

AVON

CAMPAIGN 22 2020  
BUY YOUR PREVIEW  
PRODUCTS IN  
C20 & C21 ORDERS

# what's new

## boost collagen

WITH OUR MOST ADVANCED  
PRO CLINICAL COLLECTION EVER



# 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 C22 Preview Products with your C20 and C21 orders. Order C22 Brochures when placing your C20 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

Introducing  
ISA KNOX ANEW CLINICAL  
**COLLAGEN BOOSTER™**

WITH OUR NEW **PRO MICRONEEDLING POLISHER**  
AND PEPTIDE-INFUSED **REJUVENATING SERUM**  
**AMPOULES**, YOU'LL SEE RADIANCE  
REIGNITED, FINE LINES AND WRINKLES **REDUCED** AND  
SKIN **RE-PLUMPED**...AND REMARKABLY **RENEWED**.



NEW

# jump-start collagen production and see youthfully re-plumped skin

CLINICAL  
RESULTS  
SHOW:  
**IN 2 WEEKS**  
WRINKLES  
ARE  
**SIGNIFICANTLY**  
DIMINISHED.  
SKIN IS  
**FIRMER,**  
MORE  
**ELASTIC.**



ISA KNOX  
**A NEW**  
CLINICAL

**COLLAGEN  
BOOSTER**

REJUVENATING SERUM  
AMPOULES

AMPOULES DE SÉRUM  
RAJEUNISSANT



ISA KNOX  
**ANEW  
CLINICAL**

**COLLAGEN  
BOOSTER**

MICRONEEDLING  
POLISHER  
EXFOLIANT EFFET  
MICROPERFORATION

50 ml / 1.7 fl.oz.

SKIN LOOKS  
INSTANTLY  
SMOOTHER

**Isa Knox Anew Clinical  
Collagen Booster™  
Rejuvenating Serum Ampoules**  
With a powerful peptide blend  
that boosts the body's natural  
production of collagen. Vegan.  
Hypoallergenic and clinically-  
and dermatologist-tested. 60  
ampoules, .008 fl. oz. each.

**837-810**  
reg. \$62.50  
**now \$49.99**  
**C \$37.49**  
**P \$34.99**  
**PRP \$29.99**

AT-HOME  
SKIN-RESURFACING  
ALTERNATIVE TO  
MICRO-DERMABRASION  
AND MICRONEEDLING  
PROCEDURES



**Isa Knox Anew Clinical  
Collagen Booster™  
Microneedling  
Polisher**

A highly effective  
combination of gentle  
exfoliators polishes away  
dull skin cells, diminishes the  
look of fine lines and  
wrinkles, and improves the  
appearance of pores.  
Skin looks instantly smoother,  
younger, more radiant. Vegan.  
Hypoallergenic and  
clinically- and  
dermatologist-tested.

1.7 fl. oz. **832-421**  
reg. \$34  
**now \$18.99**  
**C \$14.24**  
**P \$13.29**  
**PRP \$11.39**

# product 101

Check out the key benefits of our Isa Knox Anew Clinical Collagen Booster™ collection.

PRODUCT	WHY WE LOVE IT	KEY INGREDIENTS	HOW TO USE	FREE FROM	WHO'S YOUR CUSTOMER
 <p><b>Rejuvenating Serum Ampoules</b></p>	<ul style="list-style-type: none"> <li>• Capsulated single-use ampoules keep formula fresh and potent, and deliver the optimum dose.</li> <li>• Contains ingredients that increase the amount of total collagen content by 65% in just 48 hours.*</li> <li>• Vegan.</li> </ul> <p>*Based on a cell-cultured study.</p>	<p><b>Peptide Blend</b> Boosts the body's natural production of collagen and elastin for skin that looks youthfully re-plumped.</p>	<ul style="list-style-type: none"> <li>• AM/PM: Smooth gently over cleansed skin in an upward and outward motion. AM: Follow with a sunscreen lotion—we recommend Hydra Fusion Daily Beauty Defense SPF 50.</li> <li>• Use after the Microneedling Polisher for an extra collagen boost.</li> </ul>	<ul style="list-style-type: none"> <li>• Parabens</li> <li>• Phthalates</li> <li>• Fragrances</li> <li>• Mineral oil</li> </ul>	<p>Anyone who wants to address fine lines and wrinkles, uneven texture and loss of firmness and elasticity.</p>
 <p><b>Microneedling Polisher</b></p>	<ul style="list-style-type: none"> <li>• Visibly and gently resurfaces skin in one treatment.</li> <li>• 97% agreed it makes your skin feel dramatically smoother after just 1 week of use.†</li> <li>• Easy, professional at-home treatment.</li> <li>• Vegan.</li> </ul> <p>†Based on a consumer-perception study.</p>	<p><b>Perlite</b> Helps stimulate skin's natural healing process to support collagen production and lessen the look of fine lines and wrinkles.</p> <p><b>Aluminum Oxide Crystals</b> Removes dead skin cells and clears pores, for visibly smoother, luminous skin.</p> <p><b>Diamond Powder</b> Stimulates turnover and enhances absorption of serums and moisturizers.</p>	<ul style="list-style-type: none"> <li>• Use up to 3X a week.</li> <li>• Can use AM or PM. We recommend using at night, as skin could appear slightly flushed after use. Follow with Green Goddess Facial Oil to eliminate any redness.</li> <li>• Apply a thin layer to clean, wet skin and gently massage in circular motion. Rinse thoroughly.</li> </ul>	<ul style="list-style-type: none"> <li>• Sulfates</li> <li>• Parabens</li> <li>• Phthalates</li> <li>• Fragrances</li> <li>• Mineral oil</li> </ul>	<p>Anyone who wants a visibly smooth, radiant complexion with diminished fine lines and wrinkles.</p>



LET'S CHAT!  
JEANNINE  
WHITVER,  
SKIN CARE  
ENTHUSIAST AND  
LOVER OF ALL  
THINGS BEAUTY!



**Jeannine Whitver**  
Senior Manager,  
Product Education, L&D

## Q&A

### WHAT CAUSES MY SKIN TO AGE?

- Typically, the natural aging process starts occurring in our mid-20s.
- Called “intrinsic aging,” aspects like genetics and hereditary traits play a big part.
- “Extrinsic aging,” which is caused by external factors, is something we have somewhat more control over, including exposure to sun and pollution, stress, lack of sleep and dehydration.

These factors can lead to a breakdown of collagen and elastin, two key elements that support beautiful, healthy-looking skin.

### WHAT IS COLLAGEN?

Collagen is a protein found in the skin that gives it strength and helps keep it firm. As you naturally start to age, collagen begins to break down, which can lead to wrinkles and sagging skin.

### WHAT IS ELASTIN?

Elastin is also a protein found in the skin that helps it retain its shape. When elastin is damaged, your skin starts to lose its natural shape and can't “bounce back,” resulting in sagging skin with a loss of firmness.

The healthier and stronger these proteins are, the smoother and more line-free your skin will appear. Our new advanced Isa Knox Anew Clinical Collagen Booster™ collection helps jump-start collagen production for skin that looks re-plumped and remarkably renewed. Talk about a beauty boost!

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## PRO TIPS

### EXPERIENCE THE VISIBLE ANTI-AGING BENEFITS YOURSELF!

Try (and love!) the products, and share your thoughts on social media with a link to your online store for ease of purchase. While you're at it, leave a review on [avon.com](http://avon.com), but always remember to identify yourself as an Avon Representative and provide real and sincere feedback.

### SPREAD THE BUZZ-WORTHY NEWS...

We don't have anything else like this in our Avon skin care portfolio!

Let your customers know; they'll want to be the first to try these new innovations.

- Reach out to skin care lovers, anyone tuned in to anti-aging products and those who are always up on the latest beauty trends. Share the excitement and first dibs on giving you feedback!
- Check on skin care customers who haven't placed an order in a while...this is something they haven't seen before from Avon.
- Go social with a poll asking who would be interested in trying a new skin care collection with powerful collagen-boosting benefits for more youthful-looking skin.

### ACCESS RESOURCES AT YOUR FINGERTIPS

- Check out a webinar, dedicated Facebook Live and so much more on IG [jjlovesbeauty](https://www.instagram.com/jjlovesbeauty).
- Go to AVON U for product one-pagers featuring key results, benefits, usage and tips.
- Share beautifully branded content from Avon Social with ready-to-go posts.
- Reach even more potential customers with our easy-to-share, interactive Digital Catalog.



**NEW**

**One luxurious formula,**

**Two fabulous finishes,**

**Nine sumptuous shades.**

**Say hello to Cashmere Lipcream.**



Lightweight, soft and comfortable  
formula caresses lips in luxury  
with rich vivid pigments for hours of  
kissable wear.



Satin Rich Berry  
603-927

satin  
matte



**FMG Cashmere Lipcream**

.11 oz. net wt.  
reg. \$22

now \$18 each

**C** \$13.50 **P** \$12.60

**PRP** \$10.80

**WHAT'S IN IT**

Antioxidant vitamins C and E, plus shea butter, avocado and coconut oils to nourish and soften lips.

**WHY THEY'LL LOVE IT**

With each vivid shade in two beautiful finishes (matte and satin), it's so easy to mix it up!

Matte Rich Berry  
327-100

**Satin (S)  
or Matte (M) finish**

**Complete her lip look with a complementary lip liner!**

 TRUE RED  
(S) 604-120  
(M) 327-152

 ULTRA LUXURY IN CRIMSON

 SOFT CRIMSON  
(S) 603-999  
(M) 327-148

 AVON TRUE COLOR GLIMMERSTICKS IN RED BRICK

 RICH BERRY  
(S) 603-927  
(M) 327-100


 ULTRA LUXURY IN WILD BERRY

 DARK CHERRY  
(S) 603-750  
(M) 327-061

 AVON TRUE COLOR GLIMMERSTICKS IN MERLOT

 SOFT MAUVE  
(S) 603-745  
(M) 327-004


 ULTRA LUXURY IN CHOCOLATE

 NUDE BLUSH  
(S) 603-707  
(M) 326-983


 ULTRA LUXURY IN NEUTRAL

 NUDE BEIGE  
(S) 603-673  
(M) 326-892

 ULTRA LUXURY IN NEUTRAL

 NUDE PINK  
(S) 603-453  
(M) 326-763

 AVON TRUE COLOR GLIMMERSTICKS IN AU NATUREL

 NUDE ROSE  
(S) 603-449  
(M) 326-730

 AVON TRUE COLOR GLIMMERSTICKS IN AU NATUREL

NEW



introducing  
**PASSION  
& BEYOND**  
**Rose Silk  
Bouquet**

Developed from a unique eco-friendly extracting technology that recreates the vibrant, alluring aroma of a blooming rose harmonized with fresh citrus in a lightweight, refreshing formula that moisturizes and leaves skin with a soft, lingering floral-fruity scent.





## rosy all over

### Passion & Beyond Rose Silk Bouquet Shower Gel

Soft, silky lather of nourishing plant-derived glycerin and a naturally derived, mild cleanser leaves skin refreshed, lightly scented and moisturized.

10.1 fl. oz. **841-729**

reg. \$23

now \$18

**C** \$13.50 **P** \$12.60

**PRP** \$10.80

### Passion & Beyond Rose Silk Bouquet Body Emulsion

Elegantly fragranced with calming damask rose water and infused with moisturizing and soothing provitamin B5, it helps revitalize tired skin, leaving it feeling petal soft and exquisitely scented.

10.1 fl. oz. **841-733**

reg. \$28

now \$22

**C** \$16.50 **P** \$15.40

**PRP** \$13.20

### WHY IT'S BETTER

Using special **eco-friendly extraction technology**, Passion & Beyond was able to recreate the scent of vivid roses without damaging its original rose source.

The products are infused with **skin-calming, moisturizing ingredients** extracted from soil that's **pesticide-free**.

The Passion & Beyond brand promise commits to every product being **free from any stressors that can irritate the skin**. Dermatologist-tested and paraben-free.



**NEW**

FINE JEWELRY

# RAINBOW LIGHT

## **Sterling Silver Mystic Topaz CZ Halo Collection**

With unique rainbow-colored mystic topaz and sparkling CZs.

### **Necklace**

18" L with 1" extender. Pendant, 1/4" L. **839-847**

reg. \$64.99

**now \$49.99**

**C \$37.49**

**P \$34.99**

**PRP \$29.99**

### **Drop Earrings**

1/4" L drop. Pierced.

**837-844**

reg. \$58.99

**now \$44.99**

**C \$33.74**

**P \$31.49**

**PRP \$26.99**

### **Ring**

1/4" L.

Sizes:

5 **560-149**

6 **561-150**

7 **562-213**

8 **562-232**

9 **562-247**

10 **562-251**

reg. \$58.99

**now \$44.99**

**C \$33.74**

**P \$31.49**

**PRP \$26.99**





**Sterling Silver Grey Nano Statement Ring**

Center stone, 1/4" L.

Sizes:

5 559-919      8 559-976  
6 559-923      9 559-980  
7 559-942      10 559-995

reg. \$64.99

now \$49.99

**C** \$37.49 **P** \$34.99

**PRP** \$29.99

**Sterling Silver CZ Oval Anniversary Band**

Center CZ, 1 carat equivalent.

Sizes:

5 588-570      8 588-637  
6 588-618      9 588-641  
7 588-622      10 588-656

reg. \$49.99

now \$39.99

**C** \$29.99 **P** \$27.99

**PRP** \$23.99



**Sparkling Accented Grey Link Watch**

Silvertone bracelet watch with grey sunray dial effect and pavé accents. 7 3/4" with 28mm diam.

case. **839-890**

reg. \$46.99

now \$36.99

**C** \$27.74 **P** \$25.89

**PRP** \$22.19



NEW

# honey-comb bliss





# NO

sulfates or  
parabens



#### Curl Cream

Rich hydration for bouncy, defined curls. Reduces frizz for a smooth, healthy-looking shine. 5 fl. oz.

**841-771**

reg. \$19

**now \$15**

**C \$11.25**

**P \$10.50**

**PRP \$9**

**Usage:** Apply to damp or dry curls from roots to ends. Let air dry or style as desired.

**Pairs perfectly** with Elastine Propolithera Volumizing Shampoo and Conditioner.

#### Volume Spray

Adds weightless volume and lustrous texture to thinning hair. 6.7 fl. oz.

**842-027**

reg. \$19

**now \$15**

**C \$11.25**

**P \$10.50**

**PRP \$9**

**Usage:** Apply to towel-dried or dry hair. **Pairs perfectly** with Elastine Propolithera Volumizing Shampoo and Conditioner.

#### Leave-In Conditioner

Hydrates and nourishes dry hair, infusing it with rich lustre. 8.1 fl. oz.

**841-810**

reg. \$19

**now \$15**

**C \$11.25**

**P \$10.50**

**PRP \$9**

**Usage:** Spray evenly onto towel-dried or dry hair prior to brushing. **Pairs perfectly** with any collection.

## INTRODUCING ELASTINE PROPOLITHERA STYLING BOOSTERS

Nourish dry, thin and weak hair with the bee goodness of honey, vitamin-enriched propolis extract and royal jelly for healthy-looking body and shine, plus hydrolyzed collagen to infuse every strand with moisture for lustrous volume.

# a double dose of revitalizing haircare from bees

## Elastine Propolithera Dual Serum Essence

Packed with intensive hydration, the dual serum penetrates each strand with vitamins, minerals and other nutrients to bring damaged or chemically processed hair back to life. 3.4 fl. oz. **841-824**

reg. \$30 now \$25

**C** \$18.75 **P** \$17.50 **PRP** \$15



**NO**  
sulfates or parabens

intensely moisturizing  
Hydro Emulsion



ultra-nourishing moisturizing  
Nutri Essence

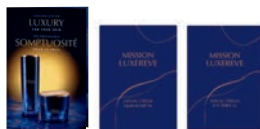
**Usage:** Apply a dime-size amount of the serum and the emulsion onto palms. Mix together and massage into areas where there's damage. Apply to damp or dry hair. **Pairs perfectly** with our Elastine Propolithera Damage Repair collection.

## LOVE AT FIRST TRY!

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

### NEW! MISSION LUXEREVE

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  
(2 Cream & 2 Serum)  
969-464  
reg. \$8.50  
**NOW \$6.50**



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



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



**GREEN GODDESS FACIAL OIL**  
Pack of 5  
211-000  
**\$2.50**



**VITAMIN C ILLUMINATING PRIMING MOISTURIZER**  
Pack of 5  
962-709  
reg. \$2.50  
**NOW \$2**



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



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



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



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

### FRAGRANCE VIAL-ON-CARD

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!



**TRUE GENT BLUE**  
(fresh & clean)  
Pack of 5  
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