

vhats new

Clean Beauty. It's simply natural



Bakuchiol Serum Sérum Bakuchiol

0 ml / 1 fl. oz.

introducing FARN

FN

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 C7 Preview Products with your C5 and C6 orders. Order C7 Brochures when placing your C5 product orders.

DON'T MISS OUT!

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

For details, see pages 20-21.



introducing FARM

FAR

Bakuchiol

Serum

Sérum Bakuchiol

0 ml / 1 fl oz

Clean Formula

 over 85% natural ingredients
 safe synthetic ingredients to preserve the integrity of the

Sustainable Packaging

formulas

 responsibly sourced carton, certified by FSC (Forest Stewardship Council)
 recyclable glass

Suitable for Sensitive Skin

- hypoallergenic
- dermatologist-tested

Strict Blacklist Banning • parabens • phthalates • mineral oil • sulfates

- synthetic dyes/fragrances
- animal testing

A NEW VEGAN SKIN CARE COLLECTION with natural plant-based ingredients for healthy skin. Our innovative Slow Herb Complex[™] has a blend of botanicals that thrive in dry conditions and are slowly cold-brewed to extract antioxidants for peak efficacy. The result? Dry skin feels instantly nourished with a fresh, healthy-looking, dewy glow.

BROCCOLI SPROUTS rich in vitamins A, B and C, known to help calm and reduce redness MORINGA OIL with omega fatty acids to help protect skin's moisture barrier

Super Greens

with super nutrients to keep skin looking softer, brighter, healthier.

GREEN TEA with polyphenols, powerful antioxidants to help soothe and protect skin

BRUSSELS SPROUTS high in vitamins and antioxidants, known to help repair damaged skin

WHO ARE YOUR FARM RX CUSTOMERS? Think anyone who's asked you about products that are: vegan, clean, natural, sustainable and free from things like parabens, sulfates, phthalates, mineral oil and synthetic dyes/fragrances. This collection is also great for customers who have sensitive or troubled skin, experience breakouts or have dry, depleted skin.



GET MORE THAN OUR REGULAR-SIZE MOISTURIZERS!

COOLING HYDRATION

Super Greens Cooling Gel 9 out of 10 women instantly saw skin that looked moisturized and felt refreshed.* Use as a lightweight moisturizer to help soothe and cool skin, or apply a thicker layer, after serum, as a mask to hydrate overnight as needed. 3.04 fl. oz. 417-335 reg. \$37 now \$29.99 C \$22.49 P \$20.99 PRP \$17.99

NOURISHING MOISTURE

Super Greens Multivitamin Moisture Cream 9 out of 10 women instantly saw skin that looked replenished and felt smoother.* Locks in essential nourishing moisture. Use daily after cleansing, serums and treatments. 3.04 fl. oz. 417-646 reg. \$37 now \$29.99 C \$22.49 P \$20.99 PRP \$17.99



Super Greens Cooling Gel Pack of 3 samples 307-693 Super Greens Multivitamin Moisture Cream Pack of 3 samples 307-913 reg. \$1 now 59¢ each pack

FREE Try-it-size Cooling Gel (.33 fl. oz.) with purchase of full-size Cooling Gel, and **free try-it-size Moisture Cream** (.33 fl. oz.) with purchase of full-size Moisture Cream

now, a natural wrinkle fighter

Bakuchiol

A GENTLE PLANT-BASED ALTERNATIVE TO RETINOL

that helps visibly reduce wrinkles and discolorations without the same irritation... and does not promote photosensitivity, so it can be used during the day!



90% natural

> Bakuchiol Serum Sérum Bakuchiol

FAI

30 ml / 1 fl. oz.

FOR EYES

Bakuchiol Eye Cream Clinically proven to significantly reduce crow's feet, fine lines and wrinkles in one week. Hydrating and revitalizing formula visibly reduces dark circles, fine lines and wrinkles, without irritating the delicate eye area, for a smoother, brighter and firmer look. 1.01 fl. oz. 416-912 reg. \$37 now \$29.99 C \$22.49 P \$20.99 PRP \$17.99

FOR FACE

Bakuchiol Serum Clinically proven to significantly reduce the appearance of fine lines and wrinkles in one week. Concentrated lightweight oiltextured formula penetrates the skin's surface to visibly improve fine lines, wrinkles and dullness without irritation. See smoother, younger and more radiant-looking skin. 1.01 fl. oz. 417-168 reg. \$44 now \$34.99 Cl \$26.24 Pl \$24.49 PRP \$20.99



Bakuchiol Eye Cream Pack of 3 samples 307-689 reg. \$1 NOW 79¢ the pack

FREE Try-it-size Eye Cream (.17 fl. oz.) with purchase of full-size Eye Cream, and free try-it-size Serum (.17 fl. oz.) with purchase of full-size Serum

Bakuchiol Eve Cream

Crème pour les yeux

30 ml / 1 fl. oz.







as nature





Try it all... in one 4-piece kit!



10 ml / 0.35 ft. or

Special Trial Kit Trousse d'essai spéciale

Introducing Plant-based Skin Care still Super Greens and Baltachint

Solid es sonor régénaix et du balacente.

0.17 11.02



Farm Rx Trial Kit Box certified by FSC (Forest Stewardship Council) includes:

 Super Greens Cooling Gel .33 fl. oz. Super Greens

Multivitamin Moisture Cream .33 fl. oz. • Bakuchiol Serum

.17 fl. oz Bakuchiol Eye Cream

.17 fl. oz. 402-560 reg. \$19 now \$14.99 the kit C \$11.24 P \$10.49 PRP \$8.99



PRO TIPS FROM JEANNINE

Start fresh with a clean skin care regimen! All Farm Rx products have clean formulas and are suitable for sensitive skin.

Prep

Use your fave cleanser (we recommend Anew Hydra Fusion Cleansing Micellar Water), and I love using belif Jelly Cleanser at night for an extra dose of hydration!

Treat

Farm Rx Bakuchiol Serum is a plantbased alternative to retinol (for anti-aging benefits minus the irritation or sensitivity!). And for those who like to layer their treatments, I'm a fan of using Isa Knox Anew LX Ultimate Face Serum and the Clinical Collagen Ampoules.

Moisturize

For face — use either Farm Rx Super Greens Cooling Gel (great for oily skin) or the Super Greens Multivitamin Moisture Cream (for normal to dry skin). Insider tip... at night, follow with Green Goddess Facial Oil to seal in all the goodness overnight! For eyes—use Farm Rx Bakuchiol Eye Cream.

BONUS! Our Super Greens Cooling Gel does double duty as a mask. Simply apply a thicker layer and remove after 10–15 minutes.



JEANNINE WHITVER SENIOR MANAGER, PRODUCT EDUCATION, L&D

ijlovesbeauty

THE FARM RX

BUY

BUY 1 BUNDLE for \$78.72* 309-643

1 Farm Rx Bakuchiol Eye Cream 1 Bakuchiol Serum 1 Super Greens Cooling Gel 1 Super Greens Moisturizer

There's no

limit to how many bundles you can

order.



BUY 2 BUNDLES for \$157.45* 309-643

2 Farm Rx Bakuchiol Eye Creams 2 Bakuchiol Serums 2 Super Greens Cooling Gels 2 Super Greens Moisturizers





BUSINESS BUILDER BUNDLES!

FREE

GET 4 FREE PRODUCTS

1 Try-it-size Bakuchiol Eye Cream 1 Try-it-size Bakuchiol Serum 1 Try-it-size Super Greens Cooling Gel 1 Try-it-size Super Greens Moisturizer



GET 12 FREE PRODUCTS

2 Try-it-size Bakuchiol Eye Creams
2 Try-it-size Bakuchiol Serums
2 Try-it-size Super Greens Cooling Gels
2 Try-it-size Super Greens Moisturizers
1 Farm Rx Trial Kit (4-piece kit)
1 Full-size Green Goddess Facial Oil
2 Try-it-size Green Goddess Facial Oils



5 Packs of 3 Bakuchiol Eye Cream Samples 5 Packs of 3 Super Greens Cooling Gel Samples 5 Packs of 3 Super Greens Moisturizer Samples

GET 45 FREE SAMPLES

VALUE

\$176.72+

\$433.16⁺



GET 90 FREE SAMPLES

10 Packs of 3 Bakuchiol Eye Cream Samples 10 Packs of 3 Super Greens Cooling Gel Samples 10 Packs of 3 Super Greens Moisturizer Samples

ARM

ARS

ARS

*Based on the C7 Brochure special prices. *Based on regular prices.

A ROSY OUTLOOK

Multitasking primer with a trio of tone-up capsules and rosy fine pearls, gorgeously evens skin tone and gives a subtle gloss effect.



For a velvety smooth, healthy-looking and radiant complexion. Instantly moisturizes, visibly blurs pores and corrects skin tone. Locks down and extends the wear of base makeup. Infused with skincaring damask rose water, rose enfleurage oil and lady's mantle. 1 fl. oz. 163-752 reg. \$40 now \$34 C \$25.50 P \$23.80 PRP \$20.40

HOW IT WORKS

As you apply to cheeks, forehead, nose and chin, the trio of toneup capsules are crushed and blended with the rosy base, changing from a rosy white to a beautiful rosy beige tone. VDL

LUMILAYER ROSY PERFECT PRIMER BASE DE TEINT ROSÉ PARFAIT LUMILAYER 30 mi / 1.01 fl. oz.

believe in truth (equa bomb)

SOOTHE SKIN INSTANLY WITH CBD TARGETED COOLING GEL

WHY THEY'LL LOVE IT

- Helps to reduce skin discomfort, so skin feels cool, calm and collected.
- Cooling sensation for soothing relief.
- Delicately scented with peppermint for an enhanced experience.

Veilment CBD Cooling Body Roll-On Gel With 100mg CBD, cooling menthol and nourishing essential oils for soothing relief, and an easy roll-on design to target any area of dry-skin discomfort. No THC. 2.5 oz. net wt. 417-650 reg. \$24 now \$20 C \$15 P \$14 PRP \$12

THE BENEFITS OF HEMP SEED OIL, NOW FOR YOUR LIPS!

Hemp seed oil is a naturally derived oil enriched with omega-3-6-9 fatty acids and vitamin E to help to naturally nourish, hydrate and soften. Available in a universally flattering red tint and clear. Non-greasy and applies smoothly to lips, providing deeply hydrated, healthy-looking lips.



Seed Oil Lip Balm Hemp-infused lip balm enhanced with moisturizing jojoba and coconut oils for deeply hydrating, naturally conditioned lips. No CBD or THC. Each, 2.5 oz. net wt. Clear 418-642 Red 418-399 reg. \$2.50 now \$1.69 each [] \$1.27 [] \$1.18 [PRP] \$1.01

Veilment Hemp



spring charm



B. Spring Ring Set

5-piece set.						
Butterfly	Clover	Heart				
(goldtone)	(silvertone)	(rose goldtone)				
Sizes:	Sizes:	Sizes:				
6 024-709	6 024-383	6 023-918				
8 024-747	8 024-618	8 023-922				
10 024-751	10 024-694	10 024-379				
reg. \$12.99 now \$9.99 each set						
C \$7.49 P \$6.99 PRP \$5.99						

C. Spring

А

Butterfly Watch Pink leather-like strap, 9" L with buckle. Silvertone case with accent stones and butterfly design; 30mm diam. 417-670 reg. \$34.99 now \$26.99 C \$20.24 P \$18.89 PRP \$16.19

D. Spring Stretch

Bracelets One size fits most. Heart (rose goldtone) 024-842 Clover (silvertone) 024-900 Flower (goldtone) 024-929 Butterfly (silvertone) 024-895 reg. \$9.99 now \$7.99 each C \$5.99 P \$5.59 PRP \$4.79







STERLING BEAUTY

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

internation with the

Sterling Silver Rose Quartz Flower Collection Genuine rose quartz with CZ accent set in sterling silver.

Necklace Ring 16" L with 2" extender. 1/2" diam. Pendant, 1/2" diam. 138-547 reg. \$64.99 now \$49.99 C \$37.49 P \$34.99 PRP \$29.99 Earrings ¹/₂" diam. Pierced.

Sizes: 5 **138-733** 6 **138-748** 7 **139-213** 8 139-228 9 139-232 10 139-290 reg. \$68.99 now \$53.99 C \$40.49 P \$37.79 PRP \$32.39

138-494 reg. \$68.99 now \$53.99 C \$40.49 P \$37.79 PRP \$32.39

genuine rose quartz

Sterling Silver Clear CZ Ring With CZ stones. Sizes: 5 **152-820** 6 **152-888** 7 **152-892** 8 152-907 9 152-998 10 153-019 reg. \$44.99 now \$34.99 C \$26.24 P \$24.49 PRP \$20.99

Sterling Silver CZ Vine Ring With CZ accent. Sizes: 5 139-357 6 139-395 7 139-414 8 139-634 9 139-687 10 139-759 reg. \$44.99 now \$34.99 C \$26.24 P \$24.49 PRP \$20.99

STRONGER TOGETHER

AVON TEAMS UP WITH THE AMERICAN CANCER SOCIETY MAKING STRIDES AGAINST BREAST CANCER, THE LARGEST NETWORK OF BREAST CANCER FUNDRAISING EVENTS IN THE NATION, UNITING OVER 200 COMMUNITIES ACROSS THE COUNTRY TO LEAD THE FIGHT.





Breast Cancer Stretch Bracelet Set Light pink glass beads set in silvertone with rose quartz-like and silvertone charms. One size fits most. 512-790

reg. \$13 now \$10 the set C \$7.50 P \$7 PRP \$6



Breast Cancer Earring Pack Each, 1" pierced drops. Heart with stone accent, ribbon with the look of enamel and teardrop with the look of rose quartz set in silvertone. 510-946 reg. \$13 now \$10 the set C \$7.50 P \$7 PRP \$6

The Avon Breast Health Promise aims to ensure that every woman, every day, is breast health aware. To learn more, visit MakingStridesWalk.org/TeamAvon



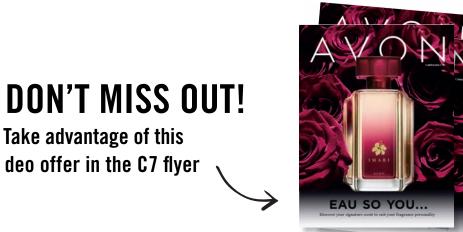


Avon will contribute 15% of the sales prices of Pink Hope fundraising products from this page, up to \$700,000 in 2021, to American Cancer Society Making Strides Against Breast Cancer[®]. The American Cancer Society does not endorse any product or service.

3-piece

set

DEOD</

















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!)

Petwit. 1502

MIX OR MATCH Your Packs





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.



TLC for Lips

Introducing ultra-moisturizing lip balms featuring your favorite Skin So Soft oils and nourishing ingredients.



Skin So Soft Original Lip Balm With jojoba oil, shea butter and aloe extract. Grape flavor. .14 fl. oz. 418-657

ENRICHED WITH:

- Shea butter to soften lips
 Jojoba oil to quench and moisturize dry lips
- Aloe vera extract to
- soothe lips



Skin So Soft Supreme Nourishment Coconut Lip Balm With aloe extract and shea butter. Tropical coconut flavor. 14 fl. oz. 418-680

ENRICHED WITH:

- Shea butter to soften lips
 Coconut oil to nourish dry lips
- Aloe vera extract to soothe lips



Veilment Care Lip Balm Infused with naturally moisturizing jojoba oil and coconut oil to keep lips soft and supple all day. Delicately scented and tinted. .14 oz. net wt. Cherry **417-684**



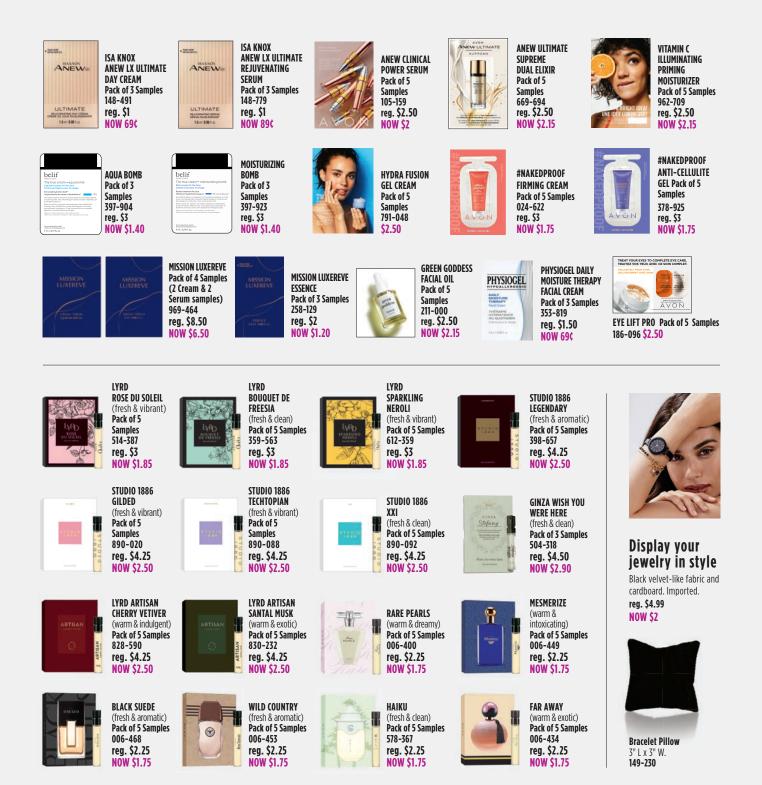


Veilment Care Lip Balm Infused with naturally moisturizing jojoba oil and coconut oil to keep lips soft and supple all day. Delicately scented and tinted. .14 oz. net wt. Strawberry **417-756**

FOR EACH: reg. \$2 now \$1.39 C \$1.04 P 97¢ PRP 83¢

LOVE AT FIRST TRY!

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





More than just a dry shampoo.

RESTORE & DETOX

RESTORE

& DETOX

DRY SHAMPOO

RESTORE

& DETOX

DRY SHAMPOO

Our no-rinse, leave-in shampoo does all this instantly:

CLEANSES No water needed. Leaves hair cleansed and freshly scented without rinsing.

DETOXIFIES With charcoal extract and soothing white tea powder, absorbs oil, sweat and odor. No talc powder or starch. No residue.

ENHANCES COLOR Three shadematching formulas. One is clear, great for blondes.

EXTENDS STYLING Leaves hair looking refreshed and restored with added volume.

WHY THEY'LL LOVE IT

Prevents overly frequent washing, which can strip hair of its natural moisture, and it helps extend styling.



YouTube.com: Avon

- Instagram: @AvonInsider
 Twitter: @AvonInsider
 Pinterest: AvonInsider
- Connect with other Representatives: Facebook.com: AvonUSARepresentatives YouTube.com: AvonUSAReps

8 88761 58450

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

2021 The Avon Company 75203-9



shade matching formulas

Incredible Invisible **841-748** Enigmatic Dark **841-752** Fearless Brunette **841-767**

Elastine Restore & Detox Dry Shampoo No time? No worries!

No time? No worries! No wetting or resetting. Just spray, comb... done! Hair looks fresh instantly. Great for on the go or extending time between shampoos. Each, 5 oz. net wt. reg. \$19 now \$16 each G \$12 P \$11.20 PRP \$9.60