

Avroy Shlain

CONFIDENCE

A Guide to Confident Marketing

February 2011



Spoil Him Spoil You!

Fabulous
Watch Offer
Inside



It's all about a Beautiful, Confident You

The Colour of Love

for lips and tips



Fall in love in full colour this Valentine's Day. Spoil yourself with Avroy Shlain **ColorFull Lipsticks and Nails** in matching shades – keep it bright and don't be afraid to mix 'n match!



Line and define...

- The best way to make sure your lips remain kissable for longer is to line them in a lip liner that matches your shade of lipstick. **ColorFull Lip liners** offer rich, lasting colour and definition.



Let your eyes do the talking

- ColorFull Eye Pencils** give eyes a smoky, seductive look leaving no doubt that the eyes are the windows to the soul!



Tips to correct Eye Shapes using Eye Pencils



Opens Eyes



Widens Eyes



Eyes further apart



Almond - Shaped



ColorFull Thickening Mascara contains silk amino acids that penetrate the hair shaft to offer exceptional moisturizing benefits, helping to maintain flexibility and strength. ProVitamin B5 adheres to the eyelash that, paired with a light resinous material, imparts a protective shiny film on the hair shaft to give the eyelashes a very appealing glossy look.

Selling Tip:

- Ask your customer when last she replaced her mascara, if it is more than three months ago, encourage her to buy a new one. Mascara should be replaced every three months to avoid infections and irritation.
- Look at what kind of eyelashes your customer has – if she has fine, sparse eyelashes, suggest **ColorFull Thickening Mascara**, if she has short eyelashes, suggest **ColorLook Lengthening Mascara**.