

AVON

CAMPAIGN 19 2020
BUY YOUR PREVIEW
PRODUCTS IN
C17 & C18 ORDERS

what's new

+

**FREE
GIFT**

5-PIECE SET

details, page 3

GET

two new styling must-haves
to make your look last

STYLING



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 (C1-C26).

PREMIER (P): A Representative with Award Sales of \$5,000 to \$9,999 per year (C1-C26).

PRESIDENT'S RECOGNITION PROGRAM (PRP): A Representative with Award Sales of \$10,000 or more per year (C1-C26).

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: AvonNow.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 C19 Preview Products with your C17 and C18 orders. Order C19 Brochures when placing your C17 product orders.

AS SEEN IN... POPULAR MAGAZINES!

You can share content about the ads from AvonNow.com, Beauty Buzz and Virtual Sales Meetings. It's the perfect way to get the conversation started and reach new customers!



belif: January–December 2020

GOOD HOUSEKEEPING
Distribution: 4.2M people



Vitamin C: June 2020

GOOD HOUSEKEEPING



Moisture Therapy +Balance and Soothe: July/August 2020

GOOD HOUSEKEEPING



BEST ...AT HOME AND ON THE GO WITH A
TRESSED FREE TRAVEL KIT. OUR GIFT TO YOU
 WITH A \$30 PURCHASE.*



**Avon
 Chi Essentials
 Travel Kit**

- Includes:
- Replenishing Shampoo, 2 fl. oz.
 - Moisturizing Conditioner, 2 fl. oz.
 - Repairing Serum, 2 fl. oz.

- Thermal Protecting Spray, 2 fl. oz.
 - Travel-ready zip-close travel case, 6 1/2" H x 6 1/2" W x 1 1/2" D.
- \$25 value**

*From pages 4-5 (new CHI® hair spray and/or cream gel products).



HOLD THAT LOOK

From everyday natural to
all-day glam, you've got style!

NEW

SPRAY, CRUNCH AND HOLD!

CHI® ENVIRO 54® Natural Hold Hair Spray

For brushable hold of any style and texture. Lightweight and fast-drying with no build-up. Anti-humidity. Thermal protectant ideal for blow drying. With silk to help build hair's strength and resilience, and natural botanicals to add volume and enhance shine. Paraben-free. 10 oz. net wt.

360-491

reg. \$26.50 **now \$21.50**

C \$16.13 P \$15.05

PRP \$12.90

WHO'S YOUR CUSTOMER

Anyone looking for expert styling solutions, plus CHI® product and tool customers. These products work with any hair type and texture.

PERFECT PAIRINGS

These expert styling products work well with our CHI® tools—an instant order builder!

Flammable. Keep away from heat and flame. Avoid inhalation.



FOR A WORKABLE HOLD... PERFECT PREP FOR SMOOTH BLOWOUTS

CHI® Styling Cream Gel

Create sleek styles or enhance natural curls with this workable styling cream gel with a light-hold, non-flaking formula that adds incredible shine and control to any style. Enriched with silk to strengthen hair.

6 fl. oz. **360-635**

reg. \$20.50 **now \$16.80**

C \$12.60 P \$11.76

PRP \$10.08

FREE TRAVEL KIT

Details,
page 3.



HAIR CARE PRODUCT GUIDE

SHAMPOO & CONDITIONER

AVON CHI ESSENTIALS

A unique blend of certified organic botanicals from expert hair care leader CHI

Gives locks the love they deserve with moisturizing aloe vera, antioxidant-rich pomegranate, hibiscus (which contains vitamins and amino acids) and other nutrient-rich ingredients. Sulfate- and PABA-free.

Replenishing Shampoo: With essential vitamins, minerals and amino acids to help hair maintain natural oils.

Moisturizing Conditioner: Infused with moisture-rich aloe to help increase elasticity.



ELASTINE PROPOLITHERA

Rejuvenating hair care from bees enriched with moisturizing ingredients

Infuses every strand with 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, giving tresses a fuller, thicker and stronger appearance.

Damage Repair Collection: Helps repair and soften damaged hair and split ends, so hair appears smooth and manageable.



ADVANCE TECHNIQUES

Targeted solutions that harness the power of technology

Daily Shine 2-in-1 Shampoo & Conditioner: With multi-shine Hydraboost technology to bring out radiant shine and a sleek, long-lasting finish.

Ultimate Volume Collection: A breakthrough solution with collagen and Body-Boosting technology to transform fine hair and strands that are listless and lackluster.

360 Nourish Collection: Transforms dry hair with a moisturizing formula that contains Moroccan argan oil, the secret to gorgeous hair.



STYLING

CHI STYLING TOOLS

Advanced ceramic and ionic technologies that help smooth, lock in moisture and protect from damage

CHI® 1" Volcanic Lava Ceramic Pro Spin 'n' Curl: Creates instant silky, shiny and glamorously bouncy curls.

CHI® Ceramic Hair Styling Iron: Straightens, curls, flips, waves and smooths frizz with an all-in-one ergonomic design.

CHI® 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 to any hair type and texture

Styling Cream Gel: Workable styling cream gel with a light hold that's the perfect prep for smooth blowouts. Enriched with silk.

Hair Spray: For a brushable, natural hold that's lightweight and fast-drying with no build-up. Enriched with silk to strengthen hair.



We have solutions to all your customers' needs!

TREATMENT

AVON 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 strengthen and nourish

Hair Serum: Rejuvenating serum helps strengthen, protect, moisturize and smooth hair, while providing shine as you style.

Mask: Nutrient-enriched formula helps deeply nourish hair, repair damaged split ends and protect from heat.



ADVANCE TECHNIQUES

Targeted treatments for enhanced shine, volume and nourishment

Daily Shine Dry Ends Serum: Delivers smooth, shiny hair with less frizz. Contains provitamin B.

Ultimate Volume Volume-Boosting Spray: Leave-in treatment that's formulated to build body and thickness at the root.

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.



COLOR

AVON CHI ESSENTIALS HAIR COLOR

Professional, salon-quality color with good-for-you ingredients

100% gray coverage, vibrant color and radiant shine with staying power. Formulated with over 80% of natural ingredients. Contains aloe, silk and olive oil. No ammonia, parabens or phthalates.



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.



A man with short dark hair and a light beard is sitting in a wooden chair. He is wearing a blue short-sleeved Henley shirt, light-colored trousers, and white sneakers with blue accents. He has a tattoo on his left arm and is wearing a blue and orange braided bracelet on his right wrist. He is looking directly at the camera with a slight smile. The background is a plain, light-colored wall.

**A FRESH NEW
SCENT FOR
THE MODERN
MAN.**

**TRUE
GENT
BLUE**

NEW



WHO'S YOUR CUSTOMER

True Gent users! This fragrance is a fresh new addition to their collection. The crisp and exhilarating scent is also perfect for the season.

True Gent Blue Eau de Toilette
fresh & clean

Inspired by the vastness of nature, an honest expression of fresh basil, watery coconut and cedarwood. 3.4 fl. oz. **243-172**
reg. \$30 **now \$20**

C \$15 P \$14 PRP \$12



True Gent Blue
Vial-on-Card Samples
Pack of 5 • 352-262
reg. \$2.25 the pack
now \$2



Wrap yourself in a
warm and cozy
fall fragrance
infused with rich
roasted almond and
creamy tonka bean...
enjoy a luxuriously
scented, pampering
experience with
our new spa-inspired
collection.

Introducing Avon Senses Almond Latte

cozy comfort

NEW

Body Lotion
Smooths and softens with moisture-rich shea butter and vitamin E. 8 fl. oz.
078-677
reg. \$17
now \$13.99
C \$10.49
P \$9.79
PRP \$8.39

Body Mist
With aloe vera extract, refreshes and leaves skin feeling soothed. 8 fl. oz. **082-991**
reg. \$18
now \$14.99
C \$11.24
P \$10.49
PRP \$8.99

Shower Gel
Moisturizing cleanser derived from coconut. 10 fl. oz. **083-027**
reg. \$17
now \$13.99
C \$10.49
P \$9.79
PRP \$8.39

WHY IT'S BETTER

This collection features superior pampering formulas for softer, smoother skin. The sophisticated, multilayered scents and high-quality, concentrated fragrance oils deliver a long-lasting sensorial experience.

WHO'S YOUR CUSTOMER

- Anyone looking for a luxuriously scented, spa-inspired experience.
- Anyone who wants to upgrade their body care routine for the season with a comforting, fall-perfect scent.
- Customers who have purchased our Senses collections.

FREE FROM
PARABENS,
MINERAL OIL,
SILICON,
PHTHALATES
AND DYES.





NEW

natural beauty



A



B



C



D



E

Natural Beauty Collection

Genuine shells and beads set in goldtone.

A. Frontal Hoop Earrings

1 1/2" diam. Pierced.

493-869

reg. \$16.99

now \$12.99

C \$9.74 P \$9.09

PRP \$7.79

B. Chunky Necklace

18" L with 3 1/2" extender.

493-816

reg. \$32.99

now \$24.99

C \$18.74 P \$17.49

PRP \$14.99

C. Strap Watch

Look of cork and leather-like strap, 9" L. 38mm diam. case.

494-444

reg. \$34.99

now \$26.99

C \$20.24 P \$18.89

PRP \$16.19

D. Petite Hoop Earrings

1/2" diam. Pierced.

493-840

reg. \$14.99

now \$11.99

C \$8.99 P \$8.39

PRP \$7.19

E. Statement Earrings

2" L. Pierced.

494-430

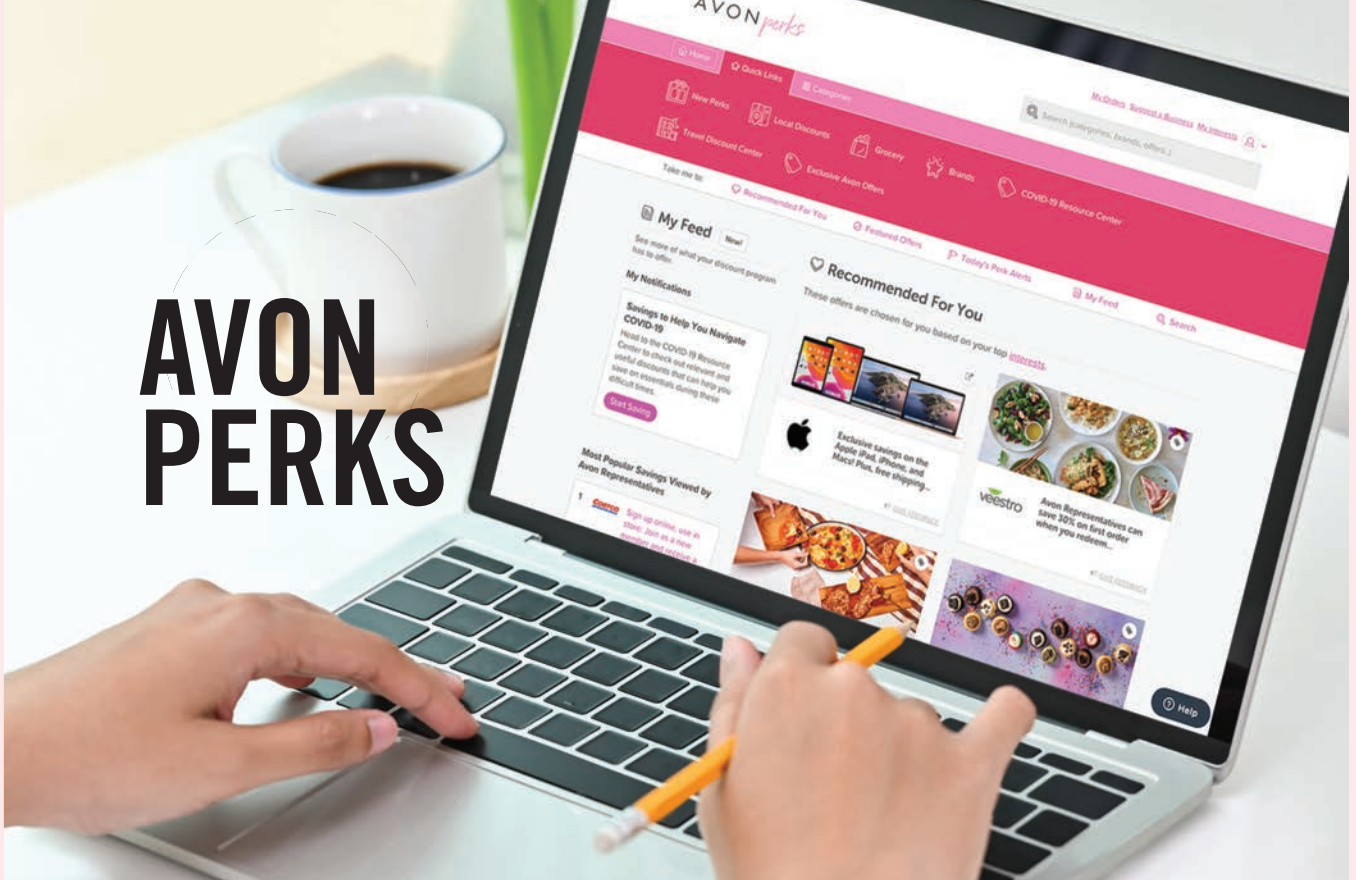
reg. \$14.99

now \$12.99

C \$9.74 P \$9.09

PRP \$7.79

AVON PERKS



Your one-stop discount destination...exclusively for Representatives!

Avon Perks has saved Representatives an estimated \$2.5 million since its launch in September 2019! We're talking discounts on coveted products and big-name brands, plus local deals and amazing savings on everything from travel, to restaurants, to entertainment. Now, you can instantly save on 900+ local and national products and services in 25 categories.

Sign up and start saving today!

Go to AvonNow.com >
Manage Business > Avon Perks

Once you're logged in...

- ▶ Customize your Homepage to personalize your discount experience.
- ▶ Use the Local Discounts Map to find private and exclusive savings in your community.
- ▶ Add a local merchant to Avon Perks by using the "Suggest a Merchant" feature, and the negotiation experts will do the rest.
- ▶ Check out the "Exclusive Avon Offers" tab for promotional products, Representative benefits and retirement programs, educational opportunities and more!

LOVE AT FIRST TRY!

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

NEW! BELIF SAMPLES!



1. Aqua Bomb Samples
Pack of 3
397-904
reg. \$3
NOW \$2.15



2. Moisturizing Bomb Samples
Pack of 3
397-923
reg. \$3
NOW \$2.15



PACK OF 5 SAMPLES:
3. Green Goddess Facial Oil 211-000
reg. \$3 • **NOW \$2.50**
4. Vitamin C Illuminating Priming Moisturizer 962-709
reg. \$3 • **NOW \$2**



5. Hydra Fusion Gel Cream 791-048
6. Eye Lift Pro 186-096
reg. \$2.50 each
NOW \$2



7. Neutralize Serum Tube .25 fl. oz. 511-885
reg. \$2
NOW 99¢



8. Firming Cream 024-622
reg. \$2.50
NOW \$2



NAKEDPROOF Pack of 5
#NAKEDPROOF
Pack of 5
reg. \$2.50
NOW \$2

JEWELRY FORMS Black velvet-like fabric and cardboard. Imported. Each, reg. \$4.99 **NOW \$2 each**



Medium Necklace Form
Folds for easy storage. 9" H (assembled).
149-187



Bracelet Pillow
3" L x 3" W.
149-230



"T" Earring Stand
4 1/2" H.
149-191