

AVON

CAMPAIGN 11 2021
BUY YOUR PREVIEW
PRODUCTS IN
C9 & C10 ORDERS

what's new

THE LATEST
INNOVATION
FROM
ANEW
CLINICAL

State-of-the-art ingredients.
Advanced results.



+
FREE
EYE LIFT PRO
details, page 3

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 C11 Preview Products with your C9 and C10 orders. Order C11 Brochures when placing your C9 product orders.

DON'T MISS OUT!

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

For details, see pages 26-27.



BUILD THE BUZZ...

You can share content about this 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!



Farm Rx: March – April 2021

GOOD HOUSEKEEPING
Distribution: 4.2M people

NEW



SPECIAL GIFTS FOR YOU

From Anew Clinical, our advanced, pro-inspired collection, we're excited to offer you the opportunity to try this amazing eye treatment and see eyes lifted in one week. PLUS, calm and soothe stressed-out skin with our hemp-derived facial oil—the perfect follow-up to any Anew Clinical treatment.

OVER \$45 VALUE

FREE FULL-SIZE EYE LIFT PRO
& MINI-SIZE GREEN GODDESS FACIAL OIL
with purchase of the new
Revitalize & Reveal Intensive Peel (sold on page 5)

WE'RE HAVING A BIG AHA MOMENT

Plus other amazing ingredients!

Acids are touted for their rejuvenating effects on skin. **Alpha hydroxy acids (AHA)** help remove dead skin cells to visibly smooth, tighten, firm and brighten. **Polyhydroxyl acids (PHAs)** are gentle exfoliants that attract water molecules to moisturize skin. **Beta hydroxy acids (BHAs)** help clear clogged pores that create blackheads and whiteheads and visibly fade acne scars.

■ **Anew Clinical Revitalize & Reveal Intensive Peel** has AHAs and PHAs to help reveal the look of a smoother, brighter complexion in minutes!

NEW

In a clinical study, wrinkles were visibly reduced and skin appeared brighter in 100% of women in just one application.

Isa Knox Anew Clinical Revitalize & Reveal Intensive Peel

An intensive resurfacing peel similar to pro acid peels. Contains amino acids to soothe and moisturize skin as it exfoliates and dramatically transforms skin for a younger, more radiant appearance. In a consumer study, **9 out of 10 women said skin appeared smoother, softer and revitalized.**

1 fl. oz. 377-900
reg. \$45 **now \$26.99**
C \$20.24 P \$18.89 PRP \$16.19



Pack of 3 Samples
533-806
reg. \$1
NOW 69¢

USAGE

1. Apply to cleansed skin, avoiding the eye area.
2. Leave on for 10 minutes. (If you are new to peels, apply for 1 minute, gradually increasing up to 10 minutes, as tolerated.)
3. Rinse thoroughly with warm water.
4. Follow with **Green Goddess Facial Oil**, which helps reduce redness and discomfort—in fact, 9 out of 10 women said their skin looked smoother and healthier.
5. If you'd like an extra boost of hydration, you can follow with a moisturizer at night (in the AM, use a moisturizer with SPF). Apply **Eye Lift Pro** to the eye area.



ISA KNOX
ANEW
CLINICAL

REVITALIZE
& REVEAL

+ [AHA, PHA]
INTENSIVE PEEL

TIP: Follow with calming Green Goddess Facial Oil.

FREE Full-Size Eye Lift Pro & Mini-Size Green Goddess Facial Oil with purchase of the new **Revitalize & Reveal Intensive Peel** (on this page)



ANEW CLINICAL

Share the benefits of these professional targeted treatments.

THE MIRACLE EXFOLIATOR GLYCOLIC ACID

Of the AHAs, it has the smallest molecules to penetrate the outermost layer of dead cells. Formulas with glycolic acid help to **minimize the look of fine lines, discoloration and dullness** so skin looks smoother, fresher and more radiant.

**EXTRA STRENGTH
RETEXTURIZING PEEL**
Results similar
to a 35% pro glycolic
acid peel.* See
improvement in radiance,
smooth texture, sun
spots, fine lines and
post-acne marks. Also
has salicylic acid to help
clean pores.

*In 6 out of 8 attributes tested over a
7-week period.



79% as effective as a pro
micro-dermabrasion
without the same irritation.

Moisturizes
and exfoliates
in one.

In just two weeks,
wrinkles appear
reduced.



AHA REFINING CREAM
Moisturizes and exfoliates
in one. Improves the look of
skin clarity, texture and radiance.
Also has hyaluronic acid to help
moisturize. Plus, it's so mild, you
can use it every day!

RESURFACING EXPERT
SMOOTHING FLUID
79% as effective as a pro micro-
dermabrasion without the same
irritation. Visibly retexturizes skin in
just one night. Skin looks dramatically
smoother in three days.

ADVANCED WRINKLE CORRECTOR
9 out of 10 women showed
improvement in the look
of wrinkles!†
Visibly minimizes fine lines and
increases elasticity.
†Based on a dermatologist-supervised clinical study.

FREE Full-Size Eye Lift Pro with any Anew Clinical purchase in the Brochure—
a \$40 value. Share this can't-miss Brochure offer with your customers!



THE SKIN PLUMPER COLLAGEN

Named from the Greek word “kólla,” which means glue, it’s skin’s strength-building protein. As we age, it breaks down, so sagging and wrinkles appear. But we can stimulate its production with formulas containing peptides, exfoliators and amino acids to visibly firm and smooth skin.

EYE LIFT PRO DUAL EYE SYSTEM

With a peptide complex to help boost collagen production. **See a dramatic difference in one week.**



**In just 7 days,
eye area looks lifted,
firmer and tighter.**



Contains ingredients that increase the amount of collagen by 65% in just 48 hours.**

At-home skin-resurfacing alternative to micro-dermabrasion and microneedling procedures.

ISA KNOX ANEW CLINICAL BOOSTER™ MICRONEEDLING POLISHER

An at-home skin-resurfacing alternative to micro-dermabrasion and microneedling procedures. The 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.**

ISA KNOX ANEW CLINICAL COLLAGEN BOOSTER™ REJUVENATING SERUM AMPOULES
Skin looks instantly smoother!

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.

**Based on a collagen production study in cell culture.

FREE Full-Size Eye Lift Pro with any Anew Clinical purchase in the Brochure—a \$40 value. Share this can't-miss Brochure offer with your customers!





In one week, even deep wrinkles start to show improvement.

LINE ERASER WITH RETINOL TARGETED TREATMENT
In just one week, the look of deep lines is smoothed.
Targets deep lines and wrinkles.

Visibly smooth away overall fine lines and wrinkles.

LINE ERASER WITH RETINOL TREATMENT
100% of women showed improvement in the look of fine lines and wrinkles.
Visibly smooths away overall fine lines and wrinkles.

THE WRINKLE WRANGLER RETINOL

A derivative of vitamin A, it speeds up surface cell regeneration so wrinkles are visibly diminished. Our formulas have this **#1 wrinkle-fighting ingredient** recommended by dermatologists.

THE WAY TO GET EVEN VITAMIN C

Our Multi-Tone Skin Corrector has a **unique complex with two complementary forms of vitamin C**. Together they target seven types of discoloration: **dark spots, uneven tone, post-acne marks, brown patches, blotchy red patches, freckles and sallowness.**

ABSOLUTE EVEN DARK CIRCLE CORRECTOR
With a hyperpigment inhibitor that lightens the look of dark shadows. Brightens the appearance of eyes and smooths texture of eye area.

Instantly, eyes look brighter and fresher.

In just three days, skin tone appears more even.

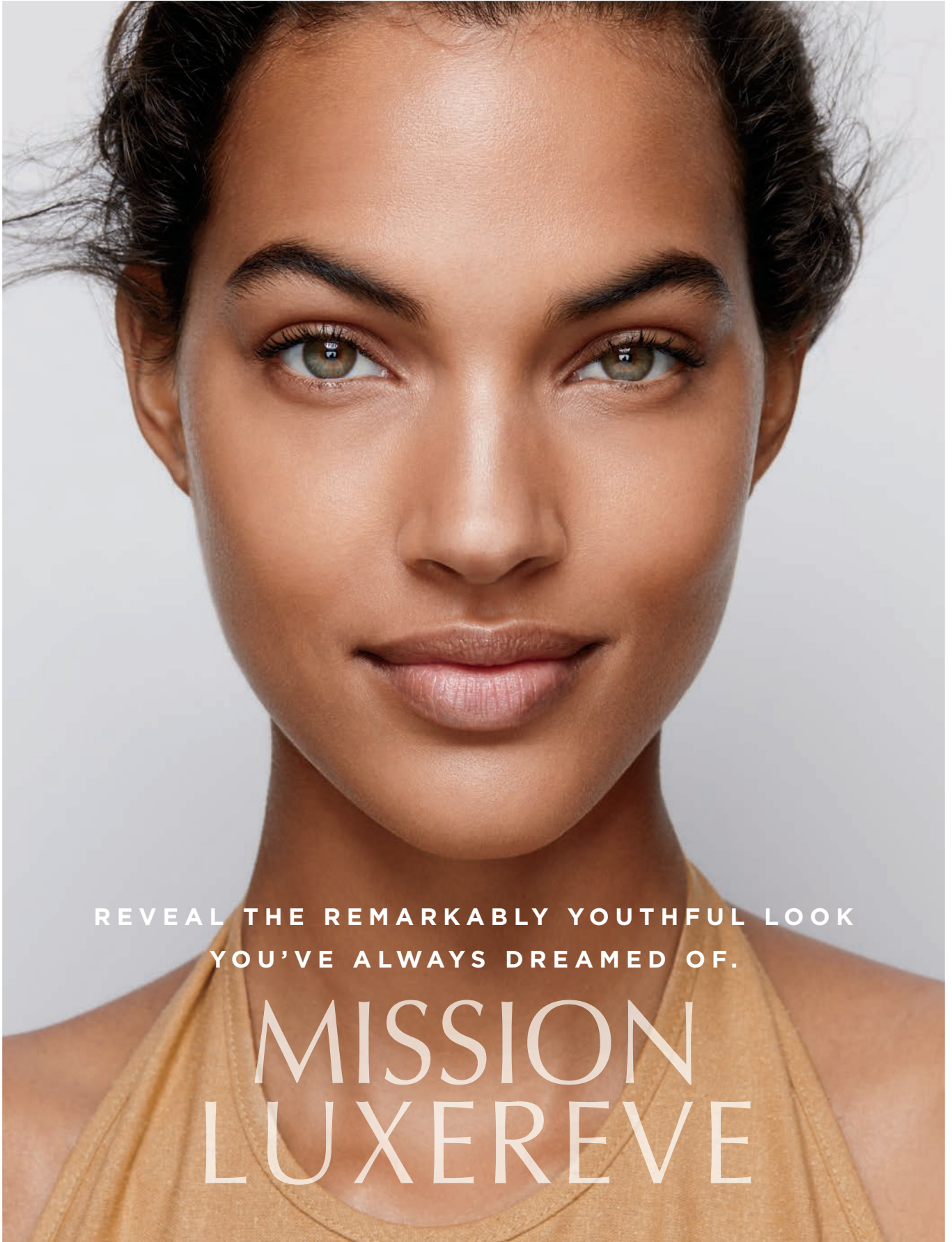
ABSOLUTE EVEN MULTI-TONE SKIN CORRECTOR
9 out of 10 saw a dramatic improvement in skin tone for flawless-looking skin.
Also reduces the look of dark spots, post-acne marks, brown patches and blotchy red patches.

DON'T MISS OUT!

Featured in your Digital What's New is a special video with pro tips from skin care enthusiast Jeannine Whitver.

FREE Full-Size Eye Lift Pro with any Anew Clinical purchase in the Brochure—a \$40 value. Share this can't-miss Brochure offer with your customers!





REVEAL THE REMARKABLY YOUTHFUL LOOK
YOU'VE ALWAYS DREAMED OF.

MISSION LUXEREVE

NEW

Your most luxurious regimen ever is now complete

Plus, check out the new Mission Luxereve Eye Cream Set on the back cover!



LIMITED EDITION

MISSION LUXEREVE FOAMING WASH SET

Deluxe set includes:

- **Mission Luxereve Foaming Wash** (full-size) Rich foamy lather effectively removes pore-clogging impurities while leaving skin feeling clean, moisturized and refreshed. Preps skin for the Mission Luxereve regimen with the power of natural fermentation while it deeply hydrates and smooths skin. 5 fl. oz.
- **Mission Luxereve Essence** (try-it-size) .67 fl. oz.

377-914

reg. \$81 **now \$65 the set**

C \$48.75 P \$45.50 PRP \$39



Usage: AM/PM—Pump twice onto your palm and work up into a rich lather with water. Gently massage onto face and rinse with lukewarm water. Follow with the Essence and Mission Luxereve Serum.

Mission Luxereve Regimen

FOAMING WASH

Rich foamy lather effectively removes pore-clogging impurities while leaving skin feeling clean, moisturized and refreshed.

AM/PM: Pump twice onto your palm and work up into a rich lather with water.

ESSENCE

Preps skin with the rejuvenating power of natural fermentation, and includes a 4-ingredient complex that delivers an intense concentration of moisture.

AM/PM: After cleansing, dispense onto a cotton pad and sweep over face and neck.

SERUM

A deluxe regenerating serum formulated to help boost skin elasticity and firmness.

AM/PM: Apply after Essence and before moisturizing.

CREAM

Enriched with luxurious oils and other moisturizing ingredients, helps skin look smoother, firmer and radiantly healthy.

AM/PM: Apply after the Serum. In the morning, follow with sunscreen.

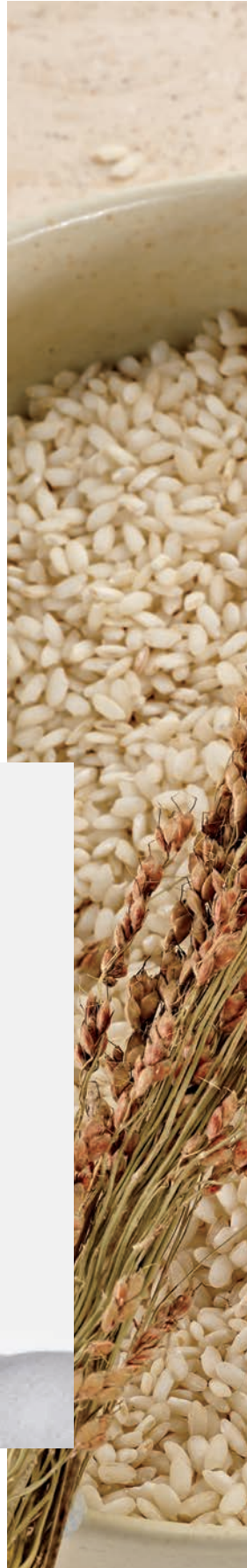
EYE CREAM

Visibly restores firmness and elasticity around the eyes.

AM/PM: Using ring finger, apply to skin around the eyes. Follow with the Massagers. (See the back cover for more.)

CLEANSE & GENTLY EXFOLIATE, ALL IN ONE

With organic rice bran powder and rice bran oil to remove impurities and help skin feel soft and look fresh. Also contains rice water, the milky white water obtained from rinsing rice, which is enriched with vitamins A, B and E, ceramide and minerals to help skin feel moisturized and look radiant.



NEW



**RICE
WATER
BRIGHT**
RICE BRAN GENTLE
EXFOLIATING CLEANSER
NETTOYANT EXFOLIANT
DOUX AU SON DE RIZ

300 ml
10.1 fl. oz.

THEFACE SHOP

**Rice Water Bright
Rice Bran Gentle
Exfoliating Cleanser**
Daily scrub with
organic rice bran
powder, rice bran oil
and hydrated silica for
gentle exfoliation to
remove impurities and
help skin feel soft and
look fresh and radiant.
10 fl. oz. **498-249**
reg. \$15.99 **now \$12.99**
C \$9.74 P \$9.09
PRP \$7.79

**WHY THEY'LL
LOVE IT**

Effectively removes
dead skin cells
gently, so can be
used daily.

VDL + PANTONE™

Illuminating
13-0647



PANTONE®

&

Ultimate
Gray
17-5104

Color of the Year 2021

Introducing VDL + PANTONE™ Limited Edition Primer collabs, in Pantone's Color of the Year, Illuminating and Ultimate Gray, a marriage of color conveying a message of enduring strength and uplifting hopefulness.



VDL + Pantone™ Skin Illuminating Lumilayer Primer Set

Pick your primer partner for the look of truly flawless, illuminated skin. Exclusive Pantone™ Color of the Year packaging.

- **FULL-SIZE** Lumilayer Primer, with prismatic pearls for a glass-skin effect. 1.01 fl. oz.

TRAVEL SIZES: Each, .16 fl. oz.

- Lumilayer Primer Fresh, with a sparkling pearl blend for a natural glow and 70% moisturizing essence for deep hydration.
- Lumilayer Rosy Perfect Primer, with tone-up capsules and rosy fine pearls for even skin tone and gloss effect.

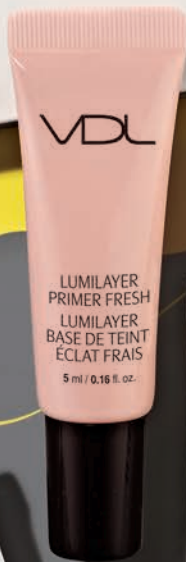
375-979

reg. \$47 **now \$32 the 3-piece boxed set**

C \$24 P \$22.40 PRP \$19.20

PANTONE™ IS THE GLOBAL AUTHORITY ON COLOR.

NEW



**VDL + Pantone™
Skin Illuminating
Primer Trial Kit**

Beloved Lumilayer, Rosy and mattifying primers that correct, even, brighten and smooth the appearance of skin, in travel sizes. Try them all and find the one that's perfect for you. Great for on-the-go!

- Lumilayer Primer (glass-skin effect)
- Lumilayer Primer Fresh (hydrating glow essence)
- Lumilayer Rosy Perfect Primer (rosy vitality)
- Satin Veil Primer (mattifying)

Each travel-size primer, .16 fl. oz. **375-964**

reg. \$24

now \$20 the 4-piece boxed set

C \$15

P \$14

PRP \$12

A close-up portrait of a woman with dark hair, wearing a white, textured, V-neck top. She is wearing a necklace and a matching earring. The necklace is composed of various art glass beads in shades of purple, blue, and white, some with intricate patterns. The earring is a simple drop earring with a single purple bead. The background is a plain, light color.

art glass

Traditional mosaic beads of multicolored glass with unique swirls and “thousand-flower” designs take on a bold modern style.

*necklace and
earring set*



Mosaic Collection
Blue-toned glass beads set in silvertone.

Long Necklace and Earring Set
28" L necklace with 3 1/2" extender with 1" drop pierced earrings. **241-021**
reg. \$39.99
now \$29.99 the set
C \$22.49
P \$20.99
PRP \$17.99

Stretch Bracelet
Stretches to fit most. **244-240**
reg. \$16.99
now \$12.99
C \$9.74
P \$9.09
PRP \$7.79

Hoop Earrings
2" diam. Pierced. **244-164**
reg. \$16.99
now \$12.99
C \$9.74
P \$9.09
PRP \$7.79

Cocktail Ring
1/2" diam. Sizes: 6 **244-183**
8 **244-217**
10 **244-221**
reg. \$12.99
now \$9.99
C \$7.49
P \$6.99
PRP \$5.99

Lovely Mosaic Watch
Silvertone, 31mm diam. case. 9" L leatherlike strap. **246-941**
reg. \$39.99
now \$29.99
C \$22.49
P \$20.99
PRP \$17.99

say it with style

jewelry with meaning shows your love of family, faith and friendship.



Heart (Rose Goldtone)
245-357



Cross (SILVERTONE)
245-376



Tree of Life (Goldtone)
246-937

Love, Life, Faith Collection
Goldtone, rose goldtone and silvertone with engraved details on some.

Pendant Necklace
16 1/2" L with 3/2" extender. Engraved with heart, cross or tree.
reg. \$19.99
now \$14.99 each
C \$11.24 P \$10.49 PRP \$8.99



Heart
Sizes:
6 **244-528**
8 **244-532**
10 **244-729**



Cross
Sizes:
6 **244-312**
8 **244-331**
10 **244-370**



Tree of Life
Sizes:
6 **244-418**
8 **244-494**
10 **244-509**

Signet Ring
Engraved with heart (rose goldtone), cross (silvertone) or tree of life (goldtone). 1/4" L.
reg. \$10.99
now \$8.99 each
C \$6.74 P \$6.29 PRP \$5.39



Family (Goldtone) 244-843



Faith (SILVERTONE) 244-881



Friendship (Rose Goldtone) 244-877

Stretch Bracelet Stretches to fit most. reg. \$12.99
now \$9.99 each C \$7.49 P \$6.99 PRP \$5.99

Heart (Rose Goldtone) Set
245-209



3-pair set

Cross (SILVERTONE) Set
245-194



3-pair set

Tree of Life (Goldtone) Set
245-270



3-pair set

Earring Pack Rhinestone accents. Hoops, 2 1/4" diam. Pierced. reg. \$12.99
now \$9.99 each pack C \$7.49 P \$6.99 PRP \$5.99

NEW

DO GOOD, FEEL GOOD

There are many ways to take action, from purchasing a Pink Hope product to walking and raising funds in one of over 150 Making Strides Against Breast Cancer events across the country. Join us in making a beautiful and positive impact.

Making Strides Against Breast Cancer events are open to all who want to join in and help make a difference.

To learn more, visit MakingStridesWalk.org/TeamAvon



Rose Quartz Cord Bracelet

Genuine rose quartz. Pull cord adjusts to fit most.

240-943

reg. \$14

now \$11

C \$8.25

P \$7.70

PRP \$6.60



Rose Quartz Drop Earrings

Genuine rose quartz. 1" drop. Pierced.

240-939

reg. \$13

now \$10

C \$7.50

P \$7

PRP \$6



National Presenting Sponsor

AVON



*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.

WOW

BEAUTY DEALS

ENJOY GUARANTEED 40% EARNINGS ON THESE “WOW”-WORTHY COLLECTIONS!

In honor of our 135th Anniversary, we've put together exclusive offers to help you grow your business, featuring beauty picks your customers will love. These collections are available for all Representatives at 40% guaranteed earnings and full Award Sales of \$50. They're designed to help you on your way to Premier Level, President's Club or beyond! Check out the handy calculator on Avon U, which will show you how to reach your goals by selling these collections. And this is just the beginning...look forward to more Wow offers in *What's New*.





SPRING FOR SKIN CARE COLLECTION

NEW SEASON...NEW SKIN CARE ROUTINE! FACE THE CHANGING TEMPS WITH THESE MOISTURIZING BEAUTIES.

Dr. Belmeur 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. .14 oz. net wt. reg. \$14

Dr. Belmeur Intensive Face Mask Cica Peptide

Helps calm troubled skin. With concentrated cica and peptides like the ampoule for visibly soothed, smooth, naturally glowing skin. Fabric sheet mask gently adheres to skin without irritation. 1.35 fl. oz. reg. \$3

Dr. Belmeur Cica Peptide Ampoule

For skin that needs visibly improved firming. With a concentrated blend of cica and peptides, helps energize, smooth and firm the appearance of skin. Dermatologically tested. Suitable for sensitive skin. 1.52 fl. oz. reg. \$45

Anew Hydra Fusion De-Puffing Eye Serum

With caffeine and a cooling ceramic tip. Eyes look and feel refreshed. .5 fl. oz. reg. \$34

Anew Hydra Fusion Gel Cream

Provides 72 hours of long-lasting hydration. Skin appears smoother, refreshed and plumped with lasting hydration. 1.7 oz. net wt. reg. \$34

PRICE: All 5 for \$30 • **VALUE:** \$130 • **GUARANTEED EARNINGS:** 40% • **468-046**

This collection is also available on avon.com for \$50 (and you get \$50 in Award Sales!)

WHY THEY'LL LOVE IT

These products contain powerful skin-loving ingredients.

DR. BELMEUR

Advanced skin care with cica, which is more than just a trendy beauty ingredient—it's known to relieve irritated skin, strengthen the skin barrier and gently moisturize.

ANEW HYDRA FUSION

With hyaluronic acid, a super hydrator naturally found in skin that holds more than 1,000 times its weight in water so skin looks smooth, refreshed and vibrant. Also contains raspberry antioxidant, a potent ingredient that helps defend skin from environmental stressors to keep skin looking healthy and glowing.



NEXT LEVEL HAIR & BODY COLLECTION

TURN A ROUTINE THAT'S ORDINARY INTO EXTRAORDINARY, WITH THESE TOP PICKS

Elastine Avocado & Quinoa Anti-Frizz Shampoo and Conditioner

With nourishing avocado oil and quinoa seed extract to help protect hair from damage and prevent breakage. Each, 6.7 fl. oz. reg. \$5.39

Veilment Hemp Seed Oil Ultra-Nourishing Body Oil

Helps deeply nourish and hydrate dry and irritated skin. Light and easily absorbed. Fragrance-free. Hypoallergenic. No CBD or THC. 5 fl. oz. reg. \$35

Veilment CBD Soothing & Nourishing Body Cream

Concentrated formula. Visibly soothes and smooths. Geranium scent. No THC. 1.7 fl. oz. reg. \$33

Veilment CBD Nourishing Body Cream

Skin feels soft, smooth and nourished. Jasmine scent. No THC. 5 fl. oz. reg. \$33

Veilment Care Moisturizing Bar Soap

Plant-based cleanser, derived from olive oil and infused with coconut oil, moisturizes as it gently cleanses skin. 2.8 oz. net wt. reg. \$2.50

Avon Senses Antibacterial Hand Gel in Cucurmer & Melon and Vanilla

Kills 99.99% of bacteria. Leaves hands feeling amazingly clean, fresh and moisturized. Mild and gentle to the skin and perfect for on-the-go! Each, 2.5 fl. oz. reg. \$7

PRICE: All 8 for \$30 • **VALUE:** Over \$128 • **GUARANTEED EARNINGS:** 40% • **733-783**

This collection is also available on avon.com for \$50 (and you get \$50 in Award Sales!)

DON'T YOUR HAIR AND BODY DESERVE THE BEST?

Check out some of the key ingredients and benefits to help you talk about the products with your customers.

VEILMENT CBD

Extracted from the stalks and leaves of the hemp plant, this naturally occurring super ingredient contains vitamins A, D and E and essential fatty acids. No THC.

VEILMENT HEMP SEED OIL ULTRA-NOURISHING

A naturally derived oil enriched with omega-3-6-9 fatty acids and vitamin E to help to naturally nourish, hydrate and soften as it cleanses, for the look of healthy radiance.

ELASTINE BOTANICALS WITH ECO BOTANIC ESSENCE™

Helps bring damaged hair back to life. Infused with revitalizing babassu seed oil, chamomile flower water and lemon chestnut extract, and pH balanced, like healthy hair.

WORDS TO USE

"Frizzy hair and dry skin happen! This collection helps you fight back with nourishing ingredients like avocado and CBD."

**A CAN'T-MISS
VALUE FOR
YOUR MAKEUP
CUSTOMERS!**

From defined eyes to luxe lips, these essentials help create endless looks for daytime casual and glammed up evenings.



DAYLIGHT TO DATE NIGHT MAKEUP COLLECTION

EVERYTHING YOU NEED TO CREATE AN EFFORTLESS DAYTIME LOOK AND TRANSFORM IT INTO A GLAMOROUS EVENING LOOK

**fmg Glimmershadow
Liquid Eyeshadow in
Crystal Lilac**

Stay-all-day, no-smudge, no-crease, buildable formula with no messy fallout. Water-resistant. Paraben-, phthalate- and sulfate-free. .07 fl. oz. reg. \$10

**Wash-Off
Waterproof
Mascara in Black**

Classic tapered brush thickens, separates and delivers volume. Waterproof formula washes off with soap and water. .21 oz. net wt. reg. \$10

**Avon True Color
Be Blushed Cheek
Color in Blushing
Nude**

For cheeks and lips. Delivers natural luminous color that's easy to blend and won't streak. .14 oz. net wt. reg. \$13

**Mega Effects
Liquid Eye Liner
in Black**

2-in-1 slanted tip gets you close to lash line and creates thick and thin lines. With a calligraphy tip for ultimate control. .03 fl. oz. reg. \$9

**Avon True Color
Glimmersticks
Eye Liner in
Diamonds Sugar
Plum and Waterproof
Blackest Night**

Defines eyes perfectly. Long-wearing. .01 oz. net wt. reg. \$9 each

**Glimmerkiss
Liquid Lipstick in
Sand Opal**

Weightless, silky-smooth gel-cream formula with a shimmering gem-like finish. Water resistant. Long-lasting wear. .07 fl. oz. reg. \$14

**The Face Shop Tone
Up Primer in Lavender
(for Sallow Skin)**

Color-correcting primer instantly hydrates and leaves skin prepped and ready for foundation. 1 fl. oz. reg. \$24

**fmg Cashmere
Lipcream in Dark
Cherry (Satin Finish)**

Infused with antioxidant vitamins C and E, shea butter, avocado and coconut oils to nourish and soften. Blurring effect helps to visibly smooth. .11 oz. net wt. reg. \$22

**Avon True Color
Makeup Setting
Spray**

Instantly sets makeup. Microfine mist dries quickly to an invisible finish. Infused with vitamins A, C and E. 2 fl. oz. reg. \$15

Dew Kiss Lip Dew

Keeps lips feeling and looking moisturized. .14 oz. net wt. reg. \$2

PRICE: All 11 for \$30 • **VALUE:** \$137 • **GUARANTEED EARNINGS:** 40% • **950-460**

This collection is also available on avon.com for \$50 (and you get \$50 in Award Sales!)

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!

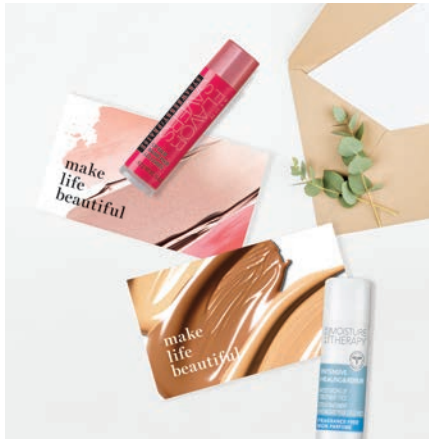
- 10 Moisture Therapy Lip Balms **134-116**
- 10 Dew Kiss Lip Dew Lip Balms **153-210**
- 10 Flavor Savers Lip Balms (Strawberry) **157-310**
- 10 Flavor Savers Lip Balms (Melon) **160-074**
- 10 Flavor Savers Lip Balms (Vanilla) **164-137**

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

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 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 C11 flyer



NEW

EXCLUSIVES!

Fashionable and functional readers, only available here and the C11 Flyer.



❖ **Fashion Readers**
Rectangular-shaped reading glasses. Comes with case. Polycarbonate frames/acrylic lenses. One size.
reg. \$9.99
now \$7.99 each pair
C \$6.39 P \$6.39
PRP \$5.99

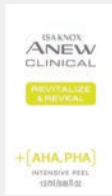


Purple
Strength 1.5 **965-550**
Strength 2 **965-655**

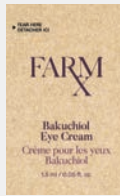
Black
Strength 1.5 **965-029**
Strength 2 **965-526**

LOVE AT FIRST TRY!

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



ISA KNOX ANEW CLINICAL REVITALIZE & REVEAL INTENSIVE PEEL
Pack of 3 Samples
533-806
reg. \$1
NOW 69¢



FARM RX BAKUCHIOL EYE CREAM
Pack of 3 Samples
307-689
reg. \$1
NOW 79¢



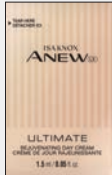
FARM RX SUPER GREENS MULTI-VITAMIN MOISTURE CREAM
Pack of 3 Samples
307-913
reg. \$1
NOW 59¢



FARM RX SUPER GREENS COOLING GEL
Pack of 3 Samples
307-693
reg. \$1
NOW 59¢



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



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¢



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



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



AQUA BOMB
Pack of 3 Samples
836-560
reg. \$1
NOW 69¢



MOISTURIZING BOMB
Pack of 3 Samples
836-575
reg. \$1
NOW 69¢



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



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



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



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



MISSION LUXEREVE ESSENCE
Pack of 3 Samples
258-129
reg. \$2
NOW \$1.20



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



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



HAIKU SACRED INTENSE
(fresh & clean)
Pack of 3 Samples
359-764
reg. \$4.25
NOW \$2.50



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



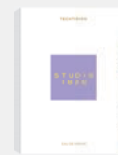
LYRD SPARKLING NEROLI
(fresh & vibrant)
Pack of 5 Samples
612-359
reg. \$3
NOW \$1.85



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



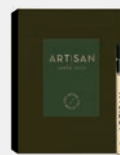
STUDIO 1886 TECHTOPIAN
(fresh & vibrant)
Pack of 5 Samples
890-088
reg. \$4.25
NOW \$2.50



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



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



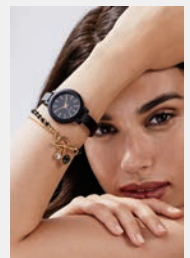
WILD COUNTRY
(fresh & aromatic)
Pack of 5 Samples
006-453
reg. \$2.25
NOW \$1.75



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



FAR AWAY
(warm & exotic)
Pack of 5 Samples
006-434
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

Open your eyes to luxury

Our new remarkable eye cream includes **Royal Georgian Ferm™**, a unique elasticity complex.



DELIVERS A 360° MASSAGE AROUND THE EYES

Using the larger side (lower part) of the massage tools, gently work around the eye area from the inner corners beneath the eyes massaging outward, and from the inner corners beneath the eyebrows massaging outward. (Repeat 3 times.) Then, gently glide upwards from the eyebrows towards the forehead. (Repeat 3 times.)



MISSION LUXEREVE EYE CREAM SET

Anti-aging eye care set includes:

Eye Cream

Luxurious yet lightweight hypoallergenic cream to help visibly restore firmness and elasticity around the eyes. Use with Eye Massagers, after Face Cream. .53 oz. net wt.

377-929 reg. \$188

now \$150 the set

C \$112.50 P \$105 PRP \$90

Rose Quartz Eye Massagers

Set of natural stone massagers to soothe and cool eye area, helping to relieve fatigue for a refreshed look. Ergonomically designed to use all around upper and lower areas; small side for acupressure; larger side for massage.

Follow our social media channels:

Facebook.com: Avon
 YouTube.com: Avon

Instagram: @AvonInsider
 Twitter: @AvonInsider
 Pinterest: AvonInsider

Connect with other Representatives:

Facebook.com: AvonUSARepresentatives
 YouTube.com: AvonUSAReps



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

© 2021 The Avon Company 59598-9