

AVON

CAMPAIGN 21 2020
BUY YOUR PREVIEW
PRODUCTS IN
C19 & C20 ORDERS

what's new

new
Glimmershadows

sateen
dreams

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 C21 Preview Products with your C19 and C20 orders. Order C21 Brochures when placing your C19 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



Moisture Therapy
+Balance and Soothe:
July/August 2020

GOOD HOUSEKEEPING

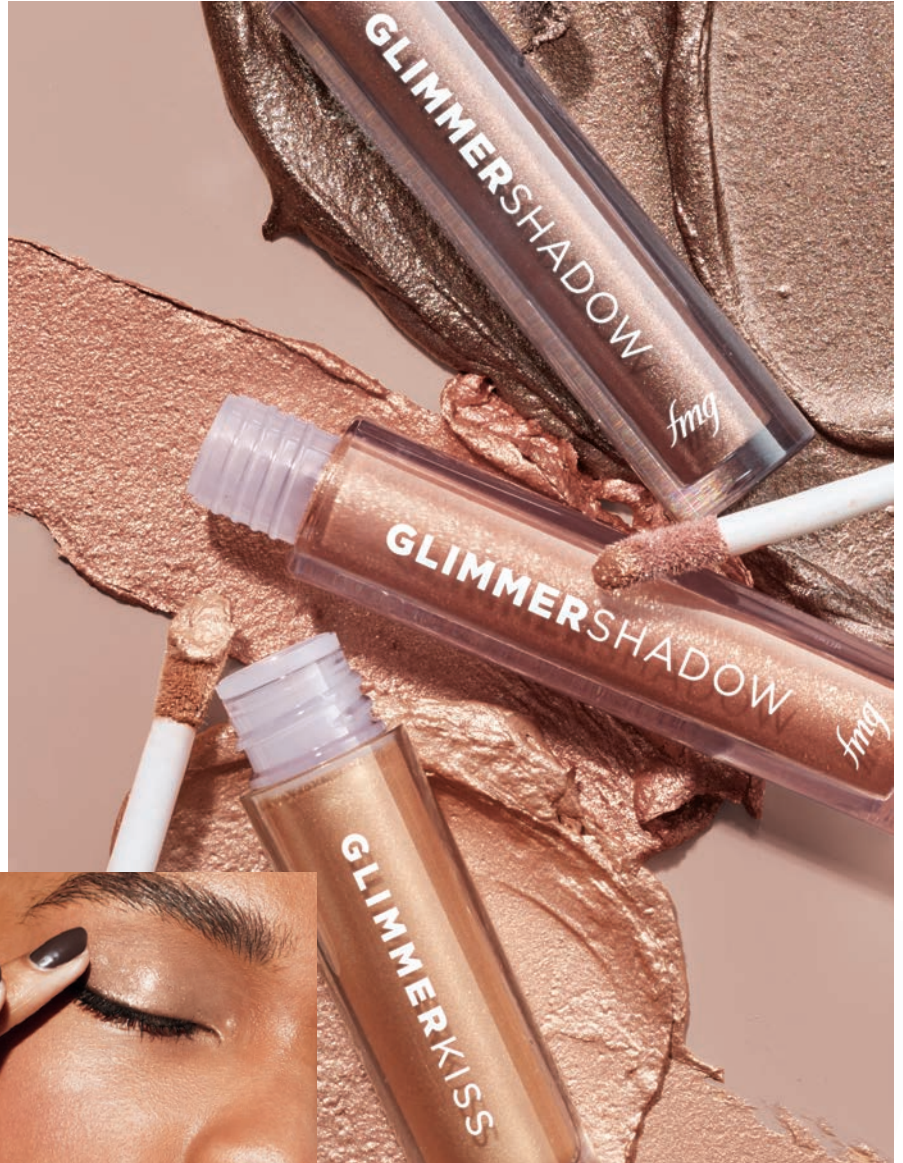


Mission Luxereve:
September 2020

GOOD HOUSEKEEPING
EBONY ONLINE

NEW

glimmer every day



Experience a whole new subtle and alluring eye effect with matte sateen Glimmershadow in neo-neutral shades.



A close-up, high-resolution photograph of a woman's face, focusing on her eye. She has light-colored eyes and is wearing a shimmering, metallic gold eyeshadow. Her skin is fair and has a soft, natural glow. The lighting is warm and directional, highlighting the texture of her skin and the sparkle of the makeup.

sateen supreme

6 everyday neutral shades.

Featured shade: Tiger's Eye

NEW



HOW IT WORKS

The buildable silky cream formula goes on effortlessly for a smooth subtle sheen. It contains ultrafine pearls that deliver a soft, sateen-matte finish.

WHY THEY'LL LOVE IT

It's easy! Our liquid eyeshadow is ultra wearable and comes in chic neo-neutral shades with a new matte sateen finish.

WHO'S YOUR CUSTOMER

Anyone who's looking for a neutral palette of eyeshadows with a delicate matte-sateen finish. Also, anyone who loves our Glimmershadow formula! The extended shade range has all the same benefits, including lasting color; no creasing, smudging or fallout; and easy application.

PRETTY PAIRING

Amp up a soft, neutral eye look with bold sparkly lips. Glimmerkiss Liquid Lipstick delivers glamorous shimmer and shine! Tip: Wear alone or layer over any classic lipstick formula by dabbing a drop to the center of lips.

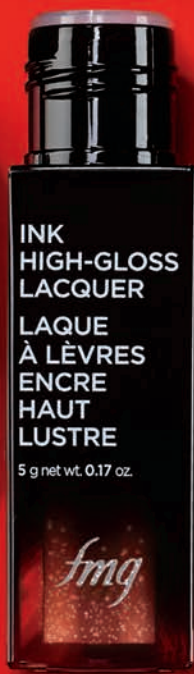
Glimmershadow Liquid Eyeshadow Matte Sateen

Easy-to-wear neutral shades go from a sheer to a layered dimensional look in seconds. All-day wear. Water-resistant. Crease- and smudge-proof. Paraben-, phthalate- and sulfate-free. .07 fl. oz. reg. \$10 now **\$7.49**

C \$5.62 P \$5.24 PRP \$4.49

LACQUERS

your LIPS



NEW

Get a polished shine, instant hydration and visibly plump lips with 7 essential oils and intense vivid color.

WHAT'S IN IT







Seven naturally derived nourishing oils help to keep lips looking and feeling luxurious and supple: sweet almond oil, borage seed oil, calendula oil, chamomile flower oil, lavender oil, rose flower oil and rosemary leaf oil.



Featured shade:
Red Symphony
973-368



FMG Ink High-Gloss Lacquer
Vivid, glossy, saturated color.
.17 oz. net wt.
reg. \$21
now \$17
C \$12.75
P \$11.90
PRP \$10.20

- | | |
|---|--|
|  |  |
| Frozen Beige
973-320 | Coral Moment
973-334 |
|  |  |
| Rose Happening
973-349 | Pink of Me
973-353 |
|  |  |
| Red Symphony
973-368 | Plum Candy
973-372 |



EASY OMBRÉ

FLAT TWO-TONE LIPSTICK

\$13 | reg. \$16

Unique flat square shape for precise application. Lasting shiny gloss finish. Smooth application and blends easily. Vivid shades with complementary combinations. Paraben-free .05 oz. net wt.

C \$9.75

P \$9.10

PRP \$7.80


Brown Effect
241-237


Pink Delight
241-294


Double Up Pink
242-640


Beige Effect
242-654


Orange
Meets Red
240-814


Purple with
Beige
242-669



Featured shade:
Purple with Beige
242-669

NEW

Slim two-tone lipstick creates a gorgeous natural gradient ombré look in a single stroke.

THE FACE SHOP

From superluxurious formulas to cutting-edge technology, get total access to the best of Korean beauty.



Dr. Groot Microbiome Scalp & Hair Care

Your solution to thinning hair

NO SULFATES, PARABENS OR SILICONES. USE PRODUCTS INDIVIDUALLY OR AS PART OF REGIMEN.

- Infused with para-probiotics and prebiotics, it helps restore your scalp's invisible microbiome shield of healthy flora for healthier scalp and hair.
- With natural ginger and ginseng to help soothe redness and itching, and biotin and caffeine to help thicken hair.



1
Prep

Dr. Groot Microbiome Scalp Fortifying Exfoliating Shampoo
With rosemary extract, gently exfoliates, helping to remove dirt and impurities from scalp so it feels rejuvenated. 8.4 fl. oz. **862-332**
reg. \$35 **now \$29**
C \$21.75 P \$20.30 PRP \$17.40



2
Cleanse

Dr. Groot Microbiome Scalp Fortifying Hair-Thickening Shampoo
With coconut oil, deep cleanses while it helps moisturize dry scalp and hair. 13.5 fl. oz. **861-670**
reg. \$35 **now \$29**
C \$21.75 P \$20.30 PRP \$17.40



3
Treat

Dr. Groot Microbiome Scalp Fortifying Serum Treatment
Upon contact with water, concentrated liquid transforms into a creamy formula that moisturizes and helps support healthy hair roots and growth. Apply after shampooing then rinse. 6.7 fl. oz. **862-859**
reg. \$35 **now \$29**
C \$21.75 P \$20.30 PRP \$17.40



4
Revitalize

Dr. Groot Microbiome Scalp Fortifying Massaging Tonic
With sophora root, an herb known to help support health of scalp circulation and hair growth. Massage it in to help hair follicles absorb essential nutrients. Apply up to a few times a day. When using for the first time, press it 10 to 20 times in the palm of your hand until the product comes out. 5 fl. oz. **863-525**
reg. \$47 **now \$39**
C \$29.25 P \$27.30 PRP \$23.40

CREATE YOUR COZY

Luxury candles with enhanced fine fragrances crafted by master perfumers, new designs and soy blend wax for a cleaner burn.



❖ **Pumpkin Pie Candle**
Cinnamon sugar, sweet pumpkin and warm praline.
996-400

Never leave burning candles unattended. Keep away from children and pets.

Your *What's New* discount is based on your Commission Level. See page 2 for details.

NEW



DID YOU KNOW?
Some candles made solely from paraffin wax can give off black soot when burned, which can potentially stain curtains or walls. Our soy-blend candles give off a cleaner burn.



❖ **Candle**
Each 3-wick, 11 oz. candle gives 30 hours of burn time. 4 1/4" diam. x 3 1/8" H. Glass jar, metal lid, paper dust cover, soy blend wax. Assembled in USA.
reg. \$25 **now \$19.99 each**
C \$15.99 **P** \$15.99 **PRP** \$14.99

❖ **Frosted Currant Candle**
Sugared currant, magnolia and creamy musk.
997-793
❖ **Nog Candle**
Pistachio, spiced vanilla and warm milk.
997-899

❖ **Flannel Candle**
Bergamot, freesia and warm cedarwood.
997-975
❖ **Wreath Candle**
Juniper berries, frosted fir balsam and amber.
997-812

FALL FOR COZY SCENTS

These premium candles add an inviting touch to fall and winter occasions and make a great host/hostess gift. Ask your customers about their entertaining needs, and share your favorite scents.

LYRD Sparkling Neroli

Explore a world of floral delights.



NEW!
Perfectly sized for the purse... or plane!

LYRD Sparkling Neroli Eau de Parfum Travel Spray
fresh & vibrant
Experience the crisp and vibrant freshness of sparkling neroli, blended with uplifting bergamot and warm musk. .3 fl. oz. **379-917**
reg. \$19 **now \$15.50**
C \$11.63 P \$10.85 PRP \$9.30

LYRD Sparkling Neroli Eau de Parfum
1.7 fl. oz.
reg. \$36
now \$29
Available in the Brochure

DID YOU KNOW
Sparkling Neroli is the first fragrance in our new LYRD collection. LYRD stands for "Layers Redefined," and features premium fragrances with expertly blended precious ingredients crafted by master perfumers.

Let your Sparkling Neroli customers know that their new signature scent is available in a convenient travel size.

NEW

FRESH FINDS

The ultimate clean team for the kitchen and beyond!

❖ Cucina Essentials Multi-Purpose Cleaning Spray

Use in kitchen, bath or anywhere you need a fresh clean! Bleach-free, water-based formula. Light citrus scent. Safe on any non-porous surface! Free of phthalates, formaldehyde, chlorine, parabens and glycol ethers. Recyclable bottle.

16.2 fl. oz. **211-144**

reg. \$11.99

now **\$8.99**

C \$7.19

P \$7.19

PRP \$6.74

*nature-derived
with baking soda
& citric acid*



Packaging and labels may vary.

❖ Set of 2 Kitchen Cloths

Reusable super-absorbent cloths easily mop up spills, dry dishes, clean kitchen countertops and more! Machine wash and dry.

Each, 25" L x 15" W. 100% cotton terry. **562-873**

reg. \$14.99

now **\$11.99** the set

C \$9.59

P \$9.59

PRP \$8.99



INTRODUCING
STUDIO
1886

A new jewelry atelier creating versatile collections and exclusive designs, Studio 1886 is driven by Avon's 134-year legacy to make life beautiful. High-quality details couple with effortless elegance for styles that are easy to wear every day, no matter the occasion.



Crushed Abalone Collection

Genuine crushed abalone shells in a teardrop setting, set in silvertone.

Pendant Necklace

16" L with 3 1/2" extender. Pendant, 1 1/2" L. **989-492**
reg. \$23.99
now \$17.99
C \$13.49
P \$12.59
PRP \$10.79

Green Watch

Textured green leather-like strap, 9" L with 30mm diam. silvertone case. **990-291**
reg. \$32.99 **now \$24.99**
C \$18.74
P \$17.49
PRP \$14.99

Teardrop Earrings

Pierced, 3/4" L. **989-473**
reg. \$19.99
now \$14.99
C \$11.24
P \$10.49
PRP \$8.99

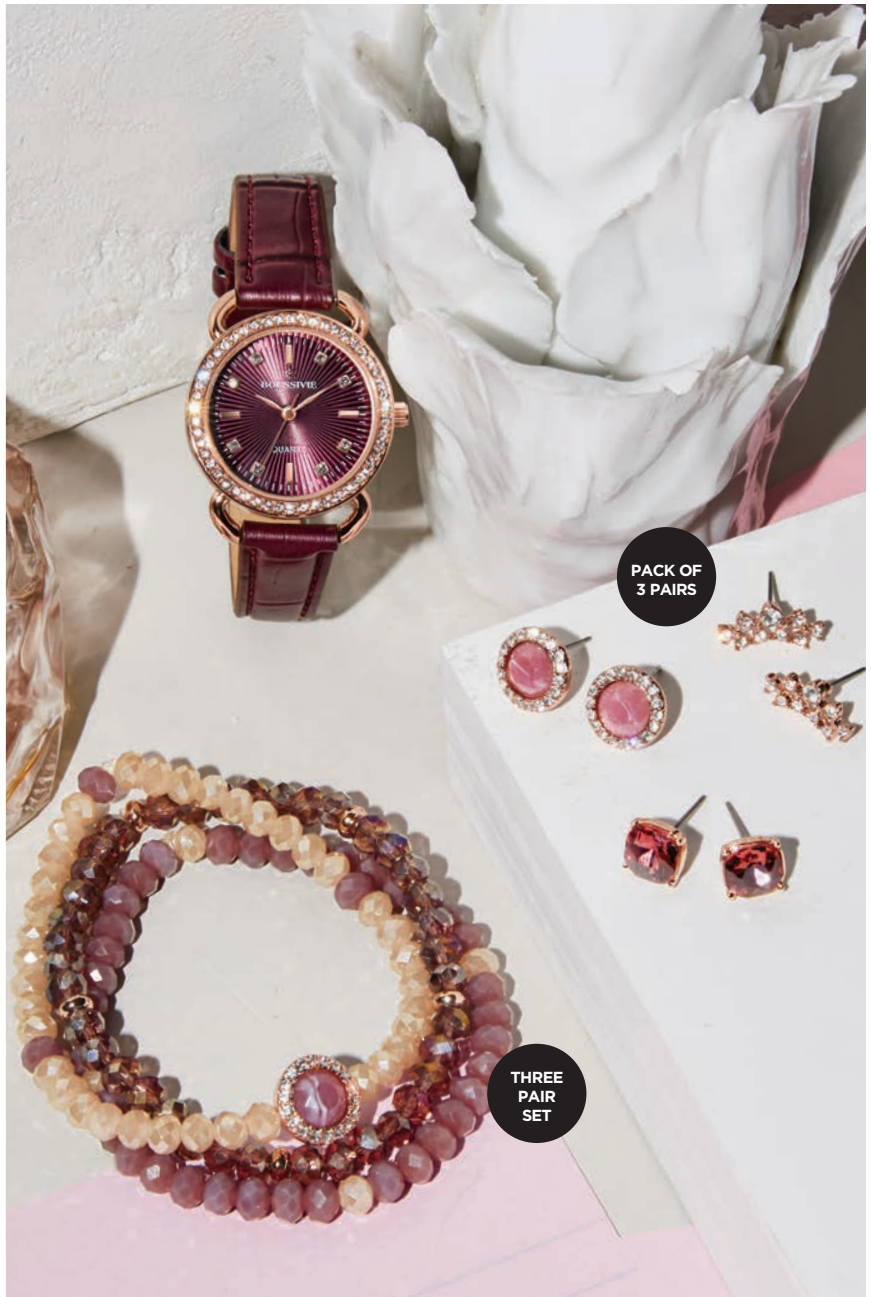
Teardrop Ring

Sizes: 6 **989-507**
8 **989-511** 10 **989-951**
reg. \$16.99
now \$12.99
C \$9.74
P \$9.09
PRP \$7.79

plum perfect



AMETHYST COLORS
CREATE A RICH COLLECTION
WITH THE RIGHT AMOUNT
OF DRAMA



PACK OF
3 PAIRS

THREE
PAIR
SET

Pretty Plum Collection

Plum- and blush-toned glass stones or beads set in rose goldtone.

Layered Necklace

16½" L (shortest layer)
with 3½" extender.

989-985

reg. \$23.99

now **\$17.99**

C \$13.49

P \$12.59

PRP \$10.79

Faux-Leather Watch

Faux-croc leatherlike
strap, 9" L with 30mm

diam. case. **990-086**

reg. \$39.99

now **\$29.99**

C \$22.49

P \$20.99

PRP \$17.99

Stretch Bracelet Set

Set of three. One size
fits most.

990-272

reg. \$19.99

now **\$15.99 the set**

C \$11.99

P \$11.19

PRP \$9.59

Earring Trio

Set of three pairs of
pierced studs,

approx. ½" diam.

990-253

reg. \$17.99

now **\$13.99 the set**

C \$10.49

P \$9.79

PRP \$8.39

NEW

STERLING SILVER

Guaranteed with .925 quality and over 90% pure silver.



Sterling Silver Classic Baguette CZ Collection

A. Hoop Earrings
Pierced, 1/2" diam.
994-259
reg. \$49.99
now \$39.99
C \$29.99
P \$27.99
PRP \$23.99

B. Stud Earrings
Pierced, 1/4" L.
993-544
reg. \$32.99
now \$24.99
C \$18.74
P \$17.49
PRP \$14.99

C. Band
Sizes: 5 **994-278**
6 **994-316** 7 **994-722**
8 **994-737** 9 **994-741**
10 **994-760**
reg. \$49.99
now \$39.99
C \$29.99 **P** \$27.99
PRP \$23.99

D. Ring
Sizes: 5 **995-016**
6 **995-035** 7 **995-040**
8 **995-111** 9 **996-160**
10 **996-342**
reg. \$32.99
now \$24.99
C \$18.74 **P** \$17.49
PRP \$14.99



DO GOOD, FEEL GOOD!

turn awareness into action

October is Breast Cancer Awareness month. There are many ways to take action, from purchasing a Pink Hope product to walking and raising funds in one of over 200 Making Strides Against Breast Cancer events across the country. Join us in making a beautiful and positive impact in the world. Since 1992, Avon's powerful community has contributed more than \$800 million to breast cancer causes and impacted millions of women.

To learn more, visit [MakingStridesWalk.org/TeamAvon](https://www.makingstrideswalk.org/teamavon)



National Presenting Sponsor



YOU CAN MAKE A DIFFERENCE

*Avon will contribute 15% of the sales prices of Pink Hope fundraising products, up to \$700,000 in 2020, to American Cancer Society Making Strides Against Breast Cancer®. The American Cancer Society does not endorse any product or service.

THE POWER OF PINK



Ribbon Charm Toggle Necklace
With pink CZ stone and glass bead set in silvertone. 18" L with 3/2" extender.
990-306
reg. \$15 **now \$12**
C \$9 P \$8.40
PRP \$7.20

Ribbon Charm Motivational Stretch Bracelet Set
Set of two bracelets engraved with "Be the Change" and "I can and I will" with pink ribbon charms. Grey and pink beads. One size fits most.
990-310
reg. \$20 **now \$15 the set**
C \$11.25 P \$10.50 PRP \$9

Sterling Silver Pink CZ Statement Ring
Approx. 1.5 carat CZ stone.
Sizes: 5 **991-078** 6 **991-374**
7 **991-723** 8 **993-468**
9 **993-472** 10 **993-487**
reg. \$45 **now \$35**
C \$26.25 P \$24.50
PRP \$21

Pink Ribbon Pedometer Watch
Case displays time and distance of steps. Pink silicone strap, 9 1/2" L.
993-530
reg. \$48 **now \$38**
C \$28.50 P \$26.60
PRP \$22.80



YOU CAN MAKE A DIFFERENCE

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side pocket fits most cell phones



❖ **Hope Ribbon Tee**

Pink long-sleeve tee with V-neck and Pink Hope ribbon graphic. Cotton/spandex. Center back length: 25½" on medium; 26" on 1X. Machine wash, dry flat. Imported.
 XS(0-2) **986-751** S(4-6) **986-819**
 M(8-10) **986-967** L(12-14) **987-270**
 XL(16) **987-815** 1X(18W-20W) **987-820**
 2X(22W-24W) **988-204**
 3X(26W-28W) **989-086**
 reg. \$29 **now \$22**
C \$17.60 **P** \$17.60 **PRP** \$16.50

❖ **Hope Ribbon Sneaker**

Printed grey sneaker with black laces and Pink Hope ribbon on the side. Cushion Walk® footbed for added comfort. Man-made materials. Imported.
 6M **989-220** 7M **989-234**
 8M **989-249** 9M **989-272**
 10M **989-310** 11M **989-325**
 reg. \$50 **now \$40**
C \$32 **P** \$32
PRP \$30

❖ **Hope Ribbon Active Legging**

Black full-length leggings. Side pocket on left side with Pink Hope ribbon print. Polyester/spandex. Inseam: 24" for all sizes. Machine wash, dry flat. Imported.
 XS(0-2) **984-964** S(4-6) **984-979**
 M(8-10) **984-983** L(12-14) **984-998**
 XL(16) **985-004** 1X(18W-20W) **985-019**
 2X(22W-24W) **985-023**
 3X(26W-28W) **986-364**
 reg. \$42 **now \$32**
C \$25.60 **P** \$25.60 **PRP** \$24

LOVE AT FIRST TRY!

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

SKIN CARE SAMPLES

NEW! 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 SAMPLES Pack of 4 (2 Cream & 2 Serum samples) 969-464
reg. \$8.50
NOW \$6.50



AQUA BOMB SAMPLES Pack of 3 397-904
reg. \$3
NOW \$2.15



MOISTURIZING BOMB SAMPLES Pack of 3 397-923
reg. \$3
NOW \$2.15



GREEN GODDESS FACIAL OIL Pack of 5 Samples 211-000
reg. \$3
NOW \$2.50



VITAMIN C ILLUMINATING PRIMING MOISTURIZER Pack of 5 Samples 962-709
reg. \$3
NOW \$2



HYDRA FUSION GEL CREAM Pack of 5 Samples 791-048
reg. \$2.50
NOW \$2



EYE LIFT PRO Pack of 5 Samples 186-096
reg. \$2.50
NOW \$2



NEUTRALIZE SERUM .25 fl. oz. 511-885
Tube \$2
NOW 99¢



#NAKEDPROOF FIRMING CREAM Pack of 5 Samples 024-622
reg. \$2.50
NOW \$2

FRAGRANCE VIAL-ON-CARD SAMPLES

Vial samples allow for several fragrance applications! It's a great way for customers to experience the scent—and also makes a nice thank-you gift for their order. Follow up to see how they liked it!



FLOURISH PEONY ROSÉ (fresh & clean) Pack of 5 Samples 479-987
reg. \$2.25
NOW \$1.75



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



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



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