

AVON

Your
Step by Step
Guide to Skin Care & Color



To buy or sell Avon call Melanie Scoular (604) 467-2865 or visit www.interavon.ca/melanie.scoular

The Anew Guide to choosing skin care

CHECK OFF YOUR AGING CONCERNS

facial lines	<input type="checkbox"/> none or very few fine lines	<input type="checkbox"/> more pronounced lines & wrinkles	<input type="checkbox"/> wrinkles & deep expression lines
skin tone & discoloration	<input type="checkbox"/> even & uniform skin tone	<input type="checkbox"/> uneven skin tone	<input type="checkbox"/> unhealthy looking skin tone & dark age spots
skin texture	<input type="checkbox"/> mostly smooth & even skin	<input type="checkbox"/> uneven texture	<input type="checkbox"/> uneven, rough & very dry skin
firmness	<input type="checkbox"/> firm & elastic skin	<input type="checkbox"/> less firmness	<input type="checkbox"/> sagging & loss of cushion & volume

Step 1 CHOOSE AN **ANTI-AGING MOISTURIZER** THAT'S RIGHT FOR YOU

The most important part of getting younger-looking skin is selecting the right anti-aging moisturizer. From the questions above discover the Anew moisturizer that's perfect for you.

IF MOST OF YOUR CONCERNS ARE:

BLUE

25+ OR EARLY SIGNS OF AGING

Use **RETROACTIVE+** Youth Extending Cream SPF 25 Day and **RETROACTIVE+** Youth Extending Cream Night to fight early signs of aging, and improve the look of dullness and fine lines.



SILVER

35+ OR MODERATE SIGNS OF AGING

Use **FORCE Triple Lifting Day Cream SPF 15** and **FORCE Triple Lifting Night Cream** to help skin's texture appear smoother, reduce the look of wrinkles, and help skin look visibly firmer/lifted.



GOLD

45+ OR ADVANCED SIGNS OF AGING

Use **ULTIMATE Age Defying Day Cream SPF 25** and **ULTIMATE Age Defying Night Cream** to restore the look of natural volume and cushion, fade dark age spots and reduce the appearance of deep wrinkles.



Step 2

CHECK OFF THE TARGETED ANTI-AGING CONCERNS YOU HAVE

ANTI-AGING CONCERN

ANEW TREATMENT

- deep facial wrinkles



CLINICAL Advanced Wrinkle Corrector **over time, improves the look of fine lines & deep wrinkles by up to 50%***

- sagging & loss of firmness



CLINICAL ThermaFirm Face Lifting Cream **light cream for tighter, firmer more lifted-looking skin in 3 days!****

- sagging & loss of firmness



CLINICAL Instant Face Lift **light serum gives skin the look of an “instant lift” that lasts**

- rough texture, dullness & lines



CLINICAL Advanced Dermabrasion System **100% of users showed improved texture, clarity and skin tone*****

- discoloration & uneven skin tone



CLINICAL Advanced Retexturizing Peel **peels away dullness and visible signs of damage for healthier-looking skin**

- vertical lines & thinning lips



CLINICAL Plump & Smooth Lip System **plumps as it smoothes fine lines around lips**

- expression lines



CLINICAL Deep Crease Concentrate with Bo-Hylurox™ **helps reduce the appearance of visible crow's feet & frown lines**

- advanced signs of aging — loss of density & cushion, deep lines & dark age spots



ULTIMATE Age Defying Elixir **in 3 days, skin feels more elastic, with natural volume and bounce******

* Based on a clinical visual-grading test after 12 weeks of use.

** Based on women who saw an improvement in a consumer perception study.

*** Based on a dermatologist-supervised clinical study.

**** Based on a consumer perception study.

Step 3 SELECT AN **EYE TREATMENT** BASED ON YOUR ANTI-AGING CONCERNS

CHECK OFF THE EYE AREA BENEFITS YOU WANT

- Reduce the look of puffiness and fine lines
RETROACTIVE+ Repair Eye Serum



- Fade dark circles for brighter-looking skin around the eyes
ALTERNATIVE Intensive Eye Treatment



- Address sagging and droopiness, lift and brighten the the look of the eye area
CLINICAL Eye Lift



- Reduce the look of under-eye bags, visibly recontour to see a firmer, tighter-looking eye area
ULTIMATE Contouring Eye System



How to USE THE PRODUCTS IN YOUR ANEW REGIMEN

a.m. REGIMEN

- **FIRST** cleanse with Retroactive+ 2-in-1 Cleanser
- **APPLY** the targeted Clinical or Ultimate treatments you selected
- **NEXT** apply your anti-aging moisturizer formulated with SPF for day
- **FOLLOW** with your eye treatment
- **FINISH** with Anew anti-aging makeup

TIP!

When using more than one treatment, apply the lightest weight first. Then layer on the thicker product.

p.m. REGIMEN

- **FIRST** cleanse with Retroactive+ 2-in-1 Cleanser
- **APPLY** the targeted treatments you selected
- **FOLLOW** with your anti-aging night moisturizer
- **FINISH** with your eye treatment



Your Color Guide

to a more beautiful you

10 EASY STEPS TO A FLAWLESS FACE

Step 1 Foundation

- Evens out skin tone
- Provides a smooth surface for other makeup products
- Test several shades on your upper jaw line
- The right shade will disappear on your skin
- Find the right form by skin type:
 - Normal, combination or dry skin = Liquid or cream foundation
 - Oily skin = Powder foundation



LIGHT



Light Ivory

Ivory

Light Beige

Nude

LIGHT/MEDIUM



Shell

Natural Beige

Creamy
Natural

Sand Beige

Cream Beige

MEDIUM



Medium Beige

Pure Beige

Amber

Golden

Natural Tan

Soft Honey

DEEP



Nutmeg

Spice

Earth

AVON FOUNDATION PORTFOLIO

PRODUCT	BENEFIT
Ideal Shade Liquid Foundation	Featherlight. Matches skin tone. Medium coverage.
Ideal Shade Cream to Powder	Foundation, concealer and powder in one. Medium to full coverage.
Ideal Shade Smooth Mineral Makeup	Free of irritants. Good for all skin types.
Perfect Wear All Day Comfort Foundation	Transfer resistant. Lasts up to 12 hours.
Beyond Color Mousse Foundation	Matte finish. Diminishes the appearance of fine lines.
Anew Beauty Age Transforming Foundation	Instant reduction in the appearance of fine lines

FACE

Step 2 Concealer.

- Covers up imperfections, blemishes, and under-eye circles
- Apply to trouble spots and blend gently
- Choose one shade lighter than your skin tone
- **Available in** stick and cream



Step 3 Powder.

- Sets foundation and concealer
- Gives skin a finished look
- Pressed powder eliminates shine around T-zone
- Loose powder is to be used with a powder brush
- **Available in** pressed and loose powder



Step 4 Blush.

- Adds color and glow to the face
- Look for a color that is close to your natural skin tone
- How to apply:
 - Smile to see where cheeks look pronounced
 - Apply on center of cheeks
- **Available in** powder and cream





NEW! MINERAL MAKEUP

ALL 100% PURE MINERAL PIGMENTS



AVON MINERALS PORTFOLIO LIGHTWEIGHT & NATURAL

PRODUCT	BENEFIT
Ideal Shade Smooth Mineral Makeup	<ul style="list-style-type: none"> Free from irritants Good for all skin types Medium coverage
Mineral Eyeshadow	<ul style="list-style-type: none"> Super fine pigments Blends smoothly Loose powder
Mineral Blush	<ul style="list-style-type: none"> Natural radiant color



EYES

Step 5 Eyeshadow

- Accents and defines the shape of the eye
- Eyes are the focal point of your face
- Choose a shade that complements your eye color:
 - Brown eyes: purple, green, bronze and gold
 - Blue eyes: copper, gold, violet
 - Green eyes: shades of brown and purple
- **Available in** an eye shadow stick, pencil and powder



Quick & easy:
A wash of color all over.



Classic:
Blend in a darker shade.



Dramatic:
Add a darker shade along upper lash line.

Step 6 Eyeliner

- Enhances the shape and natural color of the eyes
- Apply as close to the lash line as possible
- Apply across entire upper lid and only on outer half of lower lid
- Can be bold and well defined or soft and smudgy
- **Available in** pencil, retractable and liquid eyeliner

Step 7 Brow Pencil

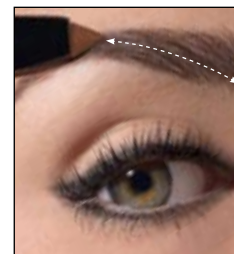
- Eyebrows are a frame for your eyes and face
- Tweeze any stray hairs
- Brow pencil defines and shapes the brows
- Use pencil that matches your hair color
- Brush brows with a dry mascara wand

Step 8 Mascara

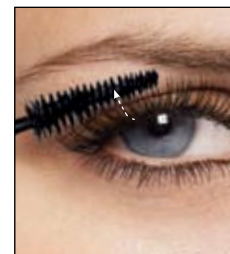
- Makes lashes appear longer, thicker and darker
- Makes eyes look bigger and more awake
- Different mascaras enhance volume, length, curl or definition
- Select the feature that is most important for you
- Black mascara never goes out of style
- Apply from base to tip



Eyeliner:
Apply as close to lash line as possible.



Brow Pencil:
Define and shape brows.



Mascara:
Apply from base to tip.

AVON MASCARA PORTFOLIO

BRAND	CLAIMS	BENEFIT
SuperFULL	Up to 5x Volume with no clumps	VOLUMIZING
SuperShock	Up to 12X volume, the look of 2 steps in one	SUPER VOLUME
Uplifting	75% lash length & 100% lash lift	LENGTHENING
Astonishing Lengths	Lash Extender technology, makes lashes appear 65% longer	LENGTHENING
Daring Definition Mousse	Extremely dark, defined lashes! Weightless	DEFINING
Daring Curves	65% curlier, 400% thicker, 12 hour hold	CURLING
Wash Off Waterproof	Flawless lashes in heat, rain or at the pool.	WATERPROOF

LIPS

Step 9 Lip Liner.

- Defines the shape of your lips
- Prevents lipstick from feathering or bleeding
- Helps lip color lasts longer

Step 10 Lipstick.

- Instantly brightens your face
- Colors, defines, shapes and protects lips
- Find the perfect shade
- Find the perfect shade by selecting the correct color family



SIX COLOR FAMILIES

pinks



plums/wines



roses/mauves



corals



nudes/browns



reds



AVON LIP PORTFOLIO

BRAND	BENEFIT
Glazewear	Full color liquid lip gloss • Our number 1 selling lip gloss
Ultra Color Rich	Rich color in multiple finishes • Number 1 selling lipstick
Perfect Wear	All-Day Comfort Lipstick SPF 12 • Transfer-resistant
Beyond Color	Plumping Lipcolor SPF 15 with double the retinol
UCR Mousse Lipstick	Moisturizes and conditions for full, shapely lips
Pro-To-Go	Shiny color • Moisturizes & Treats • Flip top packaging