED LASH VOLUME

- buildable formula lasts all day*
- infused with conditioning marula oil
- clump-free, won't smudge or flake

*Based on a consumer study with 121 people.

Blackest Black
34074

Brown Black
34108

Ultra Volume Mascara

10ml
brochure price: £9

demo: £6.30



WATERPROOF SHADES

Blackest Black
34058

Brown Black
34066

Ultra Volume Waterproof Mascara

10ml
brochure price: £9

demo: £6.30

VOLUMISING MASCARAS

DEMO: ANY 2 FOR

£9.10*

SAVE UP TO £13.90**

BROCHURE PRICE:
ANY 2 FOR £13

*Reps are limited to one of each shade. Choose two different shades for £9.10.
**Saving based on regular Brochure prices.

THE POWER OF THREE

Did you know a Silver level Rep can **earn up to £12.80*** by selling the 3-step Platinum regime? That's the same as selling 68 shower gels.**

Bag the sale by letting customers know this trio starts **lifting** and **tightening** in just **2 days**.† After 1 week fine lines appear smoother and skin feels plumper.†

Anew Platinum Lift & Tighten Lifting Serum
30ml | £39.66/100ml
brochure price: £17

40428
demo: £11.90

Anew Platinum Lift & Tighten Day Cream SPF20
50ml | £19.60/100ml
brochure price: £14

38737
demo: £9.80

Anew Platinum Lift & Tighten Night Cream
50ml | £19.60/100ml
brochure price: £14

35998
demo: £9.80



PLATINUM

IDEAL FOR AGE
50+

PLATINUM LIFT & TIGHTEN

lift the look of skin + restore collagen loss

VIP & PLATINUM REPS
40% OFF*
BROCHURE PRICE

*Earnings based on regular Brochure prices for a Silver level Rep.

**Earnings based on regular Brochure prices for 250ml Senses Shower Gels.

†Based on a consumer study with 113 people.



TRANSFORM THEIR LIPS IN 7 DAYS

Customers looking for next level lip hydration? Introduce them to this lip colour and lip treatment with active ingredients that'll transform their lip look in 7 days.

Transform your sales with the 7-day challenge. Simply post 'before' and 'after' pics of your lips to show your results.

SERUM-INFUSED LIP COLOUR

- retexturing AHAs
- moisturising glycerine
- 72-hour hydro power, so your lips stay hydrated even after removal

Rejuvenating Nude 34124	Fresh Flambe 34447	Enlightening Plumberry 33712
Essential Mocha 34132	Awakening Coral 52787	Invigorating Plum 52548
Blossoming Pink 34330	Revitalizing Rouge 34413	Inspiring Cafe 34207
Refreshing Petal 34298	Reviving Mauve 38653	
Exhilarating Magenta 39727	Uplifting Berry 66266	
Perky Peony 34371	Renewing Rose 39479	

Anew Revival Serum Lipstick
3.6g
brochure price: £10.50
demo: £5.95



CUTTING-EDGE TECHNOLOGY

- retexturing AHAs
- moisturising glycerine
- 72-hour hydro power, so your lips stay hydrated even after removal

Anew Revival Lip Treatment
3.6g
brochure price: £10
34488
demo: £7

SUPERCHARGE YOUR SKINCARE SALES WITH CREAMS THAT NOURISH & REJUVENATE

Customers can experience **luxurious black pearl extract, intense nourishment** and an improvement in visible signs of ageing in just 2 weeks.**

AWARD WINNING
PROTINOL™
DUAL COLLAGEN BOOST



91% showed improvement in fine wrinkles***

***Based on a clinical efficacy study with 32 people.

Introduce customers to this lightweight gel cream infused with **real gold**, that helps to diminish the look of wrinkles in **just 3 nights.***



Anew Skin Renewing Gold Emulsion with Protinol™
34561
50ml | £30/100ml
brochure price: £12
demo: £8.40

Anew Supreme Rich Cream with Protinol™
34629
50ml | £40/100ml
brochure price: £15
demo: £10.50

*Based on a consumer study with 150 people.
**Based on a consumer study with 223 people.

MAXIMISE YOUR SALES WITH THE 7-DAY CHALLENGE

Did you know you could restore the look of **7 years of collagen loss in just 7 days?***

Introduce customers to this skincare saviour, by taking the 7-day challenge and sharing your before-and-after results. It's a powerful way to connect with customers, build trust, and show them the real benefits. People buy from people – seeing your results will help them believe in the product.

10X PROTINOL™*

DAY 1
Instantly see fresher, smoother, softer skin.†

DAY 3
Your skin is retrained to produce 83% more collagen and looks plumper.†

DAY 7
Your skin has restored up to 7 years of collagen and looks and feels significantly firmer.†

†Based on those who expressed an opinion in a consumer use test. For external use only. Keep out of reach of children.

Anew Skin Renewal Power Plumping Shots
32953
7 x 1.3ml
brochure price: £16
demo: £11.20



*10X Protinol™ vs the level of Protinol™ in Anew Moisturising Creams.

FRESH NEW LOOK SAME TARGETED SKINCARE SAME EFFECTIVE RESULTS

Let customers know Clearskin has a brand-new look and use our top tips to drive sales

GROW YOUR SALES WITH CLEARSKIN

KNOW YOUR CUSTOMERS
Skincare concerns don't have an age limit. Ask customers about their skin goals and match them with the perfect Clearskin solution.

DEMO & RECOMMEND
Share your personal experience or customer success stories to build trust and boost sales.

UPSELL & REPEAT SALES
Once they love one product, suggest another from the same range to complete their routine and keep them coming back.

BLEMISH CLEARING

The concern: blemishes and blemish marks
The result: clean, refreshed skin with a reduction in the look of blemishes
The secret: Blemish Clearing Technology with salicylic acid and wheat germ extract



Clearskin Blemish Clearing Pink Clay Triple Exfoliator 01644 75ml £3/100ml brochure price: £3.25 demo: £2.25	Clearskin Blemish Clearing Pink Clay Mask 21584 75ml £3.73/100ml brochure price: £4 demo: £2.80	Clearskin Blemish Clearing Clean Refreshing Toner 59857 100ml brochure price: £3.50 demo: £2.45	Clearskin Blemish Clearing Bubble Cleanser 01610 150ml £2.20/100ml brochure price: £4.75 demo: £3.30
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PORE & SHINE CONTROL

The concern: visible pores, oily and shiny skin
The result: balanced, shine-free skin
The secret: Pore Penetrating Technology with salicylic acid, witch hazel, eucalyptus and charcoal



Clearskin Pore & Shine Control Smooth Exfoliating Scrub 22194 75ml £3/100ml brochure price: £3.25 demo: £2.25	Clearskin Pore & Shine Control Purifying Charcoal Jelly Cleanser 01743 100ml brochure price: £4.25 demo: £2.95	Clearskin Pore & Shine Control Purifying Charcoal Mask 01222 75ml £3.93/100ml brochure price: £4.25 demo: £2.95	Clearskin Pore & Shine Control Purifying Charcoal Soap Bar 59592 75g £3.27/100g brochure price: £3.50 demo: £2.45
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BLACKHEAD CLEARING

The concern: blackheads
The result: a clearer-looking complexion and smoother T-zone
The secret: Blackhead Clearing Technology with salicylic acid and chamomile extract



Clearskin Blackhead Clearing Soothing Exfoliating Cleanser 59329 75ml £3.73/100ml brochure price: £4 demo: £2.80	Clearskin Blackhead Clearing Clean Soothing Mask 59600 100ml brochure price: £4.25 demo: £2.95	Clearskin Blackhead Clearing Fresh Soothing Toner 59667 100ml brochure price: £3.50 demo: £2.45
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INTRODUCING OUR NEW & IMPROVED SUNCARE COLLECTION

Vacation, stay-cation and every day, encourage customers to use our new and improved 6-in-1 formulas in easier-to-use tubes.

You'll start to see the new suncare range in Brochures from April and the full range will be available in your June Brochure, in time to boost your summer sales.



- moisturises while helping to protect against sunburn
- with Pro-Vitamin D Technology
- highly effective UVA/UVB protection
- water and sweat resistant
- absorbs quickly and leaves no residue
- non-greasy formulas with a dry finish



YOUR CUSTOMERS LOVE OUR ICONIC TINTED MOISTURISER AND YOU SELL 1 EVERY MINUTE*

Boost your earnings by letting customers know that **their fave tinted moisturiser is at its best price this year in the May flyer.**



Nutra Effects Radiance Tinted Moisturising Day Cream SPF20
33191
 50ml | £7.30/100ml
 brochure price: £7.75
demo: £3.65

1. SUN+ SENSITIVE Moisturising Sun Cream SPF 50
20800
 150ml | £3.73/100ml
 brochure price: £8
demo: £5.60

2. SUN+ PROTECT Moisturising Sun Cream SPF 50+
20180
 150ml | £3.73/100ml
 brochure price: £8
demo: £5.60

3. SUN+ PROTECT Shine Control Sun Cream SPF 50 For Face
10298
 50ml | £9.10/100ml
 brochure price: £6.50
demo: £4.55

4. SUN+ AFTER SUN Cooling & Hydrating Spray
20248
 150ml | £2.33/100ml
 brochure price: £5
demo: £3.50

Based on total units sold between 01.01.2024 - 30.09.2024.

DO YOUR CUSTOMERS KNOW PROTINOL™ IS BETTER THAN RETINOL?*

As we age, our body produces less collagen, one of the building blocks for skin – so we see visible signs of ageing like fine lines and wrinkles.

That's where Protinol™ comes in. It's our holy grail skincare ingredient that's better than retinol* in higher production of elastin while being gentle to skin.

WHAT IS PROTINOL™?

Protinol™ is a powerful, award-winning skincare ingredient that's exclusive to Avon.

HOW DOES IT WORK?

We already knew Protinol™ boosts 2 types of collagen ... but here's our NEW discovery: at **10x concentration,**it boosts a 3rd type of collagen.**

The result? **Plump, firmer looking skin, in just 7 days.*****

WHAT'S NEW IN THE PROTINOL™ RANGE?

Your customers love Power Serum, Power Eye Cream and Power Cream.

To boost your skincare earnings, there's a brand new product launching in June - **Anew Renewal Power Multi-Protection Shield Cream.**

*Better than retinol in higher production of elastin while being gentle to skin.
 **vs the level of Protinol™ in Anew moisturising creams.
 †2x more elastin vs retinol based on clinical tests.
 ‡Protinol™ works longer on skin surface as it metabolises more slowly than retinol.

What makes Protinol™ better than retinol?*

	Retinol	Protinol™
+ visibly smooths wrinkles	✓	✓
+ improves firmness	✓	✓
+ boosts collagen production	✓	✓
+ 2x more elastin†		✓
+ safe for daily use, even in sunlight		✓
+ anti-irritant technology§§		✓
+ lasts longer in surface skin‡‡		✓
+ patented‡‡‡		✓



‡‡‡List of countries in which Protinol™ is patented can be viewed at www.avonprotinolpatents.com.
 §§Images are for illustrative purposes only.
 ††Based on historical testing vs existing Avon retinol formulas.

WHAT IS ANEW POWER MULTI-PROTECTION SHIELD CREAM?

This is our new multi-protection cream that shields skin against the 5 major causes of skin cell damage.

WHEN SHOULD THIS BE USED?

Powered by **10x Protinol™**, and with **SPF15**, customers should **use this in the morning** after applying Power Serum and Power Eye Cream. Let them know they can use Renewal Power Cream as a night cream.

NEW MULTI-PROTECTION DAY CREAM

Shields against 5 major causes of surface skin cell damage***



Lightweight cream, powerful ingredients

+ **10X PROTINOL™*** helps restore years of collagen loss

+ **NIACINAMIDE** helps accelerate surface skin cell renewal

+ **ANTIOXIDANTS** and **SPF15** shields against 5 major causes of surface skin cell damage (UVA, UVB, blue light, atmospheric particles and indoor particles).



MAXIMISE YOUR SKINCARE SALES AHEAD OF JUNE, WITH LEIGH ANNE'S TOP TIPS:

- 1. Spread the Word** Let Anew Renewal Power Serum and Power Cream fans know there's a day cream with SPF15 for all-day protection coming soon.
- 2. Consult and personalise:** Offer skincare consultations to help customers discover the best routine for their needs. Head to Avon Academy for support on how to do your own consultations.
- 3. Sample and follow up:** Share samples and explain their key benefits and application tips, then follow up with customers to see how their skin feels and if they're happy with the results. Head to page 30 for your sample packs.
- 4. Selling a routine = bigger orders:** Encourage customers to build a complete routine, leading to better skincare results and bigger orders – a win-win! Head to Avon Academy for support on how to do this.
- 5. 7-Day challenge:** Take the challenge! Use the new Power Multi-Protection Shield Cream for a week, then share before/after photos on social media to showcase the transformation.

POWER UP YOUR SKINCARE SALES WITH SAMPLES

Build a Power buzz ahead of June with our Power sample packs. If customers already love the Anew Power collection, offer them samples of the new **Anew Renewal Power Multi-Protection Shield Cream**.

4-STEP POWER SKINCARE REGIME

1. Power Serum – am & pm
2. Power Eye Cream – am & pm
3. Power Multi-Protection Shield Cream SPF15 - am
4. Power Cream – pm

POWER REGIME SAMPLE PACK

ONLY £13.50 Just 23p a sample!
SAVE £46.50* order using **07492**

Includes: 15x Renewal Power Serum, 15x Power Eye Cream, 15x Power Cream & 15x Multi-Protection Cream samples



POWER MULTI-PROTECTION CREAM SAMPLE PACK

ONLY £12 Just 24p a sample!
SAVE £38* order using **03087**

Includes: 50x Multi-Protection Cream samples



EXCLUSIVE REP 7-DAY TRIAL PACK

ONLY £2.45 Just 35p a sample!
SAVE £4.55* order using **04572**

Includes: 7x Multi-Protection Cream samples



SKINCARE

Take the headache out of choosing new skincare with samples of our skin-loving moisturisers, serums and treatments.

ANEW 2ml		ANEW 2ml — £0.70
		
74468 Anew Renewal Power Multi-Protection Shield Cream Sample	★ 70037 Anew Renewal Power Serum Sample	★ 27615 Radiance Maximising Serum Sample
		
★ 40014 Anew Reversalist Plump & Smooth Day Cream Sample	31633 Anew Skin Renewal Power Cream Sample	1 sacchet = 1 plumping shot 07286 Anew Skin Renewal Power Plumping Shots Sample *Excluded from offer.
		TRIAL SIZES With up to 2 weeks use , trial sizes mean customers can feel confident that a product suits their skin type. Plus they'll really start to see results . Once they've had a trial size for a few days, check back with them to see whether they're ready to purchase the full size .
55863 Anew Reversalist Plump & Smooth Night Cream Sample	55889 Anew Skin Renewal Power Eye Cream Sample	ANEW TRIAL SIZES — Each £7
		
★ 70110 Anew Ultimate Firm & Supple Day Cream Sample	08680 Anew Radiance Maximising Dark Circle Correcting Eye Cream	★ 07260 Anew Renewal Power Serum Trial Size
		
55871 Anew Ultimate Firm & Supple Night Cream Sample	22822 Anew Radiance Maximising Lightweight Cream Sample	19687 Anew Platinum Lift & Tighten Serum Trial Size
		
★ 70128 Anew Platinum Lift & Tighten Day Cream Sample	55186 Anew Radiance Maximising Micro Dermabrasion Sample	20966 Anew Renewal Power Cream Trial Size
		
55897 Anew Platinum Lift & Tighten Night Cream Sample	17772 Anew Hydrate & Plump Serum Sample	★ 05314 Anew Radiance Maximising Serum Sample
		ANEW TRIAL SIZES — Each £7
55913 Anew Platinum Lift and Tighten Lifting Serum Sample	57000 Anew Hydrate & Plump 10 Minute Mask Sample	
		★ 70854 Anew Reversalist Plump & Smooth Day Cream Trial Size
56259 Anew Sensitive+ Dual Collagen Cream Sample	17798 Anew Hydrating Overnight Mask Sample	71183 Anew Reversalist Plump & Smooth Night Cream Trial Size
		
56267 Anew Sensitive+ Dual Collagen Eye Cream Sample	17806 Anew Hydrate & Plump Water Cream Sample	★ 19570 Anew Ultimate Firm & Supple Day Cream Trial Size
ANEW 2 x 2ml		19588 Anew Ultimate Firm & Supple Night Cream Trial Size
	54742 Anew Even Texture & Tone Day Cream Sample	
39040 Anew Platinum Lift & Tighten Dual Eye System Sample	55053 Anew Even Texture & Tone Serum Sample	★ 19653 Anew Platinum Lift & Tighten Day Cream Trial Size
	55210 Anew Smoothing Serum Sample	19661 Anew Platinum Lift & Tighten Night Cream Trial Size

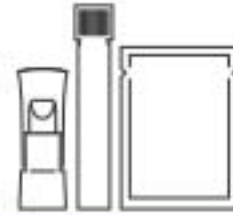
MIX & MATCH

1 FOR £0.70 | ANY 5 FOR £1.75 CHOOSE ANY 5 MAKE-UP, SKINCARE AND FRAGRANCE SAMPLES ACROSS PAGES 31-33*

*Offer excludes Anew Trial Sizes and Anew Skin Reset Plumping Shots Sample.

*Savings based on regular sample prices in Brochure.

Let your customers try before they buy so they can discover their new **must-haves** and **can't-live-withouts**. It's an easy way to **drive repeat orders** and **increase your customers' spend**.



MAKE-UP

Got customers forever searching for the perfect shade of foundation or lipstick? Let them try these and find their perfect match.

PERFUME & AFTERSHAVE

Woody, floral or fruity? Help them discover their new signature scent with perfume and aftershave samples.

★★★★★
BESTSELLER

The icons. The heroes. The Avon products that sell more than any others.

BOOST SALES WITH BESTSELLERS

Share a bestseller sample in their next order to help them discover a new favourite. Look for the ★ star to spot our bestsellers.



LIPSTICK 0,6 g

FOUNDATION 1 ml

- ★ **Ultra Matte Lipstick Sample**
 - 27599 1 Au Naturele
 - 17780 3 Nude Suede
 - 11411 6 M Marvellous Mocha
 - 16576 7 Coffee Date
 - 63701 12 Ravishing Rose
 - 67744 13 M Mauve Matters
 - 56770 14 Maiden Mauve
 - 56945 15 Pure Pink
 - 23580 17 Pink Passion
 - 07880 19 Blush
 - 24661 20 Posh Petal
 - 20511 21 Electric Pink
 - 26898 24 Power Pink
 - 12211 25 Peach Macaron
 - 17145 26 M Coral Fever
 - 23879 28 M Red Supreme
 - 21766 30 Ruby Kiss
 - 11429 33 Fiercely Red
 - 26971 36 Berry Blast
 - 26955 40 Ideal Lilac
- ★ **Ultra Shimmer Lipstick Sample**
 - 10165 76 High Beam
 - 01024 77 Sparkle Nude
 - 01032 78 Bronze Glaze
 - 01255 84 Amber Embers
 - 01305 85 Stellar Magenta
 - 01297 86 Spring Bling
 - 01172 87 Fire Flash
 - 01180 88 Scarlet Starlet
 - 01487 90 Violet Sparks
 - 01495 91 Rosy Lumos

- ★ **Tinted Lip Balm Sample**
- 00984 Bare Nude
- 20958 Papaya
- 21048 Pink
- 21139 Plum
- 21089 Red

- ★ **Ultra Creamy Lipstick Sample**
 - 23739 26 C Coral Fever
 - 20990 28 C Red Supreme
 - 14761 43 Cappuccino
 - 06767 44 Peachy Nude
 - 26260 46 Iced Coffee
 - 26278 47 Toffee Kiss
 - 25189 48 Universal Nude
 - 02063 52 Pinched Pink
 - 02394 53 Chic
 - 02444 54 Dusky Mauve
 - 02337 55 Blush Nude
 - 02055 56 Carnation
 - 22558 57 Pink Dream
 - 11916 58 Country Rose
 - 12070 59 Hibiscus
 - 23812 62 Pout
 - 12104 63 Lilac Romance
 - 24539 68 Red 2000
 - 02741 73 Wine With Everything
 - 02667 75 Toasted Rose
- ★ **Revival Serum Lipstick Sample**
 - 44388 Awakening Coral
 - 44065 Perky Peony
 - 44008 Refreshing Petal
 - 44172 Reviving Mauve
 - 44271 Uplifting Berry



NEW

Serum Matte Foundation + SPF 30 Sample

- 57646 115P Pale Pink
- 54593 120N Porcelain
- 54627 125G Warm Ivory
- 57117 140P Light Ivory
- 19463 215P Ivory
- 58685 228G Nude
- 21634 230N Creamy Natural
- 23705 235P Shell
- 23499 245N Natural Beige
- 24976 310N Medium Beige
- 27458 320G Sun Beige
- 20032 330P Honey Beige
- 27557 345N Soft Honey
- 23135 355G Light Caramel
- 57281 410P Spice
- 21915 420G Caramel
- 21923 430N Deep Tan
- 21931 435N Warm Deep Tan
- 22038 510N Walnut
- 22053 515N Bronze
- 22095 525N Dark Cocoa
- 22160 535P Espresso



★ PowerStay 24-Hour Foundation

- 59691 115P Pale Pink
- 57307 120N Porcelain
- 57315 125G Warm Ivory
- 57331 130N Alabaster
- 33068 140P Light Ivory
- 57588 145P Ivory Pink
- 28126 210N Light Beige
- 28134 215P Ivory
- 28142 220G Light Nude
- 28159 225G Soft Beige
- 28175 228G Nude
- 28209 230N Creamy Natural
- 28225 235P Shell
- 28233 245N Natural Beige
- 28241 250N Cream Beige
- 28258 260G True Beige
- 28266 310N Medium Beige
- 28274 315N Pure Beige
- 28282 320G Sun Beige
- 28332 330P Honey Beige
- 28357 340N Light Tan
- 28381 345N Soft Honey
- 28423 348P Toasted Praline
- 28431 355G Light Caramel
- 17095 410P Spice
- 17152 420G Caramel
- 17236 430N Deep Tan
- 17384 435N Warm Deep Tan
- 17483 438P Chocolate
- 17517 510N Walnut
- 17533 515N Bronze
- 17541 520P Rich Sienna
- 17558 525N Dark Cocoa
- 17582 530N Maple
- 17590 535P Espresso



Natural Finish Foundation - sample

- 08904 115P Pale Pink
- 54114 120N Porcelain
- 54239 125G Warm Ivory
- 23622 130N Alabaster
- 25908 140P Light Ivory
- 08169 145P Ivory Pink
- 28944 210N Light Beige
- 24182 215P Ivory
- 26625 220G Light Nude
- 17764 225G Soft Beige
- 26039 228G Nude
- 24133 230N Creamy Natural
- 26476 235P Shell
- 26484 245N Natural Beige
- 03186 250N Cream Beige
- 20214 260G True Beige
- 24778 310N Medium Beige
- 20461 315N Pure Beige
- 18432 320G Sun Beige
- 15313 330P Honey Beige
- 24729 340N Light Tan
- 24737 345N Soft Honey
- 24752 348P Toasted Praline
- 24786 355G Light Caramel
- 24885 410P Spice
- 23317 420G Caramel
- 23358 430N Deep Tan
- 23515 435N Warm Deep Tan
- 23598 438P Chocolate
- 23655 510N Walnut
- 23697 515N Bronze
- 23713 520P Rich Sienna
- 12302 525N Dark Cocoa
- 12336 530N Maple
- 12385 535P Espresso



3-in-1 Serum Foundation Sample

- 25635 115P Pale Pink
- 25726 120N Porcelain
- 24109 125G Warm Ivory
- 24364 140P Light Ivory
- 24653 215P Ivory
- 24687 228G Nude
- 13029 230N Creamy Natural
- 13094 235P Shell
- 13169 245N Natural Beige
- 13185 310N Medium Beige
- 13193 320G Sun Beige
- 24711 330P Honey Beige
- 23648 345N Soft Honey
- 12518 355G Light Caramel
- 01990 410P Spice
- 02071 420G Caramel
- 02170 430N Deep Tan
- 23804 435N Warm Deep Tan
- 23978 510N Walnut
- 23994 515N Bronze
- 24067 525N Dark Cocoa
- 22541 535P Espresso

TESTER VIALS

SINGLE SAMPLE VIALS

FRAGRANCE FOR HER



NEW

PINK PEPPERCORN + PEACH
Perfect Nonsense Peppery Peaches Eau de Parfum Tester Vial
41954
0.6ml



GIN* + BAMBOO
Perfect Nonsense Bamboozie Cocktail Eau de Parfum Tester Vial
42036
0.6ml



CHOCOLATE + TUBEROSE
Perfect Nonsense Choco Tuberose Eau de Parfum Tester Vial
42119
0.6ml

*Captures the essence of gin in its scent due to the presence of juniper berries, which most gins are typically distilled from. But, rest assured – there's no actual gin in it, and it's definitely not for drinking

- 29926 Attraction for Her ★
- 26880 Attraction Awaken for Her
- 59915 Attraction Closer
- 15453 Attraction Game for Her
- 01164 Attraction Intense for Her
- 19760 Avon Luck for Her
- 15743 Imari Free
- 23606 Eve Become
- 24323 Eve Confidence
- 28399 Eve Prive
- 25882 Eve Truth
- 35840 Far Away ★
- 32482 Far Away Beyond
- 35550 Far Away Glamour ★
- 50450 Far Away Rebel ★
- 35717 Far Away Shine
- 69955 Far Away Splendoria
- 19422 Little Black Dress
- 19471 Little Black Dress Lace
- 19430 Incandessence
- 19497 Incandessence Lotus
- 04036 Lov U for Her
- 10215 Lov U Connected
- 31617 Lov U Together
- 19547 Perceive
- 19505 Rare Pearls
- 19554 Rare Gold
- 14142 TTA Celebrate
- 09043 TTA Everlasting
- 73866 TTA Radiance
- 15438 Today for Her ★
- 26864 This Love for Her
- 16204 Tomorrow for Her
- 27755 Imari Corset
- 14126 Imari Naturelle
- 50120 Imari Queen
- 15743 Imari Free
- 19380 Pur Blanca
- 19398 Pur Blanca Elegance
- 19414 Pur Blanca Hope
- 19265 Absolute by Elite Gentleman
- 40345 Attraction for Him ★
- 27029 Attraction Awaken for Him
- 59923 Attraction Closer
- 12856 Attraction Game for Him
- 59618 Attraction Intense for Him
- 19752 Avon Luck For Him
- 38372 Black Suede
- 73296 Black Suede Charm
- 37937 Black Suede Dark
- 66324 Black Suede Real Intense
- 38323 Black Suede Real for Him
- 35386 Black Suede Secret
- 54296 Black Suede Touch
- 19240 Elite Gentleman
- 19232 Elite Gentleman In Black
- 21600 Elite Gentleman Quest for Him
- 23549 Full Speed Boost
- 08094 Full Speed ★
- 70060 Full Speed Electric
- 01149 Full Speed Pulse for Him
- 41228 Full Speed Surfer
- 00364 Full Speed Quantum
- 19364 Individual Blue
- 19323 Musk Air
- 19315 Musk Marine
- 22004 Musk Metropolitan
- 19273 Perceive For Him
- 06254 TTA Today for Him
- 56275 Wild Country ★

MIX & MATCH

1 FOR £0.70 | ANY 5 FOR £1.75

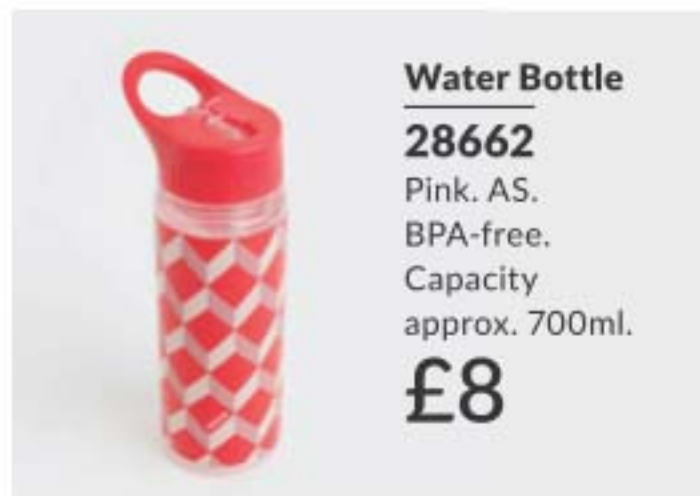
CHOOSE ANY 5 MAKE-UP, SKINCARE AND FRAGRANCE SAMPLES ACROSS PAGES 32-33*

Take your business to the next level with our sales tools collection.

Unless stated, contents are not included. Products available whilst stocks last.



Tote Bag
28712
Off-white and pink. Approx. 38cm x 40cm.
£5



Water Bottle
28662
Pink. AS. BPA-free. Capacity approx. 700ml.
£8



Fragrance Demonstration Case
28647
Pink. Polyester. Approx. 10cm x 13cm. Contents not included.
£5



Lipstick Demonstration Case
28621
Pink and clear. PS. Approx. 8cm x 4.5cm x 6.5cm. Contents not included.
£5



Pen
28720
Pink. Stainless steel. Approx. 14cm.
£4



Travel Mug
28670
Pink. PP. Approx. 18cm. Capacity approx. 500ml.
£7

Small Paper Delivery Bags
PACK OF 50
£1
Order using **92502**

Large Paper Delivery Bags
PACK OF 50
£1.65
Order using **92486**

Large Plastic Bag with Handle
30p
10x FOR £2.70
20x FOR £5.25
50x FOR £12.75
100x FOR £24
Order using **92536**

Medium Paper Delivery Bags
PACK OF 50
£1.25
Order using **92478**

Brochure Bags
PACK OF 50
£1.40
Order using **76935**

FREE TO ORDER

Customer Order Slips*
PACK OF 50
Order using **87197**

Avon Returns Bag - Large**
Order using **90472**

Avon Returns Bag - Small**
Order using **90480**

*Bronze, Silver & Gold 1 FREE pack per order, Platinum & VIP 3 FREE packs per order, any extra packs will be charged at 20p.
**Bronze, Silver & Gold 2 FREE Bags per order, Platinum & VIP 5 FREE Bags per order

going, going GONE

Exciting and innovative products? You and your customers love them! But, keeping things fresh means that sometimes we have to say farewell to some of our older products to make way for the new kids on the block.

Read on for a selection of products we're saying goodbye to (so you and your customers can stock up before they're gone!). They'll be available for the last time on regular sales in April brochure'25, and if you're lucky, you might find them at a later date in our outlet whilst stocks last.



last chance to buy in April 2025	perfect equivalent	main benefits
SENSES Aloha Monoi Shower Cream 500ml / 720ml, Bubble Bath 500ml / 1L and Body Mist		SENSES Maldives Sands Shower Cream 500ml / 720ml, Bubble Bath 500ml / 1L and Body Mist If they like Aloha Monoi, they'll love Maldives Sands just as much... this new collection will whisk them away to paradise with notes of sea salt and frangipani.
AVON CARE Jasmine Scent Soothing Hand Cream and Shimmering Body Lotion 400ml / 720ml		AVON CARE Jasmine Scent & Glycerine Soothing Hand Cream and Shimmering Body Lotion 400ml Your customers can still keep their skin soft with the upgraded version of our jasmine scented collection, now with added glycerine, and still in giftable packaging.
AVON CARE SUN+ Face SPF50 Shine Control Moisturising +UVA/UVB Fast Absorption Sun Cream		AVON CARE SUN+ PROTECT Shine Control Sun Cream SPF50 For Face The same mattifying facial sun cream your customers love, but with added Pro Vitamin D Technology to support their skin's natural vitamin D production.
ANEW Reversalist Firm & Smooth Copper Mask		ANEW Ultimate Firm & Supple Firming Gold Mask The Reversalist Mask is no more, but your customers can still get firmer skin with our Ultimate Mask, with added radiance-boosting benefits.
CLEARSKIN Blackhead Clearing Soothing Exfoliating Cleanser, Deep Clarifying Mask and Fresh Clarifying Toner		CLEARSKIN Blackhead Clearing Soothing Exfoliating Cleanser, Clean Soothing Mask and Fresh Soothing Toner The easiest of swaps for your customers, because they're the same blackhead-clearing formulas they know and love, with a fresh new look!

Scan the QR code for your full guide to products we're saying goodbye to



OUTLET

Offers are valid whilst stocks last.

Net prices are inclusive of VAT.

Products are non-refundable and cannot be returned.

Products available are limited to this selection only.

Bergamot, rose petals and velvet sandalwood.

Luck for Her EDP

60095
30ml |
£25.17/100ml
Normally £13

£7.55



Pear, freesia and musk.

Perceive EDP

62497
30ml |
£13/100ml
Normally £8.50

£3.90

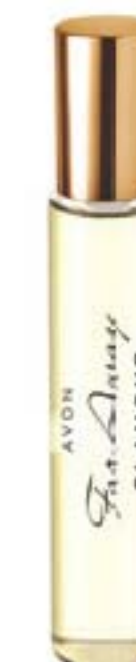


Blackcurrant bud, orange flower and black musk.

Far Away Glamour EDP Purse Spray

61242
10ml
Normally £7

£3



blackcurrant buds, Madagascan vanilla, black musk

Far Away Glamour EDP

57190
50ml |
£28/100ml
Normally £17

£14



Ultra Go Glossy Gift Set

Includes Ultra Lip Gloss 7ml in:
• Peony Blush
• Forbidden Fig
• Gleaming Guava
• Decorative gift box

58776
Normally £17

£10



Bergamot, ylang-ylang and hay.

Pur Blanca Sunshine Bloom EDT

63248
50ml |
£9/100ml
Normally £10

£4.50



pear, jasmine, upcycled Madagascan vanilla

Far Away Beyond Parfum

63032
50ml |
£17/100ml
Normally £19

£14



Far Away Beyond Body Lotion

58602
150ml |
£2/100ml
Normally £5.25

£3



Today Gift Set for Her

Includes:
• Today EDP | 50ml |
• Today Hand Cream | 30ml |
• Today Body Lotion | 150ml |
• Gift box

61192
Normally £21

£15



Far Away Discovery Set

Set includes:
• 4 Purse Sprays: Far Away Original, Beyond, Glamour, Beyond The Moon | 10 ml each |
• Gift box

54882
Normally £24

£14



Anew Spa at Home Gift Set

Set includes:
• Hydrate & Plump Concentrate | 30ml |
• Hydrate & Plump Water Cream | 50ml |
• Reusable Face Mask, silicone, approx. 14cm x 22cm (folded).
• Gift Box

54940
Normally £25

£16

Anew Power Eye Cool & Reset Gift Set

Set includes:
• Renewal Power Eye Cream | 15ml |
• Cooling Facial Massager, silicone, approx. 5cm diameter
• Drawstring Pouch, 100% recycled polyester, approx. 11cm x 5cm x 21cm.

58362
Normally £22

£12



Hope Cosmetic Bag

Silver colour. PU outer, polyester lining. Approx. 20cm x 8cm x 14cm.

62729
Normally £12

£7



Make-Up Brush Case

Pink. PU. Approx. 20cm x 6cm x 6cm.

63438
Normally £8

£5.50

**Avon Joyful
Eau de Cologne**

58750
200ml | £2.50/100ml
Normally £10 **£5**

**Avon Delightful
Eau de Cologne**

57703
200ml | £2.50/100ml
Normally £10 **£5**

**Avon Blissful
Eau de Cologne**

56762
200ml | £2.50/100ml
Normally £10 **£5**



watermelon,
clary sage,
bubble tea

lemon, fruity
bubble gum,
pink sugar

whipped
cream, toffee,
sandalwood



Dream To Shine Eyeshadow Palette

55343
13.3g | £6.32/10g
Normally £12
£8.40

Neutral Medium **59121**
Neutral Medium Deep **59444**
Neutral Deep **58164**

Neutral Medium Tan **54213**



Flawless Mattifying Pressed Powder

8g | £6.13/10g
Normally £8.50
£4.90

Lime Icon **56754**
Lilac Power **62687**
Gold Rush **56903**
Copper Courage **61911**



**Powerstay
Long Lasting
Liquid Eyeliner**

3.5ml
Normally £9.50
£4.25

Gold Rush

lavender,
geranium,
sandalwood



**Wild
Country
Body Spray**

61143
150ml | £2.33/100ml
Normally £6.25
£3.50

Vetiver
infusion, rye
whiskey and
leatherwood.



Segno EDP
57851
75ml | £12/100ml
Normally £16
£9

Pepper,
Egyptian
geranium
and
veramoss.



**Black Suede
Real EDT**
59659
75ml | £13.07/100ml
Normally £14
£9.80

Warm Glow **55418**
Deep Glow **57265**
Golden Bronze **63545**
Deep Tan **55061**



**Bronze & Glow
Bronzing Powder**
13.5g | £3.15/10g
Normally £8
£4.25

Fearless Sapphire **56184**
Wild Malachite **63552**
Savage Jade **61622**
Bold Amethyst **60913**
Fierce Amber **56077**
Daring Citrine **59154**
Purple Gaze **60541**

Emerald
Shine **63370**

Rose
Galaxy **63404**



**Ultra Colour
Sparkling
Crystals Nail
Enamel**
10ml
Normally £5.50
£3

Sunkissed
Grape **63461**
Terracotta
Rouge **57471**

Coffee
Date **63289**



**Ultra Matte
Lipstick**
3.6g
Normally £8.50
£3.90

Sunkissed Grape

Soft Plum **54775**
Russet **54809**



Luminous Blush
6.2g | £7.26/10g
Normally £8
£4.50

115P (Pale Pink) **61812**
140P (Light Ivory) **63016**
215P (Ivory) **55301**
330P (Honey Beige) **55699**
340N (Light Tan) **55640**
410P (Spice) **55541**

260G (True Beige) **55749**
250N (Cream Beige) **55616**
420G (Caramel) **55756**
510N (Walnut) **55384**

**Power Stay
Cream to Powder
Foundation SPF20**
9g | £8.33/10g
Normally £13
£7.50



**Glimmerstick
Eyeliner**
0.28g
Normally £6.50
£2.45



Purple Gaze

500ML

**Senses Essence
Lavender & Ginger
Bath & Shower Elixir**

58180
500ml | £0.60/100ml
Normally £5

£3

**Senses Essence
Lavender & Ginger
Hand Lotion**

57836
250ml | £1.10/100ml
Normally £4.50

£2.75



**Advance
Techniques
Ultimate Shine
Shampoo**

58834
250ml |
£0.86/100ml
Normally £3.25

£2.15



Floral Burst Bubble Bath

60392
250ml | £0.50/100ml
Normally £1.75

£1.25



**Anew Radiance
Maximising
Microdermabrasion**

61127
75ml | £8.67/100ml
Normally £12

£6.50



**Anew Hydrating
Overnight Mask**

61101
75ml | £8.67/100ml
Normally £12

£6.50



**Clearskin Pore & Shine
Purifying Charcoal
Jelly Cleanser**

61010
125ml | £2.20/100ml
Normally £3.75

£2.75



**Clearskin Blackhead
Clearing Liquid
Extraction Strip**

60954
30ml | £8.33/100ml
Normally £4.25

£2.50

**Festive Gingerbread
Shower Cream**

56192
250ml | £0.46/100ml
Normally £1.50

£1.15



**Festive Gingerbread
Body Mist**

56028
100ml
Normally £3

£2

**Cosy Cashmere
Body Mist**

62562
100ml
Normally £3.50

£1.75



**Senses
Italian Escape
Body Mist**

57869
100ml
Normally £2.50

£1.75



**Extra-Firm+ Firming
Hand Cream**

54767
75ml | £2/100ml
Normally £2.50

£1.50

**#Girls Rule
Shower Gel
with Verbena &
Green Tree**

58644
250ml |
£0.70/100ml
Normally £2.50

£1.75



**#Girls Rule
Body Mist with
Verbena &
Green Tea**

61317
100ml
Normally £2.50

£1.75



**Lama Dude
Shower Creme**

57984
250ml |
£0.70/100ml
Normally £2.50

£1.75



**Holiday Spirit
Shower Gel**

57653
250ml | £0.46/100ml
Normally £1.25

£1.15



**Holiday Spirit
Body Mist**

60806
100ml
Normally £3

£2

500ML

**Senses
Extreme Limits
Shower Gel**

61291
500ml |
£0.45/100ml
Normally £2.25

£1.50



**Avon Works
Razor Set**
ABS, stainless steel.
14.5cm x 4.5 cm.
Includes 2 additional
replaceable heads.

63305
Normally £5

£4

720ML

**Festive Apple
& Black Cherry
Body Lotion**

63198
720ml |
£0.56/100ml
Normally £4.50

£4



**Refreshing Foot
Spray Coconut &
Lime Scent**

57232
100ml
Normally £3.75

£2.50





Burgundy Satin PJs
Burgundy. 97% polyester, 3% elastane.
Small 8-10 **59360**
Medium 12-14 **59394**
Large 16-18 **63156**
Extra Large 20-22 **63206**
Normally £34

£25



burgundy **62513**
black **58875**

My Everyday Backpack
PU outer, polyester lining. Approx. 31cm x 31cm x 13cm. Normally £22



£15



Checked Star PJs
Pink and green. 100% cotton.
Small 8-10 **60053**
Medium 12-14 **60020**
Large 16-18 **63057**
Extra Large 20-22 **61648**
Normally £20

£15

Size table applies to body measurements given in cm

SML	bust	waist	hips
S	82-86	65-69	90-94
M	91-96	74-79	99-104
L	101-106	84-89	109-114
XL	112-118	95-101	120-126

Harlowe Watch
Silver tone. Stainless steel, zinc alloy, glass, brass. Adjustable from approx. 17cm to 21cm. Includes replaceable button cell battery.

61044
Normally £20

£15



Round Unisex Sunglasses
Cupronickel frame, acrylic lenses and polycarbonate temple tips. Category 3, 400 UV protection. Normally £10

£6



Black
60152



Gila Earrings
Gold tone. Zinc, brass, plastic, titanium, aluminium. Approx. 3.5cm x 1cm.

62786
Normally £6

£3.50

Gila Longline Necklace
Gold tone. Brass, zinc, steel, plastic. Approx. 89cm.

56614
Normally £7.50

£4.25



peach, rose and patchouli

Papillon Reed Diffuser
80ml. Glass. Approx. 7cm x 7.5cm. Lasts up to 5 weeks.

63750
Normally £15

£9.50



Holly Star Keyring
Gold and silver tone. PU, zinc, iron. Approx. 13.5cm (total length).

60764
Normally £6

£4

HOW TO ORDER DEMO PRODUCTS

Place orders from this Focus in Campaign 4, May 2025. You can order just 1 of each Demo product, but the good news is you can order as many samples and outlet items as you like, unless stated otherwise or as part of a free offer. You are limited to just 1 size of any clothing or footwear product ordered. Remember Demo products aren't for resale. Products with a charity donation are not limited to 1 per Rep, so buy as many as you like to support the amazing work of our charity partners. If stock runs out, we may offer you a substitute product of equal or greater value. All worth prices are based on normal brochure selling prices.

THE NEED TO KNOW

- If you want to return something that came with a free gift, make sure you return all items for a full refund.
- All claims are supported with clinical and/or consumer studies and/or surveys.



All of our home fragrance products comply with the Classification, Labelling and Packaging Regulation and carry all the necessary warnings. To find out more, check out the individual product descriptions on our website: avon.uk.com.

- The planet is important to us, so all our electrical products are compliant to the Waste, Electrical and Electronic Equipment Act 2005 (as amended) and Avon are members of Electrolink Compliance Scheme.
- Please keep sleepwear away from fire. Slippers are for indoors only, unless we say otherwise.
- Any extra contents you see in images are not included, unless we say otherwise.
- Diagrams are for illustrative purposes only, unless we say otherwise.
- All of our watches have a replaceable button cell battery and a 2-year warranty, unless we say otherwise.
- Our earrings are all designed for pierced ears, unless we say otherwise. They can't be returned if the sealed bag is open.
- All our sunglasses comply with British Standard EN ISO 12312-1:2013.

- Once you've found the shade you want to buy, you'll find its order code next to it. No code? Sorry you can't buy it this time but keep an eye out as it may be a sneak peek or available again soon!
- Sometimes we get a bit creative and add more pearls for visual impact. Pearls containers will only include the weight as stated.
- For hygiene reasons, a replacement or refund can't be given if the gusset label is removed from our lingerie.
- Sharp blades shouldn't be sold to people under the age of 18.



ANCHORCERT: SUITABLE FOR SENSITIVE SKIN
Our jewellery is tested for 16 metal allergens and certified by AnchorCert to be suitable for sensitive skin.

Rhea 6-Piece Mixed Hoop Earrings Set
Aluminium, stainless steel, plastic, brass. Gold tone and silver plated.

62000
Normally £9

£5



SLEEP ESSENTIALS

Show customers how to elevate their PJ style with these fresh, tropical print essentials available in a nightie and PJ set.

Customers are more likely to buy PJs if they **see them on a real person**. This month, boost your PJ sales by posting a photo on social media or sharing with customers via WhatsApp.

ADJUSTABLE STRAPS

NEW!

Tropical Frill Strap Nightie

With adjustable straps to suit different body types and dainty frill detailing, this soft, stylish nightie is ideal for a blissful night's sleep.

Green and yellow.
65% polyester, 35% viscose.

Small 20271
Medium 20321
Large 20339
Extra Large 20347
Model wears Medium
brochure price: £15
demo: £10.50

BRIGHT NIGHTS

These cheerful PJs are made from super-soft fabric in an Avon-exclusive print.

NEW!

Tropical Vest Jogger PJ

The comfy vest top and jogger bottoms with elasticated waist and leg cuffs are designed to stay in place as you snooze, while the tropical print will help you wake with a smile.

Green and yellow.
65% polyester, 35% viscose.

Small 20354
Medium 20362
Large 20537
Extra Large 20610
Model wears Small
brochure price: £22
demo: £15.40

CLASSIC COMFORT

With its **super comfy, padded, non-wired design** and **stretchy material** that enhances natural curves, the Lace Overlay Bra is a must-have in every rotation.



● White

Small 8-10

19018

Medium 12-14

11403

Large 16-18

23523

Extra Large 20-22

48702

○ Black

Small 8-10

12401

Medium 12-14

14902

Large 16-18

26732

Extra Large 20-22

27037

Lace Overlay Bra

Lace: 90% nylon, 10% elastane, lining: 92% polyester, 8% elastane, pad: polyester. brochure price: £18

demo: £12.60



All fashion and home products are subject to availability.

NEW SHADE ALERT

We've ditched the underwires in this fuss-free design. What remains is an elegant, comfortable bra with **adjustable straps** and **stretch-lace** finish.

NEW

● Rose Red

Small 8-10

62836

Medium 12-14

63578

Large 16-18

63719

Extra Large 20-22

15883

Lace Bralette

80% nylon, 10% rayon, 10% elastane. brochure price: £18

demo: £12.60



All fashion and home products are subject to availability.

ON TREND SNAKE PRINT

Our snake print **make-up pouch** has smart pockets for all their cosmetics.



Ariel Cosmetics Bag
Green and blue. Polyester.
Approx. 21cm x 9cm x 9cm.

54585
brochure price: £12
demo: £8.40

Show them how to **keep their shades safe** with this protective case. The eye-catching snake print design means it won't get lost in the depths of their bag.



Ariel Sunglasses Case
Green and blue. PU, plastic, polyester. Approx. 16cm x 4cm x 4.5cm.

54916
brochure price: £8
demo: £5.60

This bright, **lightweight snake print scarf** is designed to make them stand out.



Ariel Scarf
Green and blue. Polyester. Approx. 180cm x 50cm.

28035
brochure price: £8
demo: £5.60

A **versatile purse** with snake-print detail, a detachable card holder and roomy storage.



Ariel Purse
Cream. PU outer, polyester lining. Approx. 13cm x 2.5cm x 10cm.

11684
brochure price: £10
demo: £7



STYLE THAT SELLS

Show customers how to style this **gorgeous handbag**. Showcase its structured design, shoulder strap detail, generous space inside and cool design.

Eden Handbag
Pearlised metallic beige. PU outer, polyester lining. Approx. 24cm x 10cm x 21cm.

56713
brochure price: £22
demo: £15.40

WEAR IT, SHARE IT, SELL IT



THE FRAME GAME

These **pink oversized sunglasses** exude 60s chic while dialling up the fun factor. Take a selfie of you wearing them and share it on social media to engage customers and boost your sales.

Chloe Holiday Shop Sunglasses
Polycarbonate, acrylic. Approx. width 14.5cm, height 5cm, length 14cm. Category 3, 400 UV protection.

54932
brochure price: £6.50
demo: £4.55

STYLE MUST-HAVES

● black
58081



NEW!

● green
58149



THE BAG

The crescent shape looks effortlessly stylish while keeping your customers' hands free. The adjustable strap ensures everything stays perfectly close as they move.

Share a 'What's In My Bag' social post, to show customers how roomy this bag is.

My Everyday Midi Cross Body Bag
PU and polyester outer, polyester lining. Approx. 32cm x 7cm x 20cm.
brochure price: £18

demo: £12.60

50



● silver tone
58115

● gold tone
17699

CHAIN REACTION

Layering link chains is a trend that's versatile yet edgy – and anyone can get on board. Recommend customers stick to one metal tone for a sleek look or mix up their metals for a vibe that's all their own.



Remy 3-Piece Bracelet Set

Steel, brass. 2 x bracelets, each approx. 18cm + 3cm extension chain, 1 x adjustable pull-style bracelet.
brochure price: £11

demo: £7.70

NEW!



TRENDING TREASURES

14-PIECE EARRINGS SET

Customers can get loads of different looks with this **mixed-metal set** of beads, faux pearls, bezels with glass stones, bars and waves.



Love For Every Day 14-Piece Earrings Set

Mix of gold tone, rose gold tone and silver plated. Plastic, aluminium, glass, stainless steel. Earrings range from approx. 0.5cm - 1cm.

17673

brochure price: £10

demo: £7

2-PIECE NECKLACE & EARRINGS SET

Our charming **4-leaf-clover necklace** and **earring set** gives them all the luck they need to face a busy day in the office.



Love For Every Day Clover 2-Piece Necklace & Earrings Set

Gold tone. Zinc, glass, steel, aluminium. Necklace approx. 42cm + 9cm extension chain. Earrings approx. 1.5cm.

17665

brochure price: £6.50

demo: £4.55



ANCHORCERT: SUITABLE FOR SENSITIVE SKIN

All of our jewellery and watches are tested for 16 metal allergens and certified by AnchorCert to be suitable for sensitive skin.

Just look out for the anchor logo across our jewellery and watches.

SPARKLE & SHINE

Empathy, purity, love. Help them discover the meaning behind our 18ct gold-plated semi-precious gemstone jewellery.

AMETHYST
peace and calm



amethyst
66498

SEREN

GREEN AVENTURINE
compassion



green
aventurine
37259

LABRADORITE
wisdom and truth



labradorite
38422

ROSE QUARTZ
love and harmony



rose quartz
38539

Seren Hoop Earrings
18ct gold plated with semi-precious gemstones. Approx. 1cm. brochure price: £20

*Vs regular brochure prices.

REP EXCLUSIVE OFFER
1 PAIR FOR £12 | 2 PAIRS FOR £16 SAVE UP TO £24*

Remy 3-Piece Earrings Set
Gold tone and silver plated. Zinc, stainless steel, aluminium. Earrings range from approx. 1cm to 3cm.

32854
brochure price: £9
demo: £5.40



ANCHORCERT: SUITABLE FOR SENSITIVE SKIN
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Just look out for the anchor logo across our jewellery and watches.

All fashion and home products are subject to availability.

THIS SEASON'S HOME FRAGRANCE MUST-HAVES

Introduce customers to our Sunrise Blossom blend that combines the juicy, fresh floral scents of **hibiscus** and **osmanthus** for a grown-up, refined aroma.



NEW!
1. Sunrise Blossom Hanging Pomander
Diatomite, gypsum, linen. Approx. 7cm x 1.5cm.

16014
brochure price: £6.50
demo: £4.55

NEW!
2. Sunrise Blossom Candle
160g. Glass. Burns for up to 40 hours.

15586
brochure price: £11
demo: £7.70

NEW!
3. Sunrise Blossom Reed Diffuser
80ml. Glass. Lasts up to 5 weeks.

50187
brochure price: £15.50
demo: £10.85



1



2



3



GIFT IT
Comes in a gift-worthy floral print box.

All fashion and home products are subject to availability.



MADE WITH
100%
COTTON

REP EXCLUSIVE RELAXATION MUST-HAVES

FLORAL CHECK SHORTIE PJS

Let customers know that this soft and super cute shortie PJ set will keep them cool and comfy through the warmer months – and it's perfect for chilling on summer evenings.

Floral Check Shortie PJs

Blue, 100% cotton, brochure price: £18

demo:
£12.60

Size table applies to body measurements given in cm			
S/M/L	Bust	Waist	Hips
S	82-86	65-69	90-94
M	91-96	74-79	99-104
L	101-106	84-89	109-114
XL	112-118	95-101	120-126

REP EXCLUSIVE OFFER COOLING THERAPY PACK

Take time for your own self-care with this soft-to-the-touch cold gel pack. Use it as a refreshing eye mask or a therapeutic way to relax tired muscles and cool down.

Cooling Therapy Pack
Pink, PU, polyester,
Approx 19cm x 12cm.

37515

brochure price: £7

demo: **£4.90**

Small 8-10

37283

Medium 12-14

37291

Large 16-18

37333

Extra Large 20-22

37507

THE ONE BRA

THE ICONIC ONE BRA

WANT COMFORT AND CONFIDENCE
YOU CAN DEPEND ON, EVERY DAY?

MEET OUR **BESTSELLING BRA**
WITH **THOUSANDS OF**
5-STAR REVIEWS.

- NO WIRES, NO WORRIES
- EASILY REMOVABLE LABELS

- PULL-ON DESIGN
- WIDE ADJUSTABLE STRAPS

- SECURE CUPS WITH REMOVABLE PADS

- LIGHTWEIGHT UNDERBAND

KHAKI

Small 8-10

10546

Medium 12-14

27474

Large 16-18

26567

Extra Large 20-22

56465

The One Bra
96% nylon, 4% elastane,
brochure price: £14

REP EXCLUSIVE OFFER

1 FOR £9.80 | 2 FOR £15.40 SAVE UP TO £12.60*

PINK

Small 8-10

42093

Medium 12-14

47100

Large 16-18

47357

Extra Large 20-22

49809

BLACK

Small 8-10

37705

Medium 12-14

36921

Large 16-18

37051

Extra Large 20-22

35642

WHITE

Small 8-10

37887

Medium 12-14

35915

Large 16-18

36046

Extra Large 20-22

29827

BEIGE

Small 8-10

36608

Medium 12-14

33159

Large 16-18

70490

Extra Large 20-22

72082

*Vs regular brochure prices.

**Offer limited to one of each shade in each size.

LIGHT UP THEIR MAKE-UP & CLEANSING ROUTINES

Show customers how proper lighting is a **game changer** when it comes to getting ready – and unready! This **new and improved Oval LED Mirror** will illuminate their morning make-up routine and nightly pamper session – and it's perfect for upselling to customers buying make-up and cleansing products.

- Features an all-round light strip with 3 lighting effects - warm, cool and combination
- Switches on and off at the push of a button
- Comes with a built-in reusable battery that's USB rechargeable
- The handy tray is perfect for Avon make-up and jewellery

Oval LED Mirror

Pink. PP, glass. Approx. 17.5 cm x 28 cm. Powered by rechargeable, non-replaceable battery. Includes USB charging cable.

37531

brochure price: £20

demo: £14

All fashion and home products are subject to availability.



Paper used in the production of this brochure is sourced from responsibly managed forests and other controlled sources.

UK 1 5 4 5 7 5 7

TOP TIP:
Post a 'get unready with me' style video to social media, showing customers how you cleanse the day away with your fave Anew cleansers and this LED mirror.