

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 C7 Preview Products with your C5 and C6 orders. Order C7 Brochures when placing your C5 product orders.

DON'T MISS OUT!

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

For details, see pages 20-21.





A NEW VEGAN SKIN CARE COLLECTION with natural plant-based ingredients for healthy skin. Our innovative Slow Herb Complex™ has a blend of botanicals that thrive in dry conditions and are slowly cold-brewed to extract antioxidants for peak efficacy. The result? Dry skin feels instantly nourished with a fresh, healthy-looking, dewy glow.

Council)



WHO ARE YOUR FARM RX CUSTOMERS?

Think anyone who's asked you about products that are: vegan, clean, natural, sustainable and free from things like parabens, sulfates, phthalates, mineral oil and synthetic dyes/fragrances.

This collection is also great for customers who have sensitive or troubled skin, experience breakouts or have dry, depleted skin.





A GENTLE PLANT-BASED ALTERNATIVE TO RETINOL

that helps visibly reduce wrinkles and discolorations without the same irritation... and does not promote photosensitivity, so it can be used during the day!



98% natural

90% natural



Bakuchiol Serum Sérum Bakuchiol

30 ml / 1 fl. oz.

FOR EYES

Bakuchiol Eye Cream
Clinically proven to significantly reduce crow's feet, fine lines and wrinkles in one week. Hydrating and revitalizing formula visibly reduces dark circles, fine lines and wrinkles, without irritating the delicate eye area, for a smoother, brighter and firmer look. 1.01 fl. oz. 416-912

reg. \$37 **now \$29.99 C \$22.49 P \$20.99 PRP \$17.99**

FOR FACE

Bakuchiol Serum
Clinically proven to significantly reduce the appearance of fine lines and wrinkles in one week. Concentrated lightweight oiltextured formula penetrates the skin's surface to visibly improve fine lines, wrinkles and dullness without irritation. See smoother, younger and more radiant-looking skin. 1.01 fl. oz. 417-168 reg. \$44 now \$34.99

C \$26.24 P \$24.49 PRP \$20.99



Bakuchiol Eye Cream Pack of 3 samples 307-689 reg. \$1 NOW 79¢ the pack

FREE Try-it-size Eye Cream (.17 fl. oz.) with purchase of full-size Eye Cream, and free try-it-size Serum (.17 fl. oz.) with purchase of full-size Serum

















PRO TIPS FROM JEANNINE

Start fresh with a clean skin care regimen! All Farm Rx products have clean formulas and are suitable for sensitive skin.

Prep

Use your fave cleanser (we recommend Anew Hydra Fusion Cleansing Micellar Water), and I love using belif Jelly Cleanser at night for an extra dose of hydration!

Treat

Farm Rx Bakuchiol Serum is a plantbased alternative to retinol (for anti-aging benefits minus the irritation or sensitivity!). And for those who like to layer their treatments, I'm a fan of using Isa Knox Anew LX Ultimate Face Serum and the Clinical Collagen Ampoules.

Moisturize

For face — use either Farm Rx Super Greens Cooling Gel (great for oily skin) or the Super Greens Multivitamin Moisture Cream (for normal to dry skin). Insider tip... at night, follow with Green Goddess Facial Oil to seal in all the goodness overnight! For eyes—use Farm Rx Bakuchiol Eye Cream.

BONUS! Our Super Greens Cooling Gel does double duty as a mask. Simply apply a thicker layer and remove after 10-15 minutes.



JEANNINE WHITVER SENIOR MANAGER, PRODUCT EDUCATION, L&D

jjlovesbeauty

THE FARM RX

BUY

BUY 1 BUNDLE for \$78.72*

309-643

1 Farm Rx Bakuchiol Eye Cream 1 Bakuchiol Serum 1 Super Greens Cooling Gel 1 Super Greens Moisturizer



There's no limit to how many bundles you can order.

BUY 2 BUNDLES for \$157.45*

309-643

2 Farm Rx Bakuchiol Eye Creams2 Bakuchiol Serums2 Super Greens Cooling Gels2 Super Greens Moisturizers





BUSINESS BUILDER BUNDLES!

FREE

GET 4 FREE PRODUCTS

1 Try-it-size Bakuchiol Eye Cream 1 Try-it-size Bakuchiol Serum 1 Try-it-size Super Greens Cooling Gel 1 Try-it-size Super Greens Moisturizer



GET 45 FREE SAMPLES

5 Packs of 3 Bakuchiol Eye Cream Samples 5 Packs of 3 Super Greens Cooling Gel Samples 5 Packs of 3 Super Greens Moisturizer Samples



\$176.72⁺

VALUE

GET 12 FREE PRODUCTS

2 Try-it-size Bakuchiol Eye Creams 2 Try-it-size Bakuchiol Serums 2 Try-it-size Super Greens Cooling Gels 2 Try-it-size Super Greens Moisturizers 1 Farm Rx Trial Kit (4-piece kit) 1 Full-size Green Goddess Facial Oil 2 Try-it-size Green Goddess Facial Oils







GET 90 FREE SAMPLES

10 Packs of 3 Bakuchiol Eye Cream Samples 10 Packs of 3 Super Greens Cooling Gel Samples 10 Packs of 3 Super Greens Moisturizer Samples



\$433.16⁺

*Based on the C7 Brochure special prices. †Based on regular prices.

A ROSY OUTLOOK

Multitasking primer
with a trio of tone-up
capsules and rosy
fine pearls, gorgeously
evens skin tone and gives
a subtle gloss effect.

VDL Lumilayer Rosy Perfect Primer

For a velvety smooth, healthy-looking and radiant complexion. Instantly moisturizes, visibly blurs pores and corrects skin tone. Locks down and extends the wear of base makeup. Infused with skincaring damask rose water, rose enfleurage oil and lady's mantle. 1 fl. oz. 163-752

reg. \$40 **now \$34 C \$25.50 P \$23.80 PRP \$20.40**

HOW IT WORKS

As you apply to cheeks, forehead, nose and chin, the trio of tone-up capsules are crushed and blended with the rosy base, changing from a rosy white to a beautiful rosy beige tone.





THE BENEFITS OF **HEMP SEED OIL, NOW FOR YOUR LIPS!**

Hemp seed oil is a naturally derived oil enriched with omega-3-6-9 fatty acids and vitamin E to help to naturally nourish, hydrate and soften. Available in a universally flattering red tint and clear. Non-greasy and applies smoothly to lips, providing deeply hydrated, healthy-looking lips.





Veilment Hemp Seed Oil Lip Balm

Hemp-infused lip balm enhanced with moisturizing jojoba and coconut oils for deeply hydrating, naturally conditioned lips. No CBD or THC. Each, 2.5 oz. net wt. Clear 418-642 Red 418-399

reg. \$2.50 now \$1.69 each C \$1.27 P \$1.18 PRP \$1.01

necklace and earring set now \$12.99 each set C \$9.74 P \$9.09 PRP \$7.79

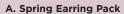












7-pair set of pierced studs in goldtone, silvertone or rose goldtone. 023-827

reg. \$16.99 now \$12.99 the set C \$9.74 P \$9.09 PRP \$7.79

B. Spring Ring Set

5-piece set.

Butterfly Clover Heart (goldtone) (silvertone) (rose goldtone) Sizes: Sizes: Sizes: 6 **024-709** 6 **024-383** 6 **023-918** 8 **024-747** 8 **024-618** 8 023-922 10 024-751 10 024-694 10 024-379 reg. \$12.99 now \$9.99 each set

C \$7.49 P \$6.99 PRP \$5.99

C. Spring **Butterfly Watch**

Pink leather-like strap, 9" L with buckle. Silvertone case with accent stones and butterfly design; 30mm diam. 417-670

reg. \$34.99 now \$26.99 C \$20.24 P \$18.89 PRP \$16.19

D. Spring Stretch

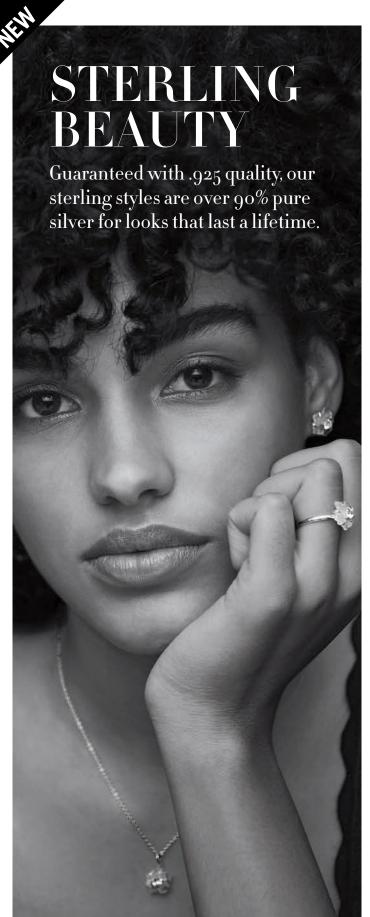
Bracelets One size fits most. Heart (rose goldtone) 024-842 Clover (silvertone) 024-900 Flower (goldtone) 024-929 Butterfly (silvertone) 024-895 reg. \$9.99 now \$7.99 each C \$5.99 P \$5.59

PRP \$4.79













STRONGER TOGETHER

AVON TEAMS UP WITH THE AMERICAN CANCER SOCIETY MAKING STRIDES AGAINST BREAST CANCER, THE LARGEST NETWORK OF BREAST CANCER FUNDRAISING EVENTS IN THE NATION, UNITING OVER 200 COMMUNITIES ACROSS THE COUNTRY TO LEAD THE FIGHT.





Breast Cancer Stretch Bracelet Set

Bracelet Set Light pink glass beads set in silvertone with rose quartz-like and silvertone charms. One size fits most. 512-790 reg. \$13

now \$10 the set C \$7.50 P \$7 PRP \$6



Breast Cancer Earring Pack

Each, 1" pierced drops. Heart with stone accent, ribbon with the look of enamel and teardrop with the look of rose quartz set in silvertone. 510-946 reg. \$13 now \$10 the set

C \$7.50
P \$7

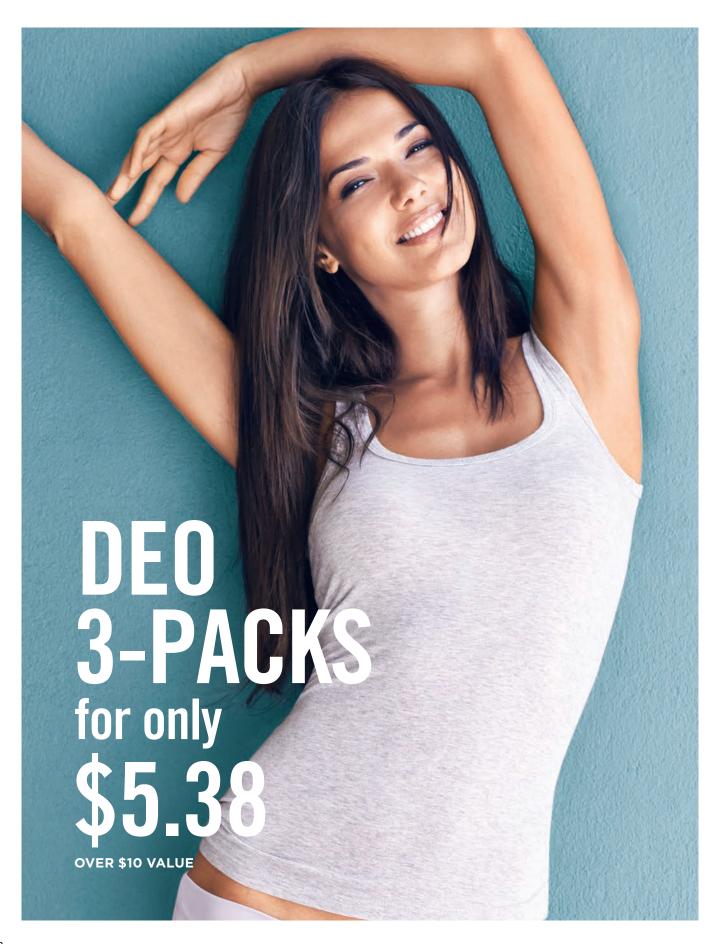
The Avon Breast Health Promise aims to ensure that every woman, every day, is breast health aware.

To learn more, visit MakingStridesWalk.org/TeamAvon





Avon will contribute 15% of the sales prices of Pink Hope fundraising products from this page, up to \$700,000 in 2021, to American Cancer Society Making Strides Against Breast Cancer®. The American Cancer Society does not endorse any product or service.



DON'T MISS OUT!

Take advantage of this deo offer in the C7 flyer

















10 LIP BALMS for only \$6.95

Buy 5 packs of 10 GET 20 FREE LIP BALMS

20 St. 1W 19 02

LIP BALM BONANZA

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

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

PICK YOUR PACK!

10 Moisture Therapy Lip Balms **134-116** 10 Dew Kiss Lip Dew Lip Balms **153-210**

10 Flavor Savers Lip Balms (Strawberry) **157-310**

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

10 Flavor Savers Lip Balms (Vanilla) **164-137**

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

MIX OR MATCH Your Packs

GIFT ON THE GO WITH LIP BALMS!

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









- Give them out as party favors—they make the perfect 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 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.

TLC for Lips

Introducing ultra-moisturizing lip balms featuring your favorite Skin So Soft oils and nourishing ingredients.



Skin So Soft Original Lip Balm

With jojoba oil, shea butter and aloe extract. Grape flavor. 14 fl. oz. 418-657

ENRICHED WITH:

- Shea butter to soften lips
- Jojoba oil to quench and moisturize dry lips
- Aloe vera extract to soothe lips



Skin So Soft Supreme Nourishment Coconut Lip Balm

With aloe extract and shea butter. Tropical coconut flavor. .14 fl. oz.

418-680

ENRICHED WITH:

- Shea butter to soften lips
- Coconut oil to nourish dry lips
- Aloe vera extract to soothe lips



Veilment Care Lip Balm

Lip Balm
Infused with naturally
moisturizing jojoba oil
and coconut oil to
keep lips soft and
supple all day.
Delicately scented
and tinted.
.14 oz. net wt.
Cherry 417-684



flavored and tinted lip balms

Veilment Care

Infused with naturally moisturizing jojoba oil and coconut oil to keep lips soft and supple all day. Delicately scented and tinted. 14 oz. net wt. Strawberry 417-756

FOR EACH: reg. \$2 now \$1.39 C \$1.04 P 97¢ PRP 83¢

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 890



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 Pack of 5 Samples 024-622 reg. \$3 NOW \$1.75



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





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



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



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



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



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



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



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



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



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



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





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



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



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



Display your jewelry in style

Black velvet-like fabric and cardboard. Imported. reg. \$4.99 NOW \$2



Bracelet Pillow 3" L x 3" W. 149-230



More than just a dry shampoo.

Our no-rinse, leave-in shampoo does all this instantly:

CLEANSES No water needed. Leaves hair cleansed and freshly scented without rinsing.

DETOXIFIES With charcoal extract and soothing white tea powder, absorbs oil, sweat and odor. No talc powder or starch. No residue.

ENHANCES COLOR Three shadematching formulas. One is clear. great for blondes.

EXTENDS STYLING Leaves hair looking refreshed and restored with added volume.

WHY THEY'LL LOVE IT

Prevents overly frequent washing, which can strip hair of its natural moisture, and it helps extend styling.



shade matching formulas

Incredible Invisible 841-748 Enigmatic Dark 841-752 Fearless Brunette 841-767

Elastine Restore & Detox Dry Shampoo

No time? No worries! No wetting or resetting. Just spray, comb... done! Hair looks fresh instantly. Great for on the go or extending time between shampoos. Each, 5 oz. net wt.

reg. \$19 now \$16 each C \$12 P \$11.20 PRP \$9.60

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YouTube.com: AvonUSAReps

