



AVON

LEADER REWARDS 2025

SPARKLE *to* **SUCCESS** ✨

EXCITING NEW OPPORTUNITIES
TO EARN CASH THIS Q4

You can access even more cash in Avon Leader Rewards – a reward and recognition programme for you, our hard-working Sales Leaders.

In addition to your Avon Leader commission plan, we're giving you four additional opportunities to earn cash. Your cash rewards are uncapped – the harder you work, the more you'll be rewarded. Here's how you can earn cash:

DEVELOP

a new Rep to graduate from Avon Welcomes into Avon Rewards at Gold Star or above

PROMOTE

to a new title level in Avon Leader for the first time

MENTOR

your downliners to promote to a new title level in Avon Leader for the first time

ELEVATE

your business when you promote and maintain your new title in Avon Leader for the first time

CONTINUE READING TO FIND OUT MORE...

EARN WHEN YOU DEVELOP GOLD STAR GRADUATES

For every Rep that you* develop to graduate from Kick Start into Avon Rewards at Gold Star or above, you'll unlock cash rewards every time.

ACTION

- ★ Rep graduates from Kick Start at Gold Star
- ★ Rep graduates from Kick Start at Platinum Star
- ★ Rep graduates from Kick Start at VIP Star

REWARD

YOU
EARN
£50



*All Independent Avon Sales Leaders who are LLOA1+ ("Sales Leaders") during the Programme Period are eligible to participate.
**£100 cash applicable to Sales Leaders who appointed new Reps between Campaign 7 and Campaign 12, 2024.

EARN WHEN YOU **PROMOTE** IN AVON LEADER

For every first time promotion in Avon Leader, you'll* unlock cash rewards each time.

ACTION	REWARD
Promote to Bronze Coordinator	YOU EARN £50
Promote to Silver Coordinator	YOU EARN £150
Promote to Gold Coordinator	YOU EARN £250
Promote to Bronze Leader	YOU EARN £400
Promote to Silver Leader	YOU EARN £500
Promote to Gold Leader	YOU EARN £600
Promote to Platinum Leader	YOU EARN £850
Promote to Bronze Executive	YOU EARN £1,000
Promote to Silver Executive	YOU EARN £2,500
Promote to Gold Executive	YOU EARN £4,000
Promote to Platinum President	YOU EARN £6,000

*All Independent Avon Sales Leaders who are LLOA10+ ("Sales Leaders") during the Programme Period are eligible to participate.



SPARKLE TO SUCCESS AND EARN WHEN YOU MENTOR G1 SALES LEADERS TO PROMOTE TO A NEW TITLE AT EVERY SALES LEADER LEVEL THIS Q4

For every downliner (G1 Sales Leader) that achieves promotion at all levels in Avon Leader Promote, you'll unlock cash rewards each time.

ACTION	REWARD
Your G1 Sales Leader promotes to Bronze Coordinator	YOU EARN £50
Your G1 Sales Leader promotes to Silver Coordinator	YOU EARN £150
Your G1 Sales Leader promotes to Gold Coordinator	YOU EARN £250
Your G1 Sales Leader promotes to Bronze Leader	YOU EARN £400
Your G1 Sales Leader promotes to Silver Leader	YOU EARN £500
Your G1 Sales Leader promotes to Gold Leader	YOU EARN £600
Your G1 Sales Leader promotes to Platinum Leader	YOU EARN £850
Your G1 Sales Leader promotes to Bronze Executive	YOU EARN £1,000
Your G1 Sales Leader promotes to Silver Executive	YOU EARN £2,500
Your G1 Sales Leader promotes to Gold Executive	YOU EARN £4,000
Your G1 Sales Leader promotes to Platinum President	YOU EARN £6,000

*All Independent Avon Sales Leaders who are LLOA10+ ("Sales Leaders") during the Programme Period are eligible to participate.



ELEVATE YOUR BUSINESS WHEN YOU MAINTAIN A NEW TITLE

Every time you* promote in Avon Leader and maintain your title for three consecutive campaigns, you'll unlock cash rewards at every level.

ACTION	REWARD
Promote to Bronze Coordinator and maintain for 3 consecutive campaigns	YOU EARN £50
Promote to Silver Coordinator and maintain for 3 consecutive campaigns	YOU EARN £100
Promote to Gold Coordinator and maintain for 3 consecutive campaigns	YOU EARN £150
Promote to Bronze Leader and maintain for 3 consecutive campaigns	YOU EARN £250
Promote to Silver Leader and maintain for 3 consecutive campaigns	YOU EARN £400
Promote to Gold Leader and maintain for 3 consecutive campaigns	YOU EARN £500
Promote to Platinum Leader and maintain for 3 consecutive campaigns	YOU EARN £600
Promote to Bronze Executive and maintain for 3 consecutive campaigns	YOU EARN £800
Promote to Silver Executive and maintain for 3 consecutive campaigns	YOU EARN £1,000
Promote to Gold Executive and maintain for 3 consecutive campaigns	YOU EARN £2,000
Promote to Platinum President and maintain for 3 consecutive campaigns	YOU EARN £4,000

*All Independent Avon Sales Leaders who are LLOA10+ ("Sales Leaders") during the Programme Period are eligible to participate.



TERMS & CONDITIONS

APPLICABLE FROM CAMPAIGN 10, 2025

1. The promotor of the Avon Leader Rewards ("Programme") is Avon Cosmetics Limited, Lancaster House, Nunn Mills Road, Northampton, NN1 5PA ("Avon").

2. The Programme runs from Campaign 1, 2025 to Campaign 12, 2025 ("Programme Period").

3. Sales Leaders have four opportunities to earn cash rewards during the Programme Period:

- a) Avon Leader Develop
- b) Avon Leader Promote
- c) Avon Leader Mentor
- d) Avon Leader Elevate

4. This Programme is not regulated by the terms of the Avon Opportunity Agreement and can be amended, cancelled or withdrawn by Avon at any time, in its absolute discretion.

Avon Leader Develop

5. All Independent Avon Sales Leaders who are LLOA1+ ("Sales Leaders") during the Programme Period are eligible to participate.

For every Generation 1 LOA 4 Representative ("G1 LOA4 Rep") that Sales Leaders coach to achieve Gold Star or above in Avon Rewards, will receive **£50 cash**.

6. In order for a G1 LOA4 Rep to qualify for the purposes of this Programme, the Rep must:

- a) achieve minimum award sales less returns of £600 (Gold Star or above) across their first three campaigns (LOA1-3); and
- b) place at least one order (in each of their first four campaigns); and
- c) have paid all invoices in full which relate to the Programme Period, in accordance with Avon's payment terms per Avon Rewards Level (Kick Start & Bronze Reward Level :16 days, Silver Reward Level; 18 days, Gold Reward, Platinum & VIP Levels;30 days from the date of the invoice); and the Sales Leaders must still be an Independent Avon Sales Leader and their account should not be overdue at the time the cash rewards are paid.
- d) still be an Avon Independent Representative at the end of their 4th Campaign (LOA4).

7. To be eligible to receive the cash, Sales Leaders must:

- a) have at least one G1 (LOA1) order in the same

campaign; and

- b) have Personal Sales of at least £250; and
- c) be an LLOA1+ Sales Leader at the time of redemption.

8. For the avoidance of doubt:

- a) If a G1 Rep rolls up to an upline Sales Leader, the previous campaign sales earned will not count for the purposes of this programme. Sales Leaders shall only be entitled to receive the cash for G1 Reps that they have directly appointed and,
- b) A G1 Rep is defined as a Rep or Sales Leader who has been directly appointed by the Upline Sales Leader.

9. Rewards will be included with the Sales Leader's statement on achievement. Cash will only be paid to Sales Leaders who've provided valid bank details.

10. Sales Leaders must still be an Independent Avon Sales Leader and their account should not be overdue at the time the cash rewards are paid.

Avon Leader Promote

11. All Independent Avon Sales Leaders who are LLOA1+ ("Sales Leaders") during the Programme Period are eligible to participate.

12. Sales Leaders will receive cash for promoting to a new Leadership Title, where 'new Leadership Title' means that they have reached a Sales Leadership Title for the first time. If a Sales Leader is promoted to a new Leadership Title but has previously achieved that Sales Leadership Title, they will not be eligible to receive the cash. For the avoidance of any doubt, your highest achieved Leadership Title to date can be found on your DPR report in Avon Office.

13. The cash available depends upon the Leadership Title achieved by Sales Leaders:

- Promotion to Bronze Coordinator - **£50**
- Promotion to Silver Coordinator - **£150**
- Promotion to Gold Coordinator - **£250**
- Promotion to Bronze Leader - **£400**
- Promotion to Silver Leader - **£500**
- Promotion to Gold Leader - **£600**
- Promotion to Platinum Leader - **£850**
- Promotion to Bronze Executive - **£1,000**
- Promotion to Silver Executive - **£2,500**
- Promotion to Gold Executive - **£4,000**
- Promotion to Platinum President - **£6,000**

14. To be eligible to receive the cash, successful

Sales Leaders must:

- a) have at least one G1 (LOA1) order in the same campaign where they've been promoted; and
- b) be a paid titled Sales Leader at the time of redemption.

15. Rewards will be included with the Sales Leader's statement on achievement. Cash will only be paid to Sales Leaders who've provided valid bank details.

16. Sales Leaders must still be an Independent Avon Sales Leader and their account should not be overdue at the time the cash rewards are paid.

Avon Leader Mentor

17. All Independent Avon Sales Leaders who are LLOA1+ ("Sales Leaders") during the Programme Period are eligible to participate.

18. All Sales Leaders who recruit are eligible to earn cash if their new G1 downline Sales Leader achieves paid title of Silver Coordinator or Bronze Leader for the first time, as per Avon Leader Promote terms and conditions.

Campaign 10,11 & 12 Special

19. The cash available depends upon the Leadership Title achieved by the new G1 downline Sales Leaders:

- G1 downline Sales Leader promotes to Bronze Coordinator - **£50***
- G1 downline Sales Leader promotes to Silver Coordinator - **£150***
- G1 downline Sales Leader promotes to Gold Coordinator - **£250***
- G1 downline Sales Leader promotes to Bronze Leader - **£400***
- G1 downline Sales Leader promotes to Silver Leader - **£500***
- G1 downline Sales Leader promotes to Gold Leader - **£600***
- G1 downline Sales Leader promotes to Platinum Leader - **£850***
- G1 downline Sales Leader promotes to Bronze Executive - **£1,000***
- G1 downline Sales Leader promotes to Silver Executive - **£2,500***
- G1 downline Sales Leader promotes to Gold Executive - **£4,000***
- G1 downline Sales Leader promotes to Platinum President - **£6,000***

*Available in Campaign 9,10 & 11 only. Standard rewards (G1 downline Sales Leader promotes to Silver Coordinator - £120 & G1 downline Sales

Leader promotes to Bronze Leader - £250) apply outside these campaigns.

20. If the G1 downline Sales Leader has achieved a paid title promotion (excluding Silver Coordinator or Bronze Leader) prior to the Programme Period, Sales Leaders will not qualify for a cash reward.

21. To be eligible to receive the cash, Sales Leaders must:

- a) have at least one G1 (LOA1) order in the same campaign; and
- b) have Personal Sales of at least £250; and
- c) be an LLOA10+ Sales Leader at the time of redemption.

22. Rewards for G1 downline Sales Leader promotion to Silver Co-Ordinator and Bronze Leader will be included with the Sales Leader's statement on achievement. Payments for qualification at all other levels will be made up to two weeks later and will show in the following campaigns statement. Cash will only be paid to Sales Leaders who've provided valid bank details.

23. Upline Sales Leaders must still be an Independent Avon Sales Leader and their account should not be overdue at the time the cash rewards are paid.

Avon Leader Elevate

24. All Independent Avon Sales Leaders who are LLOA10+ ("Sales Leaders") during the Programme Period are eligible to participate.

25. Sales Leaders will receive cash for maintaining a new Leadership Title for three consecutive campaigns ("Qualifying Period"), where 'new Leadership Title' means that they have reached a Sales Leadership level for the first time. If a Sales Leader is promoted to a new Leadership Title but has previously achieved that Sales Leadership Title, they will not be eligible to receive the cash. For the avoidance of any doubt, your highest achieved Leadership Title to date can be found on your DPR report in Avon Office.

26. If a Sales Leader achieves a higher Leadership Title during a Qualifying Period, the Sales Leader will be rewarded with the cash for the lowest Leadership Title they have achieved in the Qualifying Period but will be eligible to start their next Qualifying Period at the higher paid title that they have achieved. This is subject to the Sales Leader maintaining the higher Leadership Title for three consecutive campaigns.

27. The cash available depends upon the Leadership Title achieved by Sales Leaders :

- Promotion to and maintain Bronze Coordinator for three consecutive campaigns - **£50**
- Promotion to and maintain Silver Coordinator for three consecutive campaigns - **£100**
- Promotion to and maintain Gold Coordinator for three consecutive campaigns - **£150**
- Promotion to and maintain Bronze Leader for three consecutive campaigns - **£250**
- Promotion to and maintain to Silver Leader for three consecutive campaigns - **£400**
- Promotion to and maintain Gold Leader for three consecutive campaigns - **£500**
- Promotion to and maintain Platinum Leader for three consecutive campaigns - **£600**
- Promotion to and maintain Bronze Executive for three consecutive campaigns - **£800**
- Promotion to and maintain Silver Executive for three consecutive campaigns - **£1,000**
- Promotion to and maintain Gold Executive for three consecutive campaigns - **£2,000**
- Promotion to and maintain Platinum President for three consecutive campaigns - **£4,000**

28. To be eligible to receive the cash, successful Sales Leaders must:

- a) achieve the same or higher paid title than the one they have promoted to for 3 consecutive campaigns; and
- b) have at least one G1 (LOA1) order (in all three campaigns); and
- c) be a paid titled Sales Leader at the time of redemption.

29. Rewards will be included with the Sales Leader's statement on achievement. Cash will only be paid to Sales Leaders who've provided valid bank details.

30. Sales Leaders must still be an Independent Avon Sales Leader and their account should not be overdue at the time the cash rewards are paid.

General Terms

31. Representative's must have paid all invoices in full which relate to the Programme Period, in accordance with Avon's payment terms per Avon Rewards Level (Kick Start & Bronze Reward Level :16 days, Silver Reward Level; 18 days, Gold Reward, Platinum & VIP Levels;30 days from the date of the invoice); and the Sales Leaders must still be an Independent Avon Sales Leader and their account should not be overdue at the time

the cash rewards are paid.

32. Rewards are subject to change and Avon reserves the right, in its discretion, to substitute alternative rewards.

33. Sales Leaders are required to uphold the Avon Values and Sales Leadership Business Principles at all times, including in relation to this Programme and any rewards received by successful Sales Leaders by way of this Programme.

34. Avon reserves the right to disqualify Sales Leaders, withhold or cancel or, in cases where payment has already been made, request full repayment of any rewards received, in the event of non-compliance with these Terms and Conditions or if Avon deems, in its absolute discretion, there to have been any malpractice, or manipulation of results in order to achieve the Programme rewards, throughout the Programme Period.

35. The Sales Leader account statement produced and held by Avon is final and will be used to measure the results. Sales Leader appeals will not be counted.

36. Average order value and returns will be monitored and may be deducted from Award Sales. Abuse of this system could result in disqualification from the Programme.

37. Avon expressly reserves the right to exclude sales generated by bulk orders of any single product and orders which are not supplied to physical persons.

38. Any Sales Leader who adds items to an Independent Avon Representative's order without the express permission of the Representative concerned will be excluded from the Programme.

39. By taking part in this Programme, Sales Leaders are deemed to have accepted and to be bound by these Terms and Conditions and by any other requirements set out in the promotional material. Non-compliance may render you ineligible to receive the Programme rewards.

40. All rewards should form part of the income of your Sales Leader business. Consequently, Avon is not liable for any tax or National Insurance in respect of this reward. As communicated in the Sales Leader Business Guide, as a self-employed person you are solely responsible for compliance

with your tax and National Insurance obligations. Unfortunately, Avon cannot comment on an individual's circumstances. Guidance on your obligations as a self-employed person can be found at www.gov.uk. Alternatively, advice can be sought from an appropriately qualified accountant or tax adviser.

41. All entrants acknowledge that, for the purpose of and in the course of participating in this Programme, certain personal information about them will be captured, electronically or otherwise, and will be transmitted to Avon and to Avon's suppliers who are providing services in connection with the arrangement of the reward. Accordingly, the entrants expressly agree that Avon (data controller) may use, that personal information for the purpose of the Programme and may share it with Avon suppliers for such purpose.

42. Avon uses appropriate safeguards to protect personal information which is transferred to countries outside of the European Economic Area which are considered to provide a lower level of protection for personal information. European Commission-approved Standard Contractual Clauses are in place with Avon's email system provider and IT support and IT system maintenance suppliers.

43. Successful Sales Leaders will be required to participate in any subsequent publicity as deemed appropriate by Avon. By entering the Programme you are giving Avon express permission to use any photographs taken as part of the achievement in all promotional material.

44. Avon expressly reserves the right to alter the Programme in any way, including cancelling or withdrawing the Programme altogether.

45. All matters shall be determined at Avon's sole discretion and Avon's decision will be final. No correspondence will be entered into.

46. These Terms and Conditions are to be interpreted in accordance with English law and any dispute arising out of these Terms or their subject matter is subject to the exclusive jurisdiction of the English Courts.

LEADER REWARDS 2025

EARN YOUR WAY TO SALES SUCCESS | ACHIEVE. EARN & PROSPER

LEADER REWARDS 2025

UNLOCK CASH WHEN YOU GROW YOUR BUSINESS