

Avroy Shlain

CONFIDENCE

A Guide to Confident Marketing

November 2010

NEW

& Exclusive

CRT
with RestorX™



5 Radical
ingredients in
ONE formula!

Tomorrow's Technology TODAY...

It's all about a Beautiful, Confident You

Limited Edition Fun

With Avroy Shlain's favourite colour

Bringing the beach to wherever you are this season is Avroy Shlain's Colorfull Matching Lip and Nail Colours in three stunning shades of bronze. They are casual enough for day trips and as the sun goes down they become sultry and sexy – ideal for parties and festive fun.

Price: R65 ea

Golden
Bronze

Baby
Face

Mona
Lisa

Colorfull Nail Polish



Colorfull Lipstick



Golden
Bronze

Baby
Face

Mona
Lisa

Price: R49 ea

Dress your eyes for success with limited edition eye pencils and co-ordinated mascara.

**Colorfull
Thickening
Mascara**

**Navy
Price: R79**



**Colorfull
Eye Defining
Pencils**



Price: R59 ea

Selling Tips:

- Get to know your customers that like colour and are adventurous and trendy – they are most likely to be interested in a specific colour look.
- Combine limited edition looks with standard line products, for example: put bronze eyeshadows together with this bronze lip and colour look.
- Use this as an opportunity to remind customers that mascara should be replaced regularly.