

YOUR REP MAGAZINE

# FOCUS

**AVON**

UK APRIL 4/2025  
PLACE ORDERS IN MARCH 2025

**NEW**

**FAN-OMENAL MASCARA**

**SPECTACULAR VOLUME.  
FULLY FANNED OUT LASHES.**

**POWERED BY OUR EXCLUSIVE FLIP'N'FAN BRUSH**



NAIL & GLIMMER DUO **JUST £2** IN YOUR APRIL BROCHURE | WORTH £11



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VIP & PLATINUM REPS  
40% OFF  
BROCHURE PRICE

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



AVON DOES NOT TEST COSMETICS ON ANIMALS ANYWHERE IN THE WORLD

For more detail about our commitment to animal welfare and the Leaping Bunny Programme, visit [avonworldwide.com/responsible-business/animal-welfare](http://avonworldwide.com/responsible-business/animal-welfare).

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

## THIS MONTH'S TOP PICKS



p6 FAN-OMENAL MASCARA



p10 POWER OF RED COLLECTION



p20 ANEW SKINCARE 3-STEP REGIME



p44 SPRING PJS

### 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:

- Say hello to Fan-Omenal Mascara:** show off the exclusive flip 'n' fan brush to wow your customers—it's the secret to volumised, fanned-out lashes in just 1 coat. Boost sales even more by promoting the **2 for £13 mascara deal** in your April brochure.
- Create a make-up look:** pair Fan-Omenal Mascara with the Power of Red collection and share your application top tips and tricks with customers to inspire them to shop the full look.
- Why stop at 1 when you can sell 3?** Supercharge your skincare sales by introducing your customers to a complete skincare regime. Head to page 20 for all the details.
- If they like this, we think they'll love this...** carry on sharing your C2 Flyer in C3 to show customers how they can switch and save with Avon vs premium beauty. This is a great tool to reach new customers or get existing customers to spend more. Highlight big savings on top picks like **Anew Power Serum, Lip Oils, Far Away scents** and more.
- Boost your make-up sales by sharing with customers that if they **spend £15 across pages 4-63** of your April Brochure, they can order a **Nail Enamel & Glimmerstick duo for £2**.

NAIL & GLIMMER DUO JUST £2

See page 6 of your C4 Brochure for details.



### EXCLUSIVE Q1 REP INCENTIVE

Did you hit your January and February targets? Great news—our biggest product giveaway isn't over. Reach your Campaign target in March and unlock an exclusive product bundle packed with Q2 newness. Interested? Scan the QR code to find out more.



## HELLO TO OUR NEW REPS

We'd like to say a **big 'welcome' to all our new Reps** and introduce you to **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.**



### MOTHER'S DAY SELLING OPPORTUNITIES

It's Mother's Day on **Sunday March 30th** and a fab opportunity to boost sales with the Mother's Day gifts in your C3 brochure.

From scent-sational fragrances and iconic skincare to the new pampering Lavender collection, there's something for everyone.



### BEAUTY ADVISER TRAINING

Did you know that **new Reps who certify as Beauty Advisers sell up to 50% more** than those who don't?\* 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



## LAUNCH INTO LEADERSHIP

'Launch into Leadership' is a cash reward open to every new Sales Leader in your first nine campaigns. You can **earn up to £350 per campaign**, based around the achievements of your Generation 1 Active Reps and Generation 1 Awards Sales.

You'll have support to achieve this via the New Sales Leader Journey on Avon Academy. With **expert videos, interactive worksheets, training tools** and a **knowledge check**, there's all you need to get you off to the best start on your leadership journey.

SCAN HERE to learn more on how you can start your Leadership journey today:



\*Based on average campaign sales of Reps who certified as a beauty adviser in their first 3 campaigns vs those who did not (Campaign 1 2024 - Campaign 11 2024.)





GIVES INSTANT  
VOLUME &  
SEPARATION:  
92% AGREE\*

\*Based on Consumer Study with 138 participants.

BEFORE

AFTER\*\*



\*\*Based on actual model use.

instantly separates, defines & volumises EVERY. SINGLE. LASH.

SPECTACULAR VOLUME.  
FULLY FANNED OUT LASHES.  
JUST ONE COAT.

Get customers excited about our biggest mascara launch this year. New Fan-omenal Mascara features our exclusive flip'n'fan brush and creates volumised, fanned out lash looks.

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



**FAN-ORAMIC FORMULA**  
with a blend of supple waxes delivers ultimate fan-out volume from the very first stroke



**AVON EXCLUSIVE FLIP'N'FAN BRUSH**  
catches every lash to build volume & fully fan lashes out for corner-to-corner separation



Blackest Black  
72074

Brown Black  
72132

Fan-Omenal Volume & Separation Mascara  
10ml  
brochure price: £8  
demo: £5.60

\*\*\*VIP & Platinum price applies to Fan-omenal Mascara only. Glimmerstick Eyeliner & Eyelash Curler excluded.

**Extra sales anyone?** Boost their spend the easy way by showing them how to create an eye look with an **Eyelash Curler** and glide-on **Glimmerstick eyeliner**.

**Glimmerstick Eyeliner**  
0.35g  
brochure price: £6.50  
demo: £3.50

Blackest Black  
45153  
Starry Night  
33175  
Saturn Grey  
43810



**Eyelash Curler**  
72140  
brochure price: £3.50  
demo: £2.45



THE SECRET TO FAN-OMENAL LASHES? MEET OUR EXCLUSIVE FLIP 'N' FAN BRUSH

**NEW**

FLIP IT.  
FAN IT.  
OWN IT.



FULLY FANNED OUT LASHES for fan-oramic lash separation

FLAT SIDE



1. BUILD volume with the flat side

FLIP IT 180°



2. FLIP the brush 180°

FULL SIDE



3. FAN lashes out with the full side

TOP TIPS FOR SELLING FAN-OMENAL MASCARA

Check out these quick tips and boost your sales with our biggest mascara launch of the year.

- 1. Be your own shop window:** Seeing is believing, so grab attention on social media by sharing a before-and-after pic wearing Fan-Omenal Mascara. Show off the innovative brush and explain how it will transform their lashes.
- 2. Get reviews:** Give your VIP customers an exclusive preview—ask them to try it and leave glowing reviews you can share.
- 3. Upsell to mascara fans:** Recommend Fan-omenal to customers who already love mascara, showing them how it transforms their lashes.
- 4. Create a digital buzz:** Make the most of free, ready-to-share posts from Avon Social and send your Digital Brochure via WhatsApp.
- 5. Sell a look:** Why stop at one product? Team Fan-Omenal with an Eyelash Curler, our bestselling Glimmerstick Eyeliner and Oil-Infused Micellar Water for an easy-to-sell eye routine. Buy your Fan-Omenal and Glimmerstick shades from page 7.

TOP TIP:

Show off the brush and snap a selfie—one eye with mascara, one without. Let the amazing results speak for themselves!





TRENDING

THE POWER OF RED

## POWER STAY PERFECTION: 4 NEW SHADES TO DEMO

Whether customers prefer bold or classic looks, this **super smooth, blendable, waterproof and versatile eyeliner** delivers.

Boost your sales by showing customers how to create crisp lines for striking definition or blend out for a smokey, sultry look.



FIND ME IN YOUR C4 BROCHURE

24 HOURS\* LIFE-PROOF LONGWEAR

## SALES-BOOSTING NEW LIP SHADES

Customers fed up with the sticky feeling they get with other liquid lip colours? Introduce them to **Power Stay Liquid Lip**, now available in **3 trendy new shades**.

**Why they'll love it:** It's fast-drying, smudge-proof and super-comfortable, thanks to a blend of pomegranate and olive oils for a non-sticky, non-tacky finish.



16 HOURS\*\* LIFE-PROOF LONGWEAR

Power Stay Liquid Lip  
6ml | £8.17/10ml  
brochure price: £7  
demo: £4.90

VIP & PLATINUM REPS  
40% OFF BROCHURE PRICE

**NEW LIMITED EDITION SHADES**

More Than Red  
58669

Cinnamon Red  
58941

Almost Red  
58768

### TOP TIP:

Upsell the easy way, by **pairing the Gel Liners with the Eyeshadow Palettes** on page 8 of your Brochure – it's an easy way to boost your sales.

**Power Stay Gel Liner**  
1.2g  
brochure price: £5  
demo: £3.50

### NEW EYELINER SHADES



### HOW TO DEMO & UPSSELL:

- Line:** Use Avon Glimmerstick Lip Liner to define their lip shape.
- Swipe:** Apply Power Stay with the doe-foot applicator for precise, mess-free coverage.
- Wipe:** Remove effortlessly with an oil-based cleanser at the end of the day. Recommend the Nutra Effects Oil-Infused Micellar Water to boost their spend.

\*\*Based on a consumer use study with 105 participants.

\*Based on a consumer study with 137 participants.  
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### GET THE POWER OF RED

Create **two-tone nail art** on one nail, by applying Velvet Heart in a **lightning bolt** shape using a fine brush and let dry. Paint the rest of your nails in the same shade for a **bold finish**.

**MODEL WEARS** Gel Nail Enamel in Velvet Heart

### GET CUSTOMERS TO SKIP THE SALON & SAVE

Show customers the amazing results of an at-home gel-like mani. **With 8 days\* of colour and shine** it's the salon look at a fraction of the price. The secret? **Pairing their fave Gel Nail shade with Top Coat.**

#### TOP TIP:

Snap a pic of your gel mani with our new limited edition shades. Rock your mani when you're delivering brochures and orders - and highlight the **fab offer on page 14 of your C4 Brochure.**



**8 HOURS\***  
LIFE-PROOF  
LONGWEAR

**8 days of colour & shine\*** with no UV lamp or salon needed

**Power Stay Gel Nail Enamel**  
10ml  
brochure price: £4.50  
**demo: £3.15**

**Power Stay Top Coat**  
**73189**  
10ml  
brochure price: £4.50  
**demo: £3.15**

\*Consumer science study with 120 participants.

#### NEW LIMITED EDITION SHADES

Make a Fuss	61200
Taboo Blue	65003
Denim Dream	64790
Pumpkin Spice	65011
Lemon Meringue	61960
Crystal & Sage	65664
Forest Stroll	65458
Petal Fresh	72181
Pink Caprice	43620
Fail-Proof Fuchsia	43018
Timeless Icon	41871
Private Jet	34231

Cosy Therapy	33860
Nude Silhouette	43398
Couture Rose	31450
Can't Quit Cafe	70789
Guilty Pleasure	73098
Virtual Reverie	64840
Sweet Blooms	64865
Dark Dahlia	64824
Designer Red	65409
The Red One	65433
Red Is Red	64774
Stay Put Sangria	62539
Hypnotise	65102

Eternal Love	25940
Velvet Heart	25809
Scarlet Passion	55194



115P (Pale Pink)	48090	PINK	100 FAIR
120N (Porcelain)	47431	NATURAL	
125G (Warm Ivory)	48058	GOLDEN	
140P (Light Ivory)	45294	PINK	200 LIGHT MEDIUM
215P (Ivory)	38059	PINK	
228G (Nude)	38141	GOLDEN	
230N (Creamy Natural)	29603	NATURAL	300 MEDIUM
235P (Shell)	40006	PINK	
245N (Natural Beige)	40105	NATURAL	
310N (Medium Beige)	34942	NATURAL	400 MEDIUM DEEP
320G (Sun Beige)	42408	GOLDEN	
330P (Honey Beige)	42242	PINK	
345N (Soft Honey)	45146	NATURAL	500 DEEP
355G (Light Caramel)	45385	GOLDEN	
410P (Spice)	65052	PINK	
420G (Caramel)	65078	GOLDEN	
430N (Deep Tan)	65037	NATURAL	
435N (Warm Deep Tan)	47183	NATURAL	
510N (Walnut)	49239	NATURAL	
515N (Bronze)	47233	NATURAL	
525N (Dark Cocoa)	68007	NATURAL	
535P (Espresso)	67736	PINK	

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

Customers seeking a **radiant-looking glow**? Introduce them to our 3-in-1 Serum Foundation. They'll love it!

It evens tone, covers imperfections† offers SPF30 protection, and hydrates for up to 72 hours††, even after removal.



**MAKE-UP +CARE**  
MAKE-UP THAT TREATS YOU WELL

**3-in-1 Serum Foundation**  
30ml | £2.45/10ml  
brochure price: £13  
**demo: £7.35**

†Based on a consumer study with 134 people.  
††After 2 weeks repeated use.  
\*Skin caring ingredients include protectants, skin conditioning and moisturising agents.  
\*\*Based on a Consumer Study with 134 participants.  
\*\*\*Based on testing on skin cells.

**TREATS**  
With 82% transformative skincare ingredients\* for healthier-looking, hydrated and protected skin.\*\*

**PERFECTS**  
Evens skin tone with a radiant glow and light-medium buildable coverage.

**PROTECTS**  
Powerful antioxidant protection against free radicals\*\*\* with SPF30.

Get customers to spend more by showing them how to **complement their Serum Foundation** with this gorgeous **3-in-1 Face Palette** and finish off with a **Lip Oil**, to create a **fresh everyday make-up look**.



Sunkissed



Sunkissed  
48124

**AVAILABLE IN 2 SHADES**  
Golden Hour  
45971

**Ultra 3-in-1 Face Palette**  
3.8g  
brochure price: £8  
**demo: £5.60**



### TOP TIP:

Show them how to apply the Face Palette and perfect a radiant finish by brushing shimmering highlighter over their brows, cheekbones, nose and chin.



Shimmering Petal



Blossom  
72033

Shimmering Petal  
70516

**Nourishing Lip Oil**  
7ml | £5/10ml  
brochure price: £7.50  
**demo: £3.15**



# MAKE-UP BAG MUST-HAVES

Looking to increase how much each customer spends? **Share these make-up must-haves** and show them how to use all 4 to create the perfect look. Once they find their faves, they'll keep coming back to order more. Take these products along to any events you're hosting and check what to say below.



FOR OILY & COMBINATION SKIN



## PRIMER

Help them ace their base with the easy way to a smooth, even finish that stays fresher for longer.

**Magix Shine & Oil Control Primer**

**31724**

30ml | £1.75/10ml  
brochure price: £7.50

**demo: £5.25**

16

Midnight 33555	Cobalt Blue 30254
Pink Shimmer 37861	Emerald 41285
Bronze Sheen 41327	True Black 41129
Intense Brown 41152	Graphite 50294



## KOHL LINER

Share the secret to a perfect smokey eye look with this super-soft, budge-proof, waterproof eyeliner.

**Kohl Pencil Eyeliner**

1.05g  
brochure price: £4.50  
**demo: £3.15**

120N Porcelain 38950	130N Alabaster 51292	355G Light Caramel
215P Ivory 73411	125G Warm Ivory 42606	
140P Light Ivory 72025	220G Light Nude 40642	228G Nude 40691
235P Shell 73445	230N Creamy Natural 51458	245N Natural Beige 51615
345N Soft Honey 65599	330P Honey Beige 48694	
320G Sun Beige 40725	310N Medium Beige 51649	
355G Light Caramel 40881	420G Caramel 40923	410P Spice 42515
510N Walnut 64568	525N Dark Cocoa 65565	520P Rich Sienna 42549



## CREAM-TO-POWDER FOUNDATION COMPACT

Explain how it takes just seconds to sweep on this **3-in-1 foundation**, concealer and powder for naturally flawless coverage.

**Cream-To-Powder Foundation Compact**

9g | £6.22/10g  
brochure price: £11  
**demo: £5.60**



Bare 37879	Papaya 39255
Nude 31351	Plum 38315
Pink 34363	Red 33910

## TINTED LIP BALM

Introduce them to this balm that gives lips a flush of fresh, healthy-looking colour and instantly reduces lip dryness, while offering SPF10 protection too.

**Tinted Lip Balm**

2g  
brochure price: £8  
**demo: £4.35**





# SELL A DAY & NIGHT CREAM DUO TO DOUBLE YOUR EARNINGS

- 1. Simplify their routine:** Explain how Day Creams protect their skin and Night Creams repair it.
- 2. Focus on results:** Understand your customer's skin concerns & what results they want, to help you recommend their perfect duo.
- 3. Product Trial:** Offer samples of both creams so customers can test the products and see the results on their skin.

**Anew Reversalist Plump & Smooth Day Cream SPF20**  
**67975**  
 50ml | £17.50/100ml  
 brochure price: £12.50  
**demo: £8.75**

**Anew Reversalist Plump & Smooth Night Cream**  
**29934**  
 50ml | £17.50/100ml  
 brochure price: £12.50  
**demo: £8.75**

IDEAL FOR AGE **30+**

**Skin concern:** Fine lines and dehydrated skin

**Results:** Plumper and smoother skin in just 2 days.\* After 1 week fine lines look reduced and skin's texture looks visibly improved.\*

\*Based on a consumer study with 112 people.

**Anew Ultimate Firm & Supple Day Cream SPF20**  
**65797**  
 50ml | £18.20/100ml  
 brochure price: £13  
**demo: £9.10**

**Anew Ultimate Firm & Supple Night Cream**  
**55087**  
 50ml | £18.20/100ml  
 brochure price: £13  
**demo: £9.10**

IDEAL FOR AGE **40+**

**Skin concern:** Wrinkles and dull skin

**Results:** Firmer and more supple skin in just 2 days.\* After 1 week, fine lines and wrinkles look reduced and skin tone looks more even.\*

\*Based on a consumer study with 111 people.

**Anew Platinum Lift & Tighten Day Cream SPF20**  
**38737**  
 50ml | £19.60/100ml  
 brochure price: £14  
**demo: £9.80**

**Anew Platinum Lift & Tighten Night Cream**  
**35998**  
 50ml | £19.60/100ml  
 brochure price: £14  
**demo: £9.80**

IDEAL FOR AGE **50+**

**Skin concern:** Sagging skin

**Results:** Starts lifting and tightening skin in just 2 days.\* After just 1 week fine lines appear smoother and skin feels plumper & more elastic.\*

\*Based on a consumer study with 113 people.

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



# 1 SELL A SKINCARE REGIME AND SEE SALES SOAR

Did you know a Silver-level Rep could earn **£8.70** by selling the Anew Radiance Maximising Eye Cream, Serum and Cream?\*

Boost your sales this campaign by helping customers transform their skincare routine with **3 simple steps:** Eye Cream, Serum and Moisturiser.

Master the benefits of each product to recommend with confidence. Share the skincare deals on pages 68-73 of your C4 Brochure and boost your earnings by selling a full regime.



## ANEW PLATINUM LIFT & TIGHTEN DUAL EYE SYSTEM

★★★★★  
BESTSELLER

**Skin Concerns:** Sagging skin and fine lines.

**Results:** See smoother, lifted eyes in just 2 days.\*\* The upper eye gel with caffeine helps the eye area look dramatically lifted, while the nourishing peptide-rich under-eye cream gives a visibly smoother, firmer under eye.

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

**Anew Platinum Lift & Tighten Dual Eye System**

**65375**  
20ml | £33.25/100ml  
brochure price: £9.50

**demo: £6.65**

\*Earnings based on regular brochure prices for a Silver level Rep for Anew Radiance Maximising Eye Cream, Serum and Lightweight Cream.



## ANEW SKIN RENEWAL POWER EYE CREAM

**Skin Concerns:** Fine lines, wrinkles and puffiness.

**Results:** Instantly blurs and brightens the look of the eye area.† Skin around the eyes looks less puffy.† Dramatically smooths skin around the eyes, reduces the appearance of lines and wrinkles, and hydrates.

**Anew Skin Renewal Power Eye Cream**

**65649**  
15ml | £49.00/100ml  
brochure price: £10.50

**demo: £7.35**

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

VIP & PLATINUM REPS  
40% OFF  
BROCHURE PRICE

## ANEW RADIANCE MAXIMISING DARK CIRCLE CORRECTING EYE CREAM

**Skin Concerns:** Dull under-eyes and dark circles.

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



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

**65508**  
15ml | £42.00/100ml  
brochure price: £9

**demo: £6.30**



# 2 SERUMS MADE SIMPLE

Serums are **concentrated treatments**, that can penetrate deeper than a moisturiser on its own.

For the most effective results, recommend applying 1-2 pumps of serum in the morning and evening, **after cleansing and before moisturising.**

VIP & PLATINUM REPS  
40% OFF  
BROCHURE PRICE

HIGH CONCENTRATION HYALURONIC ACID COMPLEX  
**3.5% HA**

## ANEW SKIN RENEWAL POWER SERUM

**Skin Concerns:** Ageing, collagen loss, fine lines, wrinkles.

**Results:** The serum loved by millions for dramatically smoother, plumper and firmer-looking skin. Powered by Protinol™ Technology and niacinamide, it helps to restore years of collagen loss and customers can see 7 powerful age-defying benefits in 7 days.\*\*

**10X PROTINOL™ + NIACINAMIDE**

**Anew Skin Renewal Power Serum**  
**65912**  
30ml | £39.67/100ml  
brochure price: £17  
**demo: £11.90**



★★★★★  
**BESTSELLER**

\*10X Protinol™ vs the level of Protinol™ in Anew Moisturising Creams.  
\*\*Based on those that expressed an opinion in a consumer perception study.



## ANEW HYDRATE & PLUMP SERUM

**Skin Concerns:** Dehydrated skin.

**Results:** Serum powered by 3.5% hyaluronic acid complex for instant hydration and plumped-looking skin, helping to reduce the look of fine lines and wrinkles.

**Anew Hydrate & Plump Serum**  
**67785**  
30ml | £33.83/100ml  
brochure price: £14.50  
**demo: £10.15**

## ANEW RADIANCE MAXIMISING SERUM

**Skin Concerns:** Dull skin.

**Results:** Each bottle is packed with the Vitamin C power of 30 oranges for brightening dull, tired skin and giving a glowing boost of radiance.



**Anew Radiance Maximising Serum**  
**65938**  
30ml | £33.83/100ml  
brochure price: £14.50  
**demo: £10.15**

**10% VIT C**



# 3 EVERYDAY MOISTURISERS

Moisturisers are essential for locking in hydration and creating a protective barrier on the skin's surface.

For optimal results, recommend that customers apply a moisturiser after their eye cream and serum, both morning and evening, to seal in the active ingredients and **keep their skin nourished throughout the day.**

## ANEW RADIANCE MAXIMISING LIGHTWEIGHT CREAM SPF50

**Skin Concerns:** Dull, tired-looking skin.

**Results:** 3-in-1 moisturiser, primer and SPF50, powered by vitamin C for glowy-looking, hydrated skin every day.



## VIT C

SPF 50

\* **Anew Radiance Maximising Lightweight Cream SPF50**  
**38588**  
50ml | £11.90/100ml  
brochure price: £8.50  
**demo: £5.95**

SPF 35



UP TO **0.4% BHA**

## ANEW EVEN TEXTURE & TONE DAY CREAM SPF35

**Skin Concerns:** Dark spots and uneven texture.

**Results:** Day cream powered by 0.4% BHA to help improve uneven skin texture, with broad-spectrum UV protection to help protect skin.

\* **Anew Even Texture & Tone Day Cream SPF35**  
**37978**  
50ml | £13.30/100ml  
brochure price: £9.50  
**demo: £6.65**

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

## ANEW HYDRATE & PLUMP WATER CREAM

**Skin Concerns:** Dry and dehydrated skin.

**Results:** Face cream powered by hyaluronic acid and Pro Vita-D Technology to visibly plump skin with hydration for up to 72 hours.\*

**HA**  
+PRO VITA D TECHNOLOGY

\* **Anew Hydrate & Plump Water Cream**  
**32979**  
50ml | £11.90/100ml  
brochure price: £8.50  
**demo: £5.95**



\*Based on a clinical efficacy study with 24 participants.



# UNLOCK SKINCARE SALES WITH SAMPLES & SKINCARE CONSULTATIONS

Did you know Bronze & Silver Reps who are **Beauty Advisers** earn **35% more**?

Skincare consultations are a great way to grow your sales, as customers are more likely to buy products you've personally recommended. Want to get started with consultations? Head to Avon Academy to **start your Beauty Adviser journey**.

## ANEW DAY & NIGHT CREAMS 60 SAMPLE PACK

**JUST £12.60**  
**SAVE £47.40**  
 just 21p per sample  
 order using **06064**



"I offer skincare consultations to all my customers now that I'm a certified Beauty Adviser. It's a great way to try the products, build relationships and tell them about new product launches – especially if they're already using others in the range."

**Polly Frayling, Hall of Fame Rep**



\*Based on sales of Certified Beauty Advisers vs. those with no Beauty Adviser training January – October 2024.  
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# INTRODUCING PERFECT NONSENSE

Our newest fragrance collection features three captivating scents that blend **unexpected notes for an unforgettable experience**. They're all about embracing bold contrasts and expressing your unique identity – so they're **perfect for younger customers who want to make a statement**.



CHOCOLATE MEETS TUBEROSE

PINK PEPPERCORN MEETS PEACH

GIN\* MEETS BAMBOO



PERFECT NONSENSE 60 SAMPLE PACK

**JUST £12.60**  
**SAVE £47.40\*\*\*\***  
 just 21p per sample

order using **10116**

Did you know 50 samples could lead to 16 full-size fragrance sales? If you're a Silver Rep, that's an **EXTRA £50** in earnings\*\*\*. Boost your sales in April by sharing samples with customers, to secure pre-orders ahead of May.

\*Captures the essence of gin in its scent due to the presence of juniper berries, which most gins are typically distilled from. But, rest assured – there's no actual gin in it, and it's definitely not for drinking.  
 \*\*Based on internal analytics.  
 \*\*\*Earnings based on regular Perfect Nonsense prices at £13.  
 \*\*\*\*Saving based on regular brochure prices.



## BOOST YOUR SALES WITH IMARI

Let your customers fall in love with the Imari collection. Wear it yourself, share why you love it and recommend it as the perfect scent for any occasion. Offer customers a sample to try it out for themselves and watch the orders roll in.



### WHAT MAKES IMARI FREE SPECIAL?

- made with **premium raw materials** graded with Orpur™, which means 'pure gold' in French and refers to the **most exclusive quality** natural ingredients used in perfumery
- **long-lasting freshness** with Laminaria seaweed MD France Orpur™ note
- **biodegradable** key ingredients: Italian bergamot oil, Laminaria seaweed, Ambrofix™ (ambery note)

## SAY HELLO TO NEW IMARI FREE

Encourage customers who love ultra sensual Imari scents to try the newest addition to the collection. Featuring notes of **laminaria seaweed, Italian bergamot oil and amber** it's **untamed and free**, like waves in the sea. Get sampling and selling with this **must-have scent for spring and summer**.

LASTS ALL DAY\*

RUB HERE TO TRY THE SCENT



FULL SIZE FRAGRANCE + 5 SAMPLES

#### set contains:

- Imari Free Tester Vial | 0.6ml |
- Imari Free Eau de Toilette | 50ml |

**89128**

Worth £18

**demo: £9**

x5 samples



\*Tested & proven to last up to 8 hours.

**Imari Corset EDT**  
blackcurrant,  
rose,  
cocoa butter

**64220**

50ml | £14.70/100ml  
brochure price: £10.50

**demo: £7.35**

**Imari Queen EDT**  
blackberry,  
royal rose accord,  
anise musk

**64394**

50ml | £14.70/100ml  
brochure price: £10.50

**demo: £7.35**

**Imari Naturelle  
Eau de Toilette**  
upcycled rosewater,  
peaches,  
musk

**38075**

50ml | £14.70/100ml  
brochure price: £10.50

**demo: £7.35**

**Imari Free  
Eau de Toilette**  
laminaria seaweed,  
Italian bergamot oil,  
amber

**34801**

50ml | £14.70/100ml  
brochure price: £10.50

**demo: £7.35**

### WHAT TO TELL CUSTOMERS ABOUT THE SCENT

- a super fresh fragrance designed to free their sensuality with the **deep allure of the ocean**
- features a fresh **laminaria seaweed** note, with a burst of sparkling **Italian bergamot oil** and a sensual note of **warm amber**
- **lasts all day\***



#### set contains:

- Imari Free Roll-On Anti-Perspirant Deodorant | 50ml |
- Imari Free Body Lotion | 125ml |
- Imari Free Eau de Toilette | 50ml |

**94979**

brochure price: £17

**demo: £11.90**



# MEET INDIVIDUAL BLUE STRONG

Customers love our iconic Individual Blue EDT, so introduce them to the latest addition to the collection – Individual Blue Strong. Featuring strong notes of **mandarin, lavender** and **cedarwood**, it's the scent of the season.

-  AROMATIC
-  FOUGERE



**Individual Blue Strong EDT**  
**59279**  
 100ml  
 brochure price: £8  
**demo: £5.60**

## TOP TIP:

If customers like Rare Pearls or Rare Gold, tempt them to try Rare Onyx too.

# BACK BECAUSE THEY LOVED IT

To help keep your fragrance sales growing, we've brought back one of the faves – **Rare Onyx**. Got customers who used to buy it? Let them know it's back and encourage them to place an order.

-  AMBER
-  FLORAL

RUB HERE TO TRY THE FRAGRANCE

**Rare Onyx EDP**  
**64212**  
 50ml | £14/100ml  
 brochure price: £9  
**demo: £6.30**

-  FLORAL

-  FLORAL

**Rare Gold EDP**  
**48744**  
 50ml | £14/100ml  
 brochure price: £9  
**demo: £6.30**

**Rare Pearls EDP**  
**48017**  
 50ml | £14/100ml  
 brochure price: £9  
**demo: £6.30**



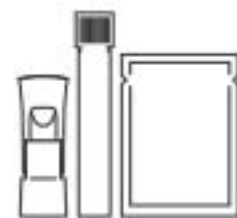
-  FOUGERE
-  FRESH

**Individual Blue EDT**  
**45534**  
 100ml  
 brochure price: £8  
**demo: £5.60**



**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**.



**MAKE-UP**

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

**FOUNDATION 1 ml**

**LIPSTICK 0.6g**



**★ PowerStay 24-Hour Foundation**

- 29108 115P Pale Pink
- 68783 120N Porcelain
- 60087 125G Warm Ivory
- 50765 130N Alabaster
- 49981 140P Light Ivory
- 60012 145P Ivory Pink
- 41863 210N Light Beige
- 74831 215P Ivory
- 31146 220G Light Nude
- 71845 225G Soft Beige
- 70581 228G Nude
- 35238 230N Creamy Natural
- 50807 235P Shell
- 35899 245N Natural Beige
- 74401 250N Cream Beige
- 35758 260G True Beige
- 72496 310N Medium Beige
- 50963 315N Pure Beige
- 74435 320G Sun Beige
- 73999 330P Honey Beige
- 50146 340N Light Tan
- 41202 345N Soft Honey
- 52589 348P Toasted Praline
- 49114 355G Light Caramel
- 51094 410P Spice
- 35113 420G Caramel
- 38083 430N Deep Tan
- 33050 435N Warm Deep Tan
- 52266 438P Chocolate
- 50757 510N Walnut
- 32706 515N Bronze
- 49403 520P Rich Sienna
- 71951 525N Dark Cocoa
- 39164 530N Maple
- 49015 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



**Revival Serum Lipstick Sample**

- 23861 Awakening Coral
- 25296 Perky Peony
- 26104 Refreshing Petal
- 24224 Reviving Mauve
- 02717 Uplifting Berry



**Tinted Lip Balm Sample**

- 00984 Bare
- 20958 Nude
- 21048 Papaya
- 13631 Pink
- 21139 Plum
- 21089 Red

**ULTRA MATTE LIPSTICK SAMPLES**

1 Au Naturale <b>27599</b>	13 Mauve Matters <b>67744</b>	20 Posh Petal <b>24661</b>	28 Red Supreme <b>23879</b>
3 Nude Suede <b>17780</b>	14 Maiden Mauve <b>56770</b>	21 Electric Pink <b>20511</b>	30 Ruby Kiss <b>21766</b>
6 Marvellous Mocha <b>11411</b>	15 Pure Pink <b>56945</b>	24 Power Pink <b>26898</b>	33 Fiercely Red <b>11429</b>
7 Coffee Date <b>16576</b>	17 Pink Passion <b>23580</b>	25 Peach Macaron <b>12211</b>	36 Berry Blast <b>26971</b>
12 Ravishing Rose <b>63701</b>	19 Blush <b>07880</b>	26 Coral Fever <b>17145</b>	40 Ideal Lilac <b>26955</b>

**Ultra Matte Lipstick Sample**  
0.6g

**ULTRA CREAMY LIPSTICK SAMPLES**

26 Coral Fever <b>23739</b>	47 Toffee Kiss <b>26278</b>	55 Blush Nude <b>02337</b>	62 Pout <b>23812</b>
28 Red Supreme <b>20990</b>	48 Universal Nude <b>25189</b>	56 Carnation <b>02055</b>	63 Lilac Romance <b>12104</b>
43 Cappuccino <b>14761</b>	52 Pinched Pink <b>02063</b>	57 Pink Dream <b>22558</b>	68 Red 2000 <b>24539</b>
44 Peachy Nude <b>06767</b>	53 Chic <b>02394</b>	58 Country Rose <b>11916</b>	73 Wine With Everything <b>02741</b>
46 Iced Coffee <b>26260</b>	54 Dusky Mauve <b>02444</b>	59 Hibiscus <b>12070</b>	75 Toasted Rose <b>02667</b>

**Ultra Creamy Lipstick Sample**  
0.6g

**ULTRA SHIMMER LIPSTICK SAMPLES**

76 High Beam <b>10165</b>	86 Spring Bling <b>01297</b>	85 Stellar Magenta <b>01305</b>	91 Rosy Lumos <b>01495</b>
77 Sparkle Nude <b>01024</b>	87 Fire Flash <b>01172</b>	84 Amber Embers <b>01255</b>	90 Violet Sparks <b>01487</b>
78 Bronze Glaze <b>01032</b>	88 Scarlet Starlet <b>01180</b>	<b>Ultra Shimmer Lipstick Sample</b> 0.6g	



**SAMPLES FOR SALES THAT COME ALIVE!**

The best way to show customers our **colour-true shades** is for them to try them for themselves, so make sure you always have samples to share. We're sure many of your customers have already fallen in love with the **Ultra Lipsticks**, so why not **give them samples of different shades or share them with new customers** so they can fall in love with them too?

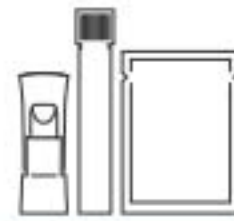
**MIX & MATCH**

**1 FOR £0.70 | ANY 5 FOR £1.75**

CHOOSE ANY 5 MAKE-UP, SKINCARE AND FRAGRANCE SAMPLES ACROSS PAGES 32-35\*  
\*Offer excludes Anew Trial Sizes and Anew Skin Reset Plumping Shots Sample.



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



★★★★★  
**BESTSELLER\***

\*One of our bestselling products across Europe & UK, based on 2024 full year internal sales data.



**BOOST SALES WITH BESTSELLERS**

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

**TESTER VIALS**

**FRAGRANCE FOR HER**



**NEW**

**Imari Free Tester Vial**

laminaria seaweed, Italian bergamot oil, amber

**15743**

0.6ml  
Normally £1

- |       |                            |       |                                     |
|-------|----------------------------|-------|-------------------------------------|
| 29926 | Attraction for Her ★       | 19265 | Absolute by Elite Gentleman         |
| 26880 | Attraction Awaken for Her  | 40246 | Attraction for Him ★                |
| 59915 | Attraction Closer          | 27029 | Attraction Awaken for Him           |
| 15453 | Attraction Game for Her    | 59923 | Attraction Closer                   |
| 01164 | Attraction Intense for Her | 12856 | Attraction Game for Him             |
| 19760 | Avon Luck for Her          | 59618 | Attraction Intense for Him          |
| 14142 | TTA Celebrate              | 19752 | Avon Luck For Him                   |
| 23606 | Eve Become                 | 38372 | Black Suede                         |
| 24323 | Eve Confidence             | 73296 | Black Suede Charm                   |
| 28399 | Eve Prive                  | 37937 | Black Suede Dark                    |
| 25882 | Eve Truth                  | 66324 | Black Suede Real Intense            |
| 66845 | Far Away ★                 | 38323 | Black Suede Real for Him            |
| 73429 | Far Away Beyond            | 35386 | Black Suede Secret                  |
| 36087 | Far Away Beyond The Moon   | 54296 | Black Suede Touch                   |
| 50575 | Far Away Glamour ★         | 19240 | Elite Gentleman                     |
| 47274 | Far Away Rebel ★           | 19232 | Elite Gentleman In Black            |
| 51326 | Far Away Shine             | 21600 | Elite Gentleman Quest for Him       |
| 38364 | Far Away Splendoria        | 23549 | Full Speed Boost                    |
| 19422 | Little Black Dress         | 08094 | Full Speed ★                        |
| 19471 | Little Black Dress Lace    | 40659 | Full Speed Electric                 |
| 19430 | Incandescence              | 01149 | Full Speed Pulse for Him            |
| 19497 | Incandescence Lotus        | 41228 | Full Speed Surfer                   |
| 00471 | Incandescence Summer Glow  | 00364 | Full Speed Quantum                  |
| 04036 | Lov U for Her              | 19364 | Individual Blue                     |
| 10215 | Lov U Connected            | 19323 | Musk Air                            |
| 31617 | Lov U Together             | 19356 | Musk Instinct                       |
| 19547 | Perceive                   | 19315 | Musk Marine                         |
| 19505 | Rare Pearls                | 22004 | Musk Metropolitan                   |
| 19554 | Rare Gold                  | 19372 | Musk Mineralis                      |
| 09043 | TTA Everlasting            | 19273 | Perceive For Him                    |
| 73866 | TTA Radiance               | 06254 | TTA Today for Him                   |
| 15438 | Today for Her ★            | 56275 | Wild Country ★                      |
| 26864 | This Love for Her          | 71563 | Perfect Nonsense Peppery Peaches    |
| 16204 | Tomorrow for Her           | 44503 | Perfect Nonsense Bamboozie Cocktail |
| 27235 | Wonder for Her             | 49825 | Perfect Nonsense Choco Tuberose     |
| 27755 | Imari Corset               |       |                                     |
| 14126 | Imari Naturelle            |       |                                     |
| 50120 | Imari Queen                |       |                                     |
| 19380 | Pur Blanca                 |       |                                     |
| 19398 | Pur Blanca Elegance        |       |                                     |
| 19414 | Pur Blanca Hope            |       |                                     |

\*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.

**SKINCARE**

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

ANEW 2ml

ANEW 2ml

£0.70



17772  
Anew Hydrate & Plump Concentrate Sample



★ 33993  
Anew Renewal Power Serum Sample



★ 27615  
Radiance Maximising Serum Sample



★ 40014  
Anew Reversalist Plump & Smooth Day Cream Sample



31633  
Anew Skin Renewal Power Cream Sample



55863  
Anew Reversalist Plump & Smooth Night Cream Sample



55889  
Anew Skin Renewal Power Eye Cream Sample



★ 70110  
Anew Ultimate Firm & Supple Day Cream Sample



08680  
Anew Radiance Maximising Dark Circle Correcting Eye Cream



55871  
Anew Ultimate Firm & Supple Night Cream Sample



22822  
Anew Radiance Maximising Lightweight Cream Sample



★ 70128  
Anew Platinum Lift & Tighten Day Cream Sample



55186  
Anew Radiance Maximising Micro Dermabrasion Sample



55897  
Anew Platinum Lift & Tighten Night Cream Sample



57000  
Anew Hydrate & Plump 10 Minute Mask Sample



55913  
Anew Platinum Lift and Tighten Lifting Serum Sample



17798  
Hydrating Overnight Mask Sample



56259  
Anew Sensitive+ Dual Collagen Cream Sample



17806  
Hydrate & Plump Water Cream Sample



56267  
Anew Sensitive+ Dual Collagen Eye Cream Sample



54742  
Anew Even Texture & Tone Day Cream Sample

ANEW 2 x 2ml



39040  
Anew Platinum Lift & Tighten Dual Eye System Sample



55210  
Anew Smoothing Serum Sample



1 sachet = 1 plumping shot  
**07286**  
Anew Skin Renewal Power Plumping Shots Sample  
\*Excluded from offer.

**TRIAL SIZES**

With up to 2 weeks use, trial sizes mean customers can feel confident that a product suits their skin type. Plus they'll **really start to see results**. Once they've had a trial size for a few days, check back with them to see whether they're ready to purchase the full size.

ANEW TRIAL SIZES Each **£7**



★ 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 Sample

ANEW TRIAL SIZES Each **£7**



★ 43760  
Anew Reversalist Plump & Smooth Day Cream Trial Size



51680  
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

**MIX & MATCH**

**1 FOR £0.70 | ANY 5 FOR £1.75**

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

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



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

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



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



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



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



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



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



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

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

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

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

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

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

## FREE TO ORDER

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

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

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

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






## going, going GONE

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

Read on for a selection of products we're saying goodbye to (so you and your customers can **stock up before they're gone!**). They'll be available for the last time on regular sales in **Brochure 3'25**, and if you're lucky, you might find them at a later date in our outlet whilst stocks last.



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

last chance to buy in C3'25	perfect equivalent	main benefits
<b>IMARI Eclipse</b> Eau de Toilette and Body Lotion 		<b>IMARI Free</b> Eau de Toilette and Body Lotion  As we wave goodbye to Imari Eclipse, lets introduce your customers to the latest addition to the Imari family, with bergamot oil, laminaria seaweed and warm musk.
<b>CÉLÈBRE Body Mist</b> 		<b>CÉLÈBRE Eau de Toilette</b>  The body mist is no more, but your customers can get the scent they love (plus it lasts even longer!) with the perfume in the same scent.
<b>POWER STAY Cream to Powder Foundation</b> 		<b>Cream-To-Powder Foundation Compact</b>  Let them know this is the same format and finish they love, a 3-in-1 foundation, concealer and powder for naturally flawless coverage you can apply in seconds.
<b>ULTRA COLOUR Sparkling Crystals Nail Enamel</b> 		<b>ULTRA COLOUR 60 Seconds Express Nail Enamel</b>  With some fab shades to choose from, and just 60 seconds drying time, we're confident this will become your customers' new favourite nail polish.
<b>SENSES Cosy Cashmere Shower Cream 250ml/500ml, Body Mist and Bubble Bath 500ml/1L</b> 		<b>SENSES White Lily Shower Cream 250ml/500ml, Body Mist and Bubble Bath 500ml/1L</b> If they loved Cosy Cashmere, try recommending the White Lily collection (it's a bestseller for a reason!).



# OUTLET

Offers are valid whilst stocks last.  
 Net prices are inclusive of VAT.  
 Products are non-refundable and cannot be returned.  
 Products available are limited to this selection only.



blackcurrant buds, Madagascan vanilla, black musk

**Far Away Glamour EDP**  
**57190**  
 50ml | £17/100ml  
 Normally £17  
**£14**

freesia, jasmine, vanilla musk



**Far Away EDP**  
**62703**  
 50ml | £28/100ml  
 Normally £17  
**£14**

velvet peaches, poppy flower, amber



**Far Away Endless Sun EDP**  
**62372**  
 50ml | £17/100ml  
 Normally £17  
**£14**



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

Wild cherry, Belle de Nuit flower and Australian sandalwood.



**Far Away Glamour Body Lotion**  
**55822**  
 150ml | £2/100ml  
 Normally £5.25  
**£3**



**Far Away Beyond The Moon Body Lotion**  
**55681**  
 125ml | £2.40/100ml  
 Normally £5.25  
**£3**



**Far Away EDP**  
**62554**  
 30ml | £30/100ml  
 Normally £11  
**£9**

Dark splendor plum, white oud, golden amber



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

## HOW TO ORDER DEMO PRODUCTS

Place orders from this Focus in Campaign 3, March 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](http://avon.uk.com).

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

- All of our watches have a replaceable button cell battery and a 2-year warranty, unless we say otherwise.
- Our earrings are all designed for pierced ears, unless we say otherwise. They can't be returned if the sealed bag is open.
- All our sunglasses comply with British Standard EN ISO 12312-1:2013.

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



Red apple, rose and vanilla.

**Scent Mix Elegant Rose EDT**

55392  
30ml | £18.33/100ml  
Normally £8.50

**£5.50**



**Eve Privé Gift Set**

- Set includes:
- Eve Privé EDP | 50 ml |
  - Body Lotion | 125 ml |
  - Purse Spray | 10 ml |
  - Gift box

63172  
**£22**

pear, freesia, musk

**Perceive Body Spray**

62356  
75ml | £5.33/100ml  
Normally £7

**£4**



Honeysuckle, ylang-ylang and milkwood.

**Little Black Dress EDP**

62612  
30ml | £20/100ml  
Normally £8.50

**£6**



Pepper, Egyptian geranium and veramos.

**Black Suede Real EDT**

59659  
75ml |  
£13.07/100ml  
Normally £14

**£9.80**



lemon, hops note, Music Accord

**Full Speed Pulse Hair & Body Wash**

59006  
250ml | £1.40/100ml  
Normally £5

**£3.50**



Hair and Body Wash with cardamom, leather and vetiver.

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

58339  
50ml | £4.60/100ml  
Normally £3.25

**£2.30**



Hair and Body Wash with cardamom, leather and vetiver.

**Black Suede Dark Hair & Body Wash**

62778  
250ml |  
£0.90/100ml  
Normally £5.25

**£2.25**



125ML



red apple, Tonkalactone™, cuir velours

**Black Suede Secret Eau de Toilette**

62547  
125ml | £9.60/100ml  
Normally £24

**£12**



**Anew Wash Away The Day Gift Set**

- Includes:
- Anew Micellar Water | 50 ml |
  - 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  
Normally £10  
**£9**

Juniper berry, cypress and sandalwood.

**Full Speed Eau De Toilette**

62661  
30ml |  
£23.33/100ml  
Normally £10

**£7**



**Full Speed Grooming Set & Wash Bag**

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

61051  
Normally £25  
**£17.50**







**Powerstay Long Lasting Liquid Eyeliner**  
3.5ml  
**£4.50**



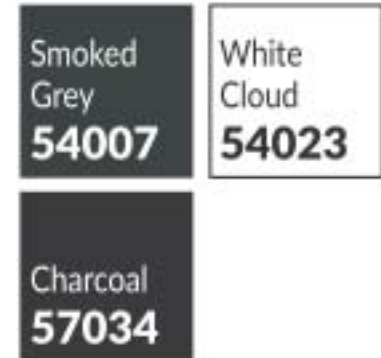
**Glimmerstick Eyeliner**  
0.28g  
Normally £6.50  
**£2.45**



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



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



**Graphic Liner**  
1ml  
Normally £5  
**£3.50**



**Matte & Metal Liquid Eye Duo**  
4ml | £7.00/10ml  
Normally £10  
**£5.60**



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



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



- LIGHTWEIGHT
- MULTI-TONAL
- IN 2 UNIVERSAL SHADES

**GLOW**  
in Light Peach



**SHINE**  
in Rose Gold



**Highlighter Pearls**  
28g | £2.41/10g  
Normally £10  
**£6.75**



**Geometric Nail Decals**  
PET. 1 sheet, approx.  
92mm x 70mm x 5mm.  
58248  
Normally £5  
**£2**



**Make-Up Sponge**  
Non-latex PU, approx.  
4cm x 5.7cm.  
60970  
Normally £5.25  
**£2.75**



**Make-Up Brush Case**  
Pink. PU. Approx.  
20cm x 6cm x 6cm.  
63438  
Normally £8  
**£5**



**Rose Gold Cuticle Nippers**  
Stainless steel with PVC cap.  
Tidies cuticles and hangnails.  
Approx. 9.4cm x 5cm x 1cm.  
57349  
Normally £5.25  
**£3.50**



**Glimmerstick Lip Liner**  
Normally £6.50  
**£4.50**



**Ultra Colour Lip Paint Hydrating Matte**  
7ml | £4.27/10ml  
Normally £8  
**£2.99**



**Matte & Metal Liquid Lip Duo**  
4ml | £4.38/10ml  
Normally £10  
**£3.50**





**Anew Power Eye Cool & Reset Gift Set**  
Set includes:

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

**58362**  
Normally £22  
**£11.99**



**Festive Apple & Black Cherry Multipurpose Cream**  
**61929**  
400ml | £0.75/100ml  
Normally £3.75 **£3**

**Festive Apple & Black Cherry Body Wash**  
**59758**  
500ml | £0.40/100ml  
Normally £3 **£1.99**

**Festive Apple & Black Cherry Body Lotion**  
**63198**  
720ml | £0.56/100ml  
Normally £4.50 **£4**



**Senses Essence Lavender & Ginger Room Spray**  
**61887**  
100ml  
Normally £4.50 **£2.50**

**Senses Essence Lavender & Ginger Hand Lotion**  
**57836**  
250ml | £1.10/100ml  
Normally £4.50 **£2.75**



**Festive Gingerbread Body Mist**  
**56028**  
100ml  
Normally £3 **£2**

**Festive Gingerbread Liquid Soap**  
**60459**  
250ml | £0.46/100ml  
Normally £1.50 **£1.15**

**Festive Gingerbread Shower Cream**  
**56192**  
250ml | £0.46/100ml  
Normally £1.50 **£1.15**



**Clearskin Pore & Shine Purifying Charcoal Jelly Cleanser**  
**61010**  
125ml | £2/100ml  
Normally £3.75 **£2.50**

**Clearskin Blackhead Clearing Liquid Extraction Strip**  
**60954**  
30ml | £8.33/100ml  
Normally £4.25 **£2.50**



**Extra-Firm+ Firming Hand Cream**  
**54767**  
75ml | £2/100ml  
Normally £2.50 **£1.50**



**Senses Dancing Skies Bubble Bath**  
**63487**  
1litre  
Normally £3 **£2.25**



**Floral Burst Bubble Bath**  
**60392**  
250ml | £0.50/100ml  
Normally £1.75 **£1.25**

**Vanilla & Fig Bubble Bath**  
**61333**  
250ml | £0.50/100ml  
Normally £1.75 **£1.25**



**Senses Extreme Limits Hair & Body Wash**  
**63420**  
250ml | £0.46/100ml  
Normally £1.50 **£1.15**



**Naturals Kids Wacky Watermelon 2-in-1 Shampoo & Conditioner**  
**54254**  
250ml | £0.62/100ml  
Normally £2 **£1.55**



**Refreshing Foot Spray Coconut & Lime Scent**  
**57232**  
100ml  
Normally £3.75 **£2.50**



**Senses Delicate Moment Hand Wash**  
**56127**  
250ml | £0.40/100ml  
Normally £1.20 **£1**



**Senses Italian Escape Body Mist**  
**57869**  
100ml  
**£1.75**

**Senses Aloha Monoi Shower Cream**  
**63131**  
250ml | £0.46/100ml  
Normally £1.50 **£1.15**



**Delightful Vanilla Bubble Bath**  
**60640**  
250ml | £0.60/100ml  
Normally £1.75 **£1.50**

**Delightful Vanilla Body Lotion**  
**59352**  
150ml | £1.17/100ml  
Normally £2.25 **£1.75**



**Lama Dude Shower Creme**  
**57984**  
250ml | £0.70/100ml  
Normally £2.50 **£1.75**

**Senses Extreme Limits Antiperspirant Roll On**  
**62695**  
50ml | £2.50/100ml  
Normally £2 **£1.25**



**Advance Techniques Ultimate Shine Shampoo**  
**58834**  
250ml | £0.86/100ml  
Normally £3.25 **£2.15**







Small **54890**  
Large **63008**  
Medium **55020**  
Extra Large **55806**

**Soft Robe**  
Polyester.  
**54890**  
Normally £40  
**£25**

Small **63222**  
Medium **59105**  
Large **57562**  
Extra Large **56853**



**Grey & Navy PJs**  
Top: 95% cotton, 5% viscose.  
Bottoms: 100% cotton.  
Normally £26  
**£15**

Size table applies to body measurements given in cm

SML	Chest	Waist
S	92-97	76-82
M	98-105	83-90
L	106-112	91-98
XL	113-120	99-105



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

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



**Leopard Print Fleece Twosie**  
Dark blue.  
Polyester.  
Normally £25  
**£19**  
Small 8-10 **63453**  
Medium 12-14 **62794**  
Large 16-18 **55046**  
Extra Large 20-22 **55582**

**6in1**

**6-in-1 Multi-Tool Pen**  
ABS. Includes 3 x 1.5V LR41/AG13 non-replaceable batteries.  
Approx. 16cm x 1cm.  
**54858**  
Normally £10  
**£6**



**Lestari Purse**  
Black and pink.  
Polyester. Approx. 12cm x 4cm x 9.5cm.  
**63362**  
Normally £8.50  
**£5.50**

- pretty floral design
- 5 card slots, 2 pockets and lipstick holder



**Mia Bracelet & Rings 6-Piece Set**  
Includes 3 bracelets, each approx. 18.5cm + 2.5cm extension chain, and 3 rings, size 6, 8 and 10. Gold tone. Steel, brass, zinc.  
**59311**  
Normally £10  
**£5.50**



S **54817**  
M **54825**  
**Slip-On Mules**  
Polyester and TPR.  
Normally £12.50  
**£8**

SIZE	INSOLE LENGTH
S	28.3cm
M	29.5cm



**Eve Reed Diffusers Gift Set**  
Includes Become Reed Diffuser, Truth Reed Diffuser, Confidence Reed Diffuser, Prive Reed Diffuser. Each 30ml/80g reed diffuser lasts up to 35 days.  
**63388**  
Normally £18  
**£12.50**

**!** 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.

Time for Focus: basil, rosemary and black pepper  
Time for Relaxation: cedarwood, basil and lemon

**Time for Relaxation & Time for Focus Fragrance Oil Set**  
Includes 2 x 10ml fragrance oils.

**63354**  
Normally £10  
**£4.50**



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

Time for Joy: eucalyptus, lemon and ginger  
Time for Sleep: lavender, clary sage and chamomile

**Time for Joy & Time for Sleep Fragrance Oils Set**  
Includes 2 x 10ml fragrance oils.

**62992**  
Normally £10  
**£4.50**



## SAY HELLO TO BLOOMING SALES

Amplify your PJ sales with our floral print Underwater Bloom PJs. This gorgeous **3-piece set** includes a short-sleeved top and vest option, so they're perfect for diving into dreamland whatever the weather.



beautiful bloom print

Small 8-10

**26120**

Medium 12-14

**26179**

Large 16-18

**26328**

Extra Large 20-22

**15032**

### Underwater Bloom 3-Piece PJs Set

Pink, yellow and blue. 100% cotton. brochure price: £26

**demo: £18.20**

straight leg bottoms

T-shirt style top

3-PIECE PERFECTION



sleeveless vest style top

MADE WITH  
**100%  
COTTON**

All fashion and home products are subject to availability.

## FABULOUS FLORALS

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

Show off the **floral and gingham print** and **share how super soft the fabric is** to get customers interested.

Small 8-10

**15172**

Medium 12-14

**13771**

Large 16-18

**13821**

Extra Large 20-22

**55244**

### Floral Check Shortie PJs

Blue. 100% cotton. brochure price: £18

**demo: £12.60**

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

MADE WITH  
**100%  
COTTON**



All fashion and home products are subject to availability.



## SUPER SOFT AND OH-SO COSY

Customers will go wild for this **comfy lounge set**, so showcase the **fun print** and **straight leg trouser design** to see your sales soar.

**NEW**

Small 8-10

**56044**

Medium 12-14

**59956**

Large 16-18

**58743**

Extra Large 20-22

**12369**

### Neutral Leopard Lounge Set

Beige. 95% polyester,  
5% elastane.  
brochure price: £28

**demo: £19.60**

## NEW SHADE ALERT

Introduce customers to the **Lace Overlay Bra** in its latest colourway. With its **super comfy padded, non-wired design** and **stretchy material** that enhances natural curves, it's a must-have. Share it today and customers will fall in love with the fit and feel.

**NEW  
COLOUR**

EXTRA LACE, MORE COMFORT

### ● Terracotta

Small 8-10

**25098**

Medium 12-14

**25106**

Large 16-18

**25114**

Extra Large 20-22

**25130**

### Lace Overlay Bra

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

**demo: £12.60**

## ...AND BREATHE

Show customers how to freshen up their space with this **air purifier that doubles as a fragrance diffuser**. It's so easy – press once to purify and twice for scent.

### ALLERGY ACTION

Filters 99% of particles down to 0.1 micron size to help ease those sneezes.

### SLEEP EASY

Cleaner air can help lead to improved sleep quality.

### Pure Aroma Diffuser & Air Purifier

**25486**

brochure price: £39

**demo: £27.30**

### TOP TIP:

Boost their spend by recommending fragrance oils to buy with this Air Purifier & Diffuser.

**360°  
COVERAGE**

An advanced intake system purifies air, covering up to 4.5 sq ft.

**2-IN-1  
DUAL ACTION**

Removes particles and diffuses your favourite scent.

Turn on the purifier mode for practically dust-free air, then set it to diffuser mode to fragrance the clean air with your favourite aroma. Features replaceable EPA-12 filter. Diffuser automatically turns off after three hours.

All fashion and home products are subject to availability.



# TRAVEL ESSENTIALS

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

NEW

## NEW!

### Travel Compact Mirror

Make every reflection perfect with this rechargeable dual-mirror compact. It has up to 2 hours of battery life and three light settings – natural daylight, warm, and bright white – plus magnifying and regular mirrors that open flat for easy viewing.

Pink, ABS, glass. Approx. 10cm x 10cm x 2.5cm. Includes a non-replaceable, rechargeable lithium battery, and USB charging cable.

**14084**

brochure price: £12.50

demo: £8.75

### DOUBLE VISION

Choose between regular and magnifying mirrors that open flat.

### PERFECT LIGHT

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

All fashion and home products are subject to availability.

## 4-IN-1 MAKE-UP BRUSH

Showcase the cleverest brush customers have ever seen. With its lightweight and sleek design, it's a handbag and travel must-have.

### FOR POWDER...

...use the large dome-head outer brush for buffing on powders.

### FOR EYELID DEFINITION...

...use the smaller flat-head inside brush to build colour and add definition around the eyes.

### FOR EYESHADOW...

...use the fluffy, fuller-head inner brush to diffuse and blend eyeshadow.

### FOR FOUNDATION...

...use the large, flat-head outer brush for blending blushers, bronzers and foundation.



INCLUDES A CONNECTOR FOR A DOUBLE ENDED BRUSH

## NEW!

### Travel Make-Up Brush & Pouch

Buff, blend and polish with just one tool? It's possible with this travel-friendly 4-in-1 make-up brush with silicone pouch that sits tidily in your handbag. Black and pink. Nylon, silicone, plastic, aluminium. Brush approx. 16.5cm. Pouch approx. 20cm x 2.5cm x 5cm.

**13987**

brochure price: £14

demo: £9.80

All fashion and home products are subject to availability.



## SPRING STYLE MUST-HAVES

### BAGS OF STYLE

This chic mini crossbody bag—with an adjustable strap and space for on-the-go essentials—is the perfect spring style partner. Share a 'What's in My Bag' video and explain what you love about this bag to get customers interested.

**My Everyday Mini Cross Body Bag**  
PU outer, polyester lining. Approx. 17cm x 24cm.  
brochure price: £12  
**demo: £8.40**



### BANG ON TREND

Meet the **quilted plush shoulder bag** that's roomy enough for all their bits and bobs, and versatile enough to elevate any daytime or evening look. Show it off to your customers and let them see why it's this season's style statement.



**Remy Bag**  
Polyester. Approx. 40cm x 32cm.  
brochure price: £20  
**demo: £14**



### SHADES TO SLAY

Add a touch of glam with our **on-trend sunglasses**—perfect for completing any look with effortless style.

**Lana Sunglasses**  
Polycarbonate, acrylic. Approx. width 14cm, height 4cm, length 14cm. Category 3, 400 UV protection.  
brochure price: £8.50  
**demo: £5.95**



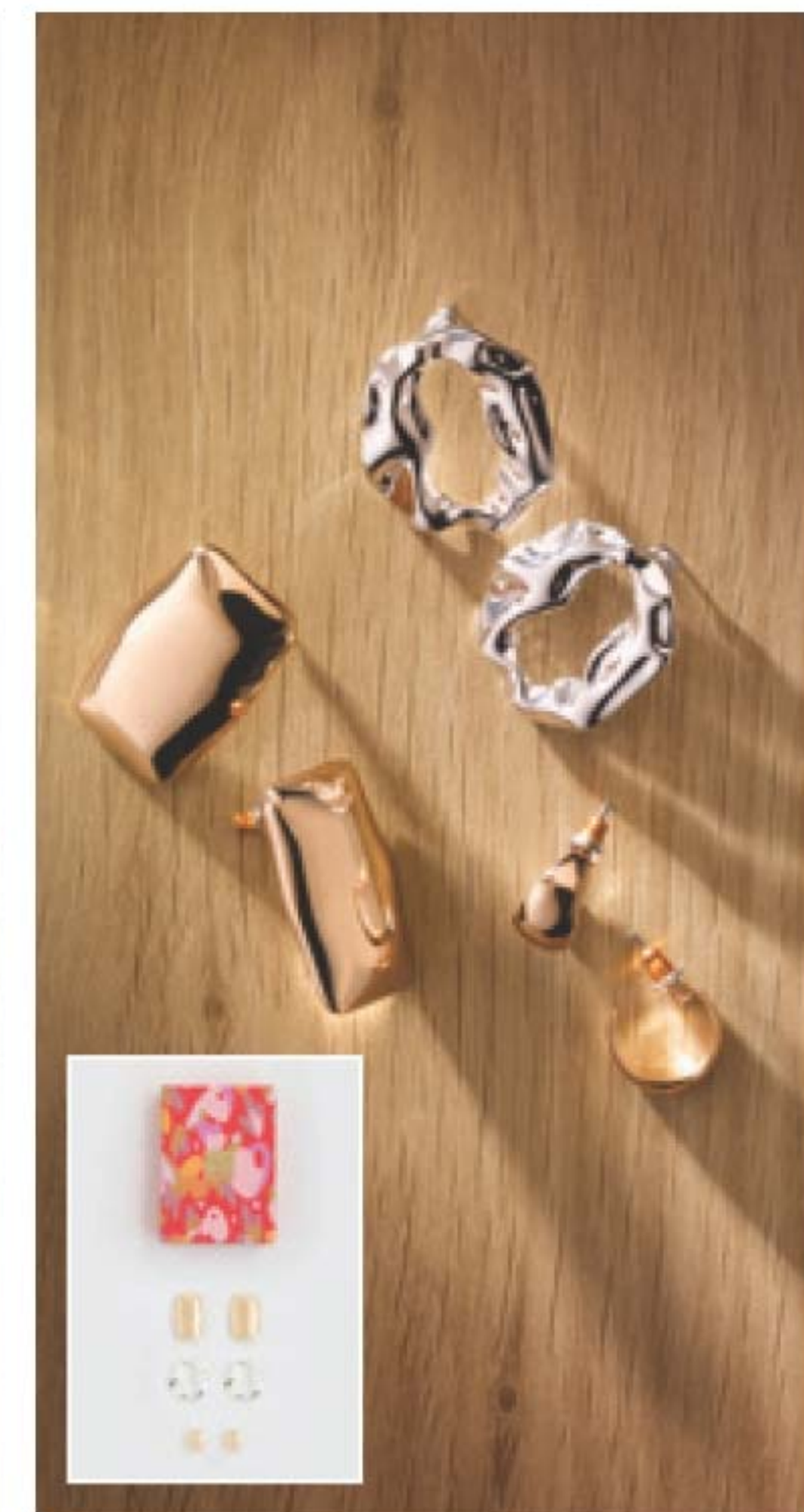
## WEAR IT, SHARE IT, SELL IT



### STYLE THAT SELLS

Wear the **Ariel 2-Tone Earrings** to showcase their **silver and gold elegance**. Perfect for any look, they're a conversation starter that's sure to spark sales.

**Ariel 2-Tone Chunky Earrings**  
**15693**  
brochure price: £6.50  
**demo: £4.55**



### EVERYDAY ELEGANCE

The **Remy Oversized Stud Pack** offers versatile style for every occasion. Show your customers how these **bold, chic studs** can elevate any outfit—they're ideal for mixing, matching and making a statement.

**Remy 3-Piece Earrings Set**  
**15552**  
brochure price: £9  
**demo: £6.30**



**YOUR CUSTOMERS  
LOVE THE ICONIC SKIN  
SO SOFT COLLECTION  
AND YOU SELL 4  
EVERY MINUTE\***

Boost your Skin So Soft sales in C3 by letting customers know they can buy **any 3 for £13.50.**

★★★★★  
**BESTSELLER**



with  
jojoba oil



scented with  
citronellol



with  
argan oil



**150ML**

classic size

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

**45575**

150ml | £2.10/100ml  
brochure price: £5

**demo: £3 .15**

**Skin So Soft Original  
Dry Oil Spray**

**47985**

150ml | £2.10/100ml  
brochure price: £5

**demo: £3 .15**

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

**48157**

150ml | £2.10/100ml  
brochure price: £5

**demo: £3 .15**

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



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