

{ *Introducing* }

# AVON PERFECTLY MATTE

A **NEW** generation of matte lipstick

AVON  
PERFECTLY MATTE

TRADITIONAL  
MATTE



**NEW** Perfectly Matte Lipstick

Intense colour in one swipe. Won't cake or crack. Wears hour after hour. 100% matte look with lasting comfort. 3.6 g

## 100% MATTE LIPSTICK

*with a true lasting comfort*

A Wild Cherry ● B Splendidly Fuchsia ● C Electric Pink ●  
D Superb Wine ● E Red Supreme ▲ F Coral Fever ▲  
G Hot Plum ● H Ideal Lilac ● I Au Naturelle ▲  
J Mauve Matters ● K Ravishing Rose ● L Pure Pink ●  
▲ Warm Shades ● Cool Shades



INTENSE COLOUR IN 1 SWIPE  
NEVER CAKES OR CRACKS  
100% MATTE LOOK WITH A VELVETY SMOOTH FEEL  
WEARS HOUR AFTER HOUR

BACKED BY



*new*

# Carnival OF colour

*I am a woman and  
I am proud to show it  
with lipstick*

## pink

ISN'T JUST A  
COLOUR, IT'S  
AN ATTITUDE

BLONDES, BRUNETTES  
and REDHEADS all look  
radiant in SHADES OF PINK.

## life's a peach

Joy is the best  
makeup. But a  
little lipstick is a  
close runner-up!

**Red** LIPSTICK IS TO  
WOMEN WHAT SPORTS  
CARS ARE TO MEN.

*Lips without lipstick are like cake without icing*

AVON HAS ONE OF THE WIDEST LIPSTICK COLOUR PALETTES IN THE WORLD,  
and we're making it easy for Customers to add new shades to their makeup bag  
in our Brochure 11 CARNIVAL OF COLOUR event.

Dive into a sea of beautiful corals, reds, pinks, browns and mauves,  
and encourage Customers to try a new splash of colour.

Here at Avon, we're not just about lip service,  
WE'RE SERIOUSLY INTO LIPSTICK!

## mauve over

If you want **BIGGER  
LOOKING LIPS**  
apply a pale shade  
of lipstick, such as  
a wash of dusky  
mauve or soft rose.

## plum crazy

**PAIR PLUM OR  
WINE LIPS** with  
a subtle shade of  
eyeshadow such  
as neutral brown  
or soft mauve.

## that's nude to me

## barely there

Polish your pout  
with a shade of  
**CINNAMON OR  
SPICE** for a nude lip  
that's barely there.

**A DARK  
CHOCOLATE**  
pout can act like  
a neutral shade  
but still command  
attention.  
If you have fair  
to medium skin,  
choose a brown  
with a berry  
undertone. For  
darker skin, use  
brown with a plum  
undertone.