

Finally skin looks *LIFTED* from *EVERY* *ANGLE*

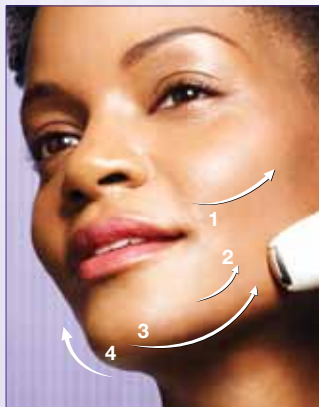
Who is the target Customer for Infinite Lift?

People starting to experience **sagging skin**. **Current and new Customers** who want innovative lifting solutions with fast-acting results.

Share this key selling point with target Customers:

Infinite Lift effectively targets and **visibly lifts 4 key facial zones***:

1. cheeks 2. jowls (lower part of cheek) 3. jawline 4. chin



What does Infinite Lift do?

Visibly firms, tightens, defines and contours, delivering a multidimensional lifted look. This is an Avon *competitive advantage*, as some other similarly priced lifting products may only target 1 to 2 of these lifting elements. Other multidimensional lifting products at some department stores *could cost over \$100*.

✓ INSTANTLY:

Provides a **multidimensional lift you can feel***.

✓ IN ONE WEEK:

Makes skin look and feel **tighter**.

✓ IN 4 WEEKS:

Dramatically tightens the look of your skin and helps **regain visible, youthful volume**.

AVON

ANEW CLINICAL



MASSAGING ROLLER APPLICATOR
allows product to be absorbed quickly for an instant lifting sensation.

Breakthrough technology:

Patent-pending advanced **LIFT POLYPEPTIDE COMPLEX**

Formula with patent-pending PolyPeptide Lift Complex counteracts the look of how skin naturally sags and boosts multiple dimensions of visible lifting.

How to use:



Apply after any ANEW cleanser (AM and PM). Using the massaging roller applicator, apply the product in an upward motion along the 4 key facial zones. Pat gently with fingertips.

Recommended usage: Use twice daily as needed. Suggest following with Platinum Day and Night Creams and Clinical Eye Lift Pro.

*Based on those who expressed an opinion in a consumer-perception study.