

THE MEN'S EDIT



AVON


DIGITAL BROCHURE 4, APRIL 2021





# HOW TO SHOP



in 5 easy steps

-  OR 

Swipe to browse and flick between pages or use the navigation buttons either side of the pages.
- 

Seen something you like?  
Tap on the bag icon.
- 

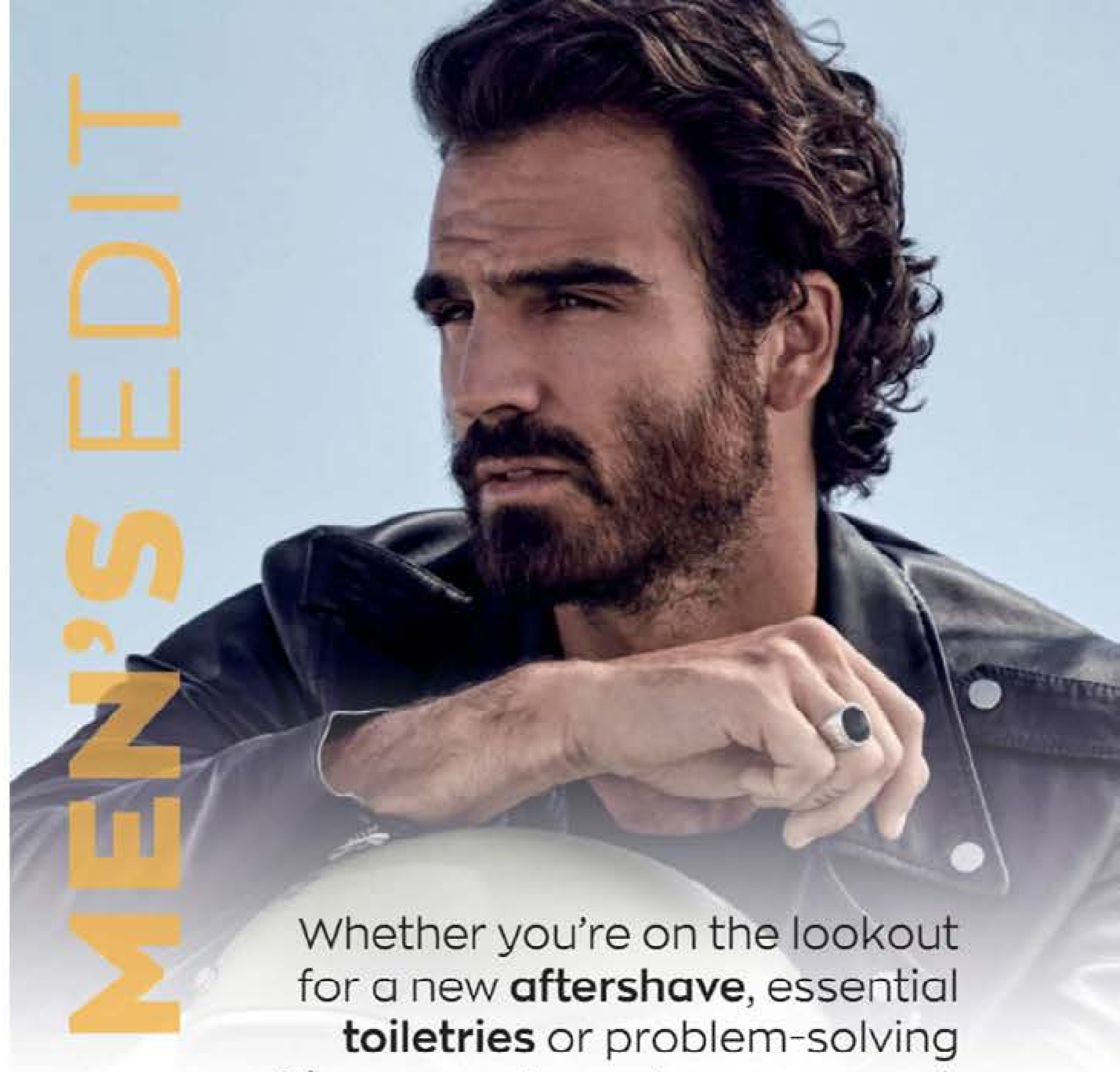
Select the product, shade or size then tap 'add to basket'.
- 

Finished shopping?  
Tap the bag to view basket.
-   
OR  


Want delivery direct from Avon (free for orders over £20)? Tap 'Pay online now'.

If your Rep offers delivery and you'd like to opt for this then tap 'Send order to Rep'.

THE MEN'S EDIT



Whether you're on the lookout for a new **aftershave**, essential **toiletries** or problem-solving **skincare**, we've got you covered.

Plus, find out why our customers love these products so much with our featured **5-star reviews!**

Swipe left to browse





# 2-IN-1 HAIR & BODY WASH

Upgrade your morning routine with refreshing **shower gels** that invigorate from head to toe.

FROM **£1**



**250ml £1**  
Price per 100ml = 40p

**500ml £1.50**  
Price per 100ml = 30p

- Energy Mandarin & Dark Amber
- Amazon Jungle Sage & Sandalwood
- Ocean Surge Peppermint & Marine
- X-treme Grapefruit & Cedarwood
- Cactus Ridge Pear Cactus & Patchouli



# SHOWER & SHAVE

Looking for a new **shaving gel**, **aftershave balm** or **shampoo**? We've got you covered.

**£2** EACH



**Shave Gel**  
100ml  
**58784** Essentials



**Shave Gel**  
100ml  
**56838** Sensitive



**Shave Gel & Face Wash**  
100ml  
**18846** Cooling



**After Shave Balm & Moisturiser**  
100ml  
**58800** Essentials  
**02089** Sensitive  
**58172** Cooling



**Shampoo, Conditioner & Body Wash**  
200ml  
**58545** Essentials  
**58909** Sensitive



**Anti-Dandruff Shampoo & Conditioner**  
200ml  
**18838** Cooling



# FACIAL CLEANSING BALM

Packed with **natural oils and butters**, this cleansing balm will get **right into your pores.**

JUST **£12**

[TAP HERE TO DISCOVER MORE](#)



LOVED BY YOU

“So gentle on my skin! Makes my beard super soft.”

Tom Walker-Drake  
Avon HQ

Clean Break  
Cleanser  
50ml  
07245  
**£12**



# EYE LIFTING TREATMENT

Our **bestselling** eye cream **tightens** above your eyes and **nourishes** the skin under your eyes.

**£10**

[TAP HERE TO DISCOVER MORE](#)



1. SKIN-TIGHTENING UPPER-EYE GEL

2. NOURISHING UNDER-EYE CREAM

Lifting Dual Eye System  
07633  
Normally £12  
**£10** save £2

# EYE BRIGHTENING TREATMENT

This dual eye cream reduces the look of **dark circles**, cheating a good night's sleep.

JUST **£10**

[TAP HERE TO DISCOVER MORE](#)

★★★★★  
LOVED BY YOU

"This product is amazing and really works!  
**110% recommend.**"

Mik  
Avon online customer

Dark Circle Corrector  
Dual Eye System  
56978 Normally £12  
**£10 save £2**



# THE SKINCARE GAME CHANGER

Helps restore 7 years of **collagen** in 7 days. See your **best skin in years!**

JUST **£18**

★★★★★  
LOVED BY YOU

"It **actually works!** Skin feels smoother, tighter and wrinkles faded."

Kevin T  
Avon online customer



Skin Reset  
Plumping Shots  
7 ampoules,  
14035  
**£18**



# PLUMPING, HYDRATING SERUM

Packed with hyaluronic acid, this **face serum** plumps out wrinkles with its hydrating power.

JUST **£12**  
save £3



LOVED BY YOU

“On my **second bottle** of this and it **really works.**”

Darren A  
Avon online customer

Anti-Wrinkle Plumping  
Concentrate  
30ml  
19729  
Price per 100ml = £40.00  
Normally £15  
**£12 save £3**



# ALL-OVER MOISTURE

Soften skin from head to toe with our nourishing **moisturisers for hands, face and body.**

FROM **£2**

**Multipurpose Cream**  
400ml  
07328 All-in-One  
63636 Lavender  
11189 Macadamia  
21600 Avocado  
21055 Cocoa Butter

**£3**

**Multipurpose Cream**  
75ml  
15966 Cocoa Butter

**£2**





# SOOTHING BATH SOAKS

Long day? Treat yourself to a moment of calm with our **bath salts** collection

£6 FOR 3



LOVED BY YOU

“Amazing! Really helps you **switch off and relax.**”

Nicky B  
Avon online customer

TAP TO SEE BENEFITS

NEW Mood Soaks  
Bath Salts  
3x 80g sachets.  
04390

£6



# GENTLE HAND WASH

Keep everyone's hands squeaky clean with a **refreshing formula** for every sink in your home.

JUST £1

TAP FOR  
★★★★★  
LOVED BY YOU

Hand Wash  
250ml  
£1

# MOISTURISING HAND GEL

Our fragrance-free, moisturising, **antibacterial** hand gel keeps your family's hands clean **on-the-go** with **64% alcohol**.

**£1.50**  
save 50p

★★★★★  
**LOVED BY YOU**

"**Pocket-sized**, so I've always got a hand gel ready."

Simon O  
Avon online customer

Travel Size  
Moisturising Hand Gel  
100ml  
22889  
**£1.50** save 50p



# MOISTURISING HAND GEL

Our moisturising, **antibacterial** gel with **64% alcohol** in a larger size for **homes and desks**.

**£2.50**  
save £1

★★★★★  
**LOVED BY YOU**

"I've tried loads and this is **by far the best.**"

Eamonn A  
Avon online customer

Moisturising Hand Gel  
250ml  
26922  
**£2.50** save £1





# MOISTURISING HAND SPRAY

Lighter than a gel,  
our fragrance  
free, moisturising,  
**antibacterial** hand  
spray is packed with  
**64% alcohol.**

1 FOR **£1.75**      3 FOR **£5**



LOVED BY YOU

“Non-sticky, dries  
quickly and helps keep  
you safe. **Top product.**”

Martyn F  
Avon online customer

Moisturising Hand  
Spray  
100ml  
55913  
**£1.75** save 50p



# PROTECTING SKINCARE

Protect and defend  
your skin with **washes  
and lotions** infused with  
**antibacterial technology.**

FROM **£1.65**

Hand & Body Lotion  
400ml  
08219  
**£2.50**

Hand & Body Wash  
400ml  
55897  
**£2**

Hand Wash  
250ml  
67041  
**£1.65**

Bonus-Size  
Moisturising Hand Gel  
250ml  
26922  
**£3.50**



# EXFOLIATING FOOT MASK

Pop these on for smoother, healthier feeling skin. Your feet will thank you later.

JUST **£3.50**  
save £1.50



LOVED BY YOU

“Excellent! softens hard skin.”

Richard T  
Avon online customer



**Expert Exfoliating Foot Mask Socks**  
Contains 1 pair.  
26120  
Normally £5  
**£3.50** save £1.50



## FOR INTENSE, DEEP HYDRATION



**Intensive Callus and Corn Cream**  
75ml  
25445  
Price per 100ml = £4.00  
**£3**



**Intense Moisture Cream**  
75ml  
02097  
Price per 100ml = £1.00  
**£3**



**Pineapple Sorbet & Tea Tree Moisturising Socks**  
Contains 1 pair in 1 size.  
58420  
**£5**



**All in One Pedicure Cream XXL**  
150ml  
21915  
Price per 100ml = £2.33  
**£3.50**

## FOR REFRESHED FEET



**Deodorising Foot and Shoe Powder**  
75g  
54452  
**£2.75**



**Odour Neutralising Foot and Shoe Spray**  
75ml  
58446  
**£3**

## FOR EXFOLIATED SOLES



**Rough Skin Remover**  
75ml  
59212  
**£2.50**

# ESSENTIAL FOOT CARE

FROM **£2.50**

BEFORE



# NO MORE CRACKED HEELS

Visibly smooth  
cracked heels in **just  
3 days** with our heel  
softening duo.

BOTH FOR  
**£4.50**

SILICONE SOCKS:  
lock in cream for  
quicker, more  
effective absorption

AFTER



**Healthy Extreme  
Cracked  
Heel Cream**  
75ml  
14837  
**£3**

**Silicone Heel  
Enhancer Socks**  
1 pair in 1 size.  
07344  
**£3**

# PEDICURE TOOLS

FROM **£2**

## BUFF



**Paddle Foot File**  
01008  
**£2**

Get it before it's gone: this  
Paddle Foot File is a limited  
edition, so if you love it don't  
miss out and order it today!



**Heel Rasper**  
00752  
**£3.50**



**Flexible Pumice Stone**  
18424  
**£3**



**Hard Skin Remover**  
02766  
**£3.50**

## EXFOLIATE



**Wet and Dry Pedi Roller**  
04481  
**£20**

Requires 3x AAA batteries  
(not included). Do not  
submerge in water.



**Wet and Dry Pedi  
Roller Replacement  
Heads**  
11262  
**£5**

## TRIM



**Toenail Clipper**  
01073  
**£2**



# CHARCOAL POWER MASK

Try our **bestselling charcoal mask** that attracts and removes pore-clogging oil like a magnet.

JUST **£3**



LOVED BY YOU

“My favourite mask: skin looks **fresh** and pores **uber clean.**”

Sam R  
Avon online customer

NEW Purifying  
Charcoal Mask  
75ml  
13045  
Price per 100ml = £4.00  
**£3**



# EXFOLIATING CHARCOAL CLEANSER

Scrub up with the exfoliating cleanser that attracts and removes pore-clogging dirt and oil.

JUST **£3**



LOVED BY YOU

“My son switched to this! **Better** than his previous one.”

Tracey L  
Avon online customer

Pore & Shine Control  
Black Exfoliating  
Cleanser  
75ml  
25635  
Price per 100ml = £4.00  
**£3**



**NEW**



crafted by world famous perfumer  
**Rodrigo Flores-Roux**

*Rodrigo Flores-Roux*

# STUNNING UNISEX SCENTS

Extraordinary masterpieces of scent designed for all genders, crafted and signed by renowned French perfumers.

## £15

save £3



ORIENTAL



SPICY

**AN ORIENTAL  
SPICY WONDER**

**NEW Artistique Oud  
Grandeur EDP**

Nutmeg, Casablanca lily  
and oud accord. 50ml  
**15628**

Price per 100ml = £30.00

Will normally be £18

**£15 save £3**



CHEYPRE

**A CHYPRE  
SHOWPIECE**

**NEW Artistique Ambre  
Ardent EDP**

Spice infusion, datura  
blossom and amber. 50ml  
**23879**

Price per 100ml = £30.00

Will normally be £18

**£15 save £3**



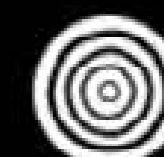
# BLACKSUEDE

EDT **£7**

Enhance your  
seductive power.



LEATHERY



WOODY

**Black Suede  
Leather EDT**

Wild sage, leatherwood  
and molten amber.

75ml

**26088**

Price per 100ml = £9.33

Normally £10

**£7 save £3**

# BLACKSUEDE



## oriental & woody

**Black Suede EDT**  
Fresh greens, leather accord  
and warm woods. 75ml  
**18739**  
Price per 100ml = £9.33  
Normally £10  
**£7 save £3**



## woody, aromatic & leathery

**Black Suede Dark EDT**  
Cardamom, leather and vetiver.  
75ml  
**10462**  
Price per 100ml = £9.33  
Normally £10  
**£7 save £3**



**Black Suede Hair and  
Body Wash**  
250ml  
**08755**  
Price per 100ml = 80p  
Normally £4  
**£2 half price**



**Black Suede Dark Hair  
and Body Wash**  
250ml  
**29454**  
Price per 100ml = 80p  
Normally £4  
**£2 half price**



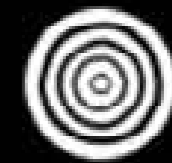
# ELITE GENTLEMAN

EDT **£8**

Achieve absolute  
excellence.



AMBER



WOODY



**Elite Gentleman  
Absolute EDT**  
Italian lemon, jinkoh  
agarwood and amber.  
50ml  
**58156**  
Normally £11  
**£8 save £3**



**Elite Gentleman Absolute  
Hair & Body Wash**  
250ml  
**57778**  
Normally £4  
**£2 half price**



**Elite Gentleman  
Absolute Body Spray**  
150ml  
**28308**  
Normally £4  
**£3 save £1**

# ELITE GENTLEMAN



## oriental & woody

**Elite Gentleman EDT**  
Juniper, cardamom and cedarwood. 75ml  
**16097**  
Normally £11  
**£8 save £3**



## fougère & woody

**Elite Gentleman Reserve EDT**  
Pepper leaf, geranium and oakmoss. 75ml  
**24182**  
Normally £11  
**£8 save £3**



## woody & fougère

**Elite Gentleman In Black EDT**  
Spearmint, French lavender and black vetiver. 75ml  
**23135**  
Normally £11  
**£8 save £3**



**Elite Gentleman Hair & Body Wash**  
250ml  
**11585**  
Normally £4  
**£2 half price**



**Elite Gentleman Body Spray**  
150ml  
**09365**  
Normally £4  
**£3 save £1**



AVON  
*Mesmerize*

EDT **£8**

Be mysterious and feel your sensuality.



WOODY



SPICY

**Mesmerize Mystique Amber for Him EDT**  
cardamom, australian sandalwood and amber. 10ml  
**41475**  
Normally £11  
**£8 save £3**

AVON  
*Mesmerize*



**woody & oriental**

**Mesmerize Black for Him EDT**

Pink peppercorn, leather and tonka bean. 100ml

**20750**

Normally £11

**£8 save £3**



**oriental & woody**

**Mesmerize for Him EDT**

Mandarin, coriander and amber. 100ml

**17749**

Normally £11

**£8 save £3**



**Mesmerize Black for Him Aftershave Conditioner**

100ml

**20701**

Normally £4

**£2 half price**



**Mesmerize for Him Body Spray**

150ml

**06692**

Price per 100ml = £2.00

Normally £4

**£3 save £1**



*Lucky Me*

EDT **£16**

For the moment  
luck strikes and  
everything clicks.



FOUGÈRE



SPICY



WOODY

**Lucky Me for Him EDT**

Timut pepper, cinnamon leaf and vetiver. 75ml

**25569**

Price per 100ml = £21.33

**£16**

**Lucky Me for Him Hair & Body Wash**

200ml

**07856**

Price per 100ml = £2.25

**£4.50**





AVON  
**LUCK**

Add a touch of  
extravagance and  
lure your senses.

EDT **£12**  
save £3



**woody & aromatic**

**Luck for Him EDT**  
Pink pepper, nutmeg  
and sandalwood. 75ml  
**03699**

Price per 100ml - £16  
Normally £15  
**£12 save £3**

**Luck for Him  
Hair & Body Wash**  
200ml  
**14308**  
Price per 100ml - £2.25  
**£4.50**



AVON  
**LUCK**  
LIMITLESS

Intoxicate your  
senses... the sky's  
the limit.

EDT **£12**  
save £3



**fougère, amber  
& citrus**

**Luck Limitless for  
Him EDT**  
Lucky bamboo, Grenada  
nutmeg and amber  
woods. 75ml  
**27847**

Price per 100ml - £16  
Normally £15  
**£12 save £3**

**Luck Limitless for Him  
Hair & Body Wash**  
200ml  
**22053**  
Price per 100ml - £2.25  
**£4.50**



# ATTRACTION DESIRE

Surrender your senses  
and reignite the spark.



WOODY



SPICY



**Attraction Desire  
for Him  
Hair & Body Wash**  
200ml  
**12245**  
Price per 100ml = £2.25  
**£4.50**

**Attraction Desire  
for Him EDT**  
Cardamom, wood  
leather and amber. 75ml  
**12229**  
Price per 100ml = £20  
**£15**



**Attraction for Him EDT**  
75ml  
**08334**  
Price per 100ml = £20  
**£15**



**Attraction for Him  
Aftershave Conditioner**  
100ml  
**02402**  
**£4.50**



**Attraction for Him  
Hair & Body Wash**  
200ml  
**02550**  
Normally £4  
**£3 save £1**



**Attraction Sensation  
for him**  
75ml  
**11759**  
Price per 100ml = £20  
**£15**



**Attraction Sensation  
for Him  
Aftershave Conditioner**  
100ml  
**03434**  
**£4.50**



FOR VICTORY

Be unstoppable with passionate energy.

EDT **£15**



WOODY



AROMATIC



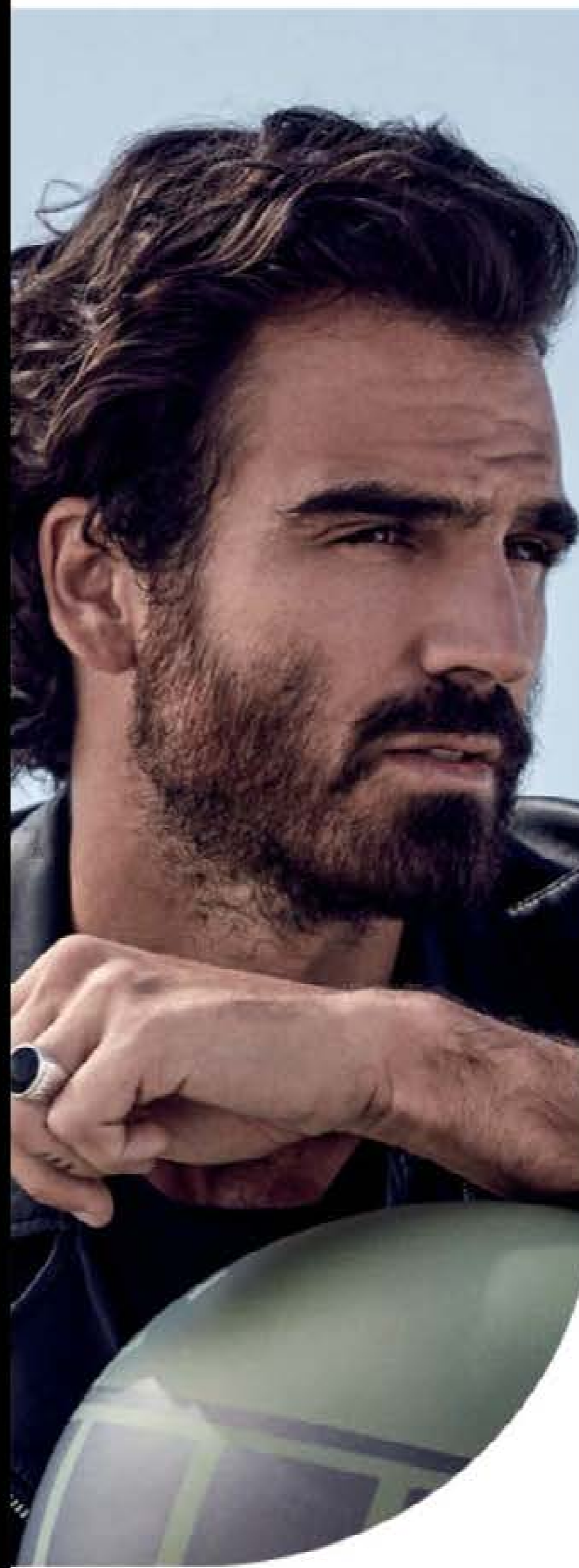
GREEN

**V for Victory EDT**  
Mandarin, cedar leaf oil and patchouli. 75ml  
**18457**

Price per 100ml = £20  
**£15**

**V for Victory Hair & Body Wash**  
250ml

**18465**  
Price per 100ml = £1.80  
**£4.50**



**FULLSPEED**

Feel the rush of excitement.



FOUGÈRE



AQUA

**Full Speed EDT**  
Juniper berry, cypress and sandalwood. 125ml  
**12575**  
Price per 100ml = £19.20  
**£24**



**Full Speed Nitro Hair & Body Wash**  
250ml  
**19117**  
Normally £4  
**£2 half price**



**Full Speed Virtual Adrenaline Hair & Body Wash** 250ml  
**07039**  
Normally £4  
**£2 half price**



AVON  
**MAN**

Tantalisingly raw  
masculinity.

EDT **£15**



WOODY



ORIENTAL



FRUITY

**Man EDT**

75ml

**27789**

Price per 100ml = £20.00

**£15**

**Man Hair &  
Body Wash**

250ml

**57646**

Price per 100ml = £1.80

**£4.50**



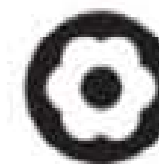
AVON  
**REAL**

Live a life free  
from stereotypes.

EDT **£15**



FRUITY



FLORAL



GOURMAND

**Real Man EDT**

75ml

**22772**

Price per 100ml = £12.00

**£15**

**Real Man Hair &  
Body Wash**

250ml

**11734**

Price per 100ml = £1.80

**£4.50**



# AVON MAXIME

Capture the fire of the gods and discover the maximum in you.

EDT **£20**



WOODY



AROMATIC

**Maxime EDT**  
Mandarin leaf, sea salt accord and alibarium.  
75ml  
**27979**  
Price per 100ml = £26.67  
**£20**



**Maxime Hair & Body Wash**  
200ml  
**28001**  
Price per 100ml = £2.25  
**£4.50**



**Maxime Aftershave Conditioner**  
100ml  
**28019**  
**£4.50**



# SEGNO

Discover the mark of a new leader.

**£15** EACH



FRESH



WOODY

**Segno EDP**  
Vetiver infusion, rye whiskey and leatherwood.  
75ml **21691**  
Price per 100ml = £20.00  
**£15**



WOODY



AROMATIC

**Segno Success EDP**  
Mandarin, Haitian vetiver and sandalwood. 75ml  
**10173**  
Price per 100ml = £20.00  
**£15**

# SEGNO



**Segno Hair & Body Wash**  
250ml  
21493  
Price per 100ml = £1.80  
**£4.50**



**Segno Body Spray**  
150ml  
11270  
Price per 100ml = £3.00  
**£4.50**



**Segno Success Hair & Body Wash**  
250ml  
03384  
Price per 100ml = £1.80  
**£4.50**



**Segno Success Body Spray**  
150ml  
11353  
Price per 100ml = £3.00  
**£4.50**

AVON  
smart



## STYLISH SMART WATCH

Make smashing your fitness goals easier with **10 amazing functions** (plus, it looks so good!).

# £50

TAP TO SEE  
FUNCTIONS

**NEW Kiah Smart Watch**  
With steel backing and silicone strap. Adjustable between approx. 17.5cm-22cm. Includes a non-replaceable, rechargeable lithium battery. **11098**  
**£50**

2-YEAR  
warranty



# SPORTY SMART WATCH

This smart watch has **12 functions** to help you keep on track with your goals.

£40



LOVED BY YOU

“Looks so **stylish**, friends mistook it for a leading brand!”

Tom WD  
Avon HQ

TAP TO SEE  
FUNCTIONS

### NEW Skye Smart Watch

1.3-inch IPS colour touchscreen display. Silicone strap adjustable between approx. 17cm-23.5cm. Includes a non-replaceable, rechargeable lithium battery. **22707**

£40

All fashion & home products are subject to availability.



# SLEEK SMART WATCH

It may look minimal, but with **7 great functions**, this watch is anything but simple.

£30

TAP TO SEE  
FUNCTIONS

All smart watches compatible with Apple IOS 7.0+ and Android 4.4



search 'Avon smart watches' online

### Niko Smart Watch

Silicone strap, adjustable between 12.5cm and 20cm. Comes with a non-replaceable lithium battery and charging cable. **21022**

£30

new lower regular price

THE  
HIT  
EDIT  
S'S  
MEN'S  
THE

# STRUGGLING TO FIND IT?

Swipe down to find our full collection in the main digital brochure, including **homewares**, **haircare** and **much more**.

