

AVON
BEAUTY BOOK

AVON
MAKEUP

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nude *BEGINNINGS*

We've all seen it happen ...

You put on your make-up at home and it looks perfectly natural. Then you step outside or into a room with bright lighting. You see yourself in a mirror and something's just not right. It's your foundation!

But we've got you covered! With the right foundation for your skin type and tone, and a few application tips and tricks, you'll have nothing to worry about.





NAILS

LIPS

EYES

FACE

foundation *FIRST*

Why wear foundation?

An even skin tone gives you a fresher, younger appearance. The right foundation can make your skin look naturally flawless and transform your appearance with head-turning results.

The purpose of foundation is to even out your skin tone. Remember that less is more, and always remember to blend. Make-up should enhance your features, not define your personality.

The 4 STEPS to finding the perfect foundation

STEP 1 FORM & SKIN TYPE	Liquid, cream, powder... your choice may simply depend on the texture you feel most comfortable with. You may also want to find the formula that works best with your skin type.
STEP 2 THE RIGHT SHADE	The right shade will blend so beautifully with your skin tone that it looks natural.
STEP 3 APPLICATION	It's much more youthful to have a little skin showing so wear only as much as you need. If your complexion is fairly even, go for lighter coverage. If your skin isn't even, you may want fuller coverage but should still avoid using too much.
STEP 4 FINISH	Natural, matte, velvet, luminous... the right finish for you is the one that is the most flattering to your skin.



FACE

EYES



LIPS

NAILS

KNOW YOUR SKIN TYPE

What does your skin need?

Working out what your skin needs will help you decide what type of foundation feels the most comfortable on your skin.

SKIN TYPE	CHARACTERISTICS	NEEDS
NORMAL OR COMBINATION	<ul style="list-style-type: none">• Not too oily or too dry (normal skin)• Cheeks may feel dry and T-zone oily with combination skin	You need a foundation that offers a balance between oil control and moisture.
DRY	<ul style="list-style-type: none">• Skin feels tight after cleansing• Pores look fine• Don't often have breakouts	You need a foundation that won't dry out your skin and offers extra moisturising benefits.
OILY	<ul style="list-style-type: none">• Often have breakouts• Prone to blackheads• Enlarged pores• Skin gets shiny quickly	You need a formula that absorbs excess oil and keeps your skin looking shine free for longer. You want to glow, not shine.



BEST FORMULA OR TYPE

Most of Avon's foundations will work for your skin type. It's about finding the one you like most.

Finish: Dewy or matte.



Cream-to-Powder,
Liquid

Our Liquid Foundation is your best option as it will give you enough coverage without drying out your skin. Avoid Powder Foundation as it may make your skin look pasty.

Finish: Dewy.



Liquid

Cream-to-Powder and Pressed Powder are great for absorbing excess oil. Also use a concealer to hide any blemishes.

Finish: Matte.



Cream-to-Powder,
Pressed Powder

types OF FOUNDATION



Liquid

Liquid foundations are considered more moisturising because they contain moisturising ingredients. They are easy to blend and suitable for all skin types (dry, normal, oily or combination).

COVERAGE	Medium to full, buildable
FINISH	Natural, radiant
SHADES	14 shades for all SA women
APPLICATION	Fingers, brush or sponge



Cream-to-powder

Cream-to-powder foundation transforms from a cream into a powder for easy application. Suitable for all skin types and Avon's oil-free formula is particularly suited to oily and combination skins.

COVERAGE	Medium to full
FINISH	Natural, radiant
SHADES	11 shades for all SA women
APPLICATION	Fingers, brush or sponge

Powder

Pressed or loose powder can be used alone to even out skin tone or to reduce shine. It can also be used over foundation to create the perfect matte finish and to set liquid foundation.

COVERAGE	Light to full, buildable
FINISH	Matte
SHADES	5 pressed
APPLICATION	Brush or sponge



THE right SHADE

1. *Narrowing your shade selection*

To find your perfect shade, you should first determine your skin tone – whether *it's light, medium or deep*.

2. *Choosing your colour*

The best way to find the right shade is to check the colour in *natural light*. Remember to take your *chest and neck tone* into consideration when choosing a shade for your face. If you have a fair complexion, your neck may be a *little paler* than your face – perhaps half a shade lighter – because it's more hidden from the sun.

Also check the *darkest part* of your face, perhaps your chin or nose, which may have a little *more colour as it's more exposed to the sun*.

TIP The only real way to find a match is to experiment

SHADE SELECTOR

DEEP

MEDIUM

Earth 43109	Dark Cocoa 43464	Rich Espresso 43472	Sable 44138	Caramel 44141	Soft Honey 44145	Nutmeg 44140	Pure Beige 44139
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FACE

EYES

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IDEAL FLAWLESS
INVISIBLE COVERAGE
LIQUID FOUNDATION
SHADES

LIGHT

Medium Beige 44148	Natural Beige 44146	Creamy Natural 44155	Nude 44150	Shell 44153	Ivory 44143
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TIP Hold these sample colours against your jawline to find your perfect shade

Applying *YOUR* *FOUNDATION*

Whether you're wearing liquid, cream-to-powder or powder and whether you are applying it with your *fingers, a sponge or a brush*, the goal is always to *even out your skin tone*. The same essentials always apply. So, where do you begin?



..... A fresh start
Always start with a clean, moisturised face

Tools of application

1. Foundation brush
2. Sponge
3. Fingers

Application

.....
Begin in the centre of the face; apply foundation across the T-zone and blend outwards





FACE

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Radiant Results
After you've blended your foundation, you'll see how the right one can create a stunning transformation and yet still appear natural. It looks like your own skin, only better!

Flawless

The brand that provides coverage that defies detection so people notice you, not your foundation

Invisiblend Technology

Avon's *exclusive patent-pending technology* contains skin-matching pigments in various sizes and shapes that naturally soften light from every angle for *perfectly invisible coverage*





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ideal flawless COLOUR CORRECTOR CREAM

suitable for **ALL SKIN TYPES**

Light to medium coverage

Perfect for you if you suffer from dark spots, uneven skin tone and require sun protection

CORRECTS

- Improves the look of **dullness, dark circles** and **redness**

PROTECTS

- Fights **free radicals** and provides **SPF 50** protection

PERFECTS

- Begins to **fade** the **appearance** of **dark spots** in just **two weeks***

*Based on a consumer



Sable



Nutmeg



Caramel



Soft Honey



Medium Beige



Natural Beige



Nude



Shell



Ivory

ideal flawless SKIN LOVING BEAUTY BALM

suitable for **ALL SKIN TYPES**

Light coverage

Perfect for you if you need an all-in-one multi-tasker that conceals flaws while giving hydration

- **All-in-one multi-tasker** that **conceals flaws** while **caring for your skin**
- Infused with **moisturisers, anti-oxidants, minerals** and **vitamin E**
- Visibly minimises **redness**
- **Skin looks better** even after removing*

*Based on a consumer study



Nutmeg



Medium Beige



Natural Beige



Nude



Shell



Ivory

FACE

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ideal flawless *INVISIBLE COVERAGE LIQUID FOUNDATION SPF 15*

suitable for **ALL SKIN TYPES**

Full coverage

- Creates an **undetectable veil of coverage** for flawless perfection
- **Covers flaws** and imperfections
- **Refines the appearance of skin's texture** for a natural, radiant-looking complexion
- Skin feels **moisturised**

SPF 15



Medium Beige



Nude



Natural Beige



Sable



Rich Espresso



Shell



Dark Cocoa



Creamy Natural



Earth



Caramel



Pure Beige



Ivory



Nutmeg



Soft Honey

Flawless CREAM-TO-POWDER FOUNDATION SPF 15

suitable for **ALL SKIN TYPES**

Medium to full coverage

- **Applies with the ease of a cream** and sets like a powder
- **Oil-free** and does not settle into pores
- **Wears for up to 8 hours*** and stays colour true
- So lightweight and natural, it **feels like you're not wearing any foundation**
- Perfectly **harmonises with your own skin tone** to provide natural-looking, even coverage

*Based on a consumer study



Sable



Nutmeg



Caramel



Soft Honey



Pure Beige



Medium Beige



Natural Beige



Creamy Natural



Nude



Shell



Ivory

FACE

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THE ART OF *camouflage* WITH CONCEALER

1. Concealer goes on after foundation

Since concealer is a *thicker* form of foundation, it's best to first cover your skin with foundation and then use concealer to fill in *only where you need it*. That way you'll use less and avoid a heavy, made-up look. Plus the concealer glides on more *smoothly* and *blends* more easily over foundation.

TIP A little concealer goes a long way.
The less you use, the more natural you'll look

2. Targeting trouble spots

Concealer is perfect for *covering* a pimple, broken capillary or red, inflamed areas. And it's wonderful for those *hard-to-cover* areas where you don't necessarily feel like applying heavy foundation to your face.

Use your *finger* to gently pat the concealer on to *trouble spots*. Lightly tap the concealer, moving up and down the skin, until you *blend it out*.

If you're using concealer as a spot base without foundation, *blend it well* and finish off your look with a light dusting of powder.

3. Brightening up eyes

Use concealer *under your eyes* to banish dark circles so you'll always look well rested and wide awake.

Tap it along the *under-eye area* from the inside to the outside with your ring finger then gently blend by *lightly tapping* up and down the skin.

Add a touch of concealer to the *inner corner* of the eye next to the bridge of your nose to give your eyes a more *awake look* and make them seem *brighter*.

CONCEALER APPLICATION

Targeting trouble spots

Nobody's perfect; you may need a little help to hide dark under-eye circles and blemishes



Application

Using a light hand, pat concealer on from inside to outside and blend gently with your fingertip

Naturally flawless

You've created the perfect cover-up ... and we'll keep your secret!



Flawless CONCEALER STICK

suitable for **ALL SKIN TYPES**

Full coverage

- Formulated with Invisiblend Technology and PreciseLight Technology with innovative **light-adjusting pigments** so skin looks natural in any light and **reflective pearls** to enhance your skin's true radiance
- Conceals dark **under-eye circles, flaws and blemishes**
- Looks **natural in any light**
- **Blends perfectly** and feels **natural and lightweight**
- Provides **even coverage** that **looks invisible**



SHADE SELECTOR

TIP Hold these sample colours against your jawline to find your perfect shade

Mahogany
15299

Ebony
15298

Dark
61577

Medium Deep
61526

Fair
61290



NAILS

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powder *PERFECT*

Your make-up won't last the day without it

How indispensable is powder? Let us count the ways!

- Powder *sets* your foundation and concealer
- Helps skin appear *smooth, vibrant* and *natural-looking*
- Preps your skin for blush
- *Absorbs oil* to make sure skin doesn't look shiny

Some women who prefer not to use foundation still use a *light dusting* of powder to give their skin an *even, glowing finish*. And, of course, it's still used as an instant *touch-up*.

TIP If you want to shun the shine, powder your nose



HOW TO APPLY POWDER

Apply powder *over your foundation* and *before your blush*.
You can also apply it over blush to tone it down if you've overdone it.



Ready, set ...

Use an all over face brush, kabuki brush or applicator

Application

Dust evenly over face;
follow the direction your
facial hair grows for the
best finish



Flawless ideal **Flawless** *PRESSED POWDER*

suitable for **OILY SKIN**

Full coverage

- **Super-weightless formula** with pearlescent pigments reflects the light to enhance skin's radiance
- Blends with skin to **even out tone** and helps foundation and other **make-up to last longer**
- Enhances skin's beauty with a **natural finish**
- Invisiblend Technology naturally **softens light from every angle**



SHADE SELECTOR

TIP Hold these sample colours against your jawline to find your perfect shade

Mocha
14641

Fawn
13880

Toffee
11175

Light Medium
88733

Fair
30196



FACE

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EXTRA *lasting*

For coverage that lasts for up to 18-hours
so you don't have to worry about touching up.*

A busy lifestyle keeps you from touching up make-up throughout the day, so the last thing you want to worry about is your make-up smudging or rubbing off. Luckily our Extralasting range is specially formulated to provide lasting coverage so you can look fabulous for hours.

* Based on a consumer study





NAILS

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EXTRA *Lasting*

LIQUID FOUNDATION SPF 10

suitable for **ALL SKIN TYPES**

Medium to full coverage

- This feel-good, long-lasting foundation has a **luxurious feather-light, flexible feel** which stays fresh all day
- It is **water and sweat resistant** and stands up to heat and humidity
- It **blends easily and seamlessly** to provide **stay-true colour** that **won't smudge, rub or melt off**

UP TO
18-HOURS
OF COMFORTABLE
WEAR*

*Based on a consumer study



Nutmeg



Caramel



Soft Honey



Medium Beige



Natural Beige



Nude



Shell



Ivory

EXTRA *Lasting*

CONCEALER

suitable for **ALL SKIN TYPES**

Full coverage

- This concealer looks **natural and flawless** all day long
- Apply it under your eyes to **soften the look of dark circles** or to reduce the look of imperfections
- Applicator allows for **easy application**

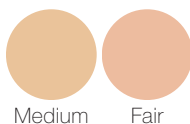
UP TO

18-HOURS

OF COMFORTABLE

WEAR*

*Based on a consumer study



EXTRA *Lasting*

PRESSED POWDER

suitable for **OILY SKIN**

- This **shine-free formula** stays put during the day without feeling cakey or heavy
- Provides **lasting coverage** that wears all day and into the night
- Translucent shade is suitable for all skin tones
- No need for **touch-ups**

UP TO

18-HOURS

OF COMFORTABLE

WEAR*

*Based on a consumer study



FACE

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magiX

MULTI-BENEFIT ILLUMINATOR

suitable for **ALL SKIN TYPES**
including sensitive

*Instantly brightens skin, adds radiance
and camouflages imperfections.*

ILLUMINATES

- Light-diffusing technology **immediately brightens complexion**

HIGHLIGHTS

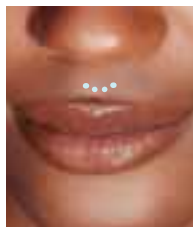
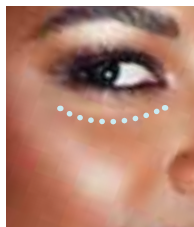
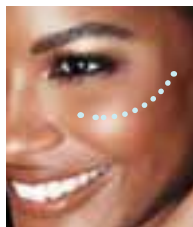
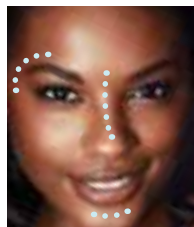
- Use on tips of **cheekbones, above brows, cupid's bow, bridge of nose** and **chin** for instant luminosity

ENHANCES

- Use between eyebrows and along sides of nose to help make **eyes appear wider**

CONCEALS

- **Camouflages** dark circles, shadows, and discoloration



Illuminating
Caramel



Illuminating
Beige



Illuminating
Light



magix

FACE PERFECTOR SPF 20

suitable for **ALL SKIN TYPES**

TIP Use it alone or under foundation as a primer

Blurs imperfections and creates a look of pore-free, shine-free, line-free skin

ILLUMINATE

- Optix Light-Diffusing Technology **diffuses light** to create a **naturally flawless look**

SMOOTHES SKIN

- Visibly **smoothes fine lines** and leaves skin feeling **ultra-soft**

TARGETS PORES

- Visibly **minimises the look of pores** so skin looks **even textured and brighter**

BANISHES SHINE

- Oil-free formula **banishes shine for up to 10 hours***

*Based on a consumer study

SPF 20



FACE

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pretty WITH BLUSH

Using a blush creates a healthy-looking complexion and makes skin glow.

The finishing touch to your “natural beauty”

Nothing gives your face the *fresh glow* of youthful *vitality* more than a *soft kiss* of *colour* on your *cheeks*. If you have only a minute for make-up, just add a whisper of blush to the *apples* of your cheeks.

The right shade ... what colour is your blush?

To find the most *flattering* blush shade, just see which one livens up your complexion. In general, it's good to choose a colour that's close to your skin tone.

HOW TO APPLY BLUSH



Brush on

Smile to find the apples of your cheeks and apply to the centre

Blend, blend, blend

Use a blush brush and blend in a circular motion towards your upper cheekbones

TIP Remember when it comes to blush strong lines are out. Make blending easier by not applying too much product.

IDEAL LUMINOUS BLUSH

suitable for **ALL SKIN TYPES**

- Create a **beautiful luminous finish** with this **luxurious pearly blush**
- Silky smooth, **skin-enhancing shades** give skin a **fresh, radiant-looking glow**
- Has **superior coverage** that is buildable so you can control the intensity of the colour





FACE

EYES

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AVON GLOW ON

Enjoy golden glowing looks all year long

Looking bronzed makes you look *healthier* and *radiant* all year round!

Avon Glow is a make-up collection of *sun-inspired beauty* that allows you to *warm up* your look all year long.

Remember, the secret to believable bronze is to apply it where the sun naturally hits your skin – *the cheekbones, nose and forehead.*





NAILS

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FACE



AVON GLOW

SHAKE & GO BRONZER

- Beautifully warm bronzing powder **brightens up skin** with the **warmth of a luminous tan**
- Convenient **on-the-go** application
- In this ultra-convenient make-up must-have, the **bronzing powder's already in the brush**
- Use it on your **cheekbones, nose, forehead** and even your **décolletage**





BRONZING PEARLS

- Our famous shimmering pearls give skin the **luminous look of a natural**, golden tan
- The multi-coloured, **perfectly co-ordinated pearls** swirl together for an **instant radiant glow** you can wear **all year round**
- Use the pearls on your **cheeks, shoulders, cleavage** or anywhere else you'd like to add a golden glow



Warm

AVON SA's
best-selling
make-up
product

NEW shades



NEW
LIGHT SHADE
Ultra Cool



NEW
DARK SHADE
Deepest Warm

FACE

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AVON GLOW

MULTISTYLO

- Use this fabulous multi-tasking multistylo to create a **gorgeous glow on lips, cheeks and eyes**
- Create a **beautifully bronzed look** by blending this ultra-soft colour where you'd like to **add highlights and warmth**



Eyes



Cheeks



Lips



Shimmering
Bronze



Deep
Bronze

Do all women really need to wear foundation?

It's really about *personal preference* and *your skin type* and *age*. Younger girls may only need a little concealer to cover up spots. The older you are, the more your skin has been exposed to the sun so you've probably developed some *unevenness*, *larger pores* and some *broken capillaries*. A foundation can help to *even out* these *imperfections* so you feel less aware of them.



Is it okay to wear foundation every day?

There are many *formulas* that contain ingredients that benefit your skin like *moisturisers* and *SPF* so you can wear them every day. It all depends on your lifestyle. You probably wouldn't want to wear foundation while you're exercising.

Even if I use a sheer foundation, should I still apply my concealer afterwards?

Yes. Even with a sheer foundation, you can still get the coverage you want. If you *first apply your concealer* and *then your foundation*, you could actually erase your concealer and then you'd have to apply it all over again.

Can women who don't use foundation apply a concealer on its own?

Absolutely. If you're blessed with a *lovely skin* and just want to hide or even out a few areas, you can use it as a *spot concealer*. It's often best to follow up with a *light dusting* of powder.

Can older women use face powder?

More mature women or women with very dry skin should use a very light dusting of powder. *Too much powder* can draw attention to pores and wrinkles.

Should you avoid using powder in certain areas?

Avoid using *too much* powder in general. You don't want to look *pasty or cakey*. Be particularly careful around the *eye area* because powder can settle into fine lines. Also steer clear of *enlarged pores* because powder can make them look even larger. Rather focus on the *T-zone* (across the forehead and down the nose).

reveal *YOUR MOST* *alluring* EYES

BE BOLD. BE DIFFERENT. BE BEAUTIFUL.

Eyes are the focal point of your face so they can be the most expressive way of showing off your personality.

With Avon Make-Up you'll experience pure, exquisite colour that allows you to create beautiful looks for your eyes, effortlessly.

It's the ultimate in colour and wear for gorgeous looks you'll truly love.





FACE

EYES

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play *WITH* *EYESHADOW*

Create a look that will make your eyes pop with our mono's, duo's, quads and palettes.

Going solo

Using only *one shade* is a quick way to *enhance* your eye colour. You're not highlighting, contouring or defining.

Double up

With *two* shades you can *add highlights* and *lowlights* which means creating *depth* and *definition*.

Fab four

You can achieve *maximum impact* with an eyeshadow quad. Intensify your eye colour, add *highlights* and *lowlights* and create *depth*, *definition* and *drama*... The effects are endless. The key is to create dramatic movement around your eyes in one beautifully *blended look*.



FACE

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TRUE COLOUR EYESHADOW DUO

- Formulated with **True Colour Technology** for the ultimate in **bright and vivid shades**
- Provides **rich, pure colour in just one stroke** across eyelids
- **Instantly makes eyes stand out** to make you feel **more confident and gorgeous**
- Provides **all-day comfortable, crease-proof** wear
- Complementary shades in each duo



1 Base or highlight

Apply the lighter shade all over the lid – from the lash line to the crease

2 Contour

Blend the darker shade in the outer corner of the lid and outer half of crease



Black Star



Teal Attitude



Ocean Waves



Crushed Orchid



Healthy Glow



CRUSHED
ORCHID



QUAD *how-to*

TRUE COLOUR EYESHADOW QUAD

- Formulated with **True Colour Technology** for the ultimate in **bright and vivid shades**
- **The colour you see** on the palette is the colour you get on your eyes
- Effortlessly **shade, contour and highlight** with four perfectly co-ordinated shades
- **Ultra-comfortable, silky texture** provides intense, luminous colour
- **Buildable formula** goes from a **sheer wash of colour to a deep, dramatic effect**



Purple
Haze

STEP 1 highlight

Dust shade 1 directly under the brow; also add a little around the inner corner of the eye to brighten

STEP 3 base

Sweep shade 3 over your lid, from the upper lash line to just above the crease

STEP 2 contour & shape

Blend shade 2 in the outer corner of the lid and outer half of crease

STEP 4 accent

Finish by blending shade 4 along the upper lash line and tapering it towards the outer corner



TRUE COLOUR EYESHADOW PALETTE

- **8 shades** in 1 compact – The ultimate on the go palette to take any look from natural to dramatic
- Formulated with **True Colour Technology** for the ultimate in **bright and vivid shades**
- **The colour you see** on the palette **is the colour you get** on your eyes
- Effortlessly **shade, contour and highlight** with 8 perfectly co-ordinated shades
- **Ultra-comfortable, silky texture** provides intense, luminous colour
- **Buildable formula** goes from a **sheer wash of colour** to a **deep, dramatic effect**



Nude palette

Metallic palette

get the *LOOK*

A pop of purple



1. Use the darker shade on the outer corner of the upper eyelid and midway around the bottom.



2. Use the lighter shade on the inner corner.



3. Also use the lighter shade on the centre of the eyelid.



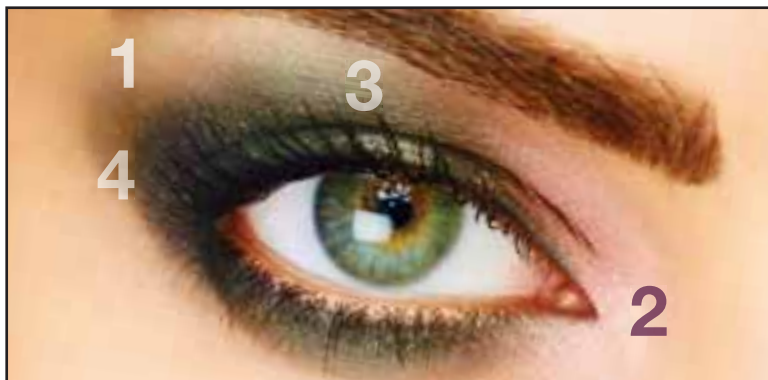
4. Blend with the darker shade.



DUO

We show you how to achieve two amazing trendy eye looks ... the sultry smoky eye with our Eyeshadow Quads and colour blocking with our Duos. Finish off both looks with eyeliner and mascara.

Smokey siren



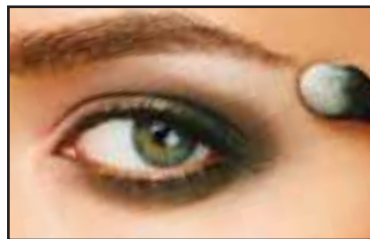
1 Apply shade 4 to the outer edge of the eyelid and around the bottom.



2 Apply shade 3 to the centre of the lid and blend with shade 4.



3 Apply shade 2 to the inner corner of the eye and blend with shade 3.



4 Apply shade 1 on the browbone to create a highlight.



QUAD



How to use

When applying, stay *as close as possible* to the lash line. Start at the *inner corner* of the *upper lid* and work outwards in one *continuous line*. Avoid stretching your skin. Afterwards you can touch *up* any white spaces you may have missed. With the lower lid, start lightly at the midpoint and work your way outwards, applying more *pressure* to create a slightly thicker width towards the outer corner.



Retractable liner - Glimmersticks

A *retractable* liner is the perfect companion to always carry with you as you'll *never have to sharpen it!* A *retractable* liner can be used along both the *upper* and *lower* lashes to draw a *precise* line or you can *smudge* it for a more *subtle* look.

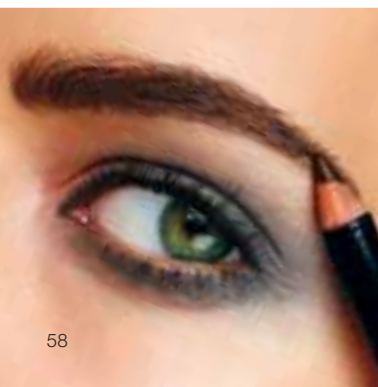


Kohl liner

Kohl liners have the *softest* texture of all the liners which makes them *easy* to *smudge*. They're ideal for creating the *smoky-eyed look*. Apply them the same way you would a retractable liner.

Liquid liner

Liquid liners are perfect for creating a dramatic effect and are also the most *precise* and *longest-lasting* of the liners. Remember, liquid liner should be applied only to your *top lash line*. Start at the inner corner and, in *one continuous line*, sweep the liner towards the outer corner. Repeat if you want a thicker line.



Brow definer

Fuller brows look more *youthful*, so if you've over-tweezed your eyebrows or they're naturally a little sparse, consider filling them in with a *brow pencil*. Remember to use a product specifically designed for the brows and don't choose a colour that's *too dark*. Stick to a shade that's close to your *natural brow colour*.



GLIMMERSTICKS RETRACTABLE EYELINER

- Retractable pencil means there's **no need for sharpening**
- Creamy formula **glides on smoothly** for precision lining that **doesn't drag or smudge**
- Wears for up to **12 hours***

*Based on a consumer study



Blackest Black



Starry Night Blue



Cosmic Brown



Teal Waters



Majestic Plum



Saturn Grey



Smoky Grey



Brighten Up Pink



Pearly



KOHL EYELINER

- Soft texture allows for smudging to create dramatic looks
- Formulated with **shea butter** for a **beautifully soft texture** that **glides on in smooth, effortless strokes**
- Get full-colour application in **one, easy stroke**
- Has a **built-in smudger** that makes **blending foolproof**
- **Long-wearing** and **smudge-resistant**
- Can be applied to bottom eyelid



FACE

EYES

LIPS

NAILS



GLIMMERSTICKS BROW DEFINER

- Retractable pencil means there's **no need for sharpening**
- **Longwearing, waterproof** colour with **smooth texture**
- Easy to **define and blend**



Soft
Black



Dark
Brown



Blonde





MEGA effects

EYELINER

- **2-in-1 slanted tip** gets you close to the lash line for deeper, corner-to corner **impact** and **intensity**
- Draw **thick and thin** lines for an everyday look or a bold, edgy one



Thick Thin



Black



FACE

EYES

LIPS

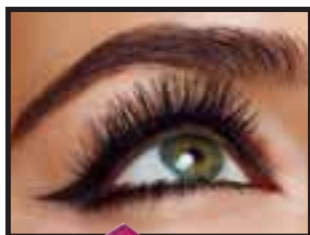
NAILS

lovely *LASHES*

BIG & DARING

SUPERSHOCK
MAX

MEGA EFFECTS



Magic wand

Make-up minimalists *love* mascara because *lush, full lashes* can make your eyes look *bigger* and *brighter* in just a minute.

To create *instant* eye definition, start at the base of your top lashes and, holding the mascara wand *horizontal* to your eye, jiggle it back and forth as you sweep it out to the tips of your lashes.

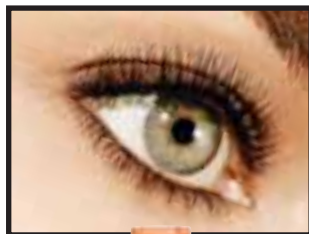
To avoid *smudges*, place a folded tissue right up against your *lash* line when applying *mascara* to your lower lashes.

You can make your outer lashes look *thicker* by using just the tip of your *mascara wand* to give them a few extra strokes.

AERO VOLUME

SUPEREXTEND
EXTREME

INFINITIZE





BIG & DARING MASCARA

- The **curved brush** with **multi-level bristles** captures every lash for explosive **360° volume**
- Patented **wedge-shaped bristles** comb through lashes for **clump-free volume** from root to tip
- Clever brush design leaves **no clumps, no smudges and no flakes**

900%
**EXPLOSIVE
VOLUME**

*Based on a volumising study

THE DYNAMITE BRUSH

CURVED BRUSH

Dynamite brush captures every lash to create explosive clump-free volume.

WEDGE SHAPED BRISTLES



Multi-level bristles captures every lash for explosive 360° volume.



Blackest
Black



Brown
Black



FACE

EYES

LIPS

NAILS



SUPERSHOCK MAX MASCARA

- Weightless **lash-building formula** with **plumping fibres and proteins** expands around each lash for **maximum impact**
- **Breakthrough helix brush** with unique zig-zag channels maximises formula pick-up to layer lashes in daring volume
- Does not clump
- Suitable for **sensitive eyes** and **contact lens wearers**
- **Hypoallergenic**

UP TO
15X

THE VOLUME*

*Based on a volumising study



Blackest
Black



Brown/
Black



SUPERSHOCK MAX WATERPROOF MASCARA

- **Waterproof** yet easy to remove
- Wears for up to **14 hours****
- Weightless **lash-building formula** expands around each lash for **maximum impact**
- **Breakthrough helix brush** maximises formula pick-up to layer lashes in daring volume
- Does not clump
- Suitable for **sensitive eyes** and **contact lens wearers**
- **Hypoallergenic**

UP TO
15X

THE VOLUME*

*Based on a volumising study

**Based on a consumer study



Blackest
Black



FACE

EYES

LIPS

NAILS



MEGA

effects

mascara

- Avon's **revolutionary wonderbrush puts 40% more mascara on the lash for bold volume** compared to our traditional wire brushes
- Ergonomic brush **fits the natural shape of lashes** to effortlessly coat every lash from root to tip
- Transforms lashes with **corner-to-corner dramatic volume**
- Instantly makes **lashes look ultra-dark** with **dramatic definition**
- Instantly **makes eyes look bigger** and gives lashes a glamorous **fanned-out look**
- Ophthalmologist tested, clump proof, sweat proof and **waterproof**

**BOLD, VOLUMISED
LASHES FOR
24 HOURS***

*Based on a consumer study



Blackest
Black



Brown/
Black



1. Grip at sides and remove cap.

ROCK IT



2. Rock brush from side to side to pull out.

BEND & BRUSH



3. Bend brush to desired angle and apply from root to tip.

LOCK IT



4. Insert applicator until it locks in place.





AVON
AEROVOLUME
mascara

MASCARA

- Avon's **FIRST EVER** mascara that incorporates unique **AERO SPACE TECHNOLOGY FIBRES** for all of the volume, none of the weight
- An innovative **STAR BRUSH** grabs lashes so each lash is lifted **vertically**
- **Voluminous** lashes stay in place all day
- Waterproof
- Ophthalmologist tested

UP TO
**200%
GREATER
VOLUME***

*Based on a volumising study

Unique star-shaped brush creates vertical lift and even formula deposit



Blackest
Black



Brown/
Black



Lightweight formula contains a pillow complex of hollow fibres to add volume without the weight



FACE

EYES

LIPS

NAILS



super extend

mascara

- Gives **dramatic lengthening** for more extreme, wide-eyed lashes that make you feel **dramatic, magnetic and irresistible**
- The **Mega-Length Brush** combines flexible lash-hugging bristles with precision-comb bristles to **build extra long lashes**
- Our exclusive **Magnetic Fibre Formula** contains fibres that work like magnets to attract lashes and extend them to **extreme new lengths**
- **Doesn't clump, smudge or flake**
- Suitable for **sensitive eyes** and **contact lens wearers**

TOP LASHES
LOOK UP TO
**87%
LONGER**

*Based on clinical study



Blackest
Black



Brown/
Black



Infinitize mascara

- This **3-in-1 formula** breaks the lash barrier by **curling, lifting and lengthening**
- The patent-pending **Triple Sphere Brush** hugs lashes for **end-to-end coverage**
- Our exclusive **Permaset Formula** wraps lashes with **lengthening fibres** and **curling agents**
- **Doesn't clump, smudge or flake**
- **Hypoallergenic** and suitable for **sensitive eyes** and **contact lens wearers**

120%
MORE LENGTH*

300%
MORE LENGTH*

120%
MORE LENGTH*

*Based on clinical study



Blackest
Black



Brown/
Black



FACE

EYES

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the lipstick *DIARIES*

Lipstick or lipgloss?

Choose your favourite, or use both! Lipstick is the quickest way to add a lift to your look. A lipgloss adds a subtle touch of colour with a lot of sheen. Use both by applying a bit of lipgloss over your lipstick to give your colour extra shine.

Which colour is right for you?

Here are a few guidelines for shades that may complement your skin tone:

Fair

If you have a fair complexion, you probably look pretty in pinks. Chances are that your lips love apricots and cherries and you could always wear nude.

Light-medium

For light-medium skin you can always go a little deeper. Try rose, rich berry shades and auburn.

Medium

Medium-skinned ladies will find that browns, bronzes, raisins and some deep reds are flattering.

Deep

If you have a deep skin tone, try rich deep browns, wines, plums and even crimson.

TIP There are no rules that can't be broken. It's really a matter of personal preference. Go ahead and experiment until you find a shade that you like.

Get in line

Use a lipliner to define your lips and keep your lipstick from feathering or bleeding into the tiny lines around your mouth.

Start your liner application in the middle of the top lip and work outwards to the corner. On the bottom lip, start at the corners and work inwards, joining and blending the two lines together when they meet in the middle.

TIP If you first fill in your whole lip with lipliner before applying your lipstick, it helps to make your lipstick last longer.





Starburst Pink



Rapid Rose



Pink Punch



Bright Nectar



Bare Impact



Coral Burst



Berry Bold



Ruby Shock



Vivid Violet



Max Mocha

ULTRA COLOUR BOLD LIPSTICK

- **High impact** lip-colour contains **50% more pigments** in every lipstick*
- Provides vibrant and intense colour in one application
- Hydrating formula leaves lips feeling comfortable

* Versus Avon's traditional lipstick

WITH
50%
MORE PIGMENTS
PACKED IN EVERY LIPSTICK*

*vs. traditional Avon lipstick



Go bold with your most intense
and *vibrant lip* look yet!

FACE

EYES

LIPS

NAILS

ULTRA COLOUR RICH LIPSTICK SPF 15

- Features **True Colour Technology** with **innovative self-renewing pigments** so the colour you see on the lipstick is the **colour you get** on your lips
- **Lip-nourishing formula** contains **shea butter, omega-3 oil and vitamin E** to make lips feel **smooth and moisturised**
- Rich, vivid colour has a **shiny finish** and **comfortable feel** on lips
- **Defines and enhances** the shape of your lips



Beyond Pink



Buttered Rum



Chic



Country Rose



Oxford Wine



Red 2000



Sangria



Blush Nude



Silky Peach



Scarlet Siren

SPF 15

ULTRA GLAZEWEAR LIP GLOSS SPF 15

- Formulated with **True Colour Technology** with self-renewing pigments that coat lips in a visible burst of **brilliant shine drenched in rich, full colour**
- Creates dazzling lips with **super shine** and a **silky smooth feel** that looks sensational
- Contains **shea butter, omega-3 oil, arctic berry and vitamin E**; lips feel smoother and moisturised
- **Creamy texture** feels hydrating and makes lips look **luscious and radiant**
- Gives an ultra-soft feel **without feeling sticky or tacky**

PROVIDES
8X
INSTANT
MOISTURISATION*

*Based on clinical study



SPARKLE



Plum Pretty



Iced Pink



Ticked Pink



Pink Watermelon



Rave



Mocha Latte



Chocolate Shimmer



Apple Cinnamon



Plum Dazzle

SHINE



Clear



Mauve Movement



Tangerine Gleam



Rich Raspberry



Nude Muse

SHIMMER



Sparkling Fuchsia



Dazzling Berry



Sundance



Nude

FACE

EYES

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ULTRA GLAZEWEAR ABSOLUTE LIP GLOSS SPF 15



**COLOUR COMPLETE
COMPLEX FORMULATED WITH
6 BEAUTY BOOSTERS
TO PAMPER LIPS**

- 1 lipgloss packed with **6 lip beautifying benefits** – colour, moisture, softness, protection, shine and comfort
- **Instantly smooths out** the appearance of lip lines
- Lips feel smoother overall
- Superior colour and shine

FORMULA
MADE UP OF
50%
MOISTURISATION
INGREDIENTS

*Compared to normal Avon formula



SPF 15



Renewing Rose



Radiant Red



Tender Pink



Pure Poppy



Nourishing Nude



Luminous Wine



Soft Peach



Heavenly Honey



Smooth Berry



Creamy Coral

ULTRA COLOUR ABSOLUTE LIPSTICK SPF 15



**COLOUR +
CARE**
ALL IN ONE
LIPSTICK



**COLOUR REVEAL
TECHNOLOGY**
SELF-RENEWING
PIGMENTS

**COLOUR COMPLETE
COMPLEX FORMULATED WITH**
6 BEAUTY BOOSTERS
TO PAMPER LIPS

- **Colour and care**
- **Innovative technology** keeps lips looking their best, even after you take it off
- 1 lipstick packed with **6 lip beautifying benefits** – colour, moisture, softness, protection, shine and comfort
- With each application lip condition is **enhanced**
- **Antioxidants** provide protection
- **Immediately** makes lips appear **fuller**
- Key ingredients **phytol, vitamin E, vitamin C, SPF 15, collagen** and **moisturisers** keep lips healthy and radiant

**100% OF
PANELLISTS**
SHOW IMPROVEMENT
IN OVERALL LIP
HEALTH

SPF 15



Natural Flush



Caramel Comfort



Fresh Fig



Coffee



Radiant Raisin



Pure Orchid



Lovely Fuchsia



Soft Coral



Red Velvet



Pink Renewal

FACE

EYES

LIPS

NAILS



PERFECT KISS LIP GLOSS

- Featuring **jojoba seed oil**, this **ultra-conditioning lipgloss** is formulated to create the most perfectly kissable lips
- Makes lips look and feel **smoother** and **softer**
- Lips look **fuller** and **more lush** and they feel **moisturised** and **infinitely kissable**
- With its **silky, luxurious texture**, it glides on to lips like a dream and feels **lightweight** and **satiny soft**

INSTANTLY BOOSTS
LIP MOISTURE BY
100%

*Based on clinical study



Pink Plush



Succulent Fuchsia



Mauve Kiss



Top Notch Wine



Show Off Pink



Plum Bitten



Ravish Raisin



Butter Me Up



Boldly Red

PERFECT KISS LIPSTICK

- **Full-coverage colour** infused with **fruit enzymes** and a blend of oils derived from nature including **avocado and coconut**
- Features Avon's exclusive **Triple Action Smoothing Complex** to soften and smooth lips

90%
OF WOMEN AGREED
THAT THEIR LIPS FELT
**SMOOTHER
INSTANTLY***



Fuchsia Flirt



Racy Red



Kiss Me Pink



Coy Copper



Red Embrace



Plum Intrigue



Make Out Red



Loving Lilac



Deep Orchid



Chic Nude



Berry Smooth



Naughty &
Nude



Undressed
Brown



Natural Glow

FACE

EYES

LIPS

NAILS



EXTRA *Lasting*

LIPSTICK

- This lip colour stays the distance all day and helps **protect lips against dryness for up to 8 hours***
- It has a **creamy, smooth application** and provides **ultra-comfortable wear**
- The **colour stays true** and **won't feather, fade or bleed** even after eating

UP TO
8 HOURS
OF LONG-LASTING
COLOUR*

*Based on a consumer study



Forever Burgundy



Vintage Pink



Enduring Wine



Fiery Red



Ravishing Rose



Cappuccino



Espresso

SPF 15

EXTRA *Lasting*

LIP GLOSS

- Moisturising colour **glides on** with a feel that's light on lips
- Wears comfortably for **up to 8 hours***
- Leaves a **flawless finish** without feeling sticky

UP TO
8 HOURS
OF LONG-LASTING
COLOUR*

*Based on a consumer study



SPF 15



Eternal Red



Infinite Berry



Always On Pink



Neverending
Nude

FACE

EYES

LIPS

NAILS



ULTRA COLOUR LIP CRAYON

- Rich, creamy **lip colour** and **liner in one** convenient product that **glides on smoothly** and **easily**
- Has the **coverage of a lipstick** with a **glossy finish** in rich, high-impact colours that **wear evenly for hours**
- Contains **vitamin E** and **shea butter**
- Formulated with **self-renewing pigments** so the **colour you see** on the crayon is the **colour you get** on your lips



Sweetly Pink



French Fuchsia



Showstopper
Pink



Risqué Rose



Reddy For Me



Notice Me Nude



Mauve Model



Carefree Coral

FACE

EYES

LIPS

NAILS



ULTRA SHINY GLOSSYTUBES

- Contains **vitamin E** and **shea butter**
- Formulated with **self-renewing pigments** so the **colour you see** is the **colour you get** on your lips



FACE

EYES

LIPS

NAILS



GLIMMERSTICKS LIPLINER

- Defines lips **without smudging** and helps **prevent lipsticks from feathering**
- **Contains vitamin E**, has a luxurious feeling when applied and wears comfortably
- Formulated with True Colour Technology with self-renewing pigments for **rich, vibrant colour**
- **Longwearing** and **waterproof**



True Red



Simply Spice



Deep Plum



Pink Bouquet



Mystery Mauve



FACE

EYES

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NAILS

nail *IT*

Perfect pointers

Will you go bare, try urban chic or shock with the boldest, hottest colours out there? Nail colour enthusiasts are going to extremes. From light and natural to dark and vampy, you can make your nails the ultimate fashion accessory.

Today, anything goes. You don't have to match your nails to your lips or your manicure to your pedicure. You can mix it all up and have some serious fun.

A top trend is short, square nails with dark nail polish. But healthy, well-manicured nails make the best style statement of all.

Tip-top shape

Most manicurists agree that the most flattering nail shape is the "squoval" or squared-off oval. They also recommend keeping nails relatively short – between 2 to 5 millimetres past the tip of the finger.



FACE



EYES



LIPS

NAILS

Gel finish

NAIL ENAMEL

- Get an impeccable **salon finish** at home **without the price tag**
- **High-gloss, gel-like finish** that **strengthens nails** by up to 42%
- Gives a **gel-like finish** without the need for harmful UV lamps
- **Full coverage** and **rich colour** in just one coat
- **Top coat, base coat and intense colour** all in one bottle!



Fabulous



Red Velvet



Perfect Plum



Lavender Sky



Dazzle Pink



Orange Crush



Mauvelous



Mudslide



Royal Vendetta



Barely There



Marine Blue



Sterling



Parfait Pink



Roses Are Red



Wine And Dine Me



FACE

EYES

LIPS

NAILS

NAILWEAR PRO+ NAIL ENAMEL

- Combines **high-gloss colour with nail-care ingredients** for the perfect finish
- Formulated with **Dura-Plus Complex** which contains calcium, iron, keratin and gelatin and **increases nail's strength by 80%***
- Provides an even, streak-free application that dries to an ultra, **high-gloss finish that lasts up to 10 days****
- Helps to **seal and protect nails** and dries to a finish that **resists nicks**

COLOUR STAYS
TRUE FOR UP TO
10 DAYS*

*Based on physical science study

**Based on a consumer study



Barely There



Impulsive Sky



Neutral Grey



Wandering Rose



Scenic Grey



Cultured Purple



FACE

EYES

LIPS

NAILS

SPEED DRY+ *NAIL ENAMEL*

- **High-speed colour** that dries to a **high-shine finish**
- **Contains volcanic rock** and makes nails feel **rock hard**
- Unique triangular-shaped bristles create an even surface against nails to deliver **smooth, streak-free application**

DRIES IN UNDER
30 SECONDS*

*Based on consumer study



ASAP Pink



Swift Sherbet



Gray Flash



Suddenly Sunny



On Point Blue



Red Red



Orange You Quick



Turquoise Pop



Vamp It Up



Ballerina



Fast Time Teal



Pronto Purple



Mambo Melon



Twilight Blue



Crystal Calm



Strawberry



Smoky Plumes



AVON
**SPEED
DRY+** 30
12 ml e

VON
**SPEED
DRY+** 30
12 ml e

VON
**SPEED
DRY+** 30
12 ml e

VON
**SPEED
DRY+** 30
12 ml e

FACE

EYES

LIPS

NAILS

manicure *MUSTS*

Knock nails into shape

Healthy nails create the *ultimate sleek, sophisticated image*. You can keep your nails in tip-top shape by treating them to a regular *Nail Experts regimen*. It's all you need for *super-sleek* and sexy nails ...

1. Shape

Clip nails straight across and then round off the corners using an emery board or nail file.



2. Soak

Soak your hands in warm water to soften the skin and cuticles then gently pat dry.



3. Groom

Get rid of ragged cuticles by gently using a cuticle pusher.



4. Finish

Use any and all of our Nail Experts products to target the specific needs of your nails.



NAILS

LIPS

EYES

FACE

NAIL EXPERTS LIQUID FREEZE QUICK DRY NAIL SPRAY

- Spray nails dry in a flash with this **convenient, fast-drying top coat** in an **easy-to-use spray**
- Helps to **prevent** manicure from **smudging or wrinkling**

DRIES TO THE TOUCH IN
60 SECONDS*

*Based on consumer study



NAIL EXPERTS CONDITIONING NAIL ENAMEL REMOVER

- Helps to **condition and nourish nails** while removing every trace of colour
- Has a **pleasant honeysuckle fragrance**
- **Does not contain acetone**



FACE

EYES

LIPS

NAILS

NAIL EXPERTS PEELING AND BRITTLENESS SOLVER

- **Instantly strengthens nails** weak from peeling
- **Nails feel less brittle and more resistant to chipping, splitting and breaking**
- **Helps seal in nails' natural moisture** which is essential for healthy looking nails



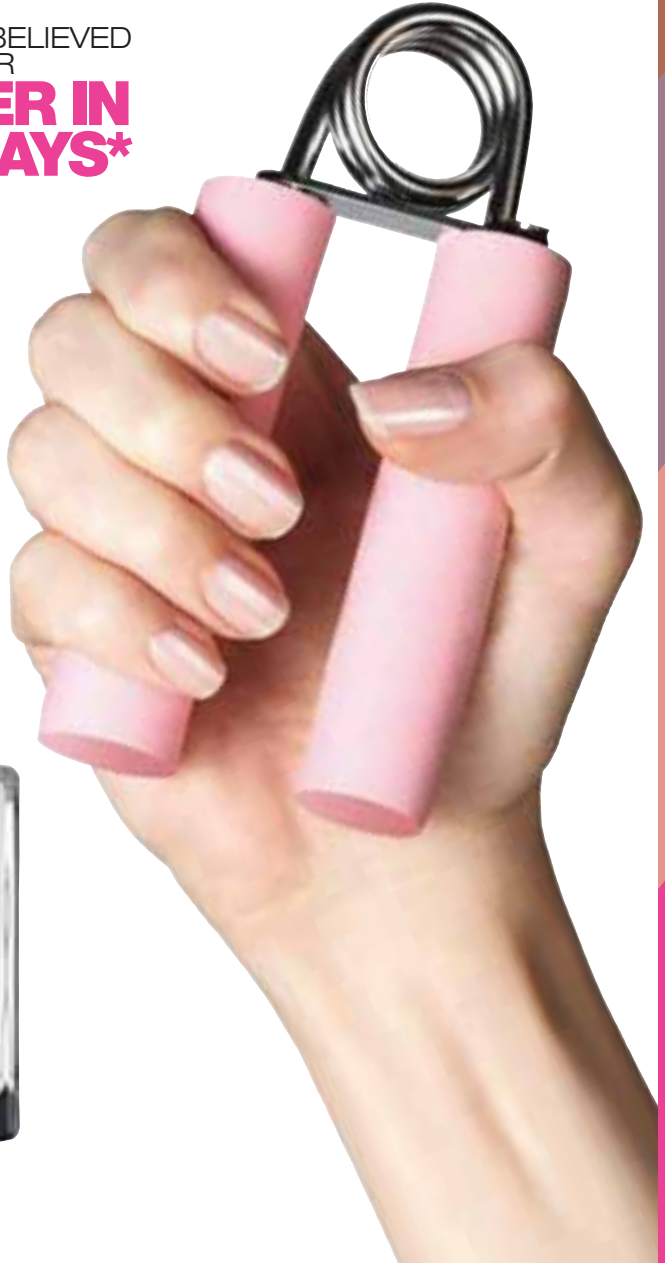
NAIL EXPERTS STRONG RESULTS

- Formulated to help **harden** and **strengthen** nails
- Contains **real diamond dust** as well as **soy protein** and **vitamins**

73% OF WOMEN BELIEVED
THEIR NAILS WHER

**STRONGER IN
JUST 5 DAYS***

*Based on consumer study



FACE

EYES

LIPS

NAILS



NAIL EXPERTS FRENCH MANICURE KIT

- **Easy-to-use two-step manicure kit** includes 30 application guides
- Contains Nude and White nail enamel formulated with **real diamond dust**

Nail Express French Manicure Kit



Step 1: Paint the tip of your nail with the white shade of polish and let it dry.



Step 2: Paint your whole nail with the nude polish to finish off your look.



introducing *OUR* *NEW-LOOK* make-up brushes



All-over face brush
perfect for dusting loose
powder or bronzer



Concealer brush
blend concealer to camouflage
imperfections and dark circles



Blusher brush
define your cheekbones
and add a pop of colour

Using the right make-up brush ensures that you easily apply the right amount of product and are in control when creating your look.



Eyeshadow brush with smudger
apply eyeshadow and blend eyeliner



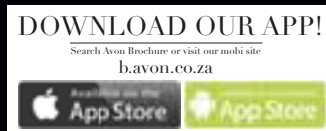
Foundation brush
streak-free foundation application
for a flawless finish



Kabuki brush
perfect for dusting loose powder
or bronzer

Want to become a Representative?
Call us: 0860 10 23 45

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Twitter: @AvonSouthAfrica
Download the Avon Brochure App in the
Apple Store or Google Play Store



AVON

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