

AVON

CAMPAIGN 25 2020  
BUY YOUR PREVIEW  
PRODUCTS IN  
C23 & C24 ORDERS

# what's new



**SANTA  
MAKES A SCENE**  
GET YOUR GIFT LIST READY!

NEW

# SANTA CENTRAL

Dazzling decor that does it all!



❖ **Holiday Light-Up Scene with Santa\***  
Santa's watching! Have you been naughty or nice? 7½" L x 7½" W x 8" H. Switch for lights, lights with sound or off. Takes 3 AA batteries (not included). Polyresin. Imported. **441-970**  
reg. \$64.99 **now \$50.99**  
**C \$40.79 P \$40.79**  
**PRP \$38.24**

**Songs include:**  
1 Jingle Bells  
2 We Wish You  
a Merry Christmas  
3 Silent Night  
4 Deck the Halls

5 Joy to the World  
6 The First Noel  
7 Hark! The Herald  
Angels Sing  
8 O Christmas Tree

**Showcase our fun and festive decor on social! Check out the full collection in the Campaign 25 Digital Catalog.**

Don't forget the batteries! AA and AAA sizes available on Avon.com. \*For decorative use only. Keep out of reach of children.

# 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 C25 Preview Products with your C23 and C24 orders. Order C25 Brochures when placing your C23 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



Mission Luxereve: September–October 2020

**GOOD HOUSEKEEPING**  
**EBONY ONLINE**



Isa Knox  
Anew LX Ultimate:  
November–December 2020

**GOOD HOUSEKEEPING**  
**EBONY ONLINE**

**LIMITED EDITION  
Rhinestone Collection**  
Go glam with layers of sparkling rhinestone set in silvertone.

**Waterfall Earrings**  
1 1/4" L drop. Pierced.  
**442-741**  
reg. \$19.99 **now \$14.99**  
**C** \$11.24 **P** \$10.49  
**PRP** \$8.99

**Statement Necklace**  
Clip necklace. 16 1/2" L.  
**442-832**  
reg. \$53.99 **now \$42.99**  
**C** \$32.24 **P** \$30.09  
**PRP** \$25.79

**Statement Bracelet**  
One size fits most.  
**442-756**  
reg. \$32.99 **now \$24.99**  
**C** \$18.74 **P** \$17.49  
**PRP** \$14.99

**Coil Choker**  
Adjustable coil. 15 1/2" L  
with 3 1/2" extender.  
**442-828**  
reg. \$19.99 **now \$14.99**  
**C** \$11.24 **P** \$10.49  
**PRP** \$8.99

**Huggie Hoop Earrings**  
1/2" L. Pierced.  
**442-737**  
reg. \$9.99 **now \$7.99**  
**C** \$5.99 **P** \$5.59  
**PRP** \$4.79



NEW

**LIMITED EDITION  
Look of Emerald  
Collection**

Elegant emerald-colored  
stones with clear stone  
accents set in silvertone.

**Necklace**

16 1/2" L with 3 1/2" extender.

**444-065**

reg. \$22.99 **now \$16.99**

**C** \$12.74 **P** \$11.89

**PRP** \$10.19

**Silvertone  
Link Watch**

7 3/4" L with 30mm  
diam. case. **778-306**

reg. \$44.99

**now \$34.99**

**C** \$26.24

**P** \$24.49

**PRP** \$20.99

**Ring**

Approx. 1/2" L stone.

Sizes: 6 **444-357**

8 **444-510** 10 **444-543**

reg. \$16.99 **now \$12.99**

**C** \$9.74 **P** \$9.09

**PRP** \$7.79

**Tennis Bracelet**

7 1/4" L with 1" extender.

**444-084**

reg. \$16.99 **now \$12.99**

**C** \$9.74 **P** \$9.09

**PRP** \$7.79

**Drop Earrings**

Pierced wire drops,

1" L. **444-070**

reg. \$8.99 **now \$6.99**

**C** \$5.24 **P** \$4.89

**PRP** \$4.19

# Season to **DAZZLE**



**LIMITED EDITION**

**Pavé and Pearly Collection**

The look of classic pearls with pretty pavé accents set in silvertone.

**Stretch Bracelet Set**

One size fits most.

**442-555**

reg. \$16.99

**now \$12.99 set of 2**

**C \$9.74**

**P \$9.09**

**PRP \$7.79**

**Elegant Pavé Accented Watch**

Silvertone, 7<sup>3</sup>/<sub>4</sub>" L with 23mm diam. case.

**443-308**

reg. \$49.99

**now \$39.99**

**C \$29.99**

**P \$27.99**

**PRP \$23.99**

**Ring**

Sizes: 6 442-612

8 442-646 10 442-650

reg. \$12.99

**now \$9.99**

**C \$7.49**

**P \$6.99**

**PRP \$5.99**

**Earrings**

Pierced drops, 1<sup>1</sup>/<sub>2</sub>" L. **442-536**

reg. \$16.99

**now \$12.99**

**C \$9.74**

**P \$9.09**

**PRP \$7.79**

**Long Necklace and Earring Set**

Chain, 32" L with 3<sup>1</sup>/<sub>2</sub>" extender. Pierced drops, 1" L. **442-521**

reg. \$32.99

**now \$24.99 the set**

**C \$18.74**

**P \$17.49**

**PRP \$14.99**



NEW

set of 3

**LIMITED EDITION**  
**3-Piece Pearly Set**  
Necklace, 16½" L  
with 3½" extender.  
Pierced studs, ¼"  
diam. Bracelet, one  
size fits most.  
White **778-310**  
Grey **778-674**  
reg. \$22.99  
now **\$16.99**  
each set  
C **\$12.74**  
P **\$11.89**  
PRP **\$10.19**

# PEARL of a Gift

*also available  
in grey-tone*





*necklace and earring set*

**LIMITED EDITION  
Smoky Collection**

Dramatic smoky grey stones set in goldtone.

**Stretch Bracelet**  
One size fits most.  
**444-031**  
reg. \$24.99  
**now \$19.99**  
**C \$14.99**  
**P \$13.99**  
**PRP \$11.99**

**Necklace and Earring Set**  
Chain, 14 1/2" L with 4" extender. Pierced studs, 1/4" diam. **443-843**  
reg. \$39.99  
**now \$29.99 the set**  
**C \$22.49 P \$20.99**  
**PRP \$17.99**

**Statement Earrings**  
Pierced drops, 2" L. **443-661**  
reg. \$29.99  
**now \$22.99**  
**C \$17.24**  
**P \$16.09**  
**PRP \$13.79**

**Modern Watch**  
Goldtone with glossy black dial. 7 1/4" L with 19mm x 30mm case. **444-710**  
reg. \$44.99 **now \$34.99**  
**C \$26.24 P \$24.49**  
**PRP \$20.99**



NEW

# Holiday HOUR



LIMITED  
EDITION  
Magnetic  
Strap Watch  
Mesh strap,  
9" L with 37mm  
diam. case.  
Black  
778-048  
Silvertone  
777-917  
reg. \$49.99  
now \$39.99  
C \$29.99  
P \$27.99  
PRP \$23.99

*introducing*

## BOUSSIVIE

Originating from the French words "boussole" (compass) and "vie" (life), BOUSSIVIE bridges the past with the future. Our new watch collections capture the essence of BOUSSIVIE and are inspired by Avon's 134-year history of championing independence and confidence...ideals that were forward-thinking then, and are timely now and forever.

**Digital Watch**  
Silicone strap, 9" L.  
Grey **819-804**  
Light Pink **819-790**  
reg. \$24.99  
**now \$19.99 each**  
**C** \$14.99  
**P** \$13.99  
**PRP** \$11.99

Celebrate  
every  
**MINUTE**

NEW



887-248



887-310



887-358



887-362



888-407



888-737



889-786



889-810



890-179



890-183



890-202



890-217



890-700



890-729



890-733



890-748



890-752



890-767



890-920



890-934



892-315



892-554



892-569



892-588



892-592



892-922



**Sterling Silver Initial Necklace**

18" L with 1" extender.

reg. \$46.99 **now \$36.99 each**

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

**PRP** \$22.19



# gifts to go

(and great holiday travel companions)

NEW



**belif holiday travel kit**  
four must-have favorites

887-233 reg. \$25  
now \$20 the 4-piece kit  
C \$15 P \$14  
PRP \$12

HOLIDAY-EDITION KIT includes:  
• The True Cream Aqua Bomb, .33 fl. oz.  
• The True Cream Moisturizing Bomb, .33 fl. oz.  
• Moisturizing Eye Bomb, .17 fl. oz.  
• Aqua Bomb Jelly Cleanser, 1.01 fl. oz.  
TSA-friendly. Vinyl case, approx. 5" W x 2" D x 5" H, with ring-pull zipper and wrist handle.

**30 FREE SAMPLES**

With each Holiday Travel Kit purchase, receive Aqua Bomb and Moisturizing Bomb samples (5 packs of 3 each) for a total of **30 free samples!** Treat your customers to samples with their skin care orders, and follow up to see how they liked them. (Sample packs also sold separately on page 15.)



5 PACKS OF 3 Aqua Bomb Samples



5 PACKS OF 3 Moisturizing Bomb Samples

**The perfect gift for true belif-ers, and a great way for customers who are new to belif to try these hydrating favorites.**

**NEW**



# Cozy COMFORTS

❖ **Suede Moccasin Slipper**  
Genuine suede upper with faux-sherpa lining and faux-fur trim. Indoor sole. Man-made materials. Imported.  
6 **885-829**  
7 **885-848**  
8 **885-867**  
9 **886-127**  
10 **886-131**  
11 **886-280**  
reg. \$64.99  
**now \$51.99**  
**C \$41.59**  
**P \$41.59**  
**PRP \$38.99**

❖ **Classic Unisex Slipper**  
His or hers slip-on slippers with faux-sherpa lining. Indoor sole. Man-made materials. Imported. reg. \$22.99  
**now \$16.99 each pair**  
**C \$13.59**  
**P \$13.59**  
**PRP \$12.74**

**Black**  
S(5-6) **885-408**  
M(7-8) **885-470**  
L(9-10) **885-484**  
XL(11-12) **885-499**  
XXL(13-14) **885-575**

**Tan**  
S(5-6) **885-690**  
M(7-8) **885-685**  
L(9-10) **885-670**  
XL(11-12) **885-628**  
XXL(13-14) **885-594**

# 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  
**\$2**



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



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



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

## 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 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**



**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**

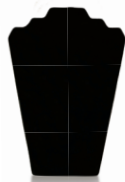


**BLACK SUEDE**  
(fresh & aromatic)  
Pack of 5 Samples  
006-468  
reg. \$2.25  
**NOW \$1.75**



**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

'Tis the season for  
**GIFTS GALORE**



All this...and so much more is in the Digital Catalog.  
Share it with your customers! It's a fun and convenient way for them  
to experience our entire holiday collection.