



YOUR REP MAGAZINE

FOCUS

UK JULY 7/2025
PLACE ORDERS IN JUNE 2025



**YOU SOLD
1 MILLION
BOTTLES
LAST YEAR**
HOW MANY
CAN YOU SELL
THIS YEAR?**

**WIN A
£10,000
HOLIDAY!**

WITH

lastminute.com

+ with every Skin So Soft bottle you buy,
get a **FREE £50 HOLIDAY GIFT CARD**
with **lastminute.com***

*Valid on purchases of Skin So Soft only. One £50 gift card per qualifying purchase. One gift card per booking. 18+. T's&C's at avonwinaholiday.com. Head to your Rep website for more information. **Based on total units sold in the UK in 2024.

IN THIS EDITION

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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.

THIS MONTH'S TOP PICKS



p8 SUMMER SALE



p26 BESTSELLING FAR AWAY



p46 SUMMER STYLE SAVIOURS



p60 PREMIUM BEAUTY WITHOUT THE PRICE TAG

**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



*Valid on purchases of Skin So Soft only. One £50 gift card per qualifying purchase. One gift card per booking. 18+. T's&C's at avonwinaholiday.com. Head to your Rep website for more information. **Whilst 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.

MAXIMISE YOUR CAMPAIGN WITH OUR HANDY CHECKLIST:

- ☐ **£10,000 holiday giveaway:** Our biggest ever customer giveaway is live from June to August – and it's your **best ever Skin So Soft sales opportunity**. Share the giveaway with customers who've stopped buying, new customers and loyal customers and watch those Skin So Soft orders roll in! Go to page 10 for all the details.
- ☐ **Sun-sational sales alert:** Hot prices are heating up in your July brochure! Stock up on demo offers (pages 8-17) and start sharing early to build pre-orders and maximise your summer sales.
- ☐ **Best offer of the year on Far Away:** Let customers know they can grab any 2 Far Away scents for just £22 – saving up to £16! Don't miss this chance to boost fragrance sales.
- ☐ **Sell a look...** Make the most of the limited edition Ultra Wild Collection (pages 22-25). Show customers how to create a full look and boost your make-up sales with multiple products in one order.
- ☐ **Keep growing skincare sales** with the unmissable Anew Serum offer in July brochure. Go to page 20 of this magazine for all the details.
- ☐ **Perfect Nonsense** is now available in trendy Body Mists – perfect for attracting younger customers. They're fun, fresh and easy to sell – and if customers aren't sure which scent to choose, offer them samples.
- ☐ **Premium beauty, without the price tag...** Use your **July & August flyer** to show customers how to switch and save with Avon. Share when you're delivering brochures and drop the digital brochure via WhatsApp for easy sales on-the-go.



HOW TO WIN A £10,000 HOLIDAY WITH

lastminute.com *

When your customers buy a bottle of Skin So Soft, they could **win £10,000 to spend on holidays**. From beach breaks and city escapes to once-in-a-lifetime adventures – the choice is theirs! **Plus**, with every bottle they buy, they'll get a

**FREE £50 HOLIDAY GIFT CARD
WITH LASTMINUTE.COM.***

WHAT TO DO NEXT...

1. When your customer is eligible to enter the giveaway (because they've placed a Skin So Soft order), we'll send you a holiday savings code card that you need to hand to them when you drop off their order. This card has a code on that they'll need. If customers order through your online store or digital brochure, their holiday savings code card will be sent directly to them – you won't need to do anything!
2. Your customer(s) will need to visit avonwinaholiday.com and complete the online form. Once they've done this, they'll be entered into the giveaway and can redeem their holiday gift card.

YOU CAN BE IN IT TO WIN IT TOO!

It's not just your customers that get to enter, you do too! When you buy a bottle of Skin So Soft from Focus or Brochure, you'll receive a **FREE £50 GIFT CARD** with lastminute.com* and be entered into our £10,000 holiday giveaway.

*Valid on purchases of Skin So Soft only. One £50 gift card per qualifying purchase. One gift card per booking. 18+. T's&C's at avonwinaholiday.com. Head to your Rep website for more information.

EASY WAYS TO BOOST YOUR SKIN SO SOFT BUSINESS

Here are some ways you can boost your Skin So Soft sales and drive your business to new heights.

**4 SOLD
EVERY
MINUTE****

USE OUR ASSETS

Head to Avon ON and use our ready-to-share Skin So Soft assets on your socials.



You can also download or screenshot these from the 'assets to share' area of Avon Academy.

USE A DISPLAY STAND

If you're heading to a local event to boost your business, our Skin So Soft stand is a great tool for summer and beyond.



£12.50 order using 17269

Want this stand for FREE? Just purchase any Skin So Soft bulk buy offers between April to June. For more information, head to the 'bulk buys' section on your Rep website.

CANVASSING CARDS***

At just 6p per canvassing card, they're a great tool to share your business in the local community and increase your customer base. It's got everything we want to say about it on there already!



**PACK OF 100 FOR £6
order using 06320**

TELL THEM ABOUT THE GIVEAWAY

The more you tell your customers, the more they know! Let your customers know this is a holiday icon and that we sell 4 every minute.** Here's three ways you can let them know:

1. Send all of your customers a personal message, especially if you know they're going on holiday soon.
2. Go LIVE on your socials and share your amazing knowledge of Skin So Soft, why you use it and the offers that are on.
3. Ask your customers who love Skin So Soft to write a short testimonial for you to share and say thanks with a few samples.

BOOST YOUR KNOWLEDGE

Scan the QR code to brush up on your Skin So Soft knowledge at Avon Academy. You'll be able to demo with confidence in no time!



**Based on total Skin So Soft units across all sizes and variations from 01.05.2024 to 31.07.2024.

***Canvassing card image for illustrative purposes only.

SHARE OUR SKIN SO SOFT GIVEAWAY

Spread the word about our £10,000 holiday giveaway and be sure to let your customers know that everyone is a winner. How? When they buy a bottle, they'll get a **FREE £50 HOLIDAY GIFT CARD** with

lastminute.com

Selling more Skin So Soft isn't just helping your summer sales, it's an easy way to boost your long-term earnings and build customer loyalty.

YOUR DEMO OFFER:

BUY **1**
FOR £4.20
CHOOSE **1**
HALF PRICE

SAVE UP TO £3.90*

*Vs regular Brochure prices.



with
argan oil



with
jojoba oil



scented
with
citronellol

★★★★★
BESTSELLER

WIN A
**£10,000
HOLIDAY!**

+ with every Skin So Soft
bottle you buy, get a
**FREE £50
HOLIDAY GIFT CARD**
WITH

lastminute.com

*Valid on purchases of Skin So Soft only. One £50 gift card per qualifying purchase. One gift card per booking. 18+. T's&C's at avonwinaholiday.com. Head to your Rep website for more information.

SILKY MOISTURE

- fast-absorbing lightweight oil
- with argan oil and vitamin E
- leaves skin looking and feeling nourished, soft and smooth

73254

150ml | £2/100ml
brochure price: £6

demo: £4.20

ENHANCE & GLOW

- self-tanning spray that gradually builds an even, sun-kissed glow
- with jojoba oil and velvet flower extract
- leaves skin so soft

43133

150ml | £2/100ml
brochure price: £6

demo: £4.20

ORIGINAL

- fast-absorbing, quick-drying lightweight oil spray
- with jojoba oil and vitamin E
- leaves your skin looking and feeling nourished

73049

150ml | £2/100ml
brochure price: £6

demo: £4.20

sale

BOOST YOUR SALES WITH SUMMER'S HOTTEST DEALS

★★★★★
BESTSELLER



Serum to brighten tired-looking skin and give a glowing boost of radiance.

1. Anew Radiance Maximising Serum
73114
30ml | £50/100ml
brochure price: £15
demo: £10.50

Face scrub to sweep away dead skin cells and help combat dull skin and pigmentation.

2. Anew Radiance Maximising Microdermabrasion
36103
75ml | £11.33/100ml
brochure price: £8.50
demo: £5.60

Toner to exfoliate and brighten skin.

3. Anew Radiance Maximising Tonic
73163
200ml | £3.50/100ml
brochure price: £7
demo: £4.90

Energises, brightens, and visibly reduces the look of dark circles.

4. Anew Radiance Maximising Dark Circle Correcting Eye Cream
46938
15ml | £56.67/100ml
brochure price: £8.50
demo: £5.60

YOUR PRICES
FROM
£4.90

**SUPERCHARGE
YOUR SUMMER
SALES
WITH THE VITAMIN
C POWER OF
30 ORANGES***

Show customers how to get brighter, more energised skin with the Anew Radiance Maximising collection. Upsell the whole collection so customers get better results – and you boost your earnings.

3-in-1 moisturiser, primer and SPF50, powered by vitamin C for glowing skin every day.

Anew Radiance Maximising Lightweight Cream SPF50
63081
50ml | £17/100ml
brochure price: £8.50
demo: £5.60

*Vitamin C power of 30 oranges relates to Serum only.

VIP & PLATINUM
REPS

40% OFF
BROCHURE PRICE

sale

BOOST YOUR SALES WITH SUMMER'S HOTTEST DEALS



! While stocks last.

FOR HER

- | | |
|-------------------------------|-------|
| 1. Cherish | 47043 |
| 2. Rare Onyx | 72033 |
| 3. Little Black Dress Holiday | 73627 |
| 4. Incandessence Lotus | 47712 |
| 50ml £21/100ml | |
| brochure price: £10.50 each | |
| demo: £7.35 each | |

FOR HIM

- | | |
|--------------------------|-------|
| 5. Aspire Man | 47696 |
| 6. Wild Country | 47936 |
| 100ml | |
| Normally £14 | |
| brochure price: £11 each | |
| demo: £7.70 each | |
| 7. Elite Gentleman Quest | 71845 |
| 100ml | |
| Normally £16 | |
| brochure price: £13 | |
| demo: £9.10 | |

YOUR PRICES
FROM
£7.35

SCENT-SATIONAL SUMMER SALES

Selling more fragrance is a simple way to grow your long-term earnings, as it leads to repeat orders and builds customer loyalty. Challenge yourself to sell 2 more fragrances this campaign and see your business grow.

Mandarin, sage and cedarwood.

Perceive for Men EDT

- 40576**
100ml
brochure price: £11
demo: £7.70

RUB HERE
TO TRY
THE
SCENT

VIP & PLATINUM
REPS
40% OFF
BROCHURE PRICE

sale

BOOST YOUR SALES WITH SUMMER'S HOTTEST DEALS



STATEMENT VOLUME



SuperShock Volume Loader Mascara
10ml
brochure price: £5.50
demo: £3.85

Blackest Black
47654

Brown Black
53769

CLEAR DEFINITION



Avon Clear Brow & Lash Mascara
52605
8ml | £5.62/10ml
brochure price: £4.50
demo: £3.15

LIFT & CURL



WonderCurl Volume, Curl & Lift Mascara
10ml
brochure price: £7
demo: £4.90

Blackest Black
53918


Brown Black
52555

EYE-CONIC SALES

Mascara's a must-have in every make-up bag, and an easy product to get customers shopping. Share the key benefits of each mascara, highlighting whether it's ideal for curl, volume or a false-lash look. With prices this good, get customers to grab more than one to cover all their lash needs.

FALSE-LASH EFFECT

Delightfull False Lash Waterproof Mascara
10ml
brochure price: £7
demo: £4.90

 **WATERPROOF SHADES**

Blackest Black
46201

Lava Brown
53777

YOUR PRICES
FROM
£3.15

SHOW & TELL TO SELL

Share a before & after photo on social media to show off the product impact.

SELL FROM YOUR SUNBED

Check out how you can keep growing your business without even moving from your sun lounger...

1. Find out how to share your digital brochure directly from Avon ON. Scan here to find out how:

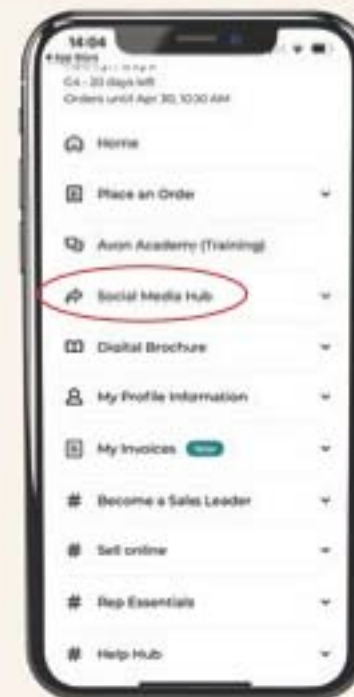


2. Pre-schedule your social media posts. Think about the key times for maximum engagement with customers and check out our ready-made assets on the Social Media Hub in the Avon ON app.

3. Set up a WhatsApp broadcast and share your digital brochure weekly. Scan the QR code to find out how:



4. Showcase travel size products and purse sprays that customers can pack in their hand luggage. Get started today by showing them the June flyer – it's packed with fab deals on travel size essentials.
5. Use your June flyer for repeat orders – you can schedule this content, too.
6. Talk suncare with your customers and highlight the importance of using a high SPF. Just schedule your assets and link to the digital brochure.



100ML
TRAVEL
SIZE



BEST FAR AWAY OFFER OF THE YEAR

Fire up your fragrance sales with Far Away this summer. Your customers can get **any 2 scents for £22**, so don't let them miss out on it! Spreading the word about this offer is a simple way to **grow your long-term earnings**.

The good thing is, fragrance customers are loyal and will shop with you again and again.



★★★★★
BESTSELLER

freesia,
jasmine petals,
Madagascan
vanilla

**Far Away Eau de
Parfum**
53595
50ml | £30.80/100ml
Normally £17



TIMELESS & ICONIC



creme de cassis,
orange blossom,
salty chocolate

**Far Away Rebel
Eau de Parfum**
30031
50ml | £30.80/100ml
Normally £17



INDULGENT & REBELLIOUS



black splendor
plum, exclusive
white oud,
golden amber

**Far Away
Splendoria
Eau de Parfum**
39370
50ml | £30.80/100ml
Normally £17



RICH & SENSUAL



pear, jasmine,
upcycled
Madagascan
vanilla

**Far Away Beyond
Parfum**
37192
50ml | £30.80/100ml
Normally £19



INTENSE & ELEVATED



pink pepper,
Ispahan rose,
golden musk

**Far Away Shine
Eau de Parfum**
51896
50ml | £30.80/100ml
Normally £17



LUMINOUS & POWERFUL



blackcurrant
buds, Madagascan
vanilla, black musk

**Far Away Glamour
Eau de Parfum**
39008
50ml | £30.80/100ml
Normally £17



MAGNETIC & GLAMOROUS



**Far Away Beyond
The Moon Parfum**
38729
50ml | £30.80/100ml
Normally £19



MYSTERIOUS & MESMERISING

YOUR PRICE: ANY 2 FOR **£15.40**
YOU SAVE UP TO **£22.60***

*Save based on regular brochure prices.
16

FAR AWAY SAMPLES = SALES

Remember, **sharing 50 samples could lead to 16 full size fragrance sales.*** It pays to always have samples on you, as you never know when there'll be a sales opportunity. Follow up with customers to get their thoughts on their sample and get them to buy the full size.



JUST £10.50
SAVE £39.50

just 21p per sample
order using **08656**

WHAT COULD YOU EARN?

Take a look at this table to see what you'll earn from selling 16 full size fragrances.

REWARD LEVEL	EARNINGS**
BRONZE STAR	£32.40
SILVER STAR	£51.20
GOLD STAR	£64.00
PLATINUM STAR	£76.80
VIP STAR	£81.92

*Based on internal analytics.

**Earnings based on regular prices of Far Away Parfums at £19.

HOW TO GROW YOUR FAR AWAY SALES WITH MICHELLE

“Far Away is our most iconic fragrance brand. It's a brand that sells itself – with loyal fans and scents that spark memories. Many of my customers remember their mum or nan wearing it. Fragrance selling is about emotions, so use these connections to boost your sales. Selling fragrance builds customer loyalty. When a customer falls in love with a scent, they'll come back to you for it again and again—and as they wear it, they're advertising you to friends and family.”



If you're looking to grow your sales, here are my top tips:

1. DEMO IT

Always carry a bottle of Far Away and tester strips, ready for customers to try. I carry at least one bottle of unopened Far Away and a few Purse Sprays, so I never miss a moment to sell. Spray your order bags with Far Away, it's an easy way to connect with customers.

2. KNOW YOUR TRENDS

Vanilla is trending, especially with teens. Recommend the classic Far Away—they love it. I sell lots of Far Away to teens with this hack.

3. BE SAMPLE SMART

Offer a limited number of free samples to the first few customers who order this month. It creates excitement and FOMO that drives action.”



CHOOSE YOUR PERFECT ANEW SERUM

FOR JUST
£8.75

when you spend £15
in this Focus Magazine.*
SAVE UP TO £18.25

TOP TIP

Boost your sales by matching customers with their perfect serum, then upsell with an Anew moisturiser. Share this offer when delivering brochures and on social to drive more orders.

*Offer only applicable with full-size Beauty and Fashion & Home demo products. Samples, Sales Tools & Outlet products excluded from offer. Reps are limited to just one Anew Serum at the £8.75 offer price.

**Applies to feel of skin's surface.
Based on a consumer study with 132 people.

**0.1%
RE**

RETINOL SERUM TO SMOOTH SKIN FAST

Serum powered by 0.1% pure retinol to visibly retexture your skin and smooth wrinkles.

Anew Smoothing Serum 30ml

49650-Price per 100ml = £53.67
brochure price: £23

demo: £16.10

£8.75 offer price, order using 49791

**3.5%
HA**

HYDRATE & PLUMP SERUM FOR INSTANT HYDRATION

Serum powered by hyaluronic acid for instant hydration and plumped-looking skin, helping to reduce the look of fine lines and wrinkles.

Anew Hydrate & Plump Serum 30ml

49569-Price per 100ml = £53.67
brochure price: £23

demo: £16.10

£8.75 offer price, order using 49700



POWERED BY



LIFT & TIGHTEN SERUM FOR AN ALL-DAY LIFTED LOOK**

Helps to lift, smooth and contour the look of skin leaving it feeling firmer and with increased elasticity.

Anew Platinum Lift & Tighten Lifting Serum 30ml

49601-Price per 100ml = £63
brochure price: £27

demo: £18.90

£8.75 offer price, order using 49742

TRENDING

ULTRA WILD

NEW ON-TREND SHADE-SHIFTING LIP STAIN & BALM

Show customers how to get **long-lasting colour** and **hydration in one easy step**. This clever lip duo tints lips with a flush of colour and keeps them soft and smooth.



VIP & PLATINUM
REPS

40% OFF
BROCHURE PRICE

FRESHLY APPLIED*



SEE IT CHANGE SHADE*



Pink Mirage

08896



Noir To Berry

08805

ULTRA MATTE LIPSTICK IN HOT NEW SHADES

Customers love Ultra Matte lipstick, so share these **new shades that are perfect for summer**. Let your Ultra Lipstick fans know they can get limited edition shades of our newest collection.

★★★★★
BESTSELLER

NEW LIMITED
EDITION COLLECTION

Arctic Rose
07641

Amber Harvest
07724

Ultra Colour
Matte Lipstick
3.6g
brochure price: £6.50
demo: £4.55



Arctic Rose

INDIA WEARS Ultra Colour Matte
Lipstick in Amber Harvest and Ultra
Colour Creamy Balm Blush in Peachy Sand

SHOW & TELL TO SELL

- 1. Line:** Use **Glimmerstick** lip liner to define lip shape.
- 2. Swipe:** Apply **Ultra Matte Lipstick** in hot new shades.
- 3. Wipe:** Remove effortlessly with a cleanser at the end of the day. Recommend the **Anew Hydrating Micellar Water** to boost their spend.

VIP & PLATINUM
REPS

40% OFF
BROCHURE PRICE

TOP TIP

Post a before and after pic on social media, showing the colour when it's freshly applied, then how it changes.

Ultra Colour pH Lip Stain & Balm

1.2g
brochure price: £5.50

demo: £3.85

22

*Based on actual
model use.

INTRODUCE CUSTOMERS TO THEIR NEW GO-TO BLUSH

This creamy tube is perfect for that **natural, dewy glow**. It's quick, easy, and mess-free – just squeeze, swipe and blend with fingers or a brush for an effortless flush of colour.



ZEEKA WEARS
Ultra Colour
Creamy Blam Blush
in Sunset Blush

TOP TIP

Boost your sales by sharing how to use all the products in the collection to create the perfect summer look.

Ultra Colour Creamy Balm Blush

15g | £3.50/10g
brochure price: £7.50

demo: £5.25

24



Sunset
Blush
07872



Peachy
Sand
07799

VIP & PLATINUM REPS

40% OFF
BROCHURE PRICE

SHOW & TELL TO SELL

Share a pic of your Ultra Wild mani or pedi on social media. Rock your mani when you're delivering brochures and orders and share the fab new nail collection.

Ultra Colour 60 Second Express Nail Enamel

10ml
brochure price: £3.50

demo: £2.45

ULTRA-FAST, ULTRA-PIGMENTED NEW NAIL SHADES

Perfect for customers who want salon-worthy nails in a fraction of the time, these **limited edition shades** go from wet to **set in 60 seconds.***



DRIES IN
60
SECONDS*

*Consumer science study with 24 participants.

NEW SHADES

Tropical
Green
06601

Cloudy
Sky
06791

Volcanic
Brown
06387

Underwater
Dream
06973

Shell
Pink
08011

SAMPLE, SELL & EARN

Sampling is the easiest way to sell fragrance. Once a customer tries a scent, they're more likely to buy it, so maximise your Eve sales by sharing samples. Remember to follow up with customers to get their thoughts and encourage them to buy a full-size scent.

10x



10x



10x



10x



10x



RUB HERE
TO TRY
THE
SCENT

*Saving based on regular sample prices in Brochure.

JUST £10.50
SAVE £39.50*

just 21p per sample

order using **58867**

26

EVE COLLECTION
PACK OF 50 SAMPLES
Includes: 50x samples in total
10x Eve Confidence,
10x Eve Truth, 10x Prive,
10x Become & 10x One.

HOW DO I SELL IT?

1. **Rock the scent yourself** and **keep samples handy** for sharing.
2. Share samples with Eve **fans** and **fresh summer scent seekers**.
3. Spread the word on **social media** about the new fragrance.
4. Any special occasions coming up? Fragrance makes a **fab gift** choice!

INTRODUCING EVE ONE

Meet the latest scent to join our iconic Eve collection. Eve One features gorgeous notes of rose pepper, cedarwood and passion fruit. Try it for yourself and share with customers that it's the perfect scent for summer.

RUB HERE
TO TRY
THE
SCENT



rose pepper fusion, cedarwood,
passion fruit

Eve One
Eau de Parfum

06981

50ml | £34/100ml
brochure price: £18

demo: £11.90

**VIP & PLATINUM
REPS**

40% OFF**
BROCHURE PRICE

**VIP & Platinum price
limited to Eve One
Perfume & Body Lotion
Set only.



Perfume & Body Lotion Set

- Eve One Eau de Parfum | 50ml |
- Eve One Body Lotion | 125ml |

90134

brochure price: £18

demo: £12.60

FULL SPEED NEW LOOK, SAME SCENTS

Your customers' **Full Speed** favourites just got a **stylish upgrade**. Tell them about the **new sleek packaging and bigger 100ml bottles**. Now their scent staples can last even longer.

HOW TO SELL:

1. Create excitement: Let customers know their go-to scent gives them 50 extra days* of spritzing.
2. Show off the beautiful bottle: Share a pic on socials.
3. Upsell & bundle: Boost sales by encouraging customers to buy sets from the June brochure – perfect for Father's Day.



NEW LOOK
NEW LONGER-LASTING SCENT*

FOUGERE
CITRUS

Full Speed Quantum Eau de Toilette
39511
100ml
brochure price: £16
demo: £11.20



NEW LOOK
SAME SCENT

FOUGERE
WOODY

Full Speed Surfer Eau de Toilette
38117
100ml
brochure price: £16
demo: £11.20



NEW LOOK
SAME SCENT

FOUGERE
AQUA

Full Speed Quantum Eau de Toilette
39487
100ml
brochure price: £16
demo: £11.20

NEW FRAGRANCE: FULL SPEED SKY JUMP

Get your customers excited about Full Speed with Sky Jump, filled with fresh and woody-citrus notes for the warmer season – makes for a **great Father's Day gift**.



SET OF 2

- set contains:**
- Full Speed Sky Jump Eau de Toilette | 100ml |
 - Full Speed Sky Jump Hair and Body Wash | 250ml |
- 69971**
brochure price: £17
demo: £11.90

VIP & PLATINUM
REPS

40% OFF**
BROCHURE PRICE

**VIP & Platinum price only applicable on Full Speed EDT and Hair and Body Wash set.

ALL NEW SCENT

3... 2... 1... JUMP!
Out the door, a **spicy pepper rush** sends your spine spinning, punching through the clouds our **Blue Sky blend** whips up **salty air** and tiny **ice oxygen crystals**, and **driftwood** parachutes down for a landing that'll leave a lasting impression.



**BIG ON THRILLS,
BIG IN MILS.**
100 ML



Full Speed Sky Jump Eau de Toilette
38208
100ml
brochure price: £16
demo: £11.20

*Based on an average use of 0.1ml per spray and 5 sprays per day. 75ml EDT lasts 150 days, 100ml lasts 200 days.

PERFECT NONSENSE NOW IN SUMMER-PERFECT BODY MISTS

Let customers know that Perfect Nonsense scents are now available in light, breezy body mists. Made by combining two unexpected ingredients, they'll arouse every sense. It's what makes them perfect for a refreshing scent-boost this summer.



bamboo, gin Smell-The-Taste™*

Perfect Nonsense Bambooie Cocktail Body Mist

05439

200ml | £4/100ml
brochure price: £8

demo: £5.60



tuberose, choco cocoa shell

Perfect Nonsense Choco Tuberose Body Mist

05488

200ml | £4/100ml
brochure price: £8

demo: £5.60

Bundle products together and upsell! Recommend the Body Mist with a full size perfume and matching shower gel as a great way for customers to layer up their scent and make it last longer. It's an easy way to boost sales.

VIP & PLATINUM
REPS

40% OFF
BROCHURE PRICE



pink pepper,
velvet peach

Perfect Nonsense Peppery Peaches Body Mist

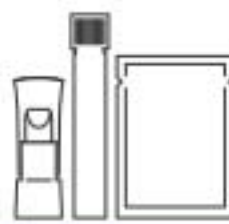
05520

200ml | £4/100ml
brochure price: £8

demo: £5.60

*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.

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**.



pink peppercorn
+ peach



PEPPERY PEACHES

chocolate
+ tuberose



CHOCO TUBEROSE

bamboo,
gin Smell-The-Taste™*



BAMBOOZIE COCKTAIL

*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 Sample Box
(1x each tester vial)

56739

1.8ml
Normally £2.50

£2.50

SINGLE SAMPLE VIALS EAU DE PARFUM

- | | |
|--|--------------|
| 1. Perfect Nonsense Peppery Peaches | 14589 |
| 2. Perfect Nonsense Choco Tuberose | 14928 |
| 3. Perfect Nonsense Bamboozie Cocktail | 14910 |
- 0.6ml

DID YOU KNOW...

50 samples could result in
16 full-size fragrance sales.*

*Based on internal analytics.

SAMPLE, SELL & EARN

Share samples with all customers; add them to orders.

RECOMMEND fragrances for upcoming occasions (social events & celebrations, birthdays, spring/summer season).

FOLLOW UP with the customer, ask what they think, and encourage them to grab a full size!

★★★★★
BESTSELLER

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

Help your customers find their new favourite by sharing a **bestseller sample** in their next order. Look out for the star ★ that signifies a **bestseller**!



SINGLE SAMPLE VIALS

0.6ml

FRAGRANCE FOR HER

EAU DE PARFUM

- 20875** Attraction For Her ★
- 15826** Far Away ★
- 15818** Far Away Glamour ★
- 15974** Far Away Rebel ★
- 15438** Today for Her ★

FRAGRANCE FOR HIM

EAU DE TOILETTE

- 01248** Attraction For Him ★
- 01891** Full Speed ★
- 56275** Wild Country ★

FRAGRANCE FOR HER

PERFUME

- 15685** Far Away Beyond
- 15776** Far Away Beyond The Moon

EAU DE PARFUM

- 26880** Attraction Awaken for Her
- 59915** Attraction Closer
- 15453** Attraction Game for Her
- 01164** Attraction Intense for Her
- 19760** Avon Luck for Her
- 19513** Cherish
- 23606** Eve Become
- 24323** Eve Confidence
- 28399** Eve Prive
- 25882** Eve Truth
- 17723** Far Away Shine
- 16063** Far Away Splendoria
- 19430** Incandessence
- 19497** Incandessence Lotus
- 19422** Little Black Dress
- 19471** Little Black Dress Lace
- 04036** Lov U
- 10215** Lov U Connected
- 11353** Lov U Together
- 19547** Perceive
- 14910** Perfect Nonsense Bamboozie Cocktail
- 14928** Perfect Nonsense Choco Tuberose
- 14589** Perfect Nonsense Peppery Peaches
- 19554** Rare Gold
- 19505** Rare Pearls
- 14142** TTA Celebrate
- 09043** Everlasting
- 21113** TTA Radiance
- 26864** This Love for Her
- 16204** Tomorrow for Her
- 27235** Wonder for Her

EAU DE TOILETTE

- 27755** Imari Corset
- 15743** Imari Free
- 14126** Imari Naturelle
- 50120** Imari Queen
- 19380** Pur Blanca
- 19398** Pur Blanca Elegance
- 19414** Pur Blanca Hope



NEW

rose pepper fusion,
cedarwood, passion fruit

Eve One
Tester Vial

08649
0.6ml



NEW

spicy pepper rush,
Blue Sky blend, driftwood

Full Speed
Sky Jump
Tester Vial

01867
0.6ml

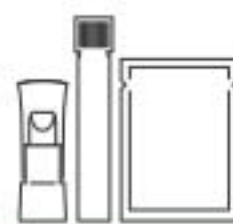
MIX & MATCH

1 FOR £0.70 | ANY 5 FOR £1.75

CHOOSE ANY 5 MAKE-UP, SKINCARE AND FRAGRANCE SAMPLES ACROSS PAGES 32-35*

*Offer excludes Perfect Nonsense Sample Box, Anew Trial Sizes and Anew Skin Reset Plumping Shot Sample.

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**.



LIPSTICK 0,6g

★
Ultra Matte
Lipstick Sample

27599	1 Au Naturelle
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
20958	Nude
21048	Papaya
13631	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

44172 Reviving Mauve

MAKE-UP

Got customers forever searching for the perfect shade of foundation or lipstick? Let them try before they buy.

FOUNDATION 1ml



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

SKINCARE

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

ANEW 2ml



08763
Anew Skin
Renewal Power
Cream Sample

NEW

58578
Multi-Protection Shield
Cream Sample



55889
Anew Skin
Renewal Power
Eye Cream Sample



★ 03657
Anew Skin
Renewal Power
Serum Sample



★ 19828
Anew Reversalist Plump & Smooth
Day Cream Sample



55863
Anew Reversalist Plump & Smooth
Night Cream Sample



★ 19836
Anew Ultimate Firm & Supple Day
Cream Sample



55871
Anew Ultimate Firm & Supple
Night Cream Sample



★ 19851
Anew Platinum Lift & Tighten
Day Cream Sample



55897
Anew Platinum Lift & Tighten
Night Cream Sample



55913
Anew Platinum Lift and Tighten
Lifting Serum Sample



56259
Anew Sensitive+ Dual Collagen
Cream Sample



56267
Anew Sensitive+ Dual Collagen
Eye Cream Sample

ANEW 2 x 2ml



19869
Anew Platinum Lift & Tighten
Dual Eye System Sample

ANEW 2ml

1 sachet = 1 plumping shot

Anew Skin Renewal Power
Plumping Shots Sample

07286

2ml

£0.70

*Excluded from offer.

ANEW TRIAL SIZES

£7 Each

10ml

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.



★ Anew Radiance
Maximising
Serum Trial Size
05314



Anew
Renewal
Power Cream
Trial Size
20966



Anew Platinum
Lift & Tighten
Lifting Serum
Trial Size
19687

Anew Ultimate
Firm & Supple Day
Cream Trial Size
36897

Anew Reversalist
Plump & Smooth Day
Cream Trial Size
70854

Anew Ultimate Firm
& Supple Night
Cream Trial Size
36905

Anew Platinum
Lift & Tighten Day
Cream Trial Size
19653

Anew Reversalist
Plump & Smooth
Night Cream Trial Size
71183

Anew Platinum Lift
& Tighten Night
Cream Trial Size
19661

MIX & MATCH

*Offer excludes Perfect Nonsense Sample Box, Anew Trial Sizes and Anew Skin Reset Plumping Shot Sample.

1 FOR £0.70 | ANY 5 FOR £1.75
CHOOSE ANY 5 MAKE-UP, SKINCARE AND FRAGRANCE SAMPLES ACROSS
PAGES 32-35*

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



Diary
Pink. Paper, PP. Approx. 21cm x 16cm x 1cm.
00737
£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



Fragrance Tester Strips
Paper. Includes 60 strips. Booklet approx. 14cm x 5cm. Each strip approx. 12cm x 1cm.
07518
£1.50



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**

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

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

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

FREE TO ORDER

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

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

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 your **June Brochure**, and if you're lucky, you might find them at a later date in our outlet whilst stocks last.

Want the full list? Simply scan this **QR code** where you'll find it all online.



last chance to buy in C6'25

LEGENDARY LENGTHS MASCARA, ORIGINAL PACKAGING



perfect equivalent available from July

main benefits

LEGENDARY LENGTHS MASCARA, NEW LOOK!

The same lengthening, volumising formula and brush they love, now in new hot pink packaging.



NEW LOOK

POWER OF RED COLLECTION

Ultra Powder Cream Blush and selected shades of: Power Stay Gel Eyeliner, Ultra 9-Shade Eyeshadow Palette, Power Stay Liquid Lip, and Power Stay Nail Enamel



ULTRA WILD COLLECTION

Get them excited by our new collection coming in July – find out more on pages 22-25 of this Focus. And, if your customer loved these hot red shades, tell them they can still get hold of the same great formulas in our regular shade selections.



SENSES

Sun Kissed Sunsets Shower Gel 250ml/500ml, Body Mist and Bubble Bath 500ml/1L



SENSES

Oriental Escape Shower Cream 250ml/500ml, Body Mist and Bubble Bath 500ml/1L.



As we wave goodbye to Sun Kissed Sunsets, take this as a sign to introduce your customers to our brand new Oriental Escape collection, bursting with orange blossom and patchouli.

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.

#Girls Rule
Body Lotion
Verbena &
Green Tea

61762

250ml |
£0.70/100ml
Normally £2.50

£1.75



Senses Italian
Escape Body
Mist

57869

100ml
Normally £2.50

£1.75



Refreshing
Foot Spray
Coconut &
Lime Scent

57232

100ml
Normally £3.75

£2.50



Cosy Cashmere
Shower Cream

60921

250ml |
£0.46/100ml
Normally £1.50

£1.15



1. Senses Essence
Lavender & Ginger
Hand Wash

59253

250ml | £0.80/100ml
Normally £3

£2

2. Senses
Essence
Lavender &
Ginger Hand
Lotion

57836

250ml | £1/100ml
Normally £4.50

£2.50

3. Senses Essence
Lavender &
Ginger Bath &
Shower Elixir

58180

500ml |
£0.50/100ml
Normally £5

£2.50



1. Festive
Gingerbread
Liquid Soap

60459

250ml | £0.46/100ml
Normally £1.50

£1.15

2. Festive
Gingerbread
Shower Cream

56192

250ml |
£0.46/100ml
Normally £1.50

£1.15



1. Berries in Chocolate
Bubble Bath

61614

250ml | £0.50/100ml
Normally £1.75

£1.25

2. Berries in
Chocolate
Body Lotion

61788

150ml | £1/100ml
Normally £2.25

£1.50



Avon Care Coconut Oil
Hydrating Hand Cream

62018

30ml | £3.33/100ml
Normally £1.50

£1



Senses Mulled
Spice Bubble Bath

61416

250ml |
£0.50/100ml
Normally £1.75

£1.25



1. Foot Works Winter
Relaxing Soak

60681

100ml
Normally £3.50

£1.75

2. Foot Works Winter
Exfoliating Scrub

54833

75ml | £3.33/100ml
Normally £4

£2.50



3. Foot Works Winter
Moisturising Cream

54858

75ml | £3.33/100ml
Normally £4

£2.50

1. Holiday Spirit
Body Mist

60806

100ml
Normally £3

£1.75

2. Holiday Spirit
Hand Soap

60343

250ml | £0.46/100ml
Normally £1.20

£1.15



3. Holiday Spirit Shower Gel

60475

500ml | £0.30/100ml
Normally £2

£1.50

Advance
Techniques
Ultimate
Shine
Shampoo

58834

250ml |
£0.80/100ml
Normally £3.25

£2



1. Senses
Extreme Limits
Antiperspirant
Roll On

61176

50ml | £2.50/100ml
Normally £2

£1.25

2. Senses
Extreme Limits
Shower Gel

61291

500ml |
£0.30/100ml
Normally £2.25

£1.50



1. Festive Apple & Black
Cherry Multipurpose Cream

61929

400ml | £0.62/100ml
Normally £3.75

£2.50

2. Festive Apple &
Black Cherry Body
Lotion

63198

720ml | £0.42/100ml
Normally £4.50

£3



electric accord,
turmeric leaf
oil, vetiver



Full Speed Electric EDT

58297

75ml | £9.33/100ml
Normally £14

£7

Wild cherry,
Belle de Nuit
flower and
Australian
sandalwood.



**Far Away Beyond
The Moon Body Lotion**

55681

125ml | £2.40/100ml
Normally £5.25

£3

Pear, freesia
and musk.



Perceive Body Spray

63164

75ml | £5.33/100ml
Normally £7

£4

Juniper berry,
cypress and
sandalwood.



Full Speed Eau De Toilette

54841

30ml | £23.33/100ml
Normally £10

£7



**Anew Platinum Lift & Tighten
Lifting Silver Mask**

54254

75ml | £6/100ml
Normally £10

£4.50



**Clearskin Blackhead Clearing
Liquid Extraction Strip**

60954

30ml | £8.33/100ml
Normally £4.25

£2.50



**Anew Radiance & Dark
Circle Correct Eye Cream**

59105

15ml | £33.00/100ml
Normally £13

£5.60

Freesia, jasmine,
vanilla musk.



**Far Away EDP
Purse Spray**

60269

10ml
Normally £7

£3



Today Gift Set for Her

Includes:

- Today EDP | 50ml |
- Today Hand Cream | 30ml |
- Today Body Lotion | 150ml |
- Gift box

61192

Normally £21

£15

Pepper, Egyptian geranium
and veramos.



**Black Suede
Real EDT**

59659

75ml |
£13.07/100ml
Normally £14

£9.80

40

cardamon, violet
leaves, Australian
sandalwood



**Elite
Gentleman
Absolute
Santal EDT**

58289

50ml |
£22/100ml
Normally £16

£11

lemon oil,
pink peony,
musk essence



**Little Black Dress
Summer Party
Eau de Parfum**

60855

50ml | £16/100ml
Normally £13

£8



1 2

1. watermelon, clary sage, bubble tea
2. whipped cream, toffee, sandalwood

Eau de Cologne

1. Joyful

58750

2. Delightful

57703

200ml | £2.50/100ml
Normally £10

£5



white freesia, peony, white rose

Pur Blanca Gift Set

Set includes:

- Pur Blanca EDT | 50ml |
- Body Lotion | 125ml |
- Gift box

54023

Normally £12

£9.50

Pear, freesia
and musk.



Perceive EDP

62497

30ml |
£13.33/100ml
Normally £8.50

£4

pink pepper,
tuberose,
sandalwood



**Imari Eclipse
Eau de Toilette**

56143

30ml |
£11.67/100ml
Normally £8.50

£3.50

Freesia,
jasmine and
vanilla musk.



Far Away EDP

62554

30ml |
£30/100ml
Normally £11

£9



**Ultra Colour
Face and Body
Highlighter**
30ml |
£1.83/10ml
Normally £9.50
£5.50



Rose
Quartz
60236



Platinum
Bronze
60251



**Anew Age-
Transforming
Foundation**
30ml | £3.30/10ml
Normally £16
£9.90

Ivory
61606

Nude
61275

Shell
61630

Natural
Beige
60442

Russet
54809

**Luminous
Blush**
6.2g | £6.85/10g
Normally £8
£4.25



Neutral
Medium
Deep
59444

Neutral
Medium
Tan
54213

**Flawless
Mattifying
Pressed
Powder**
8g | £6.25/10g
Normally £8.50
£5



Lime Icon
56754

Lilac Power
62687

Gold Rush
56903

Copper
Courage
61911

**Powerstay Long
Lasting Liquid
Eyeliner**
3.5ml
Normally £9.50
£3.55



Gold Rush



Light Peach
63131



Rose Gold
63149

**Highlighter
Pearls**
28g | £2.14/10g
Normally £10
£6



Gold
55764

Cool
Bronze
55376

**Glimmerstick
Diamond Eyeliner**
0.35g
Normally £6.50
£2.45



Fearless Sapphire **56184**
Savage Jade **61622**
Bold Amethyst **60913**
Fierce Amber **56077**
Daring Citrine **59154**

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



125G (Warm Ivory)	55954
140P (Light Ivory)	55830
210N (Light Beige)	61820
215P (Ivory)	58842
220G (Light Nude)	56036
228G (Nude)	56101
245N (Natural Beige)	55285

**Power Stay
24-Hour
Foundation**
30ml |
£2.67/10ml
Normally £13
£8



Brownie for
Dessert
63743

**Ultra Colour Lip
Paint Hydrating
Matte**
7ml | £5.71/10ml
Normally £8
£4



Brownie for Dessert

Red Hydramatic Matte & Shine Set
Includes:
• Hydramatic Matte Lipstick | 3.6g |
• Hydramatic Shine Lipstick | 3.6g |
• Gift box
63263
Normally £16
£8



Clear
56705

Power Pink
62059

Coral
56648

In The
Moment
61895

Rosewine
59790

Berry Nice
62067

Ruby Shock
62083

Red Brick
62158

Cherry
Jubilee
62117

Glimmerstick Lip Liner
0.35 g
Normally £6.50
£4



Rich Red
56200

Nude Luxe
57901

**Ultra Matte
Lipstick**
3.6g
Normally £8.50
£4.50



Rich Red

Cappuccino
56853

Chic
58503

Frostiest
Mauve
58198

**Ultra Creamy
Lipstick**
3.6g
Normally £8.50
£3.50

Marvellous
Mocha
59055

Blush
58370

Posh Petal
54817

**Ultra Matte
Lipstick**
3.6g
Normally £8.50
£3.50



**Pink Hydramatic
Matte & Shine Set**
Includes:
• Hydramatic Matte Lipstick
in Blush | 3.6g |
• Hydramatic Shine Lipstick
in Marsala | 3.6g |
• Gift box
63529
Normally £16
£8



Black Suede Secret Fragrance & Wallet Gift Set

- Set includes:
- Black Suede Secret Eau de Toilette: red apples, tonkalactone, cuir velours | 100ml |
 - Wallet: Black. PU outer, polyester lining. Approx. 11 cm x 9 cm.
 - Gift box

57562
Normally £22

£14.50



Anew Wash Away The Day Gift Set

- Includes:
- Anew Micellar Water | 50ml |
 - 2 Towelling wristbands. Polyester. 9cm x 5.5cm.
 - Towelling headband. Polyester. 18cm x 9cm.
 - Make-Up removing towel. Polyester. 39cm x 18cm.
 - Cosmetics Bag. Polyester. 24cm x 14cm x 7.5cm.

63982
£10



My Everyday Mini Cross-Body Bag
PU outer, polyester lining.
Approx. 24cm x 17cm.
Normally £10

£6.50



Festive Spice Car Diffuser Refill
Pack of 2. Lasts up to 3 weeks.

54825
Normally £4
£2



On-The-Go Grooming Set
5-piece set. Includes pouch, nail scissors, tweezers, nail file and nail clipper. PU, nylon, metal. Approx. 11cm x 11cm x 2cm.

56309
Normally £10
£6

Floryn Sunglasses
Polycarbonate, acrylic.
Width 15cm, height 4cm, length 15cm. Category 3, 400 UV protection.
Normally £6

£4.50



UV 400 protection

Purple
63347

Blue
63222



Pia Heart Necklace
Gold tone. Steel, glass, zinc, plastic. Approx. 45cm + 9cm extension chain.

58222
Normally £8
£5



Pia Chunky Heart Bracelet
Gold tone. Steel, glass, zinc, plastic. Approx. 18.5cm + 2.5cm extension chain.

56291
Normally £7
£4



Pia Heart Earrings
Gold tone. Glass, zinc, plastic. Approx. 4cm x 1cm.

59410
Normally £6.50
£4

Long Jewel & Bow PJs
Burgundy. 100% cotton.
Small 8-10
Medium 12-14
Large 16-18
Extra Large 20-22
Normally £22

62802
63107
63537
62620

£14.50

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

peach, rose and patchouli



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

63750
Normally £15
£8.50

Iris Zodiac Necklace
Gold tone. Brass, zinc, steel, plastic. Approx. 81cm. Normally £14

£6



LONG NECKLACE

81 cm

- | | | | |
|----------------|--------------|-----------|--------------|
| 1. Scorpio | 60871 | 7. Taurus | 60418 |
| 2. Sagittarius | 60889 | 8. Gemini | 61713 |
| 3. Capricorn | 56861 | 9. Cancer | 61093 |
| 4. Aquarius | 57398 | 10. Leo | 61077 |
| 5. Pisces | 61465 | 11. Virgo | 56580 |
| 6. Aries | 60202 | 12. Libra | 60947 |



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

HOW TO ORDER DEMO PRODUCTS

Place orders from this Focus in Campaign 6, June 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.co.uk](https://www.avon.co.uk).

- 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.

EXCLUSIVE DESIGNER PRINT PJS

These exclusive PJs are a must-have for anyone who loves combining style and comfort. They're a great way to boost your sales and offer something exclusive that customers can't find anywhere else.

NEW!

Playful Print Shortie PJs

Our bright all-over print brings the fun factor to this shorts-and-vest twinset, boasting frilled hemlines and a super-soft finish.

Pink, yellow and blue.
Polyester, viscose.

Small **05967**
Medium **05975**
Large **06106**
Extra Large **03715**
Model wears Small

brochure price: £18

£12.60

All fashion and home products are subject to availability.

PRINT
EXCLUSIVE
TO AVON

FUN-FILLED FRILLS



MEET THE DESIGNER

Illustrator **Hannah Weedon** reveals the inspo for her print design.

What's the story behind this print?

It's my spin on the playful shapes and colours of children's paintings – something joyful and fun.

Where else have we seen your creations?

Lots of random places! My fave was when my print was worn on The Great British Bake Off. I nearly spat out my tea!

NEW!

Playful Print Short Sleeve Button Down PJs

Classic meets contemporary in this pyjama set patterned with our exclusive print, plus contrast piping, buttons and a sharp collar.

Pink, yellow and blue.
Polyester, viscose.

Small **05538**
Medium **05678**
Large **05801**
Extra Large **05900**
Model wears Medium
brochure price: £26

£18.20

All fashion and home products are subject to availability.

SELL THE PERFECT NIGHT IN

Encourage your customers to pair their PJs with a bubble bath, face mask and candle. It's an easy way to get customers spending more.

All fashion and home products are subject to availability.

POWER OF 3

Set includes a T-shirt, shorts and long joggers.



ETHICAL & SUSTAINABLE COTTON

NEW!

Floral 3-Piece PJs Set
Made from breathable cotton for a comfy night's sleep, this pyjama set can mix and match to suit your body temperature.

White, green and pink.
100% cotton.

Small **10603**
Medium **09142**
Large **61556**
Extra Large **02725**
Model wears Medium
brochure price: £21
demo: £14.70

IN BLOOM

Love flowers? Our abstract bloom print is front and centre on this sweet design.



NEW!

Floral Sleep Tee

This loose and roomy floral-print nightdress is the perfect sleep partner for those who don't like to feel constrained when they're trying to nod off.

White, green and pink.
100% cotton.

Small **03780**
Medium **03897**
Large **11189**
Extra Large **11213**
Model wears Medium
brochure price: £14
demo: £9.80

All fashion and home products are subject to availability.



DO THE WORLD OF GOOD

Make a positive impact with Cotton made in Africa – an initiative of the Aid by Trade Foundation.

Improve lives

You'll be supporting African cotton farmers and their families.

Foster prosperity

You'll help to create opportunities and uplift communities across Africa.

Protect the planet

Cotton made in Africa is grown sustainably.

Visit

cottonmadeinafrica.org/en



PEEK INSIDE

With four pockets, there's a place for everything.

CHAIN DETAIL

Exaggerated straps, like these resin links, are a catwalk hit.



WEAR IT, SHARE IT, SELL IT

Style this on-trend jewellery and bag your way and wear when delivering brochures. It's the perfect conversation starter to spark sales!

CATWALK STYLE

NEW!

Ivy Bag

Green. PU outer, polyester lining, resin links. Approx. 27cm x 12cm x 17cm.

00091

brochure price: £25

demo: £17.50



NEW!

1. Ivy Statement Earrings

Gold tone and green. Titanium, resin. Approx. 5cm.

63602

brochure price: £7

demo: £4.90



NEW!

2. Ivy Trend Necklace

Gold tone and green. Steel, brass, zinc and resin. Approx. 42cm + 9cm extension chain.

50278

brochure price: £8

demo: £5.60



NEW!

3. Ivy Statement Cuff

Gold tone and green. Steel, resin. Approx. 6.5cm x 5cm with 3cm opening.

01883

brochure price: £10

demo: £7



OFF THE CUFF

Adjust the 3cm opening to fit.



Nose ring is model's own.

All fashion and home products are subject to availability.

SUMMER STYLE THAT'S HOT RIGHT NOW

NEW & ON TREND



MATCHING WALLET

Complete your customer's look by upselling the matching zip-around wallet.

NEW!

2. Faye Wallet

Cream and tan. PU outer, polyester lining. Approx. 9cm x 2.5cm x 11cm.

24554

brochure price: £8.50

demo: £5.95



SECURE STYLE

Protects your cards with RFID technology.



UPDATE ON A CLASSIC

This chic cream & tan canvas bag mixes textures for a modern tonal look. It has an adjustable strap and all the space for on-the-go essentials.

NEW!

1. Faye Bag

Cream and tan. Cotton outer, polyester lining. Approx. 26cm x 13cm x 7cm.

26310

brochure price: £22

demo: £15.40

OVERSIZED & TRENDING

Chic bold studs can elevate any outfit.



NEW!

3. Faye Oversized Earrings

Steel, titanium, aluminium. Approx. 2.5cm x 4cm.

17020

brochure price: £6

demo: £4.20

BAGS OF STYLE

A small bag that won't add bulk to an outfit is crucial on a night out.

My Everyday Midi Cross Body Bag

PU and polyester outer, polyester lining. Approx. 32cm x 7cm x 20cm. brochure price: £18

demo: £12.60



beige
56721

green
30262

black
32235

SAME BRA, NEW DUSTY LILAC SHADE

Let customers know their fave comfy bra with its brilliant curve-enhancing, **non-wired** design in a **stretchy fabric**, now comes in a **fresh new shade**; a dreamy, dusty lilac. The built-up lace shoulders add extra coverage for a great fit, every time.

NEW
COLOUR

EXTRA COVERAGE

LACE LOVE
Our wire-free lace bra, now in a beautiful dusty lilac.

Lace Overlay Bra
Lace: 90% nylon,
10% elastane. Lining:
92% polyester, 8% elastane.
Pad: polyester.



• Dusty Lilac
Small 8-10 **57380**
Medium 12-14 **63735**
Large 16-18 **10728**
Extra Large 20-22 **15651**
Model wears Small



• Black
Small 8-10 **32169**
Medium 12-14 **31047**
Large 16-18 **45856**
Extra Large 20-22 **71670**



• White
Small 8-10 **46359**
Medium 12-14 **46524**
Large 16-18 **47035**
Extra Large 20-22 **47191**
brochure price: £18
demo: £12.60

ON TREND HEATLESS CURLERS

Customers want **gorgeous curls but short on time**? Introduce them to our **new heatless curlers**, now with **3 curlers** that give salon-worthy **beachy waves with no heat damage**. Maximise your sales by encouraging them to buy the curlers and LED mirror together.

HOW TO USE

1

Divide hair into 3 sections.

2

Roll from the top down to your scalp.

3

Tie the ends together to secure.

4



Done? Store in the animal-print pouch.

NEW!

Purple. Polyester, PP. Pouch approx. 29cm x 17.5cm. Curler approx. 23cm.

22293

brochure price: £10

demo: £7

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

70516

brochure price: £20

demo: £14

All fashion and home products are subject to availability.

BEFORE AFTER



FIGHT FRIZZ

Get salon-style beachy waves with no fuss.

KINDER TO HAIR

Avoid damage caused by heated hair tools.

BOOST VOLUME

Target extra volume where you need it with the NEW 3-piece design.



MAGIC MIRROR

With 3 LED light settings for effortless glow-ups.

ON-THE-GO MIRROR

Introduce your customers to our travel-ready compact mirror – perfectly sized for journeys and packed with clever features. Highlight its two mirror options and handy charging cable.

NEW!
Travel Compact Mirror
 Make every reflection perfect with this rechargeable dual-mirror compact. It has up to 2 hours of battery life and three light settings – natural daylight, warm, and bright white – plus magnifying and regular mirrors that open flat for easy viewing.
 Pink. ABS, glass. Approx. 10cm x 10cm x 2.5cm. Includes a non-replaceable, rechargeable lithium battery, and USB charging cable.

70268
 brochure price: £12.50
 demo: £8.75

DOUBLE VISION
 Choose between regular and magnifying mirrors that open flat.

PERFECT LIGHT
 Three light settings ensure flawless make-up in any environment.

All fashion and home products are subject to availability.

CHECK THE TIME & YOUR MAKE-UP

Let your customers know that they can **check the time and their make-up at once**. With its sleek mirror finish dial, this digital watch is a brilliant all-day accessory. Choose from a white-bronze case with a pink strap or a gold-toned case with a grey strap.

TOP TIP
 Wear when you're out delivering brochures and orders and tell customers about it to get them interested.

2-IN-1 WATCH & MIRROR

REFLECTIVE MIRROR DIAL



GO GOLD
 The watch also comes in a gold-tone finish.

NEW Ariel Silicone Mirror Watch
 Stainless steel, zinc alloy, brass, glass, silicone. Adjustable between approx. 16cm and 22cm.
 brochure price: £15
 demo: £10.50

- grey and gold tone
- pink and silver tone

42408
44032

All fashion and home products are subject to availability.

SHADES TO SLAY

Boost your summer sales with our curated collection of **on-trend sunglasses**. If customers aren't sure which to go for, try to recommend glasses that match their face shape.

BEST FOR...
rectangular faces – ideal if their face is longer than it is wide.

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

54932
brochure price: £6.50
demo: £4.55

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

45146
brochure price: £10
demo: £7

BEST FOR...
heart-shaped faces – with a wider forehead and a pointed chin.

BEST FOR...
square faces – perfect if their face is equal in length and width.



BEST FOR...
oval faces – they'll suit any shape, so they can afford to wear a more daring silhouette.

1. Fleur Sunglasses
Polycarbonate frame and acrylic lenses. UV 400. Category 3 protection.

42242
brochure price: £10
demo: £7



ON-TREND TWIST
Gold-tone wavy arms add a glam touch.

3. Bloom Cat-eye Oversized Sunglasses
Black and gold tone. Polycarbonate, acrylic. Width 14cm, height 6cm, length 14cm. Category 3, 400 UV protection.

45385
brochure price: £10
demo: £7



UV400 PROTECTION

FABULOUS FLORALS

Get your beauty customers **spending more** by sharing more fashion and home products, like this **gorgeous nightdress**. Mention that these products are limited edition, to help secure the sale.

FIT FOR ALL
Adjustable straps mean they can get the right fit for their body.

Rose Print Strappy Night Dress
Black and pink. 100% viscose.

Small **65052**
Medium **65078**
Large **65037**
Extra Large **47183**
Model wears Medium

brochure price: £18
demo: £12.60



All fashion and home products are subject to availability.

ONE BRA, MANY COLOURS

Customers can select the shades that suit their style.

The One Bra

With soft fabric, adjustable straps and no wires, this pull-over bra moves with you for supreme comfort.

Grey: 70% nylon, 23% polyester, 7% elastane.

All other colours: 96% nylon, 4% elastane.

● black

Small 8-10 **66829**

Medium 12-14 **74302**

Large 16-18 **52530**

Extra Large 20-22 **50070**

● beige

Small 8-10 **74104**

Medium 12-14 **62539**

Large 16-18 **38950**

Extra Large 20-22 **51292**

● pink

Small 8-10 **51458**

Medium 12-14 **51615**

Large 16-18 **51649**

Extra Large 20-22 **51797**

● white

Small 8-10 **74955**

Medium 12-14 **50146**

Large 16-18 **61200**

Extra Large 20-22 **61960**

● grey

Small 8-10 **33696**

Medium 12-14 **59279**

Large 16-18 **64212**

Extra Large 20-22 **64220**

THE SALES-BOOSTING BRA

Introduce customers to the iconic One Bra and increase sales by sharing why it's such a favourite. With its soft fabric, adjustable straps and no wires, customers love this bra and the choice of fab colours.

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

The One Bra
96% nylon, 4% elastane.
brochure price: £14
demo: £9.80*

1 FOR £9.80 | 2 FOR £14*
SAVE UP TO £14**

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

**Vs regular brochure prices.

AVON PREMIUM BEAUTY

1. Show customers how to get the premium beauty they love – without the premium price tag. Our **July and August flyer** highlights Avon's alternatives with similar benefits and better savings. You'll get one flyer with every July brochure you order – **and you can keep using it all August to boost sales.**











Share it when delivering brochures or orders and inspire your customers to switch and save with our top tips:

1. Talk to customers about products they love and **share the Avon alternative** by saying 'if you like this, I think you'll love this.'
2. Looking to grow your customer base? This flyer is a **fab canvassing tool** to connect with new and lapsed customers. It's packed with savings vs premium brands that customers won't be able to resist.
3. Share your digital flyer with customers over WhatsApp and **highlight the big savings they can make vs premium brands.**
4. Keep customers engaged with a **daily social media post**. Find free content on Avon ON or Avon Social and let customers know they can shop with you.
5. Post a haul style video on social media and share 'if you like this, I think you'll love this' for each product, so customers are clear on what to switch.



REFRESH THEIR MAKE-UP BAG FOR LESS

Let your customers know that they can get a full face of make-up – without the premium price tag. From a flawless base to everyday eye essentials and bold lips, we've got everything they need in your July and August Flyer.

PRIMER	PRADA Refine Blurring Extending Primer, 30ml PRICE PER 10ML £12 £36*		AVON Magix Smoothing SPF10 Primer, 30ml PRICE PER 10ML £2.50 FLYER PRICE: £7.50	
FOUNDATION	ESTÉE LAUDER Double Wear Stay-in-Place Foundation SPF10, 30ml PRICE PER 10ML £13.17 £39.50*		AVON Power Stay 24-Hour Foundation, 30ml PRICE PER 10ML £3.50 FLYER PRICE: £10.50	
MASCARA	HUDA BEAUTY 1 Coat WOW! Extra Volumising and Lifting Mascara, 10ml PRICE PER 1ML £2.20 £22		AVON Ultra Volume Mascara, 10ml PRICE PER 1ML £0.75 FLYER PRICE: £7.50	
EYELINER	RARE BEAUTY Perfect Strokes Longwear Gel Eyeliner, 0.25g PRICE PER 10G £760 £19*		AVON Glimmerstick Eyeliner, 0.28g PRICE PER 10G £178.57 FLYER PRICE: £5	
LIPSTICK	BOBBI BROWN Luxe Matte Lipstick, 3.5g PRICE PER 10G £102.86 £36*		AVON Ultra Matte Lipstick, 3.6g PRICE PER 10G £18.06 FLYER PRICE: £6.50	

*Prices sourced from top to bottom on 22.04.2025: selfridges.com, esteelauder.co.uk, selfridges.com, sephora.co.uk, sephora.co.uk

THE ULTIMATE LIP TREATMENT

Share a before & after pic, to show customers how this **colourless balm like formula** and **active ingredients** will transform their lips in **just 7 days**.

CUTTING-EDGE TECHNOLOGY

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



**5 FOR
£20**

ORDER USING
68262

DEMO: THE POWER SKINCARE SET



Anew Platinum Lift & Tighten Dual Eye System, 20ml
DEMO PRICE PER 10ML | £3.13

VS ROC®
DERMCORREXION®
Dual Eye Cream, 20ml
PRICE PER 10ML | £20



Anew Renewal Power Serum, 30ml
DEMO PRICE PER 10ML | £3.75

VS ESTÉE LAUDER
Advanced Night Repair Synchronized Multi-Recovery Complex, 30ml
PRICE PER 10ML | £21.67



VIP & PLATINUM REPS
40% OFF*
BROCHURE PRICE

*VIP & Platinum price available on page 63 only.

PRADA
Hydrating Lip Balm, 3.8g
PRICE PER 10G | £105.26
£40*



AVON
Anew Revival Lip Treatment, 3.6g
40733 | PRICE PER 10G | £13.61
£4.90
ORDER USING 45559

OURS SAVES YOU £35.10**

**Save message based on price in this Focus Magazine.

*Price sourced on 01.05.2025: boots.com

PREMIUM BEAUTY
2 FOR
£104.99*



AVON SET
2 FOR
£17.50
ORDER USING 68601

OURS SAVES YOU £87.49**

**Save message based on price in this Focus Magazine.

*Prices sourced on 22.04.2025 from left to right: sephora.co.uk, esteelauder.co.uk

GLOW FOR LESS

Let your customers in on a little secret; they can get the same radiant glow they love and save big when they buy an Avon alternative.

They can get a full beauty look for the price of this one premium tinted moisturiser. Now that's a smart swap – and a **simple way to boost your sales.**

SPF20

AVON
nutraeffects

radiance

tinted
moisturising
day cream
spf 20

with pomegranate
extract

NORMAL SKIN

NO | alcohol

50 ml e

BOBBI BROWN

Vitamin Enriched Skin Tint,
50ml

PRICE PER 10ML | £7.80

£39*

AVON

Nutra Effects Radiance Tinted
Moisturising Day Cream SPF20, 50ml

DEMO PRICE PER 10ML | £0.73

£3.65

ORDER USING 38224

OURS SAVES YOU £33.75**

*Price sourced on 22.04.2025: sephora.co.uk **Vs Demo selling price.



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UK 1545759