

Avon launches #EmbraceTheChange campaign to raise awareness of gender-based violence as global research shows only 40% of British women know where to seek help

- *Nearly half of British women (47%) report that they, or someone close to them, has been the victim of gender-based abuse*
- *More than a third of British women (36%) have experienced psychological abuse, either directly or through someone close to them*
- *Over half of British women (59%) were not confident they knew where to seek help for gender-based abuse*
- *28% of British women do not trust the legal system to treat psychological abuse as a crime, equivalent to nine million women*
- *Nearly three quarters (73%) of women fear that seeking help might make the abuse worse*
- *Avon UK commits to calling on its powerful network of Representatives to reach 10 million people with the #EmbraceTheChange campaign to mark 16 Days of Activism Against Gender-Based Violence*

LONDON, 22 November 2018 – Ahead of the UN's 16 Days of Activism Against gender-based violence, Avon Products, Inc. (NYSE: AVP) has released research into the extent and experience of gender-based violence. The research, commissioned by the Avon Foundation for Women, surveyed 14,000 women in 15 countries¹, including the UK, to better understand what form this abuse takes and how supported women feel if they, or someone they know, is the victim of abuse.

Violence against women continues to be prevalent in the UK

Nearly half of British women (47%) report that they, or someone close to them, has been the victim of gender-based abuse. Non-violent forms of aggression are particularly concerning in the UK as 36% of women have experienced psychological abuse and 16% of women have experienced financial abuse, either directly or know someone close to them that has. However, 28% of women in the UK do not trust the legal system to treat psychological abuse as a crime, and 26% do not trust that financial abuse will be treated as a crime, despite Home Office guidelines² identifying these as forms of abuse. Over half of British women (59%) were not confident they knew where to seek help for abuse, a higher proportion than any other country surveyed except Russia. Nearly three quarters (73%) of women fear that seeking help might make the abuse worse.

Avon's #EmbraceTheChange campaign is addressing gender-based violence

¹ Argentina, Brazil, Chile, Columbia, Ecuador, Italy, Mexico, Peru, Philippines, Poland, Romania, Russian Federation, Turkey, South Africa and the UK

² <https://www.gov.uk/guidance/domestic-abuse-how-to-get-help>

Ahead of the [UN's 16 Days of Activism](#) against gender-based violence starting on 25 November, Avon is launching a new campaign to draw attention to the unspoken violence devastating women's lives. #EmbraceTheChange is a global campaign that will shine a light on the different forms of non-physical abuse experienced by women around the world, including digital harassment, coercive control and emotional abuse.

Working with Avon's network of Representatives in the UK, using newly created social media content available at www.youtube.com/avonuk and by partnering with national domestic violence charities Women's Aid and Refuge, #EmbraceTheChange aims to reach 10 million women to raise awareness of the different forms of abuse and controlling behaviours, and where to get support. As part of the #EmbraceTheChange campaign, Avon will donate £1 for every social media share of the #EmbraceTheChange social media animations to Refuge and Women's Aid³. Anyone affected by gender-based abuse should call the National Domestic Violence Helpline on 0808 2000 0247 (free and 24 hours) run by the two charities.

Case Study: Gemma Muncaster

One in ten women believe it is acceptable for their partner to insist on knowing their movements. Gemma Muncaster knows better than anyone how controlling behaviour can descend into a terrible spiral of coercive and violent abuse. With two small boys and a divorce behind her, Gemma was excited to meet a man who took care of her and her two sons. But a pattern of controlling and belittling behaviour rapidly deteriorated into a physically and emotionally abusive relationship, leaving Gemma isolated, bankrupt and vulnerable to further abuse. It took the intervention of a police officer to help Gemma realise the seriousness of the abuse she was suffering and find her way out. Four years on, Gemma and her sons are safe and well. Gemma works as a National Field Trainer for Avon and is proud to be supporting the #EmbraceTheChange campaign to help other women recognise abuse and find the support they need to escape an abusive partner.

Gemma Muncaster said: *When you are with an abusive partner, you laugh things off even when your gut tells you something is wrong. Domestic abuse is always wrong, it is not always a hit, punch or slap. It took every ounce of strength in me to deal with my mentally abusive boyfriend, but I am so proud to now be able to help other women who are suffering. I hope Avon's #EmbraceTheChange campaign helps women to recognise the signs of abuse and get out before it's too late."*

Jan Zijderveld, CEO of Avon Products Inc. said: *"Avon has a long history of empowering women, and we've been tackling gender abuse and supporting front-line services for over a decade. The alarming findings of our research show that there is still much to do. Avon's new #EmbraceTheChange campaign challenges everyone to think about the different forms of abuse and spread the word. Awareness is a critical first step towards creating a world where women can live free from the fear of violence. We are proud to be supporting Women's Aid and Refuge to enable survivors of abuse to get the support they so desperately need."*

Sandra Horley CBE, Chief Executive of Refuge said: *"It is important to recognise that domestic abuse is not always physical, it can be emotional, economic or sexual. If a woman is*

³ Up to a maximum of £40,000

forced to alter her behaviour because she is frightened of her partner's reaction, she is being abused. One woman in four in the UK will experience domestic abuse at some point in her lifetime. It is essential that anyone experiencing abuse, or who knows someone who is affected, knows where to seek support. We are grateful to Avon for commissioning this research and raising awareness of domestic abuse and the life-saving and life-changing support available to survivors. At Refuge we are proud to be supporting the #EmbraceTheChange campaign to end violence against women and girls."

Katie Ghose, Chief Executive of Women's Aid said: *"Women's Aid knows that many girls are abused in their very first relationship, and do not know what a healthy relationship looks like or what support is available to them. This research shows the challenge faced by many women who simply do not know where to turn. We are grateful to Avon for working with us to raise awareness of the different forms of abuse suffered by women every day. The #EmbraceTheChange campaign will enable us to continue providing support to victims of abuse and reach those who feel most trapped and isolated."*

Contacts

Media.enquiries@avon.com

press.office@avon.com

Lauren.Payne@avon.com / 01604 617466