AVON what's nev **CAMPAIGN 24 2020 BUY YOUR PREVIEW** PRODUCTS IN C22 & C23 ORDERS THE PURRFECT PRESENTS STEP INSIDE FOR A PARISIAN HOLIDAY!

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 C24 Preview Products with your C22 and C23 orders. Order C24 Brochures when placing your C22 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 HOUSEKEEPINGDistribution: 4.2M people



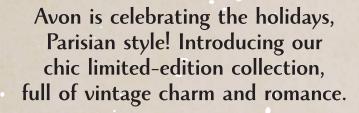
Moisture Therapy +Balance and Soothe: July/August 2020

GOOD HOUSEKEEPING



Mission Luxereve: September 2020

GOOD HOUSEKEEPING EBONY ONLINE





OH LÀ LÀ

BACK BY POPULAR DEMAND! Dreamlife Cologne in a Limited-Edition Spray Bottle

Dreamlife Cologne

Live your dream with this magical blend of mimosa flower, aspirational rose and glowing amber. Comes in Parisian-inspired gift box. 2.5 fl. oz. **109-647**

reg. \$39 **now \$32 C \$24 P \$22.40 PRP \$19.20**

SHOWCASE YOUR PREVIEW PRODUCTS!

Host a holiday party on social or in person to give everyone a sneak peek of our "oh là là," limited-edition designs.







City of Light Illuminator

Delicate illuminating powder with a soft puff adds a lasting radiance to the face, neck and décolleté. .17 oz. net wt.

A. Charm 112-119 B. Bonjour 112-157 C. Champagne 112-142 reg. \$12

now \$10 each C \$7.50 P \$7 PRP \$6

D. Dazzle Me Makeup Brush Set

Five full-size pro brushes with pouch. Nylon bristles work with all textures. Sparkling gold-colored crystals fill clear handle.

6-piece gift set includes: • Blender Brush: 71/2" L • Blush Brush: 8" L

- Contour Brush: 71/2" L
- Eyeshadow Blender Brush: 63/4" L
- Angled Eye Liner Brush: 6¹/₂" L
- Pretty cotton drawstring pouch with gold print and pink satin tie.

113-536 reg. \$30 now \$25 the set C \$18.75 P \$17.50 PRP \$15



Love in Paris Eye Palette Fall in love with rich, pigmented shades and dimensional finishes. Create unlimited looks. .34 oz. net wt. 110-140

reg. \$34 now \$28 C \$21 P \$19.60 PRP \$16.80

Violette Veil Holographic Lip Gloss

Opalescent gloss reflects the light from every angle to create an iridescent effect. Wear alone or over lip color. .11 fl. oz. 112-066

reg. \$15 now \$12 C \$9 P \$8.40 PRP \$7.20







NEW! LIMITED EDITION

Velvet Bow Slipper

Crushed velvet ballet slipper with faux-fur lining and matching satin bow detail. Manmade materials.

Imported. reg. \$19.99

now \$14.99 C \$11.99 P \$11.99

PRP \$11.24

A. Grey S(5-6) 106-380 M(7-8) 106-212 L(9-10) 105-838 XL(11-12) 105-675

B. Purple S(5-6) **104-870** M(7-8) **104-884** L(9-10) **105-020** XL(11-12) **105-034**

C. Pink S(5-6) 105-436 M(7-8) 105-417 L(9-10) 105-398 XL(11-12) 105-144

D. ❖ Star Slipper
Faux-fur slipper
with faux-fur
star detail. Manmade materials.
Imported.
S(5-6) 106-409
M(7-8) 106-413
L(9-10) 106-428
XL(11-12) 106-432
reg. \$20.99
now \$15.99

☐ \$12.79

☐ \$12.79

PRP \$11.99

D







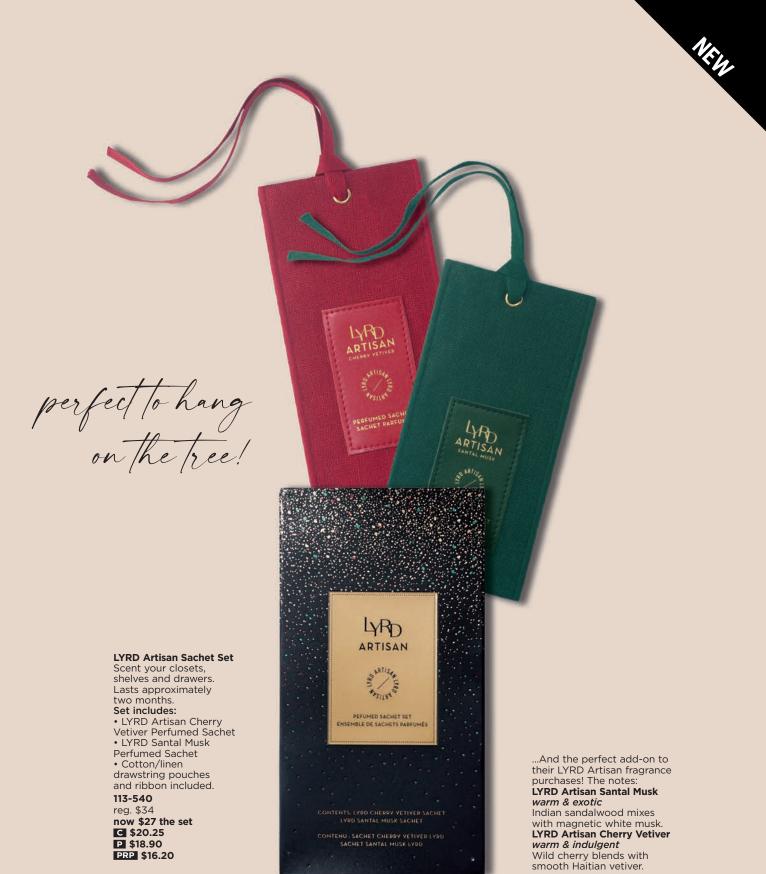












Your What's New discount is based on your Commission Level. See page 2 for details.







113-502 reg. \$52 now \$29.99 C \$22.49 P \$20.99 PRP \$17.99



AVON

Senses

LOTION POUR LE CORPS

236 ml/8 fl. oz.



Indulge their SENSES



Shower Gel With exhilarating cleansers derived from coconut.

10 fl. oz. 110-059 reg. \$17

now \$13.99 C \$10.49 P \$9.79 PRP \$8.39

Body Mist

With refreshing aloe vera extract. 8 fl. oz. 109-905 reg. \$18 now \$14.99 C \$11.24 P \$10.49 PRP \$8.99

Body Lotion With moisturizing shea butter and vitamin E. 8 fl. oz. 109-780 reg. \$17 now \$13.99 C \$10.49 P \$9.79 PRP \$8.39

LIMITED EDITION

Avon Senses Apple Glacé
Escape to a winter wonderland with this

sparkling fragrance infused with apple glacé, icy melon and twinkling vanilla flakes.











Trinkets to TREASURE

LIMITED EDITION

CZ Caged Necklace With 10mm CZ stone. 16½" L with 3½" extender. Heart (rose goldtone) 866-122 Hexagon (goldtone) 866-137 Cross (silvertone) 866-304 reg. \$16.99 now \$12.99

each
C \$9.74
P \$9.09
PRP \$7.79









STERLING CELEBRATION

Guaranteed with .925 quality, our sterling styles are over 90% pure silver for looks that last a lifetime.



Sterling Silver Birthstone **Infinity Ring** With colored CZ stones. reg. \$49.99 now \$39.99 each C \$29.99 P \$27.99 PRP \$23.99

A. January B. February Garnet color. Sizes: 6 113-870 8 113-919 10 113-938

Ruby

color.

Sizes:

G. July H. August Peridot color. Sizes: 6 **115-888** 8 **115-911** 10 115-668 10 115-926

Amethyst

color.

6 113-957

8 114-020

10 114-202

C. March Aquamarine color. Sizes. 6 114-771 8 **114-877** 10 114-900

> J. Sept. K. Oct. Sapphire Tourmaline color. color. Sizes: Sizes: 6 856-804 6 115-930 8 **115-945** 10 856-986

E. May Emerald color. Sizes. 6 115-122 8 115-510 10 115-524

D. April

color.

6 **114-972**

8 115-031

10 115-065

10 116-061

Sizes:

Diamond

10 115-577 L. Nov. Topaz color. Sizes:

10 280-612

M. Dec. Blue zircon color. Sizes 6 116-076 10 116-205

F. June

6 **115-539**

8 **115-543**

color.

Sizes:

Alexandrite









Forever FAITHFUL

LIMITED EDITION

Men's Stainless Steel Cross Necklace With modern beveled edges. 24" L. 274-864

reg. \$44.99 now \$34.99

C \$26.24 P \$24.49 PRP \$20.99

Men's Stainless Steel **Cross Bracelet**

With genuine onyx beads. One size fits most. **710-957**

reg. \$44.99

now \$34.99 C \$26.24 P \$24.49 PRP \$20.99

Stainless Steel Cross Ring

Brushed finish.

Sizes:

9 **274-898**

10 275-913 11 277-639

12 **276-450**

13 **276-465**

reg. \$24.99 now \$19.99

C \$14.99 P \$13.99

PRP \$11.99











LIMITED EDITION

* 2020 Holiday Village Scene 11-Piece Set

Our village train station, coffee shop and cozy home are all decked out for the holidays! On/off switch. Takes 6 AAA batteries (not included). Plastic. Imported. 109-389 reg. \$58.99 now \$44.99

C \$35.99 P \$35.99 PRP \$33.74



11-piece set includes:

- 3 light-up houses, each 4" H x 4" H x 5" H.
- 4 figurines
- 2 lampposts
- 2 bottle brush trees



LIMITED EDITION

❖ Wood Advent Calendar

Count down to Christmas with 25 days of surprises. Fill with their favorites! Center lights up to highlight Santa in his sleigh. Includes hook to display as wall décor.

13³/4" L x 3³/8" W x 10/2" H. On/off switch.

Takes 2 AAA batteries (not included).

Wood. Imported. 109-283 reg. \$44.99 **now \$34.99**

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



LIMITED EDITION

* Set of 3 Light-Up Bottle Brush Trees
Trio of retro trees glisten with a light-up accent. Small, 77/8" H; medium, 97/8" H; large, 113/4" H. On/off switch. Takes 9 LR44 button cell batteries (included). Plastic, steel. Imported. 109-355 reg. \$42.99 now \$32.99 **C** \$26.39

P \$26.39 PRP \$24.74





LIMITED EDITION

❖ Hanging Snowflake Light Set

Let it snow with a set of 2 light-up snowflakes! Large, 133/4" diam.; small, 71/2" diam. On/off switch. Takes 5 AA batteries (not included). Metal. Imported. 109-025 reg. \$34.99 **now \$26.99**

C \$21.59 P \$21.59 PRP \$20.24



LIMITED EDITION Star Light Projector

Warm lights projected on your ceiling create an indoor winter wonderland! 41/2" diam. x 5" H. Switch for stationary lights, spinning lights or off. 3 AA batteries (not included). Indoor use only. Plastic. Imported. 109-336

reg. \$34.99 **now \$26.99**

C \$21.59 P \$21.59 PRP \$20.24







LIMITED EDITION Star Path Lights

Light the way to festive fun! Set of 5 star lights, each, $4\frac{1}{2}$ " W x 14" H. On/off switch. Takes 3 AA batteries (not included). Plastic. Imported. **109-010**

reg. \$29.99 **now \$22.99**

C \$18.39 P \$18.39 PRP \$17.24



LIMITED EDITION * Nativity Yard Stake Scene

Nativity Yard Stake Scene
Decorate your yard with the classic nativity scene. Mary, 71/4" W x 23³/4" H; Christmas Star, 6³/4" W x 30" H; Baby Jesus in manger, 9³/4" W x 187/6" H; Joseph, 8³/4" W x 26" H. On/off switch. Takes 8 AA batteries (not Included). Imported. 109-006

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

C \$31.99 P \$31.99 PRP \$29.99



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





A luxurious gift! The radiance and splendor of Lumilayer skinperfecting formulas.

LIMITED EDITION

A. VDL Lumilayer Cream Skin-perfecting, moisturizing tone-up cream adds dimension while evening skin and creating a naturally radiant, luminous look. A blend of 5 essential complexes: White Flower Glow, Greenery Antioxidant, Tight-Adhering Tone-Up with amino acids, Vitamin Calming with niacinamide and Skin-Smoothing Wrinkle Improvement. 1.69 fl. oz. **109-580**

reg. \$46 now \$38 C \$28.50 P \$26.60 PRP \$22.80

LIMITED EDITION

B. VDL Lumilayer Color Correcting Powder

Micro-finish setting powder with 4 color-correcting shades and prismatic pearls that blend to visibly brighten and even skin tone with a natural blurring effect. Ultrafine lightdiffusing formula provides long-lasting oil control and minimizes dryness, for a smooth matte finish.

- Mint neutralizes redness and blemishes.
- · Serenity brightens and corrects skin tone.
- Rose quartz revives dull skin and softens dark circles.
- Lavender corrects sallow-looking skin. .49 oz. net wt.

109-575 reg. \$46 **now \$38** C \$28.50 P \$26.60 PRP \$22.80

Use with the Avon Pro Powder brush, sold in the Brochure.



HEMP FOR HAIR

introducing **ELASTINE HEMPHARMX**

shampoo & conditioner with cold extracted hemp oil

Contains **omega 3-6-9**, known to help moisturize and nourish hair and prevent breakage for weightless hydration that delivers full volume.









LOVE AT FIRST TRY!

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

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



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



ANEW CLINICAL POWER SERUM Pack of 5 Samples 105-159



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



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



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¢



A V O N

#NAKEDPROOF Pack of 5 Samples FIRMING CREAM 024-622 ANTI-CELLULITE GEL 378-925 reg. \$3 NOW \$1.75

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 Pillow3" L x 3" W. **149-230**



"T" Earring Stand 4½" H. 149-191