

AVON

CAMPAIGN 26 2020  
BUY YOUR PREVIEW  
PRODUCTS IN  
C24 & C25 ORDERS

# what's new



## belif in miracles

gifts that make your holiday wishes come true

# 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 C26 Preview Products with your C24 and C25 orders. Order C26 Brochures when placing your C24 product orders.**

## DON’T MISS OUT!

Check out our exclusive lip balm offer, which includes freebies!

**For details, see pages 16-17.**



## BUILD THE BUZZ...

You can share content about this belief ad and more from [AvonNow.com](http://AvonNow.com), Beauty Buzz and Virtual Sales Meetings.

It’s the perfect way to get the conversation started and reach new customers!



belief: January–December 2020

**GOOD HOUSEKEEPING**  
Distribution: 4.2M people



NEW

belif's must-have moisturizing skin care helps create a healthy glow throughout the cold winter. That's why it's a favorite gift to rescue dry skin from the holiday blues. Believe in our truth for your skin.

NO synthetic dyes or fragrances, mineral oil, animal products, parabens, sulfates or phthalates



belif believe in truth 50 ml / 1.68 fl. oz.  
The true cream - moisturizing bomb  
Clinically -proven\* to retain  
moisture for  
Up



# belif in the miracle of moisture



**belif** believe in truth  
The true cream - moisturizing bomb  
Clinically -proven\* to retain moisture for  
Dermatologically tested  
With Camellia leaf, Napiers moisture formula, Napiers original formula  
Up to 24h

**belif** believe in truth  
Aqua bomb jelly cleanser  
For all skin type? YES!  
Intensely hydrating, jelly-textured cleanser?  Yes  No  
Gently removes makeup & impurities?  Yes  No  
Dermatologically tested  
With Lady's mantle, Napiers original formula, Napiers aqua formula  
50 ml / 1.01 fl. oz.

**belif** believe in truth  
Crème riche pour les yeux  
Hydrate, réconforte et protège  
Napiers aqua formula, Napiers original formula  
15 ml / 0.5 fl. oz.





**NEW**



**moisture miracle**  
holiday moisturizing bomb set

Full-size indulgent cream moisturizer, plus two travel-size essentials. Includes:

- The True Cream Moisturizing Bomb, 1.68 fl. oz.
- Moisturizing Eye Bomb, .16 fl. oz.
- Aqua Bomb Jelly Cleanser, 1.01 fl. oz.

**446-929 reg. \$42**  
**now \$38 the 3-piece boxed set**  
**C \$28.50 P \$26.60**  
**PRP \$22.80**



**aqua miracle**  
holiday aqua bomb set

Full-size refreshing gel-cream moisturizer, plus two travel-size essentials. Includes:

- The True Cream Aqua Bomb, 1.68 fl. oz.
- Moisturizing Eye Bomb, .16 fl. oz.
- Aqua Bomb Jelly Cleanser, 1.01 fl. oz.

**444-725 reg. \$42**  
**now \$38 the 3-piece boxed set**  
**C \$28.50 P \$26.60**  
**PRP \$22.80**

**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 the back cover.)



**5 PACKS OF 3 Aqua Bomb Samples**



**5 PACKS OF 3 Moisturizing Bomb Samples**



**NEW**

**Holiday Studs**

Glass stones set in  
silvertone. Pierced.

Clear **065-757**

Red **070-638**

Champagne **065-848**

Purple **070-915**

reg. \$8.99

**now \$6.99**

**each pair**

**C \$5.24**

**P \$4.89**

**PRP \$4.19**



**'Tis the season  
to sparkle!**  
Show off your  
favorite designs  
on social, and how  
you style your  
own holiday looks  
with our pieces.





# Merry & BRIGHT

## Elegant Rhinestone Bracelet

Colored glass and clear stones set in silvertone. Adjustable, 7/4" with 1" extender.

Red **072-535**

Blue **073-269**

Purple **073-660**

Clear **073-307**

reg. \$10.99

now **\$8.99 each**

**C** \$6.74

**P** \$6.29

**PRP** \$5.39



FINE JEWELRY



Genuine  
Garnet



# STERLING ELEGANCE

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

**Sterling Silver Genuine Garnet Collection**  
Gorgeous genuine garnet stones accented with CZs.

**Necklace**  
Garnet stone,  
1 1/2 carats.  
18" L with  
1" extender.  
**442-335**  
reg. \$67.99  
now **\$52.99**  
**C** \$39.74  
**P** \$37.09  
**PRP** \$31.79

**Earrings**  
Garnet stone, 1 1/2  
carats. Pierced.  
**442-369**  
reg. \$67.99  
now **\$52.99**  
**C** \$39.74  
**P** \$37.09  
**PRP** \$31.79

**Ring**  
Garnet stone,  
1 carat.  
Sizes:  
5 **442-407**  
6 **442-411**  
7 **442-426**  
8 **442-430**  
9 **442-450**  
10 **442-498**  
reg. \$49.99  
now **\$39.99**  
**C** \$29.99  
**P** \$27.99  
**PRP** \$23.99



NEW



**Sterling Silver CZ Winter Flower Collection**

Sparkling designs in a statement floral motif.

**Earrings**

Pierced.

**442-187**

reg. \$58.99

**now \$44.99**

**C \$33.74**

**P \$31.49**

**PRP \$26.99**

**Ring**

1" L.

Sizes:

5 **442-259** 8 **442-301**

6 **442-278** 9 **442-316**

7 **442-282** 10 **442-320**

reg. \$64.99

**now \$49.99**

**C \$37.49**

**P \$34.99**

**PRP \$29.99**

**Necklace**

18" L with 1" extender.

**442-120**

reg. \$64.99

**now \$49.99**

**C \$37.49**

**P \$34.99**

**PRP \$29.99**

**Sterling Silver Pavé Collection**

A fresh modern design with subtle sparkle.

**Bypass Ring**

Sizes:

5 **520-800**

6 **520-814**

7 **520-833**

8 **521-935**

9 **522-358**

10 **522-415**

reg. \$39.99

**now \$29.99**

**C \$22.49**

**P \$20.99**

**PRP \$17.99**

**Split Hoop**

Pierced.

**520-738**

reg. \$39.99

**now \$29.99**

**C \$22.49**

**P \$20.99**

**PRP \$17.99**







# L Y R D

layers redefined

A world of authentic fragrances expertly crafted by master perfumers with multifaceted ingredients that come together, inspired by the beauty found in everyday life.

NEW

introducing  
**Bouquet de Freesia**

A romantic  
floral that surprises  
and delights.



**LYRD**  
**Bouquet de Freesia**  
**Eau de Parfum**  
*fresh & clean*

An unexpected mix  
of sweet freesia,  
tulip and warm  
amber. 1.7 fl. oz.

**442-005**

reg. \$36

**now \$29**

**c \$21.75**

**P \$20.30**

**PRP \$17.40**

**Our premium  
Vial-On-Card  
Samples**

allow for several  
applications of the  
scent. It's a great  
way for customers  
to experience the  
fragrance, and makes  
a nice thank-you  
gesture for their  
order. Follow up to  
see how they liked it.



**Pack of 5  
Samples**

**359-563**

reg. \$3

**now**

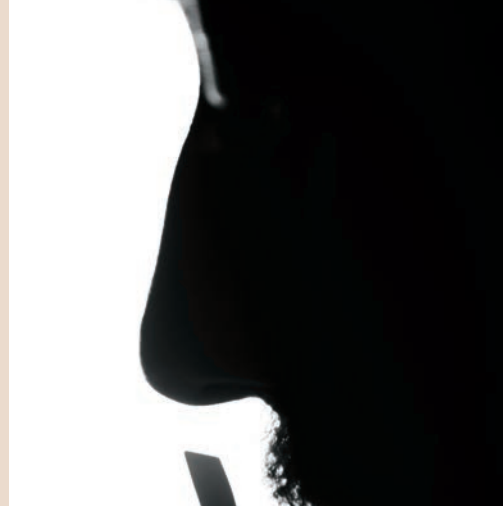
**\$1.85**





LYRD  
**ARTISAN**  
layers  
redefined

*Discover curated  
ingredients that  
are exquisite alone  
but even more  
fascinating together.*



NEW



*their LYRD  
Artisan favorites,  
now in convenient  
travel sizes*



**LYRD Artisan  
Cherry Vetiver  
Eau de Parfum  
Travel Spray  
warm &  
indulgent**

Sweet cherry  
blends with  
smooth Haitian  
vetiver.

.3 fl. oz.

**441-984**

reg. \$21

**now \$17**

**C** \$12.75

**P** \$11.90

**PRP** \$10.20

**LYRD Artisan  
Santal Musk  
Eau de Parfum  
Travel Spray  
warm & exotic**

Indian  
sandalwood mixes  
with magnetic  
white musk.

.3 fl. oz.

**441-999**

reg. \$21

**now \$17**

**C** \$12.75

**P** \$11.90

**PRP** \$10.20



fragrance collection

# STUDIO 1886

Be inspired  
by the past, embrace  
the present,  
look to the future.



Take your customers on an unforgettable fragrance journey with our Studio 1886 fragrances, available in the Brochure and Digital Catalog. Each, \$39 (reg. \$50).

**Gilded Eau de Parfum**  
*fresh & vibrant*

Celebrate the opulence of Victorian America with an exquisite blend of watery rhubarb, violet leaves and rich black currant, transporting you back in time with a modern twist.

**XXI Eau de Parfum**  
*fresh & clean*

Bold and addictive blend that embraces the fearless entrepreneurial women of today with sparkling orange, fresh sage and patchouli, inspiring confidence.

**Tectopian Eau de Parfum**  
*fresh & vibrant*

Blurring the lines between the virtual and natural world, this electrifying disruption looks to the future with notes of magnolia, white rose and warm musk.

**NEW**

From an indulgent shower experience  
to luxurious lotion, skin feels refreshed,  
supple and beautifully scented.



**XXI**  
**Shower Gel 447-910**  
**Body Lotion 447-743**  
Each, 6.7 fl. oz.  
reg. \$19  
**now \$14.99 each**  
**C** \$11.24  
**P** \$10.49  
**PRP** \$8.99

**Gilded**  
**Shower Gel 447-891**  
**Body Lotion 447-447**  
Each, 6.7 fl. oz.  
reg. \$19  
**now \$14.99 each**  
**C** \$11.24  
**P** \$10.49  
**PRP** \$8.99

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The perfect additions to their Studio 1886 collection! Share this fragrance-friendly tip: Layering the shower gel, lotion and eau de parfum helps the scent last longer.





# 10 LIP BALMS

for only  
**\$6.95**

Buy  
5 packs of 10  
**GET 20 FREE  
LIP BALMS**



## LIP BALM BONANZA

An exclusive offer for Representatives. There's no limit to how many packs you can order. The prices shown are "your cost" for all Representatives.

**1 PACK OF 10 LIP BALMS**  
for only \$6.95

### PICK YOUR PACK!

- 10 Moisture Therapy Lip Balms **134-116**
- 10 Dew Kiss Lip Dew Lip Balms **153-210**
- 10 Flavor Savers Lip Balms (Strawberry) **157-310**
- 10 Flavor Savers Lip Balms (Melon) **160-074**
- 10 Flavor Savers Lip Balms (Vanilla) **164-137**

**SELECT 2 FREE PACKS**  
**WHEN YOU BUY 5 PACKS**  
That's 70 lip balms  
for only \$34.75

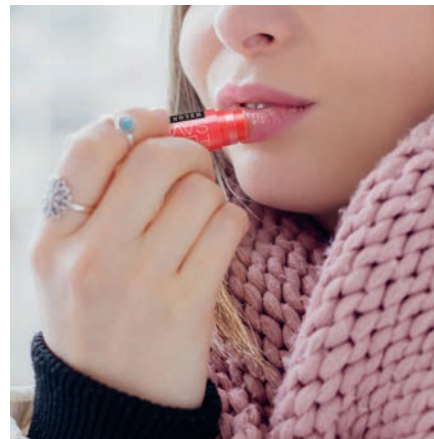
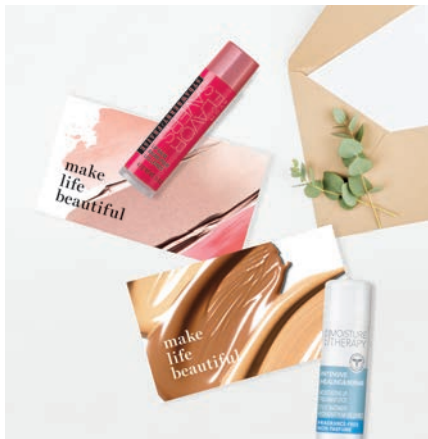
**MIX OR MATCH**  
**YOUR PACKS**

### + Receive a **FREE A-Box flat carton**

with each pack purchase to create your own gift sets! Our beautifully designed A-Boxes add an extra special touch.

# GIFT ON THE GO WITH LIP BALMS!

It's an easy way to make someone's day...and build your business.



- Drop a lip balm in your customers' orders to thank them for their purchases.
- Gift them as stocking stuffers and tree ornaments.
- Attach a lip balm to your business card to drop in orders or hand out.
- Instead of the typical holiday card, hang on your neighbors' door knobs with a holiday message.
- Give to local businesses you frequent, like the barista at your favorite coffee spot.
- Create your own gifting ideas, like free lip balms with your new customer's first order, or lip balms with a purchase.
- Give out as teachers' gifts.
- Donate mini care packages for health care workers at the local hospital and include a lip balm.





**DEO  
3-PACKS**

for only

**\$5.38**

OVER \$10 VALUE



# DON'T MISS OUT!

Take advantage of this deo offer in the C26 and C1 flyers, and (bonus!) receive a fun freebie.



**+ Receive a FREE A-Box flat carton** with each deo pack purchase. The flyers feature a variety of packs to choose from, and the free box makes it easy to create your own gift sets for the holidays—a win-win!



# LOVE AT FIRST TRY!

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

## NEW! Isa Knox Anew 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¢**



**ANEW CLINICAL POWER SERUM**  
Pack of 5 Samples  
105-159  
reg. \$2.50  
**NOW \$2**



**MISSION LUXEREVE**  
Pack of 4 Samples  
(2 Cream & 2 Serum samples)  
969-464  
reg. \$8.50  
**NOW \$6.50**



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



**ANEW ULTIMATE SUPREME DUAL ELIXIR**  
Pack of 5 Samples  
669-694  
reg. \$2.50  
**NOW \$2.15**



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



**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**



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



**VITAMIN C ILLUMINATING PRIMING MOISTURIZER**  
Pack of 5 Samples  
962-709  
reg. \$2.50  
**NOW \$2.15**



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

## 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 BOUQUET DE FREESIA**  
(fresh & clean)  
Pack of 5 Samples  
359-563  
reg. \$3  
**NOW \$1.85**



**LYRD SPARKLING NEROLI**  
(fresh & vibrant)  
Pack of 5 Samples  
612-359  
reg. \$3  
**NOW \$1.85**



**TRUE GENT BLUE**  
(fresh & clean)  
Pack of 5 Samples  
352-262  
reg. \$2.25  
**NOW \$2**



**LYRD ARTISAN CHERRY VETIVER**  
(warm & indulgent)  
Pack of 5 Samples  
828-590  
reg. \$4.25  
**NOW \$2.50**



**LYRD ARTISAN SANTAL MUSK**  
(warm & exotic)  
Pack of 5 Samples  
830-232  
reg. \$4.25  
**NOW \$2.50**



**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**



**HAIKU**  
(fresh & clean)  
Pack of 5 Samples  
578-367  
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**



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

**JEWELRY FORMS**  
Black velvet-like fabric and cardboard. Imported.  
reg. \$4.99  
**NOW \$2 each**



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



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