

AVON

CAMPAIGN 18 2022

BUY YOUR PREVIEW
PRODUCTS IN
C16 & C17 ORDERS

what's new

instant hair rehab

REVIVE LACKLUSTER LOCKS WITH
PRO TREATMENTS AND TOOLS



NEW! CHI® ESSENTIALS REVIVE
KERATIN + BONDING COLLECTION

free
gift!

SEE INSIDE

Keratin+ Bonding

Helps repair & strengthen
damaged hair
Aide à réparer et à renforcer
les cheveux endommagés

Restoring Shampoo
Shampooing réconstituant

Salon Technology
Technologie Salon de coiffure

355 mL/12 fl. oz. U.S.

Keratin+ Bonding

Helps repair & strengthen
damaged hair
Aide à réparer et à renforcer
les cheveux endommagés

Restoring Conditioner
Après shampooing réconstituant

Salon Technology
Technologie Salon de coiffure

355 mL/12 fl. oz. U.S.

Keratin+ Bonding

Helps repair & strengthen
damaged hair
Aide à réparer et à renforcer
les cheveux endommagés

Protecting Serum
Sérum protecteur

88 mL/3 fl. oz. U.S.

WHAT'S NEW 101

- This is your opportunity to buy new products ("Preview Products") in advance of the Brochure.
- You can buy 2 of everything!
- The pricing for Contender (with \$40+ in Campaign sales), Premier and President's Recognition Program is shown in *What's New*. Your Preview Product Discount is based on your Commission Level (see chart below), and will be applied at checkout.

WHAT'S NEW GLOSSARY

CONTENDER (C):

A Representative with Award Sales up to \$4,999 per year.

Premier (P):

A Representative with Award Sales of \$5,000 to \$9,999 per year.

PRESIDENT'S RECOGNITION PROGRAM (PRP):

A Representative with Award Sales of \$10,000 or more per year.

PRODUCT ORDERING GUIDELINES:

All of our new products are featured in *What's New*. For each item, you can purchase up to two: one for you to try, and one to showcase or sell to your customers. You can experience all of the colors, sizes and varieties. For example: if a lipstick comes in eight shades, you can purchase two of each shade.

PREVIEW PRODUCT DISCOUNT:

Your *What's New* discount is based on your Commission Level.

For details about Commission Levels go to: Avon.com > Seller Central > Commissions and Sales Levels.

REPRESENTATIVE LEVEL

Sales Level	Campaign Sales	Annual Sales	Beauty/Jewelry	Fashion/Home
Contender	\$0-\$39.99	—	0%	0%
Contender	\$40.00 +	—	25%	20%
Premier	No minimum	\$5,000	30%	20%

PRESIDENT'S RECOGNITION PROGRAM LEVEL

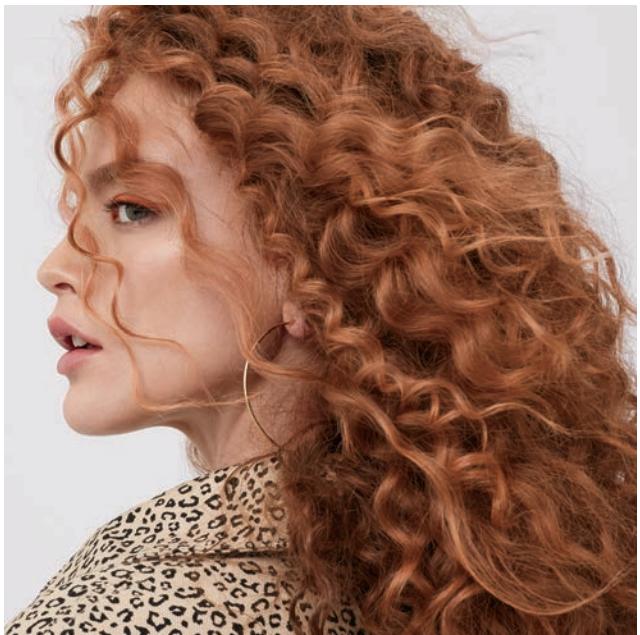
Sales Level	Annual Sales	Beauty/Jewelry	Fashion/Home
President's Club	\$10,000	40%	25%
Honor Society	\$20,000	40%	25%
Rose Circle	\$35,000	45%	25%
David H. McConnell Club	\$65,000	45%	25%
President's Council	\$110,000	45%	25%
Inner Circle	\$220,000	50%	25%

GET READY! Buy C18 Preview Products with your C16 and C17 orders. Order C18 Brochures when placing your C16 product orders.



rebuild, revive & protect

CHI® Essentials Revive
Keratin + Bonding promotes
stronger, healthier hair



what's new offer:
free
two Skin So Soft Original Shower Gels (5 fl. oz.)
& one Body Lotion (limited edition, 6.7 fl. oz.)

with any two CHI® Essentials Revive Keratin + Bonding purchases
from page 5. Limited quantities.

Brochure Offer: Free with any 2 hair care purchases from select pages.
Plus, get these and more freebies with your bundle offers, pages 8-9.



introducing CHI® Essentials Revive **Keratin + Bonding Collection**

Perfect for extremely damaged hair from heat (styling tools) and chemicals (perms, color).

Helps rebuild, revive and protect hair from damage with replenishing keratin and plant-based bonding agents.

Dramatically improves the look of elasticity and helps **prevent breakage** while adding intense hydration to help **restore softness and shine**.

NEW



before after

Restoring Shampoo

Cleanses, moisturizes and protects against split ends and frizz.

12 fl. oz. **821-064**

reg. \$25

now \$19.99

C \$14.99

P \$13.99

PRP \$11.99

Restoring Conditioner

Helps restore dry, damaged and brittle hair.

12 fl. oz. **821-079**

reg. \$25

now \$19.99

C \$14.99

P \$13.99

PRP \$11.99

Protecting Serum

Apply to damp or dry hair for smoothness and shine as a finisher and UV protectant. 3 fl. oz.

821-083

reg. \$42

now \$34.99

C \$26.24

P \$24.49

PRP \$20.99

Free of sulfates

and parabens.

PH balanced.

Color-safe.



free

two Skin So Soft
Original Shower Gels
& one Body Lotion
with any two purchases
from this page.
Limited quantities.



what is bonding technology?

The formula works deep within the hair structure to repair broken and damaged bonds, restoring hair to a healthier state. It rebuilds bonds and increases moisture and elasticity, helping to shield damaged, dry or fragile hair strands against further damage and breakage from heat, color or chemical processes.



key ingredients:

Bonding agents: Our plant-based bonding agent is naturally derived (and an alternative to bonding products that are made using synthetic chemistry). It helps to repair and rebuild the protein bonds in our hair that are damaged due to chemical processes and environmental factors. Its small molecular weight allows it to deeply penetrate, helping to strengthen hair's structure.

Keratin: Replenishes and protects hair's natural keratin protein, dramatically improving elasticity and preventing future breakage, while adding intense hydration, softness and shine.

By using a **triple system of natural bond builders, keratin and intense moisture**, this collection helps maintain manageability, softness, smoothness, strength and shine, for luxurious-looking hair.

who is my customer?

Anyone looking for professional-grade, at-home care to help restore damage, and keep hair strong in between lightening and chemical processes. Works with all hair types.

PRODUCT GUIDE

CHI® Essentials Revive Keratin + Bonding

Use all 3 products together for optimal results!

PRODUCT	HOW TO USE	BENEFITS
 RESTORING SHAMPOO	<p>Step 1: Apply to wet hair.</p> <p>Step 2: Lather and massage into hair and scalp, then rinse.</p> <p>Step 3: Follow with the conditioner.</p>	<ul style="list-style-type: none"> • Color-safe formula. • Gently cleanses as it nourishes, strengthens and protects against damage, split ends and frizz. • Hair appears shinier, softer and healthier with each use.
 RESTORING CONDITIONER	<p>Step 1: After shampooing, apply generously to wet hair from mid-shaft to the ends.</p> <p>Step 2: Rinse.</p>	<ul style="list-style-type: none"> • Restores dry, damaged and brittle hair to soft, healthy and shiny locks. • With continuous use, will improve the hair structure's integrity, protecting color from fading and preventing future damage.
 PROTECTING SERUM	<p>Can be applied to dry or damp hair. Dispense a small amount onto palms and apply from mid-shaft to the ends. (You can use more on coarse dry hair and less on fine hair.)</p> <p>Apply to damp hair for heat protection from blow drying and other styling tools, or apply to dry hair for smoothness and shine as a finisher and UV protectant.</p>	<ul style="list-style-type: none"> • The lightweight oil conditions hair and restores color's vibrancy. • It instantly adds shine and smooths locks, while repairing and protecting the hair from exposure to the sun, heat and styling tools.

BUSINESS BUILDER

CHI® Essentials Revive Keratin + Bonding

BUY

3-PIECE BUNDLE

YOUR COST: \$45 AWARD SALES: \$45*

ORDER NUMBER: 518-492



CHI® Essentials Revive
Keratin + Bonding
Restoring Shampoo
12 fl. oz.
\$25 value



CHI® Essentials Revive
Keratin + Bonding
Restoring Conditioner
12 fl. oz.
\$25 value



CHI® Essentials Revive
Keratin + Bonding
Protecting Serum
3 fl. oz.
\$42 value

6-PIECE BUNDLE

YOUR COST: \$90 AWARD SALES: \$90*

ORDER NUMBER: 518-507



2 CHI® Essentials Revive
Keratin + Bonding
Restoring Shampoos
Each, 12 fl. oz.
\$50 value



2 CHI® Essentials Revive
Keratin + Bonding
Restoring Conditioners
Each, 12 fl. oz.
\$50 value



2 CHI® Essentials Revive
Keratin + Bonding
Protecting Serums
Each, 3 fl. oz.
\$84 value

Take advantage of these offers to have the new products, the promotional freebies and other favorites on hand. Start taking pre-orders today!

FREE

TOTAL VALUE[†]



4 Skin So Soft Original Shower Gels
Each, 5 fl. oz.
\$32 value



2 Skin So Soft Original Body Lotions
Each, 6.7 fl. oz.
\$12 value



Elastine Restore & Detox Dry Shampoo in Incredible Invisible
5 oz. net wt.
\$19 value



Elastine Restore & Detox Dry Shampoo in Enigmatic Dark
5 oz. net wt.
\$19 value

\$174



10 Skin So Soft Original Shower Gels
Each, 5 fl. oz.
\$80 value



5 Skin So Soft Original Body Lotions
Each,
6.7 fl. oz.
\$30 value



Skin So Soft Soft & Sensual Bath Oil
16.9 fl. oz.
\$24 value



Elastine Restore & Detox Dry Shampoo in Incredible Invisible
5 oz. net wt.
\$19 value



Elastine Restore & Detox Dry Shampoo in Enigmatic Dark
5 oz. net wt.
\$19 value



Elastine Restore & Detox Dry Shampoo in Fearless Brunette
5 oz. net wt.
\$19 value

\$375

[†]Includes value of free products.

hair care collection

SHAMPOO & CONDITIONER

	NEW! CHI® ESSENTIALS REVIVE KERATIN + BONDING Helps rebuild, revive and protect hair with keratin and bonding agents	With replenishing keratin and plant-based bonding agents, it helps prevent breakage, improve the look of elasticity and restore softness and shine. Restoring Shampoo: Cleanses, moisturizes and protects against split ends and frizz. Restoring Conditioner: Helps restore dry, damaged and brittle hair. Protecting Serum: Provides smoothness and shine.
	CHI® ESSENTIALS A unique blend of certified organic botanicals from expert hair care leader CHI®	Show locks some love with moisturizing aloe vera, antioxidant-rich pomegranate, hibiscus (containing vitamins and amino acids) and other nutrient-rich ingredients. Sulfate- and PABA-free. Replenishing Shampoo: With vitamins, minerals and amino acids to help hair maintain natural oils. Moisturizing Conditioner: Infused with aloe to help increase elasticity.
	ELASTINE PROPOLITHERA Rejuvenating hair care from bees enriched with moisturizing ingredients	For healthy-looking body and shine. Contains antioxidant-rich propolis (tree sap plus beeswax), honey and royal jelly to help restore moisture and natural luster. Sulfate- and paraben-free. Volumizing Collection: Provides weightless volume for a fuller, thicker, stronger appearance. Damage Repair Collection: Helps repair and soften damaged hair and split ends, so hair appears smooth and manageable.
	ELASTINE BOTANICALS Natural botanical hair care with premium botanical extracts	Infused with revitalizing babassu seed oil, chamomile flower water and lemon chestnut extract, helps bring damaged hair back to life, adding dewy moisture for a smooth, natural-looking sheen. Cherry Blossom & Hyaluronic Acid Collection: Moisturizes dry, damaged hair. Rosemary & Sea Salt Collection: Helps add volume and body and promote thicker hair. Avocado & Quinoa Collection: Helps combat frizz and prevent breakage.
	ELASTINE CBD & HEMP SEED OIL Visibly enhances elasticity and shine, and helps soothe scalp	Helps soothe scalp and promote healthy hair growth. Cooling & Soothing Shampoo: Helps soothe itchy scalp with cooling menthol. Cooling & Soothing Conditioner: Helps moisturize dry hair with shea butter, macadamia seed oil and panthenol (vitamin B5).
	ELASTINE HEMPHARMX With cold extracted hemp for weightless hydration that delivers full volume	Delivers weightless hydration with cold-pressed hemp seed oil, while helping strengthen, protect, volumize and moisturize hair. Weightless Hydration Shampoo and Conditioner: Contain omega 3-6-9, known to help moisturize and nourish hair and prevent breakage. Vegan and silicone-free.
	ELASTINE MOISTURE ESSENTIALS VOLUME & SHINE See healthier hair instantly with moisturizing ingredients	With richly moisturizing ceramide to help smooth and strengthen cuticles, protect hair from wear and tear and promote elasticity and shine. Shine: With ceramide and argan oil, helps moisturize and reduce breakage and split ends and keep locks looking shiny and smooth. Volume: With ceramide and biotin, helps dry, damaged hair look and feel thicker, fuller and healthier.

COLOR

	ELASTINE SALON DE COLOR 100% gray coverage and rich, long-lasting color	The nourishing cream formula with pro-keratin, collagen and ceramides does not contain ammonia, parabens, mineral oil or benzophenone. The kit is designed to protect hair before, during and after coloring. The no-drip cream formula delivers rich and radiant color with beautifully even results. Available in 10 shades.
	THE FACE SHOP ROOT TOUCH-UP Contains hair-strengthening ingredients, and disguises roots in seconds	The long-wearing powder formula covers the hairline, graying roots and even bare areas for a fuller hair look—instantly. Contains scalp-nourishing ingredients, like Ha-Soo-Oh herb, black bean and ginseng. Paraben-free. Available in 4 shades.

You've got your customer's color, care and styling needs covered

TREATMENT & STYLING		
	CHI® ESSENTIALS Treatments that help repair and protect	Repairing Serum: Deeply penetrating, lightweight serum helps strengthen, moisturize and smooth hair and protect from damage. Thermal Protecting Spray: Helps protect from the damaging heat of styling tools and locks in moisture for frizz-free, shiny hair. BIOSILK® SILK THERAPY® Weightless leave-in silk treatment: Made with silk proteins to help repair, smooth and protect all hair types. Tames frizz and flyaways for silky-smooth hair with reflective shine. Helps shield from UV rays, heat and humidity.
	ELASTINE PROPOLITHERA Treatments that help nourish and strengthen	Leave-in Conditioner: Hydrates and nourishes dry hair, infusing it with rich luster. Aloe Dual-Active Hair Serum: Intense hydration with vitamins, minerals and other nutrients to bring damaged or chemically processed hair back to life. Volume Spray: Adds weightless volume and lustrous texture to thinning hair. Volumizing Mousse: Lightweight formula helps add lift, bounce and body. Serum Treatment: With moisturizing ingredients, vitamins and minerals to help restore weak, brittle hair and target areas where needed most. Oil Serum: Rejuvenating serum helps strengthen, protect, moisturize and smooth hair, while providing shine as you style. Curl Cream: Rich hydration for bouncy, defined curls. Reduces frizz for healthy-looking shine. Mask: Nutrient-enriched formula helps deeply nourish hair, repair damaged split ends and protect from heat. Hair Deep Conditioning Treatment Cap: Deep conditioning treatment for lustrous-looking shine enriched with GOLD-Polypeptide Protein Complex.
	ELASTINE RESTORE & DETOX DRY SHAMPOO No-rinse, leave-in shampoo...just spray, comb, style and done!	Cleanses and refreshes hair, detoxifies, enhances color and extends styling between washes. With detoxifying charcoal extract and soothing white tea powder, instantly absorbs oil, sweat and odor plus adds volume. Available in: Incredible Invisible (clear), Enigmatic Dark and Fearless Brunette (color-matching formulas).
	DR. GROOT MICROBIOME SCALP FORTIFYING Your solution to thinning hair. Healthy hair starts with a healthy scalp!	With prebiotics and para-probiotics, and natural plant-based ingredients to help soothe redness and itching, and biotin to help thicken hair. No sulfates, parabens or silicones. Hair-Thickening Shampoo: With coconut oil, deep cleanses while it helps moisturize dry scalp and hair. Serum Treatment: Helps support healthy hair roots and growth. Exfoliating Shampoo: With rosemary extract, gently exfoliates, helping to remove dirt and impurities. Massaging Tonic: With sophora root, an herb known to help support health of scalp circulation and hair growth. Premium Scalp Cleansing Brush: Massages the scalp, helping to remove dead skin cells and stimulate hair follicles for healthier hair.
	ADVANCE TECHNIQUES Targeted treatments for enhanced shine and nourishment	Daily Shine Dry Ends Serum: Delivers smooth, shiny hair with less frizz. Contains provitamin B. 360 Nourish With Moroccan Argan Oil Leave-In Treatment: With argan oil, provitamin B5 and vitamin E to help nourish and smooth dry, damaged hair.
	CHI® STYLING TOOLS Advanced ceramic and ionic technologies that help smooth and protect from damage	1" Volcanic Lava Ceramic Pro Spin 'n' Curl: Creates instant silky, shiny and glamorously bouncy curls. Advanced Ionic Compact Hair Dryer: 1875-watt ion generator emits negative ions to reduce drying time.
	CHI® STYLING PRODUCTS Professional-grade styling aids that add incredible shine and control	Styling Cream Gel: Workable styling cream gel with a light hold that's the perfect prep for smooth blowouts. Enriched with silk. ENVIRO 54® Natural Hold Hair Spray: For a brushable, natural hold that's lightweight and fast-drying with no buildup. Enriched with silk to strengthen hair.

NEW

ROSY LINKS

Oversized chains
in rose goldtone
make this collection
really glow.



**Chunky Chain Rose
Goldtone Collection**

Necklace

16½" L with 3½"
extender. **825-442**

reg. \$32.99

now \$24.99

C \$18.74

P \$17.49

PRP \$14.99

Exclusive Collection Offer

Only for Representatives—a total of 9 pieces at a can't-miss price!

Order by Ring Size:

6 **554-151**
8 **554-329**
10 **554-481**

YOUR COST: \$24.99

Award Sales: \$24.99*

OVER \$77 VALUE



Bracelet
7 1/4" L with toggle
closure. **825-461**
reg. \$16.99
now \$12.99
C \$9.74
P \$9.09
PRP \$7.79

Ring
Sizes:
6 **829-065**
8 **830-668**
10 **830-672**
reg. \$10.99
now \$8.99
C \$6.74
P \$6.29
PRP \$5.39

Earrings Pack

Six pairs of pierced
earrings, clear stone
accents. Includes: 1/2"
hoop, chain-link drop
and CZ stud earrings.

825-457 reg. \$16.99
now **\$12.99 the pack**

C \$9.74
P \$9.09
PRP \$7.79



6-PAIR PACK

NEW

Very Violet Cushion Cut Collection
Light amethyst-colored stones with crystal accents set in rose goldtone.

Necklace and Ring Set
Necklace, 16½" L with 3½" extender. Stone drop, 1". Ring, ½" stone. Order by ring size:
6 830-691
8 830-706
10 830-710
reg. \$22.99
now \$16.99
the set
C \$12.74
P \$11.89
PRP \$10.19

Drop Earrings
1" drop. Pierced.
832-474
reg. \$12.99
now \$9.99
C \$7.49
P \$6.99
PRP \$5.99

Bracelet
7¼" L tennis bracelet with extender clasp.
832-508
reg. \$16.99
now \$12.99
C \$9.74
P \$9.09
PRP \$7.79

Exclusive Collection Offer

Only for Representatives—get all 4 pieces at a can't-miss price!

Order by Ring Size:
6 554-807
8 554-940
10 554-974

YOUR COST: \$14.99
Award Sales: \$14.99*

OVER \$52 VALUE

*Based on Brochure special prices.

stainless steel with **GENUINE ABALONE**

The beauty of the sea melds with the strength and luster of steel for designs that rival the finest collections.



Stainless Steel Abalone Leaf Collection

Genuine abalone set in stainless steel.

Earrings

1½" L drop.
Pierced.

825-423

reg. \$58.99

now \$44.99

C \$33.74

P \$31.49

PRP \$26.99

Necklace

18" L with 1" extender. 1¼" drop pendant.

821-098

reg. \$49.99

now \$39.99

C \$29.99

P \$27.99

PRP \$23.99

Bracelet

Includes three charms:
1" abalone leaf, ¾" metal leaf. .5 carat CZ stone. One size fits most.

825-438

reg. \$58.99

now \$44.99

C \$33.74

P \$31.49

PRP \$26.99

THE WOW DEAL

**ENJOY A “WOW”-WORTHY COLLECTION
AT AN EXCLUSIVE PRICE, JUST FOR YOU!**

This must-have beauty collection valued at \$177 **is a no-limit offer available to all Representatives at only \$30 Your Cost and Award Sales of \$30!** It's designed to help you on your way to Premier Level, President's Club or beyond! Check out the handy calculator on Avon U, which will show you how to reach your goals by selling this collection, and look out for more Wow offers in *What's New*.



YOUR COST
\$30

VALUE
\$177



Youth Potions That Work Like Magic!

Serums and treatments that boost your moisturizing power, lift the look of your eyes, visibly diminish wrinkles and enhance the radiance of your skin and luster of your hair. See an amazing difference in one week!

Isa Knox Anew Clinical Line Eraser with Retinol Targeted Treatment
In just one week, the look of deep lines is smoothed and resurfaced. Use PM. .67 fl. oz. \$40 value

Anew Power Serum
Visibly improves wrinkles, radiance, firmness and texture. Use AM and PM after cleansing, as your treatment before moisturizing. 1 fl. oz. \$45 value

Isa Knox Anew Clinical Collagen Booster Eye Lift Pro Dual Eye System
In just 7 days, eye area looks lifted, firmer and tighter. Gel, .33 fl. oz. Cream, .33 fl. oz. \$40 value

Anew Vitamin C Illuminating Body Serum
Light-reflecting pigments leave skin looking luminous. 6.7 fl. oz. \$34 value

Elastine PropoliThera Hair Oil Serum
Helps to strengthen, protect, moisturize and smooth hair, and to add shine while styling. 5.7 fl. oz. \$18 value

YOUR COST: All 5 for \$30 • **CUSTOMER PRICE:** All 5 for \$50 • **AWARD SALES:** \$30 • **922-547**
NO LIMIT TO THIS OFFER (you can buy as many collections as you'd like)

EXCLUSIVE OFFER

SUMMER GLOW BUNDLE

Features 8 pretty picks
for lips, face and eyes!

VALUE: \$115*

8-PIECE SET
YOUR COST: \$33.99
AWARD SALES:
\$33.99**
170-105 (no limit)



**fmg Colors of LOVE
Glow Balm
Bronzing Stick in
Heart of Gold**
Lightweight formula glides on smoothly. Creates instant radiance with a skin-loving blend of pomegranate extract, mango and shea butter, vitamins E and C, and avocado oil. .28 oz. net wt. \$16 value



**fmg Glimmer
Lip Glaze in
Shine and Flash**
Non-sticky creamy formula gives hours of wear without feathering. With antioxidant vitamin E. Buildable sheer-to-medium coverage with lustrous glossy finish. Each, .3 fl. oz. \$22 total value



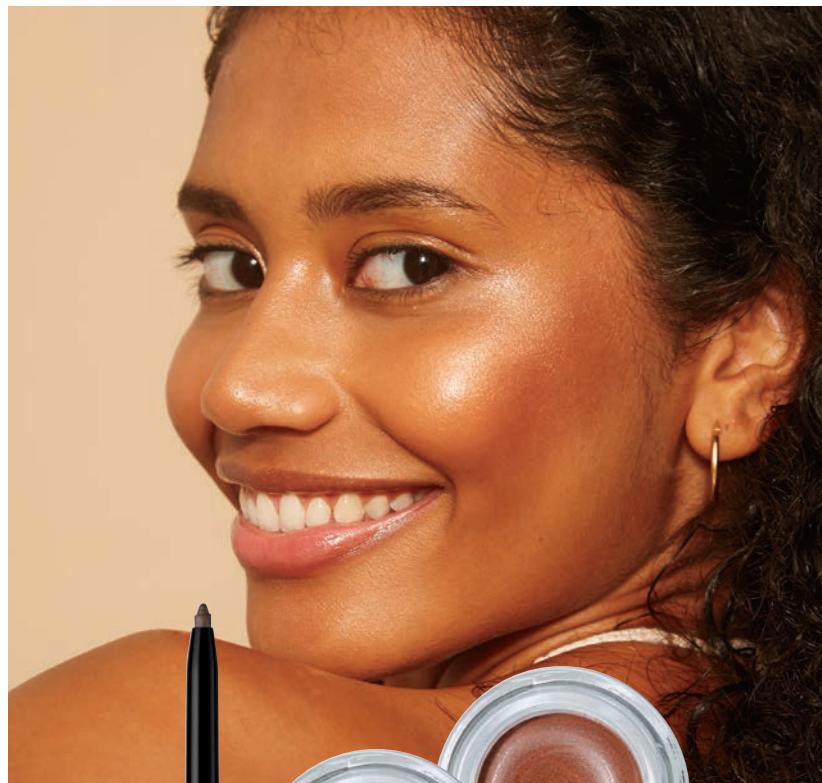
**fmg Colors of
LOVE Hi-Brow
Sculpting
Brow Gel**
Universal clear shade. Flexible, flake-proof formula. With moisturizing aloe and nourishing hyaluronic acid. Soft matte finish. Tapered micro-brush ensures precise application. \$17 value



**fmg Glimmer
Waterproof
Eyeliner in
Brown
Chocolate**
Define eyes perfectly. Long-wearing. Retractable. Smudge-, transfer-, sweat- and waterproof. .01 oz. net wt. \$9 value

**fmg Glimmer
Longwear Gel
Eyeshadow in
Firefly and Bronze
Butterfly**
Long-wearing, creamy weightless formula with delicate pearls. Seamless, buildable coverage. Crease- and smudge-proof. Fade-resistant. Each, .21 oz. net wt. \$24 total value

**fmg Colors of
LOVE Kiss Me
Cushion Blush
in Orchid Kiss**
Water-based formula with hyaluronic acid instantly boosts hydration. Buildable sheer-to-medium coverage. .28 oz. net wt. \$27 value



PREMIUM VIAL-ON-CARD BUNDLES

Featuring key fragrance samples. The deluxe vials allow for several applications, which not only makes a great introduction to the scent, but also a nice thank-you gift for your customer's order. Remember to follow up!



TOP PICKS

Includes: Rare Platinum Intense (pack of 5), LYRD Peony Rosé (pack of 5), Far Away Beyond Intense (pack of 5) and Ginza Stefany In My Arms (pack of 3). **394-852**

18 samples total for only \$6.99



INTENSE FAVORITES

Includes: Rare Platinum Intense (pack of 5), Far Away Beyond Intense (pack of 5), Haiku Sacred Intense (pack of 5) and Haiku (pack of 5). **392-132**

20 samples total for only \$6.49

SAMPLING TIPS

Present the sample as a gift! You can say: "Along with your order, I wanted to gift you something special to use this weekend."

Talk about how and where to apply the sample, and don't forget to follow up! The best time is after the first weekend you gave it to your customer. Happy sampling!



EXCLUSIVE OFFER

HOMESTAR BATHROOM & BEYOND BUNDLE

30% OFF BROCHURE

Help your customers streamline their routine with these powerful Homestar formulas that make cleaning easy.

Take advantage of this exclusive no-limit offer at a great value—and price!

BUY

OVER
\$70
VALUE[†]



❖ **Homestar Heavy Duty Cleaning Wipes**
Jumbo sized for double the cleaning power in a single sheet. Fresh lemon scent. Fits Homestar Mop Stick. 50 sheets, each, 9½" x 11". **\$11.99 value**

❖ **Homestar Foaming Toilet Bowl Cleaner**
Fights toilet rings and stains. Includes 5 pouches. 10.6 oz. total net wt. **\$12.99 value**

❖ **Homestar Floor Cleaner**
Nozzle provides targeted application to apply directly to floor. Dries quickly for a streak-free shine. Great for laminate, sealed hardwood and sealed stone. Fresh lavender scent. 25.3 fl. oz. **\$9.99 value**

❖ **Homestar Bathroom Cleaner**
Just spray, let sit and wipe away! Fights tough soap scum, limescale, calcium and grime. Fresh green apple scent. 25.4 fl. oz. **\$11.99 value**

GET THESE FREE



❖ **2 Homestar Heavy Duty Cleaning Wipes**
Each pack contains 50 sheets (9½" x 11"). **\$23.98 total value**

you pay*:

C \$21.59

P \$21.59

PRP \$20.24

award sales:
\$26.99

ORDER NUMBER:
325-274

*Based on Brochure special prices of \$26.99.

*Based on Brochure regular prices. Includes value of free products.



Did you know?

DEET is a chemical that is used in bug repellent to prevent insect bites. When DEET products are left on the skin for extended periods of time, one may experience irritation, redness, rashes and swelling. While other brands may contain DEET, Avon's Skin So Soft Bug Guard DOES NOT.



You've got them covered with Bug Guard

There's something for everyone! And since it's DEET-free, Bug Guard is safe for the entire family.

- ★ Enjoying a day of outdoor sports? Suggest our **Expedition** collection for all-in-one protection with SPF 30.
- ★ Relaxing outside during dawn or dusk when bugs are most active? Talk about the benefits of our **Picaridin** collection.
- ★ Kids ready to hit the pool? Our **Gentle Breeze Lotion** is water-resistant and has SPF 30.

Check out all the details with our handy guide on page 23.

Bug Guard Product Guide

We have formulas and forms (sprays, lotion, towelettes; family and travel sizes) for all of your customers' needs. Plus, our pumps and aerosol sprays have patented time-release technology that provides long-lasting, effective protection from bugs.

ALL
SKIN SO SOFT
BUG GUARD PLUS
PRODUCTS ARE
DEET-FREE

WHEN/WHERE TO USE	PRODUCTS	BENEFITS
ALL-DAY PROTECTION Expedition provides protection with SPF for day.	 IR3535® EXPEDITION Aerosol Spray SPF 28, Family Size Pump Spray SPF 30 (also shown in regular- and travel-sizes)	<ul style="list-style-type: none"> Repels deer ticks that may carry and transmit Lyme disease for 12 hours Repels mosquitoes that may transmit West Nile virus for 8 hours Contains IR3535®, a highly effective bug repellent SPF 28 & SPF 30 Dermatologist-tested Hypoallergenic With vitamin E Light scent* Formula does not need to be washed off when returning from outdoors Protects against: mosquitoes, deer ticks, gnats, sand flies, biting midges, no-seeums
DAWN & DUSK Picaridin for when bugs are most active.	 PICARIDIN Aerosol Spray, Family Size Pump Spray (also shown in regular- and travel-sizes), Towelettes	<ul style="list-style-type: none"> Repels deer ticks that may carry and transmit Lyme disease for 12 hours Repels mosquitoes that may transmit West Nile virus for 8 hours Contains picaridin, a highly effective bug repellent With vitamin E and aloe† Light scent Oil-free Protects against: mosquitoes, deer ticks, gnats, sand flies, biting midges, no-seeums, black flies
SUN & WATER Water-resistant protection from bugs (80 minutes) + SPF	 IR3535® Gentle Breeze® SPF 30 Lotion	<ul style="list-style-type: none"> Protects against mosquitoes that may carry the Zika virus Contains IR3535®, a highly effective bug repellent Nongreasy Dermatologist-tested Hypoallergenic PABA-free With vitamin E and aloe Formula does not need to be washed off when returning from outdoors Protects against: mosquitoes, deer ticks, gnats, sand flies, biting midges, no-seeums

*Aerosol Spray is unscented. †Aerosol Spray does not contain aloe. Read and follow label directions and precautions.

Bug Guard Bundles

BUY



**2 IR3535®
Gentle Breeze®
SPF 30 Lotions**
Each, 4 fl. oz.
reg. \$15

5-PIECE BOOSTER BUNDLE

your cost: **\$32.97** award sales: \$32.97

ORDER NUMBER: **207-532**



2 Picaridin Towelettes
Resealable bag holds 8
packets. Each towelette,
9" L x 5½" W. Each, .3 fl.
oz. reg. \$16 pack of 8



**1 IR3535® Expedition
Aerosol Spray SPF 28**
4 oz. net wt.
reg. \$20

9-PIECE BLOCKBUSTER BUNDLE

your cost: **\$60.25** award sales: \$60.25

ORDER NUMBER: **208-892**



**3 IR3535®
Gentle Breeze®
SPF 30 Lotions**
Each, 4 fl. oz.
reg. \$15



4 Picaridin Towelettes
Resealable bag holds 8
packets. Each towelette,
9" L x 5½" W. Each, .3 fl.
oz. reg. \$16 pack of 8



**2 IR3535® Expedition
Aerosol Spray SPF 28**
4 oz. net wt.
reg. \$20

Take advantage of these offers to have product on hand for instant sales. It's a quick solution for impulse or last-minute buys. Think parents at the baseball field, pool and park, who may need it in a hurry!

FREE & EXCLUSIVE GIFTS!

TOTAL VALUE⁺



2 Bug Guard Cooler Tote Bags
Water-resistant with foam insulation.
Each, 15" H x 12" W x 6" D.
\$20 total value

1 IR3535® Gentle Breeze® SPF 30 Lotion 4 fl. oz.
\$15 value

2 Picaridin Pump Sprays
Each, 4 fl. oz.
\$30 value

\$147



4 Bug Guard Cooler Tote Bags
Water-resistant with foam insulation. Each, 15" H x 12" W x 6" D.
\$40 total value

3 IR3535® Gentle Breeze® SPF 30 Lotions
Each, 4 fl. oz.
\$45 total value

4 Picaridin Pump Sprays
Each, 4 fl. oz.
\$60 total value

1 Picaridin Towelettes
Pack of 8 in resealable bag. Each towelette, 9" L x 5½" W.
Each, .3 fl. oz.
\$16 value

\$310

Our bundles are the perfect way to have product that is ready-to-use as gifts and perks for your team or loyal customers!

While supplies last.

buy 1, get 2 free

FRAGRANCE VIAL-ON-CARD SAMPLES

Each vial allows for several fragrance applications for a premium sampling experience. Follow up to see what your customers thought of the scent.

 <p>LYRD ARTISAN CANNABIS OUD (fresh & vibrant) Pack of 5 Samples 954-670 reg. \$4.25 NOW \$2.50</p>	 <p>IMARI AMOR (warm & dreamy) Pack of 5 Samples 153-650 reg. \$2.25 NOW \$1.75</p>	 <p>LYRD OUD ROSE (warm & indulgent) Pack of 5 Samples 792-446 reg. \$3 NOW \$1.85</p>	 <p>LYRD PEONY ROSE (fresh & clean) Pack of 5 Samples 616-263 reg. \$4.25 NOW \$2.50</p>	 <p>GINZA IN MY ARMS (fresh & sweet) Pack of 3 Samples 139-801 reg. \$4.50 NOW \$2.90</p>
 <p>FAR AWAY (warm & exotic) Pack of 5 Samples 451-207 reg. \$2.25 NOW \$1.75</p>	 <p>FAR AWAY BEYOND INTENSE (warm & exotic) Pack of 5 Samples 387-615 reg. \$4.25 NOW \$2.50</p>	 <p>MESMERIZE PLATINUM ULTIMATE (warm & comforting) Pack of 5 Samples 897-006 reg. \$4.25 NOW \$2.50</p>	 <p>GINZA WISH YOU WERE HERE (fresh & clean) Pack of 3 Samples 504-318 reg. \$4.50 NOW \$2.90</p>	 <p>GINZA ALWAYS BESIDE YOU (warm & exotic) Pack of 3 Samples 139-820 reg. \$4.50 NOW \$2.90</p>
 <p>LYRD ROSE DU SOLEIL (fresh & vibrant) Pack of 5 Samples 514-387 reg. \$3 NOW \$1.85</p>	 <p>LYRD BOUQUET DE FREESIA (fresh & clean) Pack of 5 Samples 359-563 reg. \$3 NOW \$1.85</p>	 <p>RARE PEARLS (warm & dreamy) Pack of 5 Samples 006-400 reg. \$2.25 NOW \$1.75</p>	 <p>RARE PLATINUM INTENSE (warm & dreamy) Pack of 5 Samples 359-750 reg. \$4.25 NOW \$2.50</p>	 <p>HAIKU (fresh & clean) Pack of 5 Samples 578-367 reg. \$2.25 NOW \$1.75</p>
 <p>MESMERIZE (warm & intoxicating) Pack of 5 Samples 006-449 reg. \$2.25 NOW \$1.75</p>	 <p>MESMERIZE ULTIMATE (warm & intoxicating) Pack of 5 Samples 436-625 reg. \$4.25 NOW \$2.50</p>	 <p>HAIKU SACRED INTENSE (fresh & clean) Pack of 5 Samples 359-764 reg. \$4.25 NOW \$2.50</p>	 <p>LYRD ARTISAN CHERRY VETIVER (warm & indulgent) Pack of 5 Samples 828-590 reg. \$4.25 NOW \$2.50</p>	 <p>LYRD ARTISAN SANTAL MUSK (warm & exotic) Pack of 5 Samples 830-232 reg. \$4.25 NOW \$2.50</p>
 <p>WILD COUNTRY (fresh & aromatic) Pack of 5 Samples 006-453 reg. \$2.25 NOW \$1.75</p>	 <p>BLACK SUEDE (fresh & aromatic) Pack of 5 Samples 006-468 reg. \$2.25 NOW \$1.75</p>	 <p>STUDIO 1886 LEGENDARY (fresh & aromatic) Pack of 5 Samples 398-657 reg. \$4.25 NOW \$2.50</p>	 <p>BLACK SUEDE ULTIMATE (fresh & aromatic) Pack of 5 Samples 235-728 reg. \$4.25 NOW \$2.50</p>	 <p>STUDIO 1886 GILDED (fresh & vibrant) Pack of 5 Samples 890-020 reg. \$4.25 NOW \$2.50</p>

MAKEUP SAMPLES

Help your customers find their perfect shades and experience our formulas.



NEW! **fmg Cashmere 24 Hour Foundation Sample Packs**
3 samples per pack.
Light-Medium 592-966
Medium-Tan 592-970
Tan-Deep 592-985
reg. \$4
NOW \$3 each pack



Love at 1st Lash Mini Mascara
Blackest Black.
.15 fl. oz.
594-060
reg. \$6
NOW \$3



fmg Glimmer Satin Lipstick Sample Packs
Total 0.212 oz. net wt.; equivalent to over 2 full-size fmg Glimmer Satin Lipsticks. 10 samples per pack. reg. \$22 NOW \$3.25 each pack

Sample Pack #1 includes:
Wildrose, Rose Angel, Luna, Hibiscus, Sierra Sunset, Poppy, Violet Night, Fog, Thunderbird, Firebolt
235-751

Sample Pack #2 includes:
Eclipse, Aster, Wild Cherry, Tulip, Constellation, Morning Glory, Plum Blossom, Desert Moon, Equinox, Twilight
342-250



JEWELRY
Bracelet Pillow
Black velvet-like fabric and cardboard. Imported. 3" Lx3" W.
149-230 \$4.99

Get 3 of the same sample packs* for the price of one...
a win-win for you and your customers!

FACE & BODY CARE SAMPLES

Let your customers experience the luxurious textures of some of our key products.



**ANEW ULTIMATE
SUPREME
DUAL ELIXIR**
Pack of 5 Samples
669-694
reg. \$2.50
NOW \$2.15



**ISA KNOX LXNEW
CLINICAL BOOSTER
MICROBIOME
BALANCE**
Pack of 3 Samples
318-625 reg. \$1
NOW 69¢



**ISA KNOX LXNEW
CLINICAL BOOSTER
MOISTURE LOCK**
Pack of 3 Samples
318-644
reg. \$1
NOW 69¢



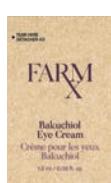
**ISA KNOX LXNEW
CLINICAL BOOSTER
PORE PERFECTOR**
Pack of 3 Samples
318-549
reg. \$1
NOW 69¢



**ISA KNOX
ANEW CLINICAL
COLLAGEN BOOSTER
REJUVENATING
SERUM AMPOULES**
Pack of 3 Samples
351-266 reg. \$3
NOW \$2.50



**FARM RX
BAKUCHIOL
CREAM**
Pack of
3 Samples
792-848
reg. \$1
NOW 79¢



**FARM RX
BAKUCHIOL
EYE CREAM**
Pack of 3 Samples
307-689
reg. \$1
NOW 79¢



**FARM RX
SUPER GREENS
MULTIVITAMIN
MOISTURE CREAM**
Pack of 3 Samples
307-913
reg. \$1
NOW 59¢



**FARM RX
SUPER GREENS
COOLING GEL**
Pack of
3 Samples
307-693
reg. \$1
NOW 59¢



**FARM RX
SUPER GREENS
REFRESHING GEL
CLEANSER**
Pack of 3 Samples
497-151
reg. \$1
NOW 59¢



**ISA KNOX LXNEW
PLATINUM
SCULPTING DAY
CREAM**
Pack of 3 Samples
731-690
reg. \$1
NOW 69¢



**ISA KNOX LXNEW
PLATINUM
SCULPTING NIGHT
CREAM**
Pack of 3 Samples
731-685
reg. \$1
NOW 69¢



**ISA KNOX LXNEW
PLATINUM
SCULPTING EYE
CREAM**
Pack of 3 Samples
731-723
reg. \$1
NOW 69¢



**ISA KNOX LXNEW
PLATINUM
SCULPTING OIL
SERUM**
Pack of 3 Samples
731-704
reg. \$1
NOW 89¢



**THE TRUE SERUM
REVITALIZING**
Pack of 3
Samples
577-868
reg. \$1
NOW 69¢



**AQUA BOMB
ALOE**
Pack of 3
Samples
994-081
reg. \$1
NOW 69¢



AQUA BOMB
Pack of 3
Samples
836-560
reg. \$1
NOW 69¢



**MOISTURIZING
BOMB**
Pack of 3
Samples
836-575
reg. \$1
NOW 69¢



**#NAKEDPROOF
FIRMING CREAM**
Pack of 5 Samples
024-622
reg. \$3
NOW \$1.75



**THE TRUE SERUM
RESURFACING**
Pack of 3
Samples
578-386
reg. \$1
NOW 69¢



**VITAMIN C
OVERNIGHT
RADIANT MASK**
Pack of 3 Samples
993-927
reg. \$2
NOW 79¢



**VITAMIN C
ILLUMINATING
BODY SERUM**
Pack of 3 Samples
695-652
reg. \$2
NOW 79¢



**VITAMIN C
ILLUMINATING
PRIMING
MOISTURIZER**
Pack of 5 Samples
962-709
reg. \$2.50
NOW \$2.15



**ISA KNOX
ANEW LX ULTIMATE
REJUVENATING
SERUM**
Pack of 3 Samples
148-779
reg. \$1
NOW 89¢



**#NAKEDPROOF
ANTI-CELLULITE
GEL**
Pack of 5
Samples
378-925
reg. \$3
NOW \$1.75



**REVITALIZE
& REVEAL
INTENSIVE PEEL**
Pack of 3 Samples
533-806
reg. \$1
NOW 69¢



**POWER
SERUM**
Pack of 5
Samples
105-159
reg. \$2.50
NOW \$2



**PHYSIOGEL
DAILY MOISTURE
THERAPY
FACIAL
CREAM**
Pack of 3 Samples
353-819
reg. \$1.50
NOW 69¢



**ISA KNOX
ANEW LX
ULTIMATE
DAY CREAM**
Pack of 3 Samples
148-491
reg. \$1
NOW 69¢



**ISA KNOX CLINICAL
COLLAGEN BOOSTER
EYE LIFT PRO DUAL
EYE SYSTEM**
Pack of 5 Samples
351-414 \$3



MISSION LUXEREVE
Pack of 4 Samples
(2 Cream & 2
Serum samples)
969-464
reg. \$8.50
NOW \$6.50



**MISSION LUXEREVE
ESSENCE**
Pack of 3 Samples
258-129
reg. \$2
NOW \$1.20



**MISSION LUXEREVE
EYE CREAM**
Pack of 3 Samples
000-269
reg. \$2
NOW \$1.20



**GREEN GODDESS
FACIAL OIL**
Pack of 5
Samples
211-000
reg. \$2.50
NOW \$2.15

be an instaWINNER!

Share your experience with **belif The True Cream Aqua Bomb** on Instagram...and get a chance to win big!



"This gel-cream is amazingly moist on my skin. It instantly refreshes my dry surface cells."

MARILYN
Avon Customer



Enter the Sweepstakes.*

- 1 Upload an image or video of you using **belif The True Cream Aqua Bomb** on your Instagram account.
- 2 Add the hashtag **#avonchallengeUSA** and tag **@avoninsider**
- 3 Scan the QR Code from the C18 Brochure (page 21) to complete your entry.

Amazing prizes!

Two full-size collections. **\$463 total value!**



belif 6-piece collection

The True Cream Aqua Bomb,
The True Cream Moisturizing Bomb,
The True Cream Aqua Bomb Aloe,
Moisturizing Eye Bomb,
The True Serum Resurfacing
AHA/PHA 10%,
Aqua Bomb Jelly Cleanser
\$265 value



fmg Glimmer Eyeliner collection (22 eyeliners) **\$198 value**

CREAM Majestic Plum	CREAM Saturn Grey	CREAM Emerald Green	CREAM Starry Night	CREAM Cosmic Brown	CREAM Blackest Black	DIAMOND Smoky Diamond	DIAMOND Twilight Sparkle
DIAMOND Brown Sugar	DIAMOND Teal Sparkle	DIAMOND Black Ice	DIAMOND Sugar Plum	DIAMOND Olive	DIAMOND Sterling	DIAMOND Purple Rain	WATERPROOF Brown Chocolate
WATERPROOF Blackest Night	WATERPROOF Midnight Blue	WATERPROOF Smoky Grey	WATERPROOF Raisin	WATERPROOF Blue Skies	WATERPROOF Seafoam Green		

*No purchase necessary to enter or win. Open to legal residents of all 50 U.S. states and D.C., ages 18 and older. Sweepstakes runs during Campaign 18 2022, beginning 8/3/22 and ending 8/16/22. (The drawing will be on 8/17/22.) Void where prohibited. See Official Rules for full details, including alternate method of entry at: <https://avon.com/marketing-sweeps-2022>

Check the pulse of your business with CPR



Calling all Leadership Representatives! Here's a quick snapshot of your CPR plan for progressing your business. You can find all the details and learn more at AVON U > In Focus.

CONNECT

- ▶ Identify who to connect with on your team
- ▶ Know your "words to use"
- ▶ Create a connection strategy
- ▶ Deliver on your daily contact goal

PROSPECT

- ▶ Identify potential new customers/ team members
- ▶ Teach the "words to use" to new team members
- ▶ Create your Prospecting plan
- ▶ Own your numbers (your goals for expanding your team/customer base)

RETAIN

- ▶ Identify opportunities for referrals
- ▶ Have an engagement strategy for new customers/team members
- ▶ Maintain visibility by creating a circle of influence among team members
- ▶ Follow up to ensure success

Throwback Thursday Challenge: Let's use Thursdays to throw it back to the basics...your customers! Some suggestions: you can share your favorite product, a current Brochure, your online store or your unique link to Avon Live Shopping. And don't forget to share the Avon opportunity. When you talk about your own experience and what it means to be part of the Avon family, it's a great way to reconnect with a friend!

Consistent connection is the key to selling success

Incorporate the **3/3/1 plan** into your day-to-day routine. That is...reach out to 3 people, follow up with 3 people, and have 1 social media moment on a daily basis!



REACH OUT

- Share a Brochure
- Text your online store link
- Share your Avon Live Shopping unique link

FOLLOW UP

- Reconnect with someone you've already shared a product or the Avon opportunity with
- Ask a follow-up question or how they liked a product or what they're looking for
- Make suggestions and ask for their order



SHARE ON SOCIAL MEDIA



- Post a fun or engaging question
- Do a "live" unboxing of your Avon order
- Create a reel or an Instagram story talking about a product you use, love or is a bestseller

THE TIME IS NOW

AVON CONVENTION 2022

★ AUGUST 5-7

You can still register for the biggest event of the year! Go to: avonconvention.com to secure your spot today, and join us in San Antonio, Texas or from anywhere for as little as \$39. Whether in-person or virtual, you'll have a front seat to all the recognition, celebration, surprises, giveaways and more! *Don't miss out!*

"I literally have goosebumps thinking about the experiences I've had attending Convention—both in person and virtual. The camaraderie, the energy, the valuable training and motivational testimony from fellow Avon Representatives is priceless."

-JESSICA MORNINGSTAR, PROMOTER AND HONOR SOCIETY,*
SAN DIEGO, CA

"The impact Convention can have on the momentum of your business is unlike anything else!"

-EMILY STEPHENS, PRESIDENT'S CLUB AND GOLD LEADER,*
TAYLORS, SC

"It's a real WOW...exciting, motivational, interactive, business-enriching and so much more. Coming home from Convention, you'll feel like your business is on fire!"

-DAWN TELLINGHUISEN, ROSE CIRCLE AND SILVER LEADER,*
AURORA, IL



all-in-one protection from sun and bugs

THE
BROCHURE
BACK
COVER
FEATURE!

BUG GUARD PLUS IR3535® EXPEDITION

REPELS DEER TICKS THAT
MAY CARRY & TRANSMIT
LYME DISEASE

- PROTECTS AGAINST mosquitoes, deer ticks, no-seeums, sand flies, gnats, biting midges and black flies
- DEET-FREE / PABA-FREE
- NO NEED TO WASH OFF
- WATER-RESISTANT
- WITH VITAMIN E
- SPF 28 & SPF 30

Aerosol Spray SPF 28
Repels mosquitoes for 8 hours, deer ticks for 12 hours. 4 oz. net wt.
reg. \$20
Brochure Price: \$13.99

Family Size Pump
Spray SPF 30
8 fl. oz.
reg. \$24
Brochure Price:
\$17.39



Plus, check out your
exclusive Bug Guard offer
on pages 24-25!



FREE
Bug Guard Plus
Expedition Travel Size
with any two
Bug Guard products

Follow our social media channels:
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[Twitter: @AvonInsider](#)
[Pinterest: AvonInsider](#)

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[YouTube.com: AvonUSAReps](#)

