AVON

Anew
SKIN CARE
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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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.

A BEAUTIFUL DIFFERENCE

CHANNELING 40 YEARS OF EXPERTISE INTO SKIN CARE THAT MAKES

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

ANEW NIGHT FORCE
“Skin looks and feels so lifted — it’s just amazing.”
*Based on a comment in an Avon consumer-perception study.

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

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

ANEW best-selling Ultimate line is upgraded with SIRTUIN YOUTH PROTEIN SCIENCE.

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

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

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

WWW.AVON.COM
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
- Clear appearance
- Even coloring
- Neither tight nor greasy
- Soft and supple, high degree of elasticity

COMBINATION
- Dryness on cheeks and a shiny appearance on nose and forehead (T-zone)
- Medium-sized pores
- May experience some tightness

OILY
- Shiny appearance and enlarged pores
- Rough or irregular feel
- Prone to blackheads and blemishes

DRY
- Irritated and tight after cleansing
- Often looks flaky
- Tendency toward fine lines and wrinkles
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:

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

### Skin Stages

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Signs of Aging</th>
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</table>
| 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 |
| 50s Advanced | • More wrinkles, roughness, discoloration and unevenness appear  
• Pores and age spots enlarge, along with sagging around 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.

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.

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.

ANEW SKIN CARE GUIDE
Dull, Uneven Skin Tone
Fine Lines & Wrinkles
Sagging Skin & Loss of Definition
Multiple Signs of Aging
High-Performance Treatments

Vitale
Reversalist
Platinum
Ultimate
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.
**SELECT ANSWERS**

**My age is:**
- 30–39
- 40–49
- 50+
- I’ll never tell...

**My main concern is:**
- Dull skin
- 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

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**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.)

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**CHOOSE HIGH-PERFORMANCE CLINICAL PRODUCTS**

**BASED ON YOUR SPECIFIC CONCERNS**

<table>
<thead>
<tr>
<th>ADVANCED TREATMENTS</th>
<th>TARGETED TREATMENTS</th>
<th>EYE TREATMENTS</th>
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<td>Sun and Environmental Damage</td>
<td>Dehydrated Skin</td>
<td>Dark Under-Eye Circles</td>
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<tr>
<td>Dehydrated Skin</td>
<td>Rough, Dry Skin</td>
<td>Sagging Skin</td>
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<td>Rough, Dry Skin</td>
<td>Discoloration</td>
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<td>Discoloration</td>
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**ANTI-AGING SKIN CARE**

**SELECT PRODUCTS THAT TREAT YOUR CONCERN**

**MOSTLY PINK**

**VITALE**

Revive the look of tired skin.

**Cleanse**
- Gel Cleanser 10.00

**Moisturize**
- Day Cream Broad Spectrum SPF 25 32.00
- Night Cream 28.00

**MOSTLY RED**

**REVERSALIST Complete Renewal**

Look virtually line-free.

**Cleanse**
- Foaming Cream Cleanser 10.00

**Moisturize**
- Day Lotion Broad Spectrum SPF 25 32.00
- Night Lotion 32.00

**MOSTLY PURPLE**

**PLATINUM**

Recapture the look of youthful contours and definition.

**Cleanse**
- Cleanser 10.00

**Moisturize**
- Day Cream Broad Spectrum SPF 25 38.00
- Night Cream 38.00

**MOSTLY GOLD**

**ULTIMATE Multi-Performance**

Repair the look of multiple signs of aging.

**Cleanse**
- Cleanser 10.00

**Moisturize**
- Day Cream Broad Spectrum SPF 25 38.00
- Night Cream 38.00

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

**A NEW VITALE**

**AGE:** 30 40 50 60

powered by VitaTone Complex

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

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### **WHO IS IT FOR?**

- Women noticing the first signs of aging—dullness, uneven skin tone, loss of radiance
- Skin appears instantly more radiant and well-rested, even without a full night’s sleep
- 94% of women saw more even-toned skin in just 3 days*

### **WHY DO I USE IT?**

- Women noticing the first signs of aging—dullness, uneven skin tone, loss of radiance
- 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*

### **HOW DO I USE IT?**

- Use it every morning
- Use it every night
- Use it every morning and night
- Use it on cleansed skin after your Anew Clinical treatment

*Based on dermatologist-supervised clinical studies.

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<tr>
<th>A.M.</th>
<th>P.M.</th>
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<tr>
<td><strong>Anew Vitale Day Cream</strong></td>
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<tr>
<td><strong>BROAD SPECTRUM SPF 25</strong></td>
<td><strong>Eye Gel Cream</strong></td>
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*WOMEN SHOWED IMPROVED CLARITY AND MORE EVEN SKIN TONE*
Skin looks renewed and virtually line-free

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.
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.

**WHO IS IT FOR?**

- Women noticing more serious signs of aging, such as fine lines and wrinkles
- Women noticing more serious signs of aging, such as fine lines and wrinkles
- Women concerned with fine lines and dullness in the eye area

**WHY DO I USE IT?**

- Hydrates and noticeably renews the look of skin for a virtually line-free look
- 93% of women agreed that their skin looked virtually line-free*
- Surpassed a top-selling prestige anti-aging cream in reducing the look of fine lines and wrinkles**
- 96% of women agreed that the look of youthful firmness was restored to their skin*
- In 1 week, lines and wrinkles were visibly reversed
- 100% of women agreed the eye area is instantly illuminated*

**HOW DO I USE IT?**

- Use it every morning
- Use it every night
- Every morning and evening, apply the hydrating cream to the entire eye area on cleansed, dry skin after your Anew moisturizer
- Apply it on cleansed skin after your Anew Clinical treatment
- 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

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

with Paxillium TECHNOLOGY

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

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

**WOH IS IT FOR?**
- Women concerned with sagging skin on the face and neck, and deep facial wrinkles
- Women concerned with sagging skin on the face and neck, and deep facial wrinkles
- Women concerned with deep wrinkles around the eye and lip areas

**WHY DO I USE IT?**
- Over time, visibly recontours the face and neck for more youthful shape and definition
- After 2 weeks, the neck and jawline look more defined and sculpted, and the look of wrinkles appears dramatically reduced
- Over time, 79% saw more youthful definition in the eye and lip areas*

**HOW DO I USE IT?**
- Use it every morning
- Use it every night
- Every morning and evening, apply it on cleansed skin after your Anew moisturizer

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

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

**with Paxillium TECHNOLOGY**

A.M.

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

P.M.

**ANEW PLATINUM NIGHT CREAM**

A.M.

**ANEW PLATINUM EYE & LIP CREAM**

THE GOLD STANDARD IN ANTI-AGING

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

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- HYDRATED SKIN • NATURAL VOLUME • RESILIENCE • REDUCED DISCOLORATION
- FIRMNESS • LIFTED SKIN
The ANEW Ultimate Multi-Performance collection improves the look of multiple signs of aging with 10 visible results.

### WHO IS IT FOR?
- Women experiencing multiple signs of aging, including uneven texture, loss of clarity, uneven skin tone and overall fine wrinkles
- Women experiencing multiple signs of aging, and who are looking to wake up to hydrated, firmer-looking skin
- Women experiencing multiple signs of aging in the eye area, including texture, clarity and fine wrinkles

### WHY DO I USE IT?
- 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**
- 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**
- Instantly, eyes look 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?
- Use it every morning  
  - Apply it on cleansed skin after your Anew Clinical treatment
- Use it every night  
  - Apply it on cleansed skin after your Anew Clinical treatment
- 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.
HIGH-PERFORMANCE TARGETED TREATMENTS FOR ADVANCED RESULTS

For every skin concern, there’s a highly effective ANEW Clinical targeted treatment scientifically formulated to deliver powerful results.
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
- **WHO IS IT FOR?**
  - Women experiencing dullness, uneven skin tone and a loss of radiance and smoothness
- **WHY DO I USE IT?**
  - One-step, at-home peel exfoliates to visibly retexurize and resurface skin, leaving it smooth, even and refreshed
  - Results superior to a professional 35% glycolic peel at home*
- **HOW DO I USE IT?**
  - Use morning or evening 2 to 3 times a week
  - Glide the pad over cleansed face and follow with your Anew moisturizer

### ANEW Clinical Resurfacing Expert Smoothing Fluid
- **WHO IS IT FOR?**
  - Women experiencing signs of aging that include uneven skin tone, loss of radiance and roughness
- **WHY DO I USE IT?**
  - Simultaneously exfoliates, retexurizes and replenishes for younger-looking, smoother, glowing skin
  - 79% as effective as a professional microdermabrasion without the irritation**
- **HOW DO I USE IT?**
  - Use it every evening
  - Apply it on cleansed, dry skin and follow with your Anew moisturizer

### ANEW Clinical Absolute Even Multi-Tone Skin Corrector
- **WHO IS IT FOR?**
  - Women noticing discoloration, dullness, uneven skin tone and loss of radiance
- **WHY DO I USE IT?**
  - 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?**
  - Use it every morning and evening
  - Apply it on cleansed, dry skin and follow with your Anew moisturizer

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

### WHO IS IT FOR?
- Women noticing more serious signs of aging: loss of elasticity, fine-lines and wrinkles
- Women who want to dramatically reduce the look of fine lines and wrinkles with fast-acting results
- Women who want to visibly lift and tighten sagging skin

### WHY DO I USE IT?
- Formula with 4D Wrinkle-Reverse Technology
- Formula with patent-pending PolyPeptide Lift Complex
- Formula with encapsulated A-F33 technology to visibly repair and fill lines, plump the look of deep wrinkles, and smooth and retexturize skin
- Over time, the look of fine lines and deep wrinkles is improved by 28%**
- Powered by encapsulated A-F33 technology to visibly repair and fill lines, plump the look of deep wrinkles, and smooth and retexturize skin
- 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?
- Use it every morning and evening
- Use it every morning and evening on cleansed, dry skin and follow with your Anew moisturizer
- Use it every morning and evening on cleansed, dry skin and follow with your Anew moisturizer
- 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.
For every skin concern, there’s a highly effective ANEW Clinical targeted treatment scientifically formulated to deliver powerful results you can see.

<table>
<thead>
<tr>
<th>WHO IS IT FOR?</th>
<th>WHY DO I USE IT?</th>
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<tr>
<td><strong>ANEW CLINICAL THERMAFIRM FACE LIFTING CREAM</strong></td>
<td><strong>ANEW CLINICAL SKINVINCIBLE DEEP RECOVERY CREAM</strong></td>
<td><strong>ANEW CLINICAL SKINVINCIBLE MULTI-SHIELD LOTION BROAD SPECTRUM SPF 50</strong></td>
</tr>
<tr>
<td>Women who want to visibly lift, tighten and firm sagging skin</td>
<td>Women concerned about environmental damage, such as wrinkles, sun spots and dehydration</td>
<td>Women concerned about environmental damage, such as wrinkles, sun spots, photodamage and dehydration</td>
</tr>
<tr>
<td>Formula with Triple Sonic Technology provides a visible lifting, firming and tightening in just 3 days</td>
<td>Formula with SmartRepair™ Technology, visibly repairs the wrinkles you once thought couldn’t be improved</td>
<td>SPF 50 and Avon’s most advanced antioxidants protect skin</td>
</tr>
<tr>
<td>87% of women felt their youthful facial shape was visibly restored after 4 weeks*</td>
<td>100% of women showed improved tone, texture and clarity of their skin**</td>
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</tr>
<tr>
<td>Use it every morning and/or evening</td>
<td>Use it every evening</td>
<td>Use it every morning</td>
</tr>
<tr>
<td>Apply it on cleansed, dry skin and follow with your Anew moisturizer</td>
<td>Apply it on cleansed, dry skin after your Anew Clinical treatment</td>
<td>Apply it on cleansed, dry skin after your Anew Clinical treatment</td>
</tr>
</tbody>
</table>

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

### WHO IS IT FOR?
- Women who want to counteract the effects of dehydrated skin and want a youthful-looking, hydrated complexion
- Women noticing sagging, drooping and crinkling around the eye area
- Women concerned with their under-eye dark circles

### WHY DO I USE IT?
- 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
- See a dramatic lift in 7 days
- Tightens the look of your entire eye area instantly
- Formula with Shadow Erase Complex and self-adjusted 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?
- Use 3X a week overnight, alone or over your favorite Anew night cream
- Use it every morning and evening on cleansed, dry skin after your Anew moisturizer
- 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.