



YOUR REP MAGAZINE

# FOCUS

UK JANUARY 1/2025  
PLACE ORDERS IN  
DECEMBER 2024



NEW YEAR'S SALE

# sale



UP TO

# 50%

OFF

## AMAZING OFFERS JUST FOR YOU

Stock up on bestsellers  
& build your demo kit  
for 2025



**HALF PRICE HYDRATE & PLUMP 10 MINUTE MASK | JUST £6.25**  
SEE YOUR JANUARY BROCHURE FOR DETAILS



IN THIS EDITION

- 8 ANEW SKINCARE
- 16 FRAGRANCE
- 20 MAKE-UP
- 30 SALES TOOLS & SAMPLES
- 34 OUTLET
- 44 EXCLUSIVE PREVIEW: ULTRA LIPSTICK

## THIS MONTH'S TOP PICKS



**p8 NEW: ANEW 10 MIN MASK**



**p17 EXCLUSIVE PREVIEW: LOV U TOGETHER**



**p20 MAKE-UP: ANY 4 FOR £14**



**p44 EXCLUSIVE PREVIEW: ULTRA LIP**

**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](http://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**



\*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.

## MAXIMISE YOUR CAMPAIGN WITH OUR HANDY CHECKLIST:

- Customers will love the irresistible prices across our sale pages in January Brochure and won't want to miss out. Encourage them to shop the sale for everything from sleepwear to self-care treats. You'll find a selection of the sale on pages 4-7 of this Focus magazine too.
- Stock up on bestsellers with our extra offers just for you. Make the most of the amazing savings to build your demo kits for the year.
- Boost your skincare sales with the **NEW Anew Hydrate & Plump 10 Minute Mask**. Customers can get it for half price when they buy any other Anew skincare product in the C1 Brochure.
- New year is the perfect time to **maximise skincare sales**. Customers are looking for new products and regimes. Head to pages 10-13 to get the downlow on product benefits and buy your skincare demo products.
- Get ready for scent-sational Valentine's sales with a sneak peek of the **BRAND NEW Lov U Together**. Stock up on samples on page 31 and share them with customers to bag pre-orders for February.
- Build your **new year make-up demo kit**, with your exclusive any 4 for **£14** offers across pages 20-23.
- Get ready for the **biggest lip launch of 2025**. The reinvented Ultra Lipstick collection is exclusively available to you right now! It's launching to customers in February, so get your hands on unmissable demo offers and exciting info across pp.44-48.
- Continue boosting your Gift Guide sales in December. Remember, orders can still be placed from your November Gift Guide throughout December, so make the most of the festive period to **keep making extra sales**.
- Did you know your Digital Brochure front cover refreshes weekly? Share the **Digital Brochure every week** to increase sales from the comfort of your sofa.





# sale



## FOR HIM

### Eau de Toilette

75ml  
pepper blend, Sicilian Blood Orange Oil, Ambermor

**1. Full Speed Boost**

**71589**

brochure price: £10

**demo: £7**

juniper, cypress, musk

**2. Full Speed**

**35048**

brochure price: £10

**demo: £7**

black pepper, lavandin, cedarwood

**3. Wild Country Rush**

**35618**

brochure price: £10

**demo: £7**

## FOR HER

### Eau de Parfum

50ml

starfruit, pink freesia, cedarwood

**4. Eve Truth**

**73288**

brochure price: £12

**demo: £8.40**

orange flower, bergamot, precious amber

**5. Rare Gold**

**53199**

brochure price: £9

**demo: £6.30**

honeysuckle, ylang-ylang, milkwood

**6. Little Black Dress**

**53223**

brochure price: £9

**demo: £6.30**

TIMELESS WARMING SCENTS HELP CUSTOMERS FIND A NEW FAVE TO SEE THEM THROUGH COSY SEASON.

SAVE UP TO

**£3.60\***

\*Vs C1 Brochure prices.

FRAGRANCES FOR HIM & FOR HER FROM

**£6.30**



# sale



FOR DULL & DAMAGED HAIR

Advance Techniques Ultimate Shine Serum

41988

30ml | £15.83/100ml brochure price: £4.75

demo: £3.30

6



FOR NORMAL AND DULL HAIR

Advance Techniques Ultimate Shine Illuminating Treatment Spray

49171

100ml brochure price: £4.50

demo: £3.15



FOR DRY HAIR

Advance Techniques Absolute Nourishment Argan and Coconut Treatment Oil

49270

100ml brochure price: £7.25

demo: £5.05



FOR FLAT, FINE HAIR

Mega Volume Treatment Spray

49262

100ml brochure price: £4.50

demo: £3.15



FOR DRY HAIR

Advance Techniques Absolute Nourishment Treatment Serum

29223

30ml | £15.83/100ml brochure price: £4.75

demo: £3.30

WINTER HAIR RECOVERY SQUAD SHOW CUSTOMERS HOW TO NOURISH THEIR HAIR WITHOUT A SPENDY SALON VISIT.

SAVE UP TO

£2\*

\*Vs C1 Brochure prices.

HAIR SERUMS & TREATMENTS FROM

£3.15



## SAY HELLO TO OUR NEW 10 MINUTE MASK, THE SKINCARE SAVIOUR OF THE SEASON

### WHAT IS IT?

Powered by 2 types of hyaluronic acid, able to reach multiple layers of the skin's surface, this super-hydrating mask is like a drink of fresh water for thirsty skin.

### HOW TO USE?

Use it 3 times a week and wipe off after 10 minutes. It's perfect for when customers need a hit of hydration and they're tight on time.

### WHO WOULD LOVE IT?

Got customers with dehydrated or dry skin, or who've noticed dry lines and wrinkles? This is for them. If they already love the Hydrate & Plump collection, be sure to tell them about this mask.

### WHAT'S IN IT FOR YOU?

Why sell 1 product when you can sell a skincare regime? Selling a regime boosts your order value and helps customers understand how to build a routine. Turn to page 6 for the full Hydrate & Plump collection.



## SHOW CUSTOMERS THEY CAN DOUBLE SKIN'S HYDRATION IN JUST 10 MINUTES†

With hydration a key skincare concern during the winter months, get ready to supercharge your skincare sales with this quenching mask. Use it yourself and post a before and after photo on social media, showing your results.

### NEW 10 MINUTE MASK

- + plumper looking, deeply quenched skin
- + double hydration action

Anew Hydrate & Plump  
10 Minute Mask

21840  
75ml | £6.67/100ml  
brochure price: £12.50

demo: £4.35

ANEW

co-created with DERMATOLOGISTS and SCIENTISTS

NEW

HALF PRICE  
HYDRATE &  
PLUMP 10  
MINUTE MASK



JUST £6.25

See your  
January  
brochure for  
more details



†Based on a clinical efficacy study with 31 people.



# TRENDING IN SKINCARE

The Hyaluronic Acid skincare trend is all over social media and looks set to get bigger for 2025.

Boost your skincare sales by introducing new and existing customers to the Hydrate & Plump collection. Powered by Hyaluronic Acid, it locks in hydration for skin that's so healthy and plump, it bounces back.

VIP & PLATINUM REPS  
40% OFF  
BROCHURE PRICE<sup>††</sup>

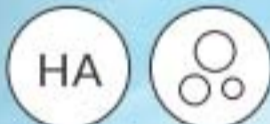
<sup>††</sup>VIP & Platinum Price limited to Anew Hydrate & Plump Serum only.



**SERUM**



high concentration\* hyaluronic acid complex  
**3.5%<sup>†</sup> HA**



## HYDRATE & PLUMP SERUM

Use before the Water Cream.

This serum is powered by 3.5% Hyaluronic Acid Complex for instant hydration and plumped-looking skin, helping to reduce the look of fine lines and wrinkles.

**Anew Hydrate & Plump Serum**

**44438**

30ml | £38.50/100ml  
brochure price: £22

**demo: £11.55**

<sup>\*\*</sup>Based on a clinical efficacy study with 24 participants.  
10



**WATER CREAM**



## HYDRATE & PLUMP WATER CREAM

Use after the Serum.

This face cream quenches thirsty skin and locks in hydration for up to 72 hours<sup>\*\*</sup>, for visibly plumper, moisturised-looking skin.

**Anew Hydrate & Plump Water Cream**

**40741**

50ml | £17.50/100ml  
brochure price: £12.50

**demo: £7**

<sup>\*</sup>Excluding ANEW Hydrate & Plump Water Cream. Based on a 5-day consumer science study with 120 participants. <sup>†</sup>Serum only.



**MASK**



## HYDRATING OVERNIGHT MASK

Use at night.

This night mask is powered by hyaluronic acid and shea butter to help boost skin's moisture by 224%<sup>\*\*\*</sup>, with fine dry lines reduced overnight. Use it on top of Anew HA Hydrate & Plump Water Cream to seriously quench your skin's thirst.

**Anew Hydrating Overnight Mask**

**42507**

75ml | £11.67/100ml  
brochure price: £12.50

**demo: £8.75**

<sup>\*\*\*</sup>Based on a clinical efficacy study with 24 participants.



# UNSTOPPABLE RADIANCE: WITH THE VITAMIN C POWER OF 30 ORANGES\*

Show customers how to energise and brighten the look of dull, tired skin this new year with the Anew Radiance Boosting collection.

**TOP TIP:** Post a video showing customers how to use the products as a complete regime and share the key benefits of each product.



## RADIANCE MAXIMISING TONIC

After cleansing, soak a cotton pad with toner and gently swipe it across your face.

Contains:

1. Radiance boosting vitamin C
2. Brightening glycolic acid
3. Exfoliating lactic acid

**Anew Radiance Maximising Tonic**

**44826**

200ml | £14/100ml  
brochure price: £8

**demo: £5.60**

\*Vitamin C power of 30 oranges relates to serum only.

12

★★★★★  
**BESTSELLER**



## RADIANCE MAXIMISING SERUM

Apply in the morning after cleansing and toning.

Contains:

1. 10% pure, stable vitamin C
2. Vitamin C power of 30 oranges in 1 bottle

**Anew Radiance Maximising Serum**

**46078**

30ml | £38.50/100ml  
brochure price: £16.50

**demo: £11.55**



## RADIANCE MAXIMISING DARK CIRCLE CORRECTING EYE CREAM

After applying the Serum, gently apply this cream under your eyes.

Contains:

1. C Complex and antioxidants
2. Dark Circle Correcting Technology
3. For the look of a good night's sleep in just 1 use.

**Anew Radiance Maximising Dark Circle Correcting Eye Cream**

**21345**

15ml | £46.67/100ml  
brochure price: £10

**demo: £7**



**SPF50**

## ANEW VITAMIN C SPF 50 LOTION

Apply every morning as the last step in your skincare routine.

Contains:

1. 10%, pure stable vitamin C
2. SPF50 to shield skin against UVA & UVB rays
3. Lightweight formula

**Anew Radiance Maximising Lightweight Cream SPF50**

**41582**

50ml | £17.50/100ml  
brochure price: £10

**demo: £7**



# CUSTOMERS LOOKING FOR A NEW SKINCARE REGIME FOR THE NEW YEAR?

Recommend these mini kits as an easy way to trial new products and discover their new routine for 2025. Each includes a day cream, night cream and tailored serum and will have their skincare regime sorted for 2 weeks. They're fab gift ideas too.

**ULTIMATE IDEAL FOR SKIN AGE 40-50**

start feeling firmer and more supple skin in just 2 days\*

**JUST £14 WORTH £30**

NIGHT CREAM

DAY CREAM

SERUM

AVON

**AneW Ultimate Mini Set**  
Set includes:  
• Ultimate Day Cream | Trial Size |  
• Ultimate Night Cream | Trial Size |  
• Renewal Power Serum | Trial Size |  
• Box

**21329**  
brochure price: £24

\*Based on a consumer study with 111 people. Refers to Ultimate Day and Night Cream.

**PLATINUM IDEAL FOR SKIN AGE 50-60**

start lifting and tightening skin in just 2 days\*\*

**JUST £14 WORTH £30**

NIGHT CREAM

DAY CREAM

SERUM

AVON

**AneW Platinum Mini Set**  
Set includes:  
• Platinum Day Cream | Trial Size |  
• Platinum Night Cream | Trial Size |  
• Platinum Lift & Tighten Serum | Trial Size |  
• Box

**21543**  
brochure price: £24

\*\*Based on a consumer study with 113 people. Refers to Platinum Day and Night Cream.



## UNLOCK LONG TERM EARNINGS WITH FRAGRANCE SALES

Selling more fragrance gives you an easy way to bag repeat sales and boost your earnings in the longer term.

Challenge yourself to sell 2 more fragrances this campaign and see the difference in your bottom line.



**Lov U Connected EDP**

**46417**  
50ml | £16.80/100ml  
brochure price: £15  
**demo: £8.40**

**Lov U EDP**

**46458**  
50ml | £16.80/100ml  
brochure price: £15  
**demo: £8.40**

**EXCLUSIVE PREVIEW**

LAUNCHING FEBRUARY

## INTRODUCING LOV U TOGETHER

with zesty lemon to make their love sparkle this Valentine's Day

VIP & PLATINUM REPS  
**40% OFF**  
BROCHURE PRICE



FLORAL ORIENTAL FRUITY

Exciting news! We're giving you an exclusive preview offer on this year's must-have Valentine's fragrance. Launching in February, customers will love the lemon heart of this effervescent scent that celebrates love with yellow blossoms of rice flowers and warm cedarwood oil. Stock up on samples on page 31 and share the gorgeous scent to bag pre-orders.

**Lov U Together Eau de Parfum**

**24349**  
50ml | £16.80/100ml  
brochure price: £15  
**demo: £8.40**



**VIP & PLATINUM REPS**  
**40% OFF**  
BROCHURE PRICE

FLORAL  
WOODY

**RUB HERE TO TRY THE SCENT**

black splendor plum, white oud, golden amber

**Far Away Splendoria Eau de Parfum**  
**46482**  
50ml | £18.90/100ml  
brochure price: £16  
**demo: £9.45**

blackcurrant buds, Madagascar vanilla, black musk

ORIENTAL GOURMAND

**Far Away Glamour Eau de Parfum**  
**46474**  
50ml | £18.90/100ml  
brochure price: £16  
**demo: £9.45**

pink pepper, Ispahan rose, golden musk

ORIENTAL FLORAL

**Far Away Shine Eau de Parfum**  
**46649**  
50ml | £18.90/100ml  
brochure price: £16  
**demo: £9.45**

crème de cassis, orange blossom, salty chocolate & toffee

ORIENTAL FRUITY

**Far Away Rebel Eau de Parfum**  
**46615**  
50ml | £18.90/100ml  
brochure price: £16  
**demo: £9.45**

**THEIR NO.1 FRAGRANCE BRAND**

Far Away is our bestselling fragrance collection\*, loved by customers and recognised instantly. If you're not selling it yet, you're missing out! Amplify your fragrance earnings by showcasing these iconic scents to customers.

freesia, jasmine, Madagascar vanilla

★★★★★  
**BESTSELLER**

FLORAL

**Far Away Eau de Parfum**  
**46672**  
50ml | £18.90/100ml  
brochure price: £16  
**demo: £9.45**

**VIP & PLATINUM REPS**  
**40% OFF**  
BROCHURE PRICE

\*Based on total Far Away fragrance sales across all mls.  
\*\*VIP & Platinum price only applicable on all full-size Far Away scents. The Far Away Wardrobe is excluded from this offer.

**FAR AWAY SAMPLES = SALES**

Boost your Far Away sales with this fab sample set in a gorgeous gift box. The Far Away Fragrance Wardrobe features all seven Far Away scents and it's a simple way for customers to find their fave.

**10 FOR £15**  
70 samples in total  
just 21p PER sample  
order using **94078**



# MIX & MATCH 4 FOR £14 | SAVE UP TO £29<sup>†</sup> ACROSS PAGES 20-23

<sup>†</sup>Based on Regular Brochure prices.

Build your make-up demo kit for 2025 with this **EXCLUSIVE MIX & MATCH OFFER** and encourage customers to overhaul their make-up bag for the new year.

\*Reps are limited to 4 products for £14. Choose 4 different products across pages 16-19 for £14. The same product cannot be ordered more than once in a different shade.



FOR DRY & DEHYDRATED SKIN



Show them how to ace their base with the easy way to a smooth, even finish that helps their make-up stay fresh for longer.

**Magix Hydrating Primer**

**45799**

30ml | £2.22/10ml  
brochure price: £9.50

**demo: £6.65**

Light 65946	Light Medium 44065	Medium 44172
Medium Deep 44271	Deep 44560	



Introduce them to the beautifully buildable powder that boost skin's radiant look, even after they take it off.\*\* They'll love their luminous, healthy-looking glow.

**Make-Up + Care Mineral Loose Powder**

6g | £8.75/10g  
brochure price: £7.50

**demo: £5.25**

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

115P (Pale Pink) 64709	120N (Porcelain) 70870
125G (Warm Ivory) 73007	140P (Light Ivory) 73346

215P (Ivory) 73353

228G (Nude) 73361

230N (Creamy Natural) 34215

235P (Shell) 42887

245N (Natural Beige) 43083

310N (Medium Beige) 43190

320G (Sun Beige) 43216

330P (Honey Beige) 43265

345N (Soft Honey) 43448

355G (Light Caramel) 43455

410P (Spice) 43505

420G (Caramel) 45674

430N (Deep Tan) 44321

435N (Warm Deep Tan) 46029

510N (Walnut) 46961

515N (Bronze) 46326

525N (Dark Cocoa) 41806

535P (Espresso) 41814

NON-COMEDOGENIC

SUITABLE FOR SENSITIVE SKIN

DERMATOLOGIST & CLINICALLY TESTED



Encourage them to experience the 3-in-1 skin-improving foundation that treats like a serum, evening the look of skin tone and leaving it with a radiant-looking glow.

**3-in-1 Serum Foundation**

30ml | £2.45/10ml  
brochure price: £13

**demo: £7.35**

Light Blonde 64261	Blonde 45658
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Light Brown 64022	Dark Brown 72504
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Brunette 64162
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**4 FOR £14  
SAVE UP  
TO £29<sup>†</sup>**

Customers want waterproof, stay-put brow colour that's easy to apply? Demo the twist and go brow definer that gives a bold, pro look in seconds.

**Brow Sculpting Pencil**

0.28g  
brochure price: £7.50

**demo: £5.25**



# MIX & MATCH 4 FOR £14 | SAVE UP TO £29<sup>†</sup> ACROSS PAGES 20-23

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Classic Aura <b>41202</b>	Soft Plum <b>41293</b>
Peach <b>41392</b>	Plum Pop <b>41418</b>



Demo this 2-in-1 lip and cheek colour that glides on for an effortless, **soft-focus blush** or flush of lasting lip colour.

**Cream Blush**  
2.4g  
brochure price: £8  
**demo: £5.60**

shimmer	
Warm Glow <b>53546</b>	Deep Glow <b>51318</b>

matte	
Golden Bronze <b>41061</b>	Deep Tan <b>70227</b>



Whether they want a matte or shimmer finish, show them this buildable bronzing powder for a weightless glow that lasts all day.

**Bronze & Glow  
Bronzing Powder**  
13.5g | £3.37/10g  
brochure price: £6.50  
**demo: £4.55**

Rejuvenating Nude <b>44214</b>	Perky Peony <b>72165</b>	Uplifting Berry <b>40477</b>
Essential Mocha <b>71977</b>	Fresh Flambe <b>40980</b>	
Blossoming Pink <b>72009</b>	Awakening Coral <b>40766</b>	
Refreshing Petal <b>72397</b>	Revitalizing Rouge <b>40824</b>	
Exhilarating Magenta <b>40303</b>	Reviving Mauve <b>40386</b>	
Renewing Rose <b>40352</b>	Invigorating Plum <b>40592</b>	
Enlightening Plumberry <b>40550</b>	Inspiring Cafe <b>71936</b>	



Introduce them to this serum-infused, hydrating lip colour with active ingredients that will transform their lip look in just 7 days.

**Anew Revival Serum  
Lipstick**  
3.6g  
brochure price: £10.50  
**demo: £7.35**



**4 FOR £14  
SAVE UP  
TO £29<sup>†</sup>**

### CUTTING-EDGE TECHNOLOGY

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



Explain how this clear lip balm is infused with active ingredients to work like a skin serum and transform the condition of their lips in just 7 days.

**Anew Revival Lip Treatment**  
**41004**  
3.6g  
brochure price: £10  
**demo: £7**



# GLIMMERSTICK MIX & MATCH ANY 3 FOR £7.70\* | SAVE £11.80\*\*

Sharing these Glimmerstick must-haves is an easy way to boost orders. Hosting a party or beauty consultation? Demo how to apply Glimmerstick Eyeliners and Lip Liners and share the product benefits.

Let customers know this lip liner not only defines and contours, it'll stop their lippy from feathering and will last for hours.



Glimmerstick Lip Liner



Berry Nice

Seal the sale by letting customers know this eye-conic liner delivers high impact, waterproof colour. It's so easy to apply – simply twist and glide on for smudge and flake-free precise lines that last all day.



Azure Blue

★★★★★  
**BESTSELLER**  
**1 SOLD EVERY MINUTE†**



Glimmerstick Diamond Eyeliner

Ultra Glimmerstick Metallic Eyeliner  
0.35g

Glimmerstick Eyeliner  
0.28g

†Based on total units sold for Glimmerstick Original, Diamonds and Metallic shades from 01.01.2024 – 31.08.2024.

## LIP LINER

Rose Wine <b>38968</b>	In The Moment <b>44834</b>	Pink Bouquet <b>33050</b>	Power Pink <b>44156</b>	Coral <b>46789</b>	Berry Nice <b>44859</b>	Red Brick <b>46250</b>	Cherry Jubilee <b>66084</b>
Clear <b>70292</b>	Nude <b>46698</b>	Blushed Nude <b>46722</b>	Simply Spice <b>70441</b>	Mystery Mauve <b>43729</b>	Pink Cashmere <b>44008</b>	Ruby Shock <b>43596</b>	True Red <b>71175</b>
							Deep Plum <b>47217</b>

## HI METAL EYELINER

Rose Quartz <b>42119</b>	Copper <b>42036</b>	Gunmetal <b>41830</b>
Electric Blue <b>42176</b>	Goldmine <b>41954</b>	Green Lights <b>42150</b>

## DIAMOND EYELINER

Cool Bronze <b>30890</b>	Amethyst <b>41699</b>	Black Ice <b>65359</b>	Brown Sugar <b>40469</b>	Pink Coral <b>41566</b>	Emerald Glow <b>48363</b>	Sugar Plum <b>47951</b>
Gold <b>57844</b>	Black Bijoux <b>67777</b>	Teal Sparkle <b>46391</b>	Smokey Diamond <b>40170</b>	Twilight Sparkle <b>46177</b>	Aqua Sparkle <b>48678</b>	Silver Lights <b>59170</b>

## EYELINER

Hot Brown <b>56952</b>	Cosmic Brown <b>30874</b>	Brown Black <b>36756</b>	Bronze <b>33688</b>	Azure Blue <b>36707</b>	Starry Night <b>37820</b>	Forest Green <b>32052</b>
Purple Gaze <b>36996</b>	Blackest Black <b>30247</b>	Saturn Grey <b>30163</b>	Cherry Red <b>30114</b>	Majestic Plum <b>39305</b>	Navy <b>31583</b>	Emerald <b>34843</b>

\*Reps are limited to one of each shade. Choose three different shades for £7.70. \*\*vs regular Brochure prices.



# SELF-CARE HEROES

1 SOLD EVERY 3 MINUTES\*

Blossom 42333  
Shimmering Petal 32227



- infused with jojoba, avocado and coconut oils plus vitamin E to help lock in moisture
- smooth, precision applicator
- brilliant shine with SPF12 protection

**Nourishing Lip Oil**  
7ml  
brochure price: £7  
**demo: £3.50**

\*Based on total Lip Oils sales from 01.01.2024 – 31.08.2024.  
26

1 SOLD EVERY 3 MINUTES\*\*

★★★★★  
**BESTSELLER**



with French lavender and chamomile

 **Aromatherapy Pillow Mist**  
**37986**  
100ml  
brochure price: £5.50  
**demo: £3**

\*\*Based on total Pillow Mist sales from 01.01.2024 – 31.08.2024.

A new year means new self-care regimes, so show customers how to build the **ultimate self-care ritual** with this trio of pampering bestsellers.

★★★★★  
**BESTSELLER**

4 SOLD EVERY MINUTE\*\*\*



scented with citronellol

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

**Skin So Soft Original Dry Oil Spray**  
150ml



with jojoba oil

provides an even, sun-kissed glow that gradually builds with every use

**Skin So Soft Enhance & Glow Airbrush Spray**  
150ml



with argan oil

- glides on easily
- smooths your skin's surface while providing essential moisture
- provides your skin with lasting softness

**Skin So Soft Silky Moisture Nourishing Dry Oil Spray**  
150ml

SKIN SO SOFT | ALL **3** FOR **£9** | ORDER USING **94060**

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



## AT-HOME MANI

Show customers how to create the perfect mani without a trip to the salon. Taming their cuticles and treating their nails is as easy as 1,2, 3 when they follow these simple steps.



**set contains:**  
 • Avon Nail Experts Restoring Cuticle Cream | 15ml |  
 • Avon Nail Experts 7-in-1 Nail Treatment | 10ml |  
 • Dual Ended Cuticle Pusher | 1 pc. |

94110

**ALL 3 FOR £7**  
**WORTH £11.75**



**1** Gently massage cream into and around the nail bed to soften cuticles.

**2** Use the flat end to push back and shape cuticles and the pointed end to remove any loose skin or polish.

**3** Sweep on the nail treatment as a base coat or use alone for a natural look that protects and strengthens.

## AT-HOME SPA

Explain how customers can bring the spa to them and massage in the restoring power of African shea butter and vitamin E for a luxuriously pampering experience. This set is perfect for unwinding and relaxing at home during the colder months.



**set contains:**  
 • Planet Spa Blissfully Nourishing Hand Cream | 30ml |  
 • Planet Spa Blissfully Nourishing Hand, Elbow & Foot Cream | 75ml |  
 • Blissfully Nourishing Hand & Foot Mask | 100ml |

89722

**ALL 3 FOR £9**  
**WORTH £14.25**



ALL NEW TOOLS TO LEVEL UP YOUR BUSINESS

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**



**Notebook**  
**28704**  
Pink. PP. Paper. Approx. 21cm x 15cm.  
**£5**



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



**Fragrance Tester Strips**  
**28738**  
Pink. Paper. Booklet approx. 14cm x 5cm. Each strip approx. 12cm x 1cm. Includes 60 strips.  
**£1.50**



**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**

Medium Paper Delivery Bags

**PACK OF 50**  
**£1.25**  
Order using **92478**

Large Paper Delivery Bags

**PACK OF 50**  
**£1.65**  
Order using **92486**

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**

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

SALES-BOOSTING SAMPLES

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.



★★★★★  
**BESTSELLER\***

\*One of our bestselling products across Europe & UK, based on 2023 full year internal sales data.

The icons. The heroes. The Avon products that sell more than any others. Help your customers get hooked on a new favourite by sharing a **bestseller** sample in their next order. Look out for the star ★ that signifies a **bestseller!**



TESTER VIALS

**NEW**



neroli, Tiare Tahiti flowers, tuberose  
**TTA Celebrate Tester Vial**  
**14142**  
0.6ml  
Normally £1

**1 FOR £0.70**  
**5 FOR £1.75**



neroli, butterfly blossom, silk musk  
**Today For Her Tester Vial**  
**15438**  
0.6ml  
Normally £1

**1 FOR £0.70**  
**5 FOR £1.75**

FRAGRANCE FOR HER  
EAU DE COLOGNE

- 19935 Avon Joyful
- 19943 Avon Delightful
- 51102 Avon Blissful

SINGLE SAMPLE VIALS

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| 20875 Attraction for Her ★            | 19265 Absolute by Elite Gentleman   |
| 26880 Attraction Awaken for Her       | 01248 Attraction for Him ★          |
| 59915 Attraction Closer               | 27029 Attraction Awaken for Him     |
| 15453 Attraction Game for Her         | 59923 Attraction Closer             |
| 01164 Attraction Intense for Her      | 12856 Attraction Game for Him       |
| 19760 Avon Luck for Her               | 59618 Attraction Intense for Him    |
| 05736 Luck Summer Sparkle             | 19752 Avon Luck for Him             |
| 19513 Cherish                         | 27425 Black Suede                   |
| 23606 Eve Become                      | 27433 Black Suede Dark              |
| 24323 Eve Confidence                  | 27391 Black Suede Real Intense      |
| 28399 Eve Prive                       | 27409 Black Suede Real for Him      |
| 25882 Eve Truth                       | 27441 Black Suede Secret            |
| 15826 Far Away ★                      | 27466 Black Suede Touch             |
| 15685 Far Away Beyond                 | 19240 Elite Gentleman               |
| 15776 Far Away Beyond The Moon        | 19232 Elite Gentleman In Black      |
| 15818 Far Away Glamour ★              | 21600 Elite Gentleman Quest for Him |
| 15974 Far Away Rebel ★                | 23549 Full Speed Boost              |
| 17723 Far Away Shine                  | 08094 Full Speed ★                  |
| 16063 Far Away Splendoria             | 18366 Full Speed Electric           |
| 19422 Little Black Dress              | 01149 Full Speed Pulse for Him      |
| 19471 Little Black Dress Lace         | 14647 Full Speed Surfer             |
| 17392 Little Black Dress Summer Party | 00364 Full Speed Quantum            |
| 19430 Incandessence                   | 19364 Individual Blue               |
| 19497 Incandessence Lotus             | 19323 Musk Air                      |
| 00471 Incandessence Summer Glow       | 19356 Musk Instinct                 |
| 04036 Lov U for Her                   | 19315 Musk Marine                   |
| 10215 Lov U Connected                 | 22004 Musk Metropolitan             |
| 19547 Perceive                        | 19372 Musk Mineralis                |
| 19554 Rare Gold                       | 19273 Perceive for Him              |
| 19505 Rare Pearls                     | 06254 TTA Today for Him             |
| 06718 TTA Always for Her              | 56275 Wild Country ★                |
| 09043 TTA Everlasting                 |                                     |
| 15438 Today for Her ★                 |                                     |
| 26864 This Love for Her               |                                     |
| 16204 Tomorrow for Her                |                                     |
| 27235 Wonder for Her                  |                                     |
| 27755 Imari Corset                    |                                     |
| 02253 Imari Eclipse                   |                                     |
| 14126 Imari Naturelle                 |                                     |
| 50120 Imari Queen                     |                                     |
| 19380 Pur Blanca                      |                                     |
| 19398 Pur Blanca Elegance             |                                     |
| 19414 Pur Blanca Hope                 |                                     |

**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.



MAKE-UP

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

LIPSTICK 0.6g

- NEW**  
★ **Ultra Matte Lipstick Sample**
- 27599 1 Au Naturel
  - 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
- NEW**  
★ **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
- Revival Serum Lipstick Sample**
- 23861 Awakening Coral
  - 24224 Reviving Mauve

- NEW**  
★ **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
- Tinted Lip Balm Sample**
- 00984 Bare
  - 20958 Nude
  - 21048 Papaya
  - 13631 Pink
  - 21139 Plum
  - 21089 Red

FOUNDATION 1ml

- ★ **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
- ★ **Flawless Match 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
- ★ **Make-Up + Care 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

- ANEW Hydrate & Plump Concentrate Sample**  
17772
- Hydrate & Plump Water Cream Sample**  
17806
- ANEW Hydrate & Plump 10 Minute Mask Sample**  
57000
- ★ **ANEW Renewal Power Serum Sample**  
03657
- ANEW Skin Renewal Power Cream Sample**  
08763
- ANEW Skin Renewal Power Eye Cream Sample**  
55889
- ANEW Sensitive+ Dual Collagen Cream Sample**  
56259
- ANEW Sensitive+ Dual Collagen Eye Cream Sample**  
56267
- ★ **ANEW Platinum Lift & Tighten Dual Eye System Sample**  
19869
- ★ **ANEW Reversalist Plump & Smooth Day Cream Sample**  
19828
- ANEW Reversalist Plump & Smooth Night Cream Sample**  
55863
- ★ **ANEW Ultimate Firm & Supple Day Cream Sample**  
19836
- ANEW Ultimate Firm & Supple Night Cream Sample**  
55871
- ★ **ANEW Platinum Lift & Tighten Day Cream Sample**  
19851
- ANEW Platinum Lift & Tighten Night Cream Sample**  
55897
- ANEW Platinum Lift and Tighten Lifting Serum Sample**  
55913
- ANEW Radiance Maximising Lightweight Cream Sample**  
22822
- ★ **Radiance Maximising Serum Sample**  
27615
- ANEW Radiance Maximising Micro Dermabrasion Sample**  
55186
- Radiance & Dark Circle Correct Eye Cream Sample**  
26146
- Hydrating Overnight Mask Sample**  
17798
- ANEW Even Texture & Tone Day Cream Sample**  
54742
- ANEW Even Texture & Tone Serum Sample**  
55053
- ANEW Smoothing Serum Sample**  
55210

ANEW 2 x 2ml

ANEW TRIAL SIZES

15ml  
Normally £10  
£46.67/100ml

£7

- ★ **ANEW Reversalist Plump & Smooth Day Cream Trial Size**  
71852
- ANEW Reversalist Plump & Smooth Night Cream Trial Size**  
65524
- ★ **ANEW Ultimate Firm & Supple Day Cream Trial Size**  
19570
- ANEW Ultimate Firm & Supple Night Cream Trial Size**  
19588
- ★ **ANEW Platinum Lift & Tighten Day Cream Trial Size**  
19653
- ANEW Platinum Lift & Tighten Night Cream Trial Size**  
19661

ANEW TRIAL SIZES

10ml  
Normally £10

£7

- ANEW Radiance Maximising Serum Trial Size**  
05314
- ★ **ANEW Renewal Power Serum Trial Size**  
07260
- ANEW Renewal Power Cream Trial Size**  
20966
- ANEW Platinum Lift & Tighten Lifting Serum Trial Size**  
19687

ANEW

£0.70

- 2ml  
**ANEW Skin Renewal Power Plumping Shots Sample**  
07286

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.



# 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.

blackcurrant buds,  
Madagascar vanilla,  
black musk



**Far Away  
Glamour EDP**  
**55756**  
100ml  
Normally £24  
**£13**

velvet peaches,  
poppy flower,  
amber



**Far Away  
Endless Sun  
EDP**  
**62372**  
50ml |  
£17.10/100ml  
Normally £16  
**£9**

black cherry,  
jasmine sambac,  
golden amber



**Attraction  
Desire for Her  
Eau de Parfum**  
**59840**  
50ml |  
£19.98/100ml  
Normally £16  
**£10**

Red apple,  
rose and vanilla.



**Scent Mix  
Elegant Rose  
EDT**  
**55392**  
30ml |  
£13.30/100ml  
Normally £8.50  
**£4**

**Far Away EDP  
Purse Spray**  
**61184**  
10ml  
Normally £7  
**£3**



**100ML**  
Pomegranate,  
peony  
and cedarwood.

**FOR HER**

**Eve  
Truth  
EDP**  
**60822**  
100ml  
Normally £28  
**£13**



**Sweet Indulgence Gift Set Trio**  
Includes:

- Pouch. 100% Cotton. 11x5x21cm.
- Chocolate & Orange Bubble Bath | 100ml |
- Cocoa Butter Nourishing Body Lotion | 100ml |
- Chocolate & Berries Bubble Bath | 100ml |
- Bath Scrunchie. 100% Polyester.

**61739**  
Normally £8.50  
**£7**



**Full Speed Grooming Set & Wash Bag**  
Includes:

- Full Speed EDT | 30ml |
- Hair & Body Wash | 250ml |
- Mens Razor with Interchangeable Head. Set of 1 handle and 5 razor cartridges. ABS, stainless steel. 14.5 x 4.5cm.
- Cosmetic Bag. Polyester, PU. 20 x 12 x 10cm.

**61234**  
Normally £25  
**£17.50**



**Care & Repair Travel Set**  
Includes:

- Cosmetics bag, approx. 14cm x 5cm x 12cm. Polyurethane
- Nail Experts 7-in-1 Nail Treatment | 10ml |
- 6 Mini Nail files in box, approx. 6cm x 5.5cm x 0.5cm
- Avon Care Hydrating Lip Balm | 4g |
- Avon Care Essential Moisturising Hand Cream with Glycerine and Almond Milk | 75ml |
- Tweezers, approx. 10 cm x 1 cm x 0.4cm, stainless steel

**55566**  
Normally £20  
**£15**



Plum, gardenia-infused white oud accord and vanilla.



**Far Away Splendoria Body Lotion**

**56291**  
150ml |  
£1.50/100ml  
Normally £5.25  
**£2.25**

freesia, jasmine, vanilla musk



**Far Away Body Lotion**

**60988**  
150ml |  
£1.50/100ml  
Normally £5.25  
**£2.50**

romantic neroli, unforgettable magnolia, lasting amber



**TTA The Moment Body Lotion**

**55376**  
125ml | £1.80/100ml  
Normally £5  
**£2.25**

Bergamot, Madagascar cinnamon and tabac bourbon.



**Black Suede Hot EDT**

**54874**  
75ml |  
£10.65/100ml  
Normally £14  
**£8**

Pepper, Egyptian geranium and veramos.



**Black Suede Real Eau De Toilette**

**56101**  
30ml |  
£15.83/100ml  
Normally £10  
**£4.75**

Cardamom, wood leather and amber.



**Attraction Desire for Him Eau de Toilette**

**56036**  
75ml |  
£13.32/100ml  
Normally £16  
**£10**

Belle de Nuit flower, wild cherry, sandalwood



**Far Away Beyond The Moon Body Lotion**

**55681**  
125ml | £1.80/100ml  
Normally £5.25  
**£2.25**

Hair and Body Wash with cardamom, leather and vetiver.



**Black Suede Dark Hair & Body Wash**

**55293**  
250ml | £1/100ml  
Normally £5.25  
**£2.50**

Italian lemon, jinkoh agarwood and amber.



**Elite Gentleman Absolute Hair & Body Wash**

**55616**  
250ml | £1/100ml  
Normally £5.25  
**£2.50**

**Segno Impact EDP**

**56093**  
75ml | £13.32/100ml  
Normally £16  
**£10**



**Ear & Nose Trimmer**  
ABS, stainless steel.  
Approx. 13cm x 3cm x 2.5cm.  
Requires 1 x AA battery (not included).

**61408**  
Normally £10  
**£6.90**



lemon, hops note, Music Accord



**Full Speed Pulse Hair & Body Wash**

**59006**  
250ml |  
£1/100ml  
Normally £5  
**£2.50**

red apple, Tonkalactone™, cuir velours



**Black Suede Secret Roll-On Anti-Perspirant Deodorant**

**58610**  
50ml | £3.10/100ml  
Normally £3.25  
**£1.55**

**Black Suede Dark Anti-Perspirant Roll-On Deodorant**

**58339**  
50ml | £3.10/100ml  
Normally £3.25  
**£1.55**



**Kids' Super Gamer Gift Set**

Includes:  
2-in-1 Shampoo & Conditioner 200ml,  
Body Wash 200ml  
and Eau de Cologne 150ml.

**58289**  
Normally £10  
**£7**



**Kids' Superstar Gift Set**

Includes: 2-in-1 Shampoo & Conditioner 200ml,  
Fragrance Spritz 100ml and Lip Balm.

**58370**  
Normally £10  
**£7**





**1. Tropical Mexicana Bubble Bath**

**60699**  
500ml | £0.35/100ml  
Normally £2.50 **£1.75**

**2. Tropical Mexicana Shower Gel**

**58412**  
500ml | £0.35/100ml  
Normally £2 **£1.75**

**3. Tropical Mexicana Shower Gel**

**61770**  
250ml | £0.46/100ml  
Normally £1.25 **£1.15**

**4. Tropical Mexicana Body Mist**

**59147**  
100ml  
Normally £3 **£1.50**



maracuja & lime

**Advance Techniques  
Miracle Densifier  
Leave-In Treatment**

**60764**  
100ml  
Normally £5.50  
**£3.50**



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

**55285**  
125ml | £2.20/100ml  
Normally £3.75  
**£2.75**



**Extra-Firm+  
Firming  
Hand Cream**

**54767**  
75ml | £2/100ml  
Normally £2.50  
**£1.50**



**Derma  
Recovery+  
Repairing  
Hand Cream**

**55715**  
75ml | £2/100ml  
Normally £2.50  
**£1.50**



rose & warm amber

**1. Senses L'Amour Sunrise Shower Cream**

**61135**  
250ml | £0.46/100ml  
Normally £1.25 **£1.15**

freesia & pomegranate

**2. Senses Sweet & Joyful Shower Cream**

**61416**  
250ml | £0.50/100ml  
**£1.25**

coconut & tiare flower

**3. Senses Aloha Monoi Shower Cream**

**63131**  
250ml | £0.46/100ml  
Normally £1.25 **£1.15**



**Advance  
Techniques  
Absolute  
Nourishment  
Treatment Ampoule**

**56341**  
15ml | £10/100ml  
Normally £2.50  
**£1.50**



**PURE ELEGANCE**

apple & muguet

**Senses  
Delicate Moment  
Hand Wash**

**56127**  
250ml |  
£0.46/100ml  
**£1.20**



**Naturals Kids  
Detangling Comb**  
Plastic. Approx.  
21cm x 6cm.

**60202**  
Normally £2  
**£1.50**



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

**61424**  
100ml  
Normally £2.50  
**£1.50**



**Clearskin  
Blackhead  
Clearing Liquid  
Extraction Strip**

**60954**  
30ml | £9.83/100ml  
Normally £4.25  
**£2.95**



**Clearskin Blackhead  
Clearing Soothing  
Exfoliating Cleanser**

**60905**  
125ml | £2/100ml  
Normally £4  
**£2.50**



**Anew Hydra Pro Vita-D Water Cream**

**60368**  
50ml | £12.50/100ml  
Normally £14

**£6.25**

**Lama Dude  
Shower Creme**

**60582**  
250ml |  
£0.60/100ml  
Normally £2.50  
**£2**



**Lama Dude  
Liquid  
Hand Soap**

**60475**  
250ml |  
£0.60/100ml  
Normally £2  
**£1.75**



**Lama Dude  
Hand Cream**

**63529**  
75ml |  
£1.33/100ml  
Normally £2  
**£1.50**







**Mineral Powder**  
6g | £7.50/10g  
Normally £8.50  
**£4.50**



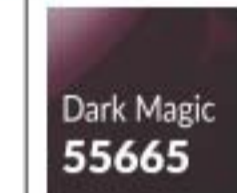
**Power Stay Liquid Lip**  
6ml | £7.08/10ml  
Normally £10  
**£4.55**



**Dream To Shine Eyeshadow Palette**  
**55343**  
13.3g | £4.50/10g  
Normally £12  
**£8**



**Rose Gold Tweezers**  
Stainless steel slanted tips.  
Approx. 9.5cm x 1cm.  
**58537**  
Normally £3.50  
**£1.35**



**Ultra Colour 60 Seconds Express Nail Enamel**  
10ml  
Normally £4.50  
**£2.45**



**Power Stay Gel Nail Enamel**  
10ml  
Normally £5.50  
**£2.45**



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



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



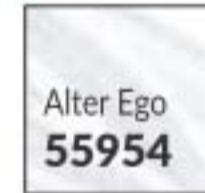
**Make-Up Sponge**  
Non-latex PU, approx. 4cm x 5.7cm.  
**60970**  
Normally £5  
**£3**



**Black Storage Box**  
PP. Approx. 22cm x 11cm x 10.5cm.  
**61820**  
Normally £14  
**£5.99**



**Set of 2 Nail Files**  
Set of 2.  
**61655**  
Normally £3.25  
**£1.35**



**Dramatic Duo 2-In-1 Pencil & Liquid Eyeliner**  
1.8ml  
Normally £8.50  
**£5**



**Graphic Liner**  
1ml  
Normally £5  
**£3**



**True Colour SuperShock Volume Light Mascara**  
10ml  
Normally £8.50  
**£3.25**





Pink  
**60996**  
**Fleur 4-Piece Bracelet Set**  
 Includes 3 stretch bracelets and 1 gold-coloured steel chain, approx. 18.5cm + 2.5cm extension. Glass beads.  
 Normally £10

**£4.50**



Orange  
**60921**



**Olive Layered Necklace**  
 Three gold-tone necklaces in various lengths from approx. 42cm + 9cm extension chain to approx. 59cm. Steel, glass, zinc.

**56234**  
 Normally £9

**£5**



**Fleur 2-Piece Necklace & Earrings Set**  
 Gold tone. Brass, steel, zinc, titanium. Earrings approx. 2cm. Necklace approx. 46cm + 9cm extension chain.

**57661**  
 Normally £10

**£5.50**

**Cherry Kisses Reed Diffuser**  
 80ml. Glass. Approx. 7cm x 7.5cm. Lasts up to 6 weeks.

**63263**  
 Normally £12

**£8.50**



PREMIUM QUALITY



GENUINE ZIRCONS

**Iris My Signature Cubic Zirconia Bracelet**  
 Platinum plated. 18.5cm + 2.5cm extension chain.  
 Normally £20

**£14**



Clear  
**55590**

PREMIUM QUALITY



GENUINE ZIRCONS

**Nova Earrings**  
 Platinum-plated brass and cubic zirconia earrings. Approx. 1cm x 0.5cm  
 Normally £18

**£10**



Navy  
**55160**



**Celestial Towel Wrap**  
 Polyester. Approx. 71cm x 140cm.

**54866**  
 Normally £15

**£10.50**

**Cherry Kisses Votive Set**  
 Set of 3 70g votives.

**56572**  
 Normally £15

**£10.50**



ANCHORCERT: 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 12, December 2024. You can order just 1 of each demo product but the good news is you can order as many samples and clearance items as you like, unless stated otherwise or as part of a free offer. 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.
- 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.



We asked 3000\*\* people around the world *'what's the most important thing to you when buying a lipstick?'*

The top answer was...

**THE COLOUR YOU SEE ON THE LIPSTICK IS THE COLOUR YOU GET ON YOUR LIPS**

That's why we've improved our **BESTSELLING Ultra Lipsticks** even more!



Model wears Ultra Matte in Ruby Kiss



\*\*Based on a global usage and attitude survey of 3000 women in 2020.



**BURSTING WITH 25% MORE PIGMENT\***



Scan to see the colours come alive



**NEW look & lightweight design that's NOW RECYCLABLE**

\*Compared to previous formulas of Ultra Creamy & Ultra Matte Lipsticks.





COLOURS THAT COME ALIVE

# OUR BIGGEST LIP LAUNCH OF THE SEASON

Boost your sales with the most pigmented lipstick you've ever tried.\* Our completely reinvented Ultra Lipstick collection, bursting with 25% more pigment.\*\*

Seeing is believing, so demo the new shades and show the intense colour payoff by posting pictures on social media.

Challenge yourself to secure 2 pre-orders this campaign, by sharing samples with customers. Head to page 30 for your Ultra Lip Samples.

\*74% of women agree for Matte finish and 56% women agree for Creamy finish. Blind home-use test, 121 consumers, UK, 7th August - 3rd September 2023.  
\*\*Compared to previous formulas of Ultra Creamy & Ultra Matte Lipsticks.

NEW

## ULTRA SHIMMER

### NEW SHADES

87 Fire Flash  
19521

88 Scarlet Starlet  
20412

77 Sparkle Nude  
17731

76 High Beam  
21097

Ultra Shimmer Lipstick  
3.6g  
Normally £8.50

**ULTRA RICH**  
BURSTING with 50% MORE COLOUR IMPACT than our traditional lipstick and ULTRA COLOUR HD PIGMENT TECHNOLOGY for richer colour impact in 1 swipe

**ULTRA SATISFYING**  
The colour you see on the lipstick is EXACTLY the colour you get on your lips - yaaas!

**ULTRA COMFORTABLE**  
Ultra moisturising, with SESAME OIL, AVOCADO OIL and VITAMIN E

**YOUR PRICE**  
**JUST £4.20**

NEW

## ULTRA MATTE

### NEW SHADE

33 Fiercely Red  
04846

14 Maiden Mauve  
05561

25 Peach Macaron  
03939

28M Red Supreme  
04648

7 Coffee Date  
05405

Ultra Matte Lipstick  
3.6g  
Normally £8.50

**ULTRA RICH**  
BURSTING with 25% MORE PIGMENT\*\* and ULTRA COLOUR HD PIGMENT TECHNOLOGY for richer colour impact in 1 swipe on all skin tones

**ULTRA SATISFYING**  
The colour you see on the lipstick is EXACTLY the colour you get on your lips - yaaas!

**ULTRA COMFORTABLE**  
Ultra moisturising, with SESAME OIL, AVOCADO OIL and VITAMIN E

**YOUR PRICE**  
**JUST £4.20**

VIP & PLATINUM REPS  
40% OFF  
BROCHURE PRICE



NEW look & lightweight design that's NOW RECYCLABLE

Ultra Matte Lipstick  
3.6g  
Normally £8.50



# LEVEL UP THEIR EYE LOOK WITH OUR BESTSELLING MASCARA & PRIMER DUO



## THEIR VOLUMISING & CONDITIONING LASH PRIMER

Wave goodbye to weak and clumpy lashes with this priming base for more **visible volume** and **fluttery length**.

### LASH-CONDITIONING PRIMER

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

Lash Supreme Volume Primer

43059

7.5ml | £6.53/10ml  
brochure price: £7

demo: £4.90

Boost your mascara sales by showing customers how to create an eye-conic look with just 2 amazing products.

**STEP 1:** Prime lashes.

**STEP 2:** Apply Lash Genius mascara.

## THE 5 MOST WANTED LASH BENEFITS IN 1 GENIUS MASCARA

Let customers know they can throw all their half-used, unloved mascaras away and **meet our top-rated mascara** for all lash lovers searching for their perfect match.

<b>5-IN-1</b> 	<b>1 VOLUME</b> 
<b>2 LENGTH</b> 	<b>3 LIFT</b> 
<b>4 INTENSITY</b> 	<b>5 DEFINITION = THE MULTIPLIED LOOK</b> 

\*Based on total Lash Genius Mascara from 01.01.2024 - 31.08.2024.

★★★★★  
**BESTSELLER**

1 SOLD EVERY 4 MINUTES.\*

### 5-IN-1 MASCARA

- full volume, length, lift, intensity and definition
- Smart Control Brush separates and combs every single lash
- quick-glide gel formula coats lashes in deep black colour from root to tip, no clumping



Blackest Black 42200	Brown Black 42267
-------------------------	----------------------

Lash Genius Multitask & Multiply Mascara

10ml  
brochure price: £9

demo: £6.30



**EXCLUSIVE PREVIEW  
LAUNCHING FEBRUARY**

Your customers love the bestselling Ultra Lipstick collection, and you sell 1 every 2 minutes.\*

**NOW MEET  
THE MOST PIGMENTED  
LIPSTICKS YOU'VE  
EVER TRIED\*\*  
THE LIPSTICKS YOUR  
CUSTOMERS LOVE WITH  
25% MORE PIGMENT\*\*\***

Turn the page to discover NEW Ultra Matte & Shimmer shades.

**NEW**

**ULTRA  
CREAMY**

**NEW SHADES**



**NEW look  
& lightweight  
design that's  
NOW  
RECYCLABLE**

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



**VIP & PLATINUM  
REPS**

**40% OFF  
BROCHURE PRICE**

**YOUR PRICE**

**JUST £4.20**

\*Based on total Ultra Creamy, Ultra Matte & Ultra Shimmer Lipstick sales from 01.01.2024 - 31.03.2024.

\*\*74% of women agree for Matte finish and 56% women agree for Creamy finish. Blind home-use test, 121 consumers, UK, 7th August - 3rd September 2023.

\*\*\*Compared to previous formulas of Ultra Creamy & Ultra Matte Lipsticks.



recycle me

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