

AVON

CAMPAIGN 23 2020
BUY YOUR PREVIEW
PRODUCTS IN
C21 & C22 ORDERS

what's new

introducing **ARTISAN**

A world of authentic fragrances,
expertly crafted by master perfumers.



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 C23 Preview Products with your C21 and C22 orders. Order C23 Brochures when placing your C21 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

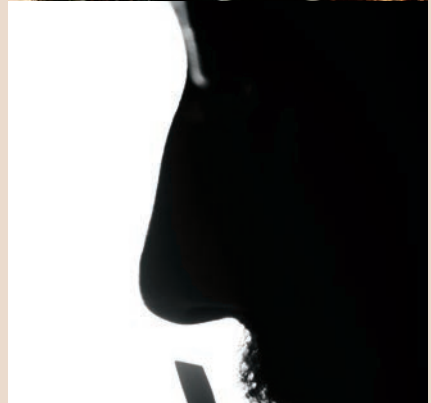
GOOD HOUSEKEEPING
EBONY ONLINE

NEW



introducing LYRD
ARTISAN
Layers
Redefined

*A world of authentic
fragrances expertly crafted
by master perfumers with
unexpected combinations of
the finest ingredients.*



captivating scents for everyone

NEW

fragrance artistry

DISCOVER CURATED INGREDIENTS THAT ARE EXQUISITE ALONE BUT EVEN MORE FASCINATING TOGETHER.



LYRD Artisan
Cherry Vetiver
Eau de Parfum
warm & indulgent
Wild cherry
blends with
smooth Haitian
vetiver. 1.7 fl. oz.
615-764
reg. \$53
now \$42
C \$31.50
P \$29.40
PRP \$25.20



LYRD Artisan
Santal Musk Eau
de Parfum
warm & exotic
Indian sandalwood
mixes with
magnetic white
musk. 1.7 fl. oz.
615-950
reg. \$53
now \$42
C \$31.50
P \$29.40
PRP \$25.20



**WHY THEY'LL
LOVE IT**

Our LYRD Artisan collection features unexpected combinations of premium ingredients, crafted by master perfumers. Use your Preview Products to let your customers experience these captivating unisex scents.





Holly Jolly GIFTIES

*From stocking
stuffers to gift sets,
there's something
for everyone!*





LIMITED EDITION

Holiday Makeup

Applicator Ornament

Beauty just got festive! Blend, conceal and contour. Comes in bauble ornament with gold ribbon. Makes a great stocking stuffer or decoration for the Christmas tree. Each applicator, 2 1/2" H x 1 1/2" diam. Clear plastic ornament, 2 3/4" diam. Non-latex polyurethane.

Snowman 614-461

Christmas Tree 615-161

reg. \$10 now \$8 each

C \$6 P \$5.60

PRP \$4.80

NEW

Holiday BESTIES

LIMITED EDITION

Holiday Beauty Caddy

Organize in style! All your tools at the ready for every holiday look. Black with gold star print and accents. Removable inside dividers, clear plastic pockets and lattice elastic straps. Folds up for easy storage.

9⁵/₈" L x 5⁵/₈" W x 5¹/₈" H.

Polyester, PVC. **165-410**
reg. \$22 **now \$20**

C \$15 P \$14

PRP \$12

Contents not included.



Wrapped & Ready TO GIVE

LIMITED EDITION

Rare Pearls Gift Set *warm & dreamy*

Timeless and classic, this radiant scent glimmers with shimmering magnolia, white pepper and creamy rosewood.

2-piece boxed gift set includes:

- Eau de Parfum, 1.7 fl. oz.
- Body Lotion, 6.7 fl. oz.

609-231

reg. \$35 **now \$23**

C \$17.25 P \$16.10

PRP \$13.80



LIMITED EDITION

Haiku Gift Set *fresh & clean*

A fresh, clean floral evoking the serenity of a beautiful Japanese garden, blooming with Japanese yuzu, delicate muguet and blonde woods.

2-piece boxed gift set includes:

- Eau de Parfum, 1.7 fl. oz.
- Body Lotion, 6.7 fl. oz.

609-212

reg. \$35 **now \$23**

C \$17.25 P \$16.10

PRP \$13.80

PRESENT PERFECT

Showcase these beauties featuring some of our best-selling scents to your customers.

NEW



LIMITED EDITION
Wild Country Gift Set
fresh & aromatic

Capture your untamed spirit with a rugged blend of lavender, coriander seed and sandalwood.

2-piece boxed gift set includes:

- Cologne, 3 fl. oz.
- Roll-On Anti-Perspirant Deodorant, 2.6 fl. oz.

213-080
reg. \$26 **now \$16**
C \$12 P \$11.20
PRP \$9.60



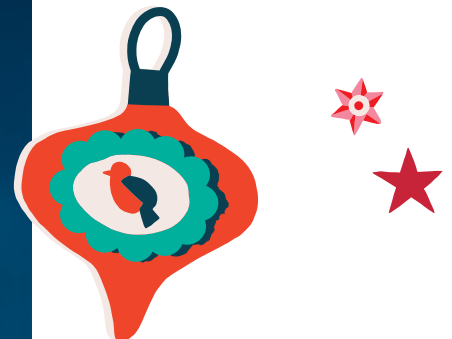
LIMITED EDITION
Black Suede Gift Set
fresh & aromatic

Be effortlessly cool with fresh, aromatic notes of bergamot, soft leather and oak moss.

2-piece boxed gift set includes:

- Eau de Toilette, 3.4 fl. oz.
- Roll-On Anti-Perspirant Deodorant, 2.6 fl. oz.

609-906
reg. \$26 **now \$16**
C \$12 P \$11.20
PRP \$9.60



MERRY MAKERS

we light up!

sits 11"
tall!

Boy Mouse
608-660

Girl Mouse
609-174



❖ **Mouse Shelf Sitter***

Our sweet critters are patiently waiting for Santa. Each, 18" H, head to toe. On/off switch. Takes 3 AAA batteries (not included). Polyester. Imported.

reg. \$32.99 **now \$24.99 each**

C \$19.99 **P** \$19.99

PRP \$18.74

Don't forget the batteries! AA and AAA sizes available on Avon.com.

NEW

PLAYS THE FOLLOWING TUNES:

- Jingle Bells
- We Wish You a Merry Christmas
- Hark! The Herald Angels Sing
- Silent Night
- Deck the Halls
- Joy to the World
- The First Noel
- O Christmas Tree



❖ **Light-Up Greenhouse Scene***

Holidays at the botanical gardens! Revelers rejoice with gifts surrounded by beautiful Christmas trees and wreaths. 8³/₄" L x 5¹/₂" W x 6³/₄" H. Switch for lights, lights with sound or off. Takes 3 AA batteries (not included). Plastic. Imported.

609-208

reg. \$49.99 **now \$39.99**

C \$31.99 P \$31.99

PRP \$29.99



❖ **Light-Up Nutcracker Tabletop***

Clara's beloved soldier is ready to stand guard Christmas Eve. Symbolizing good luck, power and strength, this traditional festive friend brings whimsy to your holiday decor. 2⁷/₈" diam. x 10³/₄" H. On/off switch. Takes 3 AAA batteries (not included). Glass. Imported.

600-397

reg. \$39.99 **now \$30.99**

C \$24.79 P \$24.79

PRP \$23.24



*For decorative use only. Keep out of reach of children.





LIMITED EDITION

COLOR BAGUETTE COLLECTION

Red, green and blue colored baguettes set in goldtone, and jet colored baguette set in rose goldtone.

Hoop Earrings
 1/2" L studs. Pierced.
 reg. \$12.99
 now **\$9.99 each**
C \$7.49 **P** \$6.99
PRP \$5.99

Emerald **996-596**
 Jet **997-425**
 Red **997-334**
 Sapphire **996-725**

Colorful &
BRIGHT



Ring Set
 reg. \$16.99
 now **\$12.99 each set**
C \$9.74 **P** \$9.09
PRP \$7.79

Red
 6 **993-453**
 8 **994-392**
 10 **994-980**

Green
 6 **996-510**
 8 **996-524**
 10 **996-539**

Blue
 6 **996-543**
 8 **996-577**
 10 **996-581**

Jet
 6 **994-995**
 8 **996-414**
 10 **996-452**



NEW

Celestial SHIMMER

TWO
PAIR
SET



Celestial Natural Stone Necklace
Sparkling accents.
16 1/2" L with 3 1/2" extender.
Cross (rose goldtone)
000-398
Moon (silvertone)
001-265
Star (goldtone)
001-576
reg. \$16.99
now \$12.99 each
C \$9.74 P \$9.09
PRP \$7.79

Celestial Bracelet Set
Stretches to fit most.
Sun (with red beads)
002-390
Moon (with clear beads)
002-458
Starburst (with blue beads)
001-982
reg. \$16.99
now \$12.99 each set
C \$9.74 P \$9.09
PRP \$7.79



Ombé Glitter Watch

Ombé colored dial.
Leatherlike strap,
9" with 32mm
diam. case.

Black (silvertone)

005-313

Gold (goldtone)

004-025

Red (silvertone)

005-639

White (silvertone)

005-260

reg. \$38.99

now \$28.99
each

C \$21.74

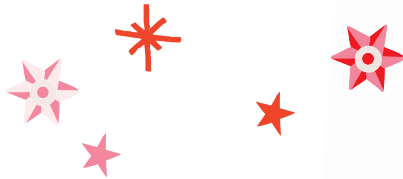
P \$20.29

PRP \$17.39



Time to **SPARKLE**

NEW



3-pair set

Zodiac Studs Earring Pack
Includes 3 sets of studs: CZs, zodiac sign, flowers and zodiac sign set in goldtone. Pierced.
reg. \$12.99
now **\$9.99** each set
C \$7.49 **P** \$6.99 **PRP** \$5.99



pick your zodiac



ARIES
Mar 21 - Apr 20
997-430



TAURUS
Apr 21 - May 20
997-459



GEMINI
May 21 - Jun 20
997-478



CANCER
Jun 21 - Jul 20
997-740



LEO
Jul 21 - Aug 20
997-607



VIRGO
Aug 21 - Sep 20
997-611



LIBRA
Sep 21 - Oct 20
997-482



SCORPIO
Oct 21 - Nov 20
997-721



SAGITTARIUS
Nov 21 - Dec 20
997-679



CAPRICORN
Dec 21 - Jan 20
997-683



AQUARIUS
Jan 21 - Feb 20
997-630



PISCES
Feb 21 - Mar 20
000-383

2 ring set

necklace and earring set

LIMITED EDITION

PEPPERMINT PARTY COLLECTION

Fun and festive with red, white and silvertone accents.

Necklace and Earring Set

16 1/2" L with 3 1/2" extender. Pierced drops, 1" L. **005-859** reg. \$24.99 **now \$19.99 the set**
C \$14.99 **P** \$13.99 **PRP** \$11.99

Ring Set

Peppermint ring, 1/4" diam.
Sizes: 6 **006-032**
8 **006-051** 10 **006-066**
reg. \$12.99 **now \$9.99 the set**
C \$7.49 **P** \$6.99 **PRP** \$5.99

Bracelet

One size fits most.
006-070 reg. \$16.99 **now \$12.99**
C \$9.74 **P** \$9.09 **PRP** \$7.79

NEW



Holiday CHARM

Wreath Earrings

With pearly details set in goldtone. 1" L drop. Pierced.

006-085

reg. \$12.99

now \$9.99

C \$7.49

P \$6.99

PRP \$5.99

Christmas Tree Earrings

Set in silvertone. 1" L drop. Pierced.

006-090

reg. \$12.99

now \$9.99

C \$7.49

P \$6.99

PRP \$5.99

Ornament Earrings

Set in goldtone. 1" L drop. Pierced.

006-104

reg. \$12.99

now \$9.99

C \$7.49

P \$6.99

PRP \$5.99

Holidays on ICE

LIMITED EDITION

SNOWFLAKE COLLECTION

Silvertone with pavé accents.

Layered Necklace

With glass stone drop. 16½" L with 3½" extender. 006-119 reg. \$16.99

now \$12.99

C \$9.74 P \$9.09

PRP \$7.79

Bracelet

Flex-wire bracelet with charms; one size fits most. 006-214 reg. \$16.99

now \$12.99

C \$9.74 P \$9.09

PRP \$7.79

Earrings

1" L drop. Pierced. 006-195

reg. \$19.99

now \$14.99

C \$11.24

P \$10.49

PRP \$8.99





Stretch Bracelet
With glass beads.
One size fits most.
Blessed (silvertone)

006-310

Thankful (rose goldtone)

006-290

Grateful (goldtone)

006-271

reg. \$16.99

now \$9.99 each

C \$7.49

P \$6.99

PRP \$5.99

Flexible Bracelet

Silvertone with charms.
One size fits most with
extender chain; lobster
clasp closure.

Angel **006-248**

Christmas Tree **006-229**

Nutcracker **006-233**

reg. \$19.99

now \$14.99 each

C \$11.24

P \$10.49

PRP \$8.99



LIMITED EDITION

❖ **Pajama**

Elastic waistband with decorative drawstring and side pockets. Machine wash, dry flat. Imported. Top center back length: 24" on medium and 25½" on 1X. Bottoms inseam: 28½" on medium, 29½" on 1X.

reg. \$48.99

now \$38.99 each set

C \$31.19

P \$31.19

PRP \$29.24

❖ **All is Bright Pajama**

Long-sleeve tee with "All is Bright" logo graphic print. Long pants with multicolor tree print. Top: cotton/polyester; bottom: 100% cotton.

XS(0-2) **584-718**

S(4-6) **584-722**

M(8-10) **584-832**

L(12-14) **584-847**

XL(16) **587-569**

1X(18W-20W) **587-645**

2X(22W-24W) **587-736**

3X(26W-28W) **587-755**

❖ **Holiday Present Pajama**

Long-sleeve tee with present graphic logo print. Long pants with buffalo plaid print. Top and bottom: 100% cotton.

XS(0-2) **575-372**

S(4-6) **576-110**

M(8-10) **576-125**

L(12-14) **580-181**

XL(16) **584-483**

1X(18W-20W) **584-498**

2X(22W-24W) **584-521**

3X(26W-28W) **584-560**

NEW



Twinkle TOES

❖ Sequin Slippers

Reversible flip-sequin slippers. Faux-fur lining. Man-made materials. Indoor sole. Imported. reg. \$20.99 **now \$15.99 each**

C \$12.79 **P** \$12.79

PRP \$11.99

Gold/Silver

S(5-6) **573-585**

M(7-8) **573-289**

L(9-10) **572-259**

XL(11-12) **572-230**

Red/White

S(5-6) **572-134**

M(7-8) **571-009**

L(9-10) **570-529**

XL(11-12) **570-495**

Navy/Silver

S(5-6) **568-738**

M(7-8) **570-309**

L(9-10) **570-313**

XL(11-12) **570-328**

❖ Holiday Slipper Bootie

Lurex cable-knit bootie with faux-sherpa lining. Indoor sole. Imported.

reg. \$32.99 **now \$24.99 each**

C \$19.99 **P** \$19.99

PRP \$18.74

Red

S(5-6) **588-254**

M(7-8) **588-273**

L(9-10) **588-364**

XL(11-12) **588-512**

Grey

S(5-6) **588-527**

M(7-8) **588-531**

L(9-10) **588-546**

XL(11-12) **588-550**



NEW

CASUALLY COOL

Fun, fresh and flattering with a floral-inspired print and button detail.

❖ Button Detail Print Top

Printed pullover top with front button detail. Polyester/rayon/spandex. Center back length: 26½" on medium; 28½" on 1X. Machine wash, dry flat. Imported.

XS(0-2) 884-492	XL(16) 886-055
S(4-6) 884-511	1X(18W-20W) 886-060
M(8-10) 885-814	2X(22W-24W) 886-529
L(12-14) 885-943	3X(26W-28W) 887-195

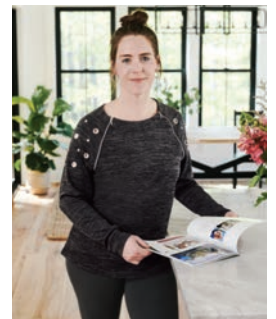
reg. \$44.99

now **\$34.99**

C \$27.99 **P** \$27.99 **PRP** \$26.24



Check out the complete collection of our love-to-live-in favorites in the C23 Digital Catalog or Brochure.



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! Power Serum samples

Give your skin care routine a boost!
Power Serum complements moisturizers to hydrate, smooth and firm skin.



**ANEW CLINICAL
POWER SERUM**
Pack of 5
Samples
105-159
\$2.50



**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
\$2.50



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



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



EYE LIFT PRO
Pack of 5
Samples
186-096
\$2.50



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



#NAKEDPROOF
Pack of 5 Samples
FIRMING CREAM
024-622
**ANTI-CELLULITE
GEL 378-925**
\$2.50

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!



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



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



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



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



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

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

NEW

Glisten UP

**Crackle CZ
Stud Earrings**
Pierced studs, 1/4" diam.,
set in goldtone.
Red **986-201**
Black **986-182**
White **986-350**
Rose **986-049**
reg. \$7.99
now \$5.99 each
C \$4.49 P \$4.19
PRP \$3.59



Get in the (sparkling) spirit!

We've got everything your customers need to treat themselves or someone else this holiday season. Fun, festive pieces, colorful accents and charming personal statements put the finishing touches on her holiday looks... and make great options for giftable glam!