



Designer Elegance

Josie, Avon's newest global fragrance, debuts in early 1997, building on Avon's association with world-renowned designer Josie Natori.



Extended Performance

Product line extensions generated additional sales for global brand *Natori*.



Far Out

Global fragrances *Far Away* and *Rare Gold* now sell in over 50 markets around the world.



Timeless Appeal

Avon's fourth global fragrance, *Millennia*, launched in 30 countries in 1996.



and demographic trends shaping women's lives, as well as knowledge about their beauty needs.

Avon's network of global marketing researchers works closely with the Global Product Council to assess trends and test product concepts. Testing occurs with women worldwide, and the findings help develop brands with broad appeal.

Far Away, Avon's first global fragrance, was developed through just this process. It began with the concept – validated in focus groups – that women everywhere wanted a momentary respite from life's daily pressures.

Launched in the fourth quarter 1994, *Far Away* generated sales of over \$30 million and was the largest mass fragrance launch worldwide. *Far Away* today sells about \$50 million annually in 55 markets. Similar research helped to create other successful global fragrances like *Rare Gold* and *Millennia*.

Avon's repositioning of its skin care lines is another example of research contributing to global brand success. In 1996, Avon marketers in more than 15 countries studied women's skin care problems, rituals and special needs to help develop advanced skin care products.

Global Innovation

Scientific research, especially in the technology-driven skin care category, is also vital. Scientists at Avon Skin Care Laboratories in Suffern, New York conduct research in-house and through relationships with world-renowned scientists at leading research institutions in many countries. This focus on advanced skin care technologies has created a long Avon heritage of innovation.

But not until the 1992 introduction of *Anew* did the company start to harness the potential of technology to drive growth of global skin care products. *Anew* was the first alpha-hydroxy acid (AHA) product designed for the mass market with the revolutionary treatment claim to reduce the appearance of wrinkles and other signs of aging in just two weeks.

Avon is capitalizing on its history of innovation and, over the next two years, will introduce three global skin care brands with advanced technologies: