

# INTRODUCTION

*Integrating Beauty for a Purpose* by empowering South African women to celebrate their inner and outer beauty. By using real Avon representatives instead of models, it communicates to women that their most aspirational self is achievable.

# CAMPAIGN AIMS

- *To embrace real people, helping them feel more confident*
  - *To highlight that 9 out of 10 South African women prefer Avon's foundation because it was made to match all skin types, all textures, and all shades.*
- *To communicate that Avon's business is built on the close relationships established between reps and customers*

*To achieve the campaign's aims, we suggest using the theme:*  
*"I recommend"*

*I'd recommend to my best friend....*

“ This product gives a smooth glow and covers blemishes and redness really well, without the need for concealer. Since using it, everyone has commented on how well I look. ”

Barbara,  
**Boots No7**  
user



*SPF15*  
protection

a shade for every skin tone

17517  
Light Pink

15099  
Ivory

15255  
Nude

15693  
Shell

14993  
Creamy Natural

15719  
Natural Beige

15925  
Medium Beige



15990  
Pure Beige

09902  
Soft Honey

17541  
Caramel

17376  
Nutmeg

16782  
Sable



# featherlight, flawless coverage

the coverage you crave in a  
100% natural-looking finish

try it, love it  
**£6**  
half price

full  
coverage



**Ideal Flawless  
Invisible Coverage  
Foundation**  
30ml  
Price per 10ml = £2.00  
Normally £12  
**£6 half price**

your  
foundation's  
**PERFECT  
PARTNER**  
for professional  
looking application

**Foundation  
Brush  
12161**  
Normally £8.50  
**£5 save £3.50**

ULTIMATE 7S 50+

# I'd switch...

“ I've tried other products in the past and given up after a couple of weeks as my skin ended up greasy and spotty. I'm pleasantly surprised by this, in fact, it's the best range I have used. ”

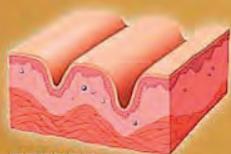
Judith Kirk, **OLAY** user, tried Anew Ultimate for 4 weeks

you want

*DEEP WRINKLES smoothed and PLUMPER-LOOKING skin*

see results

*in 2 WEEKS reduces the appearance of DEEP WRINKLES and AGE SPOTS*



BEFORE



AFTER

our clever **Pro 7Sirtuin Technology** is formulated to help stimulate **youth proteins** to help **plump wrinkles**

Images for illustrative purposes only.

see the difference for yourself...

# BUY 1 CHOOSE 1 FREE

mix & match<sup>†</sup> pages 2-3  
save **£31\***



### Ultimate 7S Day Cream SPF25

Day cream helps minimise the visible signs of ageing. 50ml

**16097**

Price per 100ml = £34.00

Normally £24

**£17**

save £7

### Ultimate 7S Night Cream

Rich night cream helps renew skin's youthful appearance. 50ml

**16063**

Price per 100ml = £34.00

Normally £24

**£17**

save £7

\*Based on normal brochure prices.  
†Any two Ultimate Day and/or Night creams.

# TAKING IT A A STEP FURTHER ...

*Activation field - feel part of the cover girl search; and social media hype on campaign launch around BFAP and "I recommend"*

*Not only do we want to show how "I recommend" fits within the different product lines, but that it can speak to the broader values that Avon stands for (BFAP), i.e. "I recommend ... loving yourself"*

## WE RECOMMEND YOU

to be on the cover. Fancy being our next cover girl? If you are an active Avon Representative, send in a snap of your most fabulous self and you could be one of three lucky women!



you on the cover

I RECOMMEND...  
loving yourself

# REP SEARCH

We suggest building the campaign around the theme "I recommend ...", which applies to the following:

- Finding Representatives for the cover shoot (i.e. Sending out emails, posting a social message – "We recommend you")
- Sourcing Representative quotes (i.e. "I recommend ... being confident ...") via an interview

# AVON

JUNE, 2016  
WWW.AVON.CO.ZA

20 years in South Africa



WE'D RECOMMEND...



to our best friends

9 <sup>OUT</sup> OF 10 CHOOSE AVON FOUNDATION

I RECOMMEND...

"loving yourself inside and out, which means celebrating your inner and outer beauty, whether it's wearing your heart on your sleeve or a trusted foundation on your face."



Tell your best friend! Our representatives are our business! So, we made it our business to ask them if and why they would recommend Avon's Foundation to their best friend. The response was overwhelming – we found that 9 out of 10 South African women prefer Avon's Foundation because it was made to match all skin types, all textures, and all shades.

LOWEST PRICE

R25  
WITH ANY  
PURCHASE  
ACROSS PAGES 2-15

# I RECOMMEND...

*"being your fabulous self, having an inner belief complemented by a 100% all-natural exterior, one that no matter your skin tone is always flawless."*



INVISIBLEND TECHNOLOGY  
ENSURES PERFECTION  
WITHOUT DETECTION.

R94<sup>90</sup>  
each

MATTE FINISH  
MEDIUM TO FULL COVERAGE

NEW  
shades

HOLD THIS SHADE SELECTOR AGAINST YOUR JAWLINE TO FIND YOUR PERFECT SHADE

### LIGHT SHADES

Ivory  
89933

Nude  
89922

Creamy  
Natural  
29070

Natural  
Beige  
49655

### MEDIUM SHADES

Medium  
Beige  
20556

Pure Beige  
39286

Soft  
Honey  
77156

### DARK SHADES

Nutmeg  
68860

Sable  
95759

### NEW SHADES

Spiced Almond  
50638

Caramel  
50528

Light Caramel  
50634



Ultra Colour  
Bold Lipstick  
SPF 15  
Regular Price  
R139.90

# I RECOMMEND...

"Feeling confident, ready to take on the world, putting your best face forward with the help of invisible coverage that boasts visible results."



ALL NEW

CONCEALER  
MEDIUM TO FULL COVERAGE

R59<sup>90</sup>  
each



STAY-PUT COVERAGE.  
SILKY SOFT FINISH.

**Ideal Flawless Nude Concealer**  
6 ml  
Regular Price R61.74 each

LIGHT AND MEDIUM SHADES			DARK SHADES		
Lorem 00000	Lorem 00000	Medium 45776	Lorem 00000	Lorem 00000	Chestnut 46295

R109<sup>90</sup>  
each



INVISIBLEND TECHNOLOGY  
ENSURES PERFECTION  
WITHOUT DETECTION.

MATTE FINISH  
MEDIUM TO FULL COVERAGE

**Ideal Flawless Nude Foundation**  
30 ml  
Regular Price R199.90 each

HOLD THIS SHADE SELECTOR AGAINST YOUR JAWLINE TO FIND YOUR PERFECT SHADE

LIGHT SHADES			MEDIUM SHADES			DARK SHADES		
Lorem 00000	Pure Beige 90464	Nude 91372	Medium Beige 90462	Lorem 00000	Natural Beige 90372	Creamy Natural 90461	Cappuccino 90351	Lorem 00000 7

R25  
WITH ANY PURCHASE  
ACROSS PAGES 2-15



**flawless coverage**  
the coverage you crave in a 100% natural-looking finish

try it, love it  
**£6**  
half price

full coverage

AVON  
ideal  
**Flawless**  
invisible coverage  
foundation  
fond de teint  
couvrance  
invisible  
SPF 15

you  
founda  
**PERF**  
**PART**  
for perfe  
looking at

**Ideal Flawless Invisible Coverage Foundation**  
30ml  
Price per 10ml = £2.00  
Normally £12  
**£6 half price**

**CLINIQUE**  
superfit makeup  
oil free, long-wear  
teint souple  
longue tenue  
sans corps gras

**CLINIQUE**  
perfectly real makeup  
sans  
matif parfait

**CLINIQUE**  
superbalanced  
makeup

**CLINIQUE**  
superfit makeup  
oil free, long-wear  
teint souple  
longue tenue  
sans corps gras

**CLINIQUE**  
perfectly real makeup  
teint  
réalité parfaite

**CLINIQUE**  
superbalanced  
makeup  
sans huile/parf

buildable coverage

**Calming Effects Loose Powder Foundation**  
8g  
Price per 10g = £9.17  
Normally £10.50  
**£5.50 save £5**

**Kabuki Brush**  
03756

your

try it, love it  
**£5.50**  
save £6.50

medium to full coverage

# #IRECOMMEND

- *Running a social media activation (i.e. #Irecommend, #Tellyourbestfriend)*
- *To create hype and awareness, we suggest creating a social media activation that ties in with our "I recommend" theme.*
- *Using tags and hashtags on Facebook and Twitter respectively*

# AVON

JUNE, 2016  
WWW.AVON.CO.ZA

*20 years in South Africa*



REAL WOMEN RECOMMEND

*to their best friends!*



3 <sup>OUT OF</sup> 4  
WOMEN  
CHOOSE AVON FOUNDATION\*

\*Based on an Avon Facebook consumer survey.

**WE RECOMMEND...**

*"wearing a tried and trusted foundation, one which celebrates and enhances your natural beauty."*



**Real women choose Avon foundation**

Our Representatives are our business! So, we made it our business to ask them if and why they would recommend Avon's Foundation to their best friend. The response was overwhelming: we found that **3 out of 4 South African women prefer Avon's Foundation\*\***, because it was made to match all skin types, all textures and all shades.

2 \*See back page for our satisfaction guarantee. \*\*Based on an Avon Facebook consumer survey.

**I RECOMMEND...**

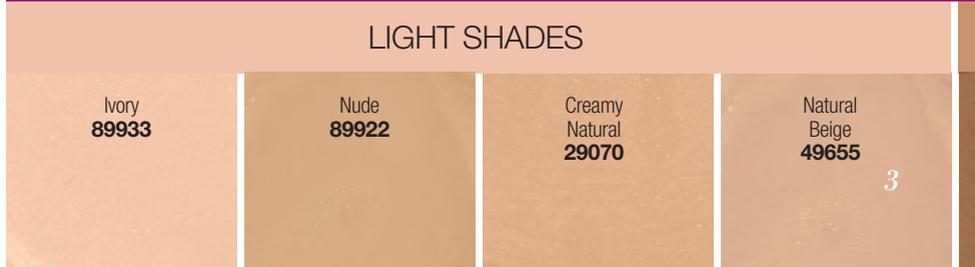
*"looking flawless with foundation, being able to walk tall because you feel beautiful."*



*Jane Mohlabe*  
Avon Representative

\*See back page for our satisfaction guarantee.

**HOLD THIS SHADE SELECTOR AGAINST YOUR JAWLINE TO FIND YOUR SHADE**





SPF  
**15**

**Ideal Flawless Cream-to-Powder Foundation SPF 15**

Covers flaws and imperfections for a flawless finish. Enhanced with a medium-level SPF. For combination/oily skin.

9 g

Regular Price R169.90 each

**R109<sup>90</sup>** each  
SAVE 35%

**MATTE FINISH  
MEDIUM-TO-FULL  
COVERAGE**

Technology designed to mimic your natural skin tone

our **#1** selling product

TRY THESE  
**NEW**  
SHADES

PERFECT SHADE

MEDIUM SHADES

DARK SHADES

Light Caramel 50636	Medium Beige 20556	Pure Beige 39286	Soft Honey 77156	Spiced Almond 50638	Caramel 50528	Nutmeg 68860	Sable 95759
4							

**LOWEST PRICE!**

ONLY **R39** \*\*

SAVE OVER 70%

**WITH EVERY  
R150 YOU  
SPEND**

ACROSS PAGES 3-13

Ultra Colour  
Bold Vivid Violet  
Lipstick SPF 15

25330

Regular Price

R139.90\*\*

\*\*Excluded from spend.

our **#1** selling ultra colour bold shade



# I RECOMMEND...

"wearing a natural-looking foundation that makes you feel confident and attractive for the rest of the day."

*Celia Van Niekerk*  
Avon Representative



AVON  
MONEY  
BACK  
GUARANTEE\*

ULTRA COLOUR BOLD VIVID VIOLET LIPSTICK

ONLY  
**R39**  
SEE PAGE 5  
FOR DETAILS



## NATURAL FINISH FULL COVERAGE

Stay-put coverage.  
Silky soft finish

NEW



Ideal Flawless  
Matte Liquid Concealer  
6 ml  
Regular Price R109.90 each

**R79<sup>90</sup>** each  
SAVE OVER 25%

## MATTE FINISH LIGHT COVERAGE

OUR 1<sup>ST</sup>  
LIQUID MATTE  
FOUNDATION!

Enjoy the benefits of  
a powder in  
a liquid

Ideal Flawless Nude Matte Fluid  
Makeup Foundation SPF 15  
Scientifically designed to suit natural  
skin tones.  
30 ml  
Regular Price R199.90 each

**R129<sup>90</sup>** each  
SAVE 35%

NEW



\*See back page for our satisfaction guarantee.

HOLD THIS SHADE SELECTOR AGAINST YOUR JAWLINE TO FIND YOUR PERFECT SHADE

LIGHT/MEDIUM SHADES		DARK SHADES		
Fair 45775	Medium 45776	Dark 46132	Chestnut 46295	Ebony 46661

LIGHT SHADES			MEDIUM SHADES			DARK SHADES		
Nude 91372	Creamy Natural 90461	Natural Beige 90372	Deepest Terracotta 90702	Medium Beige 90462	Pure Beige 90464	Soft Honey 90482	Cappuccino 90351	Rich Almond 90658

# I RECOMMEND...

"having the perfect colour match for your skin type, so you always feel radiant. Give it a try and get ready to paint the town red."

*Zohra Adam*  
Avon Representative



## CORRECTING HIGHLIGHTER

Do away with discolourations

Reduces redness, blemishes & rosacea\*\*



Colour corrects dull skin\*\*



Reduces dark under-eye circles & scars\*\*



Neutralises dark spots\*\*



Illuminates the face\*\*



**Avon Colour Correcting Pearls**  
Illuminating powder helps to minimise imperfections and add luminosity to skin.  
22 g **06627**  
Regular Price R159.90

**R99<sup>90</sup>**  
SAVE OVER 35%

\*\*Helps correcting skin tone on specific problem areas.

## NATURAL FINISH MEDIUM-TO-FULL COVERAGE

Improves look of dullness, **dark spots** in just 2 weeks\*\*\*

\*\*\*Based on a clinical study.



ULTRA COLOUR BOLD VIVID VIOLET LIPSTICK

ONLY **R39**  
SEE PAGE 5 FOR DETAILS



## 10-IN-1 MULTI-BENEFIT COVER

**Ideal Flawless Colour Corrector Cream SPF 50**  
Medium-to-full coverage, suitable for all skin types.  
30 ml  
Regular Price R159.90 each

**R89<sup>90</sup>** each  
SAVE OVER 40%

\*See back page for our satisfaction guarantee.

HOLD THIS SHADE SELECTOR AGAINST YOUR JAWLINE TO FIND YOUR PERFECT SHADE

LIGHT SHADES			MEDIUM SHADES		DARK SHADES	
Ivory 64462	Nude 67186	Natural Beige 65714	Medium Beige 65719	Soft Honey 67187	Caramel 68985	Sable 68981
						Nutmeg 67189

# I RECOMMEND...

"wearing pressed powder that's light and can be worn all day. It'll make you feel on top of the world."



*Lettie Tshabangu*  
Avon Representative

## EVERYDAY USE

Perfect finish  
High-quality brush



**Kabuki Brush**  
Ideal for applying pressed powder, bronzer or blush.  
**02753**  
Regular Price R99.90

**R74<sup>90</sup>**  
SAVE 25%



AVON  
**MONEY BACK**  
GUARANTEE\*

## SOFT FINISH SHEER-TO-MEDIUM COVERAGE

Easy to blend and build for a natural, **flawless finish** and **evens out skin tone**

**Ideal Flawless Pressed Powder**  
Lightweight powder blends to a soft finish to help make foundation last longer.  
10 g  
Regular Price R159.90 each

**R109<sup>90</sup>** each  
SAVE OVER 30%

\*See back page for our satisfaction guarantee.



Fair  
30196

Light  
Medium  
88733

Toffee  
11175

Fawn  
13880

Mocha  
14641

ULTRA COLOUR BOLD VIVID VIOLET LIPSTICK

ONLY  
**R39**  
SEE PAGE 5  
FOR DETAILS



# I RECOMMEND...

"using finishing products that make you feel glowingly comfortable and confident. Just ask yourself, do you want to feel like a million bucks!"

*Wafeeqah Omar*  
Avon Representative



Contains  
**vitamins**  
A, C, & E

**Makeup Setting Spray**  
Ultra-lightweight, fast-drying  
spray to set make-up in place.  
125 ml **01620**  
Regular Price R149.90

**R79<sup>90</sup>**  
SAVE OVER 45%

**Cream Blush and  
Highlighter Duo**  
Skin-blending formula that  
smoothly and evenly adds  
colour to lips, eyes and face.  
**32482**  
Regular Price R179.90

**R149<sup>90</sup>**  
SAVE OVER 15%

Highlight &  
contour like  
a pro



## AVON GLOW HIGHLIGHTER + BRONZING PEARLS

Multiply your glow

Multi-purpose  
make-up

AVON  
**MONEY  
BACK  
GUARANTEE\***

ULTRA COLOUR BOLD VIVID VIOLET LIPSTICK

ONLY  
**R39**  
SEE PAGE 5  
FOR DETAILS



our **#1**  
selling  
product

**Avon Glow  
Bronzing Multi Stick**  
Easy-to-blend creamy bronzing  
stick for face and lips.  
Nude **17742**  
Regular Price R139.90

**Avon Glow  
Bronzing Pearls**  
Multi-coloured pearls swirl  
together to give skin a  
radiant glow.  
Warm **52803**  
22 g  
Regular Price R159.90



BOTH FOR  
**R199**

ORDER OFFER ON CODE **33050**

SAVE OVER 30%

\*See back page for our satisfaction guarantee.

EXCLUSIVELY FOR AVON REPRESENTATIVES

# AVON

# let's talk

MAY 2016



**FAR AWAY**  
*sample sale!*  
Help her  
choose her  
favourite scent

Give her  
**MATTE  
FLAWLESS  
COVERAGE**  
recommended by  
**3 OUT OF 4  
SOUTH AFRICAN  
WOMEN**



**3** OUT OF **4**  
WOMEN  
CHOOSE AVON FOUNDATION\*

\*Based on an Avon Facebook consumer survey of 98 respondents.



**COLLECT CHILLIES WITH BROCHURE SALES  
IN MAY AND STAND A CHANCE TO WIN A TRIP  
FOR 2 TO CANCUN, MEXICO!**

notes FROM THE EDITOR

Dear valued Representatives,

Winter is upon us, and what better way to keep the cold at bay than with a flawless, natural face? Customers can join 3 out of 4 women who recommend Avon foundation by choosing their perfect finish and enjoying smooth, even coverage that lasts for hours!

While you help customers choose their ideal shade and texture, educate them on each different type of foundation by using the selling

tips provided on each product. Customers can complement their flawless winter faces with waterproof eyeshadows available in multiple exciting colours, and Mega Effects Mascara, which will give her panoramic lashes that seem to go on forever.

Use the education and tips in this *Let's Talk* to boost your sales and stand a chance to win a trip for 2 to Cancun, Mexico with our 2nd Quarter Incentive.

Happy selling!

CONTENTS

New Ideal Flawless Nude Matte Fluid Makeup Foundation SPF 15 .....3  
 Mega Effects Eyeshadow Pots.....5  
 Introducing the Katrina Earring set.....6  
 Imari Seduction New Look .....7  
 Empire Wallet.....9  
 Quarter 2 Incentive .....13

Find her **FOUNDATION MATCH**

Encourage your customers to find their perfect foundation finish and shade in June and boost your sales!



tip!

Increase your earnings and ensure return customers! Our range of Ideal Flawless foundations cater to all South African women. Help your customer find her ideal shade and finish by using your Foundation Shade Guide and samples.

Ideal Flawless Shade Guide 94322 Regular Price R79.90

IDEAL FLAWLESS SHADE GUIDE ONLY **R29<sup>90</sup>**



How to use your Foundation Shade Guide:

- Help her find the ideal shade**  
Hold the Selector **against her jawline** to find her correct shade.
- Help her find the ideal finish**  
Liquid foundations are ideal for **dry/normal skin**, powdery formulas work best on **combination/oily skin**.

Give her a sample

Ensure she applies the sample to her **jawline** (not hand). The right shade should blend perfectly with her natural skin tone.

**BUY 1 NUDE MATTE FLUID MAKEUP FOUNDATION\* & GET 1 SHADE GUIDE FREE**

\*Subject to 1 per Representative. Limited stock available.

Recommend a tried & trusted **matte** foundation that **ENHANCES HER NATURAL BEAUTY**

Avon's foundations are recommended by **3 out of 4 women\*\*** and suit **all skin types**, with a range of colours that will match **any skin tone**

\*\*Based on an Avon Facebook consumer survey of 98 respondents.



Avon's *first* Liquid Matte Foundation for the most natural finish



GIVE HER THE MATTE EFFECT OF A POWDER IN A LIQUID FOUNDATION

Ideal Flawless Nude Matte Fluid Makeup Foundation SPF 15 30 ml Regular Price R199.90 each **BROCHURE OFFER: R129.90 EACH**

**DEMO OFFER R90<sup>90</sup> each**

With Aqua Matte Technology

to instantly tackle flaws and leave her with a *shine-free finish*

Infused with **water-wrapped pigments and lightweight matte powders** for the *ultimate natural matte finish*

*love me!* Customers will love Avon's NEW Ideal Flawless Nude Matte Fluid Makeup, which will leave their skin with a natural shine-free finish without weighing skin down.

HOLD THIS SHADE SELECTOR AGAINST YOUR JAWLINE TO FIND YOUR PERFECT SHADE

LIGHT SHADES			MEDIUM SHADES				DARK SHADES	
Nude 91372	Creamy Natural 90461	Natural Beige 90372	Deepest Terracotta 90702	Medium Beige 90462	Pure Beige 90464	Soft Honey 90482	Cappuccino 90351	Rich Almond 90658

Buy samples to allow customers to **try beauty products** before they buy them, for **100% satisfaction**. Help them experiment with different shades and finishes to **find their perfect match**.

# Save on BEAUTY SAMPLES

ONLY R4 each

- Radiant Paisin 18546
- Pure Orchid 18425
- Red Velvet 12891
- Lovely Fuchsia 11894
- Coffee Crème 18692
- Fresh Fig 11447
- Pink Renewal 12170



**Ultra Colour Absolute Lipstick Sample**  
Regular Price R5.50 each

ONLY R4 each

- Berry Blast 12564
- Red Supreme 14343
- Splendidly Fuchsia 11788
- Superb Wine 12686
- Adoring Love 12323
- Wild Cherry 14698
- Ruby Kiss 14222
- Mauve Matters 12237
- Ravishing Rose 12290
- Au Naturelle 16616



**Perfectly Matte Lipstick Sample**  
Regular Price R5.50 each



**Bright Start Fresh Look Foundation SPF 15 Sample Sachet**  
Regular Price R5.50 each

- Sable 16056
- Creamy Natural 15992
- Nutmeg 16057
- Nude 16053
- Pure Beige 16054
- Honey 16023



**Ideal Flawless Invisible Coverage Foundation Sample Sachet**  
Regular Price R5 each

- Sable 11516
- Caramel 13191
- Nutmeg 27997
- Soft Honey 32320
- Natural Beige 53008
- Pure Beige 13190
- Ivory 62176
- Medium Beige 39299
- Nude 32313
- Creamy Natural 39295
- Shell 31570



**Ideal Flawless Invisible Coverage Foundation Trial Size 4 ml**  
Regular Price R40 each

- Sable 02842
- Caramel 07519
- Nutmeg 77103
- Soft Honey 05803
- Natural Beige 05609
- Pure Beige 05809
- Ivory 05603
- Medium Beige 05793
- Nude 05808
- Creamy Natural 05602
- Shell 05831

**SAMPLE SALE ON SACHETS R4 each**



**Ideal Flawless Colour Corrector Cream SPF 50 Sample Sachet**  
Regular Price R5 each

- Nutmeg 70850
- Sable 91375
- Caramel 91377
- Nude 70559
- Natural Beige 70560
- Soft Honey 70848
- Medium Beige 70847
- Shell 70558
- Ivory 70557

**SAMPLE SALE ON TRIAL SIZE R27 each**



**Ideal Flawless Colour Corrector Cream SPF 50: Trial Size 5 ml**  
Regular Price R40 each

Our **all-you-need-to-know-guide** to Avon's make-up products provides detailed product information and features helpful tips and tricks.

**Avon Beauty Book 25519**  
Regular Price R79.90

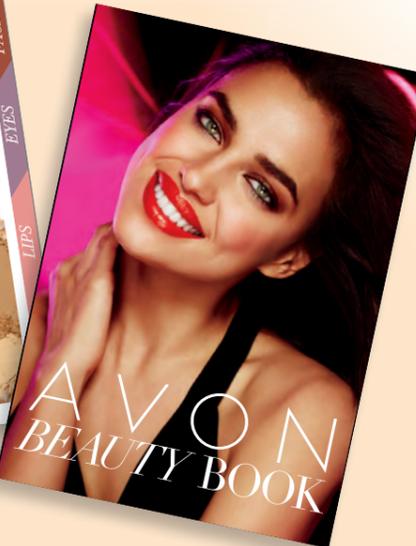
**AVON BEAUTY BOOK ONLY R39<sup>90</sup>**

## foundation FIRST

**Why wear foundation?**  
An even skin tone gives you a fresher, younger appearance. The right foundation can make your skin look naturally flawless and beautiful from the moment you wake up to the moment you go to bed.

**The 4 STEPS to finding the perfect foundation**

- STEP 1: FIND YOUR SKIN TYPE**  
Identify your skin type. Your choice may depend on the texture you prefer and the finish you want. You may also want to consider the climate you live in and the time of day you wear your foundation.
- STEP 2: THE RIGHT SHADE**  
The right shade will blend so beautifully with your skin tone that it looks natural.
- STEP 3: APPLICATION**  
It's much more useful to have a thin wash of coverage than a thick coat. If your skin isn't even, you may want to go for lighter coverage. If your skin is even, you may want more coverage but should still avoid using too much.
- STEP 4: FINISH**  
Natural, matte, velvet, luminous... the right finish for you is the one that is the most flattering to your skin.



# EYES WITH MEGA IMPACT

Customers can achieve **mega impactful eyes** with Mega Effects eyeshadow and mascara

*Crease-proof*

formula that stays put for up to **18 hours\***

\*Based on a clinical study.

*Waterproof*  
& suitable for everyday use

Model is wearing Mega Effects Eyeshadow in Enduring Iris.



Buildable shades that can create a *dramatic* or *soft look* depending on your mood



**Mega Effects Eyeshadow Pots**  
Regular Price R109.90 each  
**BROCHURE OFFER: R79.90 EACH**

**DEMO OFFER R55<sup>90</sup> each**

- Crimson Tide 78689
- Deep Amazon 77618
- Enduring Iris 77620
- Glistening Steel 77623
- Liquid Gold 77624

*sell me!*  
Customers can build their perfect colour for eyes with **mega impact**, whether bold or natural

*Sneak peek!*



**Mega Effects Mascara**  
**BROCHURE OFFER: R99.90**

Use **Mega Effects Mascara** to add a dash of *panoramic drama* to your lashes as a finishing touch