

Signature scents



What beauty weapon is both invisible and immensely powerful? Your signature scent! Discovering your Customer's dream scent requires careful consideration.

Avon Executive Director of Creative Fragrance Development, **Isabel Lopes**, shares a few tips and tricks to help you find his and her signature scent and increase your bottom line.

See page 24
for Fragrance
Tester Cards
to use as a
fragrance pre-
screening tool

Concentration matters

Fragrance categories differ depending on their concentration of fragrance oil.

- Oil levels in an eau de parfum are usually over 18%, however this can vary between brands and depending on how premium a fragrance is.
- The order of women's fragrances from lightest to heaviest scent is: body mist, body spray, eau de toilette/cologne, eau de parfum, absolu.
- For men the order is: body spray, after shave, eau de toilette/cologne, eau de parfum.

Tie it in a bow

Woo Customers with beautiful and thoughtful ways of presenting a fragrance.

- Mist a ribbon, colour-coded to the selected fragrance (a beautiful gold for Avon Luck) and tie it to her wrist with a bow.
- Go a step further and string a few beads on the ribbon to make a lovely scented bracelet.
- If your Customer isn't home, spray a length of ribbon and place it in the Brochure like a bookmark, at the page featuring the fragrance.

“Fragrance style

Is your Customer drawn to florals and sweet scents? Is she a fruity fan? Does she like warm fragrance experiences or fresh, crisp ones?

Thinking in these terms will help guide you to the right scent families. Once you've worked out a genre, consult the Fragrance Chart in the Product Precinct of your eSales Suite to make a match.

Day or night?

It is also important to consider when and where she will wear the scent. For women, evening-appropriate fragrances should exude a warm, sexy impression. For daytime wear, look for fresh, floral or fruity fragrances – such as scents with refreshing citrus or watery notes.

For men, look for fragrances that feature fresh, watery, aromatic ingredients. Men's scents with woody notes tend to transition well from day into night, while scents with warmer, darker woods and gourmand elements are good nighttime choices.

Environmental factors

Lastly, consider your environment. The season and current temperature will have a big influence on fragrance selection. Hot climates call for a fresher, lighter fragrance, while anything goes in cooler climates, however, a warmer option may be preferred.

Evaluating scent is skin deep

Once you've found a likely match, pre-screen the chosen fragrance on Fragrance Tester Cards (see page 24) or blotting paper. If she likes the fragrance, test it on her skin to see how the scent interacts and evolves over time. Skin chemistry and pH will affect the final expression of any scent.

Apply to pulse points – wrists and neck – as they emit heat and help the fragrance to diffuse. Be mindful she doesn't rub her wrists together as this can distort the ingredients.

I also recommend spraying the back of your legs to allow the scent to rise. In hot climates or during the summer months, spraying your legs is a great trick because as the heat rises, so will their fragrance.

Fragrance lasts longer on well-moisturised skin, so be sure to tell your Customers to hydrate before applying perfume.

Consider using the body lotion version of your signature scent for a double whammy – otherwise, stick with an unscented lotion.

Spraying clothes creates an added scent benefit because it lasts longer than on the skin. You can also spritz hair for an added trail of fragrance as you move.

Time is of the essence

It takes two hours for a fragrance to go through a full evolution on your body, so ask her to assess the fragrance at the initial spray, then again in 20 minutes and a few hours later to allow her to study all stages of the fragrance.

Initially, the top introductory notes are very volatile and instantly create an impression – she'll either like it or not. Over the next few hours the heart opens to expose its signature. After two hours the base notes are revealed – these are the heavier aroma ingredients that tend to linger on the skin.

If she is hesitant about buying the fragrance, provide her with a sample and ask her to apply it the next day to her pulse points, legs and hair to get the full experience of the scent.

Seasonal variations

If she loves a winter or heavier scent and wants to wear it during the day, suggest spraying it in the air in front of her and walking through it. This way she'll get a body mist – a good option for a lighter, more casual version.”



Remember: If your Customer is hesitant about buying, remind her of the Avon 100% Satisfaction Guarantee to help you get the sale over the line.

ONE-TIME
ONLY PRICE

\$20
NZ

\$18
AU

NET

Representative PREVIEW Offer



Yours to TRY and KEEP at a special price. Take advantage of this preview offer to INTRODUCE CUSTOMERS to **AVON LUCK**.

Available in Campaigns 17 & 18 only.
Limit of 1 x Luck for Her and 1 x Luck for Him per Representative.

PRESIDENT'S CLUB SPECIAL
Limit of 2 x Luck for Her and 2 x Luck for Him

AVON LUCK for Her
Eau de Parfum Spray
50 mL (#104 039)

Will be Reg. \$59.99 (NZ) \$49.99 (AU)

AVON LUCK for Him
Eau de Toilette Spray
75 mL (#104 043)

Will be Reg. \$59.99 (NZ) \$49.99 (AU)

**Introductory Customer price
in Brochure 1**

\$40 (NZ) \$35 (AU) each

This order counts towards your Campaign 17/18 Award Sales, but normal profit does not apply. This order doesn't contribute to the Avon ANZ Breast Cancer Crusade donation in Brochure 1.

A winning combination **AVON LUCK**

Exquisitely feminine and irresistibly alluring, AVON LUCK FOR HER is a luxurious and sparkling fragrance for the woman fortunate in love and life, while AVON LUCK FOR HIM is a confident and sophisticated fragrance for the man who has it all. With tennis sensation MARIA SHARAPOVA as the face of Avon Luck, this winning combination is sure to ace sales!

- Oriental is our best-selling women's fragrance family, so you should have no problem engaging Customers with their favourite scent

- Our his/her fragrance duo will make great Christmas gifts for yourself and your partner, and any lucky couples in your life

- Our images of Maria and Avon Luck are absolutely stunning and are sure to generate a buzz on your social media pages

- Communicate the message of hope and the gift that gives twice. \$3 will be donated to the Avon Breast Cancer Crusade for every bottle bought in Brochure 1. (Please note: Representatives receive full commission on these purchases.) See page 7 for details

- Use your Representative Preview Offer to introduce Avon Luck to Customers, and give samples and the flyers you'll receive with your C17 orders to fragrance Customers, tennis fans and lucky couples



Maria Sharapova
introduces
Avon Luck



Maria
talks about
AVON
LUCK
on and off the court

What do you like about Avon Luck?

Firstly, I love the name of Luck. To me, Luck is 'preparation meets opportunity'. Its meaning is unique to everyone. Secondly, the product smells heavenly. It's such a luxurious and sensuous smell. It makes you feel alive, stylish and elegant.

Where do you wear Avon Luck?

I wear Luck any time that I'm not on the court, from going out to dinner with friends to attending an event. Avon Luck makes me feel elegant. I love wearing this fragrance.

Do you switch fragrances with the seasons?

I tend to stick to one fragrance. When I find a fragrance I love, it's hard for me to switch.

Do you remember the first time you wore a fragrance?

My mother gave me my first fragrance when I was a young teenager. After admiring all her pretty bottles of perfume for so many years, I suddenly felt so grown up.

Who is your beauty inspiration?

My mother.

Do you have a lucky charm?

Yes, it's a very simple gold necklace my parents gave me when I was young. I wear it to all of my matches. It means a lot to me and it has become my good luck charm.

What beauty secrets have you learned in life?

Take care of your skin and drink plenty of water.

What are your top beauty tips?

Use a good sunscreen and moisturiser and apply them before putting on your makeup. A bronzer is your friend. And always take a few hairpins and a ponytail holder with you, no matter what your day entails.

Maria Sharapova

