

AVON

A NEW
SKIN CARE
FALL 2015

CHANNELING 40 YEARS OF EXPERTISE
INTO SKIN CARE THAT MAKES

A BEAUTIFUL DIFFERENCE

AVON is at the forefront of skin care innovation with state-of-the-art research & development labs spanning six continents, hundreds of scientists, nearly 600 patents or patents pending, and partnerships with top universities and dermatologists.

At the Avon Skincare Institute, we relentlessly pursue the best in technology and formulation for high-performance skin care that delivers a beautiful difference for you.



1992

ANEW launches as the first brand to the mass market with **ALPHA HYDROXY ACID** technology.



1997

ANEW NIGHT FORCE
"Skin looks and feels so lifted — it's just amazing."*

*Based on a comment in an Avon consumer-perception study.



2000

ANEW RETROACTIVE with **REJUVI-CELL TECHNOLOGY** designed to help visibly reduce signs of aging.



2003

ANEW CLINICAL LINE & WRINKLE CORRECTOR
Avon launches ANEW Clinical to deliver high-performance clinical results.



2007

Avon's best-selling Ultimate line is upgraded with **SIRTUIN YOUTH PROTEIN SCIENCE**.



2009

ANEW REVERSALIST Formulas with **PATENTED ACTIVINOL** technology are developed to help recreate fresh new skin.



2012

ANEW CLINICAL PRO LINE ERASER
Avon and Neostrata partner to revolutionize wrinkle fighting for every woman.



2014

ANEW CLINICAL INFINITE LIFT
Provides multi-dimensional visible lifting for a maximum visible lift with minimal effort.



ANEW

SKIN CARE

GUIDE

Outsmarting aging starts with knowing the right regimen. This guide will help you discover how skin can be transformed by using Anew's high-performance and technology-driven skin care. Ensuring your Customers stay one step ahead of aging is easier than ever.

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BEAUTY is more than **SKIN DEEP**

Skin is the body's largest organ, and if you treat it with care, it will keep you looking and feeling your best. Not only does skin cover you from head to toe, it is made up of much more than what you see on the surface.

SKIN IS MADE UP OF 3 DISTINCT LAYERS

EPIDERMIS	The outer layer of the skin, where visible signs of aging appear.
DERMIS	The middle layer of the skin, just below the epidermis, that produces collagen and elastin.
HYPODERMIS	Below the dermis lies the hypodermis, consisting of a layer of subcutaneous fat. The depth of this varies from one person to the next. It contains blood vessels and nerves.

START BY KNOWING *YOUR* SKIN TYPE

In order to properly care for your skin, it helps to understand how skin works. Take a look at these common concerns to help you determine your Customer's skin type.

SKIN TYPES

NORMAL	<ul style="list-style-type: none"> • Clear appearance • Even coloring • Neither tight nor greasy • Soft and supple, high degree of elasticity 	COMBINATION	<ul style="list-style-type: none"> • Dryness on cheeks and a shiny appearance on nose and forehead (T-zone) • Medium-sized pores • May experience some tightness
DRY	<ul style="list-style-type: none"> • Irritated and tight after cleansing • Often looks flaky • Tendency toward fine lines and wrinkles 	OILY	<ul style="list-style-type: none"> • Shiny appearance and enlarged pores • Rough or irregular feel • Prone to blackheads and blemishes



1

THE SUN

Aging specifically caused by UV rays is called photoaging. Sun exposure dries skin, thickens the epidermis and slows down cell renewal, which leads to fine lines, wrinkles and uneven tone. Avoid the sun when possible and wear sunscreen daily.



2

SMOKING

Smoking deprives skin of nutrients and oxygen, leaving it looking dull and lifeless. Smoking also causes harmful free radicals, which weaken collagen and elasticity, accelerating the aging process.



3

STRESS & LACK OF SLEEP

Stress and lack of sleep can lead to dryness, sensitivity, acne, excess oil or lackluster skin. Getting enough restorative sleep is vital to give your skin time to repair and rejuvenate.



4

POLLUTION

Pollutants in the air coat skin with grime that can block pores. Free radicals can break down skin's structure, leading to wrinkles, roughness, dehydration and loss of elasticity.



5

FACIAL EXPRESSIONS

The 15,000 facial expressions you make every day can damage skin. Frowning, smiling, squinting—the constant movement of facial muscles causes skin fibers to slacken. Over time, these creases become wrinkles.



6

EVERYDAY DIET

Fast food, sugar and empty calories can wreck your waistline and your skin. The more nutrient-dense your diet is, the healthier your skin will be. Eat foods rich in essential fatty acids, vitamins and antioxidants.



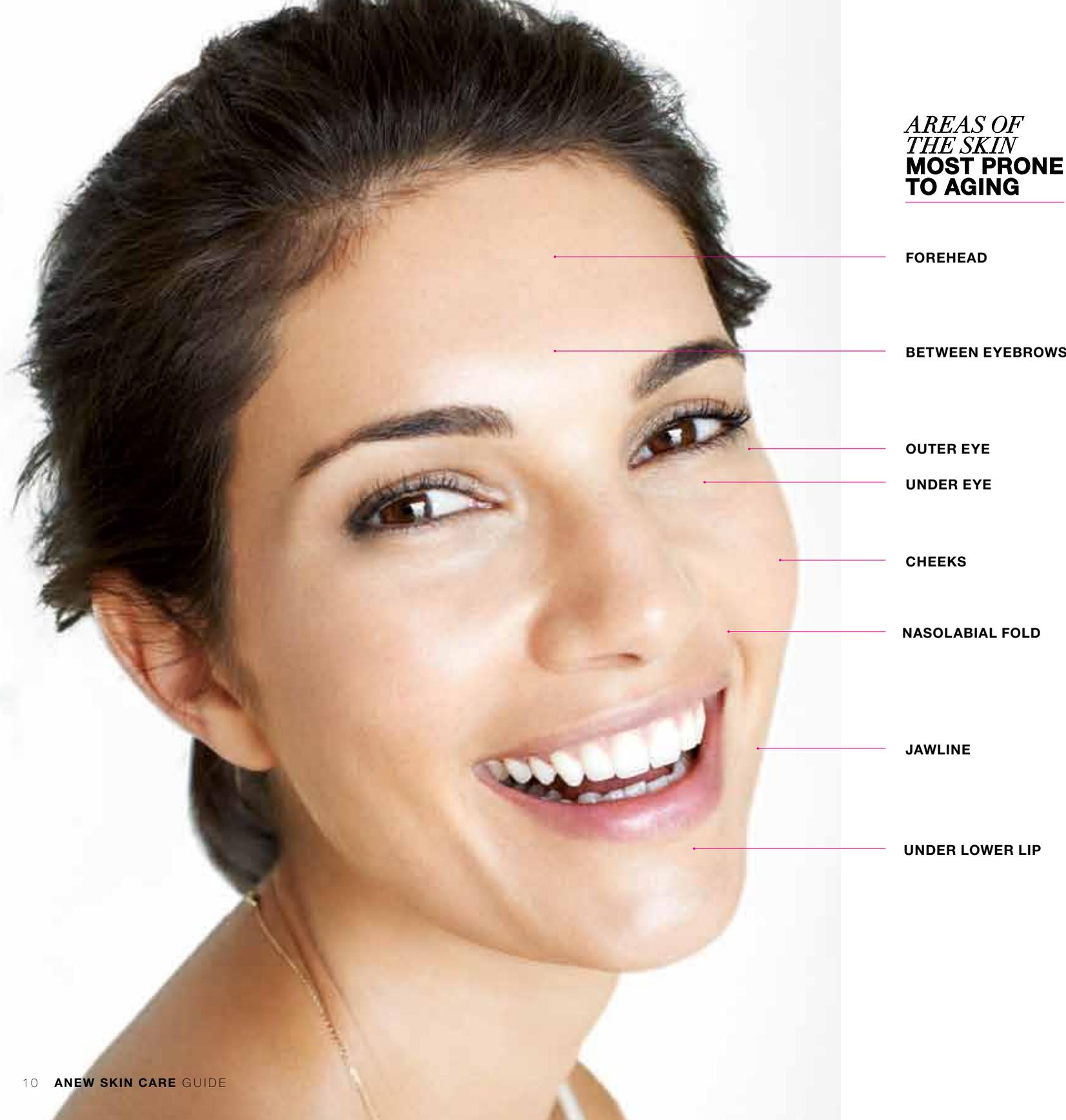
7

SLEEP POSITIONS

The way you sleep can increase the appearance of wrinkles. Side sleeping can cause lines on your chin and cheeks. Sleeping face down can create lines on your forehead. Sleeping on your back is the best way to prevent lines.

7 SINS FOR SKIN

Although skin starts aging the moment you're born, the signs generally don't start appearing until you're around 30. While you can't stop skin from aging completely, you can keep it looking youthful longer. Here are 7 things to keep in mind:



**AREAS OF
THE SKIN
MOST PRONE
TO AGING**

FOREHEAD

BETWEEN EYEBROWS

OUTER EYE

UNDER EYE

CHEEKS

NASOLABIAL FOLD

JAWLINE

UNDER LOWER LIP

SKIN & AGES & STAGES

Everyone tends to age differently, depending on genetics, lifestyle and overall health. However, there are visible signs that are common for every age range and stage of life.

SKIN STAGES

30s EARLY

- Skin begins to lose its natural radiance, looking more tired, stressed and dull
- Gradual loss of clarity, resulting in uneven skin tone
- Skin repairs itself at a slower rate and dryness may increase

40s MODERATE

- Fine lines appear, along with visible photo damage
- Signs of fine lines near the eyes
- Some loss of elasticity
- Skin repair and hydration continue to decrease

50+ ADVANCED

- More wrinkles, roughness, discoloration and unevenness appear
- Pores and age spots enlarge, along with sagging around the eyes, cheeks and jawline
- Skin repair and hydration significantly decrease
- Epidermis gets thinner

THE *BEAUTY* OF A *SKIN* REGIMEN

Following a consistent skin care routine is the best way to achieve radiant results everyone will notice. Luckily, it's as simple as these four steps.

SKIN CARE TIPS

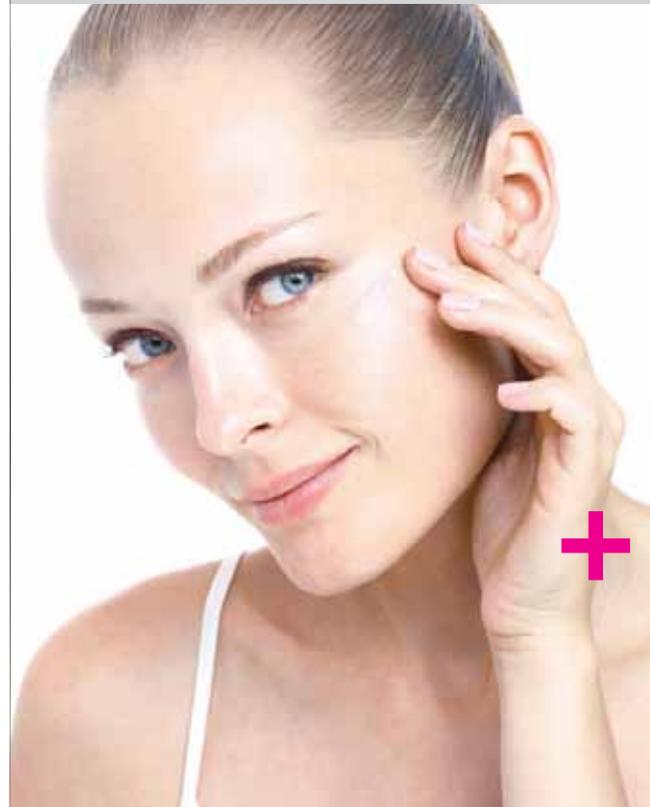
- **WASH** your hands before applying products to avoid transfer of bacteria.
- **ALWAYS** apply serums and moisturizers on cleansed, dry skin. When using both, apply serum first.
- **APPLY** creams in circular movements on face and use a gentle tapping motion around eyes.

STEP 1: CLEANSE



- Cleansing skin helps eliminate excess oil, debris and makeup while refreshing skin. Thoroughly wash with your Anew cleanser and gently rinse with warm water.

STEP 2: TREAT



- Concentrated and powerful, treatments deliver results targeted toward specific skin concerns. Apply your Anew treatment to dry skin after cleansing.

STEP 3: MOISTURIZE



- A day moisturizer with SPF hydrates and helps protect against sun damage, while night creams help repair and rejuvenate. Apply your Anew moisturizer by using small, firm circular movements, taking care to avoid the delicate eye area.

STEP 4: EYE



- Designed to work for the eye area, Anew eye creams help correct the appearance of dark circles, puffiness, sagging or crow's-feet. Use your ring finger to gently apply cream, starting at the inner corner of the eye, moving outward, and then above the eye and below the brow.

ANEW

THE ANTI-AGING *EXPERT*

Dull, Uneven
Skin Tone

Vitale

Fine Lines
& Wrinkles

Reversalist

Sagging Skin
& Loss of
Definition

Platinum

Multiple
Signs of Aging

Ultimate

High-Performance
Treatments

Clinical



**ANEW IS
POWERFUL
ANTI-AGING
SKIN CARE.**

For over 20 years, Anew has launched some of the most effective treatments to dramatically transform skin and visibly erase years for a beautiful, younger-looking complexion.

ANEW ANTI-AGING SKIN CARE

SELECT PRODUCTS THAT TREAT YOUR CONCERN

TIP:
For the best results,
always follow your
daily skin care regimen:

STEP 1

Cleanse

STEP 2

Treat

STEP 3

Moisturize (A.M./P.M.)

STEP 4

Eye

SELECT ANSWERS

My age is:

- 30-39
- 40-49
- 50+
- I'll never tell...

My main concern is:

- Dull skin, enlarged pores
- Fine lines and wrinkles
- Sagging
- Multiple signs of aging

My skin texture is:

- Showing pores
- Dry on occasion
- Dry and thinning in places
- Combination of the above

■ MOSTLY PINK

VITALE

Revive the look of tired skin.



choose lotion or cream
Day Cream
Broad Spectrum
SPF 25 28.00



■ MOSTLY RED

REVERSALIST Complete Renewal

Look virtually line-free.



choose lotion or cream
Day Cream
Broad Spectrum SPF 25
32.00



■ MOSTLY PURPLE

PLATINUM

Recapture the look of youthful contours and definition.



■ MOSTLY GOLD

ULTIMATE Multi-Performance

Repair the look of multiple signs of aging.



CHOOSE HIGH-PERFORMANCE CLINICAL PRODUCTS BASED ON YOUR SPECIFIC CONCERNS

ADVANCED TREATMENTS	TARGETED TREATMENTS		EYE TREATMENTS				
<input type="checkbox"/> Sun and Environmental Damage <p>Skinvincible Multi-Shield Lotion Broad Spectrum SPF 50 36.00</p> <p>Skinvincible Deep Recovery Cream 36.00</p>	<input type="checkbox"/> Dehydrated Skin <p>Overnight Hydration Mask 30.00</p>	<input type="checkbox"/> Rough, Dull Skin <p>Resurfacing Expert Smoothing Fluid 35.00</p> <p>Advanced Retexturizing Peel 22.00</p>	<input type="checkbox"/> Discoloration <p>Absolute Even Multi-Tone Skin Corrector 35.00</p> <p>Absolute Even Spot Correcting Hand Cream SPF 15 17.00</p>	<input type="checkbox"/> Wrinkles and Fine Lines <p>Advanced Wrinkle Corrector 28.00</p> <p>Pro+ Line Eraser Treatment 35.00</p>	<input type="checkbox"/> Sagging Skin <p>ThermaFirm Face Lifting Cream 28.00</p> <p>Infinite Lift Targeted Contouring Serum 35.00</p>	<input type="checkbox"/> Dark Under-Eye Circles <p>Absolute Even Dark Circle Corrector 30.00</p>	<input type="checkbox"/> Sagging Skin Around the Eyes <p>Eye Lift Pro Dual Eye System 28.00</p>



REVIVE *THE LOOK* *OF* TIRED SKIN

ANEW **VITALE**

Forget dull, uneven skin. With the **ANEW Vitale** collection, you can finally get the well-rested, radiant look you want.

powered by 
VitaTone Complex

The formulas help offset the look of sleep-deprived skin and the visible effects of stress.



ANEW VITALE

AGE: **30** 40 50 60

The **Anew Vitale skin care collection** re-energizes the look of tired skin and helps skin appear more radiant and even-toned.

powered by  **VitaTone Complex**

The formulas help offset the look of sleep-deprived skin and the visible effects of stress.



ANEW VITALE DAY LOTION BROAD SPECTRUM SPF 25

TIP: choose if you prefer a **lightweight texture**



ANEW VITALE DAY CREAM BROAD SPECTRUM SPF 25

TIP: choose if you prefer a **richer texture**



ANEW VITALE NIGHT CREAM



ANEW VITALE EYE GEL CREAM



WHO IS IT FOR?	<ul style="list-style-type: none"> Women noticing the first signs of aging—dullness, visible pores, uneven skin tone and loss of radiance 	<ul style="list-style-type: none"> Women noticing the first signs of aging—dullness, visible pores, uneven skin tone and loss of radiance 	<ul style="list-style-type: none"> Women concerned with puffiness and tired-looking eyes
WHY DO I USE IT?	<ul style="list-style-type: none"> In 3 days, skin looks naturally radiant and more even toned, and pores look smaller and more refined* In 2 weeks, 90% of women showed an improvement in skin's texture and clarity** 	<ul style="list-style-type: none"> Wake up to skin that appears more radiant and vibrant In 1 week, 94% of women saw a more uniform, even-tone appearance to skin** 	<ul style="list-style-type: none"> Overnight, helps reduce the look of under-eye puffiness Helps you look bright-eyed, well-rested and refreshed all day, even without a full night's rest
HOW DO I USE IT?	<ul style="list-style-type: none"> Use it every morning Apply it on cleansed skin after your Anew Clinical treatment 	<ul style="list-style-type: none"> Use it every night Apply it on cleansed skin after your Anew Clinical treatment 	<ul style="list-style-type: none"> Use it every morning and night Apply it on cleansed skin after your Anew moisturizer

*Based on a consumer-perception study. **Based on dermatologist-supervised clinical studies.



SKIN LOOKS *RENEWED* *AND VIRTUALLY* LINE-FREE

ANEW **REVERSALIST**

COMPLETE RENEWAL

The secret to getting visibly noticed is now yours to share! With the **ANEW Reversalist collection**, skin becomes noticeably renewed to reduce the look of lines and wrinkles.

formulated with
Tri-Elastinex



The formulas work above and within skin's surface layers to repair the look of lines and wrinkles like never before.



ANEW REVERSALIST

AGE: 30 **40** 50 60

The **ANEW Reversalist skin care collection** dramatically reduces the look of fine lines and wrinkles for skin that looks completely renewed.

formulated with **Tri-Elastinex**

The formulas work above and within skin's surface layers to repair the look of lines and wrinkles like never before.



ANEW REVERSALIST COMPLETE RENEWAL DAY LOTION BROAD SPECTRUM SPF 25

TIP: choose if you prefer a lightweight texture



ANEW REVERSALIST COMPLETE RENEWAL DAY CREAM BROAD SPECTRUM SPF 25

TIP: choose if you prefer a richer texture



ANEW REVERSALIST COMPLETE RENEWAL NIGHT CREAM

90%
OF WOMEN AGREED FINE LINES AND WRINKLES WERE VISIBLY REDUCED IN 1 WEEK*



ANEW REVERSALIST COMPLETE RENEWAL EXPRESS DUAL EYE SYSTEM

WHO IS IT FOR?	<ul style="list-style-type: none"> Women noticing more serious signs of aging, such as fine lines and wrinkles 	<ul style="list-style-type: none"> Women noticing more serious signs of aging, such as fine lines and wrinkles 	<ul style="list-style-type: none"> Women concerned with fine lines and dullness in the eye area
WHY DO I USE IT?	<ul style="list-style-type: none"> Hydrates and noticeably renews the look of skin for a virtually line-free look 91% of women agreed the look of fine lines and wrinkles was reversed* 	<ul style="list-style-type: none"> Surpassed a top-selling prestige anti-aging cream in reducing the look of fine lines and wrinkles** 95% of women agreed that skin looks renewed for a younger, smoother, virtually line-free look.* 	<ul style="list-style-type: none"> In 1 week, lines and wrinkles were visibly reversed 100% of women agreed the eye area is instantly illuminated*
HOW DO I USE IT?	<ul style="list-style-type: none"> Use it every morning Apply it on cleansed skin after your Anew Clinical treatment 	<ul style="list-style-type: none"> Use it every night Apply it on cleansed skin after your Anew Clinical treatment 	<ul style="list-style-type: none"> Every morning and evening, apply the hydrating cream to the entire eye area on cleansed, dry skin after your Anew moisturizer Every morning after applying the cream, apply the veil to the under-eye area and reapply as needed to instantly brighten

*Based on those who expressed an opinion in a consumer-perception study.
**Based on a clinical study after 8 weeks.



DRAMATICALLY
RESHAPE THE APPEARANCE
OF SKIN FOR
MORE YOUTHFUL-LOOKING
DEFINITION

ANEW **PLATINUM**

Let your skin lie about your age. The **ANEW Platinum collection** helps noticeably recapture the look of youthful contours.

with Paxillium
TECHNOLOGY

The formulas are designed to visibly recontour skin and reignite skin's youthful shape.



ANEW PLATINUM

AGE: 30 40 **50** 60

The **ANEW Platinum skin care collection** helps visibly improve sagging skin, down to your neckline, while noticeably reducing the look of deep wrinkles.



with **Paxillium TECHNOLOGY**

The formulas are designed to visibly recontour skin and reignite skin's youthful shape.



**ANEW PLATINUM DAY CREAM
BROAD SPECTRUM SPF 25**



ANEW PLATINUM NIGHT CREAM



ANEW PLATINUM EYE & LIP CREAM



WHO IS IT FOR?	<ul style="list-style-type: none"> Women concerned with sagging skin on the face and neck, and deep facial wrinkles 	<ul style="list-style-type: none"> Women concerned with sagging skin on the face and neck, and deep facial wrinkles 	<ul style="list-style-type: none"> Women concerned with deep wrinkles around the eye and lip areas
WHY DO I USE IT?	<ul style="list-style-type: none"> Over time, visibly recontours the face and neck for more youthful shape and definition In 1 day, neck area looks revitalized and smoothed, and feels dramatically hydrated 	<ul style="list-style-type: none"> After 2 weeks, the neck and jawline look more defined and sculpted, and the look of wrinkles appears dramatically reduced Over time, helps to dramatically reshape the skin's appearance for a more youthful-looking profile 	<ul style="list-style-type: none"> Over time, 79% saw more youthful definition in the eye and lip areas* In 3 days, 97% agree the skin around the eye area looks and feels more elastic*
HOW DO I USE IT?	<ul style="list-style-type: none"> Use it every morning Apply it on cleansed skin after your Anew Clinical treatment 	<ul style="list-style-type: none"> Use it every night Apply it on cleansed skin after your Anew Clinical treatment 	<ul style="list-style-type: none"> Every morning and evening, apply it on cleansed skin after your Anew moisturizer Smooth it around the eye area with the rounded end of the applicator Apply it on and around the lips with the flat end of the applicator

*Based on women who expressed an opinion in a consumer-perception study.



THE GOLD STANDARD IN ANTI-AGING

ANEW **ULTIMATE**

MULTI-PERFORMANCE

New and improved with Avon-Exclusive

Celluvive *COMPLEX*

Now you can transform the look of multiple signs of aging with:

10

VISIBLE RESULTS

- SMOOTH TEXTURE • SKIN CLARITY • EVEN SKIN TONE • DIMINISHED FINE LINES & DEEP WRINKLES
- HYDRATED SKIN • NATURAL VOLUME • RESILIENCE • REDUCED DISCOLORATION
- FIRMNESS • LIFTED SKIN



ANEW ULTIMATE

AGE: **MULTIPLE AGES**

The **ANEW Ultimate Multi-Performance collection** improves the look of multiple signs of aging with 10 visible results.

OUR TOP-SELLING COLLECTION IS NOW **EVEN BETTER**

formulas with Avon-Exclusive
Celluvive COMPLEX...

clear away visible age damage on the skin's surface, dramatically diminishing the look of multiple signs of aging.



WHO IS IT FOR?	<ul style="list-style-type: none"> Women experiencing multiple signs of aging, including uneven texture, loss of clarity, uneven skin tone and overall fine wrinkles 	<ul style="list-style-type: none"> Women experiencing multiple signs of aging, and who are looking to wake up to hydrated, firmer-looking skin 	<ul style="list-style-type: none"> Women experiencing multiple signs of aging in the eye area, including texture, clarity and fine wrinkles
WHY DO I USE IT?	<ul style="list-style-type: none"> In 3 days, gives skin a firmer and more cushioned appearance all day* 100% of women, over time, showed an improvement in the look of key signs of aging: texture, clarity, uneven skin tone and overall fine wrinkles** 	<ul style="list-style-type: none"> Overnight, skin looks and feels replenished and firmer* 100% of women, over time, showed an improvement in the look of key signs of aging: texture, clarity, uneven skin tone and overall fine wrinkles** 	<ul style="list-style-type: none"> Instantly, the eye area looks tighter and virtually lifted* 100% of women, over time, showed an improvement in the look of key signs of aging in the eye area: clarity and fine wrinkles in the under-eye area**
HOW DO I USE IT?	<ul style="list-style-type: none"> Use it every morning Apply it on cleansed skin after your Anew Clinical treatment 	<ul style="list-style-type: none"> Use it every night Apply it on cleansed skin after your Anew Clinical treatment 	<ul style="list-style-type: none"> Every morning and evening, apply the cream to the upper eyelid and under-eye area, and along crow's-feet Every evening, after applying the cream, apply the elixir to the under-eye area and along crow's-feet

*Based on a consumer-perception study.
 **Based on a clinical study.



ANEWMEN

BECAUSE MEN DESERVE GREAT SKIN, TOO

EASY • EFFECTIVE • ESSENTIAL



**ANEW MEN
2-IN-1
GEL CLEANSER**



**ANEW MEN
PROTECTIVE
SHAVE GEL**



**ANEW MEN
2-IN-1
AFTER SHAVE BALM**



**ANEW MEN
DAILY MOISTURIZER
BROAD SPECTRUM SPF 50**

WHO IS IT FOR?	<ul style="list-style-type: none"> • Men concerned about the health of their skin 	<ul style="list-style-type: none"> • Men looking for an effective and comfortable shaving experience 	<ul style="list-style-type: none"> • Men looking for an effective and comfortable shaving experience 	<ul style="list-style-type: none"> • Men concerned about the health of their skin
WHAT DOES IT DO?	<ul style="list-style-type: none"> • Deeply cleanses and exfoliates skin • Removes dirt, oil and impurities 	<ul style="list-style-type: none"> • Infused with aloe and Vitamin E; provides a close, comfortable shave • Skin feels smooth and refreshed 	<ul style="list-style-type: none"> • Soothing balm cools skin on contact and leaves skin feeling refreshed • Invigorating scent helps jump-start the day 	<ul style="list-style-type: none"> • Delivers 24 hours of moisture • Broad spectrum SPF 50 protects skin from sun damage
HOW DO I USE IT?	<ul style="list-style-type: none"> • Apply A.M./P.M. on dry face 	<ul style="list-style-type: none"> • Apply A.M./P.M. during grooming routine <i>before</i> shaving 	<ul style="list-style-type: none"> • Apply A.M./P.M. during grooming routine <i>after</i> shaving 	<ul style="list-style-type: none"> • Use A.M. on cleansed, dry face



HIGH-PERFORMANCE *TARGETED TREATMENTS* FOR *ADVANCED RESULTS*

ANEW **CLINICAL**

For every skin concern, there's a highly effective **ANEW Clinical** **targeted treatment** scientifically formulated to deliver powerful results.



ANEW CLINICAL

AGE: **ALL AGES**

For every skin concern, there's a highly effective **ANEW Clinical targeted treatment** scientifically formulated to deliver powerful results you can see.



**ANEW CLINICAL
ADVANCED RETEXTURIZING PEEL**



**ANEW CLINICAL
RESURFACING EXPERT
SMOOTHING FLUID**



**ANEW CLINICAL
ABSOLUTE EVEN
MULTI-TONE SKIN CORRECTOR**

WHO IS IT FOR?	<ul style="list-style-type: none"> • Women experiencing dullness, uneven skin tone and a loss of radiance and smoothness 	<ul style="list-style-type: none"> • Women experiencing signs of aging that include uneven skin tone, loss of radiance and roughness 	<ul style="list-style-type: none"> • Women noticing discoloration, dullness, uneven skin tone and loss of radiance
WHY DO I USE IT?	<ul style="list-style-type: none"> • One-step, at-home peel exfoliates to visibly retexturize and resurface skin, leaving it smooth, even and refreshed • Results superior to a professional 35% glycolic peel at home* 	<ul style="list-style-type: none"> • Simultaneously exfoliates, retexturizes and revitalizes for younger-looking, smoother, glowing skin • 79% as effective as a professional microdermabrasion without the irritation** 	<ul style="list-style-type: none"> • Powerful formula with DSX-7 Technology dramatically reduces the look of 7 types of discolorations • 9 out of 10 women saw a dramatic improvement in skin tone for flawless, younger-looking skin***
HOW DO I USE IT?	<ul style="list-style-type: none"> • Use morning or evening 2 to 3 times a week • Glide the pad over cleansed face and follow with your Anew moisturizer 	<ul style="list-style-type: none"> • Use it every evening • Apply it on cleansed, dry skin and follow with your Anew moisturizer 	<ul style="list-style-type: none"> • Use it every morning and evening • Apply it on cleansed, dry skin and follow with your Anew moisturizer

*In 6 of 8 attributes tested over a 7-week period.

**Based on a clinical study vs. 3 professional microdermabrasion treatments over 12 weeks.

***Based on those who expressed an opinion in a consumer-perception study.

ANEW CLINICAL

AGE: **ALL AGES**

For every skin concern, there's a highly effective **ANEW Clinical targeted treatment** scientifically formulated to deliver powerful results you can see.



**ANEW CLINICAL
ADVANCED WRINKLE CORRECTOR**



**ANEW CLINICAL PRO+
LINE ERASER TREATMENT**

**ANEW CLINICAL INFINITE LIFT
TARGETED CONTOURING SERUM**

WHO IS IT FOR?	<ul style="list-style-type: none"> • Women noticing more serious signs of aging: loss of elasticity, fine-lines and wrinkles 	<ul style="list-style-type: none"> • Women who want to dramatically reduce the look of fine lines and wrinkles with fast-acting results 	<ul style="list-style-type: none"> • Women who want to visibly lift and tighten sagging skin
WHY DO I USE IT?	<ul style="list-style-type: none"> • Formula with 4D Wrinkle-Reverse Technology plumps the look of lines and wrinkles while visibly improving elasticity and resilience* • Over time, the look of fine lines and deep wrinkles is improved by 28%** 	<ul style="list-style-type: none"> • Powered by encapsulated A-F33 technology to visibly repair and fill lines, plump the look of deep wrinkles, and smooth and retexturize skin • 100% of women showed improvement in the look of fine lines and wrinkles** 	<ul style="list-style-type: none"> • Formula with patent-pending PolyPeptide Lift Complex boosts multiple dimensions of visible lifting • Visibly tightens, defines, firms and contours for skin that looks more youthful. Targets 4 key facial zones: cheeks, chin, jawline and jowls.
HOW DO I USE IT?	<ul style="list-style-type: none"> • Use it every morning and evening • Apply it on cleansed, dry skin and follow with your Anew moisturizer 	<ul style="list-style-type: none"> • Use it every morning and evening • Apply it on cleansed, dry skin and follow with your Anew moisturizer 	<ul style="list-style-type: none"> • Use it every morning and evening on cleansed, dry skin • Using the massaging roller applicator, apply in an upward motion along the cheeks, chin, jawline and jowls. Pat gently with fingertips and follow with your Anew moisturizer.

*Based on a consumer-perception study.

**Based on a clinical study.

ANEW CLINICAL

AGE: **ALL AGES**

For every skin concern, there's a highly effective **ANEW Clinical targeted treatment** scientifically formulated to deliver powerful results you can see.



**ANEW CLINICAL
THERMAFIRM FACE LIFTING CREAM**



**ANEW CLINICAL
SKINVINCIBLE DEEP RECOVERY CREAM**



**ANEW CLINICAL
SKINVINCIBLE MULTI-SHIELD LOTION
BROAD SPECTRUM SPF 50**

WHO IS IT FOR?	<ul style="list-style-type: none"> • Women who want to visibly lift, tighten and firm sagging skin 	<ul style="list-style-type: none"> • Women concerned about environmental damage, such as wrinkles, sun spots and dehydration 	<ul style="list-style-type: none"> • Women concerned about environmental damage, such as wrinkles, sun spots, photodamage and dehydration
WHY DO I USE IT?	<ul style="list-style-type: none"> • Formula with Triple Sonic Technology provides visible lifting, firming and tightening in just 3 days • 87% of women felt their youthful facial shape was visibly restored after 4 weeks* 	<ul style="list-style-type: none"> • Formula with SmartRepair™ Technology, visibly repairs the wrinkles you once thought couldn't be improved • 100% of women showed improved tone, texture and clarity of their skin** 	<ul style="list-style-type: none"> • SPF 50 and Avon's most advanced antioxidants protect skin • 100% of women showed improved tone, texture and clarity of their skin**
HOW DO I USE IT?	<ul style="list-style-type: none"> • Use it every morning and/or evening • Apply it on cleansed, dry skin and follow with your Anew moisturizer 	<ul style="list-style-type: none"> • Use it every evening • Apply it on cleansed, dry skin after your Anew Clinical treatment 	<ul style="list-style-type: none"> • Use it every morning • Apply it on cleansed, dry skin after your Anew Clinical treatment

*Based on women who expressed an opinion in a consumer-perception study.

**Based on a clinical study using Anew Clinical SkinVincible Lotion and Cream together.

ANEW CLINICAL

AGE: 30 40 50 60

For every skin concern, there's a highly effective **ANEW Clinical targeted treatment** scientifically formulated to deliver powerful results you can see.



ANEW CLINICAL OVERNIGHT HYDRATION MASK



ANEW CLINICAL EYE LIFT PRO DUAL EYE SYSTEM



ANEW CLINICAL ABSOLUTE EVEN DARK CIRCLE CORRECTOR

WHO IS IT FOR?	<ul style="list-style-type: none"> • Women who want to counteract the effects of dehydrated skin and want a youthful-looking, hydrated complexion 	<ul style="list-style-type: none"> • Women noticing sagging, drooping and crinkling around the eye area 	<ul style="list-style-type: none"> • Women concerned with their under-eye dark circles
WHY DO I USE IT?	<ul style="list-style-type: none"> • Powered by encapsulated hyaluronic acid and shea butter beads, the ultra-lightweight gel mask boosts skin's moisture by 3X • Clinically shown to deliver 48 hours of hydration overnight 	<ul style="list-style-type: none"> • See a dramatic lift in 7 days • Tightens the look of your entire eye area instantly 	<ul style="list-style-type: none"> • Formula with Shadow Erase Complex and self-adjusting sheer optics improves the look of dark circles over time • 93% of women saw the look of dark circles dramatically reduced*
HOW DO I USE IT?	<ul style="list-style-type: none"> • Use 3X a week overnight, alone or over your favorite Anew night cream 	<ul style="list-style-type: none"> • Use it every morning and evening on cleansed, dry skin after your Anew moisturizer • Apply gel to upper eyelid and brow-bone area, and cream to under-eye area 	<ul style="list-style-type: none"> • Use it every morning and evening on cleansed, dry skin after your Anew moisturizer • Twist off the applicator cap to unlock, and use the applicator to pat cream under the eye

*Based on those who expressed an opinion in a consumer-perception study.

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