

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 C3 Preview Products with your C1 and C2 orders. Order C3 Brochures when placing your C1 product orders.

DON'T MISS

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

For details, see pages 28-29.



BUILD The Buzz...

You can share content about this belif 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!



belif: January-December 2020

GOOD HOUSEKEEPING
Distribution: 4.2M people



INTRODUCING

re:tune INNER BEAUTY*

starts at your very core. re:tune
Inner Beauty helps you feel good on
the inside so you can look great on
the outside, with key supplements
that deliver nutritional support. Use
with advanced clinical skin care
products to help maintain a healthy,



The re:tune Inner Beauty collection is available for purchase in the C3 Brochure and the Digital Catalog. Check out all the great benefits of the products on the following pages.





give collagen a boost

ON THE SKIN AND FROM WITHIN



Supports healthy collagen production for firmer-looking radiant skin.*

re:tune Inner Beauty Collagen Booster

Add one scoop to water, juice or coffee. Unflavored. With marine collagen peptides.
2.65 oz. net wt. (75 g).
C3 price: \$56
(reg. \$69)

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

WHO'S YOUR CUSTOMER?

Beauty enthusiasts who are up on the latest trends and innovations, and nutritionally minded customers who may have purchased supplements. Also, your former Espira customers—let them know we have their favorites along with new innovation.

WHY THEY'LL LOVE IT

re:tune Inner Beauty
helps to renew and
protect your skin
from the inside out,
while supporting your
overall health and
well-being.* Its targeted
nutritional support
features clinically
studied nutrients.





RESTFUL SLEEP

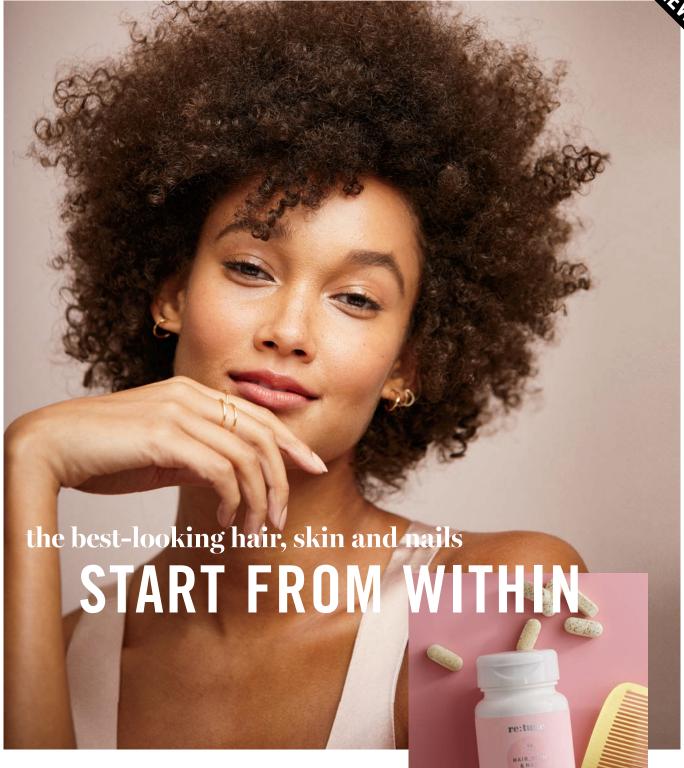
A natural, non-habitforming supplement to help you get your beauty sleep and wake up refreshed.* With magnesium, hops, chamomile and melatonin. 60 vegetarian capsules.

C3 price: \$19 (reg. \$24)

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



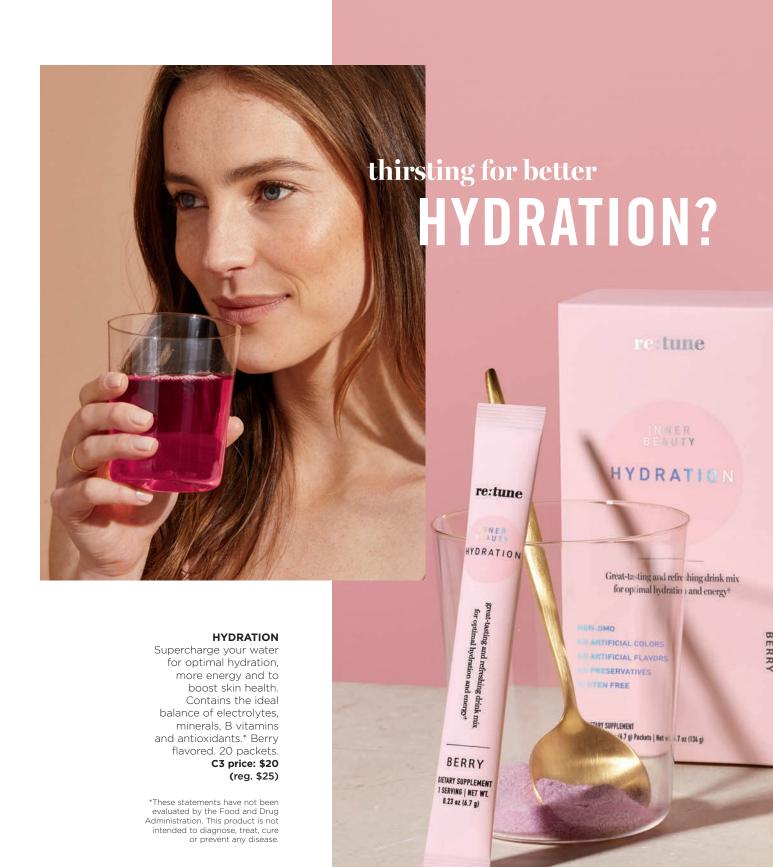




HAIR, SKIN & NAIL HEALTH

Antioxidants, biotin and nutritional building blocks to promote a healthy response to UV exposure while helping build healthy hair, skin and nails.* 60 tablets.

C3 price: \$32 (reg. \$39)





HUNGER BLOCK

Help reduce your food cravings for hours* with a naturally sourced super fiber that can absorb up to 50 times its weight in water. 60 vegetarian capsules.

C3 price: \$25 (reg. \$31)

METABOLISM BOOST

A natural, plant-based energy and metabolism booster that helps you burn more calories.*† 60 vegetarian capsules.

C3 price: \$26 (reg. \$33)

†With reduced dietary intake and exercise.

IDEAL CLEANSE

AM + PM multi pack. Helps to cleanse your body of toxins for healthy digestion and helps reset your metabolism in just 3 days.* 9 AM capsules, 9 PM tablets (3 servings).

C3 price: \$20 (reg. \$25)

maximize your potential

ENERGY











LIMITED EDITION



LuxLovin' Isa Knox Anew LX Ultimate Set

Discover the age-defying benefits of paeonol, our exclusive peony extract, with a day cream infused with nutmeg for a visibly even tone and a ceramideenriched serum to keep skin looking firm and smooth. Includes one full-size day cream, plus a travel-size day cream and serum:

- Rejuvenating Day Cream, 1.7 fl. oz.
- Rejuvenating Day Cream, .5 fl. oz.
- Rejuvenating Serum, .23 fl. oz.

226-124 reg. \$75 now \$39.99 the set © \$29.99 P \$27.99 PRP \$23.99

Anew Vitamin C Vitamin Me Brighten Me Gift Set

Get glowing with a daily dose of vitamin C for plumped, kissable lips and naturally radiant, hydrated skin. Includes three favorite full sizes:

- Antioxidant Lip Treatment, .13 oz. net wt.
- Brightening Serum, 1 fl. oz.
- Illuminating Priming Moisturizer, 1.7 fl. oz.

226-139 reg. \$92 now \$44.99 the set C \$33.74 P \$31.49 PRP \$26.99

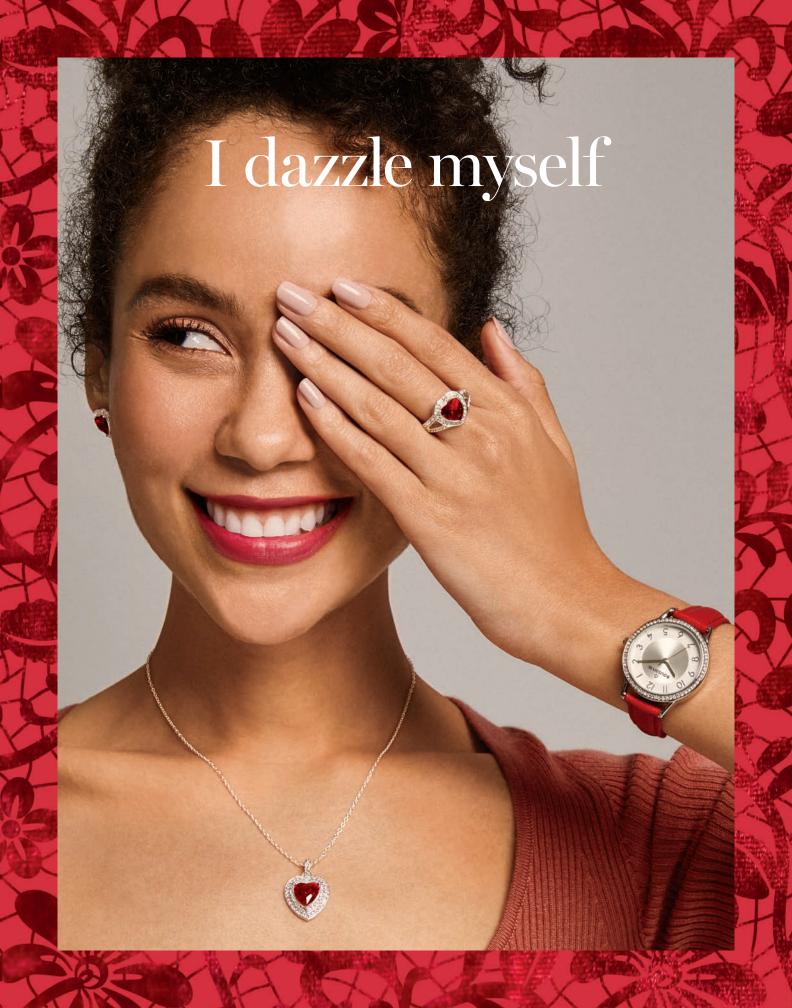
HOST A GALENTINE'S PARTY ON SOCIAL MEDIA!

It's a fun way to share self-care pampering tips and our limitededition collection.











Healing Stone Pendant Necklace Goldtone with genuine semiprecious stones. .24" L with 31/2" extender. Pendant, 21/2" L. Rose Quartz **267-942** Sodalite **267-938** Aventurine 268-054 Grev Agate 268-130 reg. \$22.99 now 16.99 each C \$12.74 P \$11.89 PRP \$10.19

Grey Agatesaid to build up your strength, increase focus and provide stability. Sodalite-Aventurinesaid to bring said to open the spirit to balance, harmony and confidence. trust into luck and the manifestation vour life with a grounding of goals. energy. Rose Quartz-said to spark forgiveness, compassion and unconditional love. the power of gemstones

As stone is

natural, colors

may vary.

Genuine

semi-precious

stones.



Charming Layered Bracelet
With metal charm and leatherlike cord.
reg. \$19.99 now \$14.99 each C \$11.24 P \$10.49 PRP \$8.99

ANY WAY YOU STACK IT, OUR COLLECTIONS ALWAYS MAKE A PERSONAL CONNECTION









Sizes: 6 **267-100** 8 **267-115** 10 **267-120**



Sizes: 6 **267-670** 8 **267-718** 10 **267-780**



Sizes: 6 **267-828** 8 **267-919** 10 **267-923**

Charming Stacking Ring Set
Silvertone 5-piece ring set with colored stone and sparkling details.
reg. \$16.99 now \$12.99 each set C \$9.74 P \$9.09 PRP \$7.79

FINE FILIGREE

sterling silver with delicate openwork and stone accents



Filigree Cuff Stone Accent Watch

accents. Open-hinged bracelet; one size fits most. 19mm x 63mm case.

515-713 reg. \$44.99

now \$34.99 C \$26.24 **P** \$24.49 PRP \$20.99 Sterling Silver Open Work Ring

5 524-661 8 525-084 6 524-714 9 525-251 7 **525-050** 10 **525-266**

reg. \$44.99

now \$34.99 C \$26.24 **P** \$24.49 PRP \$20.99



QUALITY TIME FORHIM

watches with a stylistic edge

From the **Boussivie** collection of watches. Always timely and forever of the moment.



Men's Multicolor Watch

Brown genuine leather strap with blue sunray dial. 10" L (including buckle) with a 42mm x

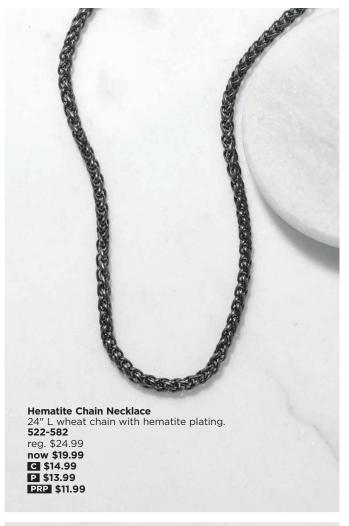
49mm case. **524-221** reg. \$58.99 **now \$44.99**

C \$33.74 P \$31.49

Men's Stainless Steel Collection

With hematite, black antiquing and leather accents.



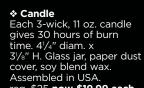












reg. \$25 now \$19.99 each

C \$15.99 P \$15.99 PRP \$14.99

* LYRD Rose Blossom & Musk

Pink peony, sophisticated rose blossom and soft musk. **507-010**

LYRD Juicy CurrantMagnolia

Juicy currant, sweet rhubarb and blooming magnolia. **506-765**

❖ LYRD Violet & Birch Delicate violet, crisp birch and warm vanilla. 507-030

Never leave burning candles unattended. Keep away from children and pets.



ROSE BLOSSOM & MUSK

layers redefined

R

WHO'S YOUR CUSTOMER? Fragrance

customers and anyone looking to create an exquisitely scented sensorial experience at home. Remind them that our soy blend wax candles allow for a cleaner burn.

JUICY CURRANT & MAGNOLIA

JUICY CURRANT & MAGNOLIA GROSEILLES JUTEUSES ET MAGNOLIA

Elevate Your Space

Make your home even more welcoming with new unique fine fragrance candles, crafted by expert perfumers, bringing magic to your everyday.



10 LIP BALMS for only \$6.95

Buy 5 packs of 10 GET 20 FREE LIP BALMS

20 St. IW JOH BS

LIP BALM BONANZA

An exclusive offer for Representatives. There's no limit to how many packs you can order. The prices shown are "your cost" for all Representatives.

1 PACK OF 10 LIP BALMS for only \$6.95 (A \$20 VALUE!)

PICK YOUR PACK!

10 Moisture Therapy Lip Balms 134-116

10 Dew Kiss Lip Dew Lip Balms 153-210

10 Flavor Savers Lip Balms (Strawberry) 157-310

10 Flavor Savers Lip Balms (Melon) **160-074**

10 Flavor Savers Lip Balms (Vanilla) 164-137

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

MIX OR MATCH Your Packs

+ Receive a FREE A-Box flat carton

with each pack purchase to create your own gift sets! Our beautifully designed A-Boxes add an extra special touch.

GIFT ON THE GO WITH LIP BALMS!

Check out the Digital What's New for a video featuring more tips and tricks.



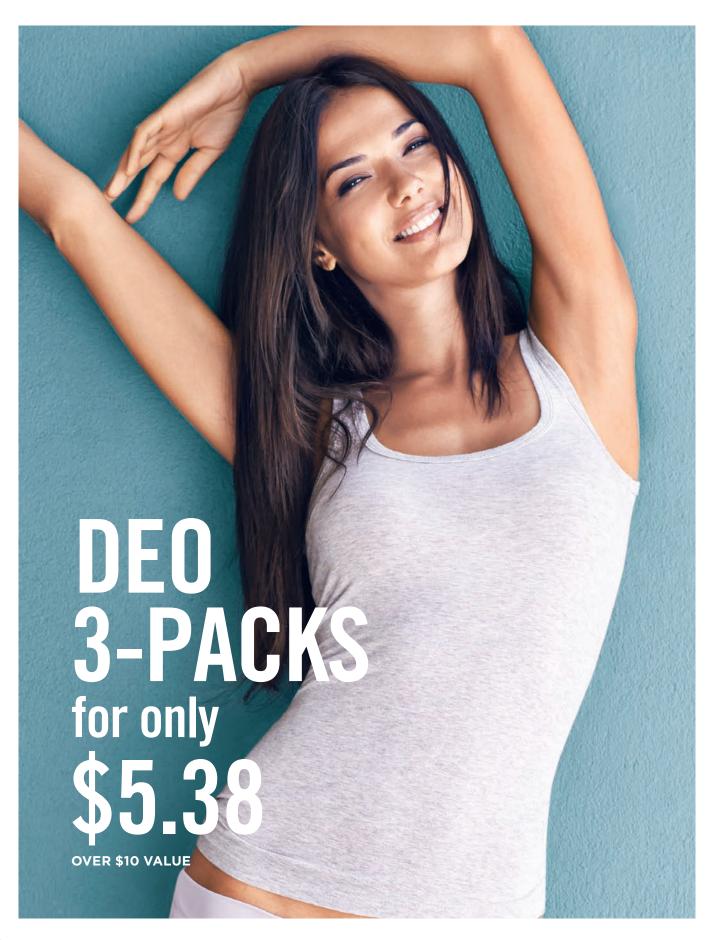






- Give them out as party favors—they make the perfect Galentine's or Valentine's gifting goodies.
- Drop a lip balm in your customers' orders to thank them for their purchases.
- Attach a lip balm to your business card to drop in orders or hand out.
- Include one with a Brochure to hang on your neighbors' door knobs.

- · Give out as teachers' gifts.
- Give to local businesses you frequent, like the barista at your favorite coffee spot.
- 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.



DON'T MISS OUT!

Take advantage of this deo offer in the C3 and C4 flyers, and (bonus!) receive a fun freebie.





Rave PEARLS PEAR

+ Receive a FREE A-Box flat carton

with each deo pack purchase. The flyers feature a variety of packs to choose from, and the free box makes it easy to create your own thank-you gifts for customers—a win-win!









LOVE AT FIRST TRY!

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



NEW! Isa Knox Anew LX Ultimate Samples

This breakthrough collection is infused with paeonol, our unique extract harvested at its peak from rare peonies in an exclusive compound specially formulated for a reiuvenated look.



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



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

Mission Luxereve Samples

This premium sample pack includes two cream and two serum samples, plus two four-page Mission Luxereve informational pamphlets you can share with customers.



(2 Cream & 2 969-464 reg. \$8.50 NOW \$6.50



PHYSIOGEL DAILY **MOISTURE THERAPY** FACIAL CREAM Pack of 3 Samples 353-819 reg. \$1.50 NOW 69¢



ANEW CLINICAL POWER SERUM Pack of 5 Samples 105-159 reg. \$2.50



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



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



HYDRA FUSION GEL CREAM Pack of 5 Samples 791-048



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



NEUTRALIZE SERUM .23 fl. oz. 511-885 Tube \$2.50 NOW 99¢



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



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



Belif Samples!

Agua Bomb increases skin's hydration levels by 70%,* and Moisturizing Bomb delivers 26 hours of intense hydration.* The samples allow customers to experience the luxurious texture of these products—follow up to see how they liked them! *Based on a clinical study



AQUA BOMB Pack of 3 Samples 397-904 reg. \$3 **NOW \$1.40**



MOISTURIZING BOMB Pack of 3 Samples 397-923 reg. \$3 **NOW \$1.40**







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 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



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



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



FAR AWAY (warm & exotic) Pack of 5 Samples 006-434 reg. \$2.25 NOW \$1.75



LYRD ARTISAN CHERRY VETIVER (warm & indulgent) Pack of 5 Samples 828-590 reg. \$4.25 NOW \$2.50



LYRD ARTISAN SANTAL MUSK (warm & exotic) Pack of 5 Samples 830-232 reg. \$4.25 NOW \$2.50



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



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



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



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



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



Find your heart, find your keys

Lock Me In Love Key Chain

Goldtone carabiner-clip key chain with red and gold rhinestones and red tassel. Metal iron chain, PU heart backing. $2\sqrt[3]{4}$ " W x $2\sqrt[1]{2}$ " H, 6" total length. Imported. **245-687 Brochure offer:** \$8.99 with any \$15 Valentine's Day purchase (\$20 if purchased separately).

C \$6.74 P \$6.29 PRP \$5.39

(No additional purchase necessary in the *What's New*.)

Spread the love! Share this special customer offer:

ONLY \$8.99

with any \$15 Valentine's Day purchase in the Brochure.

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