Since its introduction in 1992, ANEW has been helping women transform their skin with highly effective anti-aging skincare products. Each ANEW breakthrough is developed by an extensive team of Avon scientists and many of these cutting edge products are also the result of collaborations with world renowned universities, research institutions, dermatologists and beauty experts.

ANEW includes an array of breakthrough regimens customized to specific skin concerns.
SINCE 1992, Anew Has

1992
PERFECTING COMPLEX FOR FACE the first mass market product with Alpha Hydroxy Acid (AHA) Technology

1997
NIGHT FORCE VERTICAL LIFTING COMPLEX patented AVC-10 and oxa diacid technologies

2000
RETROACTIVE AGE REVERSAL CREAM formulated to help promote key elements of cell communication

2003
CLINICAL LINE & WRINKLE CORRECTOR Derma3X Technology engineered to help stimulate production of three critical components of young, healthy skin - collagen, elastin and hydro-proteins

2007
ULTIMATE AGE REPAIR CREAM & ELIXIR patent-pending ProSirtuinTX – designed to help stimulate Sirtuin Youth Proteins
ANEW COLOR line launches

BEEN AN ANTI-AGING PIONEER

2009
CLINICAL DERMAFULL FACIAL FILLING SERUM formulas with Injectable-Grade Hyaluronic Acid
*This is a cosmetic product for external use only. Follow usage instructions on product packaging.

REVERSALIST RENEWAL CREAM & SERUM patented Activinol Technology - presented at 2 major global conferences

2010
ANEW PLATINUM NIGHT CREAM AND SERUM formulas with patented Paxillium Technology, designed to help stimulate the production of Paxillin, a key skin protein

2011
ANEW SOLAR ADVANCE is an anti-aging sun care line with RepairShield Technology™, designed to repair skin cell sun damage* while helping to protect against the sun.
ANEW Genics with patented YouthGen™ technology is a skincare breakthrough to help you look up to 10 years younger.**

*Measured in reconstructed skin after UVB exposure equal to approximately 10 minutes of summertime sunlight at 40 degrees lat.
**Based on a consumer-perception study of women 45-59 years old.
ANEW Rejuvenate brings the spa-inspired treatments to you. The breakthrough collection addresses the early signs of aging including visibly reducing fine lines, evening out skin tone, shrinking the look of pores and smoothing rough texture. Avon’s innovative Rejuvenate formulas with technologies including Exfo-Smoothing Complex, MiniExtraction Technology and Facial FX Technology, exfoliate and resurface, help clean and tighten pores and are formulated to help reinforce skin cell bonds.

The regimen includes:

- ANEW Rejuvenate Revitalizing 2-in-1 Gel Cleanser
- ANEW Rejuvenate Day Cream SPF 25
- ANEW Rejuvenate Revitalizing Night Cream
- ANEW ANEW Rejuvenate Night Sapphire Emulsion
- ANEW Rejuvenate 24 Hour Eye Cream
- ANEW Rejuvenate Flash Facial Revitalizing Concentrate
- ANEW Rejuvenate Mineral Facial Rinse-Off Treatment
- ANEW Rejuvenate Glycolic Facial Treatment
A team of Avon scientists studied how the skin heals itself to develop **ANEW Reversalist**, an anti-aging breakthrough that visibly repairs wrinkles. When you get a cut, it triggers the production of a key repair molecule, Activin. Avon scientists discovered how to activate this key repair molecule with a breakthrough new technology—Activinol. Used in **ANEW Reversalist**, ANEW’s Activinol technology is formulated to help boost Activin to help reactivate skin’s repair process and help create fresh new skin and dramatically reverse the look of wrinkles.

**The regimen includes:**

- ANEW Reversalist Renewal Foam Cleanser
- ANEW Reversalist Day Cream
- ANEW Reversalist Night Cream
- ANEW Reversalist Night Sterling Emulsion
- ANEW Reversalist Illuminating Eye System
- ANEW Reversalist Renewal Serum
Medical researchers have uncovered naturally occurring youth proteins called Sirtuins, which are scientifically shown to extend the healthy lifespan of certain living organisms. The **ANEW Ultimate** regimen harnesses the combined power of two groundbreaking proteins to target skin and how it visibly ages. The formulas are designed with patent-pending Pro-Sirtuin TX to help boost these critical skin proteins. Each was created to help stimulate the production of Sirtuin Youth Proteins and to help create healthier essential youth cells. Ultimate visibly improves advanced age signs and visibly changes the way skin naturally ages. Ultimate is also formulated to help activate Remodeling Proteins to help restore skin’s cellular architecture and to build the look of density and cushion.

**The regimen includes:**

- ANEW Ultimate Age Repair Cream Cleanser
- ANEW Ultimate Age Repair Day SPF 25
- ANEW Ultimate Age Repair Night Cream
- ANEW Ultimate Age Repair Gold Emulsion
- ANEW Ultimate Contouring Eye System
- ANEW Ultimate Elixir Premium
Recent scientific findings demonstrated that skin cells collapse with age, resulting in the slowdown of collagen and elastin production that causes skin to sag. After over three years of research, Avon discovered that Paxillin, a cellular protein, is one of the key proteins responsible for maintaining the shape of cells. Avon developed the patented Paxillium technology in ANEW Platinum to help stimulate the production of Paxillin and three other reshaping proteins to help improve and maintain youthful cell shape and to help stimulate the dermal matrix proteins like collagen that maintain taut, youthful skin.

The regimen includes:

- ANEW Platinum Cleanser
- ANEW Platinum Day Cream
- ANEW Platinum Night Cream
- ANEW Platinum Eye & Lip Cream
- ANEW Platinum Serum
ANEW brings you cutting-edge, targeted treatments designed to address specific aging concerns. Clinical provides Avon’s advanced at-home answers to the drastic procedures found in a dermatologist’s office.* Use ANEW Clinical targeted treatments along with any ANEW Regimen to treat the specific aging concerns that bother you most, such as wrinkles, loss of firmness, uneven texture or discolorations. Apply immediately after cleansing, before your skin care regimen and serums.

WHO IS CLINICAL FOR?
People of all ages who are looking for a cutting-edge alternative to dermatological procedures while maximizing the fight against all visible signs of aging.

* Results not comparable to dermatological procedures.

ANEW also offers targeted body treatments to fight visible loss of firmness and the look of cellulite. Consult your Representative for the targeted body treatments available for your needs.
ANEW Solar Advance

ANEW Solar Advance - Do more than just Protect. Now, sunscreen designed to repair.*
This breakthrough anti-aging sun care line with RepairShield Technology™ is designed
to not only protect skin from sun’s damaging rays with broad-spectrum sunscreen, but
also repair skin cell sun damage. * Patented RepairShield Technology is designed to
stimulate skin’s production of anti-oxidants to help fight damaging free radicals and
activate the skin’s natural repair process. Now you can help prevent sun damage and
help restore skin’s youthful look.

The Regimen Includes:

- ANEW Solar Advance Sunscreen Face Lotion SPF 50
- ANEW Solar Advance Eye & Lip Sunscreen SPF 30
- ANEW Solar Advance Sunscreen Body Lotion SPF 30
- ANEW Solar Advance Sunscreen Body Mist SPF 30
- ANEW Solar Advance After Sun Balm

* Measured in reconstructed skin after UVB exposure equal to approximately 10 minutes of summertime
sunlight at 40°N lat
Outsmart genetics and look up to 10 years younger* with a skincare breakthrough 10 years in the making... With ANEW Genics.

A leading university in Italy researched a group of individuals who led extremely long and healthy lives. This groundbreaking research revealed that some people who live longer and healthier lives, past 100 years old, have a highly active Youth Gene – this gene is inside all of us. Avon scientists partnered with these researchers to discover a link between the Youth Gene and skin. This same Youth Gene that keeps the body healthy, helps keep skin cells acting younger, and as we age, its activity declines in skin. An increase in this Youth Gene’s activity boosts proteins that can help skin look younger. **

Using this revolutionary discovery, Avon scientists leveraged the link between the Youth Gene and skin to develop ANEW Genics. As the first in the cosmetics industry with YouthGen™ Technology, Avon is revolutionizing anti-aging skincare. Avon is the first with patented YouthGen™ Technology, designed to stimulate the Youth Gene,** and to help skin look up to 10 years younger.*

The Regimen Includes:

ANEW Genics Treatment Cream
ANEW Genics Serum

*Based on a consumer-perception study of women 45-59 years old.
**Based on in vitro testing
Makeup that makes you look younger
Skin Looks Up To 5 Years Younger*

The ANEW color cosmetics line is specially designed to be the perfect complement to any Anew skin care regimen.

How Does Anew Color Makeup Work?
This luxurious makeup is formulated with innovative ANEW anti-aging technology to target the visible signs of aging, creating a flawless, more youthful look. Available in a full range of gorgeous shades for face, eyes and lips.

*Does not apply to concealer and mascara.

For Face: Rejuvenates skin and smoothes the look of fine lines and wrinkles
For Eyes: Creates a radiant, wide-awake appearance
For Lips: Increases fullness and definition
Where to buy: Available exclusively through Avon Representatives. To locate an Avon Representative:
Call 1-800-FOR-AVON or visit www.avon.com

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