Recognizing Your Achievements

Your efforts demonstrate how Avon Representatives can achieve financial empowerment, run their businesses on their own terms, and lead a team and mentor others. It’s inspiring to us all, and we want to show our appreciation for all that you do.

The President’s Recognition Program recognizes you for your personal sales achievements with higher commissions, exclusive gifts and charms, and awards and cash prizes for top performers.

The Leadership Recognition Program celebrates standout leaders with cash bonuses, rewards you can choose from and incentives throughout the year.

The 2020 Recognition Cycle will run from December 11, 2019, to January 5, 2021, to allow as many Representatives as possible to qualify for a President’s Recognition and/or Leadership title, advance to a new title, join our new Avon Diamond Club and enjoy all the perks and rewards that come with a thriving business.

You embody the entrepreneurial spirit that is at the core of Avon. You are truly the heart of this business, and we look forward to applauding your accomplishments and celebrating your success.

“
All success lies in one’s self.”
David H. McConnell, our Founder
Let’s Sell-abrate!

The President’s Recognition Program (PRP) rewards you for excellence in personal sales with six levels of membership. Achieve $10,000 within the 2020 sales cycle and your membership begins immediately and lasts through September 28, 2021. If you achieved a PRP title in 2019, you’ll be recognized at that level through January 5, 2021.

<table>
<thead>
<tr>
<th>PRP Membership Title</th>
<th>Award Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Club</td>
<td>$10,000</td>
</tr>
<tr>
<td>Honor Society</td>
<td>$20,000</td>
</tr>
<tr>
<td>Rose Circle</td>
<td>$35,000</td>
</tr>
<tr>
<td>David H. McConnell Club</td>
<td>$65,000</td>
</tr>
<tr>
<td>President’s Council</td>
<td>$110,000</td>
</tr>
<tr>
<td>Inner Circle</td>
<td>$220,000</td>
</tr>
</tbody>
</table>

Lifetime President’s Club is an honorary status awarded to Representatives celebrating their 50th anniversary with Avon, and who have held a PRP title within one of the past five cycles leading up to their anniversary date. Lifetime President’s Club status provides all the benefits of President’s Club for the rest of the Representative’s association with Avon.

Rise…and shine

New!

PREMIER LEVEL

This new level recognizes our rock star Representatives who are tracking towards PRP and earn $5,000–$9,999 in Award Sales. Once achieved, this level guarantees earnings and title recognition immediately and through January 5, 2021. (Go to AvonNow.com to see all the Premier Level benefits.)

New!

RISING STAR PIN

Starting in C1 2020, the Rising Star Pin with sparkling CZs will be awarded to new Representatives who reach $5,000 in Award Sales within their first year of joining Avon. Wear it with pride—you earned it!
Honoring Your Charm

RECOGNITION CHARM BRACELET
You’ll receive your choice of a new Recognition Charm or Pin (not shown) for each first-time Sales title advancement beyond your 2019 performance. If you select the charm, you’ll also receive the bracelet with your first Sales title advancement. The charm (front/back shown) or pin will be awarded upon each achievement. Shine on!

PRESIDENT’S CLUB
Silver plating with symbols of the Acorn and the original California Perfume Co.

HONOR SOCIETY
Gold plating with the Oak Leaf and a door celebrating our start in door-to-door sales.

ROSE CIRCLE
Rose gold plating with the rose and a wreath around the “A” representing your crowning achievement.

DAVID H. MCCONNELL CLUB
Silver and gold plating with our founder David H. McConnell and a book celebrating his start as a book salesman.

PRESIDENT’S COUNCIL
Gold and silver plating with Mrs. P.F.E. Albee, our very first Avon Representative, and a door knocker that opens the door to the Avon opportunity.

INNER CIRCLE
Gold and silver plating with the Great Oak in celebration of our founder and the 4 A’s representing Anytime, Anywhere, Always, Ask.

Achieve and You Shall Receive

AVON REWARDS
At the end of each campaign in which you achieve a new Sales title for the first time beyond your 2019 performance, you’ll receive a congratulatory email from Avon Rewards with a link to exclusive gifts.* Go ahead, and treat yourself!

All President’s Recognition Program members will also receive a celebratory email and a gift through Avon Rewards for each:

• 5-year anniversary with Avon (your Avonniversary)
• Birthday
• Holiday season

To see all the great gifts, go to: youravon.com/home/rewards-recognition.

*You’ll have 6 campaigns from the campaign of achievement to make your gift selection, after which a selection will be made on your behalf and mailed to you.
By helping one another, we help ourselves.”

David H. McConnell
Success Is a Win-Win

Building a team and helping others succeed can be very rewarding. Plus, when they earn, you earn too! Check out the path to Leadership below.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>CAMPAIGN PERFORMANCE REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PERSONAL SALES</td>
</tr>
<tr>
<td>PROMOTER</td>
<td>$50</td>
</tr>
<tr>
<td>STAR PROMOTER</td>
<td>$50</td>
</tr>
<tr>
<td>AMBASSADOR</td>
<td>$200</td>
</tr>
<tr>
<td>SILVER (SA)</td>
<td>$200</td>
</tr>
<tr>
<td>GOLD (GA)</td>
<td>$200</td>
</tr>
<tr>
<td>LEADER</td>
<td>$200</td>
</tr>
<tr>
<td>SILVER (SL)</td>
<td>$200</td>
</tr>
<tr>
<td>GOLD (GL)</td>
<td>$200</td>
</tr>
<tr>
<td>EXECUTIVE LEADER</td>
<td>$200</td>
</tr>
<tr>
<td>SILVER (SEL)</td>
<td>$200</td>
</tr>
<tr>
<td>GOLD (GEL)</td>
<td>$200</td>
</tr>
<tr>
<td>PLATINUM (PEL)</td>
<td>$200</td>
</tr>
</tbody>
</table>

*Team Sales is the summation of your Personal Sales plus G1, G2 and G3 team sales.

It’s Your Time to Sparkle!

LEADERSHIP CHARM BRACELET

When you achieve a Leadership title for the first time beyond your 2019 performance, you’ll receive your choice of a Leadership Charm or Pin (not shown) for each title advancement. If you select the charm, you’ll also receive the bracelet with your first Leadership title advancement. The charm (front/back shown) or pin features a precious stone to honor your sparkling qualities as a team leader and mentor.

- BRONZE LEADER: Gold plated perfume bottle with a genuine pearl symbolizing the achievements gained through patience and perseverance.
- SILVER LEADER: Silver plated with rose quartz, which represents compassion and comfort.
- GOLD LEADER: Gold plated with a genuine faceted citrine representing the sun and the fresh new beginnings you experience as you rise in achievement.
- BRONZE EXECUTIVE LEADER: Rose gold plated with a genuine amethyst, the color of royalty with a blend of blue (calm stability) and the fierce energy of red.
- SILVER EXECUTIVE LEADER: Silver plated with a genuine garnet, the stone of prosperity and abundance encouraging gratitude and service to others.
- GOLD EXECUTIVE LEADER: Gold plated with a created emerald representing wealth and prosperity and the strength of sharing with others.
- PLATINUM EXECUTIVE LEADER: Platinum plated with a created sapphire, the stone of wisdom, representing the commitment to leadership.

Success Is a Win-Win
Unlock new rewards, and get ready to feel like one in a million when you achieve $1+ million in team sales.

**AVON DIAMOND CLUB**
Leaders will receive an 18K white or yellow gold necklace (your choice†) and a one-half-carat Swarovski lab–created diamond for each million dollars in team sales.
(Leaders can choose between the necklace or a pin.)
†If no selection of gold color is made, Avon will select on your behalf.

The diamond setting is unique and designed exclusively for our Leaders. The half bezel base symbolizes the open hand of the leader as they support and nurture their teams. The diamond symbolizes the multiple facets of their work and their team, as they shine in their business. The single prong on top represents their success in reaching the top—their pinnacle of achievement.

Leaders qualify for the Avon Diamond Club by achieving $1+ million in team sales from December 11, 2019 through January 5, 2021. 2019 Diamond Club Members will receive an additional half-carat diamond for each incremental million dollars in team sales during the 2020 cycle, building the ultimate statement piece of success. All Diamond Club Achievements earned during 2020 will be awarded in 2021.

**CONCIERGE & EVENT PLANNING SERVICE**
Through Avon Rewards, we'll provide Leaders who reach any of the below achievements in 2020 with an elite concierge service to plan a special team event in the following year. Check out Avon Rewards for details.

<table>
<thead>
<tr>
<th>Team Sales Achievement</th>
<th>$1 Million</th>
<th>$10 Million</th>
<th>$20 Million</th>
<th>$30+ Million</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$5 Million</td>
<td>$15 Million</td>
<td>$25 Million</td>
<td></td>
</tr>
</tbody>
</table>
“On the great clock of time there’s but a single word—now.”

David H. McConnell
Awarding Your Excellence

AVON VISIONARY AWARD
Introduced in 2020, this is Avon’s highest and most prestigious award and honors a forward-thinking visionary spirit that embodies our core values of belief, integrity, respect, trust and humility. It’s awarded to an Executive Leader or above, who is also Honor Society or above, and shows a commitment to empowerment, entrepreneurship and community. Nominated by the Regional Vice Presidents, the honoree receives the statuette, pin and a $10,000 Bonus ($5,000 personal cash bonus and $5,000 towards a charity of her or his choice) at a special celebration.

NATIONAL SPIRIT OF AVON
This award honors a Representative who is a role model for her or his team and the community; has an attitude of giving, sharing and selflessness; and exudes professionalism. Executive Leaders and above can nominate one person within their team for the Spirit of Avon. Three nominees and their stories will be featured on stage at the Avon Convention, where attendees choose who they feel best represents these characteristics. The honoree receives a $2,000 bonus in addition to the award.

AVON GUIDING SPIRIT
All Representatives have the opportunity to nominate a Gold Leader or above, who has demonstrated an extraordinary commitment to leading by example and inspiring team members to higher levels of success. The nomination is based on these characteristics:
• Leading by Example—showing strong Personal Sales, Recruiting and Leader Development
• Recognition—providing timely, appropriate and meaningful appreciation
• Mentoring—holding trainings and meetings and developing personal connections with Representatives

The Avon Guiding Spirit honoree receives a $2,000 bonus in addition to the award at the 2021 January Kickoff meeting.

SPIRIT OF ALBEE
Recognized as the very first “Avon Lady,” Mrs. Albee was a remarkable woman, a true visionary and a great proponent of financial independence for women in the 19th century. This award symbolizes that entrepreneurial spirit and honors those who strive to build better lives for themselves and others. Each year at a special celebration, all Executive Leaders who are also Inner Circle members receive a $2,000 cash bonus in addition to the award.

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The Pinnacle of Success

NATIONAL
The Pinnacle Awards honor star performers in Sales and Leadership. The awards commemorate your top achievements across 11 categories...talk about the pinnacle of success!

The Sales categories include:
- Personal Sales Volume
- Personal Sales Increase
- Direct Delivery Sales Volume
- Direct Delivery Sales Increase
- LABC Sales Volume
- LABC Sales Increase

The Leadership categories include:
- Team Sales Volume
- Team Sales Increase
- Personal Recruiting
- Personal Leader Development
- Team Representative Growth

The top 10 in the nation for each category (except LABC categories) and the top 5 for each LABC category will be recognized at a special celebration and receive a stunning genuine crystal award. The #1 in the nation in all 11 Pinnacle categories will receive a cash award of $5,000. (The #1 in Personal Sales Volume, Direct Delivery Sales Volume, Team Sales Volume and LABC Sales Volume must have an increase over the prior year to receive the cash award.)

If an achiever is #1 for both Personal Sales Volume and Personal Sales Increase, Direct Delivery Sales Volume and Direct Delivery Sales Increase, LABC Sales Volume and LABC Sales Increase, or Team Sales Volume and Team Sales Increase, she or he will receive an additional $5,000 cash award.

REGIONAL
The Regional Pinnacle Awards recognize 9 Sales and Leadership categories in the East and West (all of the ones listed on page 16 except the LABC categories). The top 20 in each category for each region will receive an honorary award. In addition, the top 100 Representatives in each region will receive a congratulatory email from Avon Rewards with a link to a selection of gifts they can choose from.

TOP 100 REPORTS
To help you see who is tracking towards the Pinnacle Awards throughout the year, the top 100 names for each category will be made available on AvonNow.com at the end of each campaign.

Leadership and President’s Recognition Program title advancements will also be available, with the name and new title of Representatives who were promoted in the most recent campaign.

RECOGNIZING NEW REPRESENTATIVES
To encourage new Representatives appointed December 11, 2019, or after, and champion their efforts within their first year, they will receive a celebratory email and a gift through Avon Rewards for:
- Reaching $2,500 in Award Sales
- Reaching $5,000 in Award Sales
- Their one-year Avoniversary

Go to AvonNow.com/Rewards and Recognition for the full details.

Program details are subject to change at anytime at Avon’s discretion.
"If we stop and look over the past then into the future, we can see the possibilities are growing greater and greater every day."

David H. McConnell