

The possibilities are
INFINITE!



AVON



*Have you ever looked in the mirror
and pulled your skin back to see
what you would look like with a little lift?*

Anew Clinical **INFINITE LIFT**

launches in Campaign 7 and delivers a dramatic visible lifting effect. With pioneering technology, we have created our most advanced lifting serum and it is *only available from Avon!*



The unique rollerball applicator allows the formula to be applied smoothly and instantly provides *a lift you can feel*. Try it yourself so you can experience the proven results firsthand. Let your Customer feel how it works.

The MULTIDIMENSIONAL LIFT
that visibly firms, contours, defines & tightens

ANEW
CLINICAL



How to start the conversation with Customers



Ask Her:

“Have you ever ‘lifted’ your face while looking in the mirror?”

Tell Her:

“I have a great product that delivers dramatic, visible lifting effects without altering your natural look.”



Encourage Her:

“Give it a try. In an upward motion, massage it on with the unique roller applicator. As it dries, you’ll feel a firming and tightening sensation.”

Speak to the Technology:

“Inspired by the latest face-contouring and lifting technologies, this product is exclusive to Avon.”



Close the Sale:

“Don’t miss out on the amazing Try Now, Pay Later offer in Brochure 7. Give the serum a try.

If you don’t like it, just return it to me and keep the mini Platinum Day Cream as a thank-you.”

Use this Calendar to SHOW HER WHEN TO EXPECT RESULTS



| | | | | | |
|---|----|--|--|----|--|
| <p>CUSTOMER STARTS USING INFINITE LIFT</p> | | <p>INSTANTLY Provides an instant lift you can feel.</p> | <p>DAY 1 Provides a multidimensional visible lift all day.*</p> | | |
| | | <p>1 WEEK Makes skin look and feel tighter.</p> | | | |
| 5 | 6 | 7 | 8 | 9 | 11 |
| 12 | 13 | 14 | 15 | 16 | 18 |
| 19 | 20 | 21 | 22 | 23 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 |
| | | | | | <p>AFTER 5 WEEKS Time for a refill.</p> |

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