

# AVON

## ANEW ESSENTIAL

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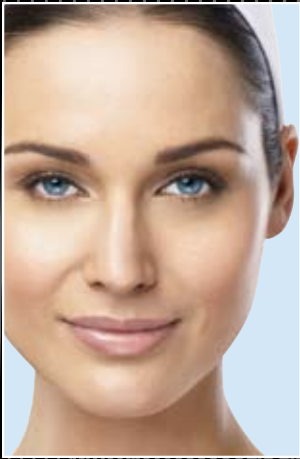
## SKIN CARE GUIDE

Your Answer to Younger-looking Skin



**Pinpoint** your anti-aging skin care needs, **Discover** target treatments and **Find** a regimen that's just right...

**Choose** AVON for a lifetime of gorgeous skin!



### Who is Rejuvenate for?

Women experiencing the **first signs** of aging, including **fine lines, uneven skin tone, dullness, rough texture and tone and visible pores.**

### What does Rejuvenate do?

The Rejuvenate regimen delivers the results of a professional anti-aging facial in just 7 days.\*

- **Smooths skin texture**
- **Skin tone appears more even**
- **Visibly refines the look of pores**

### How does Rejuvenate work?

Formulated to replicate the 3 steps of a professional anti-aging facial with a breakthrough fusion of pioneering technologies:

**MINIEXTRACTION TECHNOLOGY—** formulated to work like thousands of micro-extractions to help visibly shrink pores.

**EXFO-SMOOTHING COMPLEX—** designed to resurface skin to help clarify and reveal a fresher, younger look.

**REVITAFRESH TECHNOLOGY—** engineered to help make skin look more even and smooth.

## ANEW REJUVENATE 3-STEP REGIMEN

### STEP 1 cleanse

#### Rejuvenate 2-in-1 Gel Cleanser For All Skin Types

Gel formula deep cleans + tones as it rejuvenates fatigued-looking skin.  
125 ml



### STEP 2 moisturize AM/PM

#### NEW! Day Revitalizing Cream SPF 25

Over time, see up to 50% improvement in texture, clarity and tone. Protects against UVA/UVB damage. 50 ml

#### Night Revitalizing Cream

In just 7 days, smooths texture and reduces fine lines and visible pore size. 50 ml



### STEP 3 treat

#### 24 Hour Eye Moisturizer SPF 25

24 hours to younger-looking eyes! Dual AM/PM formulas. Reduces puffiness, brightens shadows and smooths fine lines. 20 ml

#### Flash Facial Revitalizing Concentrate

Ultra-concentrated treatment with 3X the **REVITAFRESH TECHNOLOGY**.<sup>†</sup> Instantly, skin fatigue fades and imperfections are reduced. 30 ml



\*Clinical comparison of Night Cream anti-aging benefits after one week versus a professional anti-aging facial performed at a world-leading, luxury hotel spa.  
<sup>†</sup>Versus the Night Cream.



World's  
with  
ACTIVINOL

Remember the younger you?  
WELCOME BACK!

Star ingredient: Activinol

What is Activinol? The body produces Activin to help repair skin surface damage. Avon's exclusive Activinol technology "boosts" the production of Activin. The result: Younger-looking skin, fewer wrinkles!

What can Reversalist do for you?

ANEW Reversalist addresses moderate signs of aging such as fine lines, wrinkles, loss of firmness and discoloration.

REVERSALIST RENEWAL SERUM      REVERSALIST RENEWAL CREAM

**75%** of women felt as if they had new skin overnight.\*  
**In just 2 weeks**  
Skin looks & feels dramatically tighter\*  
**Up to 100%** improvement in discolorations\*\*  
**Over time**  
88% of women agreed, skin looks dramatically younger\*\*\*

**Over 80%** of women saw their wrinkles look dramatically reversed.\*  
**After just 3 days**  
77% said their skin felt and looked reborn\*\*  
**In 4 weeks**  
Dramatically reduces the look of wrinkles and discolorations\*\*

\* Based on a consumer-perception study done in the U.S.\*\* Based on a dermatologist-supervised U.S. clinical study.\*\*\* Among those who expressed an opinion.  
\* Among those who expressed an opinion in a U.S. consumer-perception study. Results observed over time.  
\*\* Based on a consumer-perception study done in the U.S.

ANEW REVERSALIST  
Break the aging process,  
not your budget!

The treatment AM/PM

ANEW REVERSALIST  
Renewal Serum



Skin looks and feels visibly reborn. Experience the velvety smooth texture. Recommended to be followed with Anew Moisturizer.

30 ml



The moisturizer PM

ANEW REVERSALIST  
Night Renewal Cream



This silky smooth cream virtually transforms the look & feel of your skin.

50 g



Boost your results!

Want to achieve maximum results even faster?

Use Reversalist Renewal Serum (morning & night) followed by Reversalist Renewal Cream (at bedtime).

This combo recreates fresher, newer-looking skin 20% faster\* when used together.

\*Clinical test results of cream and serum together, compared to cream alone.



### Who is Force Extra for?

Women experiencing **moderate signs** of aging, including **wrinkles, uneven tone and texture** and **some loss of firmness**.

### What does Force Extra do?

Alternative repairs environmental age damage.

- **Smooths away lines and wrinkles**
- **Helps lift and firm skin**

### How does Force Extra work?

Formulated with AVC<sup>10</sup>, Avon exclusive molecule, Bio-Protective Complex, Vitamins A and E and Oxa-acid (exfoliating ingredient)

## ANEW FORCE EXTRA 3-STEP REGIMEN

### STEP 1 cleanse

#### Rejuvenate 2-in-1 Gel Cleanser For All Skin Types

Gel formula deep cleans + tones with continued use; improves skin texture and visibly reduces lines.  
125 ml



### STEP 2 moisturize AM/PM

#### Triple Lifting Day Cream SPF 15 UVA/UVB

Firms and tightens skin. Helps protect against the signs of future sun damage.  
50 ml

#### Triple Lifting Night Cream

Helps smooth, firm and tighten the look of skin while you sleep.  
50 ml



### STEP 3 treat

#### Intensive Eye Cream

Tightens, revitalizes and rejuvenates the look of skin under eyes. Visibly fades dark circles. Optical diffusers help blur fine lines.  
15 ml





### Who is Ultimate for?

Women experiencing **advanced signs** of aging, including **loss of elasticity, volume and cushion**, as well as **deep wrinkles and dark age spots**.

### What does Ultimate do?

Erases years from the look of skin and visibly changes the way skin naturally ages.

- **Restores cushion and bounce**
- **Reduces the look of deep wrinkles**
- **Visibly restores a youthful vitality to skin**

### How does Ultimate work?

Winner of the prestigious *ALLURE* MAGAZINE Beauty Breakthrough Award 2007, Ultimate's **Pro-Sirtuin TX Technology** is formulated to:

- **Target youthProteins and Remodeling Proteins to help slow the signs of aging**

## ANEW ULTIMATE 3-STEP REGIMEN

### STEP 1 cleanse

#### Ultimate Age Repair Cream Cleanser

Suitable for even Sensitive Skin

Formulated with Pro Sirtuin TX Technology to continually hydrate for hours with no greasy residue. Helps condition and prep skin for anti-aging treatment.  
125 ml



### STEP 2 moisturize AM/PM

#### Age Defying Day Cream SPF 25

Restores a youthful-looking vitality to skin that lasts all day.  
50 ml

#### Age Defying Night Cream

Restores cushion and bounce to age-damaged skin.  
50 ml

#### OR

#### Night Gold Emulsion

Rebuilds skin's youthful structure by fortifying and rehydrating skin's moisture reserves.



### STEP 3 treat

#### Contouring Eye System

Two-part treatment. Targets undereye bags and fat pockets.  
Elixir, 2.5 g  
Cream, 15 ml

#### Elixir Premium

Erase up to **10 years** from the look of skin. Formulated with **2X** the **REMODELING PROTEIN BOOSTERS\*** to help tighten & lift the look of skin.  
30 ml

Apply treatment after cleansing and before moisturizing.



\*Compared to Anew Ultimate Elixir Remodeling Protein Booster.

## Anti-aging trouble-shooters



**NEW!** CLINICAL  
Derma-Full X3  
Facial Filling Serum  
Reduces the look of  
deep facial folds and  
hollowness.\*  
30 ml



**NEW!** CLINICAL  
Derma-Full Facial  
Filling Cream  
Adds a more  
youthful fullness.\*  
30 ml



CLINICAL Advanced  
Rertexturizing Peel  
Peels away dullness  
and visible signs of age  
damage so healthier  
skin cells can surface.  
30 pads



CLINICAL  
Advanced  
Dermabrasion System  
Dial up dispenser allows  
you to adjust exfoliation  
level to gradually reveal  
more youthfully radiant  
skin.\*  
75 ml



CLINICAL  
ThermaFirm  
Face Lifting Cream  
Tightens, lifts and firms  
the look of skin in just  
3 days.\*  
30 ml

\* Results not comparable to professional procedures.



CLINICAL  
Eye Lift  
Gives eyes  
the look  
of a triple lift.\*  
i.e. upper eye,  
under eye area,  
brow bone  
20 ml



CLINICAL  
Expression  
Line Filler  
Targets expression  
lines on forehead,  
around eyes  
and lips.\*  
15 ml

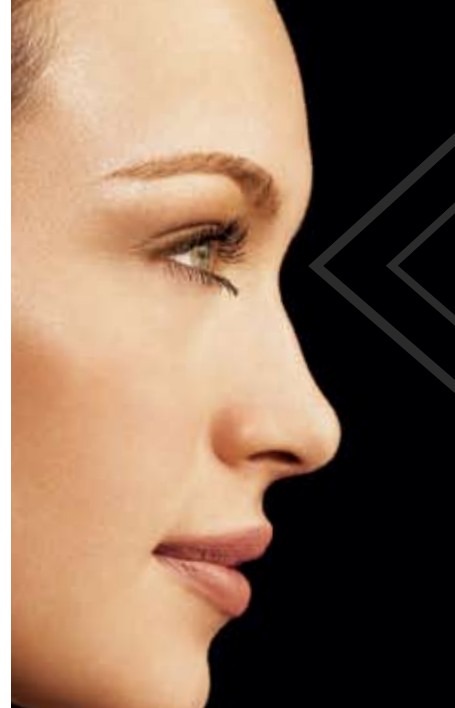


CLINICAL  
Advanced Wrinkle  
Corrector  
Formulated to help  
reduce the length,  
depth and number of  
visible wrinkles.\*  
50 ml

\* Results not comparable to professional procedures.



CLINICAL  
Plump & Smooth  
Lip System  
Helps to plump  
lips and smooth  
lines.\*  
6 ml total.



# ERASE

THE LOOK OF  
**CROW'S FEET**

WITHOUT A LASER IN SIGHT

**NEW!**

ANEW CLINICAL  
**CROW'S FEET  
CORRECTOR**

OUR FIRST 2-IN-1 TREATMENT  
TO VISIBLY RESURFACE  
AND FILL CROW'S FEET ...  
AT HOME.\*

**STEP 1 RESURFACER**  
Squeeze formula onto  
tip. Use applicator to  
massage for 1 minute  
then wipe with a damp  
cloth. Apply 3 times a  
week.

**STEP 2 CREASE FILLER**  
with fortifill  
technology  
Apply daily, day and  
night, directly to  
crow's feet and  
under-eye area.

### IN JUST 3 DAYS

- Crow's feet lines look plumped out and levelled\*\*

### OVER TIME

100% of women showed a reduction in the length, depth and number of fine crow's feet wrinkles\*\*\*

\* Results not comparable to professional procedures

\*\* Based on a consumer perception study, performed in the U.S.

\*\*\* Based on a clinical study performed in the U.S.

