

PRESS RELEASE  
FOR IMMEDIATE RELEASE

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## *Unveil Your True Glow*

### Introducing Simply Pretty by Avon



- New & improved, easy to use makeup items for eye, lips and face
- NEW Jelly Kiss Lipstick with temperature-activated colour change formula
- Dermatology tested, formulated with Vitamin E. Free from paraben, gluten and sulfate. Doesn't clog pores
- Launches on 1 July 2024
- Available at **Avon Beauty Boutiques, Avon Representatives** or purchase from **Avon Official Store on Shopee and Lazada**

Hey Glam Queens! Are you ready to step up your makeup game? Avon Malaysia is thrilled to unveil its latest collection, "Simply Pretty", designed exclusively for teenagers and youngsters. Embracing the uniqueness and energetic spirit of today's youth, "Simply Pretty" invites makeup enthusiasts to express their individuality through a splendid array of colours.

In an era where self-expression and uniqueness are celebrated, "Simply Pretty" stands out with its wide array of skin-friendly, vibrant and innovative formulas that's budget friendly. The collection features an extensive range of products including eyeshadows, tone-shifting lip balms, lightweight lipsticks, cheek tint, powder foundation, press powders, mascaras, eye and brow liners, and a convenient 4-in-1 face palette - all crafted to cater to the expressive lifestyle of today's Gen-Z.

Today's teenagers and consumers are not just looking for makeup; they are seeking ways to express their personalities, moods, and beliefs through the colours they wear. Our Simply Pretty collection is designed to *empower them through simplicity*, with makeup that is as trendy and iconic as they are.

#### Key Highlights of the Simply Pretty Collection:

- **Temperature-Activated Colour Change:** We're here for some ma-ma-ma-magic! The NEW Jelly Kiss Lipstick is a fun, bouncy lippie that changes its colour upon reacting to your personal body heat, creating a customized shade that is uniquely yours. There's also the best-selling Simply Pretty Magic Lipstick and Lip Balm.
- **Trendy Shades:** Discover a range of trendy shades with Simply Pretty Colorbliss Lipstick that suits any style, while boasting a satin-y finish. Formulated with Vitamin E to ensure your lips stay moisturized and comfy all day long. Wanna get a flawless matte finish? Say hello to our Simply Pretty Matte Lip Cream that features a non-drying formula to keep your lips hydrated.
- **Natural Glow:** Simply Pretty Lip and Cheek Tint is a versatile essential, perfect for adding a pop of colour to your cheeks and lips. This travel-friendly lip and cheek tint is the perfect companion for on-the-go touch up, ensuring you look best wherever you are.
- **All-in-One Face Palette:** A go-to multi-functional palette that allows endless looks with just a single compact. This handy palette features curated blushers and shimmers, designed to enhance both your face and eyes with radiant colour.
- **Accessibility and Affordability:** High-quality products at price points that are accessible to teenagers and young adults.

**Simply Pretty Collection** will be in stores beginning **1 July 2024**. To purchase, contact your Avon Representative, visit any Avon Beauty Boutique nationwide, or purchase from Shopee and Lazada (Avon Official Store). For inquiries, call the **Avon Relationship Centre** at **015-46000533** or log on to **<http://shop.avon.my>**

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For 140 years Avon has stood for women: providing innovative, quality beauty products which are primarily sold to women, through women. Millions of independent Representatives across the world sell iconic Avon brands such as Avon Color and ANEW through their social networks, building their own beauty businesses on a full- or part-time basis. Avon supports women's empowerment, entrepreneurship and well-being and has donated over USD 1 billion to women's causes through Avon and the Avon Foundation. Learn more about Avon Malaysia and its products at <https://shop.avon.my>  
Avon is part of the Natura &Co, a purpose-driven group made up of three iconic beauty companies united in the belief that there is a better way of living and doing business.