



Brand: Color Trend

Brand Positioning:

Color Trend is Avon Colour's little sister, for make-up basics that incorporate style and quality at an affordable price.

Brand History:

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

Your Target Customer:

Women of all ages who are looking for great value make-up that is fun yet functional.

Hit Products:

Kiss 'n' Go Lipstick

Fantastic stay true colour

Pencil Play Eyeliner

Creamy smooth formula

Competitor Benchmark:

Collection 2000, Boots 17

