



Brand: Avon Colour

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Brand Positioning:

Stylish, mass priced make-up products for all women.

Brand History:

Make-up has been a prominent player in the Avon offering since its launch in the UK in 1959.

Your Target Customer:

Women who want great style. Avon provides stylish looks, the latest innovations and must-have essentials.

Hit Products:

Glimmersticks for Eyes

Creamy, smudge-free precision liner.

Arabian Glow Bronzing Pearls

Sweep all over face or use to highlight cheekbones.

Magix Face Perfector

Light gel-powder gives a flawless, matte finish for up to 10 hours. Brightens and softens skin, smoothing over pores and fine lines*

*1 week Consumer study #07-604 on 140 women

Eyeshadow Quads

Silky smooth eyeshadow can be layered up for vivid, intense colour that looks fresh all day.

Competitor Benchmark:

Boots No7, L'Oreal, Max Factor, Maybelline

