

THE INSIGHT

“I want my skin to have a **healthy glow**, and I want **different looks** for different occasions”

THE OBJECTIVE

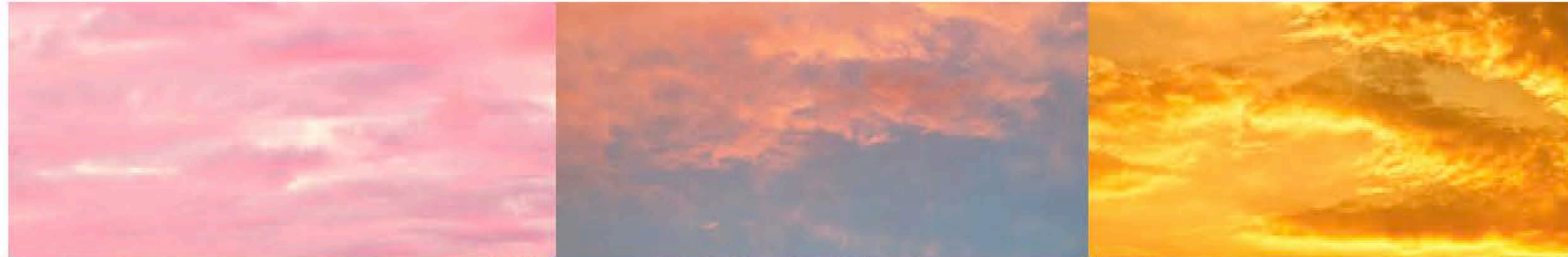
Excite her: Offer a new range of relevant on trend bronzing formats under a 'new Avon True' sub brand, Bronze & Glow, that will excite and inspire her, and make her think of Avon for her Bronzing/Glow needs.

Educate her: Introduce new shades and formats that allow her to create the 'bronzed and glowing' look she wants.

SHADES OF THE SKY

Nothing is quite as mesmerising as a sky that's alive with colour. From soft, golden yellows by day, to deep, burnt oranges by night, you'll never see the same sky twice.

SHADES OF THE SKY















AVON

CAMPAIGN 00
AVON.COM

BRONZE
& GLOW
FOR EVERY OCCASION

NEW



say hello to our new generation of bronzing multitaskers, for whatever's beautiful to you



AVON TRUE
BRONZE & GLOW

SUMMER SKIN IN A BOTTLE

blush, bronze and highlight your features with this glow-giving shot of radiance

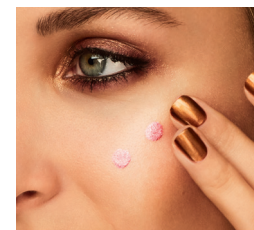
NEW

wear alone, over
foundation or mix a
drop into your face or
body moisturiser for
softly gilded skin

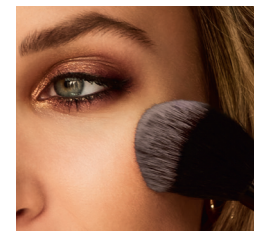


**Bronze & Glow
Glow Drops**
10ml
00.00

BRONZE
YOUR WAY



use 1-2 drops for softly
gleaming cheeks, brow
bones, bridge of nose
or décolletage



layering extra drops with
a brush adds depth and
colour to your glow

BLUSH		HIGHLIGHT		BRONZE	
00000-0	00000-0	00000-0	00000-0	00000-0	00000-0
Daybreak	Rays of Sunshine	Get Glowing	Luminous Luna	Bronze Vibes	Solar
					



AVON TRUE
BRONZE & GLOW

STROBE YOUR GLOW

eyes, cheeks or all over, it's the bronzing palette of dreams

NEW



**Bronze & Glow
Bronzing Brick**
10ml
00.00

BRONZE
YOUR WAY



swirl all the shades together
and sweep across cheeks



customise your look by
picking a single shade for
eyes and cheekbones

includes a mixture of matte and soft shimmer shades for a multi-dimensional look

