



PRODUCT GUIDE

WHAT IS CLEAN BEAUTY?

Distillery is a game-changing new range from Avon which celebrates **clean beauty without compromise.**

Clean Beauty is defined by **products that are mindfully created and produced without any proven or suspected toxic ingredients.**

Clean Beauty products include ingredients ethically sourced and are made with the health of our bodies and the environment in mind.





pure formulas. powerful results.
vegan. eco-friendly**. super-concentrated ingredients.



+

WHAT'S IN

VEGAN

HIGHLY CONCENTRATED

ECO-CONSCIOUS

ALLERGY TESTED

CLINICALLY TESTED

DERMATOLOGICALLY TESTED

distillery

—

WHAT'S OUT

ANIMAL DERIVED INGREDIENTS

ALCOHOL

FRAGRANCE

CHEMICAL SUNSCREENS

ESSENTIAL OILS

MINERAL OIL



PRODUCT UNIQUE SELLING POINTS



CLEAN BREAK CLEANSER

KEY POINTS

- 1 Transforms from a **rich butter to a milky oil**
- 2 **69% pure pressed apricot oil** for rich skin nourishment
- 3 **100% waterless formula** – suitable for all skin types.
- 4 **Non-Drying** – skin feels smooth and clean
- 5 **Oil melts dirt away** whilst keeping the skin soft

APPLICATION TIPS

- Apply to dry skin and massage to dissolve all traces of make-up including waterproof mascara
- Rinse with warm water using a cloth

SHADE THE DAY SPF25 DAY CREAM

KEY POINTS

- 1 **Lightweight 5-in-1 benefits with a powerful shield:** mattifies, moisturises, protects, clarifies, primes
- 2 **Broad spectrum mineral SPF 25** with titanium dioxide and Zinc oxide.
- 3 **Distilled natural rose extract**

APPLICATION TIPS

- Dot a small amount across cheeks, chin and forehead
- Massage in circular movements to help the white cast quickly absorb



PURIFY FACIAL OIL

KEY POINTS

- 1 **As light as water** for instant absorption
- 2 **97% pure Jojoba Oil** for skin suppleness
- 3 **100% waterless formula** Suitable for all skin types
- 4 **Packed with antioxidants and Phytol** Works to purify and instantly renew the skin

APPLICATION TIPS

- Apply 3-5 drops to clean, dry skin morning and night prior to day cream and/or night cream
- **TOP TIP:** A perfect base for all moisturisers and aids the application of Shade The Day



C-SHOT POWDER

KEY POINTS

- 1 **Ultra-fine powder** - 2 shakes to radiant skin
- 2 **Purest form of Vitamin C** Vitamin C typically degrades in water but our stable powder format is the most potent and purest available
- 3 **Dual purpose**
 - Skin looks brighter and more luminous
 - Collagen boosting properties
- 4 **100% waterless formula**

APPLICATION TIPS

- Add 2 shakes to your serum or moisturiser for a maximum boost
- **TOP TIP:** Mix with Purify Facial Oil and apply before Shade the Day and Sleep Potion



SLEEP POTION NIGHT CREAM

KEY POINTS

- 1 **Crystal clear light weight gel with maximum hydration**
- 2 **93% pure moisturizing ingredients** for a potent 48 hour moisture boost
- 3 **Cocktail of humectants** to leave skin super moisturised. Wake up to visibly softer skin

APPLICATION TIPS

- Apply every night on a freshly cleansed face. Combine with C-Shot and Purify Facial Oil for the perfect 'beauty' sleep



distillery

TOP 10 FACTS About Distillery Skincare



1 Distillery products are vegan, highly concentrated, eco-conscious, allergy-tested, dermatologically tested and clinically tested.

2 Distillery products do NOT contain animal derived ingredients, alcohol, fragrance, chemical sunscreens, essential oils or mineral oils.

3 Distillery products are vegan, highly concentrated, eco-conscious, allergy-tested, dermatologically tested and clinically tested.

4 74% of consumers are concerned about the ingredients in their products*. Distillery uses pure ingredients and the highest levels of potent actives without any unnecessary fillers.

5 C Shot Vitamin C Powder is a hero product in the range: this waterless formula ensures you have the freshest form of 100% pure Vitamin C bringing you brighter skin with a luminous glow.

6 We aim to always be transparent, evaluating how we can be and do better, always evaluating new ingredients, new standards of clean and educating you on the truth of the ingredients.

7 80% of consumers care about the future of our planet*. Distillery is our first ever line that's certified by the FSC - a council that certifies we operate in an environmentally, economically, and socially responsible way.

8 Aesthetically speaking the formulas are luxurious and delight when you open and use; the packaging is premium! Consumers will love this on their dressing table.

9 Water is a precious commodity we can't afford to waste. We only use water where absolutely necessary, 3 of our 5 skincare products are waterless.

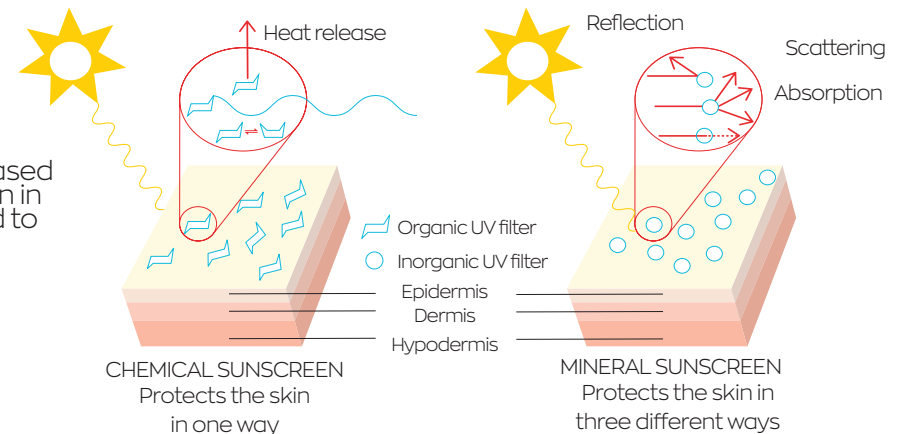
CLEAN AND CONCENTRATED FOR DEEPER ABSORPTION AND BETTER RESULTS.

JUST CLEAN BEAUTY - NO COMPROMISE.

PURE FORMULAS FOR POWERFUL RESULTS.

10

Distillery natural mineral based sunscreens protect the skin in 3 different ways compared to chemical sunscreen.



HOW TO BOOST YOUR EARNINGS

POWER OF 3

3 PRODUCTS = 1 SOLUTION

The Power of Three is a sales technique that ensures customers are finding products that meet their ultimate goals and concerns

THREE PRODUCTS ARE INTRODUCED AS ONE SOLUTION

After conducting a skincare consultation, introduce a bespoke solution of three products to meet a customer's goal/concern/need.

ALL DISTILLERY PRODUCTS ARE SUBJECT TO A 30% DISCOUNT FOR THE REP ON ACHIEVING MOV

POWER UP £40

CUSTOMER SAVING £6



CLEAN BREAK CLEANSER



PURIFY FACIAL OIL



C - SHOT POWDER

DAY TO NIGHT £38

CUSTOMER SAVING £6



CLEAN BREAK CLEANSER



SHADE THE DAY,
DAY CREAM



SLEEP POTION
NIGHT CREAM

ULTIMATE £65

CUSTOMER SAVING £13



CLEAN BREAK CLEANSER



PURIFY FACIAL OIL



SHADE THE DAY,
DAY CREAM



SLEEP POTION
NIGHT CREAM



C - SHOT POWDER

Visit the Learning Hub to find out more about how to carry out bespoke skincare consultations for your customer's.

distillery

SELLING HINTS AND TIPS



More and more consumers demand skincare that is 'clean'. Distillery meets this need and growing trend perfectly.

WORKING FLEXIBLY

1. Introduce the Hero Product - C-Shot. Made with 100% Vitamin C, it can be used with any skincare regime.
2. Be a walking advert and use the products yourself. That way you'll speak from the heart and likely to sell a lot more.
3. When handing out brochures, fold down or refer to the page, so customers can read for themselves how the products have made a real difference. Also, send out the instant brochure so your customers don't miss out on this incredible range.
4. Planning any get togethers? Take the products with you so that friends and family can see and try the unique textures.



Maximise your sales by sharing the great videos and photos on AVON-ON with your contacts through social media

BUILDING AN EMPIRE

1. For new customers, share the flyer so they can read for themselves about 'clean beauty' and offer a sample so they can see for themselves. Book a time to call back and ask for some feedback. When they try it, they'll want to buy it!
2. Host a brunch with healthy snacks and fresh orange juice. Introduce the Hero Product - C-Shot. Made with 100% Vitamin C, it can be used with any skincare regime.
3. Host a facebook or face to face party and demonstrate the products, talking through the products as you apply.
4. Focus on selling the Power of 3 bundles - 3 products 1 solution.

MORE SUPPORT TOOLS Visit the Learning Hub to watch the 3 videos. For Distillery flyer's and brochure visit The Rep Hub



AVON

