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AVON PRESENTS DATA FOR NEW NOVEL AMINO ACID DERIVATIVE AT AMERICAN ACADEMY OF DERMATOLOGY SUMMER ACADEMY MEETING

Inspired by Nobel Prize-Winning Research, Avon ANEW Clinical Pro Line Eraser with A-F33 Channels New Mode of Action in Anti-Aging Skincare Serum

August 17, 2012 (New York, N.Y.) – Avon Products Inc., in partnership with NeoStrata Company Inc., today presented clinical data showcasing a new novel amino acid derivative with powerful benefits at the American Academy of Dermatology Summer Academy Meeting in Boston, Mass. The data identifies a new molecule, Aminofill-33 (A-F33), which deactivates critical collagen blocking in skin cells to help unleash untapped collagen production, while also stimulating the production of collagen and elastin.

Inspired by Nobel Prize-winning research that looked at blocking mechanisms of protein production, A-F33 was shown to stimulate the production of both collagen and elastin in *in vitro* research, highlighting its potential anti-aging benefits. In addition, *in vivo* testing showed that the prototype topical formulation containing A-F33 increased the thickness of the stratum corneum, or the outermost layer of the epidermis, and compressional elasticity of skin.

“The clinical screening tests demonstrate that the amino acid derivative A-F33 can, with statistical significance, increase the production of collagen and elastin and also improve skin thickness and elastic properties,” said Anthony Gonzalez, Senior Skincare Manager, Avon Research and Development. “Further clinical testing of a topical composition containing A-F33 demonstrated powerful reduction in the appearance of aging when applied twice daily for 11 weeks.”

Study Design and Results

An Avon double-blind clinical study of 134 women randomly assigned subjects either a commercial anti-aging wrinkle treatment product or Avon ANEW Clinical Pro Line Eraser with A-F33, which was applied twice daily for 11 weeks. Subjects were evaluated at two, four, eight and 11 weeks, with clinical photos taken at baseline and at the final visit. The study determined that Avon ANEW Clinical Pro Line Eraser with A-F33 improved fine wrinkling, pigmentation and skin texture better than the commercial treatment in as early as two weeks and began to improve coarse wrinkling better than the commercial treatment in as early as four weeks. In fact, 96 percent of subjects using Avon ANEW Clinical Pro Line Eraser with A-F33 saw an improvement in coarse wrinkling, as compared to 45 percent of patients using the commercial treatment. The data were presented in a poster at the Summer Academy Meeting on Friday, August 17, at 9:55 a.m.

“We were excited to partner with Avon to bring this advanced compound to market and deliver a groundbreaking transformation to the anti-aging world,” said Barbara Green, RPh, MS, Vice President Clinical Affairs and Technology, NeoStrata Company, Inc. “Through our collaboration with Avon scientists, we have discovered the benefits of the A-F33 molecule and we are excited for the future of the anti-aging skincare market.”

Avon ANEW Clinical Pro Line Eraser with A-F33 is a lightweight serum which, used twice daily for 11 weeks, was clinically shown to improve the appearance of fine wrinkles and deep wrinkling. Avon ANEW Clinical Pro Line Eraser with A-F33 comes in a 30ml pump package and will be available nationwide through Avon representatives in September 2012.

For more information about A-F33 or Avon ANEW Clinical Pro Line Eraser, visit www.Avon.com.

About Avon Products, Inc.

Avon, the company for women, is a leading global beauty company, with over \$11 billion in annual revenue. As the world's largest direct seller, Avon markets to women in more than 100 countries through over 6 million active independent Avon Sales Representatives. Avon's product line includes beauty products, as well as fashion and home products, and features such well-recognized brand names as Avon Color, ANEW, Skin-So-Soft, Advance Techniques, Avon Naturals, and mark. Learn more about Avon and its products at www.avoncompany.com.

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