



YOUR REP MAGAZINE

FOCUS

UK FEBRUARY 2/2025
PLACE ORDERS IN JANUARY 2025

NEW

**ULTRA COLOUR LIPSTICK
THE MOST
PIGMENTED LIPSTICK
YOU'VE EVER TRIED?***



*Colours
that
come ALIVE*

*Ultra Creamy Lipstick: 56% women agree, blind home-use test, 121 consumers, UK, 7th August - 3rd September 2023.

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THIS MONTH'S TOP PICKS



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p18 LOV U TOGETHER



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p48 VALENTINE'S PJS

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.



AVON DOES NOT TEST COSMETICS ON ANIMALS ANYWHERE IN THE WORLD

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

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

LOVE FOCUS AND WANT TO ORDER EXTRA COPIES?

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

1 for 25p | 5 for £1 | 10 for £1.50



*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:

- Introduce customers to the **the most pigmented Avon lipsticks they've ever tried**** with our completely reinvented Ultra lipstick collection. Stock up on demo shades across pages 8-10 and showcase the new collection.
- Seeing is believing**, so boost your lipstick sales by sharing samples with customers—once they try, they'll buy! Find your exclusive sample packs on page 12.
- Mark the date** as the all-new Ultra Lipstick range launches online on 21st January. Share your digital brochure to boost your earnings early.
- Supercharge your skincare sales**, by sharing the FREE Anew Power Duo offer in your C2 Brochure with customers. See page 88 of your Brochure for details.
- Share the hot Valentine's offers on pages 14-24 of your C2 Brochure to help customers find the **perfect Valentine's or Galentine's treats**.
- Boost your sales with your February Flyer**. Show off unstoppable savings on bestsellers like Anew Renewal Power Serum, Glimmerstick Eyeliners and many more. Your customers won't want to miss these deals.



EXCLUSIVE Q1 REP INCENTIVE

Want to unlock FREE rewards?
Scan the QR code to find out more.

**Ultra Matte Lipstick: 74% of women agree, blind home-use test, 121 consumers, UK, 7th August - 3rd September 2023.

HELLO TO OUR NEW REPS

We'd like to say a big 'welcome' to all our new Reps and introduce you to **three key tools that will help you succeed** as you build your beauty business with Avon.

FOCUS MAGAZINE

Focus is your **exclusive Rep magazine** to help you stay ahead with new product launches. Boost your sales with Focus, by demoing products to customers, sharing their key benefits and upselling by recommending matching products or bundles to increase order value. Plus, all **prices are 30% off brochure prices.**



CALLING ALL LEADERS TO KICK START YOUR NEW YEAR

Set your 2025 Leadership goals and build on your success this year.

1. Grow your active team every campaign.
2. Grow your sales campaign on campaign.
3. Be rewarded for onboarding new Reps who graduate at Gold+ through Avon Develops.
4. Onboard your new Leaders to be rewarded with Launch into Leadership.
5. Get rewarded with the New Mentor Bonus.

Join your training team for updates and tips to **maximise this opportunity** and **boost your earnings this new year.**

SCAN HERE FOR INCENTIVE & PROGRAMME GUIDE



AVON ACADEMY

Set your business up for success with Avon Academy, your **one-stop shop for all things training.** Scan the QR code to **access New Rep training, videos, tips & tools to manage your business, boost your earnings, and reach your goals.** Don't forget, you can access Avon Academy via the Avon On App and your Rep website.



SCAN HERE FOR AVON ACADEMY



BEAUTY ADVISER TRAINING

Become a **Beauty Adviser** to boost sales and build customer loyalty by offering expert advice to customers. This **exclusive free training** helps you become a **product pro.** **Learn at your own pace** —just scan the QR code to start today.

SCAN HERE FOR BEAUTY ADVISER TRAINING



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

The top answer was...

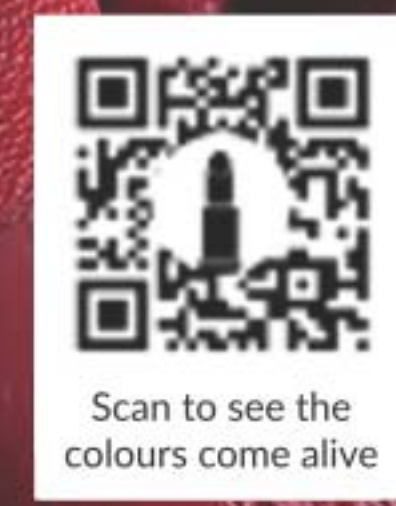
THE COLOUR YOU SEE ON THE LIPSTICK IS THE COLOUR YOU GET ON YOUR LIPS

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

Model wears Ultra Matte in Ruby Kiss



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.

OUR BIGGEST LIP LAUNCH OF THE SEASON

Our completely reinvented Ultra Lipstick collection is bursting with 25% more pigment.*

Wear your fave shades while delivering orders and brochures, and let customers know their favourite lippies are better than ever. Snap a selfie and share the bold colour payoff on social media to get the orders rolling in.

VIP & PLATINUM REPS
40% OFF
BROCHURE PRICE

NEW SHADE

21 Electric Pink 09126	40 Ideal Lilac 17376	33 Fiercely Red 04846
20 Posh Petal 18887	36 Berry Blast 17400	25 Peach Macaron 03939
13M Mauve Matters 19117	24 Power Pink 18119	14 Maiden Mauve 05561
15 Pure Pink 18861	17 Pink Passion 18879	7 Coffee Date 05405
1 Au Naturelle 16410	3 Nude Suede 59113	28M Red Supreme 04648
19 Blush 51672	30 Ruby Kiss 17640	26M Coral Fever 17863
6M Marvellous Mocha 18838	12 Ravishing Rose 17871	

Ultra Matte Lipstick
3.6g
brochure price: £6

NEW

ULTRA MATTE

- 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 the colour you get on your lips - yaaas!
- ULTRA COMFORTABLE**
Ultra moisturising, with SESAME OIL, AVOCADO OIL and VITAMIN E.



SPF30

YOUR PRICE
JUST £4.20

NEW SHADE

62 Pout 04416	56 Carnation 17574	44 Peachy Nude 03442
43 Cappuccino 55533	55 Blush Nude 16170	47 Toffee Kiss 11015
53 Chic 21410	46 Iced Coffee 17418	48 Universal Nude 09399
63 Lilac Romance 28746	57 Pink Dream 54700	28 C Red Supreme 54668
59 Hibiscus 18853	58 Country Rose 54957	73 Wine With Everything 29454
54 Dusky Mauve 17756	68 Red 2000 17434	26 C Coral Fever 25643
52 Pinched Pink 16147	75 Toasted Rose 56622	

Ultra Creamy Lipstick
3.6g
brochure price: £6

NEW

ULTRA CREAMY

- 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 the colour you get on your lips - yaaas!
- ULTRA COMFORTABLE**
Ultra moisturising, with JOJOBA OIL, AVOCADO OIL and VITAMIN E.



SPF50

YOUR PRICE
JUST £4.20

*Ultra Matte Lipstick - 74% of women agree, Blind Home use test, 121 consumers, UK, 7th August - 3rd September 2023.
Ultra Creamy Lipstick - 56% women agree, Blind Home use test, 121 consumers, UK, 7th August - 3rd September 2023.

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

OUR BIGGEST LIP LAUNCH OF THE SEASON

Boost customers' spend by introducing them to the **new Ultra Lip Liner**. This is the secret to creating the ultimate Ultra lip look.

TOP TIP: Post a video of you applying the Lip Liner & Ultra Lipstick and share your application tips & tricks with customers.

VIP & PLATINUM REPS

40% OFF BROCHURE PRICE

NEW SHADES



NEW

ULTRA SHIMMER

Our richest, most pigmented shimmer.

- ULTRA RICH**
BURSTING with 50% MORE COLOUR IMPACT* and ULTRA COLOUR HD PIGMENT TECHNOLOGY for high impact pearl pigment in 1 swipe.
- ULTRA SATISFYING**
The colour you see on the lipstick is the colour you get on your lips - yaaas!
- ULTRA COMFORTABLE**
Ultra moisturising, with SESAME OIL, AVOCADO OIL and VITAMIN E.

SPF15

Ultra Shimmer Lipstick
3.6g
brochure price: £6

YOUR PRICE
JUST £4.20

NEW

ULTRA CONTOURED

- ULTRA RICH**
DEFINE and CONTOUR your lips with the ULTRA COLOUR HD PIGMENT TECHNOLOGY formula.
- ULTRA SATISFYING**
The colour you see on the pencil is the colour you get on your lips - yaaas!
- ULTRA COMFORTABLE**
Formula with VITAMIN E glides on effortlessly.



Ultra Lip Liner
1.1g
brochure price: £3.50

YOUR PRICE
JUST £2.45



RECYCLABLE

*Compared to our traditional Ultra lipsticks.
10

ULTRA SAMPLES = ULTRA SALES

Introduce your customers to colours that come alive with samples of our entirely reinvented Ultra Lipstick, with 25% more pigment.*

The best way to show customers our most pigmented lipstick ever** is for them to try it for themselves. Save big with these mega sample packs and get sampling. Remember to follow up to get customers' thoughts and secure full-size orders.

ULTRA SHIMMER LIPSTICK SAMPLE PACK

50 SHIMMER SAMPLES

ONLY £8
SAVE £42

Just 16p a sample!
order using **23275**



7x				5x				
	76 High Beam	78 Bronze Glaze	86 Spring Bling		90 Violet Sparks	87 Fire Flash	88 Scarlet Starlet	77 Sparkle Nude
3x								
	84 Amber Embers	85 Steller Magenta	91 Rosy Lumos					

AMY'S SAMPLING TOP TIPS:

- Existing customers and potential customers love a sneak peek. This is a simple way to build relationships and bag pre-orders.
- Speak to your skincare and fragrance customers, and offer them a sample to help find their shade.
- Reviews sell products. I encourage customers to share their thoughts with me, and I use these on social media. Remember to ask for permission before sharing reviews.

Amy Agnew, Training Ambassador



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

ULTRA MATTE LIPSTICK SAMPLE PACK

100 MATTE SAMPLES

ONLY £12.50
SAVE £87.50

Just 12p a sample!
order using **16428**



10x			8x			6x		
	3 Nude Suede	1 Au Naturelle		25 Peach Macaron	6 Marvellous Mocha		7 Coffee Date	15 Pure Pink
5x				5x				
	17 Pink Passion	19 Blush	21 Electric Pink		40 Ideal Lilac	20 Posh Petal	24 Power Pink	14 Maiden Mauve
3x								
	30 Ruby Kiss	33 Fiercely Red	36 Berry Blast	12 Ravishing Rose	13 Mauve Matters	26 Coral Fever	28 Red Supreme	

ULTRA CREAMY LIPSTICK SAMPLE PACK

100 CREAMY SAMPLES

ONLY £12.50
SAVE £87.50

Just 12p a sample!
order using **58958**



10x		9x		8x				
	55 Blush Nude		62 Pout		56 Carnation	48 Universal Nude	44 Peachy Nude	
7x		5x						
	47 Toffee Kiss		46 Iced Coffee	43 Cappuccino	54 Dusky Mauve	52 Pinched Pink	57 Pink Dream	
4x			3x					
	26 C Coral Fever	68 Red 2000		53 Chic	63 Lilac Romance	75 Toasted Rose	58 Country Rose	59 Hibiscus
1x								
	28 C Red Supreme	73 Wine With Everything						

***Save messages based on regular sample prices in Brochure.

ULTRA EASY EYE LOOKS

Subtle? Glam? Creative? Whatever look customers are after, introduce them to these perfect eyeshadow palettes, and demo just how easy it is to **create the perfect eye look.**



Bronze 27516

Silver 10918

Natural 03830

Purple 11080



NEW

4 PERFECTLY CURATED SHADES TO CREATE YOUR ULTRA EYE LOOK WITH EASE

Ultra Colour Quad Palettes
2.8g
brochure price: £7

YOUR PRICE
JUST £4.90

Finish: S - shimmer / blank - matte



THREE MATTE SHADES TO PRIME, POP & SMOKE PLUS A SHIMMER TO ENHANCE



ULTRA VERSATILE
Pigment-packed palettes. Fearless finishes. Endlessly expressive



ULTRA EASY
Use your fingers or a brush to build and blend with no mess or creasing



ULTRA SUSTAINABLE
Finished? Pop out and recycle the metal pans, recycle the cardboard pack and reuse the elastic band

HOST AN ULTRA PARTY

Hosting a party is a fantastic way to **find new customers** and **unlock even more earning opportunities.** Encourage your existing customers to co-host a party with you and invite their friends and family.

Share samples and help customers find their own perfect look - go to page 12 to order your Ultra Lipstick samples.



KELLY-ANNE'S TOP TIPS FOR HOSTING A PARTY:

1. Offer to demo the products and share samples. Customers buy more when they can see and feel a product.
2. Have some kind of game to create some fun. It could be something as simple as guess how many Ultra lipstick samples are in a jar. Give a small prize to the winner.
3. Just be yourself. Chat as if you are talking to friends, point out your favourite shades and products and get talking points from Avon Academy.

Kelly-Anne Adams-Fielding, Avon Rep

SCAN THE QR CODE
to find all your party inspiration on our Host a Party guide.



THE MOST PIGMENTED LIPSTICK YOU'VE EVER TRIED?*

Our NEW Ultra Colour lipstick is **bursting with 25% more pigment****—the colour you see on the lipstick is the colour you get on your lips. You've got to try it to believe it.



26 C Coral Fever
66910



28 C Red Supreme
66357



43 Cappuccino
64360



44 Peachy Nude
64386



46 Iced Coffee
52258



47 Toffee Kiss
52423



48 Universal Nude
66688



52 Pinched Pink
74971



53 Chic
36277



54 Dusky Mauve
64493



55 Blush Nude
74757



56 Carnation
66944



57 Pink Dream
74146



58 Country Rose
41632



59 Hibiscus
41624



62 Pout
64519



63 Lilac Romance
41442



68 Red 2000
66241



73 Wine With Everything
42861



75 Toasted Rose
41673

TRY IT, BELIEVE IT & DEMO IT

Order your FREE sample today.†

Choose from a range of shades and add your fave to your next order to see the bold colour payoff for yourself.

Sample, Sell & Earn. Head to page 12 for your sample bundles, and share with customers so they can try for themselves.

†Free sample limited to one per Rep.

*Ultra Creamy Lipstick: *56% women agree, blind home-use test, 121 consumers, UK, 7th August - 3rd September 2023.

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

READY TO CREATE AN ULTRA BUZZ?

Let's **get your customers excited** and your **sales soaring** with the bold new Ultra Lipsticks.

GET SOCIAL & SHARE

87% of businesses see increased sales through user-generated content***, so don't miss out. Snap a selfie wearing your favourite Ultra Lipstick shade and post on social media. Need ideas?

Head to the Avon Social section on Avon Academy for tips and tricks.

For quick social posts or WhatsApp messages, visit Avon On for pre-written, ready-to-share content.



LEARN & EARN

The new Ultra Lipsticks are perfect for current customers and new customers. Visit Avon Academy for exclusive training guides, bite-sized videos, and expert tips to help you sell these pigment-packed lippies with confidence.



MARK YOUR CALENDAR: 21st JANUARY

Trending Tuesday is your opportunity to amplify your sales early. Use this early online launch to connect with new and existing customers and introduce them to the hottest lipsticks of the year.

††Illustrative purposes only

***HubSpot Blog Research Social Selling Report, survey of 500 brand professionals selling on social media in the U.S., July 2023.

SALES TOOLS

Help your customers find their perfect shade with the **Ultra Shade Tool**—it's a game-changer! Spread the Ultra buzz by handing out **Canvassing Cards**†† to neighbours and friends, letting them know you're open for business and ready to serve.



CANVASSING CARDS

PACK OF 20 FOR £2.50 order using 61473

SHADE TOOL

INTRODUCTORY PRICE JUST £10 order using 61564

DISCOVER NEW WAYS TO BOOST YOUR SOCIAL SALES

Boost your Ultra Lip sales with Avon Social on Avon Academy. Discover simple, step-by-step guides to master Instagram and TikTok like a pro. Learn how to create professional posts and videos, or use ready-made campaign content straight from our social experts.

Join the Ultra campaign fun with our new lip-sync soundtrack! Create polished videos like those you see on our official Avon social channels to boost your visibility, attract customers, and grow your sales. Our step-by-step guides make it simple to learn at your pace.

Don't wait—unlock these powerful tools today and start creating content that makes customers stop scrolling!

BOOST VALENTINE'S SALES WITH NEW LOV U TOGETHER

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

VIP & PLATINUM REPS
40% OFF
BROCHURE PRICE



RUB HERE TO TRY THE SCENT




 FLORAL ORIENTAL FRUITY

Don't miss this chance to increase sales with the perfect fragrance for Valentine's Day. Customers will love the **lemon heart** of this effervescent scent that celebrates love with yellow blossoms of **rice flowers** and **warm cedarwood** oil. Encourage them to try it by stocking up on samples on page 25 and bag your Valentine's orders.

Lov U Together
Eau de Parfum
24349
50ml | £16.80/100ml
brochure price: £12
demo: £8.40



THE GIFT OF ATTRACTION

Customers on the look out for Valentine's gifts? Introduce them to these scent-sational gift sets, the perfect presents for the season.



NEW


 ORIENTAL

 GOURMAND

FOR HER

PERFECT GIFT IDEA

SET OF 2 IN A BOX

- Set includes:
- Attraction Closer For Her Eau de Parfum [30 ml]
 - Body Cream [125 ml]
 - Gift box

Attraction Closer For Her Gift Set

39503
brochure price: £14.50
demo: £10.50



NEW


 ORIENTAL

 WOODY

 SPICY

FOR HIM

SET OF 2 IN A BOX

- Set includes:
- Attraction Closer For Him Eau de Toilette [30 ml]
 - Hair & Body Wash [200 ml]
 - Gift box

Attraction Closer For Him Gift Set

39495
brochure price: £12
demo: £8.40



WOODY

ORIENTAL

A LAYER OF MYSTERY

cosmofruit, Saffiano leather, vetiver

Black Suede Dark Eau de Toilette
71357
 100ml
 brochure price: £18
demo: £12.60

Black Suede Dark Hair and Body Wash
40121
 250ml | £1.48/100ml
 brochure price: £5.25
demo: £3.65



ORIENTAL

LEATHERY

A LAYER OF ALLURE

sensual leather, fresh greens, warm woods

Black Suede Eau de Toilette
70623
 100ml
 brochure price: £18
demo: £12.60

Black Suede Body Spray
40311
 150ml | £2.80/100ml
 brochure price: £6.25
demo: £4.20

INTRODUCING BLACK SUEDE CHARM

Meet the brand new scent in the Black Suede family. Featuring notes of Guatemalan **cardamom**, upcycled* **sandalwood** and soft **suede**, it's perfect for Valentine's Day. Let Black Suede fans know it's landed and encourage them to freshen up their scent game for the new season.

VIP & PLATINUM REPS
40% OFF*
 BROCHURE PRICE

*VIP & Platinum price only applicable on Black Suede Charm.



WOODY

SPICY

RUB HERE TO TRY THE SCENT

100ML

LASTS ALL DAY**

Black Suede Charm Hair and Body Wash
38067
 250ml | £1.46/100ml
 brochure price: £5.25
demo: £3.65

Black Suede Charm Eau de Toilette
37929
 100ml
 brochure price: £18
demo: £12.60

*An upcycled ingredient is one that contains >=50% of its carbon from a material that was a waste or side stream from a process either internal or external.

**Tested to last up to 8 hours.

SIMPLE SKINCARE REGIME

Help your customers build the perfect skincare routine with these **5 easy steps**:

1. CLEANSE

A gentle cleanser removes dirt, oil, and make-up to leave skin fresh and clean. Recommend to foundation customers, to help melt the day away.

2. TONE

Recommend toner as a must-have companion after cleansing. It removes leftover make-up, balances pH, and preps the skin for the next steps.

3. EYE CREAM

The delicate skin around the eyes deserves special care. Whether your customers are concerned about dark circles, fine lines, or dryness, there's an eye cream for every need. Show them how to apply it with their ring finger for gentle, effective care.

4. SERUM

Serums are the secret to any skincare regime, targeting specific concerns like anti-ageing, hydration, or brightening. Head to page 26 for the download on all things Serums.

5. MOISTURISE

Finish with a moisturiser that matches their goals—hydration, firming, or glow. Upsell by recommending the perfect Anew Day Cream for daytime radiance and Anew Night Cream for overnight nourishment.

PRO TIP: Boost your product knowledge and sales with **Silver Beauty Adviser training**. It's your path to becoming a skincare superstar!



SKINCARE = SALES SUCCESS

Skincare customers love **repeat purchases**—here's how you can use Skincare to grow your business:

- Build **customer loyalty**
- Boost **average spend**
- Improve **customer retention**
- Drive **frequent orders**
- Create **sustainable sales growth**

Maximise the opportunity and watch your business thrive!



HELP YOUR CUSTOMERS REFILL & SAVE ON THEIR FAVE SERUMS

WHAT ARE THEY?

They're the same serums you and your customers know and love, in 30ml refill tubes.

WHY SHOULD CUSTOMERS BUY?

They're planet and purse friendly. Customers can save money, by refilling their glass serum bottles which means less waste. Plus, the refill tubes are ready to recycle.

HOW SHOULD I SELL THEM?

These are perfect for existing Anew Serum customers, so tell them about how they can save money, do their bit for the planet and enjoy the serums they love for less.

HOW TO USE

REMOVE the pump from the glass bottle

TEAR OFF the refill tube closure

SQUEEZE the refill serum into the glass bottle

SCREW the pump back onto the glass bottle

USE your serum as normal

RECYCLABLE
SINGLE-USE
TUBES TO
REFILL YOUR
BOTTLES



RADIANCE SERUM REFILL

boosts the look of your skin's radiance with **10% VITAMIN C**



Anew Radiance Maximising Serum Refill
68734
30ml | £43.33/100ml
brochure price: £13
demo: £9.10

HYDRATING SERUM REFILL

hydrates and plumps with **3.5% HYALURONIC ACID COMPLEX**



Anew Hydrate & Plump Serum Refill
39396
30ml | £43.33/100ml
brochure price: £13
demo: £9.10

LIFTING SERUM REFILL

helps to **lift and tighten** your skin, powered by **PROTINOL™**



Anew Platinum Lift & Tighten Lifting Serum Refill
33878
30ml | £50/100ml
brochure price: £15.50
demo: £10.85

POWER SERUM REFILL

renews and restores years of collagen loss with **10X PROTINOL™**



Anew Skin Renewal Power Serum Refill
39487
30ml | £51.67/100ml
brochure price: £15.50
demo: £10.85,

VIP & PLATINUM
REPS
40% OFF
BROCHURE PRICE

GET TO KNOW SERUMS & MAXIMISE SKINCARE SALES

WHAT?

Serums are **concentrated treatments** to help give skin an **extra boost of targeted care**.

WHY?

Skin needs are affected by things like the seasons, hormones and diet. **Serums are the perfect problem solvers to help your skin** with everything life throws at it.

HOW?

Apply 1-2 pumps morning and evening, **after cleansing and before moisturising**.

EARNINGS TIP: Boost your sales by recommending that customers pair their preferred Anew Serum with an Anew Day and Night Cream duo, to help boost their skincare results.



“The **skincare consultation forms** in your Beauty Adviser training are the perfect way to find out what your customers need. And the **‘Your Serums at a glance’ sheet** will then help you choose the right serum for them. A **consultation every season** is a great way to make sure their skin’s needs are being met.”

Georgie Dorsett, Avon Rep



HYDRATE & PLUMP

For customers looking to plump skin, great for dry skin.

What to say: With 3.5% hyaluronic acid complex, this is multi-depth hydration at its best. It even boosts the skin’s own production of hyaluronic acid. In other words, it helps to hydrate, plump and smooth skin leaving it feeling nice and bouncy!*

Anew Hydrate & Plump Concentrate

63115

30ml | £32.67/100ml
Brochure Price: £22

demo: £11.55

*Based on a consumer study with 110 participants

★★★★★
BESTSELLER



FIRM & SMOOTH

For customers looking to address multiple signs of ageing, great for all skin types.

What to say: It helps to restore years of collagen loss** and give you 7 powerful, age-defying benefits in just 7 days** for dramatically smoother, plumper and firmer-looking skin.

Anew Renewal Power Serum

51334

30ml | £56/100ml
Brochure Price: £21

demo: £11.90

**Based on those that expressed an opinion in a consumer perception study.

★★★★★
BESTSELLER



RADIANT GLOW

For customers looking to boost dull skin.

What to say: Each bottle is packed with the vitamin C power of 30 oranges to transform skin from tired and dull to radiant and fresh-looking instantly.† An added bonus? The antioxidants help protect your skin from environmental damage.

Anew Radiance Maximising Serum

37952

30ml | £46.67/100ml
Brochure Price: £22

demo: £11.55

†Based on a consumer study with 135 participants.

VIP & PLATINUM REPS

40% OFF
BROCHURE PRICE



AWARD WINNING
PROTINOL™
DUAL COLLAGEN BOOST

LIFT & FIRM

For customers who want to help address loss of firmness.

What to say: Finally! An all day lifted look that lasts.†† It might just be time to cancel that salon facial as this serum helps to lift, smooth and contour the look of skin, leaving it feeling firmer and with increased elasticity.

Anew Platinum Lift & Tighten Serum

41665

30ml | £46.67/100ml
Brochure Price: £19.50

demo: £13.65

††Applies to feel of skin’s surface. Based on a Consumer Study with 132 participants.

EYE-CONIC DUO

Show customers 2 simple steps to creating dramatically lifted eyes that pop. Demo our bestselling eye system for **smoother, lifted eyes in just 2 days***, followed by our 5-in-1 genius mascara for their perfect eye look.

POWERED BY



UPPER EYE GEL

with skin tightenners and revitalising caffeine to help the eye area look dramatically lifted.



INSTANTLY LIFTS AND TIGHTENS.*

SMOOTHS, FIRMS AND STRENGTHENS.*

UNDER EYE CREAM

with nourishing, peptide-rich formula for a visibly smoother, firmer under eye.

★★★★★
BESTSELLER



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

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, just full volume and definition

**Blackest Black shade only.

BOTH FOR
£12.25

WORTH
£25

VIP & PLATINUM
REPS

40% OFF
BROCHURE PRICE

FREE
ANEW
MINI
DUO
WORTH £20



when customers spend £16 on Anew skincare. See page 88 of the C2 Brochure for details.

set contains:

- Lash Genius Multitask & Multiply Mascara in Blackest Black | 10ml |
- Anew Platinum Lift & Tighten Dual Eye System | 20ml |

93989

*Based on consumer study SE21-002 with 127 people.

SHOW CUSTOMERS HOW TO ACE THEIR BASE



Show them how to use our Flat Foundation Brush for a seamless blend and professional make-up look time after time. The unique flat shape allows them to get into hard-to-reach spots like the corners of their nose and eyes.

Flat Foundation Brush
29330
 brochure price: £5
demo: £3.50

12N Neutral Fair 31245	13G Golden Fair 38919	14P Pink Fair 35790
21N Neutral Light 36459	23N Creamy Neutral 30577	22G Golden Light 30080
24N Neutral Light Medium 53306	25P Pink Light 56010	26G Golden Light Medium 64402
31N Neutral Medium 50716	32G Golden Medium 51623	33P Pink Medium 63891
34N Neutral Medium Tan 63925	35G Golden Medium Tan 64121	
42G Golden Medium Deep 63966	43N Rose Medium Deep 64006	
51G Golden Deep 64030		
52N Neutral Deep 64089		



Share how this hydrating formula brightens the look of the under eye area and perfects the look of skin.

Flawless Match Concealer
 3ml
 brochure price: £6.50
demo: £4.55

115P (Pale Pink) 33548	120N (Porcelain) 31153
125G (Warm Ivory) 31682	130N (Alabaster) 33100
140P (Light Ivory) 30452	145P (Ivory Pink) 36863
210N (Light Beige) 65680	215P (Ivory) 33795
220G (Light Nude) 33472	225G (Soft Beige) 34025
228G (Nude) 33332	230N (Creamy Natural) 40055
235P (Shell) 64659	245N (Natural Beige) 32128
250N (Cream Beige) 48330	260G (True Beige) 45062
310N (Medium Beige) 42937	315N (Pure Beige) 60194
320G (Sun Beige) 42697	330P (Honey Beige) 30973
340N (Light Tan) 30999	345N (Soft Honey) 31005
348P (Toasted Praline) 50666	355G (Light Caramel) 50880
410P (Spice) 50922	420G (Caramel) 51045
430N (Deep Tan) 51078	435N (Warm Deep Tan) 53827
438P (Chocolate) 38505	510N (Walnut) 31088
515N (Bronze) 29017	520P (Rich Sienna) 29249
525N (Dark Cocoa) 29272	530N (Maple) 29298
535P (Espresso) 29306	



Let them know how this skin-loving formula is infused with hyaluronic acid for a hydrating, yet weightless, feel.

Flawless Match Natural Finish Foundation
 30ml | £1.87/10ml
 brochure price: £8
demo: £5.60

Show your customers how easy it is to create a flawless face using these 5 must-haves.

Neutral Light 51698	Neutral Light Medium 51748	Neutral Medium 50492	Neutral Fair 51383
Neutral Medium Tan 50526	Neutral Medium Deep 36053	Neutral Deep 36202	



Show them how this lightweight formula with light-diffusing pigments mattifies shine and gives their skin sheer, natural-looking coverage.

Flawless Mattifying Pressed Powder
 8g | £6.13/10g
 brochure price: £6
demo: £4.20

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



Share how they can put their make-up in its place with our invisible priming and setting spray for a budge-proof look.

Prep & Set Spray
30122
 125ml | £0.34/10ml
 brochure price: £6
demo: £3

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



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



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



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



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

Small Paper Delivery Bags

PACK OF 50

£1

Order using 92502

Large Paper Delivery Bags

PACK OF 50

£1.65

Order using 92486

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

Avon Returns Bag

- Large**

Order using 90472

Avon Returns Bag

- Small**

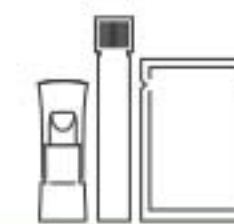
Order using 90480

*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



lemon heart, rice flowers, cedarwood oil

Lov U Together Tester Vial

31617

0.6ml
Normally £1

NEW



Guatemalan cardamom, upcycled* sandalwood, soft suede

Black Suede Charm Tester Vial

28811

0.6ml
Normally £1

*An upcycled ingredient is one that contains >=50% of its carbon from a material that was a waste or side stream from a process either internal or external.



- | | |
|---|--|
| 29926 Attraction for Her ★ | 19265 Absolute by Elite Gentleman |
| 26880 Attraction Awaken for Her | 40246 Attraction for Him ★ |
| 50096 Attraction Closer | 27029 Attraction Awaken for Him |
| 15453 Attraction Game for Her | 66282 Attraction Closer |
| 01164 Attraction Intense for Her | 12856 Attraction Game for Him |
| 19760 Avon Luck for Her | 59618 Attraction Intense for Him |
| 19513 Cherish | 19752 Avon Luck for Him |
| 23606 Eve Become | 38372 Black Suede |
| 24323 Eve Confidence | 37937 Black Suede Dark |
| 28399 Eve Prive | 66324 Black Suede Real Intense |
| 25882 Eve Truth | 38323 Black Suede Real for Him |
| 66845 Far Away ★ | 35386 Black Suede Secret |
| 73429 Far Away Beyond | 54296 Black Suede Touch |
| 36087 Far Away Beyond The Moon | 19240 Elite Gentleman |
| 50575 Far Away Glamour ★ | 19232 Elite Gentleman In Black |
| 47274 Far Away Rebel ★ | 21600 Elite Gentleman Quest for Him |
| 51326 Far Away Shine | 23549 Full Speed Boost |
| 38364 Far Away Splendoria | 08094 Full Speed ★ |
| 19422 Little Black Dress | 18366 Full Speed Electric |
| 19471 Little Black Dress Lace | 01149 Full Speed Pulse for Him |
| 19430 Incandescence | 14647 Full Speed Surfer |
| 19497 Incandescence Lotus | 00364 Full Speed Quantum |
| 37119 Lov U for Her | 19364 Individual Blue |
| 34595 Lov U Connected | 19323 Musk Air |
| 19547 Perceive | 19356 Musk Instinct |
| 19554 Rare Gold | 19315 Musk Marine |
| 19505 Rare Pearls | 22004 Musk Metropolitan |
| 06718 TTA Always for Her | 19372 Musk Mineralis |
| 53678 TTA Celebrate | 19273 Perceive For Him |
| 09043 TTA Everlasting | 06254 TTA Today for Him |
| 15438 Today for Her ★ | 56275 Wild Country ★ |
| 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 33-35*

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

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 Naturele
 - 17780 3 Nude Suede
 - 11411 6 M Marvellous Mocha
 - 50559 7 Coffee Date
 - 63701 12 Ravishing Rose
 - 67744 13 M Mauve Matters
 - 72298 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
 - 51177 25 Peach Macaron
 - 17145 26 M Coral Fever
 - 50591 28 M Red Supreme
 - 21766 30 Ruby Kiss
 - 29629 33 Fiercely Red
 - 26971 36 Berry Blast
 - 26955 40 Ideal Lilac
- NEW**
★ **Ultra Shimmer Lipstick Sample**
- 53975 76 High Beam
 - 72306 77 Sparkle Nude
 - 01032 78 Bronze Glaze
 - 01255 84 Amber Embers
 - 01305 85 Stellar Magenta
 - 01297 86 Spring Bling
 - 66217 87 Fire Flash
 - 68882 88 Scarlet Starlet
 - 01487 90 Violet Sparks
 - 01495 91 Rosy Lumos
- NEW**
★ **Ultra Creamy Lipstick Sample**
- 53629 26 C Coral Fever
 - 53249 28 C Red Supreme
 - 14761 43 Cappuccino
 - 30627 44 Peachy Nude
 - 26260 46 Iced Coffee
 - 35253 47 Toffee Kiss
 - 52977 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
 - 70185 73 Wine With Everything
 - 02667 75 Toasted Rose
- NEW**
★ **Revival Serum Lipstick Sample**
- 23861 Awakening Coral
 - 25296 Perky Peony
 - 26104 Refreshing Petal
 - 24224 Reviving Mauve
 - 02717 Uplifting Berry
- NEW**
★ **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

- ★ **69294**
Anew Reversalist Plump & Smooth Day Cream Sample
- ★ **55863**
Anew Reversalist Plump & Smooth Night Cream Sample
- ★ **69336**
Anew Ultimate Firm & Supple Day Cream Sample
- ★ **55871**
Anew Ultimate Firm & Supple Night Cream Sample
- ★ **69492**
Anew Platinum Lift & Tighten Day Cream Sample
- ★ **55897**
Anew Platinum Lift & Tighten Night Cream Sample
- ★ **55913**
Anew Platinum Lift and Tighten Lifting Serum Sample
- ★ **31633**
Anew Skin Renewal Power Cream Sample
- ★ **70037**
Anew Renewal Power Serum Sample
- ★ **55889**
Anew Skin Renewal Power Eye Cream Sample
- ★ **56259**
Anew Sensitive+ Dual Collagen Cream Sample
- ★ **56267**
Anew Sensitive+ Dual Collagen Eye Cream Sample
- ★ **33563**
Anew Platinum Lift & Tighten Dual Eye System Sample
- ★ **57000**
Anew Hydrate & Plump 10 Minute Mask Sample
- NEW 08680**
Anew Radiance Maximising Dark Circle Correcting Eye Cream Sample
- ★ **22822**
Anew Radiance Maximising Lightweight Cream Sample
- ★ **27615**
Radiance Maximising Serum Sample
- ★ **55186**
Anew Radiance Maximising Micro Dermabrasion Sample
- ★ **17798**
Hydrating Overnight Mask Sample
- ★ **17772**
Anew Hydrate & Plump Concentrate Sample
- ★ **17806**
Hydrate & Plump Water Cream Sample
- ★ **54742**
Anew Even Texture & Tone Day Cream Sample
- ★ **55053**
Anew Even Texture & Tone Serum Sample
- ★ **55210**
Anew Smoothing Serum Sample

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 TRIAL SIZES** each **£7**
10ml Normally £10
- ★ **07260**
Anew Renewal Power Serum Trial Size
- ★ **19687**
Anew Platinum Lift & Tighten Lifting Serum Trial Size
- ★ **20966**
Anew Renewal Power Cream Trial Size
- ★ **05314**
Anew Radiance Maximising Serum Trial Size

- ANEW TRIAL SIZES** each **£7**
15ml Normally £10
- ★ **68965**
Anew Reversalist Plump & Smooth Day Cream Trial Size
- ★ **69021**
Anew Reversalist Plump & Smooth Night Cream Trial Size
- ★ **19570**
Anew Ultimate Firm & Supple Day Cream Trial Size
- ★ **19588**
Anew Ultimate Firm & Supple Night Cream Trial Size
- ★ **19653**
Anew Platinum Lift & Tighten Day Cream Trial Size
- ★ **19661**
Anew Platinum Lift & Tighten Night Cream Trial Size
- ANEW 2 ml** **£0.70**
- ★ **07286**
Anew Skin Renewal Power Plumping Shots Sample

MIX & MATCH

1 FOR £0.70 | ANY 5 FOR £1.75

CHOOSE ANY 5 MAKE-UP, SKINCARE AND FRAGRANCE SAMPLES ACROSS PAGES 33-35*
*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.



Lime, ginger and green tea.

Scent Mix Fizzy Green Tea EDT

56762

30ml | £11.83/100ml
Normally £8.50

£3.55

Red apple, rose and vanilla.

Scent Mix Elegant Rose EDT

55392

30ml | £11.83/100ml
Normally £8.50

£3.55



125ML

red apple, Tonkalactone™, cuir velours

Black Suede Secret Eau de Toilette

62547

125ml |
£11.99/100ml
Normally £24

£15



With cardamom, leather and vetiver.

Black Suede Dark Anti-Perspirant Roll-On Deodorant

58339

50ml |
£3.10/100ml
Normally £3.25

£1.55



75ML

Red apple, Tonkalactone™ and cuir velour.

Black Suede Secret EDT

63461

75ml |
£18.67/100ml
Normally £14

£7



75ML

Bergamot, Madagascar cinnamon and tabac bourbon.

Black Suede Hot EDT

54874

75ml |
£18.67/100ml
Normally £14

£7

velvet peaches, poppy flower, amber



Far Away Endless Sun EDP
62372
 50ml | £17.10/100ml
 Normally £17
£8.55



Far Away Endless Sun EDP Purse Spray
63313
 10ml
 Normally £7
£3

pear, jasmine, upcycled Madagascan vanilla

Far Away Beyond Parfum
55061
 50ml | £17.10/100ml
 Normally £19
£8.55



Bergamot, rose petals and velvet sandalwood.

Luck for Her EDP
63545
 30ml | £25.17/100ml
 Normally £13
£7.55



Golden gardenia, tiare flower and cashmere wood.

Pur Blanca Essence EDT
63404
 50ml | £9/100ml
 Normally £10
£4.50



pear, freesia, musk

Perceive for Her Gift Set
 Includes: Perceive EDT 50ml and Perceive Body Lotion 150ml in a gift box.
63289
 Normally £13.50
£9



Perceive Body Spray
62356
 75ml | £5.32/100ml
 Normally £7
£4



Plum, gardenia-infused white oud accord and vanilla.

Far Away Splendoria EDP
58966
 50ml | £17.10/100ml
 Normally £17
£8.55



Far Away Splendoria Body Lotion
56291
 150ml | £1.43/100ml
 Normally £5.25
£2.15



Far Away Splendoria EDP Purse Spray
61226
 10ml
 Normally £7
£3



Vetiver infusion, rye whiskey and leatherwood.

Segno EDP
63370
 75ml | £11.99/100ml
 Normally £16
£9



cardamon, violet leaves, Australian sandalwood

Elite Gentleman Absolute Santal EDT
57547
 50ml | £18.30/100ml
 Normally £16
£9.15



white lily & musk

Floral Burst Body Mist

60814
100ml
Normally £3
£1.75

500ML

Floral Burst Shower Cream

63958
500ml |
£0.35/100ml
Normally £2
£1.75



apple & muguet

Senses Delicate Moment Hand Wash

56127
250ml |
£0.38/100ml
Normally £1.20
£1



Clearskin Blackhead Clearing Liquid Extraction Strip

60954
30ml | £8.33/100ml
Normally £4.25
£2.50



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**



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. 10cm x 1cm x 0.4cm, stainless steel

55566 **£15**
Normally £20



vibrant mango

Joy in Me Bubble Bath

59089
250ml |
£0.70/100ml
Normally £4
£2



freesia & pomegranate

Senses Sweet & Joyful Shower Cream

61416
250ml |
£0.46/100ml
Normally £1.25
£1.15



coconut & tiare flower

Senses Aloha Monoi Shower Cream

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



Clearskin Blackhead Clearing Soothing Exfoliating Cleanser

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



The Harmony Ritual Body Butter

62257
200ml |
£2.25/100ml
Normally £7.25
£4.50



Extra-Firm+ Firming Hand Cream

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



Kids' Super Gamer Gift Set
Includes: 2-in-1 Shampoo & Conditioner 200ml, Body Wash 200ml and Eau de Cologne 150ml.

58289
Normally £10
£6.50



Kids' Superstar Gift Set
Includes: 2-in-1 Shampoo & Conditioner 200ml, Fragrance Spritz 100ml and Lip Balm.

58370
Normally £10
£6.50



Avon Works Silky Stay Shave Gel

57489
150ml |
£1.17/100ml
Normally £2.75
£1.75



Advance Techniques Miracle Densifier Leave-In Treatment

60764
100ml
Normally £5.50
£2.55



Advance Techniques Ultimate Shine Shampoo

58834
250ml |
£0.86/100ml
Normally £3.25
£2.15



SEMI-PERMANENT* EYELINER

- up to 72-hour** smudge and fade-free formula
- fine tip for precise, easy application
- bold definition in 1 stroke

*Easy to remove with an oil-based make-up remover.
 **Lasts up to 3 days; based on a consumer science study with 101 participants.



Copper Courage
61911

Gold Rush
56903

Lime Icon
56754

Lilac Power
62687

Powerstay Long Lasting Liquid Eyeliner

3.5ml
Normally £8.50

£4.50

Copper Courage

- Fearless Sapphire **56184**
- Wild Malachite **63552**
- Savage Jade **61622**
- Fierce Amber **56077**
- Daring Citrine **59154**

Glimmerstick Eyeliner

0.28g
Normally £6.50

£2.45



Alter Ego
55954

Dramatic Duo 2-In-1 Pencil & Liquid Eyeliner

1.8ml
Normally £8.50

£4.50



- Red **62208**
- Lime **56788**

Your Power Eyeshadow Trios

1g
Normally £8

£3.25

- Light Peach **63941**



Highlighter Pearls

28g | £2.50/10g
Normally £10

£7



Red Hydramatic Matte & Shine Set

- Includes:
- Hydramatic Matte Lipstick | 3.6g |
- Hydramatic Shine Lipstick | 3.6g |
- Gift box

59063 **£9**
Normally £16



Pink Hydramatic Matte & Shine Set

- Includes:
- Hydramatic Matte Lipstick in Blush | 3.6g |
- Hydramatic Shine Lipstick in Marsala | 3.6g |
- Gift box

59683 **£9**
Normally £16

- Soaring Scarlet **60731**
- Thriving Taupe **61077**

- Rise Up Ruby **60889**
- Overdrive Orchid **61788**

- Peach Protector **61762**

Power Stay Liquid Lip

6ml | £7.08/10ml
Normally £10

£4.25



Rise Up Ruby

- Peachy Sunrise **62000**
- Mauve Cocktail **57851**

Ultra Colour Lip Paint Hydrating Matte

7ml
Normally £8

£3.25



Bloody Mary

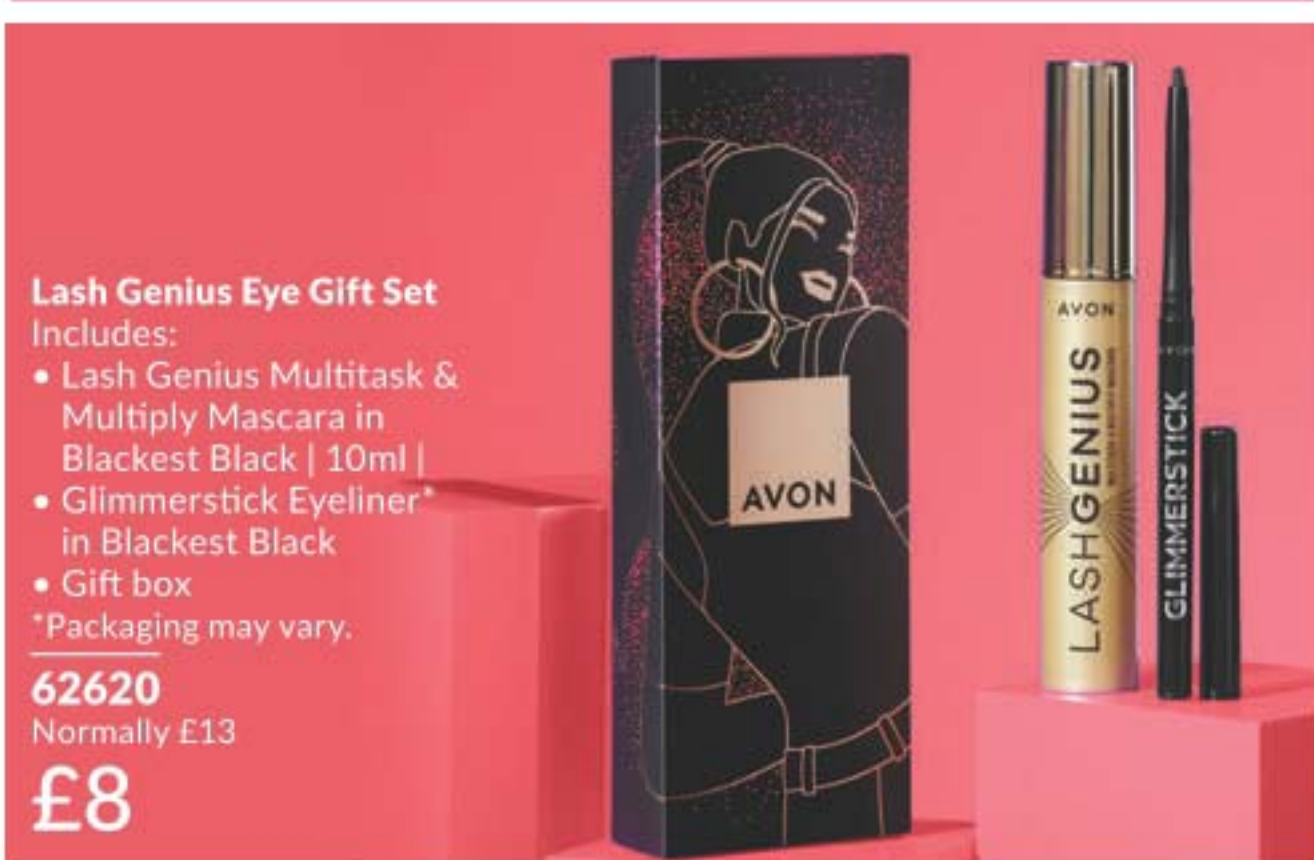


Mauve Crystal
63818

Matte & Metal Liquid Lip Duo

8ml
Normally £10

£4



Lash Genius Eye Gift Set

- Includes:
- Lash Genius Multitask & Multiply Mascara in Blackest Black | 10ml |
- Glimmerstick Eyeliner* in Blackest Black
- Gift box

*Packaging may vary.

£8



Make-Up Sponge

Non-latex PU, approx. 4cm x 5.7cm.

60970
Normally £5.25

£2.75

Rose Gold Cuticle Nippers
Stainless steel with PVC cap. Tidies cuticles and hangnails. Approx. 9.4cm x 5cm x 1cm.

57349
Normally £5.25

£2.75



Emerald Dream
63917

Peach Sorbet
63933

Ultra Colour 60 Seconds Express Nail Enamel

10ml
Normally £4.50

£2.45



Emerald Dream



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

55103
Normally £9
£5

lemon, rose and peony



Floral Burst Candle
Burns for up to 36 hours.
58511
Normally £10
£6

PREMIUM QUALITY



GENUINE ZIRCONS

Iris My Signature Cubic Zirconia Earrings

Platinum plated, cubic zirconia. Approx. 15mm x 8.5mm. Normally £20

£12



Clear
57703



Craig Wallet
Black. PU outer, polyester lining. Approx. 11cm x 9cm.

55418
Normally £8
£6



Small 8-10
58727
Medium 12-14

58974
Large 16-18
59097
Extra Large 20-22

54445
Bright Floral Short Sleeve Jogger PJ
100% cotton. Normally £20

£17



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

Small 8-10
61663
Medium 12-14
61721
Large 16-18
56614
Extra Large 20-22
63032

Wildflower PJs
Polyester, viscose. Includes matching storage bag and scrunchie. Normally £26

£18



Olive Scarf
Blue and cream. Polyester. Approx. 180cm x 50cm.

57265
Normally £15
£10.50

SIZE	INSOLE LENGTH (approx.)
S	24cm

Cross-Over Sliders
Polyester and TPR. Normally £15

£8



S
63750

HOW TO ORDER DEMO PRODUCTS

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

THE NEED TO KNOW

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



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

- The planet is important to us, so all our electrical products are compliant to the Waste, Electrical and Electronic Equipment Act 2005 (as amended) and Avon are members of Electrolink Compliance Scheme.
- Please keep sleepwear away from fire. Slippers are for indoors only, unless we say otherwise.
- Any extra contents you see in images are not included, unless we say otherwise.
- Diagrams are for illustrative purposes only, unless we say otherwise.
- All of our watches have a replaceable button cell battery and a 2-year warranty, unless we say otherwise.
- 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.

SAY HELLO TO BLOOMING SALES

Amplify your PJ sales with our new Underwater Bloom collection. With a choice of vibrant long and short sets they're just the thing for diving into dreamland in style.

MADE WITH 100% COTTON

T-shirt top with frill sleeves

shorts with a frill hem

Small 8-10
00125

Medium 12-14
03251

Large 16-18
03707

Extra Large 20-22
05082

Underwater Bloom Shortie PJs
Purple and yellow. 100% cotton.
brochure price: £18
demo: £12.60

MADE WITH 100% COTTON

long sleeve top

straight leg bottoms

Small 8-10
00760

Medium 12-14
00786

Large 16-18
00794

Extra Large 20-22
00844

Underwater Bloom PJs
Purple and yellow.
100% cotton.
brochure price: £26
demo: £18.20

"This month take a photo of yourself in the PJs and share it with customers on social media or via WhatsApp to get the pre-orders rolling in. Customers are more likely to buy if they see the PJs on a real person. Bookmark or fold down the page in your brochure to grab customers' attention and direct them towards the page."

Cheryl Elliott, Training ambassador



LOVE IS IN THE AIR

Perfect for Valentine's and Galentine's, showcase the gorgeous print on this PJ set and sleep tee to **bag pre-orders ahead of February**. Customers will love the super soft material too.

Small 8-10

38174

Medium 12-14

44230

Large 16-18

43042

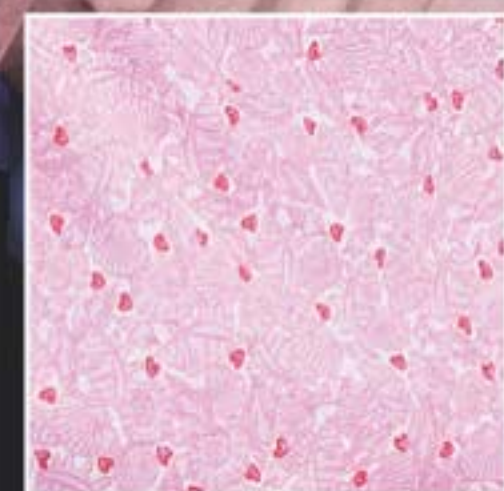
Extra Large 20-22

44719

Valentine's Shell Night Tee

Pink, 100% cotton, brochure price: £14

demo: £9.80



MADE WITH
**100%
COTTON**

short sleeve
sleep tee with
pocket

short
sleeve
top

Small 8-10	Medium 12-14
45260	39222
Large 16-18	Extra Large 20-22
36111	39404

Valentine's Shell PJs
Pink, 100% cotton,
brochure price: £24
demo: £16.80

THE
**ICONIC
ONE
BRA**



• NO WIRES,
NO WORRIES

• SECURE
CUPS WITH
REMOVABLE
PADS

• PULL-ON DESIGN

• WIDE
ADJUSTABLE
STRAPS

• LIGHTWEIGHT
UNDERBAND



Customers will go wild for this season's **new animal print** and they'll love the **same comfort** and confidence they can depend on in their **favourite everyday bra**.

Small 8-10	Medium 12-14	Large 16-18	Extra Large 20-22
30031	32078	38117	39412

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

LET'S ACCESSORISE

Pick your fave bag and jewellery and wear it with pride... it's so easy to showcase these must-have accessories to your customers!

PLATINUM-PLATED PIECES STARRING SPARKLING CUBIC ZIRCONIA



Platinum plated. Brass, cubic zirconia.

purple 66498 **clear** 52704

Signature Cubic Zirconia Earrings
Approx. 1cm.
brochure price: £16

demo: £11.20

6 purple	8 purple	10 purple
32854	51854	49973
6 clear	8 clear	10 clear
51847	38828	70359

Signature Cubic Zirconia Ring
brochure price: £17.50
demo: £12.25



Platinum plated. Brass, cubic zirconia.

Platinum plated. Brass, cubic zirconia.



Signature Cubic Zirconia Necklace
Approx. 45.5cm.
brochure price: £19.50

demo: £13.65

This offer is limited to 1 product, set, shade or size. All items are at net price, which is not subject to a discount.

NEXT MONTH'S NEW ARRIVALS

4 PAIRS OF CHUNKY HOOP EARRINGS

Bianca 4-Piece Hoop Set
Zinc, steel, aluminium. Each earring between approx. 1cm and 2cm.
brochure price: £8
demo: £5.60



gold tone
39420



silver tone
50682

THE CHUNKY STATEMENT COLLECTION YOUR CUSTOMERS NEED



Talia Chunky Statement Earrings
Gold tone. Zinc, plastic, titanium. Approx. 5.5cm.
52613
brochure price: £8
demo: £5.60

Talia Chunky Faux Pearl Necklace
Gold tone. Zinc, plastic, steel. Approx. 48cm.
33431
brochure price: £10
demo: £7

PRETTY NECKLACE, BRACELET AND EARRINGS SET

Lana 3-Piece Gift Set
Gold tone. Zinc, steel, titanium. Necklace approx. 42cm + 9cm extension chain. Bracelet approx. 18cm + 3cm extension chain. Earrings approx. 2cm.

52597
brochure price: £10
demo: £7



14 PAIRS OF MIX AND MATCH STUDS

Love For Every Day 14-Piece Earrings Set
Mix of silver plated, gold tone and rose gold tone. Zinc, plastic, aluminium, glass, stainless steel. Each earring approx. 0.5cm.

71696
brochure price: £6.50
demo: £4.55



SOPHISTICATED 2-PIECE SET

Marina Watch & Bracelet Set
Ion-plated stainless steel, zinc alloy, glass, brass. Watch adjustable between approx. 17cm and 21.5cm. Includes one replaceable button cell battery. Rose gold tone bracelet approx. 18cm.

32920
brochure price: £24
demo: £16.80



HOT PINK ACCESSORIES FOR VALENTINE'S DAY

Chloe Heart Keyring
Red, pink and gold tone. Zinc alloy, iron. Approx. 13.5cm.
32896
brochure price: £7
demo: £4.90



Chloe Purse
Red and pink. PU outer, polyester lining. Approx. 20cm x 3cm x 10cm.
66233
brochure price: £10
demo: £7



MINI BUT MIGHTY BAG FITS ALL THEIR ESSENTIALS

Chloe Mini Trend Bag
PU outer, polypropylene lining. Approx. 18cm x 6cm x 14cm.
brochure price: £18
demo: £12.60



blue
33522
red
38455



SOFT, SUEDETTE FEEL BAG THAT HOLDS IT ALL

Bianca Hobo Bag
Black. 100% polyester. Approx. 39cm x 5cm x 46cm.
34157
brochure price: £22
demo: £15.40

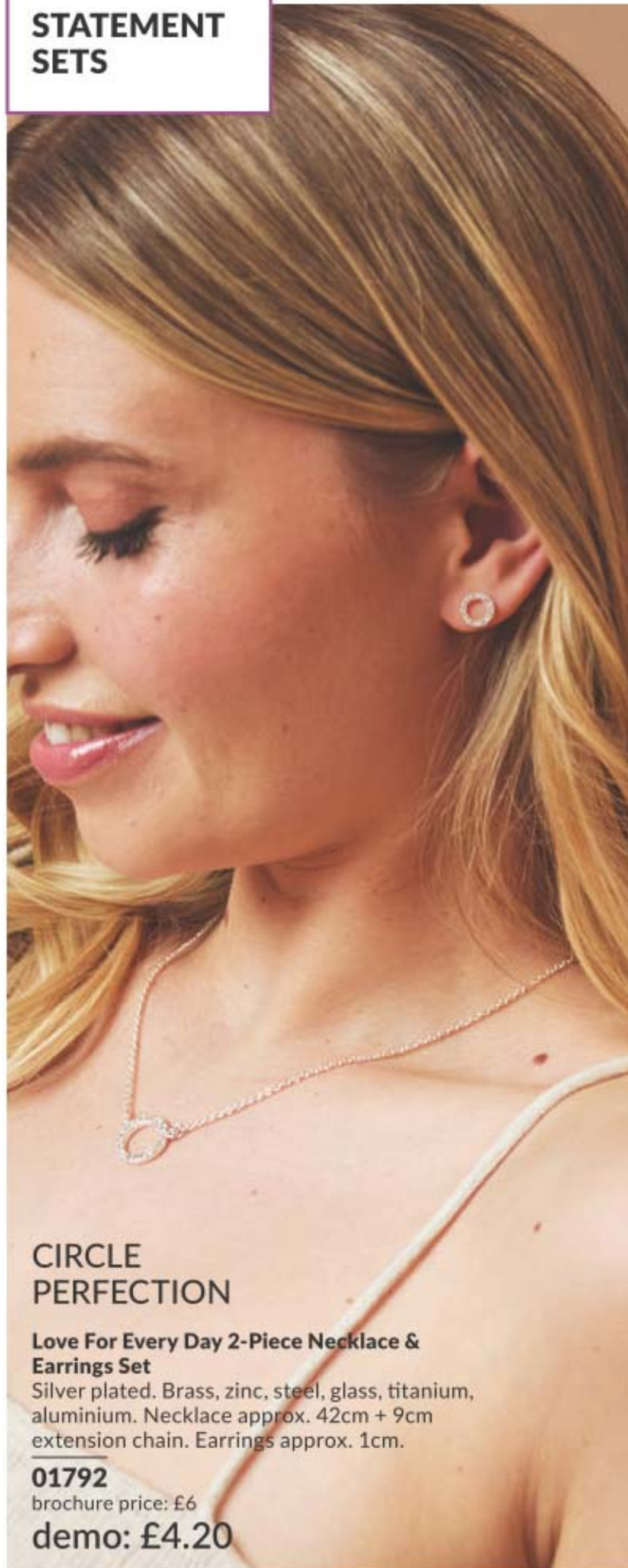


ANCHORCERT: SUITABLE FOR SENSITIVE SKIN
Our jewellery is tested for 16 metal allergens and certified by AnchorCert to be suitable for sensitive skin.



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STATEMENT SETS

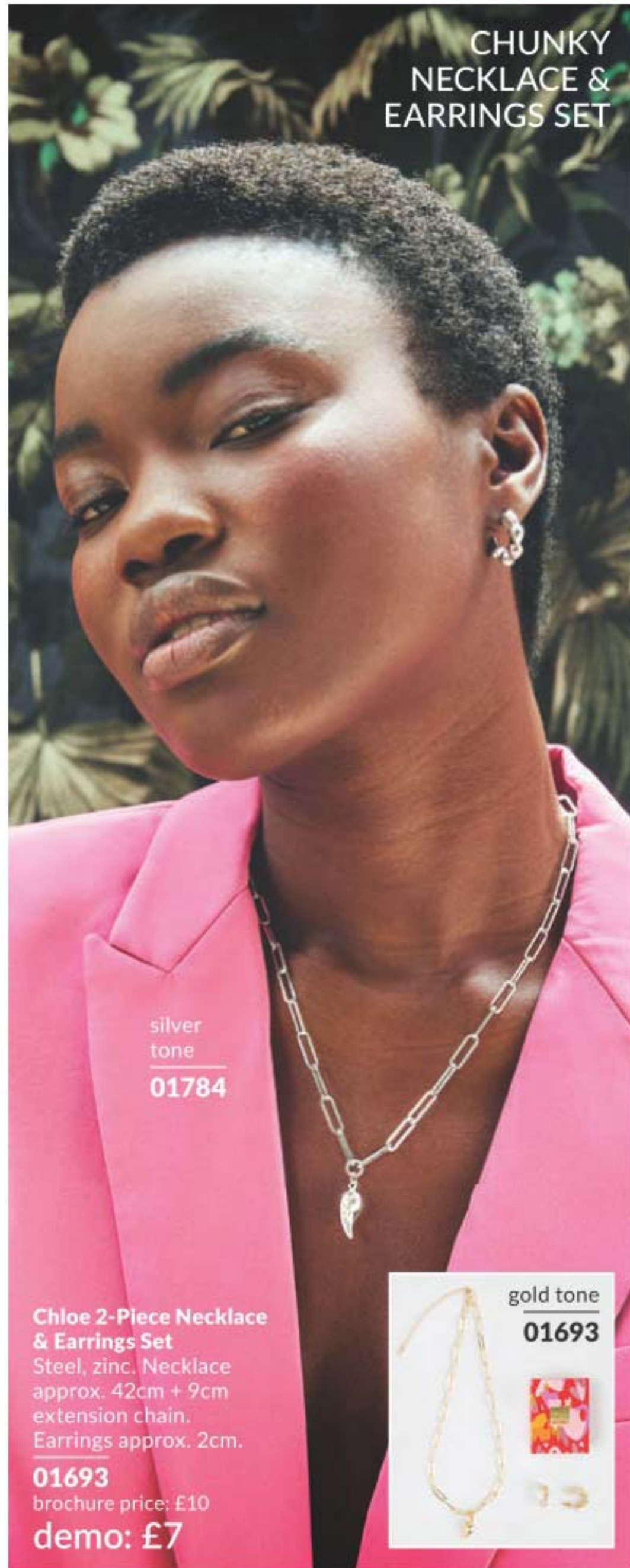


CIRCLE PERFECTION

Love For Every Day 2-Piece Necklace & Earrings Set
Silver plated. Brass, zinc, steel, glass, titanium, aluminium. Necklace approx. 42cm + 9cm extension chain. Earrings approx. 1cm.

01792
brochure price: £6
demo: £4.20

CHUNKY NECKLACE & EARRINGS SET



silver tone
01784

Chloe 2-Piece Necklace & Earrings Set
Steel, zinc. Necklace approx. 42cm + 9cm extension chain. Earrings approx. 2cm.

01693
brochure price: £10
demo: £7



LEATHER-LOOK BACKPACK

- secure zip closure and internal zip pocket
- adjustable straps
- fits a laptop
- stud detailing



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

29355
brochure price: £22
demo: £15.40



ASSYMETRIC BAGUETTE BAG

- front flap detail
- button closure
- chain link detail



Maya Baguette Bag
Blue. PU outer, polyester lining. Approx. 25cm x 14cm x 7cm.

68494
brochure price: £18
demo: £12.60



CROSS-BODY PHONE BAG

- zip around pocket at the front
- second pocket at the back



Nina Cross Body Bag
Cream. PU outer, polyester lining. Approx. 11cm x 3cm x 20cm.

48801
brochure price: £12.50
demo: £8.75

TIMELESS BUCKET BAG

- easy to access front zip pocket & zip pocket inside
- adjustable strap
- with wider bottom

Pink and Black
29389



My Everyday Midi Bucket Bag
PU outer, polyester lining. Approx. 27cm x 24cm x 5cm.

brochure price: £14
demo: £11.20

GO-TO TOTE

- spacious with zipped top
- multiple zipped pockets
- secure zip-top closure



My Everyday Tote Bag
PU outer, polyester lining. Approx. 43cm x 31cm x 14cm.

38687
brochure price: £24
demo: £16.80

HELP CUSTOMERS INCLUDE SELF-CARE IN THEIR EVERYDAY ROUTINE WITH OUR SIMPLE TIPS ON PRIORITISING WELLBEING

SONIC FACE & BODY BRUSH

Stimulate your skin and massage your muscles using the high frequency vibrations of this 5-speed waterproof face and body brush. And the best bit? You can use it in or out of the shower.



Sonic Face & Body Brush
Blue. Silicone, plastic, metal. Approx. 7cm x 7cm x 3cm. Rechargeable via USB cable (included).
71910
brochure price: £20
demo: £14

FACIAL ROLLER

Drop your shoulders, unclench your jaw and roll along your jawline and below your cheekbones to release tension using acupressure from the 40 massaging nodules.

Beaded Facial Roller
Purple. PP, PS. Approx. 24cm x 6.5cm x 5cm.
59212
brochure price: £8
demo: £5.60



SOOTHING BUDDY

Adding gentle pressure to your face and body can have an incredibly calming effect. Use the Soothing Buddy as a weighted eye mask or to apply pressure to your waist or legs.


Soothing Buddy
Beige. Polyester, stone. Approx. 75cm x 8cm.
70003
brochure price: £15
demo: £10.50

INTRODUCING THE NEW SAND LILY & AMBER COLLECTION

Our new fragrance is inspired by strolls along sparkling shores, where **aquatic** and **citrus** notes meet **white florals** intertwining with a **woody, musky** base. Share this new collection with customers via WhatsApp and when you're dropping off brochures - it's perfect for switching up the vibe at home or buying as a gift.



FLORAL CITRUS WOODY

 All home fragrance items in this brochure have a hazard classification under the Classification, Labelling of Packaging Regulation. Please see product details at avon.uk.com for full hazard details.

1. Sand Lily & Amber Candle
120g. Glass. Burns for up to 24 hours.
41236
brochure price: £6
demo: £4.20

2. Sand Lily & Amber Reed Diffuser
70ml. Lasts up to 6 weeks.
48587
brochure price: £7.50
demo: £5.25

3. Sand Lily & Amber Scented Sachet
Lasts for up to 4 weeks. Approx. 10cm x 17cm.
48736
brochure price: £3
demo: £2.10

5. Sand Lily & Amber Car Diffuser Refill
Pack of 2. Lasts up to 3 weeks.
72447
brochure price: £5
demo: £3.50

6. Sand Lily & Amber Wax Melts
Pack of 6.
70367
brochure price: £3.50
demo: £2.45

4. Sand Lily & Amber Fragrance Oil
10ml.
71928
brochure price: £3.50
demo: £2.45

DREAMY LAVENDER SLEEP DUO

No need to count sheep with this dreamy duo, infused with calming **French lavender** and **soothing chamomile**. Share this simple routine to **help customers on their way to a good night's rest.**

STEP 1:

Spritz this relaxing blend of French lavender & chamomile essential oil all over your pillow to help you drift off.

STEP 2:

Massage in this ultra-rich cream for silky smooth hands before bedtime and to help you get a peaceful night's sleep.

**Planet Spa Aromatherapy
Beauty Sleep Hand Cream**

29470

30ml
brochure price: £4.50

demo: £3.15



**Aromatherapy
Pillow Mist**

53330

100ml
brochure price: £3.50

demo: £2.45

**Amplify your Pillow
Mist sales** by promoting
the Pillow Mist offer on
the back cover of your
C2 Brochure.

★★★★★
BESTSELLER



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