AVON

CAMPAIGN 15 2022
BUY YOUR PREVIEW PRODUCTS IN C13 & C14 ORDERS

what's new

\+

SPECIAL GIFT

FREE TRAVEL SPRAY
DETAILS INSIDE

The Summer of Your Dreams

INTRODUCING IMARI AMOR
A NEW FLIRTATIOUS SCENT FOR SULTRY SUMMER ROMANCES

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.

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: Avon.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%

GET READY! Buy C15 Preview Products with your C13 and C14 orders. Order C15 Brochures when placing your C13 product orders.

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%

NEW

hot summer *plans*

No more canceling! This summer, fall head over heels in love, have that adventure, treat yourself and make the everyday amazing! And do it all with your signature or a new flirty scent!

What's New offer*

FREE

LYRD SPARKLING NEROLI EAU DE PARFUM TRAVEL SPRAY

with two Imari Amor purchases, page 4.
.3 fl. oz. $19 value.

Brochure offer

FREE

IMARI AMOR EAU DE PARFUM TRAVEL SPRAY

with any two fragrance purchases from select pages.
Limited Quantities. $14 value.

***Please note:** Due to the global pandemic, some of our suppliers are facing temporary shutdowns and disruptions, therefore the Imari Amor Travel Spray will not make the Preview Product timing. It will be available for C15 Brochure timing. Take advantage of your Product Preview and Business Builder offers to promote some of our top fragrance picks in addition to the new Imari Amor!

love, summer style

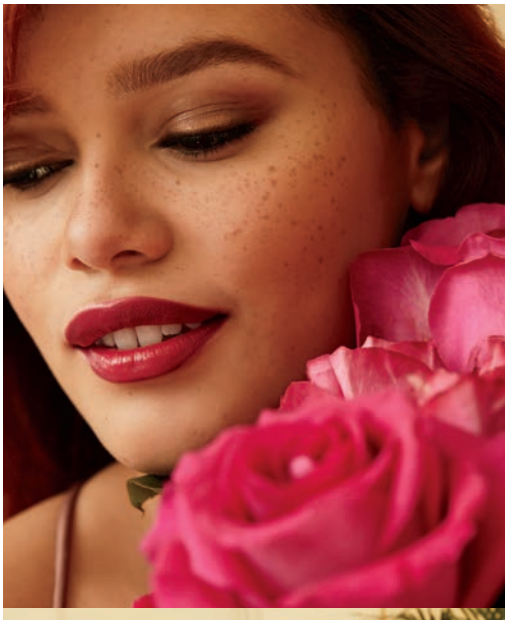
Imari Amor
Eau de Parfum
warm & dreamy
1.7 fl. oz.
508-036
reg. $25
now $17.99
C $13.49
P $12.59
PRP $10.79

INTRODUCING IMARI AMOR
THE FIRST BLUSH OF LOVE

FREE **LYRD Sparkling Neroli Eau de Parfum Travel Spray** (.3 fl. oz.) with two Imari Amor Eau de Parfum purchases, page 4. $19 value. Limited quantities.

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

NEW



sell the imari amor *experience...*

START THE CONVERSATION

Here are some suggested phrases to use to help you get started.

"Intensify your summer fragrance wardrobe with this modern twist on floral woody scent."

"Romanticize your summer with a spritz of Imari Amor."

"It's the perfect scent to complement any summer plans!"

ASK QUESTIONS

Here are some thought starters.

How does this fragrance make you feel?

What activities do you enjoy during summer? When and where do you see yourself wearing the fragrance?

How do you spend your summer nights? Are you looking for something to take you from day to night?

DESCRIBE THE SCENT

Add descriptive words to bring the notes to life! Here's an example: "Imari Amor has a flirty combo of **seductive rose** and **playful jasmine. Zesty black currant** will grab the attention of everyone around you, and **warm woody notes like sandalwood** will wrap you in absolute warmth."

key fragrance notes

TOP NOTES
Black Currant
Mandarin
Green Notes
Lychee

MID NOTES
Precious Orris
Rose
Jasmine
Neroli
Ylang-Ylang

DRY NOTES
Warm Musk
Patchouli
Sandalwood
Amber

samples—your key business tool

"I wear our newest fragrance every day and have **samples on hand.** I target all my fragrance customers, letting them know a new fragrance is out and that there is an **introductory offer like a free travel spray."**

RHONDA DAVIS-WRIGHT
FRAGRANCE TOP-SELLER
ROSE CIRCLE, BRONZE LEADER*
MILWAUKEE, WI

*Titles as of C8, 2022.

Vial-on-Card Samples
Pack of 5.
153-650
reg. $2.25
now $1.75

scent-sational imari bundle

Spritz your way to bigger, better fragrance sales with this no-limit offer.

BUY

2 Imari Amor Eau de Parfums
warm & dreamy
Black currant, precious orris, warm musk. Each, 1.7 fl. oz. **$25 value**

Imari Eau de Toilette
warm & exotic
Italian bergamot, tempting jasmine and amber. 1.7 fl. oz.
$25 value

Far Away Eau de Parfum
warm & exotic
Freesia, jasmine absolute and enticing amber. 1.7 fl. oz.
$25 value

GET THESE FREE

Haiku Eau de Parfum
fresh & clean
Japanese yuzu, delicate muguet and blonde woods. 1.7 fl. oz.
$25 value

Rare Pearls Intense Eau de Parfum
warm & dreamy
A potent blend of shimmering magnolia, white pepper and creamy rosewood 1.7 fl. oz.
$30 value

Pack of 5 Imari Amor Vial-on-Card Samples
$2.25 value

Use these products...to replenish your customers' favorites, suggest as options for anyone shopping in the same fragrance family and showcase the new fragrance. Remember to also suggest as gifts! Plus, the samples are your hook for new customers.

YOU PAY: **C** $53.97 **P** $50.37 **PRP** $43.18 AWARD SALES*: $71.96 TOTAL VALUE**: $157.25

Order Number: 531-674

*Based on Brochure special prices. **Includes free products and samples.

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

turn up the heat

the imari brand

Imari is all about embracing desire! Each Imari fragrance has its own spin on this idea, so speak to the brand to help her find her perfect Imari scent.

Imari Seduction
It's all in the name! This scent evokes a sense of timeless seduction.

Imari
This scent is about giving into temptation and embracing your desire.

NEW! Imari Amor
This playful, flirtatious scent is about unleashing a summer night's passion.

AVAILABLE IN THE BROCHURE:

Imari Seduction
Eau de Toilette
warm & indulgent
1.7 fl. oz. **reg. $25**
Brochure Price: $17.99

Top: Succulent Plum, **Wild Berries**
Mid: **Purple Orchid, Patchouli**
Dry: Vanilla Bean, Amber, Sensual Musk

Imari
Eau de Toilette
warm & exotic
1.7 fl. oz. **reg. $25**
Brochure Price: $17.99

Top: **Italian Bergamot,** Peach, Iris
Mid: **Tempting Jasmine,** Moroccan Rose
Dry: Vanilla Orchid, Patchouli, **Amber**

FREE **Brochure Offer! Imari Amor Eau de Parfum Travel Spray** (.3 fl. oz.) with two fragrance purchases, from select pages. $14 value. Limited quantities.

build her summer scent wardrobe

These beauties are all available in the Brochure and count toward the **FREE Imari Amor Travel Spray** offer. Use the **Fabulous Fragrance Combinations Chart** on avon.com to help your customers find the perfect fragrance pairing to layer for a unique, customized scent, which also helps them receive the free travel spray!

FAR AWAY paradise, found...

Far Away | Far Away Gold | Far Away Infinity | Far Away Intense | Far Away Beyond Intense | Far Away Infinity Intense | Far Away Bali

HAIKU relaxing vibes only...

Haiku | Haiku Kyoto Flower | Haiku Reflection | Haiku Intense | Haiku Kyoto Flower Intense | Haiku Sacred Intense

RARE indulge in rare delights...

Rare Pearls | Rare Gold | Rare Diamonds | Rare Amethyst | Rare Pearls Intense | Rare Gold Intense | Rare Platinum Intense

fragrance *selling* 101

CONNECT THROUGH CONVERSATION
Ask questions to get a sense of what your customer is looking for.

- Are you looking for a daytime or nighttime fragrance?
- Are you looking for something for everyday wear or for special occasions?
- What fragrance notes do you like?
- Do you prefer warm, fresh, floral scents?

USE THE FRAGRANCE CHART
on page 10 to help guide your customer towards selecting some scents to try.

PROMOTE THE BROCHURE OFFER
Make sure customers don't miss out on the FREE Imari Amor Travel Spray with any two fragrance purchases from select pages.

HOST A PRE-LAUNCH PARTY

- Timing is everything! Host a gathering (in person or virtual) during Preview Product timing...customers will love the exclusivity of it.
- Invite top fragrance customers and new customers. Create a customer "pre-order" list to refer to when the fragrance becomes available to purchase.
- Have samples on hand to build the buzz.
- Think of fun and engaging ways to bring the fragrance to life. For example, help create a sensorial experience by bringing the fragrance notes to life with props like mandarin oranges, wood, etc.

Maximize your impact with samples

Elevate your sample by presenting it as a gift with their order and not just an add-on after a sale. Vial-on-cards are also premium samples, so let your customer know that she can get several uses out of it to really experience the scent.

Give direction as to when, where and how to use their fragrance sample. For instance, applying to pulse points to wear for an evening out.

Be strategic in the way you follow up, like checking in one weekend after your interaction. Why one weekend? Because odds are, if you showed when, where and how to use the sample, then most likely she used it that weekend!

women's fragrance categories

FRESH

FRESH & SWEET

Fruity scents with bright, sparkling and crisp notes

LYRD Honeysuckle Blossom

Far Away Infinity Intense

Far Away Infinity

Ginza Stefany In My Arms

belif The Woods

FRESH & VIBRANT

Fruity floral scents with exciting, lush and liberating notes

Live Out Loud

LYRD Rose Du Soleil

Studio 1886 Gilded

Studio 1886 Techtopian

LYRD Sparkling Neroli

belif The Garden

FRESH & CLEAN

Fresh floral scents with dewy, elegant and pure notes

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

WARM

WARM & DREAMY

Warm floral scents with flowing, silky and romantic notes

Rare Pearls

Rare Diamonds

Avon Prima

Odyssey

Sweet Honesty

Rare Platinum Intense

Rare Pearls Intense

WARM & INDULGENT

Warm scents with decadent, sensual and smooth notes

LYRD Oud Rose

LYRD Artisan Cherry Vetiver

Velvet

Avon Prima Noir

Rare Gold Intense

Rare Gold

Rare Amethyst

Imari Seduction

WARM & EXOTIC

Warm scents with enticing, emboldening and sophisticated notes

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

COMPETITIVE COMPARISON*

Dolce & Gabbana Light Blue®	Victoria's Secret Bombshell®	Chanel Chance Eau Tendre®	Lancome® La Vie Est Belle	Carolina Herrera Good Girl®	Chanel® Coco Mademoiselle

These are registered trademarks and are the property of their respective owners.

NEW

BOLD. CAPTIVATING. MESMERIZING.

The Eau de Toilette is available in the Brochure

The Perfect Companions to the Eau de Toilette purchase. Let your customer know that layering helps the scent last longer for the *ultimate* fragrance experience.

Mesmerize Ultimate
warm & intoxicating
Feel the hypnotic power of a magnetic blend of black pepper, zesty pomelo and sensuous patchouli.
Body Wash 503-273
Body Moisturizer 503-311

FOR EACH:
6.7 fl. oz. reg. $19 **now $14.99**
C $11.24 P $10.49 PRP $8.99

NEW

Smooth & Shine

With richly moisturizing argan oil to help visibly strengthen strands, protect hair from wear and tear, and promote elasticity and shine.

Elastine Moisture Essentials Shine Hair Oil Serum
argan oil
With argan oil, helps to replenish dry, dull and weak hair, tame frizz and seal split ends, visibly strengthening and smoothing strands and giving locks a lustrous shine.
2.54 fl. oz.
809-625
reg. $9
now $6.99
C $5.24
P $4.89
PRP $4.19

PRO TIP: Use after Elastine Moisture Essentials Shine Shampoo and Conditioner for optimal benefits. Apply to wet or dry hair.

ELASTINE MOISTURE ESSENTIALS GUIDE

Two collections that target top hair concerns, such as dry, damaged and weak hair, resulting in enhanced shine and volume.

PRODUCT LINE	PRODUCTS	KEY INGREDIENTS
	 Shampoo Cleanses plus strengthens cuticles and moisturizes hair and scalp with rich antioxidants and vitamins **Conditioner** Smooths hair and promotes moisture retention **NEW! Serum*** Infuses hair with healthy-looking, lustrous shine *Does not contain ceramide.	**Ceramide:** Promotes moisture retention, helps smooth locks, enhances shine and allows hair to endure wear and tear over time + ***Argan Oil:*** Rich in antioxidants and vitamins, it helps moisturize the scalp and hair, tame frizz, seal split ends and visibly strengthen and smooth strands
	 Shampoo Helps strengthen cuticles and visibly thicken strands for hair that appears fuller, while it cleanses **Conditioner** Helps smooth damaged hair for visibly healthier locks	**Ceramide:** Promotes moisture retention, helps smooth locks, enhances shine and allows hair to endure wear and tear over time + ***Biotin:*** Helps hair appear visibly thicker, and makes damaged locks look and feel healthy

seaside charm

Ocean charm and the look of coral and pearls make this collection a shore thing.

Under The Sea Collection
Goldtone with look of coral and turquoise accents and pearlesque beads.

Statement Necklace
16½" L with 3½" extender. **770-582**
reg. $34.99
now $26.99
C $20.24
P $18.89
PRP $16.19

NEW

Exclusive Collection Offer

Guaranteed for all Representatives—get all 10 pieces at a can't-miss price!

Order by Ring Size:
6 **523-426**
8 **523-445**
10 **523-464**

YOUR COST: $19.99
Award Sales: $19.99*

OVER $80 VALUE

Drop Earrings
Pierced drops, approx. 2" L.
770-601
reg. $12.99
now $9.99
C $7.49
P $6.99
PRP $5.99

Ring Set
Set of 5.
Sizes:
6 **770-616**
8 **770-620**
10 **770-635**
reg. $12.99
now $9.99 the set
C $7.49
P $6.99
PRP $5.99

Stretch Bracelet Set
Set of 3. Stretches to fit most.
770-597
reg. $19.99
now $14.99 the set
C $11.24
P $10.49
PRP $8.99

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

fresh picks

From cherries to pineapples, juicy icons are ripe for summer.

Tutti Fruity Collection
Fruit motif charms with colored stones set in goldtone.

Necklace
16½" L with 3½" extender. Lobster clasp closure.
Cherry **768-256**
Pineapple **768-237**
Watermelon **768-495**
reg. $12.99
now $9.99
C $7.49
P $6.99
PRP $5.99

Charm Bracelet
3-row set with ½" L dangling charms. Stretches to fit most.
Pink **770-510**
Blue **770-525**
reg. $16.99
now $12.99 each set
C $9.74
P $9.09
PRP $7.79

NEW

Exclusive Collection Offer

Guaranteed for all Representatives— get all 3 anklet sets at a can't-miss price!

Order number: **523-077**

YOUR COST: $9.99
Award Sales: $9.99*

OVER $38 VALUE

anklet sets

Summertime Fun Anklet Sets
Sets of 2 with beaded accents. 9″ L with 1″ extender.
Evil Eye (silvertone)
770-563
Fruits (goldtone)
770-578
Cross (silvertone)
770-559
reg. $12.99
now $9.99 each set
C $7.49
P $6.99
PRP $5.99

Tutti Fruity Watch
Yellow silicone strap, 9″ L. Goldtone case with fruit slice pattern, 28mm diam.
770-927
reg. $42.99
now $32.99
C $24.74
P $23.09
PRP $19.79

Tutti Fruity Earring Pack
6-pair set of pierced studs, ½″ L. **769-123**
reg. $16.99
now $12.99
C $9.74
P $9.09
PRP $7.79

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

inspired designs

Show your faith with the symbol of the cross.

necklace and earring set

bracelet set

Faithful Cross Collection
Silvertone with cross motif and textured detailing.

Stretch Bracelet Set
Set of 2.
Stretches to fit most.
Charm, ¾" L.
770-692
reg. $16.99
now $12.99 the set
C $9.74
P $9.09
PRP $7.79

Necklace and Earring Set
Necklace, 16½" L with 3½" extender. Pendant, 1¼" L. Pierced earrings, 1¼" L drop.
770-669
reg. $22.99
now $16.99 the set
C $12.74
P $11.89
PRP $10.19

Ring
¾" L.
Sizes:
6 **770-750**
8 **770-874**
10 **770-912**
reg. $12.99
now $9.99
C $7.49
P $6.99
PRP $5.99

NEW

ombré glow

Sparkle with a pavé palette of sunset-colored stones.

Sunset Shimmer Collection
Goldtone with pink and orange stone accents.

Statement Ring
1″ L.
Sizes:
6 **770-472**
8 **770-487**
10 **770-491**
reg. $12.99
now $9.99
C $7.49
P $6.99
PRP $5.99

Pendant Necklace
16½″ L with 3½″ extender.
Pendant, 1½″ L.
770-468
reg. $16.99
now $12.99
C $9.74
P $9.09
PRP $7.79

Drop Earrings
1½″ L drops.
Pierced.
770-506
reg. $12.99
now $9.99
C $7.49
P $6.99
PRP $5.99

NEW

GIVING BACK IS ALWAYS IN STYLE

SHOP FOR THE CAUSE
15% CONTRIBUTION*

*Avon will contribute 15% of the sales prices of Breast Cancer Awareness fundraising products from this page to the American Cancer Society Making Strides Against Breast Cancer. The American Cancer Society does not endorse any product or service.

American Cancer Society®
MAKING STRIDES Against Breast Cancer®

AVON
LG H&H

Breast Cancer Awareness Floating Charm Necklace
Goldtone with pink stones and pink faux pearls. 16½″ L with 3½″ extender. Pendant, 1¼″ diam. **770-453**
reg. $19
now $14
C $10.50
P $9.80
PRP $8.40

Breast Cancer Awareness Motivational Ring Set
Set of 3 with CZ accent. Includes Hope (goldtone), Love (rose goldtone), Believe (silvertone).
Sizes:
6 **770-420**
8 **770-434**
10 **770-449**
reg. $20
now $15 the set
C $11.25
P $10.50
PRP $9

smooth moves

shape-smoothing, designed to contour your curves.

❖ Bali® Passion For Comfort® Breathable Minimizer Underwire Bra (DF3490)
Minimizes by 1½". Full coverage. Lightly lined with breathable foam spacer cups. No-slip, adjustable and convertible straps can be worn traditional or crisscross. Back closure. Nylon/polyester/spandex. Hand wash, line dry. Imported. Sizes: 34-42 C-DDD (all colors).
reg. $48
now $38.99
C $31.19
P $31.19
PRP $29.24

Order your Preview Product sizes and shades on avon.com.

WHITE
SAND-SHELL
TAUPE
BLACK

Shown: Taupe.

power up

❖ **Cell Strong AA Batteries**
Pack of 20. Alkaline. Not rechargeable.
522-530
reg. $16.99
now $12.99 the pack
C $10.39
P $10.39
PRP $9.74

❖ **Cell Strong AAA Batteries**
Pack of 20. Alkaline. Not rechargeable.
526-679
reg. $16.99
now $12.99 the pack
C $10.39
P $10.39
PRP $9.74

NEW

safely remove tough stains

❖ Homestar Cook Top & Stainless Steel Cleaning Wipes
Plant-based cleansers for safer yet powerful cleaning to lift and remove leftover residue and spills from glass cooktops and stainless steel. Unscented. 50 wipes, each 10½" x 9½". Imported. **519-651**
reg. $9.99 **now $7.99**
C $6.39 P $6.39 PRP $5.99

❖ Homestar Cook Top Cleaner & Polish
Cleans, polishes and protects smooth cooktop ranges for a scratch-free shine. Plant-based formula cuts through toughest grease and grime. Fresh green herbal scent. 7.7 fl. oz. Imported. **101-369**
reg. $12.99 **now $9.99**
C $7.99 P $7.99 PRP $7.49

bug guard bundles

BUY

6-PIECE BOOSTER BUNDLE

your cost: **$41.36** award sales: $41.36

ORDER NUMBER: **517-219**

1 IR3535® Expedition Aerosol Spray SPF 28 4 oz. net wt. reg. $20

1 Picaridin Aerosol Spray 4 oz. net wt. reg. $20

2 IR3535® Gentle Breeze® SPF 30 Lotions Each, 4 fl. oz. reg. $15

2 Picaridin Towelettes Resealable bag holds 8 packets. Each towelette, 9″ L x 5½″ W. Each, .3 fl. oz. reg. $16 pack of 8

10-PIECE BLOCKBUSTER BUNDLE

your cost: **$70.44** award sales: $70.44

ORDER NUMBER: **517-261**

2 IR3535® Expedition Aerosol Sprays SPF 28 Each, 4 oz. net wt. reg. $20

2 Picaridin Aerosol Sprays Each, 4 oz. net wt. reg. $20

3 IR3535® Gentle Breeze® SPF 30 Lotions Each, 4 fl. oz. reg. $15

3 Picaridin Towelettes Resealable bag holds 8 packets. Each towelette, 9″ L x 5½″ W. Each, .3 fl. oz. reg. $16 pack of 8

Take advantage of these offers to have product on hand for instant sales. It's a quick solution for impulse or last-minute buys. Think parents at the baseball field, pool and park, who may need it in a hurry!

FREE	TOTAL VALUE†
Free gifts—mirroring the Brochure offer. **3 Bug Guard Cooler Tote Bags** Water-resistant with foam insulation. Each, 15″ H x 12″ W x 6″ D. $30 total value Exclusive gifts for you! **1 IR3535® Gentle Breeze® SPF 30 Lotion** 4 fl. oz. $15 value **1 Picaridin Pump Spray** 4 fl. oz. $15 value **2-Piece Outdoor Glass Set** Plastic. Each, 3″ diam. x 3¾″ H. $20 value	$182
Free gifts—mirroring the Brochure offer. **7 Bug Guard Cooler Tote Bags** Water-resistant with foam insulation. Each, 15″ H x 12″ W x 6″ D. $70 total value Exclusive gifts for you! **2 IR3535® Gentle Breeze® SPF 30 Lotions** Each, 4 fl. oz. $30 total value **2 Picaridin Pump Sprays** Each, 4 fl. oz. $30 total value **4 2-Piece Outdoor Glass Sets** Plastic. Each, 3″ diam. x 3¾″ H. $80 total value **1 Picaridin Towelette** Pack of 8 in resealable bag. Each towelette, 9″ L x 5½″ W; .3 fl. oz. $16 value	$399 While supplies last.

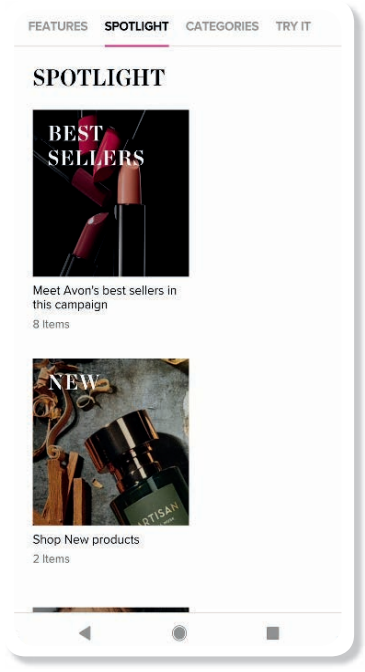
Our bundles are the perfect way to have product that is ready-to-use as gifts and perks for your team or loyal customers!

†Based on regular prices and includes the value of all the FREE products.

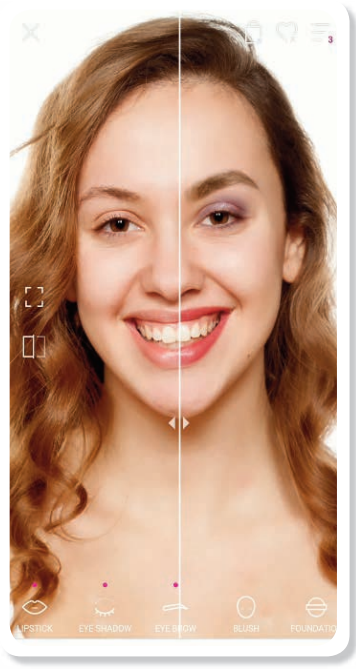
WE'RE WINNERS!
The Digital Catalog won an **IF Design Award** for providing an easy-to-shop, engaging and interactive experience.

Check Out the New & Improved Digital Catalog!

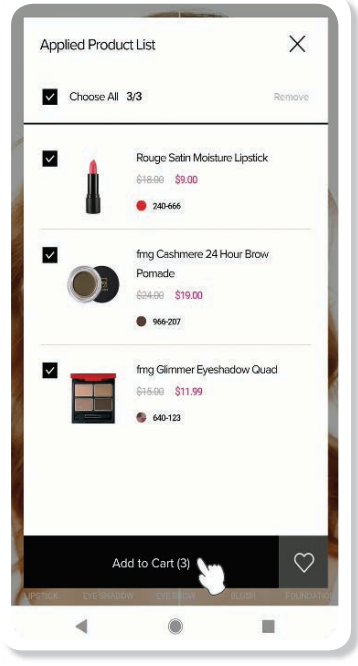
We've added new innovations and enhancements to the Digital Catalog—to take your business to the next level! Here's a snapshot of some of the exciting new features. Be sure to check out Avon.com for all the details, how-to videos and so much more.



Easier to Shop
Find your go-to favorites and new beauties by shopping our new curated sections: Spotlights (which includes Best Sellers, New Products, Special Offers and Sales), Features (where you can shop new products and check out engaging content and videos), and the Try-It-On Tool (an easy way to find your perfect shades).



Try Before You Buy With Our Try-It-On Tool
Discover your perfect foundation match, lip colors from subtle to bold, eye-catching looks for every occasion and so much more! Plus, the tool makes note of what you "tried on," so you can purchase a full-face look in just a few clicks.

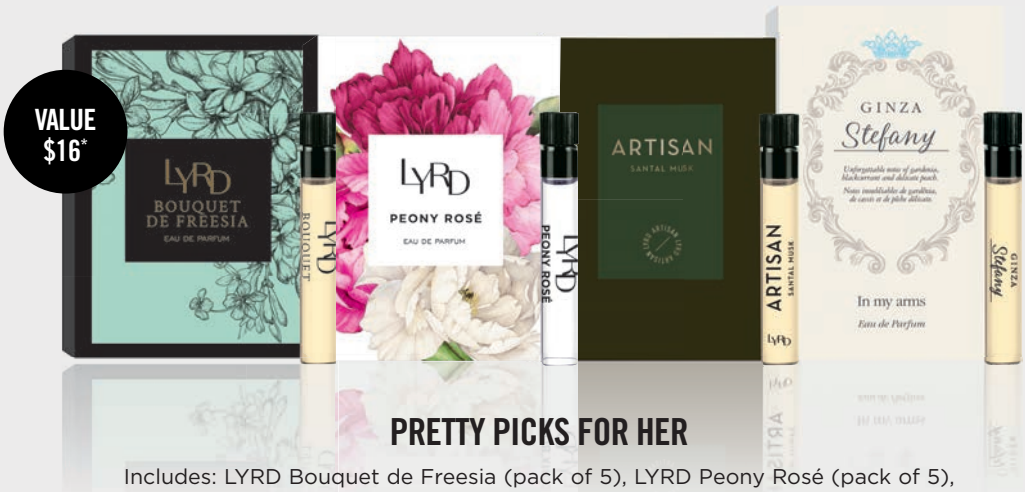


Faster Order Processing and Checkout Process
When your customer places an order on Avon.com, orders will now be processed same-day and earnings will be available through the new Avon Wallet.

DID YOU KNOW?
On average, customers spend 3X more time on avon.com when browsing the Digital Catalog.
Based on avon.com data from Jan. 1st to June 30th, 2021.

Premium Vial-on-Card Bundles

Featuring key fragrance samples. The deluxe vials allow for several applications, which not only makes a great introduction to the scent, but also a nice thank-you gift for your customer's order. Remember to follow up!



PRETTY PICKS FOR HER

Includes: LYRD Bouquet de Freesia (pack of 5), LYRD Peony Rosé (pack of 5), Artisan Santal Musk (pack of 5) and Ginza Stefany In My Arms (pack of 3). **195-140**

18 samples total for only $6.99

MEN'S TOP PICKS

Includes: Mesmerize Ultimate (pack of 5), Mesmerize Platinum Ultimate (pack of 5), Studio 1886 Legendary (pack of 5) and Black Suede Ultimate (pack of 5). **195-522**

20 samples total for only $7.99

*Based on regular prices.

SAMPLING TIPS

Present the sample as a gift! You can say: "Along with your order, I wanted to gift you something special to use this weekend."

Talk about how and where to apply the sample, and don't forget to follow up! The best time is after the first weekend you gave it to your customer. Happy sampling!

buy 1, get 2 free

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.

IMARI AMOR
(warm & dreamy)
Pack of 5 Samples
153-650
reg. $2.25
NOW $1.75

LYRD OUD ROSE
(warm & indulgent)
Pack of 5 Samples
792-446
reg. $3
NOW $1.85

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

GINZA IN MY ARMS
(fresh & sweet)
Pack of 3 Samples
139-801
reg. $4.50
NOW $2.90

FAR AWAY
(warm & exotic)
Pack of 5 Samples
451-207
reg. $2.25
NOW $1.75

FAR AWAY BEYOND INTENSE
(warm & exotic)
Pack of 5 Samples
387-615
reg. $4.25
NOW $2.50

MESMERIZE PLATINUM ULTIMATE
(warm & comforting)
Pack of 5 Samples
897-006
reg. $4.25
NOW $2.50

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

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

RARE PEARLS
(warm & dreamy)
Pack of 5 Samples
006-400
reg. $2.25
NOW $1.75

RARE PLATINUM INTENSE
(warm & dreamy)
Pack of 5 Samples
359-750
reg. $4.25
NOW $2.50

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

MESMERIZE
(warm & intoxicating)
Pack of 5 Samples
006-449
reg. $2.25
NOW $1.75

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

HAIKU SACRED INTENSE
(fresh & clean)
Pack of 5 Samples
359-764
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

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

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

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

BLACK SUEDE ULTIMATE
(fresh & aromatic)
Pack of 5 Samples
235-728
reg. $4.25
NOW $2.50

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

MAKEUP SAMPLES

Help your customers find their perfect shades and experience our formulas.

NEW! fmg Cashmere 24 Hour Foundation Sample Packs
3 samples per pack.
Light–Medium **269-797**
Medium–Tan **270-452**
Tan–Deep **270-467**
reg. $4
NOW $3 each pack

VDL Eye Primer Pack of 3 Samples
566-659
reg. $11
NOW $1.75

Love at 1st Lash Mini Mascara
Blackest Black.
.135 fl. oz.
566-625
reg. $6
NOW $3

fmg Glimmer Satin Lipstick Sample Packs
Total 0.212 oz. net wt.; equivalent to over 2 full-size fmg Glimmer Satin Lipsticks. 10 samples per pack. **reg. $22 NOW $3.25 each pack**

Sample Pack #1 includes:
Wildrose, Rose Angel, Luna, Hibiscus, Sierra Sunset, Poppy, Violet Night, Fog, Thunderbird, Firebolt.
566-630

Sample Pack #2 includes:
Eclipse, Aster, Wild Cherry, Tulip, Constellation, Morning Glory, Plum Blossom, Desert Moon, Equinox, Twilight.
566-644

JEWELRY

Bracelet Pillow
Black velvet-like fabric and cardboard. Imported. 3" L x 3" W.
149-230 $4.99

Get 3 of the same sample packs* for the price of one...
a win-win for you and your customers!

FACE & BODY CARE SAMPLES

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

ISA KNOX LXNEW CLINICAL BOOSTER MICROBIOME BALANCE
Pack of 3 Samples
318-625 reg. $1
NOW 69¢

ISA KNOX LXNEW CLINICAL BOOSTER MOISTURE LOCK
Pack of 3 Samples
318-644
reg. $1
NOW 69¢

ISA KNOX LXNEW CLINICAL BOOSTER PORE PERFECTOR
Pack of 3 Samples
318-549
reg. $1
NOW 69¢

NEW! FARM RX SUPER GREENS REFRESHING GEL CLEANSER
Pack of 3 Samples
497-151
reg. $1
NOW 59¢

FARM RX BAKUCHIOL CREAM
Pack of 3 Samples
792-848
reg. $1
NOW 79¢

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

FARM RX SUPER GREENS MULTIVITAMIN 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¢

THE TRUE SERUM REVITALIZING
Pack of 3 Samples
577-868
reg. $1
NOW 69¢

ISA KNOX LXNEW PLATINUM SCULPTING DAY CREAM
Pack of 3 Samples
731-690
reg. $1 NOW 69¢

ISA KNOX LXNEW PLATINUM SCULPTING NIGHT CREAM
Pack of 3 Samples
731-685
reg. $1 NOW 69¢

ISA KNOX LXNEW PLATINUM SCULPTING EYE CREAM
Pack of 3 Samples
731-723
reg. $1 NOW 69¢

ISA KNOX LXNEW PLATINUM SCULPTING OIL SERUM
Pack of 3 Samples
731-704
reg. $1 NOW 89¢

THE TRUE SERUM RESURFACING
Pack of 3 Samples
578-386
reg. $1
NOW 69¢

AQUA BOMB ALOE
Pack of 3 Samples
994-081
reg. $1
NOW 69¢

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

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

#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

VITAMIN C OVERNIGHT RADIANT MASK
Pack of 3 Samples
993-927
reg. $2
NOW 79¢

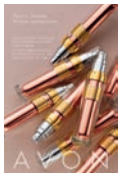
VITAMIN C ILLUMINATING BODY SERUM
Pack of 3 Samples
695-652
reg. $2
NOW 79¢

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

ISA KNOX ANEW LX ULTIMATE REJUVENATING SERUM
Pack of 3 Samples
148-779
reg. $1
NOW 89¢

ISA KNOX CLINICAL COLLAGEN BOOSTER EYE LIFT PRO DUAL EYE SYSTEM
Pack of 5 Samples
351-414 $3

REVITALIZE & REVEAL INTENSIVE PEEL
Pack of 3 Samples
533-806
reg. $1
NOW 69¢



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¢

ISA KNOX ANEW LX ULTIMATE DAY CREAM
Pack of 3 Samples
148-491
reg. $1
NOW 69¢

ISA KNOX ANEW CLINICAL COLLAGEN BOOSTER REJUVENATING SERUM AMPOULES
Pack of 3 Samples
351-266 reg. $3
NOW $2.50

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

MISSION LUXEREVE EYE CREAM
Pack of 3 Samples
000-269
reg. $2
NOW $1.20

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

ANEW ULTIMATE SUPREME DUAL ELIXIR
Pack of 5 Samples
669-694
reg. $2.50
NOW $2.15

*With your mini mascara purchase, you'll receive 3 total. Offer excludes the Jewelry Bracelet Pillow.

be an instaWINNER!

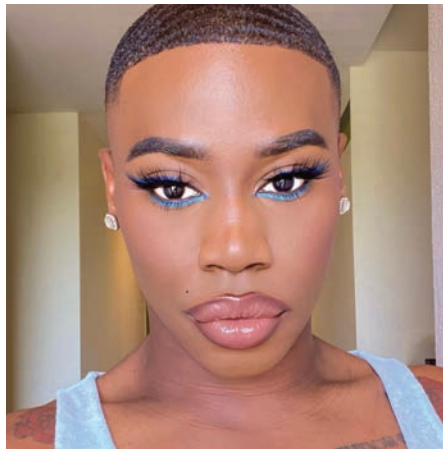
Share your experience with **fmg Glimmer Cream Eyeliner** on Instagram...and get a chance to win big!

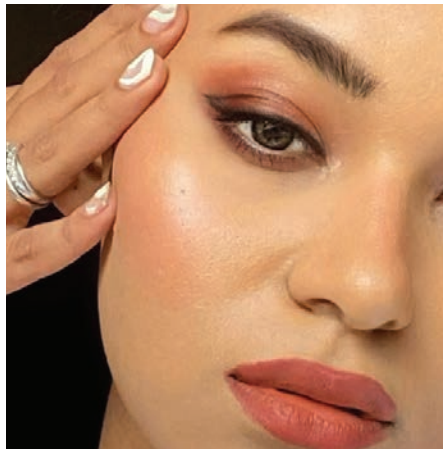
"GLIDES ON CREAMY, BUT DRIES AND IS PRACTICALLY INDESTRUCTIBLE."

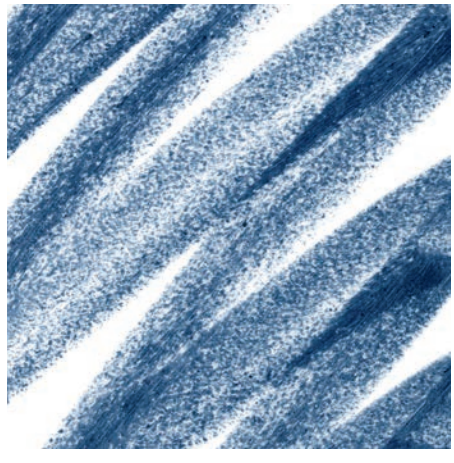
MAUREEN
Avon Customer

"This is the only eyeliner I will ever use. You can use it with confidence and it's long-lasting."

MARISSA
Avon Customer







Enter the Sweepstakes.*

1 Upload an image or video of you using **fmg Glimmer Cream Eyeliner** on your Instagram account.

2 Add the hashtag #**avonchallengeUSA** and tag **@avoninsider**

3 Scan the QR Code from the C15 Brochure (page 65) to complete your entry.

Amazing prizes!

Two full-size collections. **$344 total value!**

fmg Glimmer Eyeliner and Brow Definer Collection (21 total shades) $189 value

DIAMOND Olive	**DIAMOND** Sterling	**DIAMOND** Black Ice	**DIAMOND** Brown Sugar	**DIAMOND** Sugar Plum	**DIAMOND** Purple Rain	**DIAMOND** Twilight Sparkle
DIAMOND Teal Sparkle	**DIAMOND** Smoky Diamond	**CREAM** Blackest Black	**CREAM** Cosmic Brown	**CREAM** Majestic Plum	**CREAM** Starry Night	**CREAM** Emerald Green
CREAM Saturn Grey	**BROW** Tawny	**BROW** Light Blonde	**BROW** Blonde	**BROW** Light Brown	**BROW** Dark Brown	**BROW** Brunette

Farm Rx 4-Piece Collection
- Super Greens Multivitamin Moisture Cream
- Bakuchiol Serum
- Bakuchiol Eye Cream
- Super Greens Cooling Gel

$155 value

*No purchase necessary to enter or win. Open to legal residents of all 50 U.S. states and D.C., ages 18 and older. Sweepstakes runs during Campaign 15 2022, beginning 6/22/22 and ending 7/5/22. (The drawing will be on 7/8/22.) Void where prohibited. See Official Rules for full details, including alternate method of entry at: https://avon.com/marketing-sweeps-2022

GET HOOKED

ON EASY, ADD-ON SALES!

THE BROCHURE BACK COVER FEATURE!

Avon Senses Hydrating Shower Gel
Leaves skin cleansed and conditioned.
Each, 5 fl. oz. **reg. $6**

half price

$2.99 each

Juicy Pomegranate & Mango

Silky Vanilla

Cucumber Melon

Blushing Cherry Blossom

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Facebook.com: AvonUSARepresentatives
YouTube.com: AvonUSAReps

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