

**AVON**



**AVON  
WELCOMES**

**WELCOME TO YOUR  
NEW REP REWARDS**





# INTRODUCING YOUR NEW REP REWARDS

It's time to reach for the stars as you move into Avon Rewards, our fabulous Rep reward and recognition programme that you'll be a part of after your first 3 months.

Can't wait? Then we've got just the thing: Avon Welcomes. Our new Rep programme, Avon Welcomes is all about earning rewards and benefits based on your monthly sales.

You'll stay in Avon Welcomes until you complete your first 3 campaigns (each campaign lasts a month). After that, you'll graduate on to Avon Rewards, where you'll unlock your first Avon Rewards level, awarded based on your total sales across your first 3 campaigns in Avon Welcomes.



WELCOME TO YOUR NEW REP REWARDS

# UNLOCK REWARDS EVERY CAMPAIGN

Just sell £1 worth of products (yep, you read that right), to start earning. Here's what you can get your hands on every campaign.



Earn from your first £1 of sales and earn up to 30% discount



2 free standard deliveries to keep your costs down and your profits up



Free products, samples and brochures to use and promote your business



Your own personalised Digital Brochure and Avon Shop to share with your customers and sell from your phone



Purchase extra discounted brochures to help you find new customers



30% discount in Focus Magazine so you can demo products with your customers



AVON WELCOMES

# WHAT'S ON THE TABLE FOR YOU

DISCOUNT THAT INCREASES THE MORE YOU SELL!

FREE BROCHURES AND PRODUCTS!

Campaign Sales	Avon Welcomes Campaign Discount
£1 - £99	10%
£100 - £249	20%
£250 - £499	25%
Over £500	30%

## 1st Campaign

Achieve **£40 sales** to unlock:



1 Nourishing Lip Oil

1 brochure

Achieve **£100 sales** to unlock:



10 Ultra Matte Lipstick samples

40 brochures

## 2nd Campaign

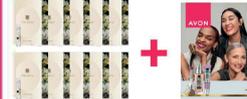
Achieve **£40 sales** to unlock:



1 Far Away Original EDP

1 brochure

Achieve **£100 sales** to unlock:



10 Attraction For Her samples

40 brochures

## 3rd Campaign

Achieve **£40 sales** to unlock:



1 Planet Spa Sleep Pillow Mist

1 brochure

Achieve **£100 sales** to unlock:



10 Anew Power Multi-Protection Shield Day Cream samples

40 brochures

**AND THERE'S MORE...** you'll also receive:

- Discounted brochures - your secret to finding new customers to grow your business.
- Two free standard deliveries (orders over £40) to help keep costs low and profits high.
- A fantastic 30% discount in your Rep Magazine, Focus, so you can demo new products with customers.
- Your own Avon Digital Brochure and Online Store, so you can sell online too!

As a new Rep you can order your own Welcome Power Pack. It's filled with bestselling products to try for yourself and share with your customers. Worth over £130, you can get your hands on it at any time during your first three months, for just £35. Simply add to any order with code 66597.



# GRADUATING INTO AVON REWARDS

Use this calendar to see the campaigns where you're eligible for Avon Welcomes and when you'll graduate into Avon Rewards.

APPOINTMENT CAMPAIGN*	2ND CAMPAIGN IN AVON WELCOMES	3RD CAMPAIGN IN AVON WELCOMES	GRADUATION TO AVON REWARDS
JAN	FEB	MAR	APR
FEB	MAR	APR	MAY
MAR	APR	MAY	JUN
APR	MAY	JUN	JUL
MAY	JUN	JUL	AUG
JUN	JUL	AUG	SEP
JUL	AUG	SEP	OCT
AUG	SEP	OCT	NOV
SEP	OCT	NOV	DEC
OCT	NOV	DEC	JAN
NOV	DEC	JAN	FEB
DEC	JAN	FEB	MAR

## REMEMBER...

If you graduate mid-quarter (either Feb, Mar, May, Jun, Aug, Sept, Nov or Dec), you'll hold that Avon Rewards level until the end of that quarter.

\*First campaign in Avon Welcomes



## THERE ARE REWARDS ON OFFER!

All Reps graduating into Avon Rewards at Silver Star or above will unlock a level achievement gift. This will be added to your order in the campaign of achievement. That's not all.....if you graduate into Avon Rewards at Gold Star or above and have product sales in each of your first 3 campaigns you unlock the Gold Star+ Graduate pack (shown above) worth over £50 for just £10 in your fourth campaign!



AVON WELCOMES

# TERMS & CONDITIONS

APPLICABLE FROM CAMPAIGN 10, 2025

## General

1. Avon Welcomes applies to new Independent Avon Representatives within their first 3 campaigns of the Representative Opportunity ('Representatives').
2. Avon Welcomes sets out the discount structure and other rewards and benefits for Representatives within their first 3 campaigns.
3. Following their first 3 campaigns, Representatives will move into the Avon Rewards programme.
4. Representatives who joined in Campaign 8 (August) or Campaign 9 (September) will remain in the Kick Start programme and the corresponding rewards, benefits and discount thresholds will apply.
5. Representatives who remain in the Kick Start programme, as detailed in section 4, will be given the opportunity to redeem the new Gold Star+ Graduate pack (as detailed in section 2B) if they graduate into Avon Rewards at Gold Star or above and have Product Sales (as defined in section 7) in each of their first 3 campaigns.

## Criteria

6. During the Avon Welcomes Programme Period (their first 3 campaigns) Representatives can achieve and receive rewards on a campaign-by-campaign basis. A Representatives' Product Sales in a campaign will determine their reward.

## Product Sales

7. Product Sales are determined by the time the order is billed. Orders placed are billed on average within 1 hour after being placed. In the unlikely event that our billing systems are delayed due to the occurrence of (but not limited to) invalid items, overdue invoices, or insufficient credit on the account, there is a possibility that your Product Sales will be added into the next campaign/quarter. This may also delay the final Avon Rewards levels being shared. Product Sales

8. Product Sales will be reset each campaign.

9. 'Product Sales' means the total value of:

- a) all products ordered and supplied by Avon to the Representative, including (but not limited to) brochures, samples and sales aids. The value of the products will be the amount invoiced to the Representative, so will take into account brochure discount and VAT.
- b) Direct Attached Customer orders (excluding any delivery charges)

10. Starter Pack, Net and Demo items will count towards Product Sales.

11. The value of returned products that have been credited to a Representative's Avon account will be excluded from Product Sales. Avon reserves the right to recoup discount where product returns bring a Representative's Product Sales to a lower Avon Welcomes or Avon Rewards discount level than initially achieved.

12. 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.

13. Avon expressly reserves the right to exclude Product Sales ordered but not paid for by the Representative through whose account the products are ordered.

14. Any goods delivered and not invoiced, and therefore not charged for, will not count towards Product Sales unless highlighted within 30 days of receipt.

## Rewards & Benefits

15. The trade discount the Representative will receive in each campaign is set based on Product Sales in that campaign. The Product Sales thresholds and related discount are as follows:

- Campaign sales of £1 - £99.99 = 10% discount
- Campaign sales of £100 - £249.99 = 20% discount
- Campaign sales of £250 - £499.99 = 25% discount
- Campaign sales of over £500 = 30% discount

16. Representatives can unlock rewards if they achieve Product Sales targets in each campaign. The targets and rewards are as follows:

### First Campaign

- Product Sales over £40 = 1 brochure and a Nourishing Lip Oil
- Product Sales over £100 = 20 brochures and 10 Ultra Matte Lipstick samples

### Second Campaign

- Product Sales over £40 = 1 brochure and a Far Away Original Eau de Parfum
- Product Sales over £100 = 20 brochures and 10 Attraction For Her Eau de Parfum samples

### Third Campaign

- Product Sales over £40 = 1 brochure and a Planet Spa Sleep Pillow Mist
- Product Sales over £100 = 20 brochures and 10 Anew Skin Renewal Power Multi-Protection Shield Day Cream samples

17. There is a special offer for Reps joining in Q4 where the brochures available for Product Sales over £100 will be 40 instead of 20.

18. Successful Representatives eligible for free products and brochures will be entitled to select their reward in the campaign after achievement. If the reward(s) are not selected in the redemption period, the Representative will no longer be able to claim their free product(s) and brochure(s).

19. To redeem rewards, eligible Representatives must add the corresponding reward line number to an order within the specified redemption period.

20. If a Representative has Product Sales over £100 in a campaign they will be eligible to order both reward sets by adding both line numbers to an order or orders within the redemption period.

21. Quantity of the Product and Brochure Reward packs are limited to 1 per eligible Representative.

22. The brochures provided with the product or samples will be for the following campaign e.g. achieved in C10 (October) redeem reward in C11 (November), receive C12 (December) Brochures with product reward.

23. All eligible Representatives will receive an e-mail which will detail the reward they have achieved and inform them how to redeem.

24. The e-mail will be issued to the e-mail address detailed on the Representative's account. Representatives must be opted-in to receive marketing communications from Avon in order to receive the e-mail. Failure to do so will mean that the Representative is ineligible to receive the reward.

25. Avon will always attempt to provide products as advertised but in some circumstances may substitute alternative products of equal or greater value.

26. All Representatives within their first 3 campaigns will be given access to:

- a) 2 free deliveries on Representative orders worth £40 and over
- b) 30% discount on products in Focus Magazine
- c) Brochure discount matching Gold Star level in Avon Rewards

27. Representatives that graduate out of Avon Welcomes and into Avon Rewards at Silver Star or above will unlock a Level Achievement Gift. Graduation happens at the end of the third campaign, when Representatives move into Avon Rewards. The first Avon Rewards level is allocated based on the total Product Sales accumulated over the first three campaigns. See Avon Rewards terms and conditions for full details.

28. Representatives that graduate out of Avon Welcomes and into Avon Rewards at Gold Star or above and have Product Sales in each of their first 3 campaigns will be

eligible to order the Gold Star+ Graduate Pack worth over £50 for £10. The pack will include the following:

- Overnight Foot Treatment Cream with Lavender 150ml
- Planet Spa Blissfully Nourishing Hand & Foot Mask 100ml
- Skin So Soft Original Dry Oil Spray 150ml
- Anew Radiance Maximising Vitamin C Tonic 200ml
- Absolute Nourishment Argan Hair Serum 30ml
- Ultra Colour Lip Gloss (Gleaming Guava)
- Anew Platinum Lift & Tighten Dual Eye System 30ml

29. The Gold Star+ Graduate Pack can only be ordered in the Representatives fourth campaign.

30. Quantity of the Gold Star+ Graduate Pack is limited to 1 per Representative.

31. Representatives within the Avon Welcomes programme are eligible to order the Welcome Power Pack worth over £130 at a cost of £35. The pack will include the following:

- Anew Skin Renewal Power Serum 30ml
- Lash Genius Multitask & Multiply Mascara (Blackest Black)
- Ultra Matte Lipstick (Nude Suede)
- Far Away Beyond Parfum 50ml
- Ultra Colour Glimmerstick Eyeliner (Blackest Black)
- Power Stay Gel Nail Enamel (Sweet Blooms)
- Anew Platinum Lift & Tighten Dual Eye System 30ml
- Skin So Soft Original Dry Oil Spray 150ml
- Planet Spa Sleep Pillow Mist 100ml
- 12 samples for you
- 24 samples for your customers

32. The Welcome Power Pack must be ordered within the Avon Welcomes period (first 3 campaigns) and can be added to an order or ordered separately.

33. Quantity of the Welcome Power Pack is limited to 1 per Representative.

## General

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

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

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

37. The promoter of this Programme is Avon Cosmetics Limited ('Avon'), a company registered at Lancaster House, Nunn Mills Road, Northampton, NN1 5PA.



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