

AVON

CAMPAIGN 5 2021  
BUY YOUR PREVIEW  
PRODUCTS IN  
C3 & C4 ORDERS

what's new

# YOUR FIX FOR CALMER SKIN

Introducing  
**Veilment CBD**  
Dry Body Oil



**OUR GIFT  
TO YOU**

**Jasmine CBD  
Mini Body Balm**  
Details inside

# 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 C5 Preview Products with your C3 and C4 orders. Order C5 Brochures when placing your C3 product orders.**

## DON'T MISS OUT!

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

**For details, see pages 18-19.**





NEW

# NIRVANA

## FOR YOUR SKIN

**With CBD, hemp seed oil and other natural premium ingredients... Veilment delivers a blissful awakening to your skin.**

Short for cannabidiol, **CBD** is a compound extracted from stalks and leaves from the cannabis sativa plant—aka hemp—which has vitamins, antioxidants and omegas. Our formulas help **soothe dry, stressed-out, sensitive skin** so it feels feel **cool, calm and collected.**



## Soothes and calms skin instantly...

### Veilment CBD Dry Body Oil

Contains 100mg of CBD. Lightweight, nongreasy and quick to be absorbed. Nourishes skin with instantly replenishing hydration while it helps reduce redness, soothe irritation so skin looks healthy and radiant. Hypoallergenic. Dermatologist-tested. Free of fragrance, mineral oil, parabens and phthalates. Vegan. 3.73 fl. oz. **919-779 reg. \$37 now \$30**

**C \$22.50 P \$21 PRP \$18**

### TO USE

Smooth a few drops onto damp skin and let dry. Use alone or layer over or under your favorite moisturizer or CBD cream.

### OUR GIFT TO YOU

### Jasmine Mini Body Balm

with any Veilment purchase, pages 4-5.



### DEBUNK THE MYSTERY AROUND CBD!

CBD is a naturally occurring super ingredient that contains vitamins A, D and E and essential fatty acids. It is extracted from the stalks, stems and flowers of the cannabis sativa plant (hemp). It does not contain THC, and therefore is not psychoactive.

### BENEFITS

Soothes and calms skin instantly, and reduces irritation and dryness. Our Dry Body Oil is lightweight and fast-absorbing, and our Mini Body Balms in two great scents are perfect for on-the-go relief.

### WHO'S YOUR CUSTOMER?

Health- and wellness-conscious customers, who seek natural ingredients and calming, nourishing body products. Your current CBD and Green Goddess customers. Plus, anyone looking for nourishing and moisturizing body care solutions—these products are gender neutral and a great way to expand your customer base.

NEW



Jasmine 919-764



Geranium 919-730

# CBD ON THE GO

## Introducing INNOVATIVE CBD MINI BODY BALMS

Soothes skin instantly. Pop it in your pocket, take it out and glide over rough spots, like elbows or knuckles, or any area where skin on your body feels dry.

### Veilment CBD Multi-Balm Stick

10mg body balms glide on easily. Not intended for use as lip balm. Each, .14 fl. oz.

Jasmine 919-764 Geranium 919-730

reg. \$4.50 now \$3.50 each

C \$2.63 P \$2.45 PRP \$2.10

THE FACE SHOP

## DR. BELMEUR advanced skin care with CICA

More than just a trendy beauty ingredient—it's known to **relieve irritated skin, strengthen the skin barrier and gently moisturize.** In fact, cica was named “tiger grass” after tigers were discovered rolling in it to heal their wounds.



1-single use face mask  
1 masque visage à usage unique

# Skin's Moisture E  
# Damage Care



NEW



**DAILY REPAIR  
CICA MOISTURIZING  
LIP BALM**

**Soothes dry, sensitive lips.** Moisturizing cica-infused oil glides over lips to keep them soft and smooth. Free of fragrance and mineral oil. Suitable for sensitive skin. Dermatologically tested. .14 oz. net wt. **919-707** reg. \$14

**now \$12**  
**C \$9 P \$8.40**  
**PRP \$7.20**

**INTENSIVE FACE  
MASK CICA PEPTIDE**

**Helps calm troubled skin.** With concentrated cica and peptides like the Dr.Belmeur Cica Peptide Ampoule for visibly soothed, smooth, naturally glowing skin. Fabric sheet mask gently adheres to skin without irritation. After cleansing, before moisturizing, leave on for 10-15 minutes. 1.35 fl. oz. **919-711** reg. \$3

**now \$2.50**  
**C \$1.88 P \$1.75**  
**PRP \$1.50**

**WHY IT'S BETTER**

Includes a special oil blend (including cica) for long-lasting moisturizing and softening effects. Contains a "Melting Touch Texture" that allows it to easily glide over lips, protecting and wrapping lips in nourishing ingredients.

**WHY THEY'LL  
LOVE IT**

Infused with highly concentrated soothing and moisturizing formula with a peptide complex and cica. The well-padded, 5-layered fabric sheet mask gently and softly adheres to the skin without irritation.

**WHO'S YOUR  
CUSTOMER?**

Anyone looking to nourish dry, troubled skin, plus current Dr.Belmeur Cica product users.

# Barrière hydrolipidique de la peau  
# Soin réparateur



# 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.

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



NEW

# INTRODUCING ROSE DU SOLEIL

Capture the warmth  
of the sun.

LYRD Rose du Soleil  
Eau de Parfum  
*fresh & vibrant*  
Radiant notes of sun-ripened  
raspberry, enchanting rose  
and spicy patchouli. 1.7 fl. oz.  
919-855  
reg. \$36 **now \$29**  
**C \$21.75 P \$20.30**  
**PRP \$17.40**

## SAMPLE YOUR WAY TO FULL- SIZE SALES!



LYRD ROSE DU SOLEIL  
(fresh & vibrant) Pack of 5  
514-387 reg. \$3  
NOW \$1.85

On average,  
Representatives  
who invest in  
samples saw an  
increase of 15% in  
order size, and new  
Representatives  
saw an increase of  
43% in order size.

Give samples to  
your LYRD fragrance  
customers or to  
customers who  
placed an order...  
when they  
try, they buy!





**Rainbow Collection**  
Pastel multicolor glass or plastic stones set in goldtone.

**Necklace**  
16½" L with ¾" extender. Pendant, 1½" diam.  
**920-635**  
reg. \$12.99  
**now \$9.99**  
**C** \$7.49  
**P** \$6.99  
**PRP** \$5.99

**Hoop Earrings**  
Pierced. ¾" diam.  
**920-640**  
reg. \$12.99  
**now \$9.99**  
**C** \$7.49  
**P** \$6.99  
**PRP** \$5.99

**Adjustable Bracelet**  
One size fits most. 2" L bar. **920-654**  
reg. \$12.99  
**now \$9.99**  
**C** \$7.49  
**P** \$6.99  
**PRP** \$5.99



**Ring**  
With pavé band.  
Sizes:  
6 **921-483**  
8 **921-521**  
10 **921-536**  
reg. \$16.99  
**now \$12.99**  
**C** \$9.74  
**P** \$9.09  
**PRP** \$7.79

**Dial Watch**  
Neutral leather-like strap, 9" L (including buckle) with 36mm diam. case. **921-540**  
reg. \$44.99  
**now \$34.99**  
**C** \$26.24  
**P** \$24.49  
**PRP** \$20.99





NEW



# full- spectrum sparkle

a rainbow light softens your  
look with pastel hues





# a sweeter sparkle

a honey-yellow twinkle  
enhances your radiance

## Sparkling Champagne Collection

Champagne-colored  
stones or beads set  
in silvertone.

**Long Necklace**  
30" L with 3/2" extender.

**920-085**

reg. \$22.99

**now \$16.99**

**C \$12.74**

**P \$11.89**

**PRP \$10.19**



NEW



Necklace and earring set



**Ring**

Sizes:

6 **920-090**

8 **920-104**

10 **920-324**

reg. \$12.99

**now \$9.99**

**C \$7.49 P \$6.99**

**PRP \$5.99**

**Necklace and Earring Set**

Chain, 16½" L with 3½" extender. Pendant, 1¼" L. Pierced studs, ¾" L. **920-066** reg. \$19.99

**now \$14.99 the set**

**C \$11.24 P \$10.49**

**PRP \$8.99**

**Two-Tone Accent Link Watch**

Two-tone metal bracelet, 7½" L (including buckle) with 32mm diam. case. **920-616** reg. \$49.99 **now \$39.99**

**C \$29.99 P \$27.99**

**PRP \$23.99**



# STERLING ELEGANCE

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



**Sterling Silver Everyday  
Dainty CZ Collection**  
With sparkling round-cut CZs.

**Necklace**  
18" L with 1" extender.  
2-carat-equivalent  
CZ. **915-754**  
reg. \$49.99  
**now \$39.99**  
**C** \$29.99  
**P** \$27.99  
**PRP** \$23.99

**Stud Earrings**  
5mm CZ. Pierced.  
**915-740**  
reg. \$44.99  
**now \$34.99**  
**C** \$26.24  
**P** \$24.49  
**PRP** \$20.99

**Ring**  
4mm CZ.  
Sizes:  
5 **915-879**  
6 **915-974**  
7 **916-110**  
8 **916-200**  
9 **916-382**  
10 **916-636**  
reg. \$39.99  
**now \$29.99**  
**C** \$22.49  
**P** \$20.99  
**PRP** \$17.99



NEW

**Sterling Silver Green Amethyst Collection**  
Unique green-colored amethyst stone with rhinestone accents.

**Pendant Necklace**  
18" L with 1" extender.  
2-carat-equivalent marquise-cut stone.

**917-135**

reg. \$64.99

**now \$49.99**

**C \$37.49**

**P \$34.99**

**PRP \$29.99**

**Stud Earrings**  
1/4" diam. Pierced.

**916-770**

reg. \$64.99

**now \$49.99**

**C \$37.49**

**P \$34.99**

**PRP \$29.99**

**Statement Ring**  
4-carat-equivalent oval-cut stone.

Sizes:

5 **917-321** 8 **917-465**

6 **917-408** 9 **919-453**

7 **917-412** 10 **919-506**

reg. \$69.99

**now \$54.99**

**C \$41.24**

**P \$38.49**

**PRP \$32.99**





**DISHES  
ARE  
DONE!**

❖ **Cucina Dish Scrubber Kit**  
Get a handle on the dirty dishes! 12 $\frac{1}{4}$ " L x 2 $\frac{3}{4}$ " W x 2 $\frac{1}{4}$ " H. Plastic, foam. Imported.  
**Includes:**  
1 scrubber handle with hook and loop fastener.  
1 scrubber.  
**919-597**  
reg. \$9.99  
**now \$7.99 the set**  
**C \$6.39 P \$6.39**  
**PRP \$5.99**

❖ **Cucina Dish Scrubber Refills**  
Pack of 3 scrubber refills with hook and loop fastener. Fits Cucina Dish Scrubber. 4 $\frac{1}{4}$ " L x 2 $\frac{3}{4}$ " W x  $\frac{3}{4}$ " H. Foam. **919-616**  
reg. \$6.99  
**now \$4.99**  
**the pack of 3**  
**C \$3.99 P \$3.99**  
**PRP \$3.74**



❖ **Homestar Bathroom Scrubber Kit**  
Scrub-a-dub! Get a deep-down clean with an ergonomic scrubber. 5 $\frac{3}{8}$ " L x 3 $\frac{1}{8}$ " W. Plastic, foam. Imported.  
**Includes:**  
1 handle with hook and loop fastener.  
1 scrubber.  
**919-563**  
reg. \$7.99  
**now \$5.99 the set**  
**C \$4.79 P \$4.79**  
**PRP \$4.49**

❖ **Homestar Bathroom Scrubber Refills**  
Disposable. Fits Homestar Bathroom Scrubber. 5 $\frac{3}{8}$ " L x 3 $\frac{1}{8}$ " W. Foam. Imported. **919-578**  
reg. \$4.99  
**now \$3.99**  
**the pack of 3**  
**C \$3.19 P \$3.19**  
**PRP \$2.99**

NEW



❖ **Homestar  
Microfiber Cloth Set**

Lint-free clean in every size, for every job! 100% microfiber. Imported.

**Includes:**

1 large towel: 19" L x 40" W.

1 mitt: 8" L x 8<sup>5</sup>/<sub>8</sub>" W.

1 small towel: 11" L x 27" W.

**919-525**

reg. \$25.99

**now \$19.99 the set**

**C \$15.99 P \$15.99**

**PRP \$14.99**



❖ **Fresh Fiji Lint Roller Kit**

Pick up lint, fur, hair and more in a quick roll!

1<sup>7</sup>/<sub>8</sub>" diam. x 9<sup>1</sup>/<sub>4</sub>" L.

Plastic, paper. Imported.

**Includes:** 1 handle,

1 lint roller. **919-673**

reg. \$6.99

**now \$4.99 the set**

**C \$3.99 P \$3.99**

**PRP \$3.74**

❖ **Fresh Fiji Lint  
Roller Refills**

Fits Fresh Fiji Lint Roller.

1<sup>7</sup>/<sub>8</sub>" diam. x 3<sup>7</sup>/<sub>8</sub>" L.

Paper. Imported.

**919-692**

reg. \$7.99 **now \$5.99**

**the set of 3**

**C \$4.79 P \$4.79**

**PRP \$4.49**



# 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**

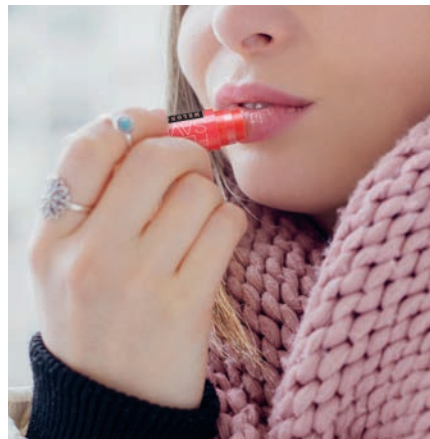
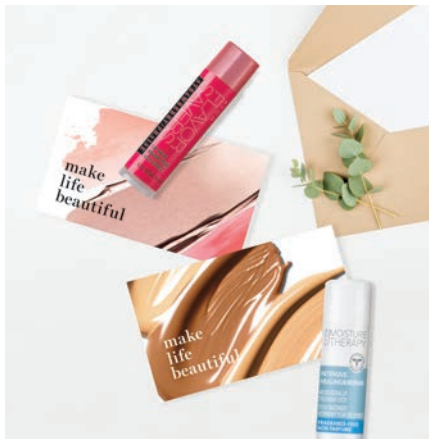
**SELECT 2 FREE PACKS**  
**WHEN YOU BUY 5 PACKS**  
That's 70 lip balms  
for only \$34.75  
(A \$140 VALUE!)

**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.



- Include one with a Brochure to hang on your neighbors' door knobs.
- Give them out as party favors—think bridal or baby showers.
- Attach a lip balm to your business card to drop in orders or hand out.
- Drop a lip balm in your customers' orders to thank them for their purchases.
- 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 C5 and C6 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**



**EYE LIFT PRO**  
Pack of 5 Samples  
186-096  
**\$2.50**



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

## 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¢**

## 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  
ROSE DU SOLEIL**  
(fresh & vibrant)  
Pack of 5 Samples  
514-387  
reg. \$3  
**NOW \$1.85**



**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  
TECHTOPIAN**  
(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**



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



**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**



**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

INTRODUCING  
**ROSE DU SOLEIL**

Capture the warmth of the sun.



**LYRD**  
**Rose du Soleil**  
**Eau de Parfum**  
*fresh & vibrant*

Radiant notes  
of sun-ripened  
raspberry,  
enchanting  
rose and spicy  
patchouli. 1.7 fl. oz.

**919-855**  
reg. \$36

**now \$29**

**C \$21.75**

**P \$20.30**

**PRP \$17.40**

Samples are also  
available,  
check out page 9  
for details.