LOOK UP TO 10 YEARS YOUNGER*

Who is Genics for?
People experiencing key signs of aging, including discolorations and lack of vitality and firmness. Anew Genics is designed to work with any Anew regimen to help deliver optimal results.

What does Genics do?*
- Visibly reignites skin’s youth; looks dramatically smoother
- Helps skin look up to 10 years younger
- Dramatically reduces the look of fine lines and wrinkles
- Provides a more radiant, brilliant look

How does Genics work?
Anew Genics is the 1st with patented YouthGen™ Technology formulated to:
- Stimulate Youth Gene activity**
- Help skin cells act younger**

*Based on a consumer-perception study on subjects 45–59 years old.
**Based on in-vitro testing.

Anew Genics Eye Treatment
Anew Genics Eye Treatment will make your eyes look reenergized and younger.* Genics Eye Treatment with YouthGen™ Technology is designed to stimulate your Youth Gene activity to help skin cells act younger** and help you reclaim up to 10 years of visible youth*. .5 oz. net wt. $36.00

Anew Genics Treatment Cream
The ONE anti-aging treatment that everyone should use! A luxurious textured cream that leaves skin feeling silky and smooth. Use every evening after cleansing, in place of your current night moisturizer. 1 oz. net wt. $38.00
3-STEP DAY & NIGHT REGIMEN

STEP 1 cleanse
Cleanser
Gentle yet rich-textured formula removes all traces of makeup and impurities while also making skin feel moisturized. 4.2 fl. oz. $16

STEP 2 moisturize
Day Cream SPF 25
Helps restore youthful color and radiance to skin in 3 days.* 1.7 fl. oz. $38

Night Cream
Drapes skin in a veil of soft plushness, instantly. Helps skin around the neck to look dramatically firmer in two weeks.* 1.7 fl. oz. $38

OR
Night Tourmaline Emulsion
Intensive nighttime moisturizer helps restore the look of youthful definition. Helps to reduce the look of deep-set wrinkles. 1.7 oz. net wt. $38

STEP 3 treat
Eye & Lip Cream
One formula visibly reshapes the delicate area around eyes and lips for a more youthful definition. Applicator included .5 fl. oz. $36

specialty treatment
Use this special treatment with your basic regimen. Apply Serum after cleansing and before moisturizing—day and night.

Serum
Facial contours look reshaped for a more youthful definition.* Contains a peptide, only available in the Serum, designed to help restore collagen’s youthful structure. 1 fl. oz. $64

Use together with Night Cream to increase skin softness by over 40%.**

* Based on women who expressed an opinion in a consumer-perception study.
** Vs. Night Cream alone. Based on clinical assessment of hydration, elasticity and texture.
3-STEP DAY & NIGHT REGIMEN

STEP 1  cleanse
Cleanser
Helps minimize the appearance of fine lines and wrinkles. 4.2 fl. oz. $12

STEP 2  moisturize
Day Cream Broad Spectrum SPF 25
Instantly, skin looks more radiant and dramatically smoother. In 3 days, see natural volume return. 1.7 oz. net wt. $34
Night Cream
Visibly restores youthful cushion overnight; reduces the look of deep wrinkles over time. 1.7 oz. net wt. $34
OR
Night Gold Emulsion
Nourishing gel formula smoothes deep wrinkles and thinning skin. 1.7 oz. net wt. $34

STEP 3  treat
Coming in C-14...
Eye System
Cream helps visibly reduce under-eye bags and deep wrinkles over time. .5 oz. net wt.
Elixir helps visibly restore elasticity and firmness instantly. .09 oz. net wt. $32

specialty treatments
Use these special treatments day and night with your basic regimen. Apply 7S Elixir after cleansing and before moisturizing. Apply Total Body Age Defy Cream all over body.

Elixir
Erases up to 10 years from the look of skin. Formulated with 2X THE CONCENTRATION OF PRO-SIRTUIN TX TECHNOLOGY AND REMODELING PROTEIN BOOSTER.† 1 fl. oz. $59

Total Body Age Defy Cream
First body treatment with PRO-SIRTUIN BODY TECHNOLOGY. 6.7 fl. oz. $30

†Compared with Ultimate 7S Night Cream

Who is the Ultimate 7S regimen for?
People experiencing advanced signs of aging, including loss of elasticity, volume and cushion, as well as deep wrinkles and age spots.

What does the Ultimate 7S regimen do?
• Restores cushion and bounce
• Reduces the look of wrinkles and age spots
• Visibly restores a youthful vitality to skin

How does the Ultimate 7S regimen work?
Formulated with 7 Pro-Sirtuin TX Technology designed to:
• Boost all 7 essential Sirtuin Youth Proteins and help skin cells act younger
• Make skin look remarkably younger

Coming in C-14...
Ultimate 7S Skin Care Kit
FULL SIZE
• Eye System
  Cream. 5 oz. net wt.
  Elixir. 09 oz. net wt.
TRY-IT SIZES
• Cleanser 1.7 fl. oz.
• Day Cream Broad Spectrum SPF 25
  5 oz. net wt.
• Night Cream 5 oz. net wt.
$38 The kit
3-STEP DAY & NIGHT REGIMEN

**STEP 1: cleanse**
Renewal Foaming Cleanser
Cleanses gently without stripping skin of vital moisture. 4.2 fl. oz. $13

**STEP 2: moisturize**
Day Renewal Cream SPF 25
Makes skin look and feel reborn. Protects against UVA/UVB damage. 1.7 fl. oz. $32

Night Renewal Cream
Reduces the look of wrinkles and discolorations, leaving skin feeling dramatically tighter. 1.7 fl. oz. $32

OR
Night Sterling Emulsion
Nourishing gel formula creates fresh, new skin faster and helps skin look tighter. Use in place of Night Renewal Cream for extra-dry skin. 1.7 oz. net wt. $32

**STEP 3: treat**
Illuminating Eye System
Instantly helps reduce the look of dark circles and fine lines. Veil, .09 oz. net wt.; Cream, .5 fl. oz. $30

**specialty treatment**
Use this special treatment with your basic regimen. Apply Renewal Serum after cleansing and before moisturizing—day and night.

Renewal Serum
5X MORE ACTIVINOL TECHNOLOGY.*
Improves discolorations up to 100%. 1 fl. oz. $44

*Than Reversalist Night Renewal Cream.

Who is the Reversalist regimen for?
People experiencing moderate signs of aging, including wrinkles and discolorations.

What does the Reversalist regimen do?
• Reduces the look of wrinkles
• Helps fade the look of blotchy discolorations
• Visibly brightens and evens skin tone
• Makes skin feel tighter

How does the Reversalist regimen work?
Formulated with Activinol Technology, designed to boost Activin, one of the body’s key repair molecules. Engineered to help reactivate the skin’s repair process to recreate fresh, new skin and help dramatically reverse visible wrinkles.

Reversalist
Skin Renewal System
FULL SIZE
• Illuminating Eye System
  Veil, .09 oz. net wt.; Cream, .5 fl. oz.
TRY-IT SIZES
• Foaming Cleanser 1.7 fl. oz.
• Day Cream SPF 25 .5 fl. oz.
• Night Cream .5 fl. oz.
$36 the set
REDUCES THE APPEARANCE OF FINE LINES & WRINKLES IN JUST 3 DAYS!

Who is the Rejuvenate regimen for?
People experiencing the first signs of aging, including fine lines, uneven skin tone, dullness, rough texture and visible pores.

What does the Rejuvenate regimen do?
• Smooths skin texture
• Skin tone appears more even
• Visibly refines the look of pores

How does the Rejuvenate regimen work?
Formulated to replicate the 3 steps of a professional anti-aging facial with a breakthrough fusion of pioneering technologies:

MINI-EXTRACTION TECHNOLOGY formulated to work like thousands of micro-extractions to help visibly shrink pores.

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

REVITAFRESH TECHNOLOGY engineered to reinforce cell bonds and help make skin look more even and smoother.

3-STEP DAY & NIGHT REGIMEN

STEP 1 cleanse
Revitalizing 2-in-1 Gel Cleanser
Deep cleanses and tones. Visibly reduces signs of aging. 4.2 fl. oz. $12

STEP 2 moisturize
Day Revitalizing Cream SPF 25
Over time, see up to 50% improvement in texture, clarity and tone. Protects against UVA/UVB damage. 1.7 fl. oz. $30

Night Revitalizing Cream
In just 7 days, smooths texture and reduces fine lines and visible pore size. 1.7 fl. oz. $30

Night Sapphire Emulsion
Nourishing gel formula shrinks the appearance of pores. Use in place of Night Revitalizing Cream for extra moisturization. 1.7 oz. net wt. $30

STEP 3 treat
24 Hour Eye Moisturizer SPF 25
Dual AM/PM formulas. Reduces puffiness, brightens shadows and smoothes fine lines. .66 total fl. oz. $28

specialty treatments
Use these special treatments with your basic regimen. Apply after cleansing and before moisturizing—day and night.

Flash Facial Revitalizing Concentrate
Ultra-concentrated treatment with 3X the REVITAFRESH TECHNOLOGY. Instantly, skin fatigue fades and imperfections are reduced. 1 fl. oz. $40

Mineral Facial Rinse-Off Treatment
Dramatically refines pores and skin texture. 1.7 fl. oz. $25

*Versus Night Revitalizing Cream.
Advanced targeted treatments formulated for specific skin concerns at any age

Use with any ANEW regimen. Apply Clinical treatments immediately after cleansing and before moisturizing, and prior to ANEW serum or elixir treatments.

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

**Face Lotion only.**

The first sun care line from ANEW, formulated with RepairShield™ Technology, protects skin’s DNA with broad-spectrum sunscreen, designed to repair skin cell sun damage.*

**Face Lotion only.**

Sunscreens with broad-spectrum protection have been shown to be highly effective in reducing sun damage.

*Results not comparable to professional procedures.
clearskin® professional

SKIN THAT’S CLEARER
IN JUST 3 DAYS

For more serious acne.
Fights all phases of the acne cycle—
before, during & after a breakout.

AVAILAbLE INdIVIduALLY

Deep Pore Cleansing Scrub
4.2 fl. oz. $12

Acne Mark Treatment
1.7 fl. oz. $12

Daily Correcting Lotion
2 fl. oz. $16

Oil Free Lotion
SPF 15*
2.5 fl. oz. $16

Invisible Blemish Treatment
.5 fl. oz. $12

Clear Pore Thermal Mask
2.5 fl. oz. $12

Clarifying Toner Pads
45 pads. $12

AVAILABLE IN A MINI KIT

Convenient 7-day trial sizes:
Deep Pore Cleansing Scrub 1.3 fl. oz.
Clarifying Toner Pads 14 pads.
Daily Correcting Lotion .5 fl. oz.
$15 the set of 3

“Clearskin® Professional is a simple, effective and affordable solution for anyone struggling with acne.”
—Dr. Cheryl Karcher
Board-certified dermatologist and nationally recognized expert in aesthetic medicine; professional consultant for Avon.

HELPs prevent against UVA/UVB rays; not for the prevention of acne.

Acne Treatment System
$32
the set of 3

FULL-SIZE KIT INCLUDES:

Deep Pore Cleansing Scrub 4.2 fl. oz.
Clarifying Toner Pads 45 pads.
Daily Correcting Lotion 2 fl. oz.

SKIN ThAT’S CLEARER in just 3 dAyS

clearskin® professional treats serious acne/blemishes
AVON clearskin®
tough on blemishes, not your skin

start-to-finish anti-acne routines

1. Gel Cleanser
   4.2 fl. oz. $6.49
2. Invigorating Scrub
   2.5 fl. oz. $6.49
1. Daily Cleanser
   4.2 fl. oz. $5.49
2. Daily Astringent
   8.4 fl. oz. $4.49
3. Deep Treatment Mask
   2.5 fl. oz. $5.49
4. Dual-Ended Blackhead Remover
   5" L. $5.00

For blackheads

For whiteheads

pore penetrating

blackhead eliminating

blemish clearing

1. Foaming Cleanser
   4.2 fl. oz. $5.49
2. Spot Treatment
   .5 fl. oz. $5.49
3. Acne Pads
   30 pads. $4.49
4. Blemish Clearing Acne Body Wash
   8.45 fl. oz. $7.99

AVON clearskin®
treats mild to moderate acne/blemishes

For back

scrub
brush
10" l. $7.99

For blackheads

For whiteheads
### Total Radiance - Normal Skin

**Visibly Brighter, More Radiant Skin**

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanser Foaming gel</td>
<td>5 fl. oz.</td>
<td>$8</td>
<td></td>
</tr>
<tr>
<td>Thermal Cleanser</td>
<td>3.4 fl. oz.</td>
<td>$8</td>
<td></td>
</tr>
<tr>
<td>Day Lotion SPF 15</td>
<td>4 fl. oz.</td>
<td>$13</td>
<td></td>
</tr>
<tr>
<td>Night Cream</td>
<td>1.7 fl. oz.</td>
<td>$13</td>
<td></td>
</tr>
<tr>
<td>Eye Gel</td>
<td>.5 fl. oz.</td>
<td>$12.50</td>
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</tbody>
</table>

### Ageless Results - Aging Skin

**Visibly Younger-Looking Skin**

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Size</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Cleanser Exfoliating gel</td>
<td>5 fl. oz.</td>
<td>$9</td>
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</tr>
<tr>
<td>Day Cream SPF 15</td>
<td>1.7 fl. oz.</td>
<td>$15</td>
<td></td>
</tr>
<tr>
<td>Night Cream</td>
<td>1.7 fl. oz.</td>
<td>$15</td>
<td></td>
</tr>
<tr>
<td>Eye Cream</td>
<td>.5 fl. oz.</td>
<td>$14.50</td>
<td></td>
</tr>
<tr>
<td>Liquid Bra Toning Gel</td>
<td>5 fl. oz.</td>
<td>$17</td>
<td></td>
</tr>
<tr>
<td>Stretch Mark 24 Line Reducing Treatment</td>
<td>6.7 fl. oz.</td>
<td>$19.50</td>
<td></td>
</tr>
<tr>
<td>Neck + Chest Perfector SPF 15</td>
<td>3.4 fl. oz.</td>
<td>$19.50</td>
<td></td>
</tr>
</tbody>
</table>

### VIBES - For All Skin Types

**Wake Up Eye Roller**
- Clinically shown to increase microcirculation.
- .41 fl. oz.
- $17.50

**Power Cleanser**
- 3¼" x 1¼".
- $15

**Cleansing Pads**
- 14 pre-moistened refill pads.
- $8

### Problem Solvers

**Visibly Smoothes & Firms Skin in 2 Weeks**
- Dramatic Firming Cream
  - 1.7 fl. oz.
  - $8.50

**Add Much-Needed Moisture to Dry Skin**
- Nurtura Replenishing Cream
  - 1.7 fl. oz.
  - $8.50

**Skin Tone Visibly Improves in 2 Weeks**
- Banishing Cream
  - 2.5 fl. oz.
  - $8.50
taking good care
of your everyday needs

A. Care Deeply Lip Balm
.15 oz. net wt.
99¢

B. Silicone Glove
Protective Hand Cream
3.4 fl. oz.
$5.00

C. 3-in-1
Cleansing Lotion
3.4 fl. oz.
$3.99

D. Moisture
Replenish Daily Hydrating
Cream SPF 15
6.7 fl. oz.
$5.99

E. Soothing Cream
Cold Cream Cleanser
3.4 fl. oz.
$3.99

F. Rich Moisture
Comforting Nourishing Cream
6.7 fl. oz.
$5.99

G. Comforting
Moisture Multi-Purpose Cream
13.5 fl. oz.
$6.99

To order, contact your Avon Independent Sales Representative:

Phone

E-mail

Avon Products, Inc.