what’s new

“EYE LOVE IT!”

Our 5-star fan favorites!
+ Valentine’s Day Gifts they’ll love
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.

**PREMIER (P):**
A Representative with Award Sales of $5,000 to $9,999 per year.

**PRESIDENT’S RECOGNITION PROGRAM (PRP):**
A Representative with Award Sales of $10,000 or more per year.

**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

<table>
<thead>
<tr>
<th>Sales Level</th>
<th>Campaign Sales</th>
<th>Annual Sales</th>
<th>Beauty/Jewelry</th>
<th>Fashion/Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contender</td>
<td>$0-$39.99</td>
<td>0%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Contender</td>
<td>$40.00+</td>
<td>25%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Premier</td>
<td>No minimum</td>
<td>$5,000</td>
<td>30%</td>
<td>20%</td>
</tr>
</tbody>
</table>

### PRESIDENT’S RECOGNITION PROGRAM LEVEL

<table>
<thead>
<tr>
<th>Sales Level</th>
<th>Annual Sales</th>
<th>Beauty/Jewelry</th>
<th>Fashion/Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>President's Club</td>
<td>$10,000</td>
<td>40%</td>
<td>25%</td>
</tr>
<tr>
<td>Honor Society</td>
<td>$20,000</td>
<td>40%</td>
<td>25%</td>
</tr>
<tr>
<td>Rose Circle</td>
<td>$35,000</td>
<td>45%</td>
<td>25%</td>
</tr>
<tr>
<td>David H. McConnell Club</td>
<td>$65,000</td>
<td>45%</td>
<td>25%</td>
</tr>
<tr>
<td>President's Council</td>
<td>$110,000</td>
<td>45%</td>
<td>25%</td>
</tr>
<tr>
<td>Inner Circle</td>
<td>$220,000</td>
<td>50%</td>
<td>25%</td>
</tr>
</tbody>
</table>

**GET READY!** Buy C3 Preview Products with your C1 and C2 orders. Order C3 Brochures when placing your C1 product orders.
ALL EYES ON...
The Brochure eye event!

Help your customers load up on their favorites with our best-selling silky shadows, luxe liners, bold brow builders and lash-loving mascaras! Share the free gift offer (see page 4 for details), and all the amazing rave reviews these 5-star beauties are receiving.
Brochure offer:

FREE

Full-Size
VDL Eye Primer
in Original

with any $20 makeup purchase from select pages in the Brochure (can also be purchased separately)
THE (RAVE) REVIEWS ARE IN!

This is just a selection of some of the 5-star reviews featured in the Brochure. Share the love with your customers! And let them know they can check out more reviews on your online store.

JUDYTH for fmg Glimmer Eyeshadow Quad

BEAUTIFUL COLORS

Nice deep color for dressing up or down. Use it lightly for day, add a little more for evening. Goes on smooth and adds a subtle shimmer.

REGLOC for LOVE at 1st Lash Mascara

BEST MASCARA I’VE EVER USED

I have tried all the expensive brands and always had trouble with clumpy globs on my lashes. This does not do that. Only takes 2 coats to give me longer, thicker lashes.

AC for fmg Cashmere 24 Hour Brow Pomade

TOTALLY AWESOME! MUST BUY!!

Glides on easily... You can add hairstrokes with the easy applicator it comes with. Doesn't smear or smudge.
Brow Guide

Sculpt, define and fill in to perfection!

HI-BROW SCULPTING GEL
Adds volume and color to brows. Use as a topper over any brow product to set brows and lock in color for 24 hours.

fmg CASHMERE 24 HOUR BROW POMADE
Creates high-definition brows that are waterproof and last 24 hours. Ultra-creamy, smudge-proof, sweat-proof formula.

THE FACE SHOP TATTOO STATION PROOF BROW PENCIL
Creamy waterproof formula softly defines and fills in brows for a natural look. Powdery, light and silky finish.

GLIMMER BROW DEFINER
Our thinnest brow pencil that’s perfect for making hairlike strokes for defined brows. Infused with nourishing castor oil, aiding in hair growth, and coconut oil.

Sneak Peek: Coming in C4!
VDL EYE FINE DOUBLE EDGE EYEBROW PENCIL
Slim, flat-cut brow pencil fills and defines brows with expert precision. Wax-to-powder, long-lasting formula resists breakage and glides on smoothly.
Mascara Guide

Everything you need for long, luxe lashes.

AVON TRUE COLOR LOVE AT 1ST LASH MASCARA
Lash-loving volume! Features heart-shaped fibers for incredible volume and length. Formulated with Love Complex™ to strengthen and condition lashes.

WASH-OFF WATERPROOF MASCARA
For easy-off, waterproof definition! Unique formula thickens and separates lashes, won’t budge in the rain and removes easily using soap and water.

AVON TRUE COLOR LOVE AT 1ST LASH WATERPROOF MASCARA
Long-lasting, waterproof formula features 3 kinds of fibers for stunning volume and length. Formulated with Love Waterproof Complex™ to strengthen and condition lashes.

AVON TRUE COLOR SUPERSHOCK VOLUMIZING MASCARA
For instant bold volume! Creates full, thick, voluminous lashes with ease. Weightless lash-building formula and unique helix brush for 7X the volume.

AVON TRUE COLOR SUPEREXTEND NOURISHING MASCARA
For long and healthy definition! Protects and fortifies while separating lashes for striking definition. Enriched with argan and coconut oils and vitamin E.
<table>
<thead>
<tr>
<th>Eyeliner Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line with precision and create a variety of looks.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CASHMERE 24 HR CREAM EYELINER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creates intense, decadent looks with comfortable 24-hour, waterproof wear. Creamy pencil liner dries down to a matte finish and features a smudge applicator to blend.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GLIMMER LONGWEAR GEL EYELINER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richly pigmented gel eyeliner with high-performance color that wears all day with an intense matte finish. Create simple lines or bolder looks with a single eyeliner pot.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>fmg GLIMMER EYELINERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define eyes perfectly. Our cult favorite eyeliner that comes in a variety of shades and finishes: Diamond, Cream and (coming soon!) Waterproof.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AVON TRUE COLOR ALWAYS ON POINT EYE LINER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creates precise lines with ease. Self-sharpening eyeliner with built-in sharpener for the perfect point every time. Long-wearing and waterproof.</td>
</tr>
</tbody>
</table>
Eyeshadow Guide

From subtle to bold, we’ve got you covered with a variety of shades and finishes.

fmg CASHMERE EYESHADOW PALETTE
Expertly curated 9-shade palettes featuring satin, matte and sparkling finishes. Luxe, lush and long-wearing powder in a buildable and crease-free powder formula.

fmg GLIMMER EYESHADOW QUAD
Travel-friendly eyeshadow quads deliver richly pigmented looks without the fallout. Available in 10 curated palette options, and includes an applicator.

fmg GLIMMER LONGWEAR GEL EYESHADOW
Long-wearing, shimmery cream formula delivers high-impact color that wears perfectly on its own, or can be paired with powdered eyeshadow.

GLIMMERSHADOW
Water-resistant liquid eyeshadow available in 3 stunning finishes: Shimmer, Glimmer and Matte Sateen. All-day wear that won’t budge or crease.
**Timeless Love Watch**

24mm x 34mm silvertone square case. 9” L with buckle. Croc-leatherlike strap.

- **354-781**
  - reg. $42.99
  - now $32.99
  - C $24.74
  - P $23.09
  - PRP $19.79
Heart to heart

Limited-edition pieces your customers will treasure for Valentine’s Day...and beyond.

**Necklace**
16 1/2” L with 3 1/2” extender and lobster closure. Pendant, approx. 1” L.
353-240
reg. $16.99
now $12.99
C $9.74
P $9.09
PRP $7.79

**Drop Earrings**
Approx. 3/4” L.
353-326
reg. $9.99
now $7.99
C $5.99
P $5.59
PRP $4.79

**Bracelet**
One size fits most.
353-311
reg. $12.99
now $9.99
C $7.49
P $6.99
PRP $5.99

**Bypass Ring**
Approx. 1” L.
Sizes:
* 8 353-383
* 6 353-570
* 10 353-637
reg. $12.99
now $9.99
C $7.49
P $6.99
PRP $5.99

Two of Hearts Collection
Siam color and clear glass heart-shaped stones in silvertone.
LIMITED EDITION

Sterling Silver Everyday Love Collection
Classic open heart design in sterling silver with clear CZ accents.

Earrings
7/8” L. Fishhook
353-660
reg. $59.99
now $44.99
C $34.49
P $32.19
PRP $27.59

Ring
7/8” L. Sizes:
7 353-675
8 353-680
9 353-838
10 353-914
11 353-949
12 353-952
reg. $58.99
now $44.99
C $35.74
P $31.49
PRP $26.99

Necklace
18” L. with 1” extender.
Pendant, 7/8” L.
353-641
reg. $54.99
now $49.99
C $37.49
P $34.99
PRP $29.99

Stainless Steel Everyday Love Crystal Watch
Precision watch from Boussire. Stainless steel folded band with CZ bezel stones and sunray dial. 31mm diam. - 3ATM - water resistant.
354-872
reg. $119.99
now $99.99
C $74.99
P $69.99
PRP $59.99

Adorned with CZ bezel stones
Power Gem Collection
Genuine grey agate or white quartz in goldtone and blue sodalite in silvertone.

Pendant Necklace
Necklace, 16 1/2” L. with 3 1/2” extender and lobster closure. Pendant, 1” W.
White Quartz 354-299
Blue Sodalite 354-428
Grey Agate 354-303
reg. $16.99
now $12.99 each
C $9.74
P $9.09
PRP $7.79

Bracelet Set
Set of two. Glass beads with semi-precious accent stone. One size fits most.
White Quartz 354-782
Blue Sodalite 354-561
Grey Agate 354-777
reg. $12.99
now $9.99 each set
C $7.49
P $6.99
PRP $5.99

Drop Earrings
Approx. 1” L. Fishhook.
White Quartz 354-121
Blue Sodalite 354-030
Grey Agate 354-284
reg. $12.99
now $9.99 each
C $7.49
P $6.99
PRP $5.99

Power Players
Grey agate is a stone of strength, grounding and protection. White quartz purifies your negative energies, thoughts and feelings. Sodalite brings order and calmness to the mind.
MEN’S FINE JEWELRY

Just for Him
Stainless steel collections and a stately timepiece from Precision by Boussivic

Stainless Steel
Golden Accent
Band Ring
Texture beaded goldtone accent.
Sizes: 9 354-978
10 354-982
11 354-997
12 355-022
13 355-037
reg. $24.99
now $19.99
C $14.99
P $13.99
PRP $11.99

Stainless Steel
Golden Accent
Cross Pendant
Necklace
24” L with lobster closure.
355-386
reg. $49.99
now $39.99
C $29.99
P $27.99
PRP $23.99

Stainless Steel
Golden Accent
Bracelet
9” L with lobster closure.
355-367
reg. $39.99
now $29.99
C $22.49
P $20.99
PRP $17.99
Your What's New discount is based on your Commission Level. See page 2 for details.

Crafted with precision engineering and a stylish modern aesthetic.

Men's Everyday Celestial Watch
Precision watch from Boussivie. Flash gold plated with faux-moon-phase dial. 43mm diam. case. Water resistant 3ATM. 10" L leatherlike strap, adjustable buckle closure.

353-967
reg. $99.99
now $79.99
C $59.99
P $55.99
PRP $47.99

reg. $99.99
now $79.99
C $59.99
P $55.99
PRP $47.99
BLACK SUEDE ULTIMATE
EFFORTLESSLY COOL

Unreservedly charming and brimming with confidence. Take your cool factor to the next level with distinctive and bold notes and precious ingredients for a luxe feel that lasts.

Black Suede Ultimate
Eau de Toilette
fresh & aromatic
A dynamic blend of lemon, rich lavender and tonka bean.
3.4 fl. oz.
352-899
reg. $27
now $21.99
C $16.49
P $15.39
PRP $13.19
SAMPLE YOUR WAY TO MORE SALES!

Don’t leave home without samples—potential customers are everywhere! Ask how they liked the samples, make additional fragrance suggestions and offer to order their favorites. Be sure to get their contact info, so you can follow up 2–3 days later.

FREE SAMPLE PACK WITH EACH EAU DE TOILETTE PURCHASE!
Black Suede Ultimate Vial-on-Card Samples Pack of 5
Also available for separate purchase:
235728 reg. $4.25 now $2.50

START A FRAGRANCE CONVERSATION!

It’s a great way to build customer loyalty and repeat sales.

Start by asking some key questions to get to know their preferences
• Is he looking for a fragrance for daytime or nighttime?
• Is he looking for something for everyday wear or for special occasions?

Use the Fragrance Chart (pages 18–19) to help guide the conversation
• Ask which fragrance categories speak to your customer.
• Find out which fragrance notes speak to him. Warm, comforting, intoxicating?
• Showcase those scents.

Bonus! To promote the new fragrance, let your Black Suede customers know that Black Suede Ultimate, a whole new scent, has been added to the line! This new scent is also fresh and aromatic, but features a different blend of more potent ingredients for a longer wear time. Reach out to customers who’ve purchased Studio 1886 Legendary, Alpha, the original Black Suede or Wild Country. They’ll love the cool, confident mix of lemon, rich lavender and tonka bean.
START HERE!
Ask what type of fragrance she’s looking for—fresh or warm. Is she looking for a new scent for the season, a special occasion or simply to suit her mood?

STEP TWO
Ask which category appeals to her. Not sure where to start? Fresh & Vibrant scents are the most popular.

STEP THREE
Find her perfect fragrance! These are our top picks for each category.

WOMEN’S FRAGRANCE CATEGORIES

FRESH

- LYRD Honeysuckle Blossom
  - Far Away Infinity Intense
  - Far Away Infinity
  - Ginza Stefany In My Arms
- LYRD Rose Du Soleil
  - Studio 1886 Gilded
  - Studio 1886 Techtopian
  - LYRD Sparkling Neroli Live Out Loud
- Haiku
  - Haiku Intense
  - Haiku Kyoto Flower Intense
  - Haiku Sacred Intense
  - Haiku Kyoto Flower
  - Haiku Reflection Today
  - Free O2
  - LYRD Bouquet de Freesia
  - LYRD Peony Rosé
  - Studio 1886 XXI Topaze

FRESH & SWEET
- Fruity scents with bright, sparkling and crisp notes

FRESH & VIBRANT
- Fruity floral scents with exciting, lush and liberating notes

FRESH & CLEAN
- Fresh floral scents with dewy, elegant and pure notes

WARM

- Rare Diamonds
  - Avon Prima
  - Odyssey
  - Sweet Honesty
  - Rare Platinum Intense
  - Rare Pearls Intense
- LYRD Artisan Cherry Vetiver
  - Velvet
  - Avon Prima Noir
  - Rare Gold Intense
  - Rare Gold Rare Amethyst
  - Imari Seduction
- Far Away Beyond Intense
  - Far Away
  - Far Away Gold
  - Far Away Intense
  - LYRD Artisan Santal Musk
  - Imari
  - Ginza Stefany Always Beside You
  - Night Magic
  - Timeless Candid

WARM & DREAMY
- Warm floral scents with flowing, silky and romantic notes

WARM & INDULGENT
- Warm scents with decadent, sensual and smooth notes

WARM & EXOTIC
- Warm scents with enticing, emboldening and sophisticated notes

Competitive comparison*
- Dolce & Gabbana Light Blue™
- Victoria’s Secret Bombshell™
- Chanel Chance Eau Tendre™
- Lancôme® La Vie Est Belle
- Carolina Herrera Good Girl™
- Chanel® Coco Mademoiselle
MEN’S FRAGRANCE CATEGORIES

START HERE!
Ask what type of fragrance he’s looking for—fresh or warm. He might like a fresh scent for spring/summer and a warm scent for fall/winter.

STEP TWO
To see which category appeals to him, you can share these descriptors.

FRESH & CLEAN
Dynamic scents with cool, watery and refreshing notes

FRESH & AROMATIC
Invigorating scents with earthy, herbal and soothing notes

WARM & COMFORTING
Reassuring scents with smooth, woody and cozy notes

WARM & INTOXICATING
Alluring scents with exciting, spicy and emboldening notes

STEP THREE
Find his fragrance!
These are our top picks for each category.

Blue Escape
Avon Prime Perceive
Avon Exploration

Studio 1886 Legendary
Black Suede Ultimate Alpha
Black Suede Wild Country

LYRD Artisan Santal Musk
Mesmerize
Black Suede Platinum Ultimate

Mesmerize Ultimate

Competitive comparison*

Giorgio Armani Acqua Di Gio®
Bleu De Chanel®

Yves Saint Laurent® L’homme
Gucci Guilty®

*These are registered trademarks and are the property of their respective owners.
ready, set... splash!

hydration on deck travel kit
three must-have minis
Waterproof case includes three TSA-friendly must-haves for travel or try-it sizes:
• The True Cream Moisturizing Bomb, .33 fl. oz.
• Aqua Bomb Jelly Cleanser, 1.01 fl. oz.
• NEW! Aqua Bomb Hydrating Toner, .67 fl. oz.
• TSA-friendly. Vinyl case, approx. 4" W x 3" D x 5" H, with ring-pull zipper and wrist handle.

355-405 reg. $22 now $18 the 3-piece kit
C $13.50 P $12.60 PRP $10.80

full-size toner coming in Brochure 5

THE RESULTS ARE IN!
Over 95% of women agree their skin feels hydrated and moist after using Aqua Bomb Hydrating Toner.*

*Based on a consumer-perception study.
total control

Smooth your silhouette.
Minimize movement.
Keep cool and comfortable.

❖ Bali® One Smooth U®
Bounce Control Underwire Bra (DF3456)
Imported. Sizes: 34-44C,D, DD,DDD (all colors).
reg. $44
now $35.99 each
C $28.79
P $28.79
PRP $26.99

Purchase your Preview Product colors and sizes online.

Your What's New discount is based on your Commission Level. See page 2 for details.
❖ Fresh Fiji Hygienic Power Laundry Detergent
Combines our Hygienic Power formula to remove dirt you can’t see, a stain-fighting solution to brighten and whiten and baking soda to help prevent odors for a deeper clean. 25 loads. 33.8 fl. oz.
353-000 reg. $8.99 now $6.99
$5.59 $5.59 $5.24

❖ Fresh Fiji Hygienic Power Laundry Bar
& Stain Remover
Hygienic Power formula in a bar! Perfect for pretreating or targeted spot treating, hand washing and travel. Breaks down stains pre-wash. Safe for skin with moisturizing ingredients. 6.3 oz. net wt.
353-216 reg. $3.49 now $2.49
$1.99 $1.99 $1.87

Stain-fighting, dirt-removing powerful formulas
SAME GREAT FORMULA...

available as a pack of 4 and now for individual purchase

Morning Aura Dish Soap
Cuts grease, removes old grime and stains for ultraclean dishes. 33.8 fl. oz.
352-994 reg. $8.49 now $6.49
C $5.19 P $5.19 PRP $4.87

Your What’s New discount is based on your Commission Level. See page 2 for details.
ENJOY A “WOW”-WORTHY COLLECTION AT AN EXCLUSIVE PRICE, JUST FOR YOU!

This must-have beauty collection valued at $135 is a no limit offer available to all Representatives at only $30! Your Cost and Award Sales of $30! It’s 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 this collection, and look out for more Wow offers in What’s New.
Every Body’s Must-Have Skin Softeners!

Your favorite bath oil in bonus size, skin soothers that restore balance, a spa-worthy exfoliating scrub and an ultra-hydrating gel cream moisturizer...together in one allover skin-transforming collection.

Bonus-Size Skin So Soft Original Bath Oil
Locks in hydration during and after a bath or shower. With jojoba oil. Fresh herbal scent. 25 fl. oz. $30 value

Veilment Natural Spa Bamboo Charcoal Body Scrub & Cleanser
With Korean bamboo charcoal, Israeli Dead Sea salt, apricot seed and spruce. Leaves skin feeling silky soft. 13.5 fl. oz. $23 value

Moisture Therapy +Balance and Soothe Body Wash
Helps restore balance and soften while it gently cleanses. 13.2 fl. oz. $23 value

Moisture Therapy +Balance and Soothe Body Lotion
Helps to create a healthy environment for skin’s microbiome and restore balance. Skin looks softer, smoother and healthier-looking. 13.2 fl. oz. $25 value

Anew Hydra Fusion Gel Cream
Skin appears smoother, softer, refreshed and plumped with lasting hydration. 1.7 oz. net wt. $34 value

YOUR COST: All 5 for $30  •  CUSTOMER PRICE: All 5 for $50  •  AWARD SALES: $30  •  502-573
No limit to this offer (you can buy as many collections as you’d like).
LOVE AT FIRST TRY!
Samples are a win-win...fun freebies for your customers, and potential full-size sales for you.

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
  314-362
  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
  612-559
  reg. $3
  NOW $1.85

- **LYRD ARTISAN CHERRY VETIVER** (warm & indulgent)
  Pack of 5 Samples
  828-561
  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
  890-091
  reg. $4.25
  NOW $2.50

- **STUDIO 1886 LEGENDARY**
  Pack of 5 Samples
  398-657
  reg. $4.25
  NOW $2.50

- **BLACK SUEDE ULTIMATE** (fresh & aromatic)
  Pack of 5 Samples
  359-453
  reg. $2.25
  NOW $1.75

- **MESMERIZE ULTIMATE** (warm & intoxicating)
  Pack of 5
  436-625
  reg. $4.25
  NOW $2.50

- **MESMERIZE PLATINUM ULTIMATE** (warm & comforting)
  Pack of 5
  451-207
  reg. $4.25
  NOW $2.50

- **BLACK SUEDE** (fresh & aromatic)
  Pack of 5 Samples
  398-648
  reg. $2.25
  NOW $1.75

- **WILD COUNTRY** (fresh & aromatic)
  Pack of 5 Samples
  368-453
  reg. $2.25
  NOW $1.75

- **GINZA WISH YOU WERE HERE** (fresh & clean)
  Pack of 3 Samples
  504-318
  reg. $4.50
  NOW $2.90

- **GINZA ALWAYS BESIDE YOU** (warm & exotic)
  Pack of 3 Samples
  139-820
  reg. $4.50
  NOW $2.90

- **HAIKU SACRED INTENSE** (fresh & clean)
  Pack of 5 Samples
  359-744
  reg. $4.25
  NOW $2.50

- **HAIKU** (fresh & clean)
  Pack of 5 Samples
  578-367
  reg. $4.25
  NOW $2.50

- **LYRD PEONY ROSE** (fresh & clean)
  Pack of 5 Samples
  616-263
  reg. $4.25
  NOW $2.50

- **GINZA IN MY ARMS** (fresh & sweet)
  Pack of 5 Samples
  139-801
  reg. $4.50
  NOW $2.90

- **GINZA ALWAYS BESIDE YOU** (warm & exotic)
  Pack of 5 Samples
  398-453
  reg. $4.25
  NOW $2.50

- **LYRD PEONY ROSE** (fresh & clean)
  Pack of 5 Samples
  359-750
  reg. $4.25
  NOW $2.50

- **LYRD ROSE DU SOLEIL** (fresh & vibrant)
  Pack of 5 Samples
  359-563
  reg. $4.25
  NOW $2.50
**FACE & BODY CARE Samples**

Let your customers experience the luxurious textures of some of our key products.

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Description</th>
<th>Price</th>
<th>Original Price</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>FARM RX PLATINUM SCULPTING DAY CREAM</td>
<td>Pack of 3 Samples</td>
<td>$9.90</td>
<td>$13.95</td>
<td>$4.05</td>
</tr>
<tr>
<td>FARM RX SUPER GREENS MULTI-VITAMIN MOISTURE CREAM</td>
<td>Pack of 3 Samples</td>
<td>$9.90</td>
<td>$13.95</td>
<td>$4.05</td>
</tr>
<tr>
<td>AQUA BOMB ALOE</td>
<td>Pack of 3 Samples</td>
<td>$2.97</td>
<td>$4.95</td>
<td>$1.98</td>
</tr>
<tr>
<td>FARM RX BADASS EYE CREAM</td>
<td>Pack of 3 Samples</td>
<td>$9.90</td>
<td>$13.95</td>
<td>$4.05</td>
</tr>
<tr>
<td>PHYSIOGEL DAILY MOISTURE THERAPY FACIAL CREAM</td>
<td>Pack of 5 Samples</td>
<td>$12.95</td>
<td>$20.95</td>
<td>$8.00</td>
</tr>
<tr>
<td>PHYSIOGEL DAILY MOISTURE THERAPY</td>
<td>Pack of 5 Samples</td>
<td>$12.95</td>
<td>$20.95</td>
<td>$8.00</td>
</tr>
<tr>
<td>GREEN GODDESS FACIAL OIL</td>
<td>Pack of 5 Samples</td>
<td>$25.95</td>
<td>$39.95</td>
<td>$14.00</td>
</tr>
<tr>
<td>LUXEREVE SERUM SAMPLES</td>
<td>Pack of 4 Samples</td>
<td>$12.95</td>
<td>$25.95</td>
<td>$13.00</td>
</tr>
<tr>
<td>PHYSIOGEL DAILY MOISTURE THERAPY</td>
<td>Pack of 5 Samples</td>
<td>$12.95</td>
<td>$20.95</td>
<td>$8.00</td>
</tr>
<tr>
<td>THE TRUE SERUM REJUVENATING</td>
<td>Pack of 3 Samples</td>
<td>$29.95</td>
<td>$49.95</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

**COLOR Samples**

- **Love at 1st Lash Mini Mascara**
  - Blakest Black: 0.35 fl. oz., 594-060
  - Reg. $4
  - NOW $3

- **fmg Glimmer Satin Lipstick Sample Pack**
  - Total 0.212 oz. net wt.; equipped to order 2 full-size fmg Glimmer Satin Lipsticks.
  - 10 samples per pack.
  - Reg. $22
  - NOW $3.25

**JEWELRY**

- **Bracelet Pillow**
  - Imported. 3” x 3” W. 149-230
  - $4.99
Recruiting IN THE NEW YEAR

From those extra holiday bills to new financial goals, the new year is the perfect time to reach out to others about the benefits of starting their Avon business.

Who do you know who could benefit from the Avon opportunity?
You might be surprised!

Someone...
★ who’d like to take advantage of the Representative product discount
★ who’d like extra spending money
★ looking for a change or a fresh start
★ looking to pay off their bills
★ who’s been wanting a vacation
★ who wants a community to be part of
★ looking for financial independence

Scan to learn more ideas in the AVON U recruiting series.
Take the 24-Hour Challenge!

Reach out to 10 people about the Avon opportunity in the next 24 hours. You can make a big difference for your business in this very campaign—what are you waiting for?!

#1 List 10 people you can contact in the next 24 hours

#2 Text the digital catalog and a message

Are you looking for words to share the Avon opportunity?

I loved all of your social media posts during the holidays. Did you know you can make money posting about the products you love?

Are holiday bills piling up? I’ve been able to make up the difference I needed by simply sharing the business I love. I think you’d be great at it!

2021 is coming to a close. Have you ever considered starting your own business? 2022 could be the year for you! Let’s talk about how Avon can be the way!

#3 Follow up in 2 days and schedule time to chat
Selling IN THE NEW YEAR

Hit the ground running in 2022 with strong sales from the start! Here are some common areas that customers focus on for the new year.

RE:TUNE

New Year...and a healthy new you!

What’s at the top of almost everyone’s New Year’s resolution list? Better health and wellness! Spotlight ALL Avon has to offer.

Here are some suggested words you can use to help. “What are your top 3 resolutions in the new year that you don’t want to break in the 1st week?” “Did you know Avon sells health and wellness supplements now?”

Customers can purchase RE:TUNE at new can’t-miss prices from your online store.

New Year...and a healthy new you!
After all the festivities and holiday decorations are put away, it's time to get the house (and laundry!) back in order. Post to get the word out... and for potential sales: Share your testimonials and photos of our products in action.

**LXNEW PLATINUM**

**New skin care resolutions**

Skin care doesn't take time off during the holiday season, so reach out to your customers to replenish their favorites. Also, suggest making small resolutions, like using a serum daily! Share samples of some of our latest products, and follow up for feedback.

*Based on a consumer-perception test.

**FRESH FIJI + HOMESTAR**

**Clean house!**

After all the festivities and holiday decorations are put away, it's time to get the house (and laundry!) back in order. Post to get the word out... and for potential sales: Share your testimonials and photos of our products in action.
The perfect pair

NEW!
LIMITED EDITION

Two of Hearts Hoop Earrings
Siam color and clear, glass stones
in silvertone.

Pierced.

353-330
reg. $7.99
now $5.99
C $4.49
P $4.19
PRP $3.59

VALENTINE’S DAY IS
FEBRUARY 14

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