

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 C6 Preview Products with your C4 and C5 orders. Order C6 Brochures when placing your C4 product orders.

DON'T MISS

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

For details, see pages 18-19.



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

Exclusive Representative offer!

FREE Belif Deluxe Sampler Bag

with purchase of Happy Birthday Edition Aqua Bomb **or** Moisturizing Bomb. Sampler Bag includes: Aqua Bomb + Moisturizing Bomb travel sizes (each, .33 fl. oz.).





+18 FREE Samples

Aqua Bomb + Moisturizing Bomb: 3 Packs of 3 samples each!















SAMPLE YOUR WAY TO BIGGER SALES!

Did you know... Representatives who invest in samples saw an average increase of 15% in order size! And for new Representatives, there is an average increase of 43% in order size.

WAYS TO USE SAMPLES

- An easy ice breaker to start the conversation (samples help you share with confidence!).
- An introduction to your business—attach to business cards and Brochures.
- A fun freebie for customers who refer new customers to you.
- Offering a solution and addressing your customer's needs—belif is perfect for anyone with dry skin.
- · A thank you for placing an order.

DON'T FORGET...

- Always be prepared with samples by keeping some in your bag, car or at work.
- Follow up to see how your customers liked them.





One year ago, this time-trusted herbal skin care brand was welcomed into our Avon family! These explosively moisturizing formulas have made many true believers...over 4 million sold worldwide! See what they say.

And take the plunge yourself!

new **JUMBO SIZES**

get 50% more than our regular full sizes



the true cream aqua bomb

an AVON exclusive! Happy Birthday Cake Edition 2.53 fl. oz. 207-183 reg. \$55 now \$45 C \$33.75 P \$31.50



the true cream moisturizing bomb

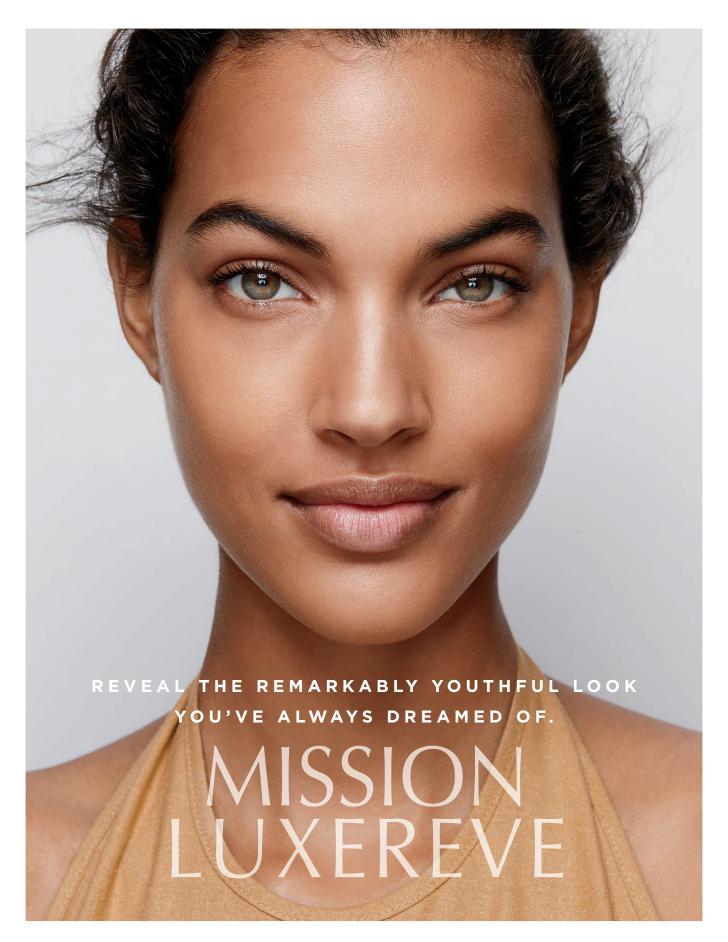
an AVON exclusive! Happy Birthday Cake Edition 2.53 fl. oz. 207-217 reg. \$55 now \$45 C \$33.75 P \$31.50 PRP \$27

This great offer is featured in the Brochure—share it with your customers!

FREE Belif Deluxe Sampler Bag







introducing

A skin-revitalizing essence

Deep hydration to prep skin for the **Mission Luxereve** regimen as it enhances the regimen's rejuvenating power and smooths skin.

MISSION

UXEREVE

So light yet luxurious, this essence includes a special fermentation complex derived from natural ingredients for concentrated, lasting moisture.



ESSENCE

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

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 for the smoothest, most youthfullooking skin ever.

AM/PM: Apply after Essence and before moisturizing.

CREAM

Enriched with luxurious oils and other moisturizing ingredients, this indulgent cream helps skin look smoother, firmer and radiantly healthy, for a more youthful, sculpted appearance.

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

MISSION LUXEREVE ESSENCE SET

Deluxe skin care collection includes:

- NEW! Full-size Essence Use AM/PM after cleansing and before Luxereve Mission Serum and Cream. 3.72 fl. oz.
- Try-it-size Serum .23 fl. oz.
- Try-it-size Cream .17 oz. net wt.

163-767 reg. \$106 now \$85 C \$63.75 P \$59.50 PRP \$51

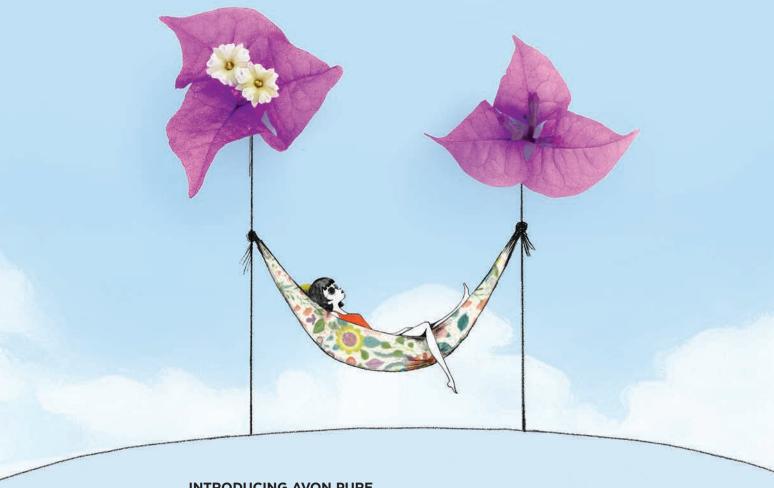






MISSION LUXEREVE ESSENCE Pack of 3 Samples 258–129 reg. \$2 NOW \$1.20

Boost your well-being, soothe your spirit enhance your mood



INTRODUCING AVON PURE

Expertly crafted, highly concentrated, pure premium-quality, plant-derived, essential oils that are also vegan and free of parabens, gluten, phthalates and sulfates. Some call it aromatherapy. You'll call it pure bliss.

WHAT'S IN THE **COLLECTION?**

Both single note and blended essential oils in rollette and vial forms. Rollettes are for use on skin and vials are to be used with a diffuser.

HOW DOES IT WORK?

Apply our rollettes directly to the skin to experience the benefits of our pure essential oils. For the vials, use with our diffuser to scent your home and fill your space for a truly sensorial experience.

WHY THEY'LL

LOVE IT Our highly concentrated, pure essential oils are plantderived and 100% vegan.

De-Stress

Like yoga in a bottle...it helps calm you. With sweet almond oil, lavender and peppermint. 225-740

TIP:

Apply to neck and shoulders to ease feeling of tension. Apply to wrists to help relax.

Energize

Wakes you up from that midday slump. With sweet almond oil, grapefruit peel oil, sweet orange peel oil and rosemary leaf extract. 133-598

TIP:

Need a motivation boost? Apply to temples and wrists to promote an invigorated atmosphere.

Focus

Helps boost alertness and concentration. With sweet almond oil, lemon peel oil and rosemary leaf extract. 225-735

TIP:

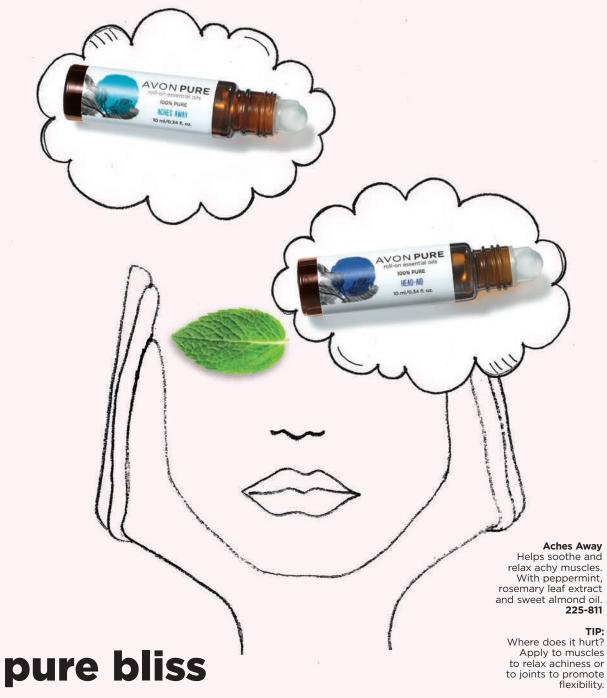
Need fresh mental energy? Apply to wrists or hands to stimulate the mind during intense study or work.

get rolling

AVON PURE ROLL-ON ESSENTIAL OILS

Pop a rollette in your pocket or purse and instantly transform your day wherever you go with the perfect blend of oils.

Each, .34 fl. oz. reg. \$23 **now \$18 each** C \$13.50 P \$12.60 PRP \$10.80



AVON PURE ROLL-ON ESSENTIAL OILS

More rollettes to help enhance your mood and refresh your spirit on the go.

Each, .34 fl. oz. reg. \$23 now \$18 each C \$13.50 P \$12.60 PRP \$10.80

Head-AidEase your mind. With peppermint, eucalyptus and sweet almond oil. 225-917

Apply to neck, shoulders and behind the ears to help soothe headaches.

get your zen on

AVON PURE ESSENTIAL OILS

Take a breath with blended oils (on this page) and single notes (pages 12-13). Use with the diffuser (page 13) to scent your home and fill your space with the benefits of pure essential oils. Not for use on skin.

Each, .34 fl. oz.

Happiness

Infuse the air with joy and exhilaration.
With grapefruit, lemon and sweet orange.
225-659
reg. \$19
now \$15
C \$11.25
P \$10.50
PRP \$9

Sweet Dreams Create a serene

environment

for restful thoughts. With lavender and chamomile. 225-276 reg. \$29 now \$23 C \$17.25 P \$16.10

PRP \$13.80

Zen

Awaken an allover sense of tranquility. With lavender, peppermint and chamomile. Namasté. 225-682 reg. \$29 now \$23 C \$17.25 P \$16.10 PRP \$13.80









good vibes are in the air

AVON PURE ESSENTIAL OILS

Single notes to use with the diffuser (this page) to scent your home and fill your space with the benefit of your favorite pure essential oil.

Each, .34 fl. oz.





Avon Pure Diffuser

LED light-up diffuser with three different settings releases a fine mist of essential oil into the air so that you can easily fill your space with the essence of the oils. 61/2" H. USB connection.

345-800 reg. \$36

now \$29

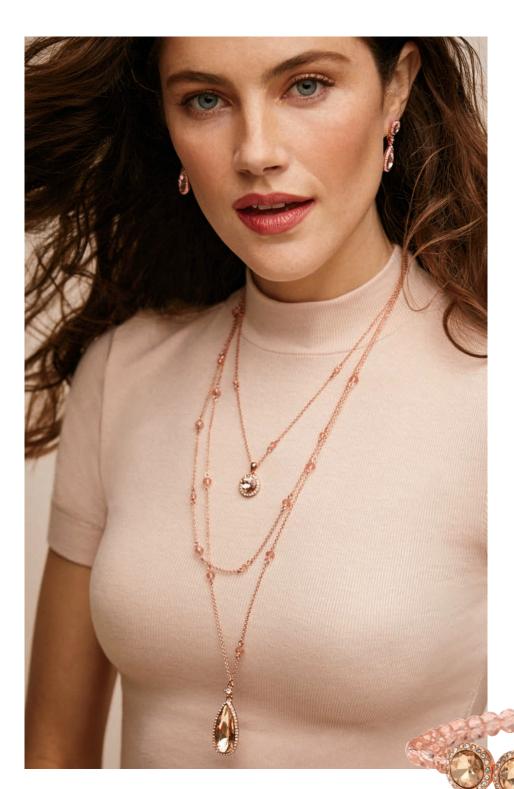
C \$21.75 P \$20.30 PRP \$17.40

avon pure roll-on essential oils

MOOD-ENHANCING BLENDED OILS	HOW TO USE	
ENERGIZE sweet almond oil, grapefruit peel oil, sweet orange peel oil and rosemary leaf extract.	Apply to temples and wrists to promote an invigorated atmosphere.	
FOCUS sweet almond oil, lemon peel oil and rosemary leaf extract.	Apply to wrists or hands to stimulate the mind during intense study or work.	
DE-STRESS sweet almond oil, lavender and peppermint.	Apply to neck and shoulders to ease feeling of tension. Apply to wrists to help relax.	
ACHES AWAY peppermint, rosemary leaf extract and sweet almond oil.	Apply to muscles to relax achiness or to joints to promote flexibility.	
HEAD-AID peppermint, eucalyptus and sweet almond oil.	Apply to neck, shoulders and behind the ears to help soothe headaches.	

avon pure essential oils to use with our diffuser (not for use on skin)

BLENDED OILS		SINGLE-NOTE OILS	
A CONTRACT	HAPPINESS grapefruit, lemon and sweet orange.	EUCALYPTUS refreshes the mind, rejuvenates the senses.	
	SWEET DREAMS lavender and chamomile.	LAVENDER calms and soothes, and helps with balance and restfulness.	
#15.55#	ZEN lavender, peppermint and chamomile.	PEPPERMINT cooling, stimulating, refreshing, invigorating.	
		ROSEMARY Stuck in neutral? This will help get you going!	







Rose Goldtone Collection Glass stones with the look of morganite stones set in rose goldtone.

Pavé Layered Necklace Longest length: 28" L with 3½" extender; shortest length: 18" L. 174-301 reg. \$34.99 now \$26.99 C \$20.24

P \$18.89 PRP \$16.19

Drop Earrings 11/4" L drop. Pierced. 180-652 reg. \$12.99 now \$9.99 G \$7.49 P \$6.99

Stretch Bracelet
One size fits most.
180-667
reg. \$16.99
now \$12.99
C: \$9.74
P: \$9.09
PRP \$7.79

sparkle & blush

a sophisticated collection of subtly colored stones and pale rosy beads set in trendy rose goldtone

brilliant ideas!

update your jewelry wardrobe for spring with the look of diamonds, sapphires and colorful gems











Beautifully Blue Collection

Blue glass or acrylic stones with pavé accents set in silvertone.

Necklace 16" L with 3" extender. Pendant, 3/4" L. 181-960 reg. \$12.99 now \$9.99 C\$ \$7.49 P\$6.99 PRP\$ \$5.99 Genuine Motherof-Pearl Watch Genuine blue mother-of-pearl dial. 75/8" L with 34mm diam. case. 182-052 reg. \$44.99 now \$34.99

reg. \$44.99 now \$34.99 C \$26.24 P \$24.49 PRP \$20.99 Earrings
1" drop.
Pierced.
181-921
reg. \$12.99

now \$9.99 C \$7.49 P \$6.99 PRP \$5.99 Tennis Bracelet 7/2" L with 1" extender. 195-939 reg. \$16.99 now \$12.99 C \$9.74

PRP \$7.79

Pretty Purple Collection

Shades of purple glass stones set in silvertone.

Necklace and Earring Set
Chain, 16½" L with 3½" extender.
Pierced drops, ¾" L. 180-868
reg. \$16.99
now \$14.99 the set
C \$11.24
P \$10.49
PRP \$8.99

Layered Pendant

Crisscross Ring 3/4" L. Sizes: 6 181-443 8 181-458 10 181-477 reg. \$12.99 now \$9.99 C\$ \$7.49 P\$ \$6.99

PRP \$5.99

Earring Pack
3-pair set. Hoops,
3/4" and 1" diam.;
studs, 1/4" diam.
Pierced.
181-166
reg. \$13.99
now \$10.99 the set
C \$8.24
P \$7.69
PRP \$6.59





10 LIP BALMS for only \$6.95

Buy 5 packs of 10 GET 20 FREE LIP BALMS

ZO SI IM JOU GZ

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

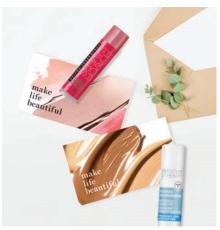
with each pack purchase to create your own gift sets! Our beautifully designed A-Boxes add an extra special touch.

GIFT ON THE GO WITH LIP BALMS!

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



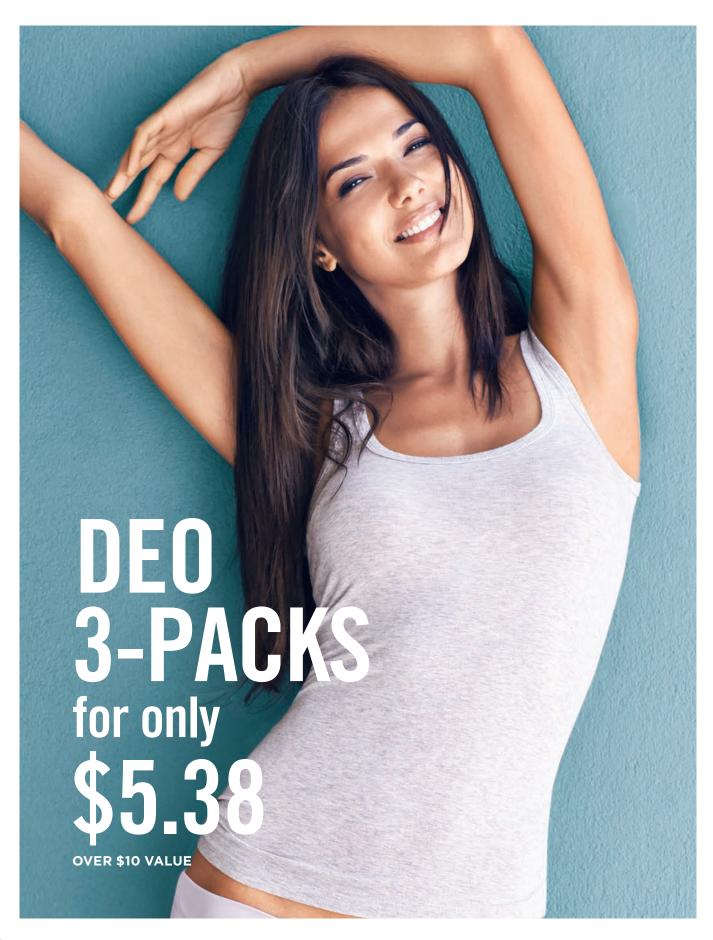






- Give them out as party favors—think bridal or baby showers.
- Drop a lip balm in your customers' orders to thank them for their purchases.
- Attach a lip balm to your business card to drop in orders or hand out.
- Include one with a Brochure to hang on your neighbors' door knobs.

- 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.



DON'T MISS OUT!

Take advantage of this deo offer in the C6 and C7 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!









FOR A BRIGHTER SMILE ON THE GO!

With hydrogen peroxide, helps remove everyday stains from food, coffee, wine and lipstick.





Perioe Thera-White Teeth Whitening Pen Clear gel with hydrogen peroxide with easy silicone tip. .14 fl. oz. 408-994 reg. \$26 now \$19.99 C \$14.99 P \$13.99 PRP \$11.99

WHY THEY'LL LOVE IT

It's convenient for on-the-go use and easy to use. Delivers immediate brightening and stain removal results, anytime, anywhere!

LOVE AT FIRST TRY!

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



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¢



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



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



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



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



#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





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



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



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



ROSE DU SOLEIL (fresh & vibrant) Pack of 5 Samples 514-387 reg. \$3 **NOW \$1.85**



BOUQUET DE FREESIA (fresh & clean) Pack of 5 Samples 359-563 reg. \$3 NOW \$1.85



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



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



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 req. \$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



(fresh & clean) Pack of 5 Samples 578-367 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 149-230

DISHES ARE DONE!





Cucina Essentials Automatic Dishwasher Detergent Pods

All-in-one detergent and rinse aid cleans and prevents water stains. Water-soluble formula dissolves easily in wash cycle. Nature-derived ingredients. Phosphate- and toxinfree. Fresh citrus scent. 55 pods. 163-771

reg. \$24.99 **now \$18.99 C \$15.19 P \$15.19 PRP \$14.24**

dual-action detergent & rinse aid in one!

Follow our social media channels:

f Facebook.com: Avon

YouTube.com: Avon

O Instagram: @AvonInsider

★ Twitter: @AvonInsider

Pinterest: AvonInsider

Connect with other Representatives:

Facebook.com: AvonUSARepresentatives

YouTube.com: AvonUSAReps

