

AVON

CAMPAIGN 1 2021  
BUY YOUR PREVIEW  
PRODUCTS IN  
C25 & C26 ORDERS

# what's new



**LAST-MINUTE GIFTS**  
just in the St. Nick of time!

# 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](http://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 C1 Preview Products with your C25 and C26 orders. Order C1 Brochures when placing your C25 product orders.

## DON’T MISS OUT!

Check out our exclusive lip balm offer, which includes freebies!

**For details, see pages 8-9.**



## BUILD THE BUZZ...

You can share content about this belief ad and more from [AvonNow.com](http://AvonNow.com), Beauty Buzz and Virtual Sales Meetings.

It’s the perfect way to get the conversation started and reach new customers!



belief: January–December 2020

**GOOD HOUSEKEEPING**  
Distribution: 4.2M people





# IT'S NOT TOO LATE!

The holidays are right around the corner but there's still time to stuff the stockings and get merry! Don't worry if you haven't found all the right gifts yet. We'll keep you present-ready with great gifts for your hard-to-please friends and family.

AVON  
**care**  
VITA MOIST  
HAND CREAM  
CRÈME POUR  
LES MAINS  
45 ml/1.5 FL. OZ.

to: \_\_\_\_\_  
**Santa**

Hi Santa...



# take the guesswork out of gifting

Let your customers know there's still time to get their gifts delivered by Christmas—but this is their last chance! Order extra Brochures to drop in orders or hand out, and share the Digital Catalog, which features our full line of gift-worthy picks. We make it easy to shop with great gift ideas that range from under \$10 to under \$55, so there's truly something for everyone.





GIFTS UNDER

\$10



GIFTS UNDER

\$20



GIFTS UNDER

\$30



GIFTS UNDER

\$40



GIFTS UNDER

\$55

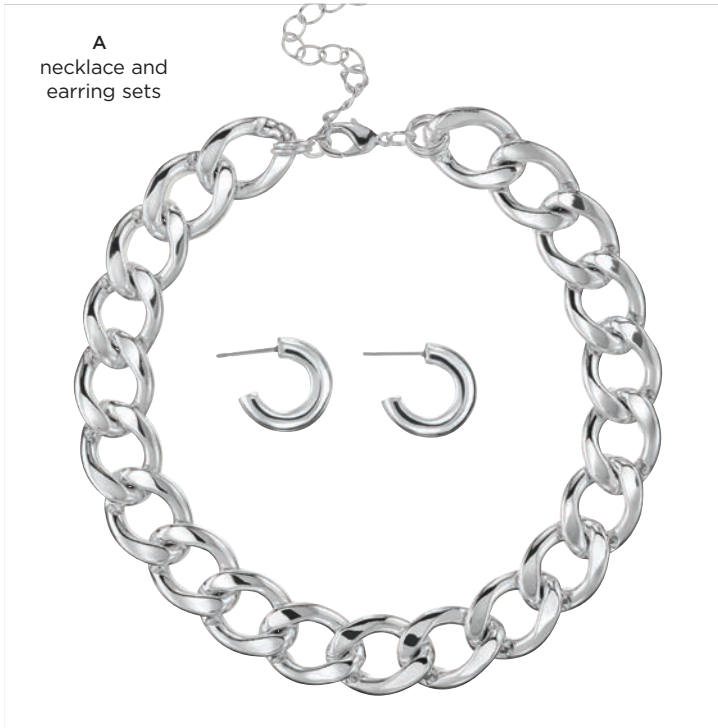






# gift of glamour

It's never too late to make a statement with big, bold pieces in silvertone and goldtone.



**A**  
necklace and  
earring sets



**C**



**D**



**B**



**E**



**F**

**A. Big Link  
Necklace and  
Huggie Earring Set**  
Chain, 16<sup>3</sup>/<sub>4</sub>" L with  
4" extender. Pierced  
hoop earrings,  
1/2" diam.  
Silvertone **059-038**  
Goldtone **059-023**  
reg. \$39.99  
**now \$29.99**  
each set  
**C** \$22.49  
**P** \$20.99  
**PRP** \$17.99

**B. Bold  
Link Watch**  
7<sup>3</sup>/<sub>4</sub>" L with  
a 21mm x  
34mm case.  
Silvertone  
**063-850**  
Goldtone  
**063-754**  
reg. \$42.99  
**now \$32.99 each**  
**C** \$24.74  
**P** \$23.09  
**PRP** \$19.79

**C. Modern Chic  
Adjustable  
Bracelet**  
Silvertone  
with smoky  
colored beads.  
Adjustable pull  
cord; one size  
fits most.  
**064-359**  
reg. \$19.99  
**now \$14.99**  
**C** \$11.24  
**P** \$10.49  
**PRP** \$8.99

**D. Everyday  
Hoop Earrings**  
Pierced.  
2<sup>1</sup>/<sub>2</sub>" diam.  
Silvertone  
**062-360**  
Goldtone  
**059-774**  
reg. \$13.99  
**now \$10.99**  
each pair  
**C** \$8.24  
**P** \$7.69  
**PRP** \$6.59

**E. Everyday  
Layered  
Bracelet**  
7<sup>1</sup>/<sub>2</sub>" L with  
1" extender.  
Silvertone  
**063-701**  
Goldtone  
**063-740**  
reg. \$19.99  
**now \$14.99**  
each  
**C** \$11.24  
**P** \$10.49  
**PRP** \$8.99

**F. Rhinestone  
Accented Silver  
Strap Watch**  
Metallic leather-  
like strap, 9" L.  
Silvertone case  
with rhinestone  
accents, 34mm  
diam.  
**064-602**  
reg. \$34.99  
**now \$26.99**  
**C** \$20.24  
**P** \$18.89  
**PRP** \$16.19



# 10 LIP BALMS

for only  
**\$6.95**

Buy  
5 packs of 10  
**GET 20 FREE  
LIP BALMS**



## LIP BALM BONANZA

An exclusive offer for Representatives. There's no limit to how many packs you can order. The prices shown are "your cost" for all Representatives.

**1 PACK OF 10 LIP BALMS**  
for only \$6.95  
(A \$20 VALUE!)

### PICK YOUR PACK!

- 10 Moisture Therapy Lip Balms **134-116**
- 10 Dew Kiss Lip Dew Lip Balms **153-210**
- 10 Flavor Savers Lip Balms (Strawberry) **157-310**
- 10 Flavor Savers Lip Balms (Melon) **160-074**
- 10 Flavor Savers Lip Balms (Vanilla) **164-137**

**SELECT 2 FREE PACKS**  
WHEN YOU BUY 5 PACKS  
That's 70 lip balms  
for only \$34.75  
(A \$140 VALUE!)

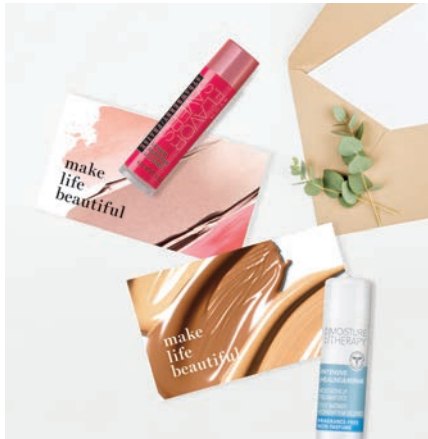
**MIX OR MATCH  
YOUR PACKS**

**+ Receive a FREE A-Box flat carton**  
with each pack purchase to create your own gift sets! Our beautifully designed A-Boxes add an extra special touch.



# GIFT ON THE GO WITH LIP BALMS!

Check out the Digital What's New for a video featuring more tips and tricks.



- Drop a lip balm in your customers' orders to thank them for their purchases.
- Gift them as stocking stuffers and tree ornaments.
- Attach a lip balm to your business card to drop in orders or hand out.
- Instead of the typical holiday card, hang on your neighbors' door knobs with a holiday message.
- Give to local businesses you frequent, like the barista at your favorite coffee spot.
- Create your own gifting ideas, like free lip balms with your new customer's first order, or lip balms with a purchase.
- Give out as teachers' gifts.
- Donate mini care packages for health care workers at the local hospital and include a lip balm.





**DEO  
3-PACKS**

for only

**\$5.38**

OVER \$10 VALUE



# DON'T MISS OUT!

Take advantage of this deo offer in the C26 and C1 flyers, and (bonus!) receive a fun freebie.



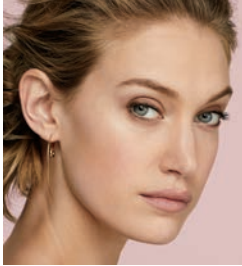
**+ Receive a FREE A-Box flat carton** with each deo pack purchase. The flyers feature a variety of packs to choose from, and the free box makes it easy to create your own gift sets for the holidays—a win-win!





# LOVE AT FIRST TRY!

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



## NEW! Isa Knox Anew LX Ultimate Samples

This breakthrough collection is infused with paeonol, our unique extract harvested at its peak from rare peonies in an exclusive compound specially formulated for a rejuvenated look.



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



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



## Mission Luxereve Samples

This premium sample pack includes two cream and two serum samples, plus two four-page Mission Luxereve informational pamphlets you can share with customers.



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



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



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



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



**HYDRA FUSION GEL CREAM**  
Pack of 5 Samples  
791-048  
**\$2.50**



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



**NEUTRALIZE SERUM**  
.23 fl. oz.  
511-885  
Tube \$2.50  
**NOW 99¢**



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



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



## Belif Samples!

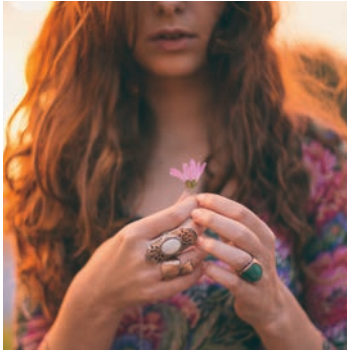
Aqua Bomb increases skin's hydration levels by 70%,\* and Moisturizing Bomb delivers 26 hours of intense hydration.\* The samples allow customers to experience the luxurious texture of these products—follow up to see how they liked them!  
\*Based on a clinical study.



**AQUA BOMB**  
Pack of 3 Samples  
397-904  
reg. \$3  
**NOW \$1.40**



**MOISTURIZING BOMB**  
Pack of 3 Samples  
397-923  
reg. \$3  
**NOW \$1.40**



## 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.



**LYRD BOUQUET DE FREESIA**  
(fresh & clean)  
Pack of 5 Samples  
359-563  
reg. \$3  
**NOW \$1.85**



**LYRD SPARKLING NEROLI**  
(fresh & vibrant)  
Pack of 5 Samples  
612-359  
reg. \$3  
**NOW \$1.85**



**HAIKU**  
(fresh & clean)  
Pack of 5 Samples  
578-367  
reg. \$2.25  
**NOW \$1.75**



**LYRD ARTISAN CHERRY VETIVER**  
(warm & indulgent)  
Pack of 5 Samples  
828-590  
reg. \$4.25  
**NOW \$2.50**



**LYRD ARTISAN SANTAL MUSK**  
(warm & exotic)  
Pack of 5 Samples  
830-232  
reg. \$4.25  
**NOW \$2.50**



**RARE PEARLS**  
(warm & dreamy)  
Pack of 5 Samples  
006-400  
reg. \$2.25  
**NOW \$1.75**



**FAR AWAY**  
(warm & exotic)  
Pack of 5 Samples  
006-434  
reg. \$2.25  
**NOW \$1.75**



**TRUE GENT BLUE**  
(fresh & clean)  
Pack of 5 Samples  
352-262  
reg. \$2.25  
**NOW \$2**



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



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



**MESMERIZE**  
(warm & intoxicating)  
Pack of 5 Samples  
006-449  
reg. \$2.25  
**NOW \$1.75**



## Display your jewelry in style

Black velvet-like fabric and cardboard. Imported.  
reg. \$4.99  
**NOW \$2**



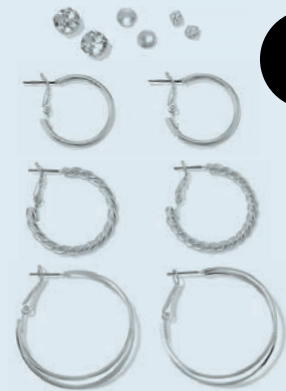
**Bracelet Pillow**  
3" L x 3" W.  
149-230



NEW



# let the holidays shine on



SIX PAIR SET

### Mixed Metals Earring Pack

6-piece silvertone stud and hoop pack. Pierced. Largest hoop, 1 1/2" diam.; smallest hoop, 1" diam.

063-879

reg. \$22.99 now \$16.99 the pack

C \$12.74 P \$11.89 PRP \$10.19



### Modern Chic Layered Necklace

Silvertone layered necklace with smoky colored beads. 24" L with 3 1/2" extender. 064-378

reg. \$39.99 now \$29.99

C \$22.49 P \$20.99

PRP \$17.99