



FACE



EYE MAKEUP



LIP COLOR



NAIL COLOR

The Avon True collection features the same high-performing products your Customers know and love. We've taken our celebrated True Color Technology, which blends rich pigments for color that stays true, and made it available in all of their favorite face, eye, lip and nail products.



AVON EASY, FUSS-FREE, FAIL-FREE MAKEUP  
TRUE THAT PERFORMS LIKE IT SHOULD...  
COLOR THAT'S THE AVON TRUE PROMISE.

*truly* BEAUTIFUL

AVON TRUE COLOR means the color you buy is the color you apply. Now all of your Customers' favorite lipsticks, glosses, eyeshadows and nail enamels have Avon's acclaimed TRUE COLOR TECHNOLOGY, designed to give you the natural flawless look you want...nothing less. Rich pigments are blended into our high-quality formulas for guaranteed color that stays true all day.

rich pigments?

TRUE

effortless application?

TRUE

long-lasting results?

TRUE

100% guaranteed?

TRUE

AVON

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
TRUE  
COLOR

WAS

Ideal Flawless  
Invisible  
Coverage  
Liquid  
Foundation



Undetectable,  
buildable to full coverage  
foundation.  
(Select shades  
do not contain SPF.)

NOW

AVON  
TRUE  
COLOR

Flawless  
Liquid  
Foundation



WAS

Ideal  
Flawless  
Invisible  
Coverage  
Cream-to-  
Powder  
Foundation



Silky creamy texture  
with a light  
powder finish.  
(Select shades  
do not contain SPF.)

NOW

AVON  
TRUE  
COLOR

Flawless  
Cream-to-  
Powder  
Foundation



WAS

Ideal  
Flawless  
Pressed  
Powder



Weightless,  
natural matte finish.  
Perfect for touch-ups.

NOW

AVON  
TRUE  
COLOR

Flawless  
Mattifying  
Pressed  
Powder



FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

Ideal  
Flawless  
Loose  
Powder



Blends flawlessly with skin  
for an enhanced appearance.  
Helps makeup last longer.

NOW



AVON  
TRUE  
COLOR

Flawless  
Loose  
Powder

WAS

Smooth  
Minerals  
Powder  
Foundation



Improves skin tone  
instantly and over time.  
Free of talc,  
fragrance and oil.

NOW



AVON  
TRUE  
COLOR

Smooth  
Minerals  
Powder  
Foundation

WAS

Ideal  
Flawless  
Cream  
Concealer



Creamy and lightweight,  
seamless buildable  
coverage.

NOW



AVON  
TRUE  
COLOR

Flawless  
Crème  
Concealer

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

Ideal  
Flawless  
Concealer  
Stick



Oil-free. Medium-to-full  
buildable, even coverage.

NOW

AVON  
TRUE  
COLOR  
  
Flawless  
Concealer  
Stick



WAS

Avon  
Glow  
Bronzing  
Powder



Buildable bronze that  
blends easily.

NOW

AVON  
TRUE  
COLOR  
  
Bronzing  
Powder



WAS

Avon  
Glow  
Bronzing  
Pearls



Multicolor pearls blend  
for natural-looking  
radiance for all skin tones.

NOW

AVON  
TRUE  
COLOR  
  
Bronzing  
Pearls





FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

Ideal  
Luminous  
Blush



Buildable, silky powder.



AVON  
TRUE  
COLOR

Luminous  
Blush

WAS

NOW

Smooth  
Minerals  
Blush



100% naturally derived  
mineral powder.



AVON  
TRUE  
COLOR

Smooth  
Minerals  
Blush

WAS

NOW

Be Blushed  
Cheek Color



Multipurpose color for lips  
and cheeks. Lightweight  
and easily blendable.



AVON  
TRUE  
COLOR

Be Blushed  
Blush Stick

**A WHOLE  
NEW LOOK!**

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
TRUE  
COLOR

WAS



NOW

Makeup  
Setting  
Spray



Instantly sets makeup  
without drying out skin.



AVON  
TRUE  
COLOR

Makeup  
Setting  
Spray

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

NEW PRODUCT! LENGTH AND CARE

Oil- and vitamin-enriched  
formula for healthier-  
looking and -feeling lashes.



AVON  
TRUE  
COLOR

SuperExtend  
Nourishing Mascara

NEW PRODUCT! VOLUME AND CURL

Volumizes, lifts and  
curls lashes for a  
wide-awake look all day.



AVON  
TRUE  
COLOR

Wide Awake  
Mascara

WAS

NOW

SuperShock  
Max Mascara



Oversized,  
clump-free volume.  
(Also available  
in waterproof.)



AVON  
TRUE  
COLOR

SuperShock  
Volumizing  
Mascara

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
TRUE  
COLOR

WAS

SuperExtend  
Extreme  
Mascara



Stretches lashes  
to extreme lengths.

NOW

AVON  
TRUE  
COLOR

SuperExtend  
Lengthening  
Mascara



WAS

SuperExtend  
Winged Out  
Mascara



Draws out lashes  
for a multidimensional  
winged-out look.

NOW

AVON  
TRUE  
COLOR

SuperExtend  
Winged Out  
Mascara



WAS

True Color  
Eyeshadow  
Single



Rich, true color  
in one stroke.  
Lasts all day  
without creasing.

NOW

AVON  
TRUE  
COLOR

Eyeshadow  
Single





FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

True Color  
Eyeshadow  
Duo



Rich, true color from  
a duo of expertly paired  
shades. Lasts all day  
without creasing.



AVON  
TRUE  
COLOR  
Eyeshadow  
Duo

WAS

NOW

True Color  
Eyeshadow  
Quad



4 expertly paired shades,  
numbered for  
easy application.  
All-day crease-proof wear.



AVON  
TRUE  
COLOR  
Eyeshadow  
Quad

WAS

NOW

True Color  
Matte  
Eyeshadow  
Quad



4 expertly paired  
matte shades, numbered  
for easy application.  
All-day crease-proof wear.



AVON  
TRUE  
COLOR  
Matte  
Eyeshadow  
Quad

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
TRUE  
COLOR

WAS

True Color  
8-in-1  
Eyeshadow  
Palette



Vivid, saturated color.  
Can be used wet or dry.

NOW

AVON  
TRUE  
COLOR  
8-in-1  
Eyeshadow  
Palette



**NEW FORMULA!**  
**NEW SHADES!**

WAS

Glimmersticks  
Eye Liner



Smooth and  
easily blendable  
bold creamy color.  
(Also available  
in waterproof.)

NOW

AVON  
TRUE  
COLOR  
Glimmersticks  
Eye Liner



WAS

Glimmersticks  
Diamonds  
Eye Liner



Smooth and  
easily blendable  
bold shimmery color.

NOW

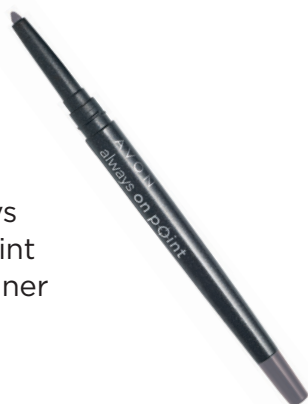
AVON  
TRUE  
COLOR  
Glimmersticks  
Diamonds  
Eye Liner



AVON  
 TRUE  
 COLOR

WAS

Always  
on Point  
Eye Liner



Built-in sharpener  
gives a fresh and precise  
point every time.

NOW

AVON  
TRUE  
COLOR

Always  
on Point  
Eye Liner



WAS

Kohl  
Eye Liner



For use on inner and  
outer lash line. Built-in  
smudger for an easy  
smoky eye.

NOW

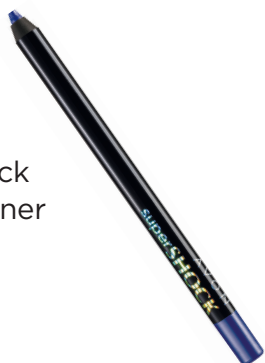
AVON  
TRUE  
COLOR

Kohl  
Eye Liner



WAS

SuperShock  
Gel Eye Liner  
Pencil



Intense gel color  
in an easy-to-use pencil.

NOW

AVON  
TRUE  
COLOR

SuperShock  
Gel  
Eye Liner  
Pencil



FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
TRUE  
COLOR

WAS

SuperExtend  
Precise  
Liquid Pen



Ultra-fine tip. Get full color  
in just one stroke.

NOW

AVON  
TRUE  
COLOR

SuperExtend  
Precise  
Liquid Pen



WAS

Moisture  
Effective  
Eye Makeup  
Remover  
Lotion



Gently removes eye makeup  
while conditioning and  
moisturizing lashes.

NOW

AVON  
TRUE  
COLOR

Moisturizing  
Eye Makeup  
Remover  
Lotion



WAS

Perfect  
Brow Gel



Fibers blend easily  
with brows for  
fuller-looking brows.

NOW

AVON  
TRUE  
COLOR

Fiber Full  
Eyebrow  
Gel





FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

A V O N  
▶ T R U E  
C O L O R

WAS

Glimmersticks  
Brow Definer



Waterproof, color-dense,  
retractable brow pencil.

NOW

A V O N  
T R U E  
C O L O R

Glimmersticks  
Brow Definer

**NEW  
SHADES!**



WAS

Perfect  
Eyebrow  
Kit



Fills in brows, and forms  
and sets brow shape.

NOW

A V O N  
T R U E  
C O L O R

Perfect  
Eyebrow  
Styling  
Duo



FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

**NEW PRODUCT! SHEER COLOR AND CARE**

Sheer color with  
4X the moisture.



AVON  
TRUE  
COLOR

Lip Balm

**NEW PRODUCT! COLOR AND CARE**

Improves lip health  
instantly and over time  
with natural oils.



AVON  
TRUE  
COLOR

Nourishing  
Lipstick

**NEW PRODUCT! 100% MATTE**

100% matte color  
with a smooth  
velvety feel.



AVON  
TRUE  
COLOR

Perfectly Matte  
Lipstick

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

Ultra Color  
Lipstick



Classic, full-coverage  
lipstick with  
true-color payoff.

NOW

AVON  
TRUE  
COLOR  
Lipstick



WAS

Ultra Color  
Indulgence  
Lipstick



Wax-free, weightless  
gel formula.

NOW

AVON  
TRUE  
COLOR

Ultra  
Hydrating  
Lipstick



WAS

Ultra Color  
Bold Lipstick



50% more color impact  
(versus Avon True Color  
Lipstick).

NOW

AVON  
TRUE  
COLOR

Bold Lipstick



FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
TRUE  
COLOR

WAS

Glazewear  
Lip Gloss



Instant shine  
with a moisturized,  
comfortable feel.

NOW

AVON  
TRUE  
COLOR

Glazewear  
Lip Gloss



WAS

Ultra Color  
Glossy Tube



Sheer dewy finish.  
Enriched with shea butter.

NOW

AVON  
TRUE  
COLOR

Glossy Tube



WAS

Ultra Color  
Lip Crayon



Coverage of a lipstick  
with the ease of a pencil.

NOW

AVON  
TRUE  
COLOR

Lip Crayon





FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

Glimmersticks  
Lip Liner



Prevents lipstick  
from feathering.

NOW

AVON  
TRUE  
COLOR

Glimmersticks  
Lip Liner



FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
TRUE  
COLOR

WAS

Nailwear Pro+  
Nail Enamel



12 days of lasting color.  
Resists dings,  
bangs and chips.

NOW



AVON  
TRUE  
COLOR

Pro+  
Nail Enamel

**NEW  
SHADES!**

NEW PRODUCT!

Quickly absorbed formula  
hydrates and conditions  
nails and cuticles.



AVON  
TRUE  
COLOR

Cuticle  
Conditioner

NEW PRODUCT!

Polish with built-in primer  
protects and perfects nails.



AVON  
TRUE  
COLOR

BB Multi-Benefit  
Nail Enamel

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

Nail Experts  
Color Shield  
Top Coat



Waterproof top coat  
protects and prolongs  
manicure.



AVON  
TRUE  
COLOR  
Top Coat

WAS

NOW

Nail Experts  
Ridge-Filling  
Base Coat



Smooths ridges  
and prolongs manicure.



AVON  
TRUE  
COLOR  
Base Coat