AVON CAMPAIGN 3 2021 BUY YOUR PREVIEW PRODUCTS IN C1 & C2 ORDERS

BEAUTY from the inside out

introducing re:tune Inner Beauty*

alss



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 C3 Preview Products with your C1 and C2 orders. Order C3 Brochures when placing your C1 product orders.

DON'T MISS OUT!

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

For details, see pages 28-29.



BUILD THE BUZZ...

You can share content about this belif ad and more 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



INTRODUCING **re:tune** INNER BEAUTY*

Beauty is more than skin deep. It starts at your very core. re:tune Inner Beauty helps you feel good on the inside so you can look great on the outside, with key supplements that deliver nutritional support. Use with advanced clinical skin care products to help maintain a healthy, radiant appearance.



The re:tune Inner Beauty collection is available for purchase in the C3 Brochure and the Digital Catalog. Check out all the great benefits of the products on the following pages.



Beauty is more t starts at your ver Inner Beauty help

HOLISTIC BEAUTY

AN INNER AND OUTER APPROACH TO HEALTH, SKIN CARE AND BEAUTY WITH SKIN-NOURISHING INGREDIENTS

*Front cover and above: These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.





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Isa Knox Anew Clinical Collagen Booster™ is

our most advanced pro skin care collection ever, and both products are vegan. The collection is available in the Brochure and the Digital Catalog. Suggest using with our re:tune Inner Beauty Collagen Booster for optimal results.

at-home 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. C3 price: \$18.99 (reg. \$34)

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. Capsulated single-use ampoules keep formula fresh and potent, and deliver the optimum dose. 60 ampoules. **C3 price: \$49.99** (reg. \$62.50)

give collagen a boost **ON THE SKIN AND FROM WITHIN**

re:tone

ipports healthy e

ETARY SUPPLEMENT

for firmer-looking skin"

30 SERVINGS | 75 & 12.45 azi

Supports healthy collagen production for firmer-looking radiant skin.^{*}

re:tune Inner Beauty **Collagen Booster**

Add one scoop to water, juice or coffee. Unflavored. With marine collagen peptides. 2.65 oz. net wt. (75 g). C3 price: \$56 (reg. \$69)

> *These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat cure or prevent any disease

WHO'S YOUR **CUSTOMER?**

Beauty enthusiasts who are up on the latest trends and innovations, and nutritionally minded customers who may have purchased supplements. Also, your former Espira customers-let them know we have their favorites along with new innovation.

WHY THEY'LL LOVE IT

re:tune Inner Beauty helps to renew and protect your skin from the inside out, while supporting your overall health and well-being.* Its targeted nutritional support features clinically studied nutrients.

isn't it time you got your BEAUTY SLEEP?

RESTFUL SLEEP

A natural, non-habitforming supplement to help you get your beauty sleep and wake up refreshed.* With magnesium, hops, chamomile and melatonin. 60 vegetarian capsules. C3 price: \$19 (reg. \$24)

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure

or prevent any disease.

the best-looking hair, skin and nails START FROM WITHIN

HAIR, SKIN & NAIL HEALTH

Antioxidants, biotin and nutritional building blocks to promote a healthy response to UV exposure while helping build healthy hair, skin and nails.* 60 tablets. C3 price: \$32 (reg. \$39) re:tu

thirsting for better HYDRATION?



INNER BEAUTY

HYDRATION

re:tune

HYDRATION

Great-tasting and refreshing drink mix for optimal hydratios and energy*

BERKY

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BERRY DETARY SUPPLEMENT I SERVING | NET WT. 0.23 oz (6.7 g)

great-tasting and refreshing drink mix for optimal hydration and energy+

HYDRATION

Supercharge your water for optimal hydration, more energy and to boost skin health. Contains the ideal balance of electrolytes, minerals, B vitamins and antioxidants.* Berry flavored. 20 packets. C3 price: \$20 (reg. \$25)

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



HUNGER BLOCK

Help reduce your food cravings for hours* with a naturally sourced super fiber that can absorb up to 50 times its weight in water. 60 vegetarian capsules. **C3 price: \$25** (reg. \$31)

METABOLISM BOOST

A natural, plant-based energy and metabolism booster that helps you burn more calories.*† 60 vegetarian capsules. **C3 price: \$26** (reg. \$33)

[†]With reduced dietary intake and exercise.

IDEAL CLEANSE

AM + PM multi pack. Helps to cleanse your body of toxins for healthy digestion and helps reset your metabolism in just 3 days.* 9 AM capsules, 9 PM tablets (3 servings). **C3 price: \$20** (reg. \$25)

maximize your potential ENERGY

rechine

IDEAL CLEANSE

Cleanse your body of toxins for healthy digestion in just 3 days+

DIETARY SUPPLEMENT 9 AM CAPSULES | 9 PM TABLETS

re: lune

HUNGER

Helps to support a restorative and restful sleep⁺ Dietary supplement 60 yegetarian capsule⁵ restune

METABOLISM BUIST

A natural, plant-based energy and metabolism booster that helps you burn more calories** DIETARY SUPPLEMENT AN VESTARIAN CAPSULES

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

NO

NO PHIL

VALENTINE'S DAY IS FEBRUARY 14TH

Forget Cupid, gimme makeup!

From Galentine's to Valentine's, self-care to let's share, spread the love with great gifts waiting to be unboxed!

fmg 'True' Love at 1st Lash Mascara in Velvet Mulberry Formulated with the lashconditioning Love Complex®, volumizing heart-shaped fibers and rich pigments to create a luscious lash look. Parabenand sulfate-free. Comes in gift box. .3 fl. oz. 242-510 reg. \$15 now \$11.99 C \$8.99 P \$8.39 PRP \$7.19



fmg 'True' Love Cushion Blush & Highlighter Set Great duo set with blush and highlighter. Comes with one compact and two separate cushion cartridges to pop in and out. Paraben-, phthalate- and fragrance-free. Includes blush in Sweet Pee and highlighter in Golden Lily. Comes in gift box. Each cushion, .28 oz. net wt. 242-616 reg. \$39 now \$32 the set C \$24 P \$22.40 PRP \$19.20

LIMITED EDITION

fmq

fmg 'True' Love Multi Palette Create rich, beautiful looks for cheeks and eyes with four lots-to-love shades. Paraben-, phthalate- and fragrance-free. Comes in gift box. .148 oz. total net wt. 242-563 reg. \$32 now \$26 C \$19.50 P \$18.20 PRP \$15.60 will LOVE this Brochure offer (available at your *What's New* discount on the back cover).

ONLY \$8.99 with any \$15 Valentine's Day

purchase from the Brochure.

Face it... you're fabulous

LIMITED EDITION



LuxLovin' Isa Knox Anew LX Ultimate Set

Discover the age-defying benefits of paeonol, our exclusive peony extract, with a day cream infused with nutmeg for a visibly even tone and a ceramideenriched serum to keep skin looking firm and smooth. Includes one full-size day cream, plus a travel-size day cream and serum:

- Rejuvenating Day Cream, 1.7 fl. oz.
- Rejuvenating Day Cream, .5 fl. oz.
- Rejuvenating Serum, .23 fl. oz.

226-124 reg. \$75 now \$39.99 the set C \$29.99 P \$27.99 PRP \$23.99



HOST A GALENTINE'S PARTY ON SOCIAL MEDIA!

It's a fun way to share self-care pampering tips and our limitededition collection.





LIMITED EDITION

Studio 1886

Techtopian Gift Set Blurring the lines between the virtual and natural world, this electrifying fragrance looks to the future with notes of magnolia, white rose and warm musk. Comes in gift box.

> 2-Piece Gift Set includes: Eau de Parfum, 1.7 fl. oz. Perfumed Body Lotion, 6.7 fl. oz. 473-300 reg. \$69 now \$49 the set C \$36.75 P \$34.30 PRP \$29.40



TECHTOPIAN



STUDIO 1886 TECHTOPIAN

PERFUMED BODY LOTION TION PARFUMEE POUR LE CORPS 200 ml / 6.7 fl. oz.

I dazzle myself

LIMITED EDITION

Adjustable Bracelet One size fits most. Heart-shaped glass stones with setting, 2" L. 265-916 reg. \$15.99 now \$11.99 C \$8.99 P \$8.39 PRP \$7.19

Ring

Heart-shaped glass stone with setting, 1/2" L. Sizes: 6 **265-309** 8 265-495 10 265-901 reg. \$12.99 now \$9.99 C \$7.49 P \$6.99 PRP \$5.99

Red Faux-Leather

Watch 32mm silvertone case with rhinestone accents. Red leatherlike strap, 9" L 266-764 reg. \$32.99 now \$24.99 C \$18.74 P \$17.49 PRP \$14.99

Hoop Earrings Pierced hoops, 1" diam. 264-690 reg. \$10.99 now \$8.99 C \$6.74 P \$6.29 PRP \$5.39

DAZZLING HEART COLLECTION

Siam glass stones with pavé accents set in silvertone.

Earrings

Pierced studs, 1/2" L. **264-503** reg. \$10.99 now \$8.99 C \$6.74 P \$6.29 PRP \$5.39

Pendant Necklace $16^{1}/_{2}$ " L with 3" extender. Heart-shaped glass stone with setting, 3/4" L. Lobster closure. 264-465 reg. \$16.99 now \$12.99 C \$9.74 P \$9.09 PRP \$7.79

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Healing Stone Pendant Necklace Goldtone with genuine semiprecious stones. 24" L with 31/2" extender. Pendant, 21/2" L. Rose Quartz 267-942 Sodalite 267-938 Aventurine 268-054 Grev Agate 268-130 reg. \$22.99 now 16.99 each C \$12.74 P \$11.89 PRP \$10.19

> Sodalite said to bring balance, harmony and trust into your life with a grounding energy.

Aventurine said to open the spirit to confidence, luck and the manifestation of goals. STETEEE'S SK

As stone is natural, colors may vary. Genuine semi-precious stones.

> Grey Agate said to build up your strength, increase focus and provide stability.

Rose Quartz—said to spark forgiveness, compassion and unconditional love.

the power of gemstones



XOXO (rose goldtone/purple) 267-039

Sizes:

6 267-100 8 267-115 10 267-120

Lock & Key (goldtone/black) 267-043 Heart (silvertone/red) 267-081

Charming Layered Bracelet With metal charm and leatherlike cord. reg. \$19.99 now \$14.99 each C \$11.24 P \$10.49 PRP \$8.99

ANY WAY YOU STACK IT, OUR COLLECTIONS ALWAYS MAKE A PERSONAL CONNECTION



Sizes: 6 267-828 8 267-919 10 267-923

Charming Stacking Ring Set Silvertone 5-piece ring set with colored stone and sparkling details. reg. \$16.99 now \$12.99 each set C \$9.74 P \$9.09 PRP \$7.79

Sizes:

6 267-670 8 267-718 10 267-780

FINE FILIGREE

sterling silver with delicate openwork and stone accents





Filigree Cuff Stone Accent Watch

Silvertone with stone accents. Open-hinged bracelet; one size fits most. 19mm x 63mm case. 515-713 reg. \$44.99 now \$34.99 C \$26.24 P \$22.49 PRP \$20.99

Sterling Silver Open Work Ring Sizes: 5 524-661 8 525-084 6 524-714 9 525-251 7 525-050 10 525-266 reg. \$44.99

reg. \$44.99 now \$34.99 C \$26.24 P \$24.49 PRP \$20.99

Sterling Silver Fleur de France Amethyst Collection With genuine amethyst and filigree details.

A CONTRACTOR DUCTION OF A DUCTION AND A DUCT

Necklace 18" L with 1" extender. 526-430 reg. \$64.99 now \$49.99 C \$37.49 P \$34.99 PRP \$29.99

Ring 1.5-carat equivalent. Sizes: 5 526-611 8 527-034 6 526-774 9 527-068 7 526-975 10 527-087 reg. \$69.99 now \$54.99 G \$41.24 P \$38.49 PRP \$32.99 Earrings 1/4" L pierced drops. 526-482 reg. \$58.99 now \$44.99 C \$33.74 P \$31.49 PRP \$26.99

genuine amethyst gems

QUALITY TIME FOR HIM

watches with a stylistic edge

From the **Boussivie** collection of watches. Always timely and forever of the moment.

> Men's Multicolor Watch

Brown genuine leather strap with blue sunray dial. 10" L (including buckle) with a 42mm x 49mm case. 524-221 reg. \$58.99 now \$44.99 C \$33.74 P \$31.49 PRP \$26.99

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

Men's Stainless Steel Collection

With hematite, black antiquing and leather accents.



Black antiqued coin ring. 3/4" L. Sizes: 9 522-669 12 523-589 10 522-673 13 523-646 11 523-574 reg. \$44.99 now \$34.99 C \$26.24 P \$24.49 PRP \$20.99

His Wedding Band 5mm W band.

Sizes: 9 **520-780** 10 **522-051** 11 **522-090** 12 **522-138** 13 **522-200** reg. \$32.99



Hematite Chain Necklace 24" L wheat chain with hematite plating. 522-582 reg. \$24.99 now \$19.99 C \$14.99 P \$13.99 PRP \$11.99



522-654 reg. \$49.99 now \$39.99 C \$29.99 P \$27.99 PRP \$23.99

Ginza Stefany Wish You Were Here Eau de Parfum fresh & clean 1.69 fl. oz. 400-678 reg. \$40 now \$34 C \$25.50 P \$23.80 PRP \$20.40

My dearest

yours always

Steve

Stefany.

GINZ Kent stop thinking about you. Youre in m Stefany my dreams. my very soul Cvery waking breat you and a new world opens. your love is like the

promise of a glorious survise across the fields of a devery Wish you were here all of hope anticipation and waiting to

INTRODUCING GINZA STEFA

il de

Long ago, a traveler from afar fell in love with an elegant beauty in the bustling Ginza district of Tokyo. A chance encounter to forbidden passion and heartbreaking distance, their love endures through hundreds of letters. Introducing a new fragrance collection that explores the story of our steadfast lovers and the power of their eternal love.

Wish You Were Here transports you back in time to a quiet, dewy meadow at dawn where fragrant notes of sweet hawthorn berry, ripe pear and sensuous patchouli filled the air, recreating the moment Steve and Stefany declared their love.

Dear Steve

I close my eyes and dree kiss and tremble at the

conbrace. Under the f

Eau de Parfum

50 mi 1 69 ft o

y tree, my heart began a o you, filled with so man

As Ireread your l

arms. With a deep

the blooms of our lov

In my armover, Limagined hold

pure sunlight.

THE LOVE STORY CONTINUES...

Follow Steve and Stefany's exchange of captivating letters and experience the romance as their love blossoms.

In My Arms recreates the beautiful moment that Steve and Stefany shared their first kiss. Under a sunlit gardenia tree, as notes of black currant and delicate peach filled the air, their undying passion was professed.

Ginza Stefany In My Arms Eau de Parfum fresh & swee C \$25.50 P \$23.80 PRP \$20.40

* Candle

Each 3-wick, 11 oz. candle gives 30 hours of burn time. 4¼" diam. x 3¼" H. Glass jar, paper dust cover, soy blend wax. Assembled in USA. reg. \$25 now \$19.99 each C \$15.99 P \$15.99 PRP \$14.99

* LYRD Rose Blossom & Musk Pink peony, sophisticated rose blossom and soft musk. **507-010**

♦ LYRD Juicy Currant & Magnolia Juicy currant, sweet rhubarb and blooming magnolia. **506-765**

LYRD Violet & Birch Delicate violet, crisp birch and warm vanilla. 507-030

Never leave burning candles unattended. Keep away from children and pets.

layers redefined

LYRD ROSE BLOSSOM & MUSK BOUQUET DE ROSES ET MUSC

ROSE BLOSSOM & MUSK

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WHO'S YOUR **CUSTOMER?**

Fragrance customers and anyone looking to create an exquisitely scented sensorial experience at home. Remind them that our soy blend wax candles allow for a cleaner burn.

LYRD

JUICY CURRANT & MAGNOLIA GROSEILLES JUTEUSES ET MAGNOLIA

JUICY CURRANT & MAGNOLIA

Elevate Your Space

NEW

27

Make your home even more welcoming with new unique fine fragrance candles, crafted by expert perfumers, bringing magic to your everyday.

LYRD

VIOLET & BIRCH VIOLETTE ET BOULEAU

VIOLET & BIRCH

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 (A \$20 VALUE!)

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 (A \$140 VALUE!)

netwi. 1502

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.

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GIFT ON THE GO WITH LIP BALMS!

Check out the Digital What's New for a video featuring more tips and tricks.



- Give them out as party favors—they make the perfect Galentine's or Valentine's gifting goodies.
- Drop a lip balm in your customers' orders to thank them for their purchases.
- Attach a lip balm to your business card to drop in orders or hand out.
- Include one with a Brochure to hang on your neighbors' door knobs.

- Give out as teachers' gifts.
- 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.
- Donate mini care packages for health care workers at the local hospital and include a lip balm.

DON'T MISS OUT!

Take advantage of this deo offer in the C3 and C4 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 thank-you gifts for customers—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.

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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 Samples

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



PHYSIOGEL DAILY MOISTURE THERAPY FACIAL CREAM Pack of 3 Samples 353-819 reg. \$1.50 NOW 69¢





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



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







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

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



#NAKEDPROOF FIRMING CREAM 024-622 Pack of 5 Samples reg. \$3 NOW \$1.75



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



Belif Samples!

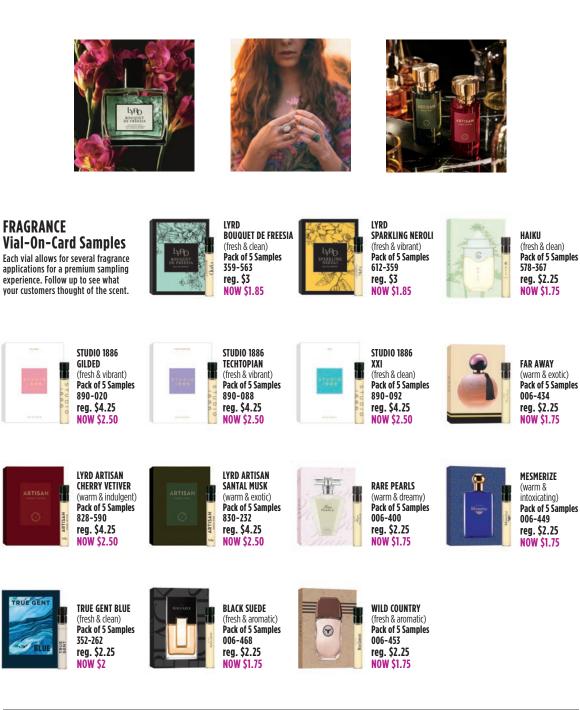
Aqua Bomb increases skin's hydration levels by 70%, * and Moisturizing Bomb delivers 26 hours of intense hydration.* The samples allow customers to experience the luxurious texture of these products—follow up to see how they liked them! *Based on a clinical study.







MOISTURIZING BOMB Pack of 3 Samples 397-923 reg. \$3 NOW \$1.40





Display your jewelry in style Black velvet-like fabric and cardboard. Imported. reg. \$4.99 NOW \$2



Bracelet Pillow 3" L x 3" W. 149-230

LIMITED EDITION

Find your heart, find your keys

Lock Me In Love Key Chain

Goldtone carabiner-clip key chain with red and gold rhinestones and red tassel. Metal iron chain, PU heart backing. 2³/₄" W × 2¹/₂" H, 6" total length. Imported. **245-687 Brochure offer:** \$8.99 with any \$15 Valentine's Day purchase (\$20 if purchased separately). **C** \$6.74 P \$6.29 PRP \$5.39

(No additional purchase necessary in the *What's New*.)

Spread the love! Share this special customer offer:

ONLY \$8.99

with any \$15 Valentine's Day purchase in the Brochure.

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