

# celebrating YOU



*the beauty of our business*

AVON x  LG H&H

# YOU are an inspiration to us all

**You love what you do, and it shows. At Avon, recognizing you is what we love to do, and it's a part of who we are.** Throughout this guide, you'll discover the many opportunities you have to grow your business, share your accomplishments and be rewarded for your efforts.

Some of those opportunities include Avon's esteemed President's Recognition and Leadership Programs, which are one-of-a-kind in the Direct Selling industry. As members of these programs, you'll be recognized for your achievements with unique charms, offered a selection of rewards you can choose from, and enjoy financial incentives and exclusive perks. When you join our super stellar Avon Diamond Club, you can also qualify for a personal Concierge service and team allowance to create an unforgettable experience to celebrate your team's wins.

Together, we are in the business of building relationships, not just closing the sale. You are continually making an impact by the people you touch—whether a customer or team member. We want to celebrate you and all of your accomplishments and achievements...YOU are the Greatest Beauty Story Ever Told! As the heart and soul of Avon, we look forward to applauding your efforts and honoring your success.



A handwritten signature in black ink that reads "Steve Bosson". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

**STEVE BOSSON**  
President of Sales  
The Avon Company



Mrs. Albee



David H. McConnell

# *our founding story*

**In 1886, 34 years before women in the U.S. earned the right to vote,** Avon’s founder, David H. McConnell, helped give women the chance to earn an independent income. Initially, McConnell was a traveling book salesperson who offered fragrance samples as an additional perk to his female customers. He saw that they were more interested in the free perfume than the books, which was how the California Perfume Company was born—later becoming Avon. Since women had a passion for his products and loved networking with other women, McConnell was inspired to recruit them. Persis Foster Eames Albee (Mrs. Albee, pictured above left) became the first Sales Representative and is considered the first “Avon Lady.”



# *135 years...and counting*

**From the first bottle sold by the California Perfume Company in 1886,** to our 135th milestone anniversary in 2021, to our exciting and innovative future ahead with LG H&H—our mission has been to help make life beautiful. Supporting our Representatives to achieve their dreams and earn on their own terms, contributing to causes that impact our community, and developing innovative products that surprise and delight are all a part of who we are. With the Avon family, you'll find our doors are always open to everyone. Plus, everything's more fun with a friend!

## OUR VALUES



# *the beauty in giving back*

Making an impact and giving back to causes close to our hearts is ingrained in our values.



### **AVON BREAST CANCER CRUSADE**

The fight against breast cancer is a core part of Avon's mission. Since 1992 Avon has contributed more than \$800 million to breast cancer causes, educated 180 million women about this disease and funded breast health screenings for nearly 20 million women.



### **FEED THE CHILDREN**

Since 2004, Avon has partnered with Feed the Children, an organization that works to improve nutrition, hygiene and education in vulnerable communities around the world. Over the last 17 years, Avon has donated over 17 million pounds of personal care, hygiene and beauty products, clothing, shoes and home essentials to families in need. In that time, we've impacted nearly 1 million families and 4.4 million women and girls in the US. The Feed the Children x Avon Box is delivered to women and their families year-round and in response to disasters.



### **GYRL WONDER**

Avon is proud to partner with Gyr! Wonder, a professional pipeline initiative giving rise to ambitious young women of color between the ages of 17-22. Similar to our mission of inspiring and promoting female entrepreneurship, Gyr! Wonder equips young women who have found their passion with the toolkit necessary to turn their interests into a career.

PRESIDENT'S RECOGNITION PROGRAM



# members *only* benefits

Join the club! From President's Club to Inner Circle,  
enjoy guaranteed earnings, gifts and more as a  
member of the **President's Recognition Program**.

AVON x  LG&H

PRESIDENT'S RECOGNITION PROGRAM



# Think Big, Earn Big!

The more you grow your personal sales, the more you'll be rewarded! Top-selling Representatives become members of our elite President's Recognition Program (PRP), gaining titles and increased earnings in honor of their achievements.

**The 2022 Recognition Cycle will run from December 21, 2021 through January 3, 2023 (the close of C2).** The sales level you qualify for in 2021 through C2 (January 4, 2022) locks in your PRP commissions level through C21 (September 27, 2022). Beyond that you can continue to requalify for 2022 PRP achievements through C2, 2023 (January 3, 2023).

<u>PRP MEMBERSHIP TITLE</u>	<u>AWARD SALES</u>
President's Club	\$10,000
Honor Society	\$20,000
Rose Circle	\$35,000
David H. McConnell Club	\$65,000
President's Council	\$110,000
Inner Circle	\$220,000

PRESIDENT'S RECOGNITION PROGRAM

# You've Got Charm

**Show off your shining achievements!** You'll receive your choice of a new Recognition Charm or Pin (not shown) for each first-time Sales title advancement beyond your 2019 performance. If you select the charm and it's your first Sales or Leadership title advancement, you'll also receive the bracelet. The charm (front/back shown) or pin will be awarded upon each achievement.



## PRESIDENT'S CLUB

Silver plating with symbols of the Acorn and the original California Perfume Co.



## HONOR SOCIETY

Gold plating with the Oak Leaf and a door celebrating our start in door-to-door sales.



## ROSE CIRCLE

Rose gold plating with the rose and a wreath around the "A" representing your crowning achievement.



## INNER CIRCLE

Gold and silver plating with the Great Oak in celebration of our founder and the 4 A's representing Anytime, Anywhere, Always, Ask.



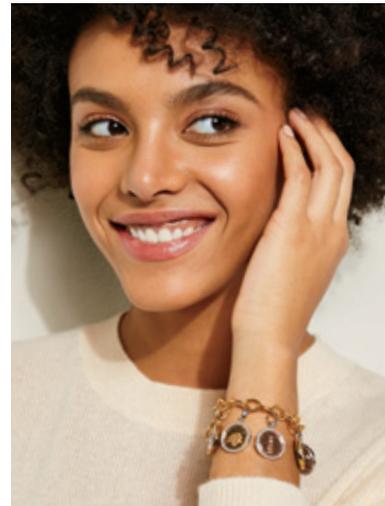
## DAVID H. MCCONNELL CLUB

Silver and gold plating with our founder David H. McConnell and a book celebrating his start as a book salesman.



## PRESIDENT'S COUNCIL

Rose gold and silver plating with Mrs. P.F.E. Albee, our very first Avon Representative, and a door knocker that opens the door to the Avon opportunity.



# New Title... More Rewards!



Check out the  
great gifts  
you're eligible  
for any time at  
[avon.com/  
rewards-  
recognition](https://www.avon.com/rewards-recognition)

## **CELEBRATING THE SUCCESS OF YOUR NEW TITLE**

Earned a promotion? We'd love to reward you! At the end of each campaign in which you advance to a new Sales title for the first time beyond your 2019 performance, you'll receive a congratulatory email with a link to exclusive gifts. You'll have 3 campaigns from the campaign of achievement to make your gift selection, or you'll miss out. So don't wait!

PRESIDENT'S RECOGNITION PROGRAM



# Helping You Reach for the Stars!

## **RISING STARS**

To honor your sparkling accomplishments, the Rising Star Pin (adorned with sparkling CZs) will be awarded to our new rock star Representatives who reach \$5,000 in Award Sales within their first year of joining Avon.

## **PATHWAY TO PREMIER**

To set you up for success, the Pathway to Premier Program helps new Representatives achieve guaranteed earnings and bonuses throughout their first 8 campaigns with Avon, so they can reach Premier Level. For all the details on the program, visit: [Avon.com/path](https://Avon.com/path).

## **PREMIER LEVEL**

This level recognizes our Representatives who are tracking towards PRP and achieving \$5,000-\$9,999 in Award Sales in the cycle. Once accomplished, this level guarantees you earnings and title recognition immediately and continuing through C2 '23. (Go to [Avon.com](https://Avon.com) to see all the Premier Level benefits.)



# *lifetime honorary status*

50 years with Avon is truly a beautiful milestone. Representatives celebrating their 50th anniversary with Avon, and who have held a PRP title within one of the past five cycles leading up to their anniversary date, are honored with Lifetime President's Club status. Lifetime President's Club status provides all the benefits of President's Club for the rest of the Representative's association with Avon.



# leading by *example*

Building a team and helping others succeed can be very rewarding...and a win-win! When they earn, you earn too, taking your business to the next level.

**LEADERSHIP PROGRAM**

# Path to Leadership

TITLE		CAMPAIGN PERFORMANCE REQUIREMENTS		
		PERSONAL SALES	G1 ORDER	TOTAL TEAM SALES <sup>†</sup>
PROMOTER	PROMOTER	\$50	1	
	STAR PROMOTER	\$50	2	
AMBASSADOR	BRONZE (BA)	\$200	3	\$1,000
	SILVER (SA)	\$200	6	\$2,000
	GOLD (GA)	\$200	9	\$4,000
LEADER	BRONZE (BL)	\$200	10	\$8,500
	SILVER (SL)	\$200	10	\$13,000
	GOLD (GL)	\$200	10	\$21,000
EXECUTIVE LEADER	BRONZE (BEL)	\$200	10	\$42,000
	SILVER (SEL)	\$200	10	\$105,000
	GOLD (GEL)	\$200	10	\$210,000
	PLATINUM (PEL)	\$200	10	\$315,000

<sup>†</sup>Team Sales is the summation of your G1, G2 and G3 personal sales and team sales.

# Because You're a Gem

When you achieve a Leadership title for the first time at the Bronze Leader level or above, beyond your 2019 performance, you'll receive your choice of a Leadership Charm or Pin (not shown) for each title advancement. If you select the charm and it's your first Leadership or Sales title advancement, you'll also receive the bracelet. The charm (front/back shown) or pin features a precious stone to honor your sparkling qualities as a team leader and mentor.



## BRONZE LEADER

Gold plated perfume bottle with a genuine pearl symbolizing the achievements gained through patience and perseverance.



## SILVER LEADER

Silver plated with rose quartz, which represents the heart and symbolizes compassion and comfort.



## GOLD LEADER

Gold plated with a genuine faceted citrine representing the sun and the fresh new beginnings you experience as you rise in achievement.



## BRONZE EXECUTIVE LEADER

Rose gold plated with a genuine amethyst, the color of royalty with a blend of blue (calm stability) and the fierce energy of red.



## SILVER EXECUTIVE LEADER

Silver plated with a genuine garnet, the stone of prosperity and abundance encouraging gratitude and service to others.



## GOLD EXECUTIVE LEADER

Gold plated with a created emerald representing wealth and prosperity and the strength of sharing with others.



## PLATINUM EXECUTIVE LEADER

Platinum plated with a created sapphire, the stone of wisdom, representing the commitment to leadership.

*go for  
the gold...  
bronze,  
silver or  
platinum!*

Check out the  
great gifts  
you're eligible  
for any time at  
[avon.com/  
rewards-  
recognition](https://avon.com/rewards-recognition)

For Bronze Leaders and above, at the end of each campaign in which you advance in Leadership title for the first time beyond your 2019 performance, you'll receive a link to a selection of gifts to choose from in celebration. You'll have 3 campaigns from the campaign of achievement to make your gift selection, so don't wait!

## LEADERSHIP PROGRAM



# You're One In a Million

**Gold Leaders and above qualify for the Avon Diamond Club by achieving \$1+ million** in team sales from December 22, 2021, through January 3, 2023 (C2). Prior Diamond Club Members will receive an additional half-carat diamond for each incremental million dollars in team sales earned during the 2022 cycle, beyond their base year of achievement. All Diamond Club Achievements earned during 2022 will be awarded in 2023.

Leaders will receive an 18K white or yellow gold necklace (your choice) and a one-half-carat Swarovski lab-created diamond for each million dollars in team sales. Leaders can choose between the necklace or a pin.

The diamond setting is unique and designed exclusively for our Leaders. The half bezel base symbolizes your open hand as a Leader, as you support and nurture your team. The diamond symbolizes the multiple facets of your work and your team, as you shine in your business. The single prong on top represents your success in reaching the top—the pinnacle of achievement.

## LEADERSHIP PROGRAM



# Let's hear it for your Dream Team!

The **Concierge Program** is designed to support Gold Leaders and above in recognizing and celebrating their teams' contributions towards achieving \$1 million or more in sales during a cycle year. For those who meet the thresholds, it's an amazing opportunity to reward the team's efforts with an exclusive celebratory experience, and inspire and motivate the team to achieve success in the coming year. Past examples of unforgettable experiences include hosting team getaways, holding fun gatherings like a team pig roast, and rewarding top performers with coveted prizes such as Tiffany jewelry, personal shopping events, electronics and more!

**How to qualify:** Gold Leaders and above who reach one of the 2022 Team Sales Achievement thresholds for the first time since 2019, or remain within the same Team Sales Achievement level but achieve a \$10,000 Team Sales Increase over their last year having earned Concierge, will be awarded the corresponding Concierge allowance. All Generation 1-3 sales from C2, 2022 through C2, 2023 count towards 2022 eligibility for Gold Leaders+. **For all the details, check out the Rewards and Recognition page on [avon.com](https://www.avon.com).**

2022 TEAM SALES ACHIEVEMENT	2023 CONCIERGE ALLOWANCE
\$1 Million	\$5,000
\$5 Million	\$10,000
\$10 Million	\$20,000
\$15 Million	\$35,000
\$20 Million	\$50,000
\$25 Million	\$60,000
	\$75,000

\$1 Million	\$5,000
\$5 Million	\$10,000
\$10 Million	\$20,000
\$15 Million	\$35,000
\$20 Million	\$50,000
\$25 Million	\$60,000
	\$75,000

TOOLS, SUPPORT & PERKS



# bring on the *extras*

As a Representative, you are in business for yourself...  
but you're never by yourself. We've got you covered with  
free tools, exclusive benefits and support along the way.

AVON ×  LGH&H

# World-Class Training



**AVON U** is our online learning center designed to inspire and support your Avon business. You'll find bite-sized lessons, short video tutorials, worksheets and more; making it easy and fun to invest in your business and yourself. Plus, it's free! AVON U conveniently allows you to learn on your own time, supporting you from day one and throughout your successful career!



# Network, Engage, Connect

Join our **Facebook groups!** It's an easy way to expand your community, and reach more customers. Plus, don't miss out on our new **Avon LIVE Shopping events**, an innovative and interactive online experience for you and your customers.

## **AVON USA REPRESENTATIVE FACEBOOK PAGE**

This is a go-to resource for connecting with other Representatives in our community, to celebrate and share successes! It's a great way to motivate, inspire and recognize one another. It's a public group and open to all Representatives.

Go to: [facebook.com/avonusarepresentatives](https://facebook.com/avonusarepresentatives)

## **AVON REPRESENTATIVE SOCIAL SELLING GROUP FACEBOOK PAGE**

This is a private group just for Avon Representatives to stay in the know about business tips and tricks, training, events, incentives and all the up-to-date business news. Get all the insider info on growing your business and your team!

Go to: English: [facebook.com/groups/avonsocial](https://facebook.com/groups/avonsocial)

Spanish: [facebook.com/groups/grupoderepresentantesavon](https://facebook.com/groups/grupoderepresentantesavon)

## **AVON FACEBOOK PAGE**

The official Facebook page of Avon USA that showcases new products, fun videos, beauty how-to's, company information and so much more! It draws in a community of Representatives, customers and beauty enthusiasts. Go to: [facebook.com/Avon](https://facebook.com/Avon)

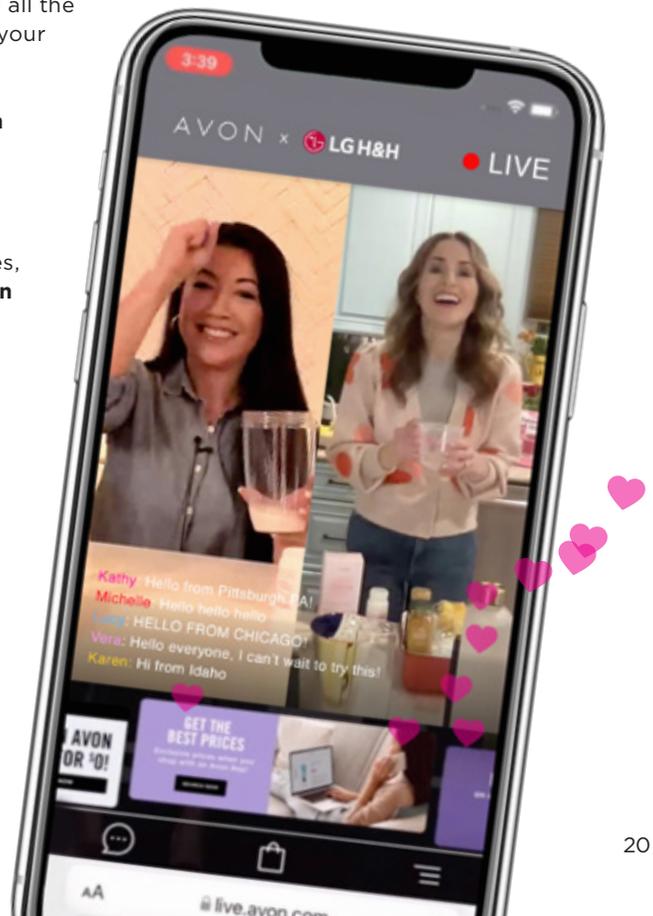
## **AVON LIVE SHOPPING EVENTS**

This interactive online experience allows your customers to watch and shop, LIVE! The events feature an entertaining host and Avon experts sharing the latest about new and key products, and allow you and your customers to interact through a chat function. Prior to the events, invite your customers to tune in and provide your unique live shopping link, so they can easily shop on your online store.

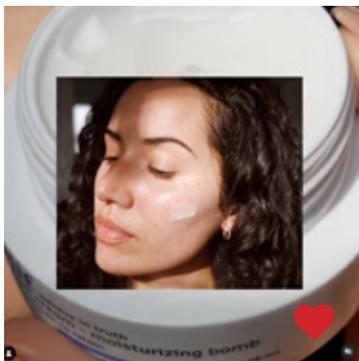
## **MORE WAYS TO CONNECT—FOLLOW OUR OTHER SOCIAL MEDIA CHANNELS!**

YouTube.com: **Avon**

Pinterest, Twitter, TikTok, Instagram: **AvonInsider**



TOOLS, SUPPORT & PERKS



You can join in the movement too, and share your story. Follow #avoncontentcreators to get inspired, and share and tag @avoninsider for a chance to be noticed and possibly featured on our social account!



make life beautiful  
make life beautiful  
make life beautiful  
make life beautiful  
make life beautiful



# Go Social!

The **Content Creator Program** is a newly designed program that launched in 2021. This creative group of Representatives were chosen with the purpose of inspiring and motivating all Representatives to post and share about their Avon Business on various social platforms. This program is comprised of Representatives who have demonstrated a unique voice on social media, and share about themselves and their Avon businesses in new and creative, infectious fun ways!

# Calling All Beauty Lovers!

## The Beauty Board

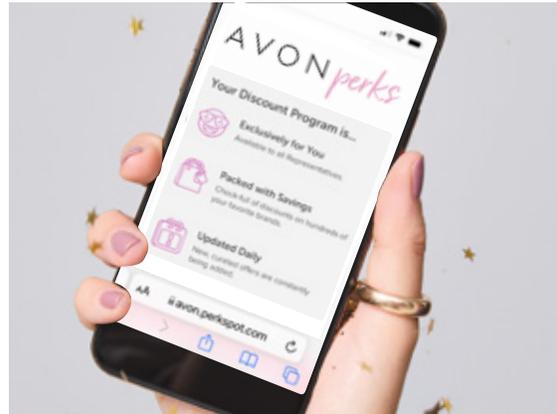
This collaborative board is made up of 15-20 Avon Representatives, who are dynamic beauty lovers that provide integral feedback about Avon and LG H&H product and development plans.



Their insights help support the businesses of all Representatives, and contribute to the design of our future products and initiatives. Made up of Representatives of all levels, the Beauty Board leverages their passion, enthusiasm and dedication for Avon to improve the businesses of new Representatives, as well as offer continued support to our Leadership Representatives.

The Beauty Board works with cross-functional teams at Avon and LG H&H, so together we can bring you all this greatness in the best possible way. Bonus! Avon is always searching for dynamic and passionate Representatives to serve each year. So stay on the lookout...because you never know where being your best can lead you!

## TOOLS, SUPPORT & PERKS



# All Access Through Our Partnerships

### **AVON PERKS—MORE THAN 10,000 EXCLUSIVE OFFERS AVAILABLE TO YOU!**

The Avon Perks program\* gives you access to amazing deals on top brands, health insurance, tuition for online universities, big-ticket electronics and even car purchases.

Just go to **avon.com > Manage Business > Seller Central** to find Avon Perks, or access this link (<https://pslogin.perkspot.com/login?communityId=1203>) to log on to customize your homepage and personalize your discount experience. In 2021, Representatives saved over \$3 million through the Avon Perks...so don't miss out!

### **EDUCATIONAL, MEDICAL AND RETIREMENT RESOURCES FOR YOU**

Avon offers Representatives access to medical insurance, retirement benefits, opportunities to earn a bachelor's or master's degree and more. Explore all of the services and programs available to you under the "Exclusive Offers" section on the Avon Perks site.

\*The Avon Perks program is available to all Representatives who have placed an initial order.

# Exclusive Discounts on LG Products!

**ENJOY DISCOUNTS OF UP TO 25%-40% WITH THE LG PARTNER MALL PROGRAM\***

As an added perk of being an Avon Representative, enjoy exclusive discounts on coveted LG home and electronic products!\* The LG Partner Mall program will offer you discounts on TVs, monitors, laptops, refrigerators, washers/dryers, vacuums (and more!), with new products added monthly. To check out all the details, go to: <https://www.avon.com/representative/lg-partner-store> (also available under [avon.com](https://www.avon.com) > Manage Business > Seller Central).

\*Terms & conditions apply, please see the above link for all the details. The LG Partner Mall Program is available to all Representatives who have placed an initial order.





# recognition & *rewards*

Cheering you on, applauding your efforts and rewarding your milestones is what we love to do.

Keep the celebration going by showing and sharing your wins on social with [#AvonRewards](#).

## RECOGNITION & REWARDS



# Celebrating Special Milestones

As the heart of our Avon family, we appreciate all that you do, and love to surprise you with gifts for birthdays, holidays and Avon anniversaries throughout the year. All President's Recognition Program members and Bronze Leaders and above will receive a celebratory email and a gift for each:

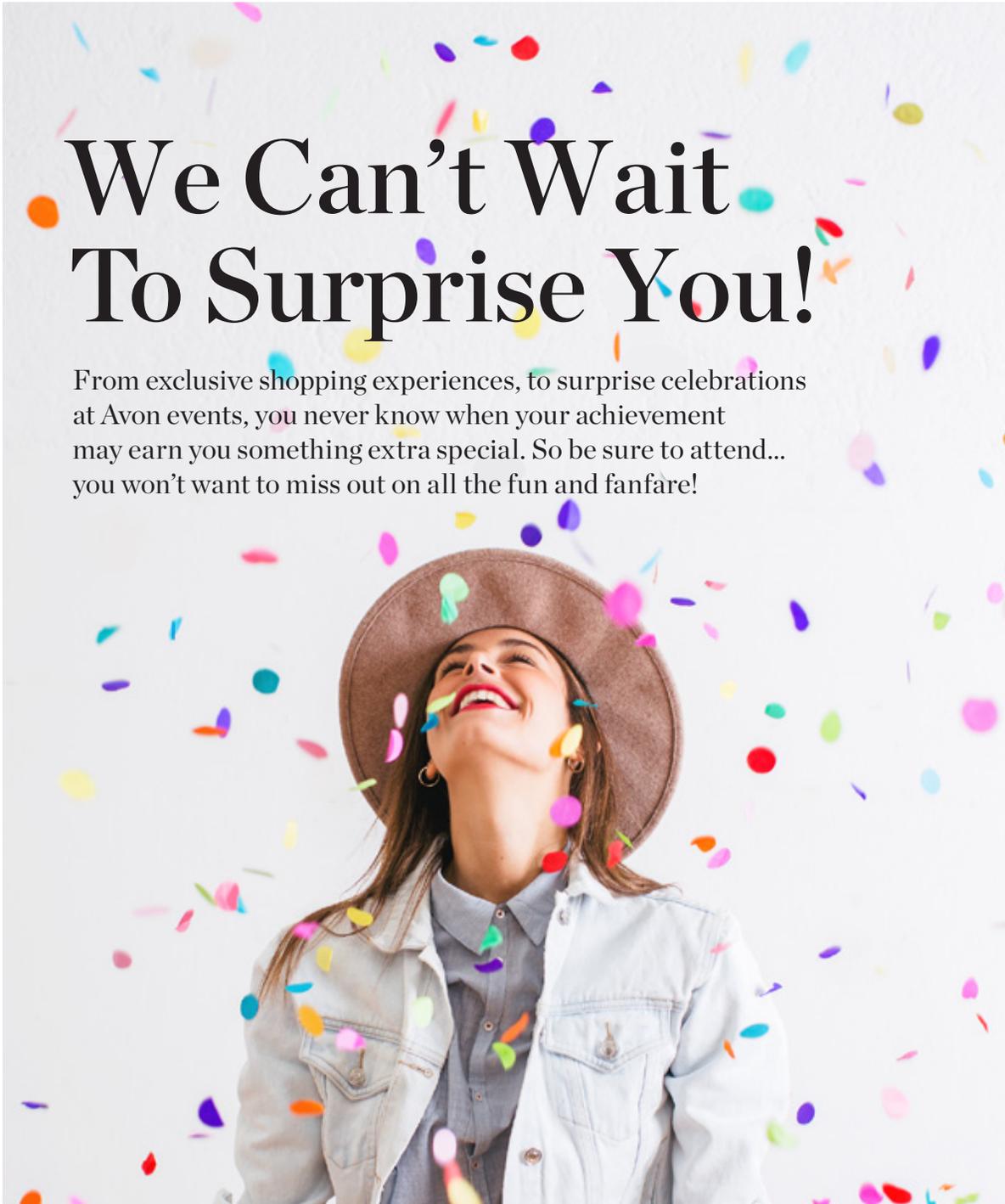
- Birthday
- Holiday season
- Avon anniversary

Plus, receive special surprises for your Milestone Avon anniversary, every 5 years!

Executive Leaders celebrating a 30+ Milestone Avon anniversary will receive spotlight recognition and a commemorative gift, reflecting their length of service and outstanding achievement.

# We Can't Wait To Surprise You!

From exclusive shopping experiences, to surprise celebrations at Avon events, you never know when your achievement may earn you something extra special. So be sure to attend... you won't want to miss out on all the fun and fanfare!



**Be in it to win it!** Make sure you're participating in all the Avon events you're eligible for, so you don't miss out on any surprise recognition moments. This includes new Representatives who are fast-tracking for success. And you can guarantee there will be some exciting recognition moments at Convention 2022, so be sure to register on [avon.com](https://www.avon.com) by July 1, 2022, for the opportunity to be recognized for your performance through C15!

## RECOGNITION & REWARDS



# Trips of a Lifetime!

## **INCENTIVE TRIPS**

We offer incentive trips throughout the year to exciting tropical locales, from the Dominican Republic, to Hawaii, to Cancún, Mexico. Enjoy exclusive perks, VIP receptions and Avon-sponsored activities, plus the opportunity to bring guests to join in on all the fun.

## **AVON CONVENTION**

The event of the year, Avon Convention, is open to all Representatives and offers a sneak peek at new key products, business training, and the ultimate swag and product goodie bags. We also have Annual Kickoff, a special getaway for our most successful Representatives that takes place in luxurious destinations such as Beverly Hills. With Avon...you're really going places!

## RECOGNITION & REWARDS

# Awarding Your Excellence

### AVON VISIONARY AWARD

Introduced in 2020, as the re-imagining of our Woman of Enterprise, this is Avon's highest and most prestigious award and honors a forward-thinking visionary spirit that embodies our core values of belief, integrity, respect, trust and humility. It's awarded to an Executive Leader or above, who is also Honor Society or above, and shows a commitment to empowerment, entrepreneurship and community. Nominated by Avon's Corporate Sales Management Team, the honoree receives the statuette, pin and a \$10,000 Bonus (\$5,000 personal cash bonus and \$5,000 towards a charity of her or his choice) at a special celebration.

### AVON GUIDING SPIRIT

All Representatives have the opportunity to nominate a Gold Leader or above, who has demonstrated an extraordinary commitment to leading by example and inspiring team members to higher levels of success. The nomination is based on these characteristics:

- Leading by Example—showing strong Personal Sales, Recruiting and Leader Development
- Recognition—providing timely, appropriate and meaningful appreciation to their fellow Representatives
- Mentoring—hosting trainings and meetings and developing personal connections with Representatives

The Avon Guiding Spirit honoree receives a \$2,000 bonus in addition to the award at the annual Kickoff meeting.

### SPIRIT OF ALBEE

Recognized as the very first "Avon Lady," Mrs. Albee was a remarkable woman, a true visionary and a great proponent of financial independence for women in the 19th century. This award symbolizes that entrepreneurial spirit and honors those who strive to build better lives for themselves and others. Each year at a special celebration, all Executive Leaders who are also Inner Circle members receive a \$2,000 cash bonus in addition to the award.



AVON  
VISIONARY  
AWARD

SPIRIT OF  
ALBEE

AVON  
GUIDING  
SPIRIT



# The Pinnacle of Success

The Pinnacle Awards honor star performers in Sales and Leadership. The awards commemorate your top achievements across 12 categories... talk about the pinnacle of success!

The top 10 in the nation for each category (except LABC categories) and the top 5 for each LABC category will be recognized at a special celebration and receive a stunning genuine crystal award. The #1 in the nation in all 12 Pinnacle categories will receive a cash award of \$5,000.

If an achiever is #1 for both Personal Sales Volume and Personal Sales Increase, LABC Sales Volume and LABC Sales Increase, or Team Sales Volume and Team Sales Increase, she or he will receive an additional \$5,000 cash award.

If the #1 in Personal Sales Volume or the #1 in Team Sales Volume has an increase over the prior year, they will receive an additional cash award of \$5,000.

## **NATIONAL**

### **The Sales categories include:**

- Personal Sales Volume
- Personal Sales Increase
- National Rising Star
- LABC Sales Volume
- LABC Sales Increase

### **The Leadership categories include:**

- Team Sales Volume
- Team Sales Increase
- Team Representative Growth
- Personal Recruiting
- Personal Leader Development
- President's Recognition Program Development Champion
- National New Representative Mentor

# Special Recognition Across the States



## **NEW STATE RECOGNITION IN 2022!**

Special State Recognition to include the 50 states, Washington, D.C. and the Islands, tracking select Pinnacle categories that include Personal Sales Volume, Personal Sales Increase and National New Representative Mentor Bonus. The top 10 in each state will be posted on [avon.com](http://avon.com) each campaign, beginning in C5 through C24. Like the National Pinnacles, we want to keep some surprises for the close of the cycle. At the end of the cycle, the #1-10 achievers in the 3 categories in each of the 50 states, Washington, D.C. and the Islands, will be recognized for their achievement, receiving a congratulatory gift and custom-designed social media badges to celebrate and share their success.

As with National Pinnacle recognition, eligibility for State Pinnacle recognition requires an achiever to be a PRP member for all Sales categories and Bronze Leader and above for all Leadership categories (in addition to PRP). **Go to [Avon.com/Rewards](http://Avon.com/Rewards) and Recognition for the full details.** Program details are subject to change at anytime at Avon's discretion.

If we stop and look  
over the past and  
then into the future,  
we can see that the  
possibilities are  
growing greater and  
greater every day.

DAVID H. MCCONNELL