

AVON

FIRST LOOK

try it, love it, share it

C4 2015

order online in campaign 2
at avon.uk.com

introducing
ULTRA COLOUR
INDULGENCE
LIPSTICK



DECADENT
gel colour

that FEELS as good as it LOOKS

Including clearance section

A NEW
INFINITE LIFT

*for firmer
looking
skin
in just*

1 DAY



WELCOME TO FIRST LOOK

Love is in the air... Valentine's Day is here again! Love your lips and treat them to a luscious slick of Ultra Colour Indulgence. Glide on your favourite colour and show it off to your customers. They'll all want kissable lips for their Valentine's date, plus there's an exciting free gift with every one bought!

We know your customers will be amazed by the latest ANEW treatment cream, Infinite Lift. It promises to give you firmer looking skin in just 1 day – tell your customers about it with confidence, when you've tried it for yourself.

Indulge yourself a little this Valentine's Day! Target your skin ageing concern with ANEW's fabulous skin treats. Once you start to see the improvements you'll be raving about it to your customers. Your enthusiasm is bound to boost your sales – everyone loves a recommendation!

Here's wishing you a loveable campaign, have a great time!

visit us online

Get more sales tips and hints when you visit our pages [facebook.com/avonuk](https://www.facebook.com/avonuk), twitter.com/avonuk, [youtube.com/avonuk](https://www.youtube.com/avonuk)



on the cover

Fall in love with indulgent lips.
pages 4-7

new in

New products • at great value prices!
pages 4-38

sales boosters

Best selling buys to keep your customers shopping.
pages 7, 10-11, 16, 18-19, 43

business builders

All the tools you need to build your business.
pages 39-45

bye buys

Find discontinued product information here.
page 46

Clearance

Discounted end of line products.
pages 47-56



Find out how to become a President's Club member and qualify for PC Pricing from your Avon Representative website.

• BIG NEWS •

Earning more is as easy as 1, 2, 3.

Share these **BIG NEWS** items and watch the orders roll in.



FREE
Beauty Pack
with our
NEW
gel lipstick
pages 4-7



Like
Thermafirm?
They'll
LOVE
Infinite Lift
pages 8 & 9



Valentine's
fragrance
for him
and for her
pages 12-15



HAVE YOU HEARD THE NEWS?

Abbey Clancy's set to make her mark in First Look 5!

1

Want more customers?
Here's what to do:

Try it!

Indulge your lips with the vibrant juicy colour of Ultra Colour Indulgence Lipstick. Slick on your favourite colour and show it off on your rounds, compliments and sales will roll in!

Love it!

Are your customers looking for a hydrating lipstick WITH intense colour? Avon's 1st 100% gel lipstick delivers just that; it's going to be a BIG HIT. Your sales will be just as intense as those lip colours!

Share it!

Tell customers they'll get to choose a **free Beauty Pack**, including Nailwear Pro+, Ultra Glazewear Lip Gloss and a cosmetics bag, with **EVERY*** lipstick they buy. What an amazing offer!



*See pages 6-7 for details.



introducing
**ULTRA COLOUR
INDULGENCE
LIPSTICK**

tell your customers that this latest lipstick is made using a **ground-breaking** new formula with **hydrating gels** instead of heavy waxes for **rich, full colour** and an **unforgettably lavish** feel



Ultra Colour Indulgence Lipstick
Silky-smooth creamy lipstick with hydrating gels, feels as good as it looks. Gives lips a beautiful burst of vibrant, juicy colour. SPF15
will normally be: £8
special introductory brochure price: £5.25
demo: £3.70

DECADENT
gel colour
that FEELS as good as it LOOKS



New In

order online at avon.uk.com

AVON Make-up

**FREE BEAUTY
PACK**
worth £17.50*

when you order a full size
Ultra Colour Indulgence Lipstick
see pages 6-7 for details

*Based on normal brochure prices and average cosmetics bag brochure price.

Ultra Colour Indulgence
Lipstick Sample
will normally be: 25p
12p save 13p

In Bloom 57257
Daffodil Petal 17962
Petal Pink 26922
Poppy Pink 58040
Red Tulip 58552

Spring Lilac 69949
Red Dahlia 16691
Pink Blossom 26031
Peach Petunia 26740
Royal Peony 54726

Garden Rose 22103
Rose Bouquet 68206
Purple Hyacinth 50578
Plum Verbena 66073
Honey Flower 24620

FREE BEAUTY PACK

when you buy an
Ultra Colour Indulgence Lipstick*
pages 4-5



WORTH
£17.50**

see
page 38 for
co-ordinating
mirror

FREE gift includes:

- Cosmetics bag with lipstick kiss design and cute heart zip pull. PVC, approx. 16cm x 8cm x 13cm.
- Nailwear Pro+ 10ml
- Ultra Glazewear Lip Gloss 6ml

Customers will adore this
AMAZINGLY-GOOD
offer; point it out and
get more sales!

you and your customers can personalise this free Beauty Pack
by choosing your[†] favourite colour combination

<p>Natural Nudes</p>  <p>Nude Muse +</p> <p>Naked Truth 68569</p>	<p>Coral Crush</p>  <p>Pale Peach +</p> <p>Coral Reef 68494</p>
<p>Romantic Pastels</p>  <p>Iced Pink +</p> <p>Romance 68593</p>	<p>Tickled Pink</p>  <p>Pink Watermelon +</p> <p>Viva Pink 69930</p>
<p>Purple Indulgence</p>  <p>Plum Pretty +</p> <p>Decadence 69799</p>	<p>Revising Reds</p>  <p>Fiercely Red +</p> <p>Real Red 69104</p>

Not available separately. Limited to 1 per Representative. Not available to back order. *Excludes samples on page 5. For a full refund on products with a free gift, please return all items to ensure your refund is processed. **Based on normal brochure prices and average cosmetics bag brochure price.

[†]Choose 1 only. Brochure offer: FREE Beauty Pack with every^{††} lipstick purchase across Brochure 4. ^{††}Offer includes Ultra Colour: Indulgence, Matte, Bold, Lip Crayons and Extra Lasting Lipstick.

2

ANEW CLINICAL



Want more customers?
Here's what to do:

Try it!

Try ANEW Clinical Infinite Lift Firm & Sculpt Cream for yourself and see the amazing results. It's so much easier to sell a product to your customers if you can recommend it from experience.

Love it!

You've sold 1 million of ANEW Clinical Thermafirm, so we know this latest product is going to fly off the shelves! You'll definitely see a boost in your sales when you recommend Infinite Lift.

Share it!

Take Infinite Lift out on your rounds so customers can feel the texture and quality of the cream. Tell them that Infinite Lift is an updated, and faster working, version of the popular ANEW Clinical Thermafirm Face Lifting Cream.

POLYPEPTIDE LIFT COMPLEX

with lifting proteins to target: • face • neck • décolletage



BEFORE*

Sagging skin without support structure due to the weakening of 4 key building blocks - collagen, elastin, fibronectin and hyaluronic acid (HA).



AFTER*

Lifted skin with support structure thanks to our exclusive Polypeptide Lift Complex, designed to instantly boost these 4 key building blocks.

*Diagrams for illustrative purposes only.

firmer looking skin in just
1 DAY

introducing our
NEW INFINITE LIFT FIRM & SCULPT CREAM
with our most advanced
lifting technology

- boosts
key proteins
that help:
- firm • define
 - tighten • contour



PC £7.50

if they like:

ANEW Clinical Thermafirm Face Lifting Cream



they'll love:

ANEW Clinical Infinite Lift Firm & Sculpt Cream



tell Thermafirm-loving customers that it's still available, but if they want faster results they should swap to **NEW Infinite Lift**



Find out how to become a President's Club member and qualify for PC Pricing from your Avon Representative website.

ANEW Clinical Infinite Lift Firm & Sculpt Cream

With PolyPeptide Lift Complex to help visibly tighten and lift the face, neck and chest. 30ml 08599

will normally be: £21
special introductory brochure price: £12
demo: £8.40

New In

order online at avon.uk.com

AVON Skincare

a product for every **SKIN CONCERN**
with **A NEW**

Whatever your customers' skin concerns, there's a product for them. The treats here are some of our favourites for targeting **deep expression lines, dark circles and skin discolouration.**

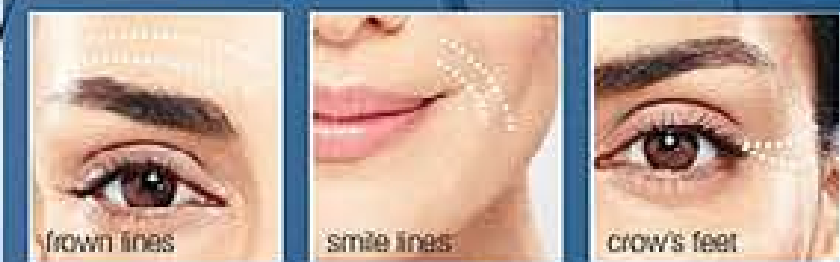
Try out the product that **targets your main skin concern**, you'll experience great results and be able to **recommend to your customers with true confidence.**

DEEP EXPRESSION LINES **CLINICAL** **A-F33**

90% OF WOMEN showed an instant improvement in deep expression lines

PRO Line Corrector Targeted Filler with A-F33
Pin-point pen targets the 3 dimensions of fine lines and wrinkles – length, width and depth, with exclusive collagen-boosting A-F33. Contains algae protein.
30924
normal brochure price: £12
special brochure price: £10
demo: £7

as seen in **LOOK**



GENICS
DARK CIRCLES

AFTER 3 DAYS dark circles look shades lighter

Genics Dark Circle Corrector
Anti-ageing treatment that helps visibly fade the look of dark circles for eyes that look years younger. Formulated with Shadow Erase Complex. 15ml
30890
normal brochure price: £19.50
special brochure price: £12
demo: £8.40



with **Youthgen** Technology & **Shadow Erase** Complex



- 1** brightens the look of dark circles
- 2** visibly reduces the look of under-eye shadows
- 3** helps smooth texture of eye area
- 4** eyes look less tired and more alive

SKIN DISCOLOURATIONS **CLINICAL**



Dramatisation based on the results of a Clinical Study.

Dramatically reduces the look of **7 TYPES** of discolourations:

- 1** dark spots
- 2** blemishes
- 3** uneven skin tone
- 4** post-blemish marks
- 5** blotchy red patches
- 6** freckles
- 7** sallowness

Absolute Even Multi-Tone Skin Corrector with DSX-7
Facial serum formulated with patented* DSX-7 technology to improve 7 types of skin discolorations. For multi-ethnic skin tones. Mild and gentle. 30ml
30577
normal brochure price: £28
special brochure price: £16
demo: £11.20

*US patent.





Want more customers?
Here's what to do:

Try it!

Spritz it on before you head out on your rounds so customers can get a sense of this sexy new aroma. Mesmerize Black is an intense fragrance, created for customers who adore sophisticated and powerful scents.

Love it!

With a fragrance for him and for her, encourage them to indulge their partners this Valentine's Day with a gift of Mesmerize Black. Fragrance is an intimate and elegant gift that everyone loves receiving.

Share it!

Stock up on samples so they can test out the fragrance on themselves. Smelling a scent first hand is the best way to build that important buzz that leads to lots of sales!

hand out samples

with customers' orders – turn to page 40



introducing
AVON
**MESMERIZE
BLACK**
FOR HER

all 3 for just
£7*

*Mesmerise them with this sultry new fragrance that's perfect for date night. There's a version for **her** and for **him** making it the perfect Valentine's gift.*



sexy. passionate. captivating

Mesmerize Black for Her Eau de Toilette Spray
Floral, oriental. 50ml
19208
brochure price: £11
demo: £7.70

Mesmerize Black For Her Body Lotion
Floral, oriental. 150ml
19672
brochure price: £3.60
demo: £2.55

Mesmerize Black For Her Purse Spray
Floral, oriental. 10ml
20453
brochure price: £6
demo: £4.20

*if you order all 3 for £7, you cannot also order them separately. Brochure offer: all 3 for £10.



*If they love
Mesmerize Blue,
they'll go wild
for Mesmerize Black!*

hand out samples

with customers' orders –
turn to page 40



Need some tips for selling men's fragrance?

- Give samples to customers who **often buy for men**
- Encourage them to buy the men's fragrance as **a romantic gift**
- Create a **'fragrance buzz'** by talking about Mesmerize Black for him (and her) **on Facebook**

introducing
AVON
**MESMERIZE
BLACK**

FOR HIM



*both for
£5.60**



powerful. intense. seductive

Mesmerize Black for Him Eau de Toilette Spray
Oriental, woody, 100ml
20750
brochure price: £11
demo: £7.70

Mesmerize Black for Him After Shave Conditioner
Oriental, woody, 100ml
20701
brochure price: £3.60
demo: £2.50

*If you order both for £5.60, you cannot also order them separately. Brochure offer: buy both for £8.

Fragrances from the House of
Christian Lacroix
 Parfums for AVON

if they love Christian Lacroix be sure to tell them about the whole range, **there's a scent to suit everyone's taste!**

AMBRE

Sophisticated and indulgent; the perfect fragrances for men and women who want to experience the luxurious richness of amber.



Eau de Parfum Spray for Her Chypre, gourmand. 50ml 45468 brochure price: £20	Eau de Toilette Spray for Him Oriental, woody. 75ml 72496 brochure price: £20
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NUIT

Be entranced by a scent that stirs your soul with the mystique of the night.



Eau de Parfum Spray for Her Floral, oriental. 50ml 45393 brochure price: £20	Eau de Toilette Spray for Him Chypre, leather. 75ml 45450 brochure price: £18.50
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ROUGE *et* NOIR

Unleash your bold passion and experience the sophistication.



Eau de Parfum Spray for Her Floral, chypre. 50ml 38190 brochure price: £20	Eau de Toilette Spray for Him Fougere, woody. 75ml 44867 brochure price: £18.50
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EXCLUSIVE offer

Choose any different 2 for £15.40

Mix & match. Page 16 only. Not available individually. Brochure offer: any 2 for £22



model wears Pearl Shine in Sheer Bronze

PEARLY SHINE

a simple way to get **pearl shine and colour**

Nail Experts Pearl Shine
Fortifies nails for a healthy, buffed look without polish. 10ml will normally be: £6
special introductory brochure price: £3
demo: £2.10

three **NEW** shades



05860 Sheer Bronze	27417 Sheer Peach	04481 Sheer Lilac
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BROWS that WOW

for customers that **love to be on-trend!**

Eyebrow Stencil Set
4 different plastic eyebrow stencils in a PVC pouch.
05041
will normally be: £3.50
special introductory brochure price: £2
demo: £1.40

Show them how to get the HD-look at home:

- step 1:** Choose a stencil and hold over the brow.
- step 2:** Use the powder from the Perfect Eyebrow Kit, or a Gimmerstick Brow Definer, fill in any gaps.
- step 3:** Smooth wax from the Perfect Eyebrow Kit over brows to set.



each pack includes stencils in 4 brow shapes

HEART-FELT FINGERTIPS

they'll adore these Valentine's themed nail strips, they're **perfect for date night!**

treat nails to a salon-type finish

Valentine's Nail Art Design Strips
Easy to use dry-apply nail art. Contains 18 strips. will normally be: £8
special introductory brochure price: £4.50
demo: £3.15



09233
Heartbreaker

09795
Kiss Me

Sales Boosters & New In

order online at: avon.uk.com

17 AVON Fragrance & Make-up

be *THE* foundation expert

Cream-to-powder, liquid, mousse, mineral powder - each foundation brings different results. Try them all and get to know what they do so you can recommend the perfect product for every customer.



the ideal choice for busy customers or those who are new to make-up

Ideal Flawless Cream-to-Powder Foundation

Super-lightweight formula glides on as a cream with the light texture of a powder. Gives medium to full coverage that defies detection from every angle and wears for 8 hours. 9g



get complete coverage that's virtually undetectable, with SPF15



Ideal Flawless Invisible Coverage Foundation

Full-coverage foundation creates a virtually undetectable veil of flawless perfection. Skin feels moisturised and looks 100% natural. SPF15. 30ml



velvety soft whipped foundation with a gorgeous cashmere finish



Ideal Flawless Matte Mousse Foundation

Whipped mousse foundation gives skin natural-looking, light to medium coverage with a velvety feel. 18g



looking for a perfect powder finish?



Calming Effects Loose Powder Foundation

Blendable, buildable, lightweight powder foundation containing 100% naturally derived mineral pigments, to help even skintone. Perfectly harmonises with skin to give you healthy-looking, radiant skin. Suitable for all skin types. SPF15. 6g



your secret weapon against dark circles and dull skin!

buy 1 of each foundation* for just **£20** and choose a MagiX Multi-Benefit Illuminator

*Choose one shade of each. Not available individually.

FREE

MagiX Multi-Benefit Illuminator
Liquid highlighter gives skin a radiant and illuminated appearance.



HEAVENLY HANDS & TOES

these intensive treats and pedicure tools will soon have them feeling like they're walking on air



tell customers about this larger 150ml tube

Share it!
Demo this delicious foot cream at your next Pamper Party. It's simple to create a spa atmosphere... massage on cream, wrap in a warm towel and enjoy clean feet that feel fantastic & fancy free!

Foot Works Bonus Size Heel Softening Cream
Foot cream that locks in moisture for 24 hours. Helps restore skin and leaves feet feeling moisturised. 150ml
26708

will normally be: £6
special introductory brochure price: £3.50
demo: £2.45

Planet Spa Manicure Set
Set includes nail buffer, plastic and rubber cuticle tidy, plastic and steel cuticle trimmer and steel nail clippers. All come in a polyester, mesh bag.
40873

will normally be: £5
special introductory brochure price: £2.50
demo: £1.75

Planet Spa Blissfully Nourishing NAIL SPA Replenishing and Conditioning Paraffin Mask
Leaves hands and feet feeling silky soft. Contains shea butter. 125ml
24182

will normally be: £5
special introductory brochure price: £3.50
demo: £2.45

Planet Spa Blissfully Nourishing NAIL SPA Soothing Nail, Hand and Foot Soak
Leaves skin feeling smooth and moisturised. Contains shea butter and vitamins F and A. 150ml
09103

will normally be: £5
special introductory brochure price: £3.50
demo: £2.45

essential mani/ pedi tools; all in a cute & handy zipped bag



BATHTIME BLISS

every day can be a pamper-day with these beautiful new bathtime treats



Pomegranate & Peony Bubble Bath
Luxurious foaming bubbles with the fragrance of pomegranate and peony.
500ml
23822

will normally be: £4
special introductory brochure price: £1.99
demo: £1.40

1 litre
72892
will normally be: £5
special introductory brochure price: £2.50
demo: £1.75

Advance Techniques



WITH **KERATIN POWER TECHNOLOGY**



HAIR TREATS

show these easy-to-use treatments to your customers who regularly buy haircare

use every day

use weekly

Instant Repair 7 Split End Mender
Smooths dry and split ends, sealing each hair shaft for a silky and polished look. 150ml
07930
will normally be: £6.50
special introductory brochure price: £3.99
demo: £2.80

Instant Repair 7 Reconstruction Power Dose
Leaves hair with less breakage, helps smooth split ends, and locks in moisture from root to tip. 15ml
09415
will normally be: £3
special introductory brochure price: £1.50
demo: £1.05



New In

AVON Bath, Body & Haircare order online at avon.uk.com



clinically proven
INSTANT RELIEF
from extra dry skin

WITH **MOISTURE LOCK COMPLEX**

• dermatologist tested • hypoallergenic • fragrance free • suitable for sensitive skin

clinically proven
INTENSIVE RELIEF collection

this new range is ideal for customers with extra dry skin; it's clinically proven to **instantly lock in moisture** for extra dry, itchy, tight and sensitive skin.



Find out how to become a **President's Club** member and qualify for **PC Pricing** from your Avon Representative website.



FORMULATED WITH MOISTURE LOCK COMPLEX
 a unique blend of nutrients and emollients which penetrate deeply within the skin's surface layers to lock in moisture

Diagrams for illustrative purposes only.

Intensive Relief Body Lotion
 Non-greasy formula locks in moisture for instant relief from itchy, flaky, rough, extremely dry skin. 400ml
03186
 will normally be: £5
 special introductory brochure price: £2.50
demo: £1.70



Intensive Relief Hand Treatment 100ml
26494
 will normally be: £4
 special introductory brochure price: £2
demo: £1.40



Intensive Relief SOS Balm 30ml
20214
 will normally be: £4
 special introductory brochure price: £2
demo: £1.40

use the SOS Balm on extra dry areas like knees and elbows

Share it!
 new customer possibility - this new range, with its clinically proven formula, could appeal to customers who haven't previously bought Avon Skincare.

New In

order online at avon.uk.com

rosy romance

they'll love romancing their homes with these rose scented votives and reed diffuser

Love Rose Votives

Gift box contains 3 pink Love Rose scented wax candles in glass jars. Approx. 6cm tall. Burn time approx. 12 hours.

27508
will normally be: £10
special introductory
brochure price: £8
demo: £5.60

Love Rose Diffuser

Beautiful gift box contains a gorgeous glass diffuser bottle filled with 85ml of Love Rose fragranced oil. 3 of the 8 diffuser reeds have pink ceramic heart-shaped beads.

25163
will normally be: £10
special introductory
brochure price: £8.50
demo: £5.95

spring home
fragrance,
NEW
to Avon

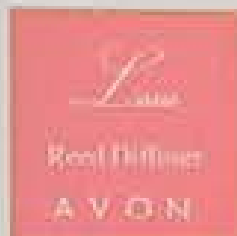


set of 3 candles

wax-moulded
rose design



romantic rose
& jasmine scent



comes in a beautiful box
- makes a lovely gift

Personalised Coasters

Set of 2 ceramic coasters with chalkboard hearts and padded bases to protect furniture. Use the chalk provided to write your message and wipe off with a cloth. Approx. 10.8cm diameter x 0.7cm.

07187
brochure price: £5
demo: £3.50

Heart Breakfast Set

Use the silicone mould to shape eggs or pancakes into a cute heart shape, and press the plastic stamp onto bread before you toast it. Mould approx. 13.5cm x 13cm x 1cm. Stamp approx. 10.5cm x 10.5cm x 1.2cm. Dishwasher safe.

00273
will normally be: £6
special introductory
brochure price: £3.50
demo: £2.45

Cuddle Mugs

Set of 2 stoneware mugs with interlocking arms that hug each other. Lips turn pink and eyes turn into pink hearts when hot liquid is added to the mug. Approx. 13.5cm x 8cm x 10.6cm each. Do not use in dishwasher or microwave.

17780
will normally be: £12
special introductory
brochure price: £9.99
demo: £7

show them how
these mugs, hug!



eyes & lips change
when you add
hot liquid



hearty breakfast

create heart-shaped
eggs & heart-
stamped toast



they'll love having the tools to create a romantic breakfast and **start the day with heart** this Valentine's Day

set of 2 coasters
chalkboard
for messages



these gorgeous items are set to be a great earner because in recent research this home fragrance selection appealed to 68% of customers

dream duo

Customers who adore Avon pyjamas will **fall in love** with this **premium quality set** featuring girly hearts in heart-stopping pink.

Sweet Heart PJs

Full length, heart printed bottoms with pink long sleeved top featuring a lace trim and small bow. Top and trousers 100% cotton, excluding trims. KEEP AWAY FROM FIRE.

16006 8/10 07898 16/18

15966 12/14 26880 20/22

will normally be: £15

special introductory brochure price: £12

demo: £8.40

Choose 1 size only.

Share it!

These PJs are great quality! Show your customers - when they feel the lovely cotton fabric they'll definitely buy their own.



lace trim on neckline

100% cotton

JUST £8.40

♥ cute couple

An ideal gift for the younger people in customers' lives, **die-hard Disney lovers** and **PJ-junkies!**

Mickey & Minnie Pyjamas

Full length bottoms and T-shirt featuring heart and Mickey & Minnie print. Top 100% cotton, trousers 92% cotton, 8% polyester, excluding trims. KEEP AWAY FROM FIRE.

18309 4/6 12872 12/14

12245 8/10 15933 16/18

will normally be: £20

special introductory brochure price: £16

demo: £13.35

Choose 1 size only.

Your fixed discount when the Mickey & Minnie Pyjamas are sold at £16 will be £2.65.



features a heart-warming 'Romeo & Juliet' scene

©Disney



handy pocket



cute design



on-trend legging style bottoms with ankle cuff detail

JUST £13.35

New In

order online at avon.uk.com

AVON Fashion

27

your Valentine's treat

You deserve a Valentine's treat and so do your customers – these **stylish and pretty PJs and lingerie sets** fit the bill perfectly

Two Pack Bright Floral Print Bras*

Pack of two padded, underwired bras. One with a floral print and one plain blue. 47% polyester, 47% nylon, 6% elastane, excluding trims.

20743 34b 25429 36d
13813 34c 14357 36dd
24992 34d 15123 38b
14340 34dd 23036 38c
21113 36b 14316 38d
21709 36c 13805 38dd

will normally be: £16
special introductory
brochure price: £14
demo: £9.80

Two Pack Bright Floral Print Briefs*

Pack of two briefs. One with a floral print and one plain blue.

89% nylon, 11% elastane, excluding trims.

14456 8/10
14514 12/14
14522 16/18

will normally be: £8
demo: £5.60

Bright Floral Legging PJs*

Full-length printed leggings and navy, heart print T-shirt. 100% cotton top. Trousers: 90% cotton, 6% polyester, 4% elastane, excluding trims. **KEEP AWAY FROM FIRE.**

07195 8/10 19968 16/18
07229 12/14 20669 20/22

will normally be: £15
special introductory
brochure price: £12
demo: £8.40

legging style bottoms

customers love this PJ style

top is 100% cotton

*Choose 1 size only.



pack of 2 bras

pack of 2 briefs



up to DD cup

sculpt in STYLE

Customers will adore our latest addition to our super-sculpting range. They'll love slipping into this **richly coloured, flattering dress** this Valentine's Day!

Body Illusions Waterfall Dress*

Wrap-style dress with removable powermesh skirt. Outer: 96% polyester, 4% elastane. Lining: 90% nylon, 10% elastane, excluding trims. Approx. 97cm length from shoulder to hem.

26998 8/10
20989 12/14
15537 16/18
14761 20/22

will normally be: £25
special introductory
brochure price: £20
demo: £14



detachable slip

AVON Body ILLUSIONS

New In

LIGHT CONTROL
1
LIGHT CONTROL

diamanté detail adds glamour

flattering wrap dress in longer length

approx. 97cm length from shoulder to hem

Try it!

Wear the dress when you're out on your rounds. It's a great way to show off this fashionable piece - the compliments and sales will be flooding in!

order online at avon.uk.com

AVON Fashion

love giving

they'll love to **treat themselves to these pretty pieces** and dress up their date-night outfit



Nettie Gift Set

Silver-plated pendant, bracelet and pierced earrings gift set featuring glass stones. Necklace length approx. 42cm + 9cm extension chain. Bracelet approx. 18cm + 3cm extension chain. Comes in a decorative cardboard gift box.

24463

will normally be: £7
special introductory brochure price: £5
demo: £3.50

Love it!
Tell customers about the great offer on this gift set - it's just £5 in Brochure #1

3-piece set includes necklace, bracelet & earrings

Rosette 10 Piece Earrings Set

10 pairs of silver-plated, pierced earrings in a decorative rose style. 10 different colours. **24265**

will normally be: £10
special introductory brochure price: £7
demo: £4.90



Fearne Ring

Set of 3 gold-plated rings. One set with black epoxy heart shapes, the second with an epoxy heart charm featuring a clear glass stone and the third etched with the word 'love'.

24380 Size 6

24398 Size 8

24422 Size 10

will normally be: £8
special introductory brochure price: £5

demo: £3.50

Choose one size only.



3 stackable rings to wear together or separately

classic gift

customers who go for classic beauty will adore this charming freshwater pearl necklace and **wear-with-everything** earrings

sensational authentic, freshwater pearls



Joana Freshwater Pearl Necklace

Silver-plated necklace with freshwater pearls. Length approx. 44cm. **24489**

will normally be: £15
special introductory brochure price: £12

demo: £8.40

Elina Earring Gift Set

Four pairs of silver-plated, pierced stud earrings with coloured freshwater pearls and glass stones. Each earring diameter approx. 0.6cm. **24530**

will normally be: £10
special introductory brochure price: £7
demo: £4.90

3 shades of freshwater pearl & 1 sparkling glass pair



decorative clasp



long-lasting affair

for **fashion-forward customers** these longline necklaces with statement pendants will be a **must-have**

Love it!
Wear your favourite necklace on your rounds so everyone can see how eye-catching a longline necklace is.



heart woven in fine metal

Miracle Pendant
Brass-plated necklace with pendant featuring clear glass stones. Length approx. 72cm + 9cm extension chain.
07617
will normally be: £8
special introductory brochure price: £6
demo: £4.20



inspired by leading designer trends

Julienne Pendant
Silver-plated longline necklace with key pendant featuring a clear glass stone. Length approx. 90cm. Pendant length approx. 7.5cm.
24612
will normally be: £10
special introductory brochure price: £7
demo: £4.90

statement of love

if they like to make a statement, show them these gorgeous pieces that are **guaranteed to get them noticed**



antique style design

Midnight Luxe Long Pendant Necklace
Black, brass-plated necklace with flower pendant featuring glass stones. Necklace length approx. 81cm + 9cm extension chain. Pendant length approx. 7cm.
24547
will normally be: £12
special introductory brochure price: £10
demo: £7

luxury feel with shimmering stones

Midnight Luxe Drop Earrings
Black, brass-plated pierced earrings. Earring drop approx. 4.7cm.
24604
will normally be: £10
special introductory brochure price: £6
demo: £4.20



for a dramatic, evening look

Louella Necklace
Silver plated necklace with 10 clusters featuring blue and clear glass stones. Necklace length approx. 42cm + 9cm. Bib section approx. 14cm.
13029
will normally be: £15
special introductory brochure price: £12
demo: £8.40



*on-trend
silicone strap
eye-catching
dial with
fashionable
orange accents*

**Men's Colour Accent
Face Watch**

Men's silicone strap watch with silver coloured case. Adjustable strap length approx. 17cm-22cm.

Stainless steel back. Includes replaceable battery.

13375

will normally be: £15
special introductory
brochure price: £12

demo: £8.40



*classic styling
with timeless
appeal*

Codio Men's Watch

PU, adjustable strap with cream-coloured, white bronze-plated case.

Adjustable strap length approx. 17.5cm-21.5cm.

Face diameter approx 3.6cm. Stainless steel back. Includes replaceable battery.

13185

brochure price: £15

demo: £10.50

Ainsley STORM Wallet

Men's brown wallet with gold-coloured metal plaque and STORM branding. Features a paper money section, 3 credit card slots, 2 further compartments and a coin section with press stud fastening. PU outer, polyester lining. Approx. 9.5cm x 11.1cm x 2.3cm. Comes in a branded silver coloured tin.

13276

will normally be: £20
special introductory
brochure price: £15

demo: £12.50



Your fixed discount for the Ainsley STORM Wallet will be £2.50 when sold at £15.

STORM
LONDON

*presented in a
STORM branded tin*



Zee Men's Bracelet

Dual-stranded, plaited bracelet with interchangeable, silver-plated fittings. Black PU cord. Total length approx. 21cm.

13250

will normally be: £8
special introductory
brochure price: £5

demo: £3.50

*comes with
various tabs for
different looks*

*masculine
& on-trend*



gifts for the boys



are they looking for a Valentine's gift for the man in their life? show them these **classic timepieces and accessory staples**

Travis Men's Watch

Palladium-plated Spider-Man watch with silicone adjustable strap. Strap length approx. 17cm-22.7cm. Stainless steel back. Includes replaceable battery.

13169

will normally be: £25

special introductory brochure price: £20

demo: £16.70

*cool-looking Spider-Man
emblem on watch face*

fashionable silicone strap

ideal gift



Love it!
Our other Spider-Man
watches have been real
customer favourites.
Expect lots of orders for
this fabulous item!

Your fixed discount for the Travis Men's Watch will be £3.30 when sold at £20.

SPIDER-MAN, THE CHARACTER: TM & © 2015 MARVEL CHARACTERS, INC. THE AMAZING SPIDER-MAN, THE MOVIE © 2015 COLUMBIA PICTURES INDUSTRIES, INC. ALL RIGHTS RESERVED.

New In

order online at avenr.uk.com

AVON For Him

the look of Love

these edgy accessories will definitely appeal to your most fashion conscious customers



multi-purpose – wear as a scarf & necklace combined OR each item alone



Izzy Beaded Snood
Black polyester, knitted ladies' scarf with silver-coloured, removable chain featuring plastic beads. Can be worn as a scarf necklace, a plain scarf, or a necklace. Scarf approx. 160cm x 50cm. Beaded section approx. 45cm.
13656
will normally be: £10
special introductory brochure price: £7
demo: £4.90



vibrant red lining

great size for essential items

Dionne Heart Cross Body
Black PVC patent heart shaped bag with an adjustable across body strap. Quilted front panel with zip fastening. Bright red polyester lining. Approx. 15cm x 18.5cm x 4.5cm.
13383
will normally be: £10
special introductory brochure price: £7
demo: £4.90



adjustable strap

it takes two

a romantic walk in the rain will never be out of the question when they have this fabulous umbrella – there's room enough for two!

← 30%^{over} wider →
than a standard umbrella



Double Umbrella
Black umbrella with double canopy, designed to fit two people. Silver-coloured handle with wrist strap. Parasol width approx. 104cm. Polyester with steel shaft. Shaft length approx. 59cm. Comes with a case.
13474
will normally be: £18
special introductory brochure price: £10
demo: £7



comes with cover
folds away neatly



double canopy

romantic gift for him & her

Ideal for:
sporting events;
weddings; festivals;
school run; buggy
walks & lots more!

fun & lovely



novelty gift that men & women will love

1. Heart Body Massager
Heart-shaped massager with 3 large nodules. Plastic, approx. 11.5cm x 12.5cm x 4cm.
25361
will normally be: £4
special introductory brochure price: £2
demo: £1.40

2. Heart Sponge
Heart-shaped sponge, approx. 13cm x 12cm x 4cm. PU.
11668
will normally be: £4
special introductory brochure price: £2
demo: £1.40

3. Lips Mirror
Cute compact with one normal mirror and one magnifying mirror. Approx. 7cm x 6.5cm. Iron and glass.
01123
will normally be: £8
special introductory brochure price: £5
demo: £3.50

see page 6 for the matching cosmetics bag Beauty Pack

these novelty Valentine's treats won't break the bank, show your customers these **cute heart-themed treats** for an ideal way to boost your orders

a heartfelt bathtime treat



compact size, ideal for handbags



tools of the trade

From branded Avon bags to party invitations, we've got everything you could possibly need to **build your AVON INDEPENDENT business** and make you look ultra professional.

BUSINESS ESSENTIALS

Avon Logo Calculator
Pink Avon branded calculator. Size approx. 10cm x 7cm x 5cm.
03863
£1.50

Avon Logo Sticky Notes
Pad of sticky paper notes. Approx. 7.5cm.
06049
50p

Avon Demonstration Bag
With detachable mirror, approx. 12cm x 17.5cm and separate pink zipped tool case, approx. 25cm x 20cm x 3.5cm.
10108
Normally £15
£11 save £4

Avon Hair Cape*
Handy cape to help protect clothes and skin when colouring hair.
40683
£1.99

Avon Hair Swatch Chart
Contains synthetic hair swatches.
10512
£6.50

Avon Annual Planners
5 x 2015 paper annual planners. 6 months per side, approx. 50cm x 34.5cm.
08110
£1

Avon Organiser Folder
Black plastic. Approx. 33cm x 24cm x 5cm.
24257
£3

Avon Logo Wallet
Black Avon branded wallet. Polyamide outer and polyester lining. Size approx. 15.5cm x 9cm.
02527
£2

Avon Ring Sizer
Acrylic, sizes 6, 7, 8, 9 and 10.
27649
£2

Avon A5 Notepad
Laminated cardboard cover with 80 lined sheets inside. Size approx. 14.8cm x 1cm.
30858
Normally £2
£1.50 save 50p

Buying perfume samples?

Buy some of these strips too and you can make your samples go further.

Avon Fragrance Strips
60 tester strips in a cardboard cover.
44032
60p

Avon Diary
A5 ring bound diary, approx. 17.5cm x 21.5cm. Inside paper sheets printed with lines, time in hours and AVON logo.
27466
Normally £4.50
£3 save £1.50

Avon Pen Set
3 refillable plastic pens with blue ink.
27441
90p

Avon Umbrella
Compact polyester umbrella with chrome-plated steel shaft and black polyester pouch. Size when folded approx. 24cm x 4.5cm x 4.5cm. Size when open approx. 100cm x 56.5cm.
50641
Normally £5
£2.50 half price

Avon Brush Pouch
Black polyester pouch with 6 pockets. Magnetic button closure. Size when open approx. 26cm x 21cm. Size when closed approx. 10cm x 21cm. Brushes not included.
27490
£2

BEST EVER PRICE!

Avon T-Shirt
95% cotton, 5% elastane, excluding trims.
03392 10/12 **28803 18/20**
28670 14/16 **28910 22/24**
Normally £14
£3 save £11

BUILD YOUR BUSINESS

- 76035** Brochure Bag (pk 50) **80p**
- 92486** Large Paper Delivery Bags (pk 50) **99p**
- 92536** Large Plastic Delivery Bags (pk 5) **35p**
- 92478** Medium Paper Delivery Bags (pk 50) **65p**
- 92528** Medium Plastic Delivery Bags (pk 5) **20p**
- 90118** Party Invitation (30 per pad) **£1**
Order no more than 2
- 82933** Representative Calling Cards (Pk 100) **60p**
- 92502** Small Paper Delivery Bags (pk 50) **40p**
- 82974** Returned Products Book
Order 1 book only (or 2 if you are a President's Club Member) **50p**

FREE TO ORDER

- 82925** Calling Book
- 83014** Current Campaign Continuation Sheet
- 82982** 'My Copy' of Campaign Order Order 1 sheet only
- 87197** Pack of Customer Order Forms (Pk 50)
Order 2 packs only (or 4 if you are a President's Club Member) (Additional Packs 15p)
- 82990** Section A Continuation Sheet
Order no more than 2
- 82917** Sheet of 5 Cardboard Ring Sizers
Order no more than 2 sheets

*WHILE STOCKS LAST

FIRST LOOK CHATS TO FERGIE!

Here at First Look, we got the chance to go behind the scenes at Fergie's latest shoot and had a chat with her about the ever-popular Outspoken fragrance family...

What was your goal when creating these fragrances?

These fragrances are extremely personal to me. Outspoken is about being confident and opinionated. Outspoken Intense is a magnified version of that – it's just a little more out there! I hope women everywhere feel the same confidence that I do when I wear them.

What was it like shooting the campaign for Outspoken?

Oh it was wild! Plus, the photo shoot felt like being on stage again. The looks were pretty sexy. It's nice to have the chance to wear these styles. I felt really empowered.

How do you want women to feel when they wear Outspoken?

I want women to feel liberated and self-assured. And when you wear Outspoken, I want you to be outspoken! That means speaking your mind and not being afraid to have an opinion.

What has it been like working with Avon?

I've loved it from day one! Partnering with Avon is more than just creating a fragrance. It's about being part of a worldwide effort to empower and support women. I'm so proud to collaborate with a company that helps women realise their dreams and potential.

Why do you think Outspoken has been so successful?

Obviously Avon's Representatives are to thank for Outspoken's success. But for them to have made it such a triumph, I believe that women are realising the importance of being assertive and that they really know how to get what they want in life.



Share it!
Outspoken is one of our top selling celebrity fragrances. Remind your customers about it, you'll definitely make some sales.

“ Avon's Representatives are to thank for Outspoken's success. ”

chart-topping sales with FERGIE

Outspoken by Fergie

50ml
34199 EDP
normal brochure price: £16
special brochure price: £10
demo: £7

Outspoken Intense by Fergie

50ml
34405 EDP
normal brochure price: £15
special brochure price: £10
demo: £7

Outspoken Fresh by Fergie

50ml
35634 EDP
normal brochure price: £13.50
special brochure price: £10
demo: £7

Viva by Fergie

50ml
34454 EDP
normal brochure price: 15
special brochure price: £10
demo: £7

JUST £7 each





the training room

what **Roz** did next...

Since the last issue of First Look, the festive season has really got going. I've been **holding Avon Parties, delivering exciting parcels to my customers and sharing mince pies with them all.**

your dream job

Now I need to turn my attention to 2015 and Campaign 4 - **the Valentine's issue**. There are bound to be lots of gift buyers around and I'm going to offer to be a personal shopper to them - sounds like a dream job doesn't it? I'll get my customers to compile a **wish list** from the brochure and then I can **help their partners to find the perfect gift**. It'll be lots of fun and I'm sure it'll boost sales.

Ultra Colour Indulgence, **Avon's 1st 100% gel lipstick** arrives in Campaign 4. And with every* lipstick purchased customers can choose a **free gift** of a cosmetics bag, Nailwear Pro+ and Ultra Glazewear Lip Gloss. The promise of a free gift will always boost sales, so this is **great news for your Campaign 4 order!** Don't forget to highlight the page using your **customer order slip** as a bookmark.

*See pages 6-7 for details.

Rosamund Preen works within the sales training team at Northampton head office.

Out of the office, Roz is an Avon Representative and has been for over 14 years.

I became an Avon Representative because I needed some extra funds to go to a wedding in Las Vegas. I placed my first order in 2000 and have never looked back.



more tempting ideas

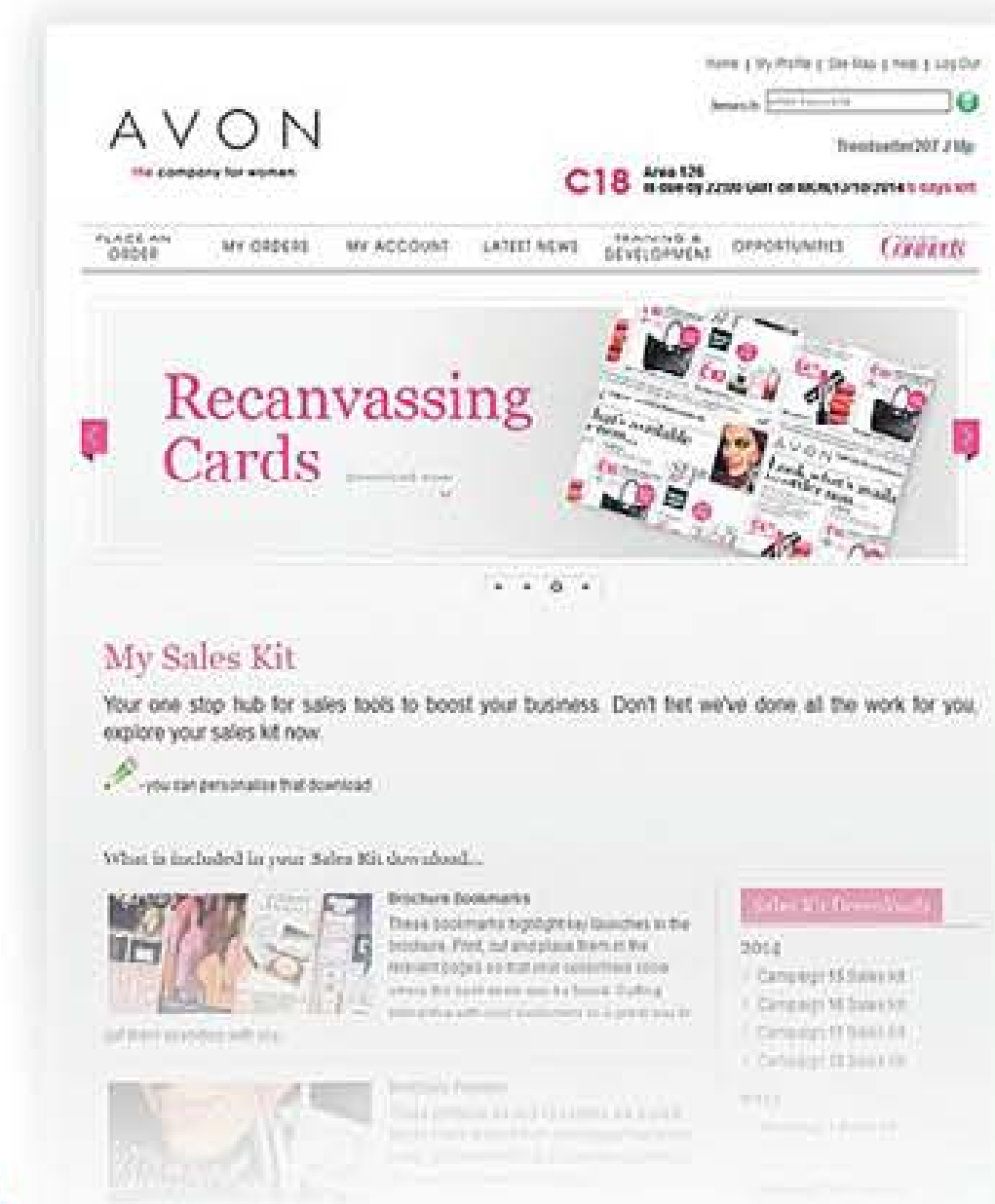
I'll be printing off some **canvassing cards** from My Sales Kit on the website to promote my business and tempt more customers to get into Avon. **A card through the letterbox** jogs people's memories and I **often get new customers** this way. For some really useful tips, and different ideas for finding new customers, take a look at **The Training Room course, A-Z of Customers.**



give a gift

I'll be handing out **samples of Mesmerize Black** soon too as I find it's a great way to get new customers on board (look out for the offer on Mesmerize Black samples on page 40 of this First Look). I always follow up by asking what they think of the fragrance, as I find feedback is invaluable. Plus, if you **start a conversation** about things it can often prompt a sale.

My best advice for a **successful Avon business** - get out and about, chat to as **many people as possible** and soon you'll see a **fabulous lift in your sales**. People love to get to know the person behind the Avon brochure so **be confident** and show them **how much you love working with Avon!**



LAST CHANCE TO BUY IN CAMPAIGN 2

DISCONTINUED if they liked this...

Bath & Body
Planet Spa Moisturising Gloves
Planet Spa Moisturising Socks

ALTERNATIVE THEY'LL LOVE THIS...

Bath & Body
Moisturising Gloves
Moisturising Socks

FIXED DISCOUNT FOR CAMPAIGN 2

Your discount will be fixed on the following products, subject to achieving minimum order value:

Product	When sold at	Fixed Discount
BROCHURE		
LIPSY FAUX FLUR TOTE	£15.00	£1.25
STORMLADIES' SEAFORD WEEKENDER	£15.00	£2.50
LIPSY VELOUR DRESS	£15.00	£2.50
STORMROSE CANVAS DUFFLE BAG	£16.00	£2.67
MINIE MOUSE PJ'S	£15.00	£2.50
HELLO KITTY FAIR ISLE PJ'S	£15.00	£3.00
LOREN FOLK WATCH	£12.00	£1.00
WILMA LIPSY WATCH	£15.00	£3.00
REESE FRENCH CONNECTION WATCH	£16.00	£3.00
FIVE MINIE MOUSE WATCH	£20.00	£3.33
ABIGAIL HELLO KITTY WATCH	£13.00	£2.17
DIANA LIPSY WATCH	£22.50	£3.75
JONI SEKONDA WATCH	£30.00	£5.00
BETHAN ONE DIRECTION WATCH	£15.00	£2.50
SNOW LEOPARD THROW	£25.00	£2.00
STAR WARS SLIPPERS	£10.00	£1.67
BATMAN SLIPPERS	£10.00	£1.67
HELLO KITTY BOW DARRINGS	£5.00	£0.63
ONE DIRECTION HAT & GLOVES	£12.00	£2.40
ONE DIRECTION HEART-SHAPED SECRET STORAGE WITH LOCK	£10.00	£1.67
MINIE & MOKEY SET OF 4 BOOKS	£10.00	£1.67
HELLO KITTY ALL-IN-ONE	£10.00	£2.00
HELLO KITTY BOOTIES	£9.00	£1.80

AVON CLEARANCE

Extra goodies

to pop in with
customers' orders

save up to 80%



Planet Spa Turkish
Thermal Baths
Purifying Rhassoul
Clay Face Mask
75ml
57984
Price per 100ml = £1.33
Normally £5.50
£1 save £4.50



Clearskin Blemish
Clearing Invisible
Blemish Corrector
7ml
58974
Price per 100ml = £21.43
Normally £4
£1.50 save £2.50



ANEW Reversalist
Illuminating Eye System
62190
Normally £19
£9 save £10



ANEW Vitale
2-in-1 Exfoliating
& Perfecting Mask
75ml
59444
Price per 100ml = £8.00
Normally £13
£6 save £7

samples

ANEW Rejuvenate
Flash Facial
Revitalising
Concentrate
- 5 sachet pack
56705
Normally £1.25
£1 save 25p

ANEW Reversalist
Night Sterling
Emulsion
- 5 sachet pack
60624
Normally £1.25
£1 save 25p

ANEW Rejuvenate
Day Revitalising
Cream SPF25 - 5
sachet pack
60475
Normally £1.25
50p save 75p

ANEW Reversalist
Day Renewal Cream
SPF25 UVA/UVB
- 5 sachet pack
60491
Normally £1.25
£1 save 25p



Solutions Cellu-Sculpt 3X
Tri-Roller Anti-Cellulite
Treatment
With tri-rollerball
massaging applicator.
150ml
54205
Price per 100ml = £3.33
Normally £14
£5 save £9



Solutions Cellu-Sculpt
200ml
54007
Price per 100ml = £2.00
Normally £12
£4 save £8



Solutions Ageless
Bloom Recontouring
Night Cream
50ml
61127
Price per 100ml = £7.00
Normally £10
£3.50 save £6.50



Avon Care Limited
Edition Protecting
Lip Balm
SPF15.
59089
Normally £2.20
75p save £1.45

DON'T FORGET TO ORDER YOUR CUSTOMER LOYALTY CARD PACK TODAY!

Includes: 20 Customer
Loyalty Cards,
Nail Art Design Strips
(contains 18 strips, True
Zebra shade) and guide.
ORDER USING **69575 £10**



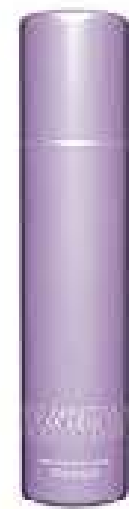
Reward loyal customers with a surprise that won't break the bank



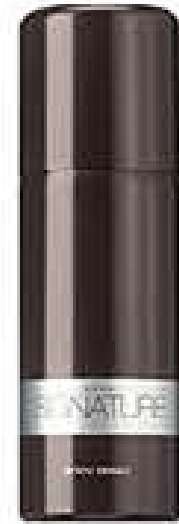
Treselle Perfumed Body Spray
75ml
60517
Price per 100ml = £1.67
Normally £3.60
£1.25 save £2.35



Little Red Dress Perfumed Body Spray
75ml
56093
Price per 100ml = £1.67
Normally £3.60
£1.25 save £2.35



Infinite Moment for Her Perfumed Body Spray
75ml
60947
Price per 100ml = £1.67
Normally £3.60
£1.25 save £2.35



Avon Signature Deodorant Body Spray
150ml
55673
Price per 100ml = 63p
Normally £3.60
£1.25 save £2.35



MyVibe Graffiti Eau de Toilette Spray
Fougere, fruity, woody.
50ml
56036
Price per 100ml = £5.00
Normally £11
£2.50 save £8.50



Opal Top Coat
Top your nail colour with subtle shimmer. 10ml
56184
Normally £6
£1.25 save £4.75



Color Trend Suede Nail Enamel
8ml
Price per 100ml = £12.50
Normally £3
£1 save £2



Art of Change Nailwear
Applies as one colour, then transforms to a tone-on-tone effect when you apply any Avon top coat, sold separately. 10ml
Normally £6
£1.50 save £4.50



Nailwear Pro+
10ml
Normally £6
£1.25 save £4.75



save up to 75%



Hervé Léger Intrigue Eau de Parfum Spray for Her
Woody, musk.
50ml
55954
Price per 100ml = £11.00
Normally £20
£5.50 save £14.50



Color Trend Kiss 'n' Go Lipstick
Rich and creamy, SPF 15.
Normally £3.75
£1 save £2.75



ExtraLasting Eyeshadow
Silky eyeshadow stays put for up to 12 hours and looks freshly applied all day.
Normally £6
£2.50 save £3.50



Color Trend Colour Elements Eye Duet
Dual-ended eyeshadow and liner.
Normally £4
£2 half price



Avon Glow True Colour Eyeshadow Quad
Normally £9
£4 save £5



Nail Art Design Strips
Contains 18 strips.
Normally £8
£2.75 save £5.25



Set Sail Nail Decals
36 nail stickers.
60566
Normally £3
£1.20 save £1.80



Color Trend Glimmer Glam Nail Glitter Pots
Simply dip in and go!
Normally £3
£1.25 save £1.75



Sprinkle Nails
Small sprinkles give nails a 3D effect.
8g
Price per 10g = £1.68
Normally £6
£1.50 save £4.50

Due to availability, only the shades shown with a name and ordering number are available to buy.



Planet Spa Revitalising Retreat Body Soufflé
Contains Chinese Ginseng extract. 200ml
61457
Price per 100ml = £1.25
Normally £6.50
£2.50 save £4



Planet Spa Aromatherapy Candles
Set of 2 in card gift box. Each approx. 6cm x 5cm. Glass jars. Burn time approx. 13 hours.
57653
Normally £8
£3.75 save £4.25

Planet Spa Turkish Thermal Baths Hair, Nail and Bath Oil
150ml
60400
Price per 100ml = £1.17
Normally £5.50
£1.75 save £3.75



Planet Spa Turkish Thermal Baths Purifying Black Soap
Contains black olive and amber extract. 200ml
59170
Price per 100ml = £1.00
Normally £5.50
£2 save £3.50



Foot Works Cooling Lime Crush Foot Spray
100ml
58313
Normally £4.50
75p save £3.75



Foot Works Pedicure Set
Plastic, battery operated hard skin remover with 5 surface attachments. Requires 2 x AA batteries (not included). Approx. 13cm x 7cm.
54312
Normally £20
£5.25 save £14.75

Only £5.25!



Naturals Chocolate Moisturising Body Scrub
Contains cocoa extract, shea butter and vitamin E. 200ml
60590
Price per 100ml = 60p
Normally £3
£1 save £2



save up to 80%

Senses Be Radiant Shower Gel
250ml
60418
Price per 100ml = 30p
Normally £2
£1 half price



Senses My Moment Shower Gel
250ml
58495
Price per 100ml = 30p
Normally £2
75p save £1.25



On Duty Pure Blue Women's Roll-On
50ml
62398
Price per 100ml = £2.20
Normally £2
£1.10 save 90p



Naturals Rose & Chocolate Hand & Body Lotion
Contains cocoa extract & rose flower extract. 200ml
60467
Price per 100ml = 50p
Normally £3
£1 save £2



Naturals Chamomile & Aloe Vera Care & Repair Shampoo
250ml
60830
Price per 100ml = 50p
Normally £2
£1.25 save 75p



Naturals Almond Oil & Avocado Shampoo
700ml
62968
Price per 100ml = 10p
Normally £5
£1.25 save £3.75



Only £1.25!

Warm Vanilla & Fig Bubble Bath
1 litre
60541
Normally £5
£1.50 save £3.50



Skin So Soft Limited Edition Original Bath Oil
Contains jojoba oil. 250ml
61267
Price per 100ml = 80p
Normally £4.50
£2 save £2.50



Skin So Soft Limited Edition Original Dry Oil Spray
Contains jojoba oil. 150ml
57810
Price per 100ml = 83p
Normally £5
£1.25 save £3.75



Naturals Lily & Gardenia Body Whip
200ml
61259
Price per 100ml = 43p
Normally £3
85p save £2.15



Naturals Kids Magnificent Mango Crazy Hair Tamer
200ml
62463
Price per 100ml = £1.00
Normally £2.50
£2 save 50p



Advance Techniques Professional Hair Colour
Normally £6
£2.25 save £3.75



Remember to allergy-test 48 hours before use.



order online at avon.uk.com

AVON Clearance

**Lucy Pearlesque 3 Piece Gift Set**

Gold-coloured, plated set with plastic beads and glass stones. Necklace approx. 42cm + 9cm extension chain. Bracelet approx. 19cm + 3cm extension chain. Pierced earrings. **61093**
Normally £10
£4 save £6

**Love Necklace**

Brass-plated necklace with glass stones. Approx. length 42cm + 9cm. **60707**
Normally £7
£2.50 save £4.50

**Baylie Necklace**

Gold-coloured, metal-plated necklace with acrylic beads. Length approx. 89cm. **60459**
Normally £10
£3.50 save £6.50

**Paris Chain Necklace**

Tri-strand drape silver-plated necklace. Approx. 57cm + 9cm extension chain. **60210**
£4.25

**Phoebe Hair Chain**

Metal, multi-chain hair accessory with 2 combs and acrylic beads. Comb approx. 4cm x 3.8cm. Shortest chain length approx. 21cm, longest chain length approx. 34cm. **57521**
Normally £8
£3 save £5

**Lipsy Jewelled Sunglasses**

Provides UV protection in accordance with BS EN 1836. Arm length approx. 12.1cm. Polycarbonate frame, acrylic lenses. With solid pink case. **63156**
Normally £40
£10.75 save £29.25

**Lipsy Pink Scarf**

Scarf with metallic thread and tassels. 88% acrylic, 7% polyester, 5% metallised fibre. Size approx. 172cm x 24.5cm. **58594**
Normally £15
£5.85 save £9.15

**Cambria Grey Hat**

Ladies' beanie style hat. Acrylic. Height approx. 20.6cm. **63222**
Normally £8
£2.50 save £5.50

All Avon metal jewellery is hypoallergenic.

**Sterling Silver Cluster Pearl Pendant**

Sterling silver, cubic zirconia and freshwater pearl. Approx. chain length 46cm. **60913**
Normally £18
£8 save £10

**Mahulda Tribal Necklace**

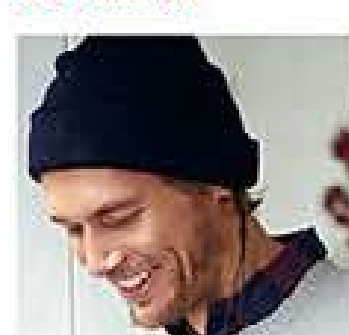
Antiqued silver-plated with glass stones. Length approx. 42cm + 9cm extension chain. **60327**
Normally £15
£5 save £10

**Romilly Statement Bib Necklace**

Gold-coloured plated necklace with plastic and glass stones. Approx. 42cm + 9cm extension chain. **57620**
Normally £15
£5.25 save £9.75

**Set the Tone Ring**

Silver-plated with clear glass stones and black epoxy. **54890** Size 6
Normally £0
£2.50 save £5.50

**Maroellus Musical Hat**

Knitted hat with two internal pockets containing headphones, and a cord to connect to your MP3 player or phone. Acrylic. Remove earphones before washing by hand. Approx. 18.3cm tall. **58198**
Normally £12
£3.75 save £8.25

**Men's Skylar Gadget Gloves**

Knitted gloves with conductive fingertips for touchscreens. 78% acrylic, 17% polyester, 3% elastodiene, 2% elastane. Handwash only. **57562**
Normally £8
£1.50 save £6.50

**Lorna Leather Gadget Gloves**

Genuine leather. Conductive coating on index finger and thumb for touchscreen control. **63214** S/M
59410 M/L
Normally £22
£12 save £10

**Isha Wallet**

PVC purse with zip fastening, zipped coin section, paper money section and 4 card slots. Polyester lining. Approx. 10cm x 19cm x 2cm. **60483**
£5.50

**Sterling Silver Cluster Pearl Ring**

Sterling silver ring encrusted with freshwater pearls and cubic zirconia. Approx. 1cm x 1.2cm x 2.5cm. **60301** Size 6
60509 Size 8
60988 Size 10
Normally £18
£8 save £10

**Arlene Ring**

Set of three gold-coloured metal-plated stackable rings with glass stones, dragonfly design and white epoxy. **60392** Size 8
60996 Size 10
Normally £7
£2.40 save £4.60

**Ashlie Wrap Watch**

Quartz run. PU strap and brass-plated case. Overall strap length approx. 38.5cm. Stainless steel back. Includes battery that can be replaced. **54049**
Normally £20
£7 save £13

**Blair Watch and Business Card Holder**

Palladium-plated watch with PVC adjustable strap. Stainless steel back. Includes battery that can be replaced. Length approx. 24cm. PVC card holder, approx. 14cm x 7cm. **60525**
Normally £18
£9 half price

**Belle Glitter Clutch**

Clutch with decorative ring fastening and detachable gold-coloured metal chain strap. Polyester. Approx. 13cm x 20cm. **55681**
Normally £12
£5 save £7

**STORM Cabin Bag**

PVC with polyester lining. Approx. dimensions: height 33cm, length 33cm, base 40cm, width 17cm. **63164**
Normally £60
£17 save £43

**Wildier Beach Bag**

PVC and polyester. Approx. 34cm x 20cm x 36.5cm. **57471**
Normally £18
£8 save £10

**Lipsy Leopard Clutch**

Black clutch with studs. PVC and polyamide with polyester lining. Approx. 23cm x 35cm. **62570**
Normally £15
£7.50 half price

save up to 80%

AVON Clearance order online at avon.uk.com

save up to 65%



Summer Embroidery Bra
Underwired, padded.
47% polyester, 45% nylon, 8% elastane, excluding trims.

Pink Blue
63065 34b 56879 34c
63297 34c 58297 34d
60087 34d 62588 34dd
60178 34dd 61465 36b
61432 36b 59370 36dd
63834 36c 56655 38b
60095 36d 63099 38c
60202 36dd 62323 38d
61333 38b 59055 38dd
60012 38c
60137 38d
62422 38dd
Normally £10

£5 half price

Summer Embroidery Briefs
83% nylon, 10% polyester, 7% elastane, excluding trims.

Pink Blue
62406 10/12 59154 10/12
56788 14/16 62372 18/20
56994 18/20
Normally £8
£3 half price



Red Floral Satin Bra
Underwired, padded.
56% nylon, 39% polyester, 5% elastane, excluding trims.

54825 34b 63016 36d
61804 34c 55616 36dd
61820 34d 54981 38b
63008 34dd 61796 38c
54858 36b 63255 38d
60186 36c 63461 38dd
Normally £12

£7 save £5

Red Floral Satin Bra - Larger sizes

Underwired, padded.
70% nylon, 26% polyester, 4% elastane, excluding trims.

63503 34e 63479 40e
63073 34f 55004 40f
63883 36f 63859 42e
63495 38e 63545 42f
55368 38f
Normally £14

£7 half price



Button Front Satin PJs
100% polyester, excluding trims. KEEP AWAY FROM FIRE.

55129 20/22
60962 24/26
Normally £15
£9 save £6



Body Illusions Everyday Lace Contrast Bra
Underwired, padded.
53% polyester, 41% nylon, 6% elastane, excluding trims.

57570 34b 63990 36dd
59006 34d 58404 38c
62026 34dd 59824 38d
57851 36b 63040 38dd
57943 36c
Normally £15

£5 save £10



Body Illusions Rose Gold Sequin Dress

Sequin encrusted. Outer 100% polyester. Mesh layer is 84% nylon, 16% elastane. Polyester lining. Machine washable.

60673 14
Normally £35
£25 save £10



Illusion Dress
75% polyester, 18% nylon, 7% elastane, excluding trims.

54775 10/12
54817 22/24
Normally £25
£10 save £15



Body Illusions Essentials Control Briefs

76% nylon, 24% elastane, excluding trims. Cotton gusset.
Black Nude
61788 8/10 59790 8/10
62943 12/14 61218 12/14
62950 16/18 60616 16/18
Normally £10

£4 save £6

Lingerie Guarantee
For hygiene reasons, a replacement or refund cannot be given if the garment label is removed from lingerie. This guarantee is in addition to your statutory rights.



Star Wars All-in-One

59% cotton, 41% polyester, excluding trims. KEEP AWAY FROM FIRE.
58289 Extra Small; chest: 33"-35", waist: 27"-29"

58891 Small; chest: 36"-38", waist: 30"-32"

58222 Medium; chest: 39"-41", waist: 33"-35"

Normally £30
£12 save £18
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Men's Check PJs

100% cotton, excluding trims. KEEP AWAY FROM FIRE.
55319 Large
57216 Extra Large
61150 XXL
Normally £16
£10 save £6



Hello Kitty Fair Isle Shortie PJs

Outside leg approx. 28cm. 100% polyester, excluding trims. KEEP AWAY FROM FIRE.
55061 8/10
Normally £15
£8 save £7



Bumper Bargain Box

worth over £180*
contains 50 gorgeous beauty goodies from the Avon product range***.
56135
£50**

*Based on normal brochure prices. **For the Bargain Box you will be charged £25 in Campaign 2 and £25 in Campaign 3. Contents of box may vary. ***Does not include lingerie. Refund can only be granted for the return of the complete Bargain Box. Individual products in the box cannot be returned for refund.

how to order...

demonstration products from pages 4-46 ordering

- Please order your demo products from this First Look in Campaign 2, or you can back-order in Campaign 3.
- Please order just one of each new demonstration product, unless otherwise stated.
- You may order as many samples as you like.
- Products are not for resale.

clearance products from pages 47-56 ordering

- You can order as many Clearance products as you like from this issue of First Look.
- Clearance offers are not available to back-order in Campaign 3.
- Products are available while stocks last.
- If you have the paper order form, please quote the product number and description of each item on page 2.
- Many Clearance products are no longer available to customers, and stocks are limited.

Stock Availability and Returns

- When stocks do run out, we will try to supply a similar product of equal or greater value.
- You can not return items from the Clearance section. If you don't wish to receive an alternative product, please enter product number 62404 and quantity 1 in the 'Place an order' section on the website or enter product number 62404 and quantity 1 on page 2 of your paper order form.
- This does not affect your statutory rights.

All brochure offers and prices stated in this First Look are correct at time of printing but are subject to change.

Cosmetic and Toiletry products have been tested to all European and Local Legislative and Regulatory requirements.

All claims in advertising literature are supported by Clinical and Consumer studies.

All Avon watches include a 2 year warranty for manufacturing faults unless otherwise stated.

All electrical products which fall under the auspices of the Waste Electrical and Electronic Equipment Act 2005, as amended, are compliant. Avon Cosmetics Ltd is a member of Electrolink Compliance Scheme. All such products are marked with the Wheelie-bin symbol.

Help the environment by disposing of your products responsibly. The wheelie bin symbols indicate the product and batteries must not be disposed of in the domestic waste as they contain substances which can be damaging to the environment and health. Please use designated collection points or recycling facilities when disposing of the item or batteries.

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Send your sales tips to: brochuretips@avon.com
For any other queries or questions, visit www.avon.uk.com and click 'Contact us'.

Write to: **First Look, Marketing Department, Avon Cosmetics Ltd, Nunn Mills Road, Northampton NN1 5PA.**

order online at avon.uk.com

54 AVON Clearance



Contents not included

Star Wars Bottle Stopper

A bottle stopper, with a silicone base and a top in the shape of the robot R2D2. Approx. size 3.5cm x 3.5cm x 5.5cm.
60665
 Normally £10
£3 save £7

Star Wars Money Bank

Talking R2D2 robot money bank that plays sounds when you insert money or press the demo button. Approx. 15cm x 10cm x 5cm. Plastic. Requires 3 x LR44 batteries, included.
60434
 Normally £25
£9 save £16



Sports Towel

A microfibre towel, which can be used during sports. Finished with a knitted trim. Approx. 48cm x 110cm.
60226
 Normally £7
£2.25 save £4.75



Flower Trivet

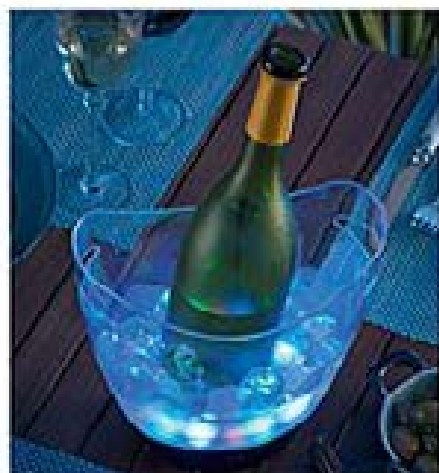
A matching set of 4 silicone flower-shaped, interlocking, heat protective coasters.
61366
 Normally £6
£2.50 save £3.50



Flower Utensils

Set of 4 utensils in a flower pot holder. Includes: spatula, turner, spaghetti server and a ladle. Approx. length 30.3cm-33.5cm. Plastic and silicone. Not suitable for dishwasher.
60426
 Normally £15
£7 save £8

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Colour Changing Ice Bucket

Transparent plastic ice bucket that changes colour. Approx. 23.3cm x 13.2cm x 21.2cm. Requires 3 x AAA batteries, not included.
60632
 Normally £15
£7.50 half price



Ice Sticks

Silicone ice tray with a set of four ice sticks. Approx. tray: 21.5cm x 13.7cm x 2cm, sticks: 18.6cm x 1cm x 0.4cm. Dishwasher safe.
60335
 Normally £7
£2.50 save £4.50



3D Cookie Cutters

Set of 4 plastic cookie cutters with stands to form 3D halloween shapes. Featuring pumpkin, ghost, cat and witch characters. Not dishwasher safe.
60657
 Normally £3
£1.75 save £1.25



Superman Mug and Coaster

A ceramic mug and coaster set, decorated with a Superman logo. Not suitable for microwave and dishwasher. Coaster size approx. 9.5cm x 1.2cm; mug approx. 8cm x 9.5cm.
60244
 Normally £12
£6.50 save £5.50

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 Entertainment Inc. (s15)

save up to 70%

37653 CS/15/UK/3/00/07/15