



FACE



EYE MAKEUP



LIP COLOR



NAIL COLOR

The Avon True collection features the same high-performing products your Customers know and love. We've taken our celebrated True Color Technology, which blends rich pigments for color that stays true, and made it available in all of their favorite face, eye, lip and nail products.



A V O N EASY, FUSS-FREE, FAIL-FREE MAKEUP  
T R U E THAT PERFORMS LIKE IT SHOULD...  
C O L O R THAT'S THE AVON TRUE PROMISE.

*truly* BEAUTIFUL

AVON TRUE COLOR means the color you buy is the color you apply. Now all of your Customers' favorite lipsticks, glosses, eyeshadows and nail enamels have Avon's acclaimed TRUE COLOR TECHNOLOGY, designed to give you the natural flawless look you want...nothing less. Rich pigments are blended into our high-quality formulas for guaranteed color that stays true all day.

rich pigments?

TRUE

effortless application?

TRUE

long-lasting results?

TRUE

100% guaranteed?

TRUE

AVON

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

Ideal Flawless  
Invisible  
Coverage  
Liquid  
Foundation



Undetectable,  
buildable to full coverage  
foundation.  
(Select shades  
do not contain SPF.)



AVON  
TRUE  
COLOR  
Flawless  
Liquid  
Foundation

WAS

NOW

Ideal  
Flawless  
Invisible  
Coverage  
Cream-to-  
Powder  
Foundation



Silky creamy texture  
with a light  
powder finish.  
(Select shades  
do not contain SPF.)



AVON  
TRUE  
COLOR  
Flawless  
Cream-to-  
Powder  
Foundation

WAS

NOW

Ideal  
Flawless  
Pressed  
Powder



Weightless,  
natural matte finish.  
Perfect for touch-ups.



AVON  
TRUE  
COLOR  
Flawless  
Mattifying  
Pressed  
Powder

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

Ideal  
Flawless  
Loose  
Powder



Blends flawlessly with skin  
for an enhanced appearance.  
Helps makeup last longer.



AVON  
TRUE  
COLOR  
Flawless  
Loose  
Powder

WAS

NOW

Smooth  
Minerals  
Powder  
Foundation



Improves skin tone  
instantly and over time.  
Free of talc,  
fragrance and oil.



AVON  
TRUE  
COLOR  
Smooth  
Minerals  
Powder  
Foundation

WAS

NOW

Ideal  
Flawless  
Cream  
Concealer



Creamy and lightweight,  
seamless buildable  
coverage.



AVON  
TRUE  
COLOR  
Flawless  
Crème  
Concealer

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

Ideal  
Flawless  
Concealer  
Stick



Oil-free. Medium-to-full  
buildable, even coverage.



AVON  
TRUE  
COLOR  
Flawless  
Concealer  
Stick

WAS

NOW

Avon  
Glow  
Bronzing  
Powder



Buildable bronze that  
blends easily.



AVON  
TRUE  
COLOR  
Bronzing  
Powder

WAS

NOW

Avon  
Glow  
Bronzing  
Pearls



Multicolor pearls blend  
for natural-looking  
radiance for all skin tones.



AVON  
TRUE  
COLOR  
Bronzing  
Pearls

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

Ideal  
Luminous  
Blush



Buildable, silky powder.



AVON  
TRUE  
COLOR  
Luminous  
Blush

WAS

NOW

Smooth  
Minerals  
Blush



100% naturally derived  
mineral powder.



AVON  
TRUE  
COLOR  
Smooth  
Minerals  
Blush

WAS

NOW

Be Blushed  
Cheek Color



Multipurpose color for lips  
and cheeks. Lightweight  
and easily blendable.



AVON  
TRUE  
COLOR  
Be Blushed  
Blush Stick

**A WHOLE  
NEW LOOK!**

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

Makeup  
Setting  
Spray



Instantly sets makeup  
without drying out skin.



AVON  
TRUE  
COLOR  
Makeup  
Setting  
Spray

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

NEW PRODUCT! LENGTH AND CARE

Oil- and vitamin-enriched formula for healthier-looking and -feeling lashes.



AVON  
TRUE  
COLOR  
SuperExtend  
Nourishing Mascara

NEW PRODUCT! VOLUME AND CURL

Volumizes, lifts and curls lashes for a wide-awake look all day.



AVON  
TRUE  
COLOR  
Wide Awake  
Mascara

WAS

NOW

SuperShock  
Max Mascara



Oversized,  
clump-free volume.  
(Also available  
in waterproof.)

AVON  
TRUE  
COLOR  
SuperShock  
Volumizing  
Mascara



AVON  
TRUE  
COLOR

WAS

NOW

SuperExtend  
Extreme  
Mascara



Stretches lashes  
to extreme lengths.



AVON  
TRUE  
COLOR  
SuperExtend  
Lengthening  
Mascara

WAS

NOW

SuperExtend  
Winged Out  
Mascara



Draws out lashes  
for a multidimensional  
winged-out look.



AVON  
TRUE  
COLOR  
SuperExtend  
Winged Out  
Mascara

WAS

NOW

True Color  
Eyeshadow  
Single



Rich, true color  
in one stroke.  
Lasts all day  
without creasing.



AVON  
TRUE  
COLOR  
Eyeshadow  
Single



AVON  
▶ TRUE  
COLOR

WAS

NOW

True Color  
Eyeshadow  
Duo



Rich, true color from  
a duo of expertly paired  
shades. Lasts all day  
without creasing.



AVON  
TRUE  
COLOR  
Eyeshadow  
Duo

WAS

NOW

True Color  
Eyeshadow  
Quad



4 expertly paired shades,  
numbered for  
easy application.  
All-day crease-proof wear.



AVON  
TRUE  
COLOR  
Eyeshadow  
Quad

WAS

NOW

True Color  
Matte  
Eyeshadow  
Quad



4 expertly paired  
matte shades, numbered  
for easy application.  
All-day crease-proof wear.



AVON  
TRUE  
COLOR  
Matte  
Eyeshadow  
Quad

AVON  
TRUE  
COLOR

WAS

NOW

True Color  
8-in-1  
Eyeshadow  
Palette



Vivid, saturated color.  
Can be used wet or dry.



AVON  
TRUE  
COLOR

8-in-1  
Eyeshadow  
Palette

**NEW FORMULA!**  
**NEW SHADES!**

WAS

NOW

Glimmersticks  
Eye Liner



Smooth and  
easily blendable  
bold creamy color.  
(Also available  
in waterproof.)



AVON  
TRUE  
COLOR

Glimmersticks  
Eye Liner

WAS

NOW

Glimmersticks  
Diamonds  
Eye Liner



Smooth and  
easily blendable  
bold shimmery color.



AVON  
TRUE  
COLOR

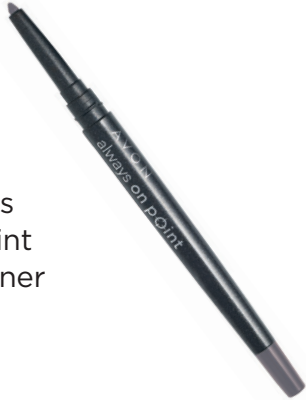
Glimmersticks  
Diamonds  
Eye Liner

AVON  
▶ TRUE  
COLOR

WAS

NOW

Always  
on Point  
Eye Liner



Built-in sharpener  
gives a fresh and precise  
point every time.



AVON  
TRUE  
COLOR  
Always  
on Point  
Eye Liner

WAS

NOW

Kohl  
Eye Liner



For use on inner and  
outer lash line. Built-in  
smudger for an easy  
smoky eye.

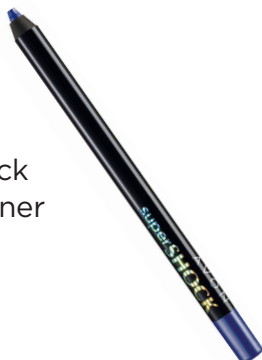


AVON  
TRUE  
COLOR  
Kohl  
Eye Liner

WAS

NOW

SuperShock  
Gel Eye Liner  
Pencil



Intense gel color  
in an easy-to-use pencil.



AVON  
TRUE  
COLOR  
SuperShock  
Gel  
Eye Liner  
Pencil

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

SuperExtend  
Precise  
Liquid Pen



Ultra-fine tip. Get full color  
in just one stroke.



AVON  
TRUE  
COLOR  
SuperExtend  
Precise  
Liquid Pen

WAS

NOW

Moisture  
Effective  
Eye Makeup  
Remover  
Lotion



Gently removes eye makeup  
while conditioning and  
moisturizing lashes.



AVON  
TRUE  
COLOR  
Moisturizing  
Eye Makeup  
Remover  
Lotion

WAS

NOW

Perfect  
Brow Gel



Fibers blend easily  
with brows for  
fuller-looking brows.



AVON  
TRUE  
COLOR  
Fiber Full  
Eyebrow  
Gel

AVON  
▶ TRUE  
COLOR

WAS

NOW

Glimmersticks  
Brow Definer



Waterproof, color-dense,  
retractable brow pencil.



AVON  
TRUE  
COLOR

Glimmersticks  
Brow Definer

**NEW  
SHADES!**

WAS

NOW

Perfect  
Eyebrow  
Kit



Fills in brows, and forms  
and sets brow shape.



AVON  
TRUE  
COLOR

Perfect  
Eyebrow  
Styling  
Duo

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

A V O N  
▶ T R U E  
C O L O R

**NEW PRODUCT! SHEER COLOR AND CARE**

Sheer color with  
4X the moisture.



A V O N  
T R U E  
C O L O R

Lip Balm

**NEW PRODUCT! COLOR AND CARE**

Improves lip health  
instantly and over time  
with natural oils.



A V O N  
T R U E  
C O L O R

Nourishing  
Lipstick

**NEW PRODUCT! 100% MATTE**

100% matte color  
with a smooth  
velvety feel.



A V O N  
T R U E  
C O L O R

Perfectly Matte  
Lipstick

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

Ultra Color  
Lipstick



Classic, full-coverage  
lipstick with  
true-color payoff.



AVON  
TRUE  
COLOR  
Lipstick

WAS

NOW

Ultra Color  
Indulgence  
Lipstick



Wax-free, weightless  
gel formula.



AVON  
TRUE  
COLOR  
Ultra  
Hydrating  
Lipstick

WAS

NOW

Ultra Color  
Bold Lipstick



50% more color impact  
(versus Avon True Color  
Lipstick).



AVON  
TRUE  
COLOR  
Bold Lipstick

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

Glazewear  
Lip Gloss



Instant shine  
with a moisturized,  
comfortable feel.



AVON  
TRUE  
COLOR  
Glazewear  
Lip Gloss

WAS

NOW

Ultra Color  
Glossy Tube



Sheer dewy finish.  
Enriched with shea butter.



AVON  
TRUE  
COLOR  
Glossy Tube

WAS

NOW

Ultra Color  
Lip Crayon



Coverage of a lipstick  
with the ease of a pencil.



AVON  
TRUE  
COLOR  
Lip Crayon



FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

A V O N  
▶ T R U E  
C O L O R

WAS

NOW

Glimmersticks  
Lip Liner



Prevents lipstick  
from feathering.

A V O N  
T R U E  
C O L O R

Glimmersticks  
Lip Liner



FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

Nailwear Pro+  
Nail Enamel



12 days of lasting color.  
Resists dings,  
bangs and chips.



AVON  
TRUE  
COLOR

Pro+  
Nail Enamel

**NEW  
SHADES!**

NEW PRODUCT!

Quickly absorbed formula  
hydrates and conditions  
nails and cuticles.



AVON  
TRUE  
COLOR

Cuticle  
Conditioner

NEW PRODUCT!

Polish with built-in primer  
protects and perfects nails.



AVON  
TRUE  
COLOR

BB Multi-Benefit  
Nail Enamel

FACE

EYE MAKEUP

LIP COLOR

NAIL COLOR

AVON  
▶ TRUE  
COLOR

WAS

NOW

Nail Experts  
Color Shield  
Top Coat



Waterproof top coat  
protects and prolongs  
manicure.



AVON  
TRUE  
COLOR  
Top Coat

WAS

NOW

Nail Experts  
Ridge-Filling  
Base Coat



Smooths ridges  
and prolongs manicure.



AVON  
TRUE  
COLOR  
Base Coat