



**In a four-week introductory period last fall, Avon Representatives sold over 4 million Timeless Cologne Mists.**

Together with the Ultra Perfume Rollette and Ultra Creme Perfume later introduced, Timeless products totaled over \$14 million in net sales for the three-month period in which they were sold during 1974. This means Timeless was Avon's—and possibly the world's—most successful fragrance introduction ever.

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## **Especially in 1974 Avon customers wanted quality, value and contemporary products that performed. We gave them what they wanted.**

Out of 1974's economic climate, there grew an even greater consumer interest in cosmetics and toiletries that promised distinctive product benefits and lived up to that promise. This in great part explains the outstanding reception given Timeless, the new fragrance shown on the front cover of this Report. With its special oil-base formulation developed by Avon Research, Timeless satisfied the current market desire for an ultra-long-lasting fragrance. The contemporary product imaging and classic, understated packaging proved to be on target with today's market, making it the most important new product in our Avon year. Other products successful in 1974 also spoke to today's beauty and fashion needs . . . such as makeup for women with sensitive skin, quality costume jewelry and moderately priced gifts high in uniqueness and competitive value.

As in other years, 1974 also brought a steady flow of new products throughout the entire year, culminating in the big fourth quarter Christmas introductions. Newness is especially important to Avon's marketing plans because new products provide fresh, new reasons for Representatives to call on customers every selling campaign.



**A first for Avon: Makeup for women with sensitive skin.** Delicate Beauty is our first makeup line specifically developed to screen out ingredients known to be

irritating to sensitive skin. Extensively tested and 100% fragrance free, the line includes lipstick, foundation, moisturizer, blush, compact and eye shadow.



**TV advertising to focus on broadening market for Avon standard-line products.** Our U.S. 1975 television budget will be 33% higher than in 1974, with the emphasis on key brands like Skin-So-Soft. Goals are to build even greater brand loyalty among customers and reduce per unit selling expenses through increased sales volume.



**We never reached so many women so quickly.** In four introductory days, our Timeless television commercial reached 86% of the Nation's women. Effective time-buying, coupled with creative advertising, paved the way for the Representative's call and helped make Timeless so successful.



### Avon's Family Dollar-Stretchers

**Black Mini-Brush**  
A purse-portable brush.  
Approx. 6" long.  
Reg. \$1.75

**Super Hi-Light Shampoo\***  
Lots of lather to leave hair shiny clean and manageable.  
8 fl. oz. Reg. \$1.50

**Dandruff Shampoo**  
Helps control the problem of loose dandruff flakes.  
8 fl. oz. Reg. \$2.25

**Avon Shampoo for Color-Treated Hair**  
Gentle cleansing for dry or damaged hair.  
8 fl. oz. Reg. \$2.50

**Avon Protein Clear Hair Dress for Men**  
Good grooming without that greasy look.  
4 oz. net wt. Reg. \$2.00

**Avon Protein Shampoo Concentrate for Men**  
Super-thick conditioning shampoo.  
3 oz. net wt. Reg. \$2.00

**Peach Supreme Creamy Facial Mask**  
Moisturizes, clears, then rinses off.  
3 oz. net wt. Reg. \$2.00

**Rich Moisture Cream**  
Light-textured, anytime moisturizer.  
2 oz. net wt. Reg. \$2.00

**SSS Satin Talc**  
Soothing talc for silky skin.  
3 oz. net wt. Reg. \$2.00

**Toothbrush Duo**  
Choice of medium or firm bristles.  
Pak of 2. Reg. \$1.75

**Special \$1.33 each** SAVE UP TO \$1.17

SATISFACTION GUARANTEED

**Greater values in 1975 sales brochures.** Daily-need and toiletry products at marked reductions will be offered throughout 1975. They are designed to help customers fight inflation—and help Representatives increase their sales and earnings.