

Spray away

“I’m great at selling make-up, but my customers don’t seem to be bothered about fragrance – what can I do to improve this?”

Well in this instance, you should spray it, don’t say it! People buy fragrances when they can smell them – it’s only natural. My tip would be to spray lots of cotton wool balls ready to take out to your customers. You could even cut your own fragrance strips using coloured paper.

Credit crunch crisis

“My customers are spending less, some are even stopping buying Avon completely because of the effect of the credit crunch. How can I win them back?”

A great talking point is how many celebrities are associated with Avon, because everyone loves to know what they’re up to. The latest (rather dashing) face of Avon is the American actor Patrick Dempsey. He’s modelling for the new men’s fragrance, Unscripted, and is the star of Grey’s Anatomy, and husband of Avon’s very own Creative Colour Director, Jillian Dempsey.



Patrick and Jillian Dempsey

Famous fragrance fan!

“I never thought I’d wear an Avon fragrance until my mum brought one home for me to try. I thought I’d give it a go, and I had plenty of women telling me how good Ismelt. I’ve worn it ever since!”

James Nield, age 24, TV actor

Top Tip

Neck - great spot to make the most of an evening perfume.

Hair - hair is porous so is an excellent carrier for fragrance – every time you move, it will scent the air around you.

Wrists - concentrate on the pulse points, so your fragrance is diffused on every heartbeat.

Back of the knees - placing fragrance here will mean the scent will rise during the day as it evaporates – leaving you with a continuous hint of the scent.

Feet – draw attention to your feet by dusting them with one of our shimmer powders, such as Avon Soft Musk or Far Away?

