



Brand: Anew

Brand Positioning:

Anew is the anti-aging beauty treatment line that transforms her appearance to a more youthful looking state because Anew pioneers breakthroughs in transformative anti-aging technologies that help her successfully outsmart ageing.

Brand History:

The Anew line by Avon was the skin care breakthrough heard around the world! Anew was the first alpha hydroxy product, launched in 1992.

Your Target Customer:

All women aged 30+ who are concerned about ageing and looking for sophisticated anti-ageing skincare.

Hit Products:

Clinical Eye Lift

Award-winning*, best selling eye cream with a triple action formula that targets the brow bone, eyelids and undereyes. The upper eye gel tightens and lifts the brow bone and eyelids. The under eye cream diminishes and brightens dark circles and puffiness**.

*Sunday Time Style Magazine Award to Clinical Eye. Prima Beauty Awards 2009 for Best Value Eye Cream.

**Consumer test, 150 women, all cosmetic product results are achieved with continued use.

Derma-Full X3

Best selling. The 1st Injectable-grade* facial filler without the injections. Younger looking skin in just 3 days**.

As written in **VOGUE** -

"Hyaluronic Acid holds 1,000 times its weight in water, so treat post-flight (or, dare we say it, post-burn) skin to a boost of intense hydration with Avon's latest innovation: Anew Clinical Derma-Full X3 Facial Filling Serum."

*Sunday Time Style Magazine Award to Clinical



Clinical Eye Lift

Derma-Full X3



Eye. Prima Beauty Awards 2009 for Best Value Eye Cream.

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Competitor Benchmark:

L'Oreal