

# Kit Rebate Incentive Overview

## PARTICIPANTS:

New Representatives in their expected campaign of first order

## TIMING:

Begins with enrollments and/or 1<sup>st</sup> orders placed on or after Sept 15<sup>th</sup> 2017 through C26 2017 (TSC2) enrollments

### BACKGROUND

To support and encourage New Representatives to start their business immediately and submit a first order on or before their expected campaign of first order, Avon will offer a kit "rebate" of 40% to 50% (based on kit type purchased) with a \$150 or more first order submitted on time, on or before the expected campaign of first order and paid on time.

### HOW THE PROGRAM WORKS

New Representatives enrolled or placing a first order on or after Sept 15, 2017 through C26 2017 (TS C2) will receive a 40% to 50% rebate (based on the kit type purchased) of the kit purchase price when a \$150 or more first order is submitted on time, **on or before the expected campaign of first order** (as indicated on their Independent Sales Representative Agreement) and paid for on time.

The rebates are as follows:

Kit Type Purchased	Kit Cost	Sales in expected campaign of 1 <sup>st</sup> order	Rebate amount
Quick Starter Kit	\$25	\$150 or more	\$10
Advanced Starter Kit	\$50	\$150 or more	\$25
Premium Starter Kit	\$100	\$150 or more	\$50

### PROGRAM CONDITIONS

- New Representatives are eligible for this incentive during their expected campaign of first order (or sooner) as indicated on the Representative Agreement.
- Total Sales are calculated after returns.
- When the order is paid on time, the rebate will be applied as a credit the following campaign.

- The credit must be redeemed within the KickStart timeframe period of LOA 1-7.

### IMPORTANT GUIDELINES

- Reinstatements do not count as new Representatives for this program.
- Representative's account must be active and in good standing to receive rebate.
- To count for this program, orders must be submitted and paid on time as defined in the "Business Policies and Procedures for Avon Independent Sales Representatives" ("Representative Policies") located on YourAvon.com.
- All sales count toward Award Sales. This includes YourAvon.com orders, Online Store orders, and Avon Sales Center purchases made prior to the Representative's qualifying Campaign update and will be combined to determine eligibility for the rebate.

NOTE: Should the New Representatives not place a first order on YourAvon.com in the expected Campaign of first order, any Online Store orders as well as any Avon Sales Center purchases within that timeframe will be combined and processed to determine the Representative's Eligibility for the Kit Rebate.

- Bonus Dollars, including Double and Triple Dollars, are not included in Award Sales for this program.
- Avon reserves the right to audit all performance data when determining reward eligibility and reserves the right to disqualify / remove any Representative or Sales Leader it determines has violated principles of fairness or program

intent, or any violation of the Independent Sales Representative Agreement or Representative Policies.

- Avon reserves the right to change any rebates, requirements, timing and program qualifiers at any time, at its sole discretion.
- Void where prohibited
- All dollars shown are in U.S. dollars.

## **REPORTING**

- Tracking on team members who qualified for the rebate will be incorporated into the KickStart reports as well as a separate report on the recognition section of VIBE.