

AVON

CAMPAIGN 20 2023
BUY YOUR PREVIEW
PRODUCTS IN
C18 & C19 ORDERS

wh new

+free
gift
see inside

every **body**
needs a **serum**

Introducing Anew Platinum
Sculpting Body Serum

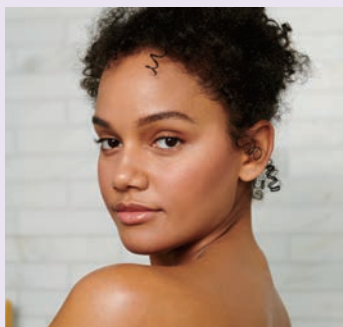
WHAT'S NEW 101

BIG NEWS!

For products that are not new and featured on the cover and the front section of the Brochure, you can now purchase them in What's New at 40% off the Brochure prices! This will help you promote key collections to customers and have product on hand for instant sales.

PREVIEW PRODUCTS

For all of the new products featured in What's New ("Preview Products"), you can purchase up to ten of everything! For example: if a lipstick comes in eight shades, you can purchase ten of each shade. Your discount for all new "Preview Products" is based on your Commission Level. For details about Commission Levels go to: Avon.com > Seller Central > Commissions and Sales Levels.



why a serum?

A serum can boost the benefits of your anti-aging regimens. So lightweight, it's ideal for layering under your day and night creams. Yet its more easily absorbing, smaller molecules deliver a high concentration of active ingredients to target specific concerns.

WHAT'S NEW +
BROCHURE OFFER

free

**ANEW PLATINUM
AGE DELAY SERUM**

with any \$24 purchase from pages 3-9 in What's New. In the Brochure: FREE with any \$40 skin care purchase from select pages. Sold on page 4 in What's New.

\$45 value. Limited quantities.



NEW

MY GO-TO SERUM FOR MY BODY!

now my skin
looks smooth and
lifted all over

**Anew Platinum
Sculpting Body Serum**
With niacinamide, panthenol
(pro-vitamin B5) and powerful
peptides, effective anti-aging
ingredients known to help
boost moisture, leaving skin
looking firmer, smoother and
more youthful. 6.7 fl. oz.
093-775 reg. \$45
Brochure Price: \$26.99
YOUR COST: \$16.19

**For All
Representatives
40% Off
Brochure Prices
Guaranteed!**

No Limit. No Commission.
Pages 3-9.

*9 out of 10
women say
their skin looks
firmer and
contoured.**

*In a two-week clinical test.

KEY BENEFITS

Helps to:

- Reduce the appearance of fine lines and wrinkles
- Hydrate skin
- Improve skin elasticity
- Firm the look of skin
- Visibly plump skin
- Give skin a more lifted appearance

USAGE

After showering, apply to dry skin—all over body or to areas that have firming, hydration or smoothing needs.

KEY INGREDIENTS

Together, this blend of fab 4 delivers visible skin-transforming benefits!

Niacinamide:

Also known as vitamin B3, a versatile ingredient known to help refine skin's texture.

Panthenol:

Also known as pro-vitamin B5, a moisturizing ingredient that helps increase skin's hydration and elasticity.

Peptides:

Peptides play a crucial role in supporting various skin functions and are known to help boost skin's natural renewal process.

Coffee Seed Extract:

Derived from coffee beans and rich in antioxidants, this extract is known to help neutralize free radicals.

PRO TIP:

Better together!

Use as a body serum treatment, and then lock in hydration and optimize benefits with **Farm Rx Amazon Berry Boost Smoothing & Firming Body Cream**. It's the perfect combo to visibly lift and firm and diminish the look of crepey skin!

MY GO-TO SERUM DEFIES GRAVITY!

now talk about a
power lift!

Powerful peptides
help fight the visible
effects of collagen
breakdown to
help visibly **boost**
elasticity and **lift**
facial contours for a
more youthful look.



**Anew Platinum
Age Delay Serum**
With an innovative
antioxidant
technology
containing
niacinamide (vitamin
B3) and panthenol
(pro-vitamin B5),
plus peptides that
help visibly boost
elasticity and lift
facial contours. Use
AM and PM before
moisturizer. 1 fl. oz.
093-646
reg. \$45
Brochure Price:
\$26.99
YOUR COST: \$16.19

**For All
Representatives
40% Off
Brochure Prices
Guaranteed!**

No Limit. No Commission.
Pages 3-9.



Anew Platinum Firm and Sculpt Cream for Neck and Chest

With Peptide Lifting Complex. For skin on your neck and chest, vulnerable to sagging. Use PM after cleansing. 1.7 oz. net wt.
359-381 reg. \$42
Brochure Price: \$24.99
YOUR COST: \$14.99

Anew Platinum Night Cream

Skin appears smoother overnight, resculpted over time. 1.7 oz. net wt.
358-810 reg. \$42
Brochure Price: \$24.99
YOUR COST: \$14.99

Anew Platinum Eye & Lip Cream

Visibly smooths and reshapes the area around eyes...and lips, too! Dual applicator. .5 oz. net wt.
358-935 reg. \$42
Brochure Price: \$24.99
YOUR COST: \$14.99

Anew Platinum Day Cream Broad Spectrum SPF 25

Fight gravity...or sun damage? With this cream, you can do both. 1.7 oz. net wt.
862-753 reg. \$42
Brochure Price: \$24.99
YOUR COST: \$14.99



free

ANEW PLATINUM AGE DELAY SERUM
 with any \$24 purchase from pages 3-9. **\$45 value.**
 Limited quantities. See page 2 for details.

MY GO-TO SERUM WORKS WHILE I SLEEP

so when I wake up,
my skin looks restored

These ingredients
help skin look restored:

peptides

help stimulate skin
renewal to visibly firm skin

licorice

helps visibly brighten
and soothe skin

hyaluronic acid

helps boost hydration
to keep skin looking
plump and bouncy

niacinamide

helps support moisture
barrier to visibly smooth
fine lines

**Anew Ultimate
Night Repair Serum**
Advanced restorative formula
diminishes the appearance of
fine lines and visibly improves
skin tone and texture. With
peptides, licorice, hyaluronic
acid and niacinamide. Overnight,
skin looks smoother, firmer
and brighter. Use PM before
moisturizer. 1 fl. oz. 093-631
reg. \$45
Brochure Price: \$26.99
YOUR COST: \$16.19

For All
Representatives
40% Off
Brochure Prices
Guaranteed!

No Limit. No Commission.
Pages 3-9.



Anew Ultimate Multi-Performance Day Cream Broad Spectrum SPF 25
 You'll see wrinkles fade and youthful vibrance return. 1.7 oz. net wt. **359-070**
reg. \$42
Brochure Price: \$24.99
YOUR COST: \$14.99

Anew Ultimate Multi-Performance Night Cream
 It works while you sleep to revive and recreate the look of youthful skin. 1.7 oz. net wt. **359-324**
reg. \$42
Brochure Price: \$24.99
YOUR COST: \$14.99

Anew Ultimate Multi-Performance Eye System
 Visibly smooths crow's-feet and de-puffs under-eye bags. Cream, .5 oz. net wt. Elixir, .09 oz. net wt. **359-453**
reg. \$42
Brochure Price: \$24.99
YOUR COST: \$14.99

Try-It-Size Anew Ultimate Multi-Performance Night Cream
 .5 oz. net wt. **093-392**
reg. \$15
Brochure Price: \$8.99
YOUR COST: \$5.39



free

ANEW PLATINUM AGE DELAY SERUM
 with any \$24 purchase from pages 3-9. **\$45 value.**
 Limited quantities. See page 2 for details.



Anew Ultimate Supreme Dual Elixir

A superior serum with a luxurious blend of oils. Visibly smooths and firms. See a dramatic difference in even advanced signs of aging. Serum/Oil, .67 fl. oz. each.

093-593 reg. \$60

Brochure Price: \$38.99 YOUR COST: \$23.39

Anew Ultimate Supreme Eye Balm

Infused with squalane, sunflower seed oil and antioxidant vitamin E. Moisturizing formula. Wear alone or under makeup. 0.1 oz. net wt.

093-612 reg. \$45

Brochure Price: \$26.99 YOUR COST: \$16.19

Anew Ultimate Supreme Advanced Performance Crème

With Black Pearl Extract. See a dramatic difference in deep wrinkles and skin radiance. 1.7 oz. net wt.

359-377 reg. \$60

Brochure Price: \$38.99 YOUR COST: \$23.39



**For All
Representatives
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Brochure Prices
Guaranteed!**

No Limit. No Commission.
Pages 3-9.

MY GO-TO SERUM MAXES THE PERFORMANCE

of my skin care

SEE POWERFUL RESULTS:

- hydration
- smooth texture
- radiance
- lines & wrinkles
diminished
- firmness

*Based on those who expressed
an opinion in a consumer-
perception study.

Anew Power Serum
Apply AM/PM after
cleansing, before
moisturizing. 1 fl. oz.

359-066

reg. \$45

Brochure Price:

\$26.99

YOUR COST:

\$16.19
















free

ANEW PLATINUM AGE DELAY SERUM
with any \$24 purchase from pages 3-9. **\$45 value.**
Limited quantities. See page 2 for details.







GIVE YOUR SKIN CARE ROUTINE A LIFT!

Our carefully crafted products work in harmony to visibly firm, tighten and lift your skin, revealing a more youthful and rejuvenated appearance. Whether your customer is a tried-and-true Platinum fan or enjoys mixing and matching products from different brands, here are some options to help you customize a routine for her needs.

MIX & MATCH FOR A CUSTOM LIFT & FIRM ROUTINE

<h3>1</h3> <h4>PREP</h4> <p>Use a cleanser of your choice:</p>	<h4>FACE</h4> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>belif Aqua Bomb Jelly Cleanser (ultra hydrating—jelly to foam)</p> </div> <div style="text-align: center;">  <p>Farm Rx Super Greens Refreshing Gel Cleanser (vegan + suitable for sensitive skin)</p> </div> <div style="text-align: center;">  <p>The Face Shop Rice Water Bright Gentle Exfoliating Cleanser (cleanses + gently exfoliates—fine for daily use)</p> </div> <div style="text-align: center;">  <p>Isa Knox LXNEW Clean Nourishing Cream Cleanser (restores moisture — for normal to dry skin)</p> </div> </div> <div style="text-align: right; margin-top: 20px;"> <p>PRO TIP For double cleansing & stubborn makeup removal. Anew Hydra Fusion Micellar Water removes makeup without water. belif Cleansing Balm gently melts away makeup.</p> </div>		
<h3>2</h3> <h4>TREAT</h4> <p>Use one or more! Apply thinnest to thickest.</p>	<h4>FACE</h4> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Anew Platinum Age Delay Serum (AM)</p> </div> <div style="text-align: center;">  <p>Anew Ultimate Night Repair Serum (PM)</p> </div> <div style="text-align: center;">  <p>Anew Ultimate Supreme Dual Elixir (use after serum)</p> </div> </div>	<h4>NECK + CHEST</h4> <div style="text-align: center;">  <p>Anew Platinum Firm and Sculpt Cream</p> </div>	<h4>BODY</h4> <div style="text-align: center;">  <p>NEW Anew Platinum Sculpting Body Serum (PM)</p> </div> <div style="text-align: right; margin-top: 20px;"> <p>PRO TIP <i>AMP up your body serum</i> and lock in hydration with Farm Rx Amazon Berry Boost Smoothing & Firming Body Cream.</p> </div>
<h3>3</h3> <h4>MOISTURIZE</h4> <p>Face, eyes and lips:</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <h4>FACE</h4> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Anew Platinum Day Cream SPF 25 (AM)</p> </div> <div style="text-align: center;">  <p>Anew Platinum Night Cream (PM)</p> </div> </div> </div> <div style="width: 48%;"> <h4>EYE + LIP</h4> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Isa Knox Anew Clinical Collagen Booster Eye Lift Pro Dual Eye System (AM)</p> </div> <div style="text-align: center;">  <p>Anew Platinum Eye & Lip Cream (PM)</p> </div> </div> </div> </div>		

GRAVITY-DEFYING PLATINUM SKIN CARE ROUTINE (choose cleanser from above chart)

<h3>TREAT</h3> <p>Use one or more! Apply thinnest to thickest.</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 33%;"> <h4>FACE</h4> <div style="text-align: center;">  <p>Anew Platinum Age Delay Serum (AM)</p> </div> </div> <div style="width: 33%;"> <h4>NECK + CHEST</h4> <div style="text-align: center;">  <p>Anew Platinum Firm and Sculpt Cream</p> </div> </div> <div style="width: 33%;"> <h4>BODY</h4> <div style="text-align: center;">  <p>NEW Anew Platinum Sculpting Body Serum (PM)</p> </div> </div> </div>		
<h3>MOISTURIZE</h3> <p>Face, eyes and lips:</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <h4>FACE</h4> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Anew Platinum Day Cream SPF 25 (AM)</p> </div> <div style="text-align: center;">  <p>Anew Platinum Night Cream (PM)</p> </div> </div> </div> <div style="width: 48%;"> <h4>EYE + LIP</h4> <div style="text-align: center;">  <p>Anew Platinum Eye & Lip Cream (PM)</p> </div> </div> </div>		

EXCLUSIVE BUNDLE OFFER

ANEW SERUMS + EYE



YOUR COST
\$34.99
\$180 VALUE†

ANEW

NEW
Platinum
Sculpting
Body Serum
6.7 fl. oz.
\$45 value

Platinum
Age Delay
Serum
1 fl. oz.
\$45 value

Ultimate
Night Repair
Serum
1 fl. oz.
\$45 value

Ultimate
Supreme
Eye Balm
0.1 oz.
net wt.
\$45 value

Award Sales*: \$34.99
Order Number: 363-065
No Limit Offer. No Commission.

*Based on the "Your Cost" price.

†Based on Brochure regular prices.

JEJU ALOE

a natural
wonder that's
a natural skin
smoother



THE FACE SHOP

Jeju Aloe Hand & Body Lotion

With aloe vera extract, known to calm and soothe irritated skin and dry hands. Clinically proven to help dry skin feel nourished for 48 hours.

13.5 fl. oz. **537-361**

reg. \$12 now **\$8.99**

C \$6.74 **P** \$6.29 **PRP** \$5.39

Jeju Aloe Body Wash

Helps moisturize dry skin while it cleanses, leaving skin feeling nourished. Light aloe scent.

13.5 fl. oz. **540-197**

reg. \$12 now **\$8.99**

C \$6.74 **P** \$6.29 **PRP** \$5.39

FARM RX formulated with natural ingredients



Farm Rx Super Greens Trial Kit

Includes two try-it sizes:

- Cooling Gel, 1.7 fl. oz.
- Multivitamin Moisture Cream, 1.7 fl. oz.

391-409

reg. \$25 now \$17.99

C \$13.49 **P** \$12.59 **PRP** \$10.79

86%

natural

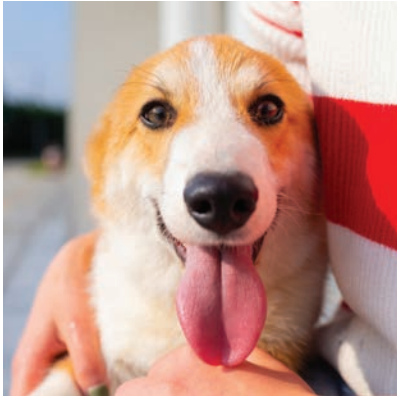
Lightweight moisturizer helps soothe and cool skin. Can also use as an overnight mask.

98%

natural

Locks in essential nourishing moisture.

NEW



IT'S YOUR
LIFE
OWN IT



**For All
Representatives
50% Off
Brochure Prices
Guaranteed!**
No Limit. No Commission.
Pages 14-16.

FRAGRANCE SELLING 101

SPEAK TO THE SCENT'S CHARACTERISTICS:

FUN, FRESH AND FEARLESS!

- Share your own testimonial—why you enjoy the scent, how it makes you feel, feedback or compliments you've received, and where and how you like to wear it.
- Let customers know that if they like or are familiar with fragrances like Light Blue by Dolce & Gabbana, they'll love Live Out Loud #4U.

HOST A FRAGRANCE PARTY!

- Invite top fragrance customers and new customers for an in-person or virtual event.
- Have samples on hand to build the buzz.
- Think of fun and engaging ways to bring the fragrance and on-trend notes to life through photos or props.
- Highlight the FREE Avon Classics Night Magic Cologne offer in the Brochure—an \$18 value.

SAMPLE YOUR WAY TO SALES

- Create anticipation of our new luxury fragrance by offering samples to your customers, family and friends in advance of the launch. Ask them to give their opinion on the scent. Everyone wants to be the first to try a new fragrance!
- Put a sample in every customer's order or slip it into their Brochure. Follow up in a few days to see how they liked it.

LIVE OUT LOUD #4U
fruity floral
Pack of 5 Samples
363-285
reg. \$4.25
now \$2.50



Top: Juicy Mandarin,
Pineapple, Bergamot

Mid: Orange Flower,
Peach Blossom,
Black Currant

Dry: Sweet Vanilla,
Patchouli, Musk

Live Out Loud #4U
Eau de Parfum
fruity floral
Express yourself
with a fresh scent
brimming with
exuberance. 1.7 fl. oz.
598-577
reg. \$40
Brochure Price:
\$26.49
YOUR COST: \$13.25



WHAT'S NEW + BROCHURE OFFER

FREE

Avon Classics Night Magic Cologne

with any \$15 fragrance purchase from pages 14-16 in What's New (excludes samples). In Brochure: FREE with any \$30 women's fragrance purchase from select pages. \$18 value. Limited quantities.

USE THE FRAGRANCE

WHEEL on Avon.com to showcase where this new fragrance falls, and point out other fragrances in that section your customer might like.

A VEIL OF LUXURY

Leaves skin feeling soft,
silky and beautifully scented,
with no greasy residue!

WHY THEY'LL LOVE IT

Some of our most beloved fragrances are now available in a trending format that feels both lavish yet light, and is found among prestige fragrance brands. Our luxe Dry Oil Sprays are only available for a limited time.

WHAT IT IS

This unique spray-on lightweight body oil provides a nourishing veil that is easily absorbed, leaving the skin feeling velvety-soft and supple, yet dry to the touch. Enriched with precious ingredients including **sweet almond oil and macadamia nut oil** it leaves the body feeling luxuriously pampered and sensuously scented.

WHY IT'S BETTER

Fast-absorbing and lightweight, dry oil sprays are less heavy than traditional lotions and creams. They are a great way to both beautifully scent and pamper the skin.

LIMITED EDITION

Dry Oil Spray

Fast-absorbing lightweight nourishing oil helps to replenish moisture instantly. Use on damp skin for the perfect post-shower glow. Each, 3.25 fl. oz.

Today 862-901

Avon Prima 862-916

reg. \$22

Brochure Price: \$17.99 each

YOUR COST: \$8.99 each



**For All
Representatives
50% Off
Brochure Prices
Guaranteed!**

No Limit. No Commission.
Pages 14-16.



WHAT'S NEW + BROCHURE OFFER

FREE

Avon Classics Night Magic Cologne

with any \$15 fragrance purchase from pages 14-16 in What's New (excludes samples). In Brochure: FREE with any \$30 women's fragrance purchase from select pages. \$18 value. Limited quantities.

NEW

COOL & CONFIDENT

❖ **Bali® One Smooth U®
Lace Minimizer Underwire Bra
(DF3386)**

Minimizes up to 1½". Lightweight, breathable lace with sheer inserts. Full coverage. Power mesh provides extra cup support, opacity, back and side smoothing. Adjustable, convertible straps. Hand wash, line dry. Imported. Nylon/spandex.

White, Evening Blush or

Black: 34-42C,D,DD,DDD.

Nightfire Red: 36-40C,D,DD.

reg. \$49 now \$39.99

C \$31.99 **P** \$31.99 **PRP** \$29.99



Order your Preview Product colors and sizes on avon.com.

FAB FEATHERS

A boho icon gives flight
to your sense of style



3-Piece Special Offer

For all Representatives—get the entire Flowing Feather Collection at an amazing value! **573-346**

YOUR COST: \$19.99

Award Sales: \$19.99*

No Limit Offer.

OVER \$52 VALUE

*Based on the "Your Cost" price.

Flowing Feather Collection

Silvertone with antiqued textured detailing.

**Pendant
Necklace**
30" L with
3½" extender.
Pendant, approx.
2½" L. **560-411**
reg. \$19.99
now \$14.99
C \$11.24
P \$10.49
PRP \$8.99

Drop Earrings
Approx. 2" L.
Pierced.
560-335
reg. \$12.99
now \$9.99
C \$7.49
P \$6.99
PRP \$5.99

Stretch Bracelet
One size fits
most.
Leaf, approx.
2½" L. **560-426**
reg. \$19.99
now \$14.99
C \$11.24
P \$10.49
PRP \$8.99

NEW

STERLING SILVER

Opulence

An unexpected glimmer of green adds freshness to your jewelry wardrobe



3-Piece Special Offer

For all Representatives—get the entire Sterling Silver Genuine Aventurine Collection at an amazing value!

Order by ring size:
5 573-700 6 573-915 7 576-766
8 576-967 9 577-212 10 580-488

YOUR COST: \$78.99

Award Sales: \$78.99*

No Limit Offer.

OVER \$204 VALUE

*Based on the "Your Cost" price.

Sterling Silver Genuine Aventurine Collection
Genuine green aventurine stone set in sterling silver.

Pendant Necklace
17" L with 1" extender. Pendant, approx. 1/2" L.
560-866
reg. \$69.99
now \$54.99
C \$41.24
P \$38.49
PRP \$32.99

Earrings
1/2" L drops. Pierced.
561-069
reg. \$64.99
now \$49.99
C \$37.49
P \$34.99
PRP \$29.99

Ring
Approx. 1/2" W.
Sizes:
5 561-623 8 561-680
6 561-661 9 561-714
7 561-676 10 562-840
reg. \$69.99
now \$54.99
C \$41.24
P \$38.49
PRP \$32.99

just for you

EXCLUSIVE OFFERS

DON'T MISS OUT!

The following bundles feature your customers' favorites with amazing savings. It's a great way to earn additional award sales and help you reach President's Club or your next President's Recognition Program title!



YOUR COST
\$20.99
\$76 VALUE*

For All
Representatives
40% Off
Brochure Prices
Guaranteed!
No Limit.
No Commission.



PRO TIP
Spritz your
brush with the
fmg Set & Fix
Spray prior to
pressing into
eyeshadow to
intensify your
eye makeup!

FMG

Glimmer Powder Illuminator

Prosecco,
.35 oz. net wt.
\$14 value

Glimmer Be Blushed Cheek Color

Crushed Berry,
.14 oz. net wt.
\$14 value

Glimmer Eyeshadow Quad

Bombshell
(Matte), .21 oz.
total net wt.
\$15 value

Cashmere Essence Lipcream

Cherry Rush,
.11 oz. net wt.
\$22 value

Glimmer SuperExtend Nourishing Mascara

Black, .237 fl. oz.
\$11 value

NEW

fmg Set & Fix Spray

Lightweight formula controls oil and creates a protective shield, keeping makeup smudge-proof and looking fresh all day. Helps to condition and smooth skin. Ultrafine mist dries quickly to an invisible finish. Non-greasy, non-sticky. Free from parabens, sulfates, phthalates and silicones. 1.7 fl. oz.

862-294
reg. \$15

Brochure Price: \$9.99

YOUR COST: \$5.99

Award Sales*: \$20.99 Order Number: 214-000

No Limit Offer. No Commission.

*Based on the "Your Cost" price. *Based on Brochure regular prices.



**ISA KNOX
ANEW CLINICAL**
**Line Eraser
with Retinol [1.0%]
Advanced Retinol
Serum** 1 fl. oz.
\$50 value



ANEW VITAMIN C
**Overnight
Radiant Mask**
1.7 fl. oz.
\$36 value



**Antioxidant Lip
Treatment**
.13 oz. net wt.
\$14 value



THE FACE SHOP CALENDULA ESSENTIAL MOISTURE
Serum
1.35 fl. oz.
\$13.50 value



Eye Cream
.67 fl. oz.
\$12.50 value

YOUR COST
\$34.99
\$126 VALUE[†]

Award Sales*: \$34.99 Order Number: 995-585 No Limit Offer. No Commission.



THE FACE SHOP HERB DAY 365 MASTER BLENDING FACIAL FOAMING CLEANSER

Aloe & Green Tea
5.7 fl. oz.
\$5.25 value

Lemon & Grapefruit
5.7 fl. oz.
\$5.25 value

THE FACE SHOP

Smile Foot Mask
Contains two masks, one for each foot.
\$4.79 value

Smile Foot Exfoliating Cream
4 fl. oz.
\$11.99 value

Rich Hand V Special Care Hand Mask
Two disposable masks, one for each hand.
\$4 value

Award Sales*: \$14.99 Order Number: 862-040 No Limit Offer. No Commission.

*Based on the "Your Cost" price. †Based on Brochure regular prices.

EXCLUSIVE
OFFERS



YOUR COST
\$35.99
\$81 VALUE†

BUY

Cleansing Brush
Includes one brush head. Requires two AA batteries (not included).
\$47 value

Isa Knox LXNEW Clean Soothing Whipped Oil Cleanser
5 fl. oz.
\$16 value

Isa Knox LXNEW Clean Balancing Gel Cleanser
5 fl. oz.
\$12 value

Avon Care Silicone Glove Protective Hand Cream
3.4 fl. oz.
\$6 value

Award Sales*: \$35.99 Order Number: 364-315 No Limit Offer. No Commission.



YOUR COST
\$42
\$131 VALUE†

AVON PURE

Essential Oils Eucalyptus
.34 fl. oz.
\$21 value

Essential Oils Citronella
.34 fl. oz.
\$24 value

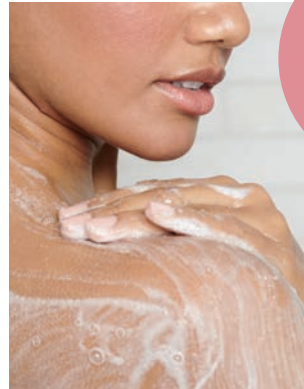
Roll-On Essential Oils De-Stress
With lavender and peppermint.
.34 fl. oz.
\$24 value

Roll-On Essential Oils Outdoor Friend
With lemon eucalyptus and lemongrass extracts. .34 fl. oz.
\$24 value

RE:TUNE INNER BEAUTY

Be Calm
30 vegetarian capsules.
\$38 value

Award Sales*: \$42 Order Number: 337-661 No Limit Offer. No Commission.



YOUR COST
\$12.49
\$32 VALUE†

THE FACE SHOP JEJU ALOE FRESH

NEW
Body Wash
13.5 fl. oz.
\$12 value

NEW
Hand and Body Lotion
13.5 fl. oz.
\$12 value

Soothing Gel
10.1 fl. oz.
\$8 value

Award Sales*: \$12.49 **Order Number:** 139-180 **No Limit Offer. No Commission.**



YOUR COST
\$28.49
\$91 VALUE†

The Face Shop
Rice Water Bright Facial
Cleansing Lotion
6.76 fl. oz.
\$12 value

Anew Vitamin C
Brightening
Eye Cream
.5 fl. oz.
\$34 value

Isa Knox
Anew Clinical
Line Eraser with
Retinol Treatment
1 oz. net wt.
\$45 value

Award Sales*: \$28.49 **Order Number:** 139-065 **No Limit Offer. No Commission.**

*Based on the "Your Cost" price. †Based on Brochure regular prices.

EXCLUSIVE
OFFERS



BUY

ELASTINE SALON DE COLOR COLOR VIBE

Purple Shampoo
8.4 fl. oz.
\$17 value

Purple Conditioner
8.4 fl. oz.
\$17 value



GET FREE

ELASTINE BOTANICALS CHERRY BLOSSOM & HYALURONIC ACID

2 Moisturizing Shampoos
Each, 6.7 fl. oz.
\$9 total value

2 Moisturizing Conditioners
Each, 6.7 fl. oz.
\$9 total value

YOUR COST
\$16.49
\$52 VALUE†

Award Sales*: \$16.49 Order Number: 213-773 No Limit Offer. No Commission.



BUY

DR. GROOT

Premium Scalp Cleansing Brush
\$19 value

Microbiome Scalp Fortifying Hair-Thickening Shampoo
13.5 fl. oz.
\$35 value



GET FREE

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

Elastine Botanicals Argan & Castor Anti-Frizz Shampoo
6.7 fl. oz.
\$5.39 value

Elastine Botanicals Argan & Castor Anti-Frizz Conditioner
6.7 fl. oz.
\$5.39 value

2 Beauty Bar Soaps
Each, 3.17 oz. net wt.
\$9 total value

Award Sales*: \$23.99 Order Number: 214-765 No Limit Offer. No Commission.



YOUR COST
\$14.99
 \$40 VALUE†

BUY

SENSES

Cherry Blossom Bubble Bath
 24 fl. oz.
 \$11 value

Vanilla Cream Bubble Bath
 24 fl. oz.
 \$11 value

Silky Vanilla Hydrating Shower Gel
 5 fl. oz.
 \$6 value

GET FREE

SENSES

2 Fresh Cucumber & Melon Hydrating Shower Gels
 Each, 5 fl. oz.
 \$12 total value

Award Sales*: \$14.99 **Order Number:** 368-071 **No Limit Offer. No Commission.**



YOUR COST
\$28.99
 \$92 VALUE†

BUY

SKIN SO SOFT

Bonus-Size Radiant Moisture Bath Oil
 25 fl. oz.
 \$30 value

Bonus-Size Original Bath Oil
 25 fl. oz.
 \$30 value

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

GET FREE

SKIN SO SOFT ORIGINAL

Shower Gel
 5 fl. oz.
 \$8 value

Award Sales*: \$28.99 **Order Number:** 368-177 **No Limit Offer. No Commission.**

*Based on the "Your Cost" price. †Based on Brochure regular prices. Includes value of free products.



YOUR COST
\$21.99
OVER \$72 VALUE†

**Far Away Gold
Eau de Parfum
amber floral**

Ylang-ylang, Indian
jasmine and Madagascar
vanilla. 1.7 fl. oz.
\$25 value

**Far Away Infinity
Eau de Parfum
fruity floral**

Radiant bergamot,
jasmine sambac and
sensual sandalwood.
1.7 fl. oz.
\$25 value

**Far Away
Shimmering
Body Mist
amber floral**

Freesia, sheer jasmine
and enticing amber.
3.25 fl. oz.
\$20 value

**Far Away
Pack of 5 Samples
amber floral**

\$2.25 value

Award Sales*: \$21.99 Order Number: 605-312 No Limit Offer. No Commission.



YOUR COST
\$21.99
\$70 VALUE†

**Mesmerize Ultimate
Eau de Toilette
woody fougère**

Black pepper, zesty
pomelo and sensuous
patchouli. 3.4 fl. oz.
\$36 value

**Wild Country
Cologne
fresh aromatic**

Lavender, coriander
seed and sandalwood.
3 fl. oz.
\$22 value

**Wild Country
Deodorant Stick
fresh aromatic**

Lavender, coriander
seed and sandalwood.
1 oz. net wt.
\$12 value

Award Sales*: \$21.99 Order Number: 368-378 No Limit Offer. No Commission.

*Based on the "Your Cost" price. †Based on Brochure regular prices. Includes value of samples (if applicable).



EACH AT 40% OFF

BROCHURE PRICES

Imari Amor
Eau de Parfum
woody floral

Black currant,
precious orris
and warm musk.
1.7 fl. oz.

599-258

reg. \$25

Brochure Price:

\$17.99

YOUR COST:

\$10.79

Imari Seduction
Eau de Toilette
amber floral

Wild berries,
purple orchid
and patchouli.
1.7 fl. oz.

598-653

reg. \$25

Brochure Price:

\$18.99

YOUR COST:

\$11.39

Imari
Eau de Toilette
amber floral

Italian bergamot,
tempting jasmine
and amber.
1.7 fl. oz.

598-892

reg. \$25

Brochure Price:

\$18.99

YOUR COST:

\$11.39

Today
Eau de Parfum
soft floral

Magnolia
blossoms,
hibiscus petals
and silk musk.
1.7 fl. oz.

598-620

reg. \$30

Brochure Price:

\$26.49

YOUR COST:

\$15.89

LYRD Peony Rosé
Eau de Parfum
soft floral

Peony petals,
pink currant and
sheer musk.
1.7 fl. oz.

599-023

reg. \$24

Brochure Price:

\$20

YOUR COST:

\$12

LYRD
Honeysuckle
Blossom
Eau de Parfum
soft floral

Apple blossom,
honeysuckle
nectar and vanilla
orchid. 1.7 fl. oz.

599-038

reg. \$24

Brochure Price:

\$20

YOUR COST:

\$12

FREE

**WITH ANY \$18 FRAGRANCE
PURCHASE FROM PAGE 29**

Night Magic
Cologne
woody floral

Neroli, jasmine
and musk. 1.7 fl. oz.
\$18 value

No Limit Offer.
No Commission.



EXCLUSIVE
OFFERS



YOUR COST
\$29.99
OVER \$83 VALUE*

BUY

SIRIUS GROOM

2 Shampoo for Dogs in Baby Powder

Each, 16.2 fl. oz.
\$29.98 total value

Conditioner for Dogs in Baby Powder

16.2 fl. oz.
\$14.99 value

Pet Grooming Mist

5.1 fl. oz.
\$12.99 value

FREE

SIRIUS GROOM

2 Pet Odor Eliminator for Upholstery & Fabrics

Each, 13.5 fl. oz.
\$25.98 total value

Award Sales*: \$29.99 Order Number: 569-021 No Limit Offer. No Commission.



BUY

HOMESTAR

Rangehood & Kitchen Degreaser

16.2 fl. oz.
\$13.99 value

Cook Top & Stainless Steel Cleaning Wipes

50 wipes.
\$9.99 value

Multi Purpose Cleaner

Natural citrus scent. 16.9 fl. oz.
\$9.99 value

Multi Purpose Cleaner Refill

Spray nozzle not included.
30.4 fl. oz.
\$11.99 value

FREE

HOMESTAR

2 Odor Eliminators for Fridge

Lasts up to 3 months. Each, 14.8 oz. net wt.
\$15.98 total value

Award Sales*: \$24.99 Order Number: 717-291 No Limit Offer. No Commission.

*Based on the "Your Cost" price. †Based on Brochure regular prices. Includes value of free products.



PREMIUM SKIN CARE SAMPLES

When you convert a skin care sample into a full-size sale, you can really boost your overall business. Use samples to introduce customers to some of our key skin care picks.



**\$6
VALUE†**

FARM RX BUNDLE

INCLUDES **PACKS OF 3** SAMPLES: Farm Rx Super Greens Multivitamin Moisture Cream (pack of 3), Farm Rx Bakuchiol Cream (pack of 3), Farm Rx Amazon Berry Boost Smoothing & Firming Body Cream (pack of 3), Farm Rx Pineapple Plus Instant Glow Toner (pack of 3) and 2 Packs of Farm Rx Pineapple Plus Brightening Jelly Serum (6 samples total). **046-361**

18 samples total for only \$1.29



**\$7
VALUE†**

LUXE IT UP BUNDLE

INCLUDES **PACKS OF 3** SAMPLES: Farm Rx Super Greens Multivitamin Moisture Cream, Anew Ultimate Night Repair Serum, Isa Knox LXNEW Platinum Sculpting Day Cream, Anew Platinum Age Delay Serum and Isa Knox LXNEW Platinum Sculpting Oil Serum. **381-875**

15 samples total for only 99¢



MOISTURIZING BUNDLE

INCLUDES: Anew Vitamin C Illuminating Priming Moisturizer (pack of 5), belif The True Cream Aqua Bomb Aloe (pack of 3), belif The True Cream Moisturizing Bomb (pack of 3), Farm Rx Super Greens Multivitamin Moisture Cream (pack of 3), Isa Knox LXNEW Platinum Sculpting Day Cream (pack of 3) and Isa Knox LXNEW Platinum Sculpting Oil Serum (pack of 3). **646-872**

20 samples total for only \$2.99



ANEW VITAMIN C BUNDLE

INCLUDES SAMPLE PACK & TRY-IT SIZES:

Anew Vitamin C Illuminating Priming Moisturizer (pack of 5 samples), Illuminating Priming Moisturizer, .23 fl. oz., and Brightening Eye Cream, .10 fl. oz. **882-724**

5 samples + 2 try-it sizes for only \$3.99

SAMPLING TIPS

If your customer is placing a makeup or skin care order, present a skin care sample as a thank-you gift.

Don't forget to follow up! The best time is after the first weekend you gave it to your customer. Ask how she liked the texture and what she thought of the product.

LOVE AT FIRST TRY

Samples are a win-win...fun freebies for your customers,
and potential full-size sales for you!

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.



LIVE OUT LOUD #4U
fruity floral
Pack of 5 Samples
363-285
reg. \$4.25
NOW \$2.50



**RÊVE EN CUBE
LETTER FROM
THE STARS**
fruity floral
Pack of 3 Samples
708-970
reg. \$4
NOW \$3.75



**RÊVE EN CUBE
MISTY GREEN**
soft floral
Pack of 3 Samples
020-373
reg. \$4
NOW \$3.75



**LYRD
PEONY ROSÉ**
soft floral
Pack of 5 Samples
616-263
reg. \$4.25
NOW \$2.50



FAR AWAY BALI
fruity floral
Pack of 5 Samples
269-653
reg. \$4
NOW \$2.25



HAIKU
fresh green floral
Pack of 5 Samples
578-367
reg. \$2.25
NOW \$1.75



FAR AWAY
amber floral
Pack of 5 Samples
451-207
reg. \$2.25
NOW \$1.75



RARE PEARLS
soft floral
Pack of 5 Samples
006-400
reg. \$2.25
NOW \$1.75



MESMERIZE
fresh aromatic
Pack of 5 Samples
006-449
reg. \$2.25
NOW \$1.75



**STUDIO 1886
GENTLEMAN**
woody fougère
Pack of 3 Samples
887-248
reg. \$4.50
NOW \$2.75



WILD COUNTRY
fresh aromatic
Pack of 5 Samples
006-453
reg. \$2.25
NOW \$1.75



BLACK SUEDE
fresh aromatic
Pack of 5 Samples
006-468
reg. \$2.25
NOW \$1.75

MAKEUP SAMPLES

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



fmg GLOKOLOR
Hybrid Face
Primer Mini
.17 fl. oz.
928-598
reg. \$10
NOW \$3



Love at 1st Lash
Mini Mascara
Blackest Black.
.135 fl. oz.
698-704
reg. \$7
NOW \$3



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**



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, Windstorm,
Wildflower, Celestial. 053-025



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" Lx 3" W.
149-230 **\$4.99**



FACE & BODY CARE SAMPLES

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



**FARM RX
AMAZON BERRY
BOOST MOISTURIZING
& FIRMING MASK**
Pack of 3 Samples
042-935
reg. \$1
NOW 79¢



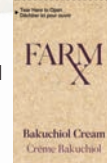
**FARM RX
SUPER GREENS
REFRESHING
EYE CREAM**
Pack of 3 Samples
042-940
reg. \$1
NOW 59¢



**FARM RX
AMAZON BERRY
BOOST LIFTING &
FIRMING SERUM**
Pack of 3 Samples
042-973
reg. \$1
NOW 79¢



**FARM RX AMAZON
BERRY BOOST
SMOOTHING &
FIRMING BODY CREAM**
Pack of 3 Samples
506-617
reg. \$1
NOW 59¢



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



**FARM RX
PINEAPPLE PLUS
RADIANCE
BOOSTING MASK**
Pack of 3 Samples
052-894
reg. \$1
NOW 79¢



**FARM RX
PINEAPPLE
PLUS BRIGHTENING
JELLY SERUM**
Pack of 3 Samples
506-530
reg. \$1
NOW 59¢



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



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



**FARM RX
PINEAPPLE PLUS
INSTANT GLOW
TONER**
Pack of 3 Samples
506-435
reg. \$1
NOW 59¢



**FARM RX GREEN
GODDESS FACIAL OIL**
Pack of 5
Samples
759-456
\$2.50



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



**ISA KNOX
ANEW CLINICAL
COLLAGEN BOOSTER
FIRMING CREAM**
Pack of 3 Samples
578-773
reg. \$1
NOW 69¢



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



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



**ISA KNOX
LXNEW ULTIMATE
DAY CREAM**
Pack of 3 Samples
549-596
reg. \$1
NOW 69¢



**ISA KNOX
LXNEW ULTIMATE
REJUVENATING
SERUM**
Pack of 3 Samples
034-668
reg. \$1
NOW 89¢



**ISA KNOX ANEW
CLINICAL LINE ERASER
WITH RETINOL
[1.0%] ADVANCED
RETINOL SERUM**
Pack of 3 Samples
787-020 reg. \$2
NOW \$1.49



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



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



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



**ANEW ULTIMATE
NIGHT REPAIR
SERUM**
Pack of 3 Samples
491-866
reg. \$2
NOW 75¢



**ANEW PLATINUM
AGE DELAY SERUM**
Pack of 3 Samples
491-885
reg. \$2
NOW 75¢



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

Isa Knox LXNEW
ULTIMATE
REJUVENATING COLLECTION

LXNEW Ultimate Collection



Paeonol from rare peonies

Helps visibly improve the appearance of skin texture, tone and clarity.

Isa Knox LXNEW
ULTIMATE
REJUVENATING COLLECTION

LXNEW Ultimate Rejuvenating Dual Night Cream

Visibly improves skin's tone, texture, clarity and wrinkles.

96%*

people said skin feels
hydrated and nourished

90%*

people said it restores
the look of skin's vitality

*In 7 days of use, based on a consumer study.

ISA KNOX
LXNEW
ULTIMATE
REJUVENATING DUAL NIGHT CREAM
DOUBLE CRÈME DE NUIT RAJEUNISSANTE



This dual-formula features a volume cream with rice bran extract to help visibly plump skin and a firming cream with peptides to help skin look firmer.

What our customers say...

★★★★☆ 4.6

as of 10/18/22 on Avon.com

Lovely texture and scent.

Used a LOT of products
through the years (50+).
BEST product I've ever used!

In the morning my skin looks
refreshed, smooth and dewy.
Feels lightweight, not sticky.



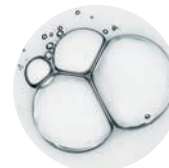
Macadamia Oil

Helps protect skin to reduce
the look of lines and wrinkles.



Rice Bran Extract (antioxidant oryzanol)

Helps protect skin's natural fats
(lipids); skin looks youthfully plumped.



Peptides

Help support skin's natural renewal
process for firmer-looking skin.

Firming Cream
(white)

Isa Knox LXNEW
PLATINUM
SCULPTING COLLECTION



LXNEW Platinum



Hibiscus Flower

Contains antioxidants for visibly firmer, youthfully plumped skin.

Isa Knox LXNEW
PLATINUM
SCULPTING COLLECTION

LXNEW Platinum Sculpting Night Cream

For visibly firmer, youthfully plumped skin.

88%*
people said skin feels
and looks smoother,
and is visibly improved

100%*
people said skin
looks replenished

*In 7 days of use, based on a consumer study.

What our customers say...

★★★★★ **4.6**
as of 10/18/22 on Avon.com

Texture is luxurious. Smells lovely.

Feels wonderful on my skin.
I feel the firming effect.

Makes my skin feel
smoother and firmer.

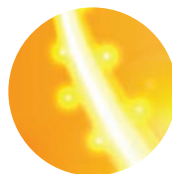


This sculpting night cream, infused with firming hibiscus extract, ceramide, squalane and shea butter, visibly tightens facial contours and reduces the appearance of wrinkles for a firmer, smoother, more defined look.



Hibiscus Extract

Helps skin look firmer,
and youthfully plumped.



Panthenol (provitamin B5)

Helps improve hydration
so skin looks smoother, softer.



Squalane

Helps repair moisture barrier
for visibly smoother skin.

3-PIECE SET ONLY \$29.99

with any \$15
Brochure purchase.

Ornate Beaded Necklace and Earrings Set

Glass and acrylic
beads set in
goldtone. 3-layer
necklace, 16½" L
with 3½" extender.
Lobster closure.
Pierced drops, 1¼" L.
\$39.99 value

Isa Knox LXNEW Ultimate Rejuvenating Dual Night Cream

Firming Cream,
.85 fl. oz.
Volumizing
Cream, .85 fl. oz.
\$50 value

Far Away Eau de Parfum *amber floral*

1.7 fl. oz.
\$25 value

\$114.99

if purchased
separately.*

THIS BROCHURE
ONLY. LIMITED
QUANTITIES.

*This 3-Piece Set purchase
does not qualify toward this or
any other offer and is available
the C20 Brochure only.



**A
CAN'T-MISS
BACK COVER
OFFER
FOR YOUR
CUSTOMERS!**



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 YouTube.com: Avon

Instagram: @AvonInsider
 Twitter: @AvonInsider
 TikTok: @AvonInsider

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Facebook.com: AvonUSARepresentatives
 YouTube.com: AvonUSAREps

