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.
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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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 more than Skin Deep

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

<table>
<thead>
<tr>
<th>NORMAL</th>
<th>COMBINATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear appearance</td>
<td>Dryness on cheeks and a shiny appearance on nose and forehead (T-zone)</td>
</tr>
<tr>
<td>Even coloring</td>
<td>Medium-sized pores</td>
</tr>
<tr>
<td>Neither tight nor greasy</td>
<td>May experience some tightness</td>
</tr>
<tr>
<td>Soft and supple, high degree of elasticity</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DRY</th>
<th>OILY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irritated and tight after cleansing</td>
<td>Shiny appearance and enlarged pores</td>
</tr>
<tr>
<td>Often looks flaky</td>
<td>Rough or irregular feel</td>
</tr>
<tr>
<td>Tendency toward fine lines and wrinkles</td>
<td>Prone to blackheads and blemishes</td>
</tr>
</tbody>
</table>
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 wreak 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 genetics, lifestyle and overall health. However, there are visible signs that are common for every age range and stage of life.

• 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
• 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
• 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.

**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.

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**STEPS:**

1. **CLEANSE**
2. **TREAT**
3. **MOISTURIZE**
4. **EYE**
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:
- Increased 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

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

CHOOSE HIGH-PERFORMANCE CLINICAL PRODUCTS

BASED ON YOUR SPECIFIC CONCERNS

ADVANCED TREATMENTS

- Sun and Environmental Damage
  - Skinvincible Multi-Shield Lotion Broad Spectrum SPF 50
  - Skinvincible Deep Recovery Cream

- Dehydrated Skin
  - Overnight Hydration Mask
  - Resurfacing Expert Smoothing Fluid

- Rough, Dull Skin
  - Advanced Retexturizing Peel
  - Absolute Even Multi-Tone Skin Corrector

- Discoloration
  - Absolute Even Spot Correcting Hand Cream SPF 15
  - Advanced Wrinkle Corrector

- Wrinkles and Fine Lines
  - Pro+ Line Eraser Treatment
  - ThermaFirm Face Lifting Cream

- Sagging Skin
  - Infinite Lift Targeted Contouring Serum
  - Absolute Even Dark Circle Corrector

- Dark Under-Eye Circles
  - Eye Lift Pro Dual Eye System

- Sagging Skin Around the Eyes
  - Eye Lift Pro Dual Eye System

TARGETED TREATMENTS

- Skinvincible Multi-Shield Lotion Broad Spectrum SPF 50
  - Skinvincible Deep Recovery Cream

- Overnight Hydration Mask
  - Resurfacing Expert Smoothing Fluid

- Advanced Retexturizing Peel
  - Absolute Even Multi-Tone Skin Corrector

- Absolute Even Spot Correcting Hand Cream SPF 15
  - Advanced Wrinkle Corrector

- Pro+ Line Eraser Treatment
  - ThermaFirm Face Lifting Cream

- Infinite Lift Targeted Contouring Serum
  - Absolute Even Dark Circle Corrector

- Eye Lift Pro Dual Eye System

EYE TREATMENTS

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- Skinvincible Deep Recovery Cream
- Overnight Hydration Mask
- Resurfacing Expert Smoothing Fluid
- Advanced Retexturizing Peel
- Absolute Even Multi-Tone Skin Corrector
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- Advanced Wrinkle Corrector
- Pro+ Line Eraser Treatment
- ThermaFirm Face Lifting Cream
- Infinite Lift Targeted Contouring Serum
- Absolute Even Dark Circle Corrector
- Eye Lift Pro Dual Eye System
REVIVE THE LOOK OF TIRED SKIN

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.

powered by VitaTone Complex

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

**WHO IS IT FOR?**
- Women noticing the first signs of aging—dullness, visible pores, uneven skin tone and loss of radiance
- Women noticing the first signs of aging—dullness, visible pores, uneven skin tone and loss of radiance
- Women concerned with puffiness and tired-looking eyes

**WHY DO I USE IT?**
- In 3 days, skin looks naturally radiant and more even-toned, and pores look smaller and more refined*
- Wake up to skin that appears more radiant and vibrant
- Overnight, helps reduce the look of under-eye puffiness

- In 2 weeks, 90% of women showed an improvement in skin’s texture and clarity**
- In 1 week, 94% of women saw a more uniform, even-tone appearance to skin**
- Helps you look bright-eyed, well-rested and refreshed all day, even without a full night’s rest

**HOW DO I USE IT?**
- Use it every morning
- Apply it on cleansed skin after your Anew Clinical treatment
- Use it every morning and night
- Apply it on cleansed skin after your Anew moisturizer
- Use it every night
- Apply it on cleansed skin after your Anew Clinical treatment

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

The formulas work above and within skin’s surface layers to repair the look of lines and wrinkles like never before. Formulated with Tri-Elastinex®
The ANEW Reversalist skin care collection dramatically reduces the look of fine lines and wrinkles for skin that looks completely renewed.

formedulated 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.

TIP: choose if you prefer a lighter texture

A.M.

TIP: choose if you prefer a richer texture

P.M.

- Women noticing more serious signs of aging, such as fine lines and wrinkles
- 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*
- Use it every morning
- Apply it on cleansed skin after your Anew Clinical treatment

- Women noticing more serious signs of aging, such as fine lines and wrinkles
- 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.*
- Use it every night
- Apply it on cleansed skin after your Anew Clinical treatment

- Women concerned with fine lines and dullness in the eye area
- In 1 week, lines and wrinkles were visibly reversed
- 100% of women agreed the eye area is instantly illuminated*
- 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

WHO IS IT FOR?

WHY DO I USE IT?

HOW DO I USE IT?

*Based on those who expressed an opinion in a consumer-perception study.
**Based on a clinical study after 8 weeks.
Let your skin lie about your age. The ANEW Platinum collection helps noticeably recapture the look of youthful contours.

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.
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.

**WHO IS IT FOR?**

<table>
<thead>
<tr>
<th>A.M.</th>
<th>P.M.</th>
</tr>
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<tbody>
<tr>
<td>Women concerned with sagging skin on the face and neck, and deep facial wrinkles</td>
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**WHY DO I USE IT?**

<table>
<thead>
<tr>
<th>A.M.</th>
<th>P.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over time, visibly recontours the face and neck for more youthful shape and definition</td>
<td>After 2 weeks, the neck and jawline look more defined and sculpted, and the look of wrinkles appears dramatically reduced</td>
</tr>
<tr>
<td><strong>In 1 day,</strong> neck area looks revitalized and smoothed, and feels dramatically hydrated</td>
<td><strong>Over time,</strong> helps to dramatically reshape the skin’s appearance for a more youthful-looking profile</td>
</tr>
</tbody>
</table>

**HOW DO I USE IT?**

<table>
<thead>
<tr>
<th>A.M.</th>
<th>P.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use it every morning</td>
<td>Use it every night</td>
</tr>
<tr>
<td>Apply it on cleansed skin after your Anew Clinical treatment</td>
<td>Apply it on cleansed skin after your Anew Clinical treatment</td>
</tr>
<tr>
<td><strong>Women concerned with sagging skin on the face and neck, and deep facial wrinkles</strong></td>
<td><strong>Women concerned with sagging skin on the face and neck, and deep facial wrinkles</strong></td>
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*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 • Lifting Skin

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

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.

<table>
<thead>
<tr>
<th>WHO IS IT FOR?</th>
<th>WHY DO I USE IT?</th>
<th>HOW DO I USE IT?</th>
</tr>
</thead>
</table>
| Women experiencing multiple signs of aging, including uneven texture, loss of clarity, uneven skin tone and overall fine wrinkles | 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** | Use it every morning  
Apply it on cleansed skin after your Anew Clinical treatment |
| Women experiencing multiple signs of aging, and who are looking to wake up to hydrated, firmer-looking skin | 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** | Use it every night  
Apply it on cleansed skin after your Anew Clinical treatment |
| Women experiencing multiple signs of aging in the eye area, including texture, clarity and fine wrinkles | 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** | Every morning and evening, apply the cream to the upper eyelid and under-eye area, and along crows’-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.
<table>
<thead>
<tr>
<th>WHO IS IT FOR?</th>
<th>WHAT DOES IT DO?</th>
<th>HOW DO I USE IT?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men concerned about the health of their skin.</td>
<td>Men concerned about the health of their skin.</td>
<td>Men concerned about the health of their skin.</td>
</tr>
<tr>
<td>Men looking for an effective and comfortable shaving experience.</td>
<td>Men looking for an effective and comfortable shaving experience.</td>
<td>Delivers 24 hours of moisture.</td>
</tr>
<tr>
<td>Deeply cleanses and exfoliates skin.</td>
<td>Infused with aloe and Vitamin E; provides a close, comfortable shave.</td>
<td>Soothing balm cools skin on contact and leaves skin feeling refreshed.</td>
</tr>
<tr>
<td>Removes dirt, oil and impurities.</td>
<td>Skin feels smooth and refreshed.</td>
<td>Invigorating scent helps jump-start the day.</td>
</tr>
<tr>
<td>Apply A.M./P.M. on dry face.</td>
<td>Apply A.M./P.M. during grooming routine before shaving.</td>
<td>Apply A.M./P.M. during grooming routine after shaving.</td>
</tr>
<tr>
<td>Use A.M. on cleansed, dry face.</td>
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</tr>
</tbody>
</table>
For every skin concern, there’s a highly effective ANEW Clinical targeted treatment scientifically formulated to deliver powerful results.
**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 retexturize 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, retexturizes and revitalizes 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

---

*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.

- **Women noticing more serious signs of aging:** loss of elasticity, fine-lines and wrinkles
  - 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%**

- **Women who want to dramatically reduce the look of fine lines and wrinkles with fast-acting results**
  - 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**

- **Women who want to visibly lift and tighten sagging skin**
  - 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.

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

**WHO IS IT FOR?**

**WHY DO I USE IT?**

**HOW DO I USE IT?**

- Use it every morning and evening
  - Apply it on cleansed, dry skin and follow with your Anew moisturizer

- Use it every morning and evening
  - Apply it on cleansed, dry skin and follow with your Anew moisturizer

- 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.
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**
- Women who want to visibly lift, tighten and firm sagging skin
- 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*
- Use it every morning and/or evening
- Apply it on cleansed, dry skin and follow with your Anew moisturizer

**ANEW CLINICAL SKINVINCIBLE DEEP RECOVERY CREAM**
- Women concerned about environmental damage, such as wrinkles, sun spots and dehydration
- 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**
- Use it every evening
- Apply it on cleansed, dry skin after your Anew Clinical treatment

**ANEW CLINICAL SKINVINCIBLE MULTI-SHIELD LOTION BROAD SPECTRUM SPF 50**
- Women concerned about environmental damage, such as wrinkles, sun spots, photodamage and dehydration
- SPF 50 and Avon’s most advanced antioxidants protect skin
- 100% of women showed improved tone, texture and clarity of their skin**
- 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.
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>
<th>HOW DO I USE IT?</th>
</tr>
</thead>
</table>
| • Women who want to counteract the effects of dehydrated skin and want a youthful-looking, hydrated complexion | • 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 | • 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  
• Apply gel to upper eyelid and brow-bone area, and cream to under-eye area |
| • Women noticing sagging, drooping and crinkling around the eye area                              | • See a dramatic lift in 7 days  
• Tightens the look of your entire eye area instantly                                               | • 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 |
| • Women concerned with their under-eye dark circles                                               | • 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*                                      |                                                                                                    |

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