

OUTSMART AGING EVERY STEP OF THE WAY!

Starting a daily anti-aging skin care regimen as early as possible is one of the best ways to treat and protect the skin throughout your lifetime. Begin your Anew skin care regimen today.

STEP 1 CLEANSE



Rejuvenate Gel Cleanser
For deep cleansing.



Reversalist Foaming Cream Cleanser
To smooth and refresh.



Ultimate Cream Cleanser
For a moisturized, replenished feel.



Platinum Cream Cleanser
For a conditioned feel.

SKIN CARE CONCERNS:	ADVANCED PROTECTION AND DAMAGE REPAIR	✓ ENLARGED PORES ✓ DULL SKIN FOR 25+	✓ FINE LINES AND WRINKLES FOR 40+	✓ LOSS OF FIRMNESS ✓ DEEP WRINKLES FOR 50+	✓ SKIN SAGGING FOR 60+	✓ MULTIPLE SIGNS OF AGING
STEP 2 TREAT		ANEW CLINICAL High-performance treatments	ANEW CLINICAL High-performance treatments	ANEW CLINICAL High-performance treatments	ANEW CLINICAL High-performance treatments	ANEW CLINICAL High-performance treatments
		<p>Advanced Retexturizing Peel See more even tone and new clarity in just one week.</p>	<p>Pro Line Eraser Treatment Begins to reduce the look of deep wrinkles in just one week.</p>	<p>Advanced Wrinkle Corrector Targets deep wrinkles.</p>	<p>NEW! Infinite Lift Targeted Contouring Serum Lifts, defines, tightens and contours. ThermaFirm Face Lifting Cream Targets loose, sagging skin.</p>	<p>Absolute Even Multi-Tone Skin Corrector Dramatically reduces the look of seven types of discolorations.</p>
		<p>Resurfacing Expert Smoothing Fluid Dramatically retexturizes skin to give it youthful radiance.</p>	REVERSALIST <p>Renewal Serum Reduces the look of fine wrinkles.</p>	ULTIMATE 7S <p>Elixir Dramatically repairs the look of deep wrinkles.</p>	PLATINUM <p>Serum Lifts and firms the look of sagging skin under the chin and neck.</p>	GENICS <p>Treatment Concentrate Restores the look of youthfulness, vibrancy and vitality to skin.</p>
STEP 3 MOISTURIZE DAY / NIGHT	CLINICAL SKINVINCIBLE	REJUVENATE	REVERSALIST	ULTIMATE 7S	PLATINUM	GENICS
		<p>Broad Spectrum SPF 50 Day Lotion/ Night Cream Diminishes the visible effects of environmental damage, such as wrinkles and sun spots.</p>	<p>Broad Spectrum SPF 25 Day/ Night Cream Visibly improves enlarged pores and smoothes the look of skin.</p>	<p>Broad Spectrum SPF 25 Day/ Night Cream Visibly reduces fine lines and recreates the look of new skin.</p>	<p>Broad Spectrum SPF 25 Day/ Night Cream Visibly improves firmness and fights the look of deep wrinkles with nourishing moisture.</p>	<p>Broad Spectrum SPF 25 Day/ Night Cream Delivers the look of reshaped skin.</p>
STEP 4 EYE			ANEW CLINICAL High-performance treatments		ANEW CLINICAL High-performance treatments	
		REJUVENATE <p>24-Hour Eye Moisturizer SPF 25 Day / Night Cream For tired-looking eyes and puffiness.</p>	REVERSALIST <p>Illuminating Eye System For dark circles, fine lines and wrinkles.</p>	ULTIMATE 7S <p>Eye System For deep wrinkles and under-eye bags.</p>	PLATINUM <p>Eye & Lip Cream For thinning skin and deep creases.</p>	GENICS <p>Eye Treatment For rough texture and uneven skin tone.</p>



SKIN CARE PRODUCT SELECTOR GUIDE

AVON

ANEW offers a range of products that target the most common skin care concerns. To get the best results, we recommend following all four steps in a regimen. If you're starting a skin care regimen for the first time or want a simple routine, you should use all products within the Anew line (Rejuvenate, Reversalist, Ultimate 7S or Platinum) that address your skin care concerns (listed on the front of the card). **If you want to customize your regimen, follow the steps below.**

STEP 1

CLEANSE

THOROUGHLY REMOVE DIRT, OIL AND MAKEUP.

- Select a cleanser, based on form preference (gel or cream).

NAME OF ANEW CLEANSER _____

HOW TO USE: A.M. and P.M. Apply all over face, rinse and pat dry.

STEP 2

TREAT

TARGET SPECIFIC ANTI-AGING CONCERNS.

- Select Anew Clinical or Genics if you want high-performance, targeted treatments with the latest technologies. Check off your targeted skin care concern to select the product that best addresses your needs:

DISCOLORATIONS
Absolute Even (serum)

WRINKLES
Pro Line Eraser (serum)

ROUGH, DULL SKIN
Resurfacing Expert Smoothing Fluid (serum/lighter texture)
or *Advanced Retexturizing Peel (pads)*

SAGGING SKIN
Infinite Lift (serum)

KEY/MULTIPLE SIGNS OF AGING
Genics Treatment Concentrate (serum)

- Select Reversalist, Ultimate 7S or Platinum serum if you're using all of the products within a specific Anew line.

NAME OF ANEW TREATMENT(S) _____

HOW TO USE: A.M. and P.M., after cleanser. Read the instructions on the package to determine where to apply (i.e., all over face or a targeted area).

STEP 3

MOISTURIZE
DAY / NIGHT

DAY: IMPORTANT FOR SPF PROTECTION AND MOISTURIZATION.

NIGHT: SKIN GOES THROUGH A REGENERATION PROCESS AT NIGHT. USE A MOISTURIZER FOR ESSENTIAL HYDRATION.

- Select Day and Night moisturizers, based on your skin care concerns.

NAME OF ANEW DAY CREAM/LOTION _____

HOW TO USE: A.M., after the Treat step. Wait a few minutes after the treatment is applied to allow full absorption. Apply all over face.

NAME OF ANEW NIGHT CREAM _____

HOW TO USE: P.M., after the Treat step. Apply all over face.

STEP 4

EYE

THE DELICATE SKIN AROUND THE EYES SHOWS THE FIRST SIGNS OF AGING. TREAT YOUR EYE AREA WITH A SPECIALIZED MOISTURIZER.

- Select the Eye product that best fits your needs.

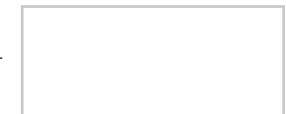
NAME OF ANEW EYE TREATMENT _____

HOW TO USE: A.M. and P.M., after moisturizer. Apply with your index or ring finger, tapping gently so product is fully absorbed under the eye area.

Customer Name _____

Avon Independent Sales Representative

Phone/E-mail



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