

IN THIS EDITION

TTA COLLECTION

BEAUTY

FASHION & HOME

SALES TOOLS & SAMPLES

OUTLET

SKINCARE EXCLUSIVE



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.

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.



# **BOOSTYOUR MAKE-UP SALES WITH** LAURA'S TOP TIPS

"My top tip for selling a make-up look is being authentic. When demoing products, explain benefits like lasting power and colour payoff and how they feel on your skin.

Build relationships by asking customers their thoughts on the products, it's a great way to build a community that will share their love for all their Avon favourites with their friends and family.

Ready to give it a go? The Eye Duos offer on pages 14-15 is a great way to start. Create your favourite eye look, then share what you love about the products to boost your sales."

Laura Shaw, Avon Rep.

# **LOVE FOCUS AND WANT TO ORDER EXTRA COPIES?**

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

1 for 25p 5 for £1 10 for £1.50



\*Offer available while stocks last. If you order additional copies, you cannot place further orders for Demo products. Demo rules apply, you can only order more than 1 of the same product for samples, sales tools and Outlet products.

# THIS MONTH'S HOT PICKS



# **NEW TTA EVERLASTING**

Amplify your fragrance sales with the TTA collection. Stock up on TTA dipstick samples on page 20.



# MAKE-UP + CARE

Grow your Make-Up + Care sales by demoing the collection to customers and sharing why you love it. Spotted the TV ad? Create a buzz on social to make sure your customers see it too. Smash your spring targets and unlock rewards that treat you well. Head to page 12 to find out more...



# **SUPER SERUMS**

Looking to boost your skincare sales? Head to page 18 to get the lowdown on how to maximise sales with serums.



# **EXCLUSIVE ANEW POWER CREAM**

The latest addition to the Anew Power collection is exclusively available to you now. Launching to customers in May, get your hands on unmissable demo and sample offers on pages 46 & 47.

# NEW **TTA EVERLASTING + TTA BESTSELLERS**IN A SUPER SET

Ready to elevate your fragrance game and watch your sales soar?

Your MEGA SET is in – a new divine fragrance (we're already obsessed!) and 3 iconic EDPs.

Spring starts the social season, making it easier for you to sell these elegant fragrances

for all those lovely occasions.





# **SCENT-SATIONAL SALES DUOS** £13.65 WORTH £23

Maximise your earnings with these fragrance duos. They're an easy way to boost customer spend and help their scent last longer. Challenge yourself to sell at least 1 fragrance duo this campaign, you'll love the difference to your earnings.

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

FLORAL



SET set contains: WOODY FLORAL • The Moment for Him EDT | 75ml |

• The Moment for Him Hair & Body Wash | 200ml |

68379 Worth £23

£13.65

# **EXCLUSIVE REP OFFER**

On-the-go demo made easy! Pop this gorgeous set in your bag and let friends and customers know that what you're wearing so they can try it out.



SET set contains: Wonder EDP | 50ml

Wonder Body Lotion | 125ml |

69070 Worth £23

£13.65

• TTA Everlasting Purse Spray | 10ml | • Everlasting Hand Cream | 30ml |

# 93260

Worth £12

£5.95



set contains:

• Tomorrow EDP | 50ml |

• TTA Tomorrow Body Lotion | 125ml |

68676 Worth £23

£13.65



set contains: Today EDP | 50ml |

SET

• Today Body Lotion | 125ml |

# 69674 Worth £23

£13.65

# **TOP TIP**

Find these TTA Collection EDP and body lotion duos in your Campaign 4 Brochure. Highlight the offer to customers by folding over the pages and remind them they make great gifts.



FLORAL MUSK

115P (Pale Pink) <b>51979</b>		
120N (Porcelain) 52068	NATURAL	FAIR
125G (Warm Ivory) 52076	GOLDEN	100
140P (Light Ivory) <b>52092</b>	PINK	
215P (Ivory) <b>52241</b>	PINK	Σ
228G (Nude) <b>52399</b>	GOLDEN	EDIUN
230N (Creamy Natural) <b>52407</b>	NATURAL	GHT MED
235P (Shell) <b>52431</b>	PINK	Name of Street
245N (Natural Beige) <b>52449</b>	NATURAL	200
310N (Medium Beige) <b>52456</b>	NATURAL	
320G (Sun Beige) <b>52472</b>	GOLDEN	Σ
330P (Honey Beige) 66845	PINK	MED
345N (Soft Honey) <b>66274</b>	NATURAL	300
355G (Light Caramel) <b>66290</b>	GOLDEN	
410P (Spice) <b>66324</b>		a.
420G (Caramel) <b>66365</b>	GOLDEN	M DE
430N (Deep Tan) <b>66449</b>	NATURAL	EDIU
435N (Warm Deep Tan) 66464	NATURAL	M 00
510N (Walnut) <b>66506</b>	NATURAL	4
515N (Bronze) <b>66514</b>	NATURAL	굡
525N (Dark Cocoa) <b>66530</b>	NATURAL	OO DEEP
535P (Espresso) <b>66548</b>	PINK	5
	1	

22 shades

NON

# THE 3-IN-1 SKIN-IMPROVING FOUNDATION THAT TREATS LIKE A SERUM



· instantly boosts skin's moisture by 200%" skin is hydrated for upto 72hrs even after you've taken it off† contains active brightening ingredients, vitamin C, vitamin E



NON-COMEDOGENIC



SUITABLE FOR SENSITIVE SKIN



**DERMATOLOGIST &** CLIINICALLY TESTED

\*\*\*Based on a clinical efficacy study with 25 people. †Based on a clinical efficacy study with 30 people.

# HOW TO SHADE MATCH:

# SHADE BREAKDOWN 125G

1= skin tone (1-5 light to dark)

**25** = shade

**G** = undertone (look is G and blue is P)

NOW YOU HAVE THEIR PERFECT MATCH 125G WARM IVORY



# **DON'T FORGET!**

Fuchsia

Pink

Bouquet

We have the perfect lip liner to complement each of our lipstick shades. Let your customers know which Glimmerstick Lip Liner shade is the best match for their lippy to build their order.

Mauve

Rosewine

Cashmere

Rose Berry

Rosewine



Spice

Carmine

Hot Pink

Nude

Coral

Nude

Burgundy

Nude

Scarlet

Moment

+CARE SERUM PRENDATION PROPERTY AND ADDRESS OF THE

8

Let existing customers know we've changed the packaging for Serum Foundation. It's the same great formula, just in different packaging. Plus it's now available in 22 shades, all with samples too. So it's easier than ever to help your customers find their perfect match.

3-in-1 Serum

Foundation

30ml | £1.98/10ml

Reps are limited to 1 foundation.

Normally £12.50

at veins, neutral or colourless is N, green

# **EXCLUSIVE REP KITS**

ONLY **£10.15** 

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



Nude & Blushed Nude Soft Nude & Mauve Creme Peach 93294 90316 93195



Pink Cashmere In The Moment & Rose Quartz & Bright Pink 67546 94979 94078



& Mauvelous

93245

& Rose Berry

93310

SET

Set contains:

Worth £16.50

Lipstick | 3,6 g

Reps are limited to

198.65

Coral & & Fuchsia Coral & Burgundy 94920 94060 89912

Ruby Shock & Hot Pink 68072

Marsala

93369

Berry Nice True Red & & Carmine Scarlet 94912 92650

# **SHINE LIP KIT**

Matte or Shine whichever you prefer, boost their spend with the ultimate Hydramatic and Glimmerstick combo. This **EXCLUSIVE** offer is only available in Focus, so now's the time to take advantage of these lip-loving kits.



MOVA



"Looking for compliments and new customers? Wear the lipstick & liner when you're out, it's the easiest way to get new sales.

- 1. Post a selfie on social
- 2. Film a demo applying the two together and explain how a liner keeps your lipstick in place."

Deb Llewellyn, Avon Rep

# NEW Power Pink Blushed Nude Berry Nice

& Berry & Honey 93930 69260

Nude Clear & Blushed Nude & Nude Viola Grey & Mauve

68031 89391 67686

& Magenta

94110

Rose Wine & In The Moment Pink Cashmere Blush & Pink & Peony & Rosy 89532 68924 93328 89417





Ruby Shock Mystery Mauve True Red & Flame & Siren Red & Fawn & Coco 90274 89276 93187 68510

# MATTE LIP KIT

Psst! Seeing is believing, so wear your favourite shade when you're out and about. Don't forget to share your application tips with customers to secure those orders.



MAKE-UP + CARE CHALLENGE SALES TOOLS

# SMASH YOUR SPRING TARGETS AND UNLOCK REWARDS THAT TREAT YOU WELL

WHAT DO I NEED TO DO? Whatever your Avon Rewards Level, achieve your sales and Make-up + care targets\* across March and April to unlock your exclusive product pack!

REWARD LEVEL	SALES TARGET	MAKE-UP + CARE TARGET	REWARD
Your reward level is based on your Quarter 1 Reward level.	Achieve this through brochure and online sales in March and April.	Achieve this with sales of Hydramatic Shine and Hydramatic Matte lipsticks, and Serum Foundation.	Unlock an exclusive Avon pack, stuffed with unmissable newness and Avon favourites, in May!
KICK START & BRONZE STAR	£250	3	£20 Avon treats pack
SILVER STAR	£300	4	£30 Avon treats pack
GOLD STAR	£450	5	£50 Avon treats pack
PLATINUM STAR	£1,000	7	£80 Avon treats pack
VIP STAR	Personalised Target	15	£120 Avon treats pack  Plus 3 sneak peek make-up products!

Packs and packaging may vary but the value of your pack will never be less than shown.

You'll receive your reward loose with your order with a congratulations card. For full details and terms and conditions, head to your Rep website.

\*If you're a VIP Rep keep an eye on your emails as we'll send you your personal target.

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# **MAXIMISE YOUR SALES**

A great way to maximise your sales and reach your **Make-Up + Care Challenge** targets is by selling at local events and parties. And we have the perfect tools to support you! Order your **Shop in a Bag kit** today to stand out from the crowd. Plus, we have some unmissable product packs, at over 40% discount and filled with our bestselling products, to help your sales soar! Want more? Check out **the NEW Hydramatic Shine Make-Up + Care counter display unit**, now available to buy. Add it to your Shop in a Bag kit and hit those challenge goals!



SCAN HERE For everything you need to know about retail selling.





TREATS + PERFECTS + PROTECTS

Make-Up + Care bundle £110 ORDER USING 69633

# **LEARN & EARN**

Reps who take part in training earn more... on average our certified Beauty Advisers sell a whopping 20% more every month!\*

Check out Avon Academy where you'll find your monthly toolkit of product cards, guides and videos, there's even an exciting product giveaway! PLUS, join your training team at 11am on 22nd March for your

Make-Up + Care product workshop.

Look out for the link in your weekly newsletter, or in the events section of Avon Academy.

\*Based on average sales during 2023, certified Beauty Advisers vs non-certified Representatives.





# **SHARING SUCCESS**

"I use Avon ON's social assets to share new products with customers in my Facebook group and via WhatsApp, and I use my Beauty Adviser training to add extra info. When **Power Eye Cream launched**, I **shared the benefit of adding an eye cream to your skincare regime** and **sold 12** as a result!"

Michelle Gowlett, Avon Rep

# **EYE-CONIC LOOKS**

GLIMMERSTICK EYELINER **REP OFFER ANY 2 FOR £5.60\* CUSTOMER OFFER ANY 2 FOR £8** \*Reps are limited to 1 of each Glimmerstick shade. Choose 2 different shades for £5.60. Original and Glimmerstick Diamond shades

\*\*\*\* **BESTSELLER** 2 SOLD EVERY MINUTE\*\*

Glimmerstick Eyeliner

Normally £6.50 each

Glimmerstick Diamond Eyeliner

0.28g Normally £6.50 each

\*\* Based on total sales for Glimmerstick from 01.01.2022 to 31.10.2023.



Demo how easy it is to create the perfect eye look with a glide-on Glimmerstick and your favourite mascara - all day volume anyone? If you're hosting a party or Beauty Adviser consultation this duo is great for showing application techniques.









**BESTSELLER** 



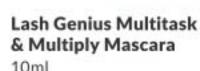
Normally £9 each

Mascara

10ml

**Unlimited Instant Lift** 

Brown Black 34066



Blackest Black 34074

Normally £10 each

Ultra Volume Mascara Normally £9 each

Black

34116

Black

34108

# **GET THE OMBRÉ LOOK:**

STEP 1: Remove excess polish from the brush and apply very thin layers of your top colour (over your base colour) to ensure a smooth, gradient effect.

STEP 2: Gently apply the top colour downwards from the tip to the centre of the nail, trying not to use too much pressure.

STEP 3: Lightly dab with a sponge to blend the 2 shades into a gradient effect, and voila -ombré nails!

# BASE COLOUR



**BASE & TOP COLOUR** 



# IN THESE 4 DAZZLING NEW SHADES Why not try wearing one of the chic, on-trend looks on your rounds so your customers

LET YOUR NAILS SHINE

can see the finished look in real life?



- · crystal formula gives a 3D flicker effect
- · thick, streak-free, 'one-coat' coverage\*
- layer up shades to create a unique look with a matte-glitter finish

\*Based on a consumer science study with 33 people.

# Sunset Beats Crushed Crystals Nail Enamel

10ml Normally £3.85 each

1 FOR £3.85 2 FOR

# **HOW TO ORDER DEMO PRODUCTS**

Place orders from this Focus in Campaign 3, March 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.

# 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
- 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.

# 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

# 74393

30ml | £32.67/100ml Normally £20

£14

\*Based on a consumer study with 110 participants





# ANEW RADIANCE MAXIMISING SERUM C VITAMIN C BYAYON

\*\*\*\*

BESTSELLER



BYAVON

# 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

# 74476

30ml | £56/100ml Normally £24

£16.80

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

# **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
35691

30ml | £46.67/100ml Normally £20

£14

†Based on a consumer study with 135 participants.

# **LIFT & FIRM**

AWARD

WINNING

PROTINOL\*
DUAL COLLAGEN

BOOST

For customers who wants 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 smooth out the appearance of fine lines and bring back elasticity and plumpness in just 1 week.††

Anew Platinum Lift & Tighten Serum

# 74468

30ml | £46.67/100ml Normally £25

£14

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

# **SAMPLES = SALES**

Customers are more likely to buy skincare and fragrance after trying samples.

Use these packs to boost your serum and TTA collection sales by popping them in with brochures and orders and remember: the fortune is in the follow up.

# ANEW SERUMS SAMPLE PACK **40x SAMPLES FOR £14**

**SAVE £14** just 35p a sample

order using 68957









Includes: 10x Renewal Power Serum samples, 10x Platinum Lift & Tighten Serum samples, 10x Radiance Maximising Serum Samples and 10x Hydrate & Plump Concentrate samples.

# TTA COLLECTION SAMPLE PACK 100x SAMPLES FOR £15

**SAVE £55** just 15p a sample

order using 69948











Full size bottle images for

Includes: 25x Everlasting samples, x25 Today samples, 25x Tomorrow samples and 25x Wonder samples. Save messages on p.18 calculated using regular Demo sample prices.

# **EUROPE'S BESTSELLING AVON FRAGRANCES**

VIP & PLATINUM REPS 40% OFF BROCHURE PRICE

Build your fragrance business with 2 new scents! Already loved in Europe, these new-toyou perfumes will give you even more scent-sational options to share with customers.



# Top Tip

Wearing and sharing products is a great way to sell. Let customers, friends and family know what scent you're wearing and share a spritz













A refreshing massage that helps revitalise the look of skin.

Cooling Facial Massager Silicone. Diameter: 5cm.

**09241** Normally £6

£4.20





21303 19034

Short Sleeve Jogger PJ 100% cotton. Normally £20 COTTON
MADE IN AFRICA
Triside

The cotton contained in this product was grown by smallholder farmers in Africa, under conditions benefitting both people and nature. Your purchase assists African cotton farmers and their families in improving their living conditions and protecting the planet.



HEAVEN SCENT FACE PILLOW

# Weighted Face Pillow

Polyester. Approx. 22cm x 14cm. With removable microwaveable lavender seed and flaxseed pouch.

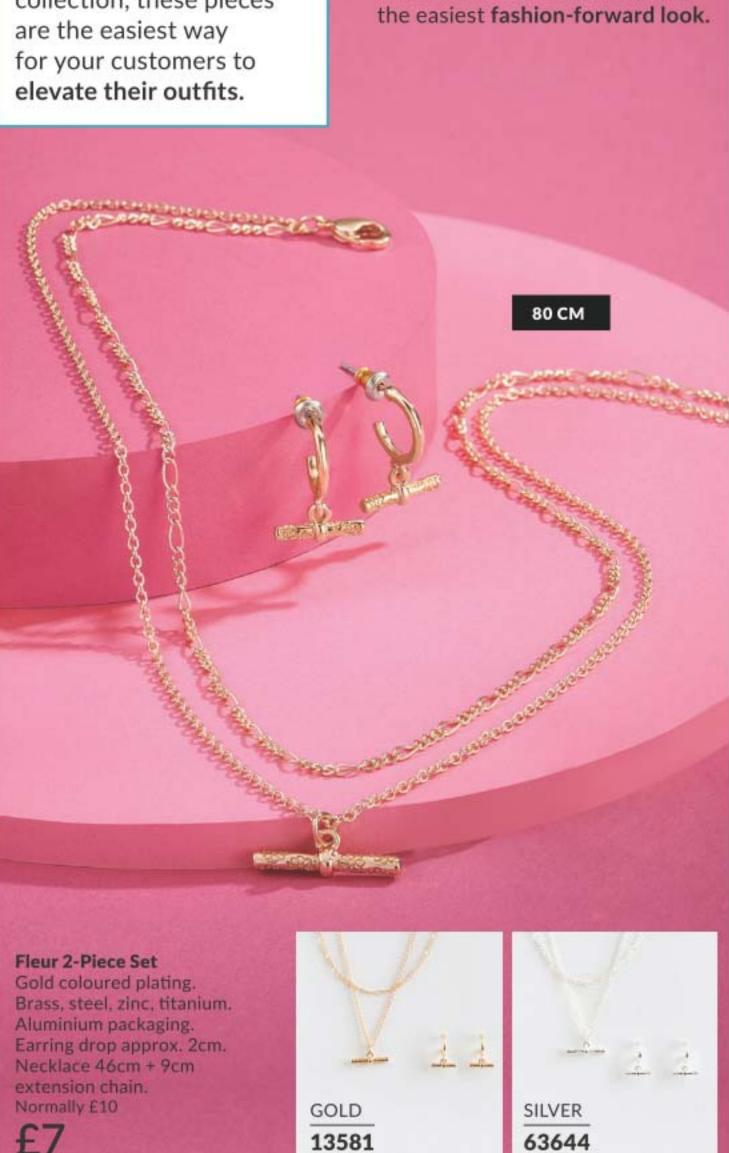
**16329** Normally £12

£8.40



# THE JOY OF **JEWELLERY**

Whether it is a pair of earrings or a full collection, these pieces



LAYERS OF STYLE

Earring and necklace gift set, for







CERTIFICATE ANCHORCERT MEANS THAT JEWELLERY HAS BEEN TESTED FOR 16 DIFFERENT METAL ALLERGENS TO ENSURE KINDNESS TO SKIN.

CERTIFICATE ANCHORCERT MEANS THAT JEWELLERY HAS BEEN TESTED FOR 16 DIFFERENT METAL ALLERGENS TO ENSURE KINDNESS TO SKIN.

# **SPRING MUST-HAVES**

Wear these **stunning** pieces when you're out and about, let everyone know where you bought them, and watch your orders roll in!





# **Round Unisex Sunglasses**

Cupronickel frame, acrylic lenses and polycarbonate temple tips. UV 400. Category 3 protection.

50187 Normally £10



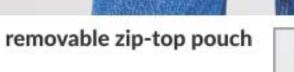
Leilani **Sunglasses Case** PU outer. Polyester lining. 17cm x 4cm x 7cm. 09340 Normally £8 £5.60

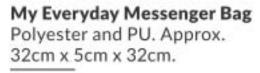


# MY EVERYDAY COLLECTION

Now there's an easy way for your customers to build an enviable bag wardrobe. With chic leather-look designs, this collection is the effortless way to update any look.







01602 Normally £20

£14





adjustable straps inside pocket

My Everyday Backpack Polyester and PU. Approx. 31cm x 13cm x 31cm.

Pink

14605 Normally £20

£14



Ready to take your business to the next level? Invest in Avon-branded sales tools to help you look the part. Unless stated, contents are not included. Products available whilst stocks last.



Fragrance Tester Strips Includes 50 tear-off strips,

each approx. 14cm x 1cm.

49387



Umbrella PU, 100% recycled polyester. Approx. 23cm x 5cm.

43034 £10

# **Small Paper Delivery Bags**

PACK OF 50

£0.85

Order using 92502

# **Medium Paper Delivery Bags**

PACK OF 50 £1.10

Order using 92478



**Table Runner** Polyester. Approx. 200cm x 33cm.

33175

£12



A5 Notebook PP and EVA. Approx. 21cm x 15cm.

44792 £4.50



# Water Bottle AS, stainless steel.

Approx. 22.5cm x 7cm. 700ml capacity.

44875

£6



# Travel Mug

PP. Approx. 18cm. 500ml capacity. 1. Breast Cancer Travel Mug

33084

2. End Gender Violence Travel Mug

34926

£7.50



£0.30

10x FOR £2.70

20x FOR £5.25

50x FOR £12.75

100x FOR £24

Order using 92536

# **Large Paper Delivery Bags**

PACK OF 50

£1.45

order using 92486

# **Brochure Bags**

PACK OF 50

£1.25

Order using 76935

# FREE TO ORDER

Customer Order Slips\*

PACK OF 50

Order using 87197

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

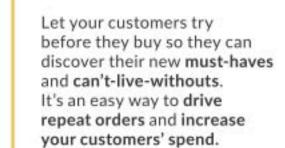
Avon Returns Bag - Large\*\*

Order using 90472

**Avon Returns Bag** - Small\*\*

Order using 90480

\*\*Bronze, Silver & Gold 2 FREE Bags per order,



PERFUME & AFTERSHAVE

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

# 1 for 70p | any 5 for £1.75



# NEW

almond milk & blossoms. neroli blossom, musks

TTA Everlasting **Tester Vial** 

0.6ml Normally £1

74344



neroli, butterfly blossom, silk musk

**Today For Her Tester Vial** 15438

0.6ml Normally £1



# SINGLE SAMPLE VIALS

# 1 for 70p | any 5 for £1.75

01164 Attraction Intense for Her 15438 Today for Her

Tomorrow for Her

49320 Attraction for Her

67744 The Moment for Her

34512 15453 Attraction Game for Her

36566 This Love for Her 06718 TTA Always for Her

27235 Wonder for Her

26880 Attraction Awaken for Her

11379 Far Away Beyond The Moon for Her 10215 Lov U Connected

23184 Far Away for Her 25882 Eve Truth

32409 Far Away Glamour for Her

21709 Far Away Splendoria for Her

21758 Far Away Beyond for Her

57208 Far Away Rebel for Her 24323 Eve Confidence

28399 Eve Prive

23606 Eve Become

04036 Lov U for Her 13227 Far Away Endless Sun for Her

14753 Black Suede Real for Him

21600 Elite Gentleman Quest for Him 01149 Full Speed Pulse for Him

08094 Full Speed

00364 Full Speed Quantum 17731 Black Suede Secret

14647 Full Speed Surfer

19521 Black Suede Dark 18366 Full Speed Electric

01248 Attraction for Him

63701 TTA The Moment for Him 06254 TTA Today for Him

12856 Attraction Game for Him

59618 Attraction Intense for Him 27029 Attraction Awaken for Him

Musk Metropolitano 22004

50120 Imari Queen

01024 Pur Blanca Golden Burst

01487 Pur Blanca Sunshine Bloom 02253 Imari Eclipse

27755 Imari Corset

**ANEW TRIAL SIZES** 

15ml | £46.67/100ml

Trial Size

15818

Trial Size

15826

Trial Size

15685

Reversalist Day Cream

Reversalist Night Cream

Ultimate Day Cream

Ultimate Night Cream

Normally £10

men....

CANADA .

# 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



# Ultra Satin Lipstick Sample

# ULTRA CREAMY LIPSTICK

creamy, rich and comfortable colour enriched with nourishing oils

10272	Blush Nude
02766	Cappuccino
11361	Carnation
11791	Chic
20479	Country Rose
02691	Dream Fuchsia
20420	Frostiest Mauve
57968	Frozen Rose
70953	Iced Coffee
22012	Hibiscus
11387	Latte
02733	Lava Love
02709	Pink Dream
09837	Pout



05835

20404

# Tinted Lip Balm Sample

Proper Pink

Ripe Papaya

Rose Mauve

Toasted Rose

Twinkle Pink

Red 2000

Bare 20958 Nude 21048 Papaya 13631 Pink 21139 Plum 21089 Red



# Revival Serum Lipstick

26690 Awakening Coral Blossoming Pink 06593 Exhilarating Magenta 25296 Perky Peony 26104 Refreshing Petal 61580 Rejuvenating Nude 67769 Revitalizing Rouge Reviving Mauve 04713

Uplifting Berry



# Ultra Matte Lipstick Sample

# ULTRA MATTE LIPSTICK comfortable colour enriched

with oils, that won't cake, crack or dry

Clack U	dry
54361	Adoring Love
03426	Au Naturale
01909	Berry Blast
04317	Blush
54627	Coral Fever
57117	Electric Pink
02675	Ideal Lilac
02121	Marvellous Mocha
03350	Mauve Matters
01776	Nude Suede
04457	Peach Flatters
03491	Pink Passion
22962	Posh Petal
22699	Pure Pink
01156	Ravishing Rose
01354	Red Supreme
54593	Ruby Kiss
11601	Superb Wine
58230	Truest Red

02659

# **Ultra Shimmer Lipstick Sample**

Vibrant Melon

47027	Amber Embers
46904	Bronze Glow
46748	Copper Sparkle
46920	Latte Glimmer
47597	Razzle Dazzle
45757	Rosy Lumos
47159	Ruby Glitz
70458	Spring Bling
45088	Stellar Magenta
43802	Violet Sparks



## FOUNDATION 1ml

08904

54114

54239

23622

25908

08169

28944

24182

26625

17764

26039

24133

26476

26484

03186

20214

24778

20461

18432

15313

24729

24737

24752

24786

24885

23317

23358

23515

23598

23697

12302

12336

12385

# NEW

# 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

Flawless Match

Foundation Sample

**Natural Finish** 

115P Pale Pink

120N Porcelain

130N Alabaster

140P Light Ivory

145P Ivory Pink

210N Light Beige

220G Light Nude

225G Soft Beige

230N Creamy Natural

245N Natural Beige

310N Medium Beige

250N Cream Beige

260G True Beige

315N Pure Beige

330P Honey Beige

348P Toasted Praline

435N Warm Deep Tan

355G Light Caramel

320G Sun Beige

340N Light Tan 345N Soft Honey

410P Spice

420G Caramel

430N Deep Tan

438P Chocolate

520P Rich Sienna

525N Dark Cocoa

515N Bronze

530N Maple

535P Espresso

23655 510N Walnut

215P Ivory

228G Nude

235P Shell

125G Warm Ivory



24711

23648

12518

01990

02071

23804

23978

23994

24067

22541

# Power Stay 24-Hour

# **Foundation Sample**

330P Honey Beige

345N Soft Honey

410P Spice

420G Caramel

510N Walnut

515N Bronze

535P Espresso

525N Dark Cocoa

430N Deep Tan

355G Light Caramel

435N Warm Deep Tan

Alabaster
Porcelain
Warm Ivory
ight Ivory
Light Beige
vory
Light Nude
Soft Beige
Nude
Creamy Natural
Shell
Natural Beige
Cream Beige
True Beige
Medium Beige
Pure Beige
Sun Beige
Honey Beige
Soft Honey
Light Caramel
Caramel
Warm Deep Tan
Walnut

# SKINCARE

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

Anti-Wrinkle

Smoothing Serum

Hydrate & Plump

10801

Mask Sample

Cream Sample

00406

08029

20651

16188

26146

Daily Defence

Serum Sample

Moisturiser Sample

Radiance Maximising

Radiance & Dark Circle

1 FOR 70P | **ANY 5 FOR £1.75** 

Correct Eye Cream Sample

09373

Concentrate Sample

Hydrating Overnight

Hydra Pro Vita-D Water

Radiance Maximising

Microdermabrasion Sample



Renewal Power Eye Cream Sample

14738 2ml



Serum Sample 32953

1ml Normally £1

ANEW 2ml



# NEW

See page 46-47

Anew Skin Renewal **Power Cream** Sample

2ml Normally £1

ANEW 1,5ml



Sensitive+ Dual Collagen Cream Sample

24257

Sensitive+ Dual Collagen Eye Cream Sample 15305

ANEW 2 x 1.1ml



Lifting Dual Eye System



Sample



Radiance Maximising Serum Trial Size

£7

Anew Platinum Lift & Tighten Serum Trial Size

£0.70

Skin Reset Sample\*

Plumping Shot 15933

# ANEW SAMPLES



Reversalist Day Cream

Reversalist Night Cream

Ultimate Day Cream

Sample

Sample

15974

Sample

16063

14928

56218

21881

05926

Ultimate Night

Cream Sample

Platinum Day

Cream Sample

Platinum Night

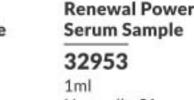
Cream Sample

Serum Sample

Platinum Lift & Tighten

26245

Normally £1





31633

Min.ii4



Platinum Day Cream Trial Size

10 D 27201

Platinum Night Cream Trial Size - Table 15636

**ANEW TRIAL SIZES** 

10ml

Normally £10

Renewal Power Serum Trial Size 23531

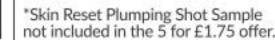
Anew Vitamin C







1,3ml



# MIX & MATCH

# OUTLET

Snap up cosmetics and accessories at **amazing prices!**Perfect for gifting or keeping yourself, buy as many as you like while stocks last.

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.





# **Exxtravert Eye Gift Set**

Includes: Exxtravert Extreme Volume Mascara in Blackest Black 9.5ml, Glimmerstick Eyeliner in Blackest Black and Brow Boost Volume in Clear in a gift box.

# 59410

Normally £16

£11



# **Ultimate Gift Set**

Includes: Ultimate Day Firming Cream SPF25, Dual Eye System and Renewal Power Serum Trial Size 10ml in a gift box.

# 58776

Normally £28

£15

# IDEAL FOR AGE 50+



# Platinum Gift Set

Includes: Platinum Day Lifting Cream SPF25 50ml, , Dual Eye System and Anew Platinum Lift & Tighten Serum Trial Size 10ml.

# 56853

Normally £30

£15

# IDEAL FOR AGE 40+



# Anew Ultimate Firmer & Smoother-Looking Skin Regime

Includes: Revitalising Micellar Water 50ml, Radiance Maximising Serum 10ml, Ultimate Day Cream 15ml and Ultimate Night Cream 15ml in a box.

# 61358

Normally £12

£7

Nectarine, jasmine sambac and immortelle flower.

Maxima EDP **Purse Spray** 

62117

10ml Normally £7

£2.50

MAXIMA

Pink peppercorn, water lily and vanilla bourbon.

Far Away Aurora **EDP Purse Spray** 

56614

10ml Normally £7

£3.50



Mandarin, Hippolyta flower and leather accord.

Maxima Icon **EDP Purse Spray** 

56598

10ml Normally £7

£2.50



All Nudes Eyeshadow **Palette** 63768 7.2g | £7.64/10g

Normally £10 £5.50



Mattifying Cream-To-Powder Foundation Compact

10g Normally £10.50 £5.25



Hair & Body Wash with pink grapefruit, rhubarb and Indonesian patchouli oil.

**Full Speed Gamer** Hair & Body Wash

62364 250ml | £0.80/100ml Normally £5

£2



Crushed pepper, dark chocolate and polished woods.

**Attraction Game** for Him Aftershave Conditioner

62687

100ml £5



**Dream To Shine Eyeshadow Palette** 58503

13.3g | £6.58/10g Normally £12

£8.75



215P Ivory 60640

130N Alabaster 55061

140P

Light Ivory 55079

330P Honey Beige 55046

Spice 63545

525N Dark Cocoa 55103

410P

520P Rich Sienna 57265

honeysuckle, ylang-ylang, milkwood

Little Black Dress **Body Spray** 

75ml | £3.33/100ml Normally £6

£2.50





Body Lotion with nectarine, jasmine sambac and immortelle flower.

Maxima **Body Lotion** 58370

150ml| £1.33/100ml Normally £5 £2





Luminous Blush 6.2g | £6.05/10g Normally £8 £3.75





**Kohl Pencil** Eyeliner 1.05g Normally £6

£2.50





Dramatic Duo 2-In-1 1.8ml Normally £8

Viva La Pink

**Nail Enamel** 

Normally £4.50

£2.75

10ml

£4.25





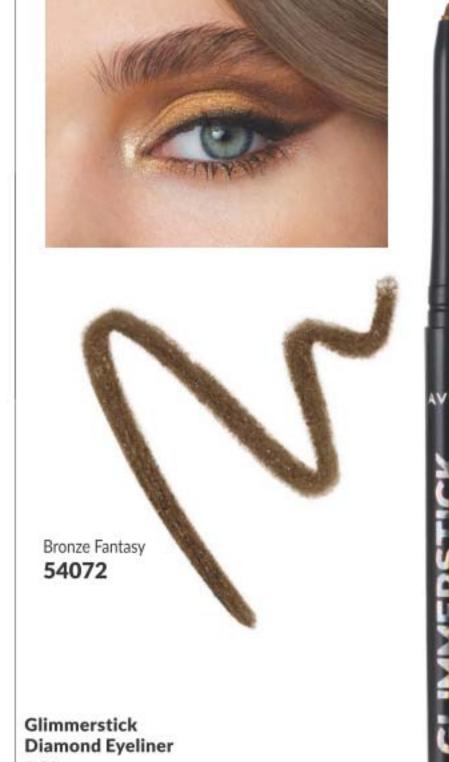
Delightfull Jade Green 57927 **Delightfull False Lash** Mascara 10ml Normally £9 £4.50

**Graphic Liner** Normally £5 £3.25



GRAPHICLINER Charcoal 63909 Smoked Grey 63297 Burnt Umber 55038 White Cloud 55319 Blue Waves 55145 Sea Emerald 55236

> 0.28g Normally £6.50 £2















Bewitching Red 55681



Ice Castle 57240 Dark Magic 62422 Cloak And Dagger **60046** 60 Second Express

Gel Shine **Nail Enamel** 10ml Normally £5.50 £2.75



Showmance 55962



Non-Stop Nude 55640

Can't Quit Cafe 55673

Moves Melon 60392

62257

Resilient Red 55764

Persistent Pink

Fail-Proof Fuchsia

Relentless Rose

59840

55756

55830

Power Play Peach

Dynamite Cherry

Nighthawk

60335

Barely Baked 61366

Downtown Pink 60327

Mauve All Night

60459

All Fired Up 62315

Charge Mauve 62265

Run On Rouge 55376

55384

**Power Stay** Lip Colour 7ml | £6.79/10ml Normally £9

£4.75

\*Based on consumer study with 109 women.

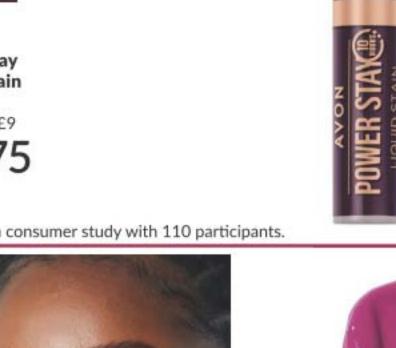


After Dark 58594

**Power Stay** Liquid Stain 3ml Normally £9

£3.75

\*Based on consumer study with 110 participants.



Pink

Revolution

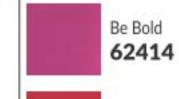
56309

Rose Touch

Be Bold

60277





Glam Red 61754

Fuchsia 60376

**Avon Ultra Colour** Lip Paint Hydrating Matte 7ml | £5/10ml Normally £8 £3.50













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

£4.25





Wine With Everything 60244



Blackberry Pearl 54213

**Ultra Satin Lipstick** 3.6g Normally £8.50 £5.50









£3.50





61697

61721

£5.50





# 250ML

Enriched with natural extracts and the scent of caramel, almond and vanilla.



Senses Creamy **Fantasy Shower Gel** 

62349

250ml | £0.38/100ml Normally £1.25

£0.95

# 500ML

Enriched with natural extracts and the scent of caramel, almond and vanilla.



Senses Creamy **Fantasy Shower Gel** 

56754

500ml | £0.30/100ml Normally £1.75

£1.50

For normal to extra-dry skin.



**Avon Care Jasmine Scented Glycerine Soothing Hand Cream** 

58222

30ml | £2.50/100ml Normally £1.20

£0.75

250ML

Enriched with natural extracts and the scent of caramel, almond and vanilla.



Senses Creamy **Fantasy Hand Wash** 

62430

250ml | £0.38/100ml Normally £1.20

£0.95

# 100ML

Enriched with natural extracts and the scent of caramel, almond and vanilla.



Senses Creamy Fantasy Body Mist

62372

100ml Normally £2.50

£1.75

Mini replenishing hand cream infused with avocado oil.



Avon Care Avocado Oil Replenishing Hand Cream

59220

30ml | £2.50/100ml Normally £1.20

£0.75

# 100ML

Enriched with natural extracts and the scent of jasmine and magnolia.



Senses Jasmine Whisper Body Mist

54023

100ml Normally £2.50

# 500ML

Enriched with natural extracts and the scent of jasmine and magnolia.



Senses Jasmine Whisper Bubble Bath

54007

500ml | £0.30/100ml Normally £2.25

£1.50

# 100ML

Enriched with natural extracts and the scent of clove and leather wood.



Senses Fireside Glow Body Mist

58297

100ml Normally £2.50

£1.75



AVON

colourless, high-shine formula

to quench lips

Lip Elixir

60996

Normally £7

£3.50

3g

Cannabis Sativa Oil

400ML

A moisturising conditioner suitable for damaged hair. Formulated with Kera-Panthenol Complex.



Advance Techniques Reconstruction Conditioner

62497

400ml | £0.69/100ml Normally £5

# 250ML

Nourishing shampoo infused with argan and coconut oils.



Advance Techniques Absolute Nourishment Shampoo

59311

250ml | £0.80/100ml Normally £3

£2



Advance Techniques **Fabulous Curls Serum** 

400ML

Illuminating

technology.

62331

Normally £5

£2.75

With Castor Pro

defined curls and

Complex for

nourished hair.

conditioner formulated

Advance Techniques

400ml | £0.69/100ml

**Ultimate Shine Conditioner** 

with Crystal Light

59394

30ml | £9.17/100ml Normally £5.50

£2.75



Clearskin Professional Green Tea **Overnight Treatment** 

# 62018

50ml | £5/100ml Normally £4

£2.50



**Anew Brightening Dual Eye System** 

# 56200

20ml | £38.75/100ml Normally £13

£7.75









62703





ABS and paper mesh. Approx. 11cm x 11cm x 17cm. Powered by 5V 1A USB cable (included). Comes with a

61887

Approx. 6.5cm x 9.1cm.

63743

Normally £10

£5.50

Extra Large (size 1-2)

# SUPERCHARGE SKINCARE SALES WITH SAMPLES

Generate a power buzz ahead of May with our **powerful skincare sample packs**. If customers already love Anew Power Serum and Power Eye, offer them a Power Cream sample and **don't forget to order your Rep Trial Pack**.

# POWER REGIME SAMPLE PACK £9.45

Save £22.05\*

that's just 21p a sample

order using 68791

Contains: 15x Renewal Power Serum samples, 15x Renewal Power Eye Cream samples and 15x Skin Renewal Power Cream samples.



# POWER CREAM SAMPLE PACK £9.45

Save £22.05\*

that's just 21p a sample

order using 67991

Contains: 45x Skin Renewal Power Cream samples.



# **EXCLUSIVE REP**TRIAL PACK £2.45

Save £2.45\*

that's just 35p a sample

order using 69146

Contains: 7x Skin Renewal Power Cream samples.



\*Vs regular Demo sample prices.

# **EXCLUSIVE PREVIEW | LAUNCHING MAY**

POWER UP YOUR SALES WITH THE

# 7 DAY CHALLENGE

Share your before and after results to get customers sampling pre-launch. Tell them to use it day or night every few days, instead of their regular creams, to maximise their results and your sales.

VIP & PLATINUM REPS

> 40% OFF BROCHURE PRICE

# + NIACINAMIDE

# RENEW MILLIONS OF SURFACE SKIN CELLS

For smoother, firmer, plumper-looking skin in 7 days.\*\*

Take the 7-day challenge and share your before and after results with customers.



- 1 smooths skin
- 2 intensely hydrates
- 3 reduces fine lines & wrinkles
- 4 firms skin
- 5 increases radiance
- 6 strengthens skin
- 7 helps improve skin resilience

Anew Skin Renewal Power Cream<sup>††</sup>

22871

50ml | £22.40/100ml

£11.20



\*10X Protinol™ vs the level of Protinol™ in Anew moisturising creams. †Niacinamide in the formula helps renew the look of millions of surface skin cells. \*\*Smoother, firmer, plumper looking skin based on a consumer study with 129 people.
\*\*\*Based on a consumer use study over 2 weeks with 40 participants. ††Like any A-Lister our Power Cream is running fashionably late! It'll be available for you from 18th March onwards so you can still power up your earnings in Campaign 3.

# **EXCLUSIVE PREVIEW**LAUNCHING MAY

Your customers love our bestselling Power Serum and you sell 1 every 5 minutes.†

INTRODUCING ANEW POWER CREAM

OUR CULT SERUM NOW IN A CREAM

Apply after your Renewal Power Serum to help maximise results.

Maximise your earnings with your exclusive early demo offer, see inside for all the info.



+ NIACINAMIDE

10X PROTINOL™\* 10X THE POWER





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