

A woman with long brown hair, wearing a bright red button-down shirt over a white top, is looking down at a smartphone in her hands. She is wearing a silver necklace and a bracelet. To her right, another woman with blonde hair tied back, wearing a red jacket with a rainbow stripe on the sleeve, is looking at her. The background is a blurred indoor setting with green plants.

AVON

**LAUNCH INTO
LEADERSHIP**

RECRUIT. EMPOWER. ACHIEVE. SUCCEED AS A LEADER



Welcome to the world of leadership – and your chance to **earn cash rewards of up to £350 per campaign**, starting right now.

'Launch into Leadership' is a cash reward open to every new Sales Leader in your first nine campaigns. It's based around the achievements of your **Generation 1 Active Reps** and **Generation 1 Awards Sales**.

To qualify for 'Launch into Leadership' you'll need to **recruit and directly appoint at least one Generation 1 new Rep** and achieve a **Personal Sales of £250 each campaign**.

You'll have support to achieve this via the **New Sales Leader Journey on Avon Academy**. With expert videos, interactive worksheets, training tools and a knowledge check, there's all you need to get you off to the best start on your leadership journey.

GLOSSARY

GENERATION 1 ACTIVE REPS

These are your Generation 1 team members, who've been newly recruited by you directly.

GENERATION 1 AWARD SALES

This is the total of the combined sales from all your Generation 1 Active Reps.

EARN CASH REWARDS

As a new Sales Leader, we'll automatically enrol you in 'Launch into Leadership' until you complete your ninth Sales Leader campaign (LLOA9). You'll earn cash rewards every campaign, depending on the number of **Generation 1 Active Reps & Generation 1 Award Sales** for that campaign (see table below). For example, you could earn £70 in your first Sales Leader campaign (LLOA1) for appointing 5 new Reps and supporting them to sell over £1,000 (combined). The more Reps you appoint and grow, the higher your cash rewards!

G1 ACTIVE REPS	G1 AWARD SALES*	LLOA1	LLOA2	LLOA3	LLOA4	LLOA5	LLOA6	LLOA7	LLOA8	LLOA9
3	£550	£30	£30	£30						
5	£1,000	£70	£70	£70	£70	£70	£70			
8	£1,600	£120	£120	£120	£120	£120	£120	£120	£120	£120
12	£2,500	£170	£170	£170	£170	£170	£170	£170	£170	£170
18	£5,000	£250	£250	£250	£250	£250	£250	£250	£250	£250
30	£7,000	£350	£350	£350	£350	£350	£350	£350	£350	£350

*Not including personal sales.

Each new Sales Leader must appoint at least one Rep (G1 LOA1) in the month of achievement to earn these cash rewards, plus Personal Sales of £250 or more.

TERMS & CONDITIONS

APPLICABLE FROM CAMPAIGN 1, 2025

1. The promotor of Launch into Leadership ("Programme") is Avon Cosmetics Limited, Lancaster House, Nunn Mills Road, Northampton, NN1 5PA ("Avon").
2. All Independent Avon Sales Leaders ("New Sales Leaders") who are LLOA1-9 during the Programme Period are eligible to participate.
3. The Programme runs from Campaign 1, 2025 to Campaign 12, 2025 ("Programme Period").
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.

Criteria

5. New Sales Leaders will be rewarded with cash provided that the below criteria is met:
 - a) achieves the G1 Active Rep & G1 Award Sales levels detailed on page 3 relevant to their LLOA; and
 - b) have at least one G1 (LOA1) order in the same campaign; and
 - c) have Personal Sales of at least £250; and
 - d) be an LLOA1+ Sales Leader at the time of redemption.
6. In order for a G1 Rep to be considered for the purposes of this programme the Rep must:
 - a) have been directly appointed by the New Sales Leader; and
 - b) 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.
7. Returns will be deducted from G1 Reps accounts before rewards will be paid.
8. 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.

9. 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.
10. For the avoidance of doubt:

- a) If a G1 Rep rolls up to an upline New Sales Leader, the previous campaign sales earned will not count for the purposes of this programme. New 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.

General Terms

11. 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.
12. Rewards are subject to change and Avon reserves the right, in its discretion, to substitute alternative rewards.
13. 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.
14. 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.
15. 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.
16. 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.

17. 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.
18. 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.
19. 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.
20. 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.
21. 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.
22. 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.

23. 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.
24. Avon expressly reserves the right to alter the Programme in any way, including cancelling or withdrawing the Programme altogether.
25. All matters shall be determined at Avon's sole discretion and Avon's decision will be final. No correspondence will be entered into.
26. 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.

The logo icon consists of two stylized human figures. The top figure is a circle with a semi-circle on its right side. The bottom figure is a semi-circle with a semi-circle on its right side. Both figures are white and positioned to the left of the text.

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