

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 C4 Preview Products with your C2 and C3 orders. Order C4 Brochures when placing your C2 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, 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

Just in time for...

Valentine's Day



From Galentine's to Valentine's, to a self-care pampering moment, we've got your customers covered with the perfect picks in the Brochure and Digital Catalog.



PRIME TIME

Stay-fix system extends the wear of eye makeup for an all-day creaseless, smudge-proof vivid look.



ORIGINAL



SERENITY

VDL EXPERT COLOR PRIMER FOR EYES

Preps lids for smoother application and enhances shadow shades for a more vibrant, brighter result. Infused with skin-caring Tahitian black pearl powder and silk protein. Each, .22 oz. net wt.
reg. \$24 **now \$20**

C \$15 **P** \$14 **PRP** \$12



SHIMMER

NEW

SHIMMER

596-096

GREAT ALONE
OR TO GIVE
YOUR SHADOW
EXTRA OOMPH.

ORIGINAL

596-062

GREAT FOR YOUR
EVERYDAY BASIC
MAKEUP ROUTINE.



VDL
EXPERT COLOR
PRIMER
FOR EYES

VDL
EXPERT COLOR
PRIMER
FOR EYES

VDL
EXPERT COLOR
PRIMER
FOR EYES

SERENITY

596-081

GREAT FOR
MATTE SHADOWS
OR TO BRIGHTEN
DULL EYES.

WHO'S YOUR CUSTOMER?

Anyone who wears eye makeup, plus beauty and makeup users and enthusiasts.

WHY IT'S BETTER

In addition to helping eyeshadow stay put longer and appear more vibrant, and protecting against creasing and smearing, it also has skin-caring benefits. With **Tahitian black pearl powder**, it's rich in amino acids and helps deliver moisturization and brightening effects.

TWICE AS NICE

Take your sales to the next level by suggesting a VDL eye primer along with your customer's eye makeup order.



STUDIO
1886
fragrance collection



Inspired by Avon's 135-year heritage, the Studio 1886 Collection offers the finest bold and unforgettable ingredients for a heroic fragrance experience.



NEW

LEGENDARY EAU DE TOILETTE

fresh and aromatic
Vibrant lemon eases into crisp lavender for a fresh faceted opening. Notes of patchouli and salted amber provide complexity and depth, revealing exquisite ingredients for a memorable fragrance experience. 1.7 fl. oz.

830-342

reg. \$50 **now \$39**

C \$29.25 **P** \$27.30

PRP \$23.40



VIAL-ON-CARD SAMPLES

(fresh & aromatic)

Pack of 5

398-657

reg. \$4.25

NOW \$2.50

Sample your way to full-size sales! Give to your customers to share with the men in their lives, and follow up to see how they liked it.



NEW



Necklace and earring set

**Birthstone
Necklace and
Earring Set**

Colored glass stones. Chain, 16 1/2" L with 3 1/2" extender. Pierced drop earrings, 1" L. reg. \$16.99
now \$12.99 each set

G \$9.74

P \$9.09

PRP \$7.79



January
(protection)
596-172



February
(wisdom)
596-191



March
(serenity)
596-278



April
(strength)
596-426



May
(hope)
596-445



June
(love)
596-574



July
(vitality)
597-054



August
(beauty)
597-069



September
(truth)
597-073



October
(healing)
597-346



November
(joy)
597-422



December
(friendship)
597-657

say it with jewelry

Every piece has something to say.
Find what speaks to your soul.



Inspirational Strap Watch

32mm diam.
goldtone case with
"Love Life" on dial. 9" L
khaki-colored strap.

598-012

reg. \$33.99

now \$25.99

C \$19.49 **P** \$18.19

PRP \$15.59

Inspirational Pull Cord Bracelet

CZ accent stone.
Adjustable pull cord;
one size fits most.
Believe (silvertone)

597-968

Breathe (rose goldtone)

597-920

Love (goldtone)

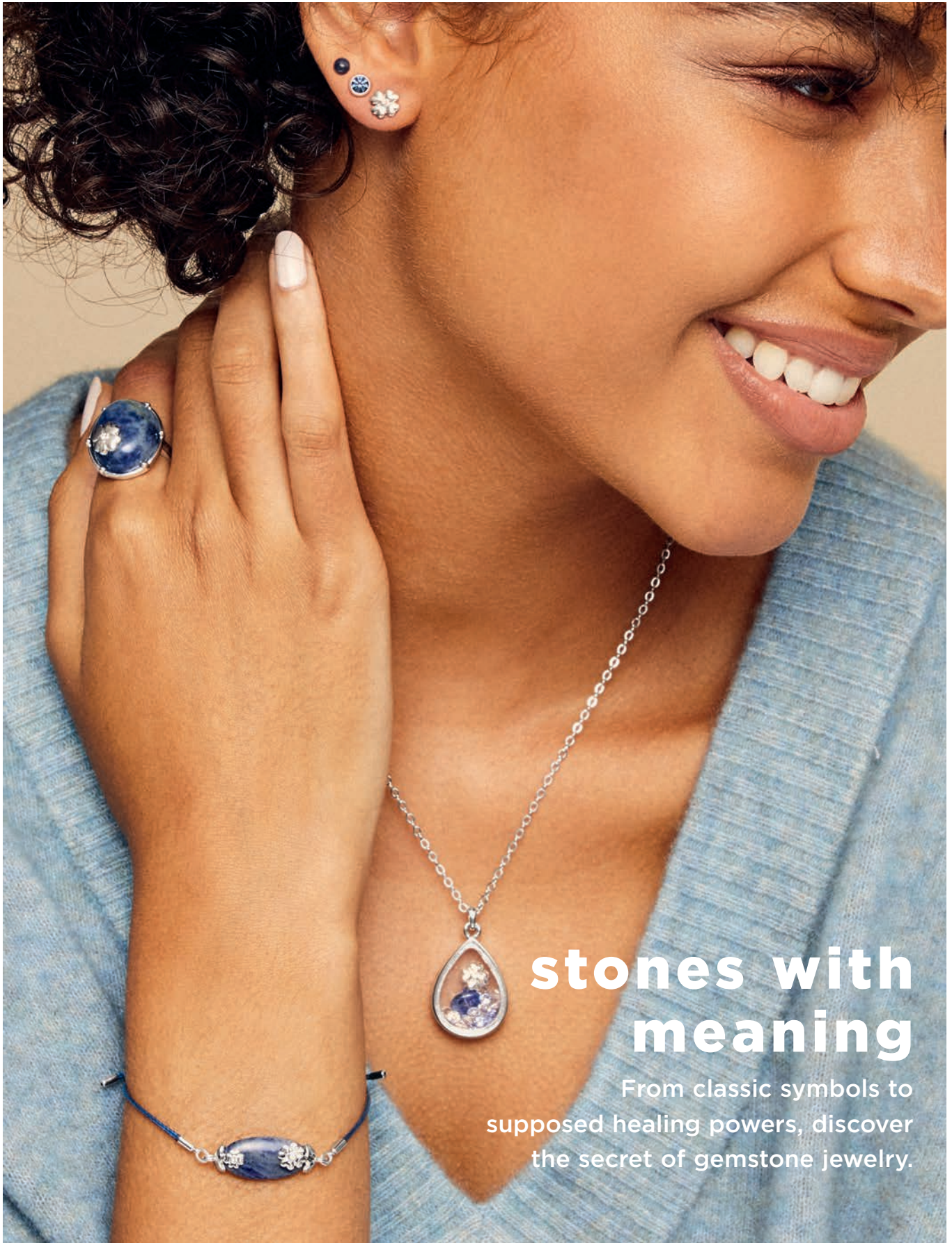
597-953

reg. \$10.99

now \$8.99 each

C \$6.74 **P** \$6.29

PRP \$5.39



stones with meaning

From classic symbols to
supposed healing powers, discover
the secret of gemstone jewelry.

NEW



Rose Quartz
599-100

Sodalite
599-004

Amethyst
599-224

Healing Stone Shaky Necklace

Genuine gemstones with goldtone or silvertone accent charm. 16 1/2" L with 3 1/2" extender. Pendant, 1" L.
reg. \$16.99 **now \$12.99 each**
C \$9.74 **P** \$9.09 **PRP** \$7.79



Rose Quartz 598-467



Sodalite 598-380



Aventurine 598-691



Amethyst 598-998

Healing Stone Adjustable Bracelet

Genuine gemstones with goldtone or silvertone accent charms. Adjustable pull cord; one size fits most. Stone, approx. 3/4" L.
reg. \$16.99 **now \$12.99 each**
C \$9.74 **P** \$9.09 **PRP** \$7.79



Rose Quartz
598-065

Aventurine
598-175



Sodalite
598-031

Amethyst
598-304

Stud Earring Pack

3-piece goldtone or silvertone sets with genuine gemstones. Pierced.
reg. \$13.99 **now \$10.99 the set**
C \$8.24 **P** \$7.69 **PRP** \$6.59



Rose Quartz
Sizes:
6 599-884
8 599-899
10 599-903

Sodalite
Sizes:
6 479-949
8 479-968
10 479-972

Amethyst
Sizes:
6 599-239
8 599-243
10 599-683

Healing Stone Ring

Genuine gemstones with goldtone or silvertone accent charm. Stone, approx. 3/4" L.
reg. \$15.99 **now \$11.99 each**
C \$8.99 **P** \$8.39 **PRP** \$7.19

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

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

Aventurine—said to open the spirit to confidence, luck and the manifestation of goals.

Amethyst—said to instill feelings of understanding, calmness, trust and grace.

STUDIO
1886

WINTER CHILL OUT

Keep it cool and cozy. It's your year.
Your style. Your kind of casual.



❖ Envelope-Neck Top

Tan pullover envelope-neck top with button detail. Polyester/rayon/spandex. Center back length: 25" on medium; 27" on 1X. Machine wash and dry. Imported.

XS(0-2) **590-690** S(4-6) **590-724**

M(8-10) **591-405** L(12-14) **593-006**

XL(16) **593-030**

1X(18W-20W) **593-116**

2X(22W-24W) **593-120**

3X(26W-28W) **593-279**

reg. \$56.99 **now \$44.99**

C \$35.99 P \$35.99

PRP \$33.74



❖ Button-Down Striped Tunic Shirt

Blue-and-white-striped long-sleeve button-down tunic shirt with side seam pockets and front chest pocket. Cotton/polyester/rayon. Center back length: 32" on medium; 33½" on 1X. Machine wash, dry flat. Imported.

XS(0-2) **590-030** S(4-6) **590-208** M(8-10) **590-303**

L(12-14) **590-600** XL(16) **590-629** 1X(18W-20W) **590-648**

2X(22W-24W) **590-652** 3X(26W-28W) **590-686**

reg. \$39.99 **now \$29.99**

C \$23.99 P \$23.99 PRP \$22.49

NEW



❖ **Printed Poncho**
 Printed hooded poncho with kangaroo pocket. Viscose/polyester/spandex. Center back length: 28" on medium; 30" on 1X. Machine wash, dry flat. Imported.
 S/M **593-518**
 L/XL **593-522**
 1X/2X **593-556**
 reg. \$59.99
now \$47.99
C \$38.39
P \$38.39
PRP \$35.99

soft textures. cozy neutrals. comfy fit. studio 1886 has redefined casual on your terms.



❖ **Cowl-Neck Dress**
 Dark grey pullover cowl-neck dress with side seam pockets. Polyester/viscose/spandex. Center back length: 37½" on medium; 38½" on 1X. Machine wash, dry flat. Imported.
 XS(0-2) **594-055** XL(16) **595-620**
 S(4-6) **595-362** 1X(18W-20W) **595-654**
 M(8-10) **595-396** 2X(22W-24W) **595-669**
 L(12-14) **595-616** 3X(26W-28W) **595-688**
 reg. \$48.99 **now \$38.99**
C \$31.19 P \$31.19 PRP \$29.24



❖ **Black Flat Loafer**
 Black loafer with silver hardware and cushion insole. Man-made materials. Imported.
 6M **595-707**
 7M **595-726**
 8M **595-730**
 9M **595-779**
 10M **595-970**
 11M **595-999**
 reg. \$49.99
now \$39.99
C \$31.99
P \$31.99
PRP \$29.99

SPARKLE CENTRAL

❖ Homestar Foaming Toilet Bowl Cleaner

Fights toilet rings and stains. Convenient pouch dispenser. Use every two weeks. Pack of 5. Each, 10.5 oz. net wt.

589-614 reg. \$12.99
now **\$9.99** the pack of 5

C \$7.99 **P** \$7.99

PRP \$7.49



❖ Homestar Disposable Toilet Bowl Brush Starter Kit

A sparkling clean toilet is within reach! 15" L x 2 1/4" W. Plastic, foam. Imported. Includes: 1 handle and 1 scrubber.

589-925
reg. \$12.99 now **\$9.99**

C \$7.99 **P** \$7.99 **PRP** \$7.49



*replaceable
disposable
brush*

*Pour in,
flush later!*



❖ Homestar Disposable Toilet Bowl Brush Refills

Fits Homestar Toilet Bowl Brush handle. Pack of 12. Each, 3 1/2" L x 2 1/4" W x 1 3/8" D. Imported.

590-026
reg. \$8.99 now **\$6.99** the pack of 12

C \$5.59 **P** \$5.59 **PRP** \$5.24

NEW

SPRAY AND GO!

*Streak-free
shine!*

*great for
showers, tubs,
toilets, sinks &
counters*



❖ **Homestar Glass Cleaner**
 Keep windows, mirrors, glass and more sparkling clean. Removes dirt, grime and fingerprints. Quick-drying, anti-fogging formula. 16.9 fl. oz. **589-910**
 reg. \$8.99 **now \$6.99**
C \$5.59 P \$5.59 PRP \$5.24

❖ **Homestar Bathroom Cleaner**
 Just spray, let sit and wipe away! Fights tough soap scum, limescale, calcium and grime. Triple-action low-pH formula safely breaks down and removes messes. Fresh green apple scent. 25.3 fl. oz. **589-800**
 reg. \$11.99 **now \$8.99**
C \$7.19 P \$7.19 PRP \$6.74

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!)

MIX OR MATCH
YOUR PACKS

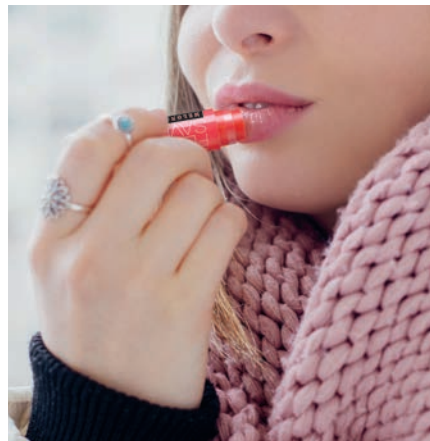
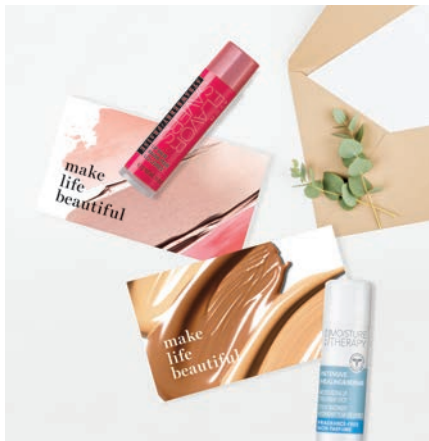
+ Receive a FREE A-Box flat carton

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!

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 to local businesses you frequent, like the barista at your favorite coffee spot.
- Give out as teachers' gifts.
- 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.



**DEO
3-PACKS**

for only

\$5.38

OVER \$10 VALUE

DON'T MISS OUT!

Take advantage of this deo offer in the C4 and C5 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.



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



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



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



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

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.



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

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¢



#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



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



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



STUDIO 1886 LEGENDARY
(fresh & aromatic)
Pack of 5 Samples
398-657
reg. \$4.25
NOW \$2.50



STUDIO 1886 GILDED
(fresh & vibrant)
Pack of 5 Samples
890-020
reg. \$4.25
NOW \$2.50



STUDIO 1886 TECHTOIPAN
(fresh & vibrant)
Pack of 5 Samples
890-088
reg. \$4.25
NOW \$2.50



STUDIO 1886 XXI
(fresh & clean)
Pack of 5 Samples
890-092
reg. \$4.25
NOW \$2.50



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



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



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



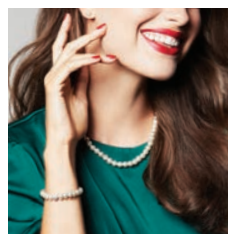
BLACK SUEDE
(fresh & aromatic)
Pack of 5 Samples
006-468
reg. \$2.25
NOW \$1.75



WILD COUNTRY
(fresh & aromatic)
Pack of 5 Samples
006-453
reg. \$2.25
NOW \$1.75



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



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

NEW

fragrance collection

STUDIO 1886

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



**Studio 1886
Techtopian**
fresh and vibrant
Notes of
magnolia, white
rose and warm
musk. (The eau
de parfum is
available in the
Brochure and
Digital Catalog.)

Shower Gel
6.7 fl. oz.
447-959
reg. \$19
now \$14.99
C \$11.24
P \$10.49
PRP \$8.99

Body Lotion
6.7 fl. oz.
447-887
reg. \$19
now \$14.99
C \$11.24
P \$10.49
PRP \$8.99

LAYER ON THE SALES!

These are the perfect additions to their Techtopian eau de parfum purchase. Share this fragrance-friendly tip: Layering the shower gel, lotion and eau de parfum helps the scent last longer.