



AVON

**MARKETING
AND BRANDING
RULES OF THE
ROAD**

FOR REPS AND SALES LEADERS

2022

BRANDING YOUR BUSINESS AND BRANDING YOU IS SUPER EXCITING!

We know how much you love to share amazing content with your customers, but before you do, we wanted to explain some general rules about marketing and branding, to help make sure you're representing Avon as best you can.

These rules of conduct apply to the Avon globally. Local variations and updates may apply due to the national or business needs. If this is the case we will share them with you.

WHY CONSISTENT BRANDING IS SO IMPORTANT

Think of the world's most memorable brands...

You can picture the logos and names of these companies so clearly because they are always the same. Everywhere.

A successful company's logo and its name have to be consistent - online, on shop windows, and on packaging materials.

This consistency reinforces what the company stands for. The same goes for Avon. It's why we are one of the most recognisable brands in the world.

When people see our logo or read our name it always looks the same - whether in London or Sao Paulo - it creates a certain feeling for them, a familiar emotion.

That's the amazing work of you and the generations of Reps before you have built together. All your hard work may be damaged if the Avon name is used in a way that isn't consistent or doesn't represent Avon in the best light possible.

To protect our brand and your Avon business, we've developed easy-to-follow guidelines on how to use the Avon name and trademark when you create your own advertising materials and marketing tools, either online or offline.



ALL ABOUT TRADEMARKS

The Avon name, logos, brands, product names, and even the look and feel of Avon's packaging are all types of trademarks, most of which are protected by law. Such trademarks are changing over times, and it's very important for us to always use the most current ones.

No one can use these trademarks to sell or advertise products, to recruit Reps, create promotional items, or engage in any other business in which we are engaged, without our permission.

As an Independent Rep, Avon permits you to make certain uses of its trademarks, but only as specified by the Rules of Conduct.

1. LET'S SEE SOME BASIC RULES:

Whenever you're permitted to use an Avon logo, please ensure you use the most current version:



IMPORTANT NOTE! When using the Avon logo, make sure you have also have the words **INDEPENDENT REP** as close to the logo as possible (as above), or use the official version below which you can download [here](#).



Please do not use any previous versions of the von logo to ensure our branding is consistent.



2. PROMOTIONAL SALES ITEMS & PRINT MATERIALS

We don't encourage you to create your own promotional items, but please contact your Division Manager for more guidance.



Copyrighted image



Incorrect logo use and usage



3. BUSINESS CARDS, STATIONERY, E-MAIL BANNERS AND SIGNATURES

Only the approved Avon graphics version and wording are permitted to be used on any business cards, stationery, e-mail banners and e-mail signatures. Unless prior approval has been obtained from Avon, you're not permitted to 'create' your own graphics where the Avon trade name or trademarks are used.



Business Card templates will be available to download soon!

3. DOMAIN NAMES, URLS AND E-MAIL ADDRESSES

Reps may not register domain names containing Avon's trademarks (including the word "avon") and may not use Avon's trademarks in any subdomain or non-domain portion of any URL without our preliminary written approval. This is because it might create the false impression that the site is managed by Avon. If you already have a website with Avon or another Avon trademark as part of the domain name, Avon may require you to move your website to a different domain and transfer your domain to Avon.

www.beautybybrenda.co.uk ✓

Domain name does not contain "avon"

www.avonlondon.co.uk ✗

Domain name contains "avon"

ALL ABOUT COPYRIGHT

Avon's photographs, brochures, catalogues, sales material, contracts and sales training sessions, literature, audio or video material, presentations and events are copyright-protected property, just like an author's book, an artist's painting, or a composer's song.

Usage rights generally belong either to Avon, or to another person (e.g. the photographer) who has given Avon permission to use the material, often only for a limited time, in limited places, or in limited channels, but such rights are not extended to Avon Reps. Like our trademarks, no one can reproduce any part of these materials without Avon's permission.

As a basic rule, please don't use a copy of brochures, product pictures or celebrity photos either downloaded from the internet or copied from a newspaper. Only use such materials as authorised and provided by Avon and within the specific scope (time frame and channel) depicted for such material available on Avon Social and AvonOn.

STOCK PHOTO PROVIDED BY AVON ✓



NOT PROVIDED DIRECT BY AVON ✗



USEFUL RESOURCES

We've got some brilliant digital tools where you can easily access branded content and get advice on growing your business successfully.



AVON ON

The whole world of Avon in one app, at your fingertips! Master social selling on all your social media accounts with only a few taps. Available to download from the App Store or Google Play.

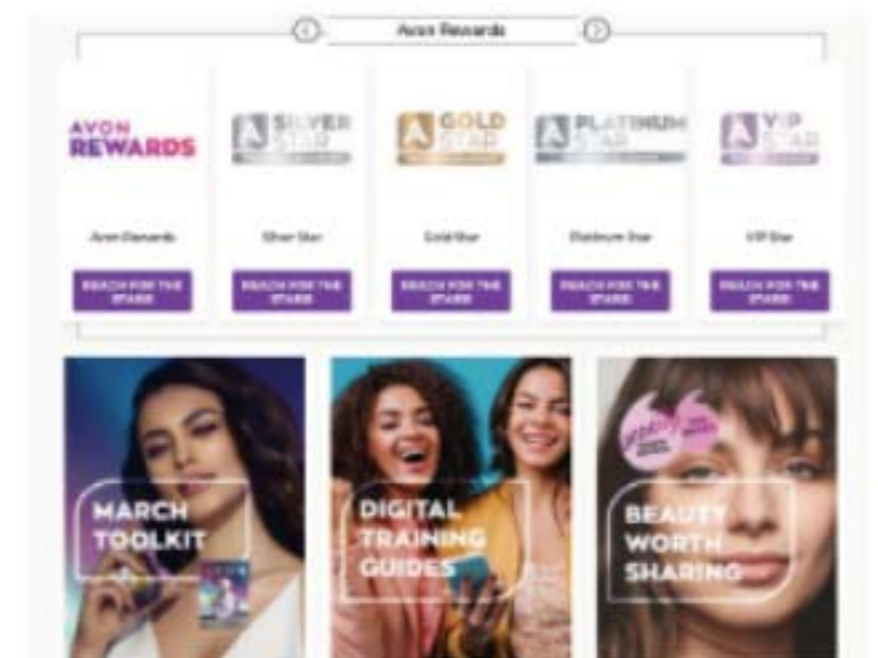
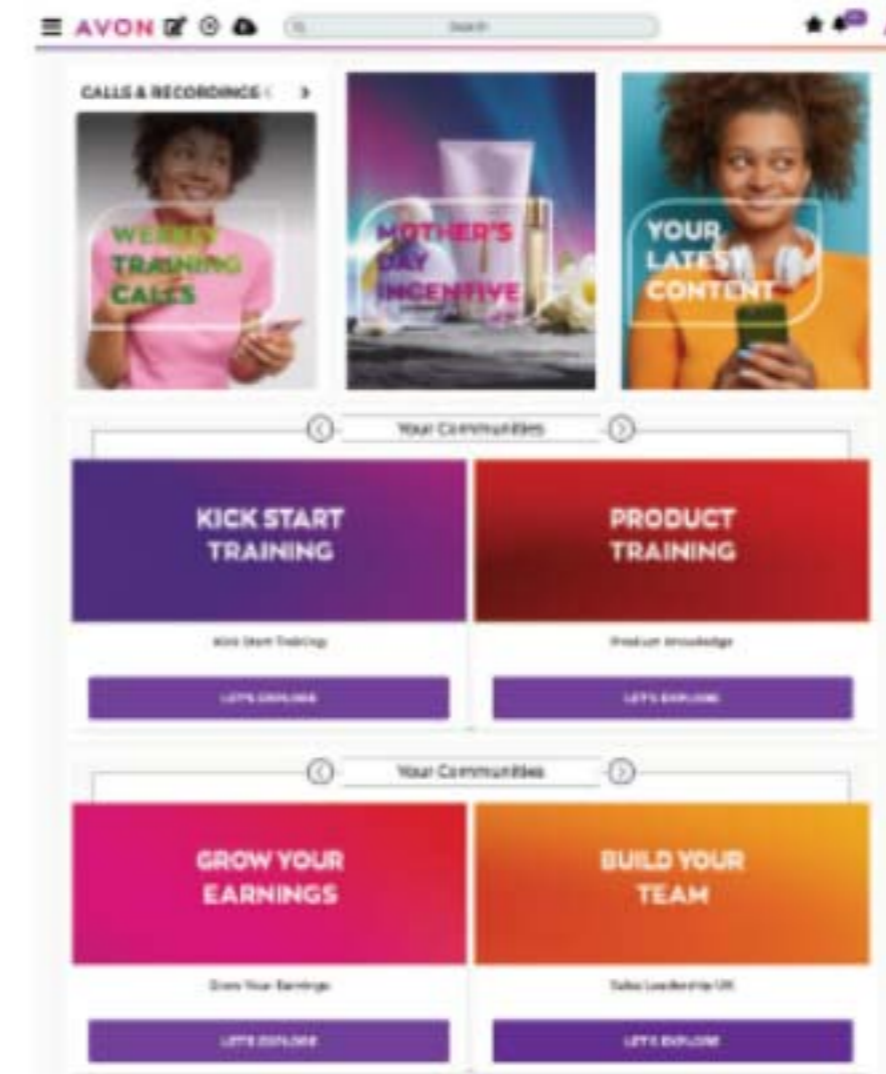
- Avon On gives you access to loads of great ready-to-share content, saving you time and effort. Share them on all your preferred accounts.
- To make the content even more engaging and attract more followers, add hashtags and add your own message or story.
- To make sure your followers know how to buy from you, make sure you always include links to your personal Avon Brochure and Avon Store in all your posts.
- Schedule posts in advance so you will have fresh content for your audience, even on your busiest day.
- Share your look, product experience or tell your story by taking a picture or creating a video, and make it look even more professional by adding your favourite Avon branded frame.
- The best part; Every post you share will link all customers directly to you!



AVON CONNECT

The go-to resource for bite-sized learning to become an expert in Avon and Beauty. Available on all devices, you can log in via the Rep website, AvonOn or web.

- Engage with others and start conversations. Be part of the community. Like, share and comment on content. Add your questions and take a look at what others think about a topic.
- Get access to information tailored to your needs. Got a question or want to learn more about how to build your business? Hop online and find loads of hints and tips, anytime, anywhere.
- Easy to find the information you're looking for. Are you curious to learn more about beauty, find sales hacks or how to sell online? No matter what you're looking for, the search functionality will help you find it in seconds.
- You found a hack that really works for you... unleash the expert in you and post your tips easily, anytime.



TIPS FOR SELLING ONLINE

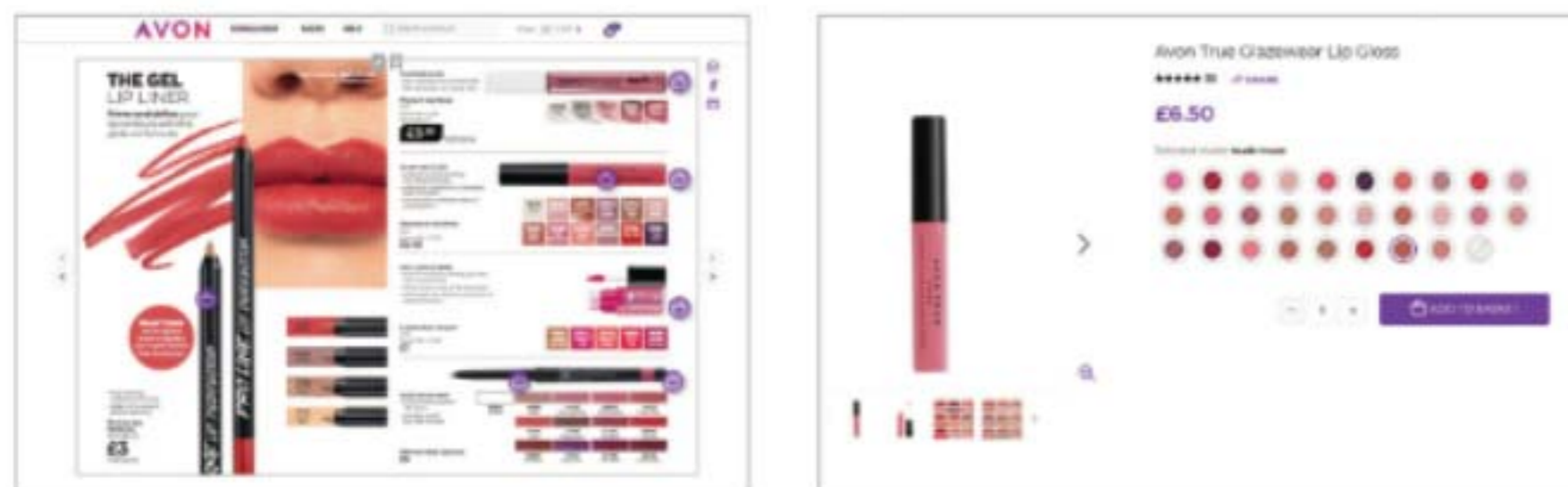
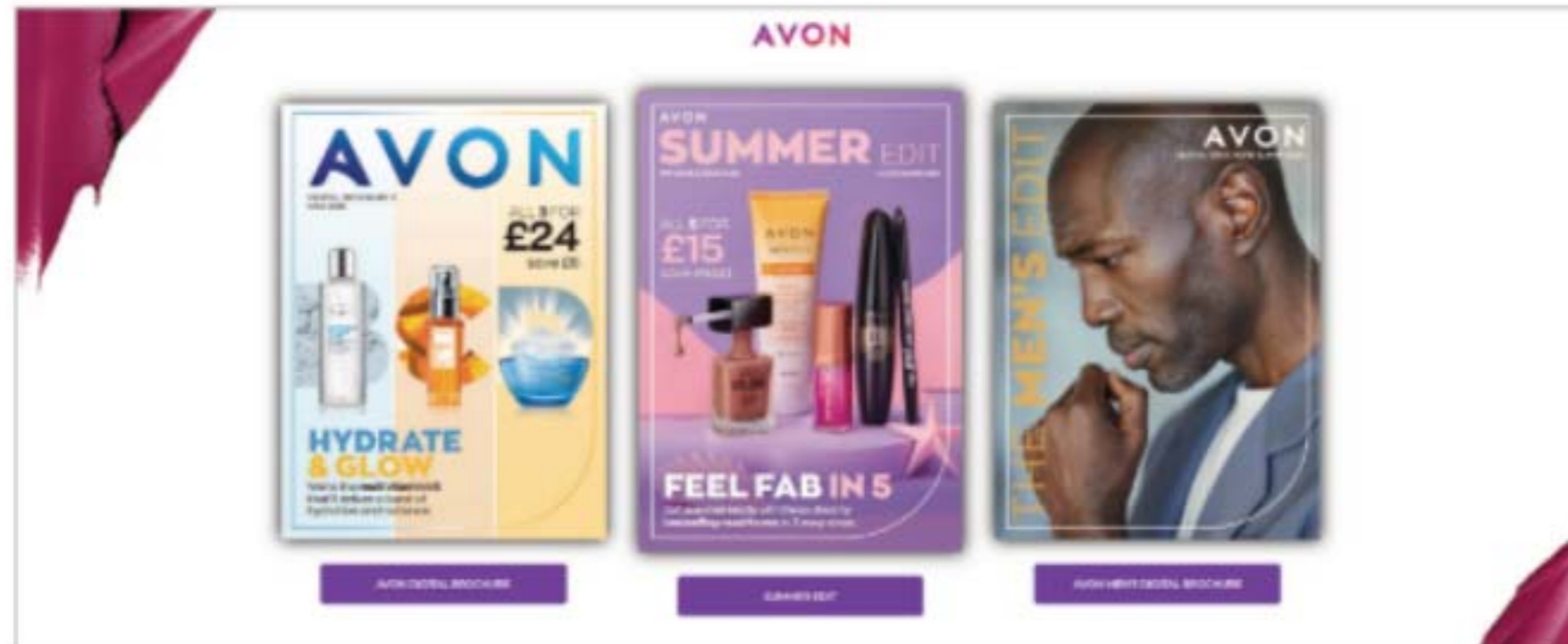
IMPORTANT THINGS TO KNOW ABOUT SELLING ONLINE:

We offer our Reps a variety of online selling tools, depending on the specific market. Such Avon online selling tools are the best way for Avon Reps to offer Avon products for sale online.

1. PREFERRED WEBSITE OPTION "MY AVON ON"

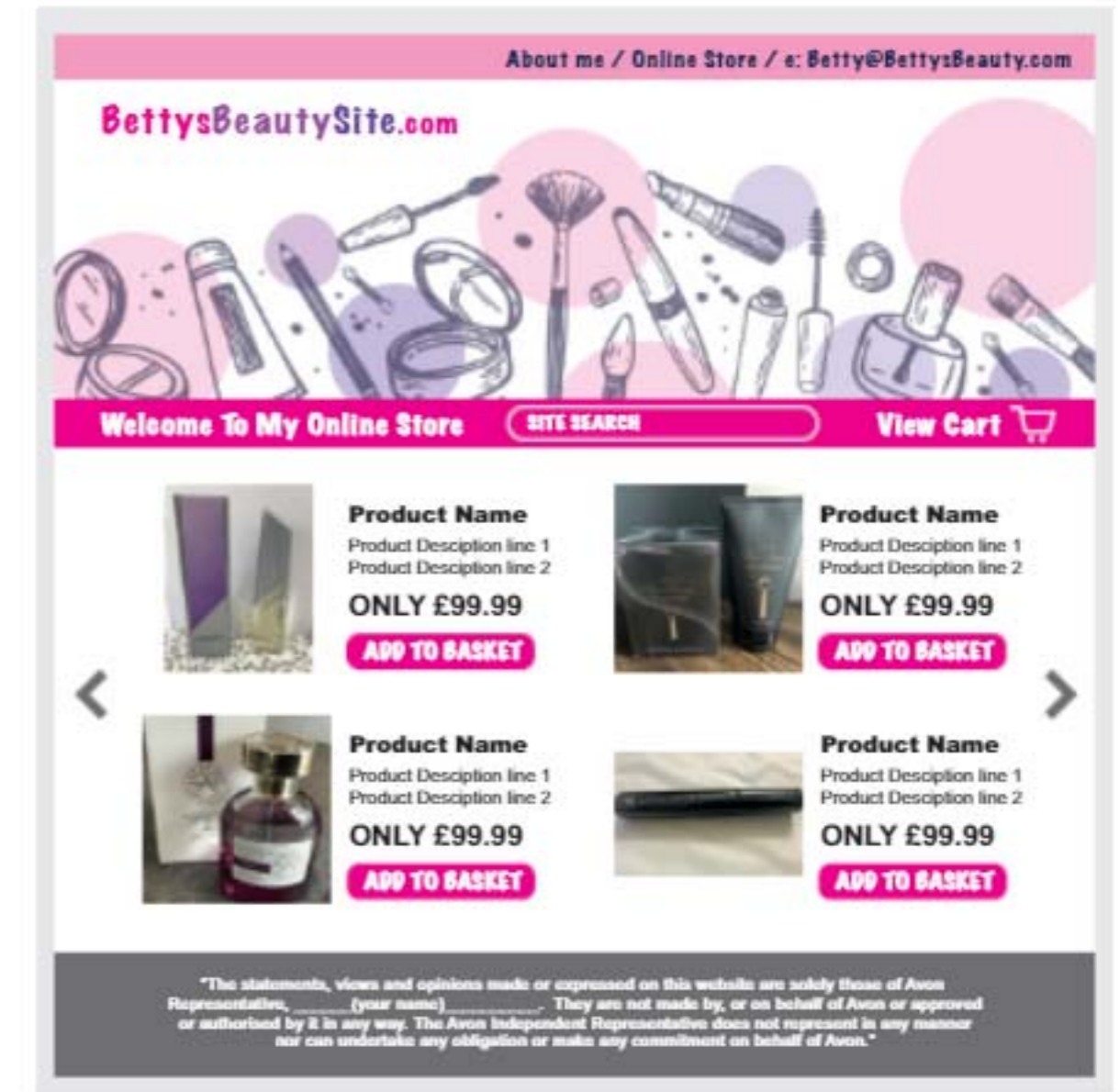


INTERACTIVE "AVON BROCHURE" WHICH YOU CAN PURCHASE THROUGH

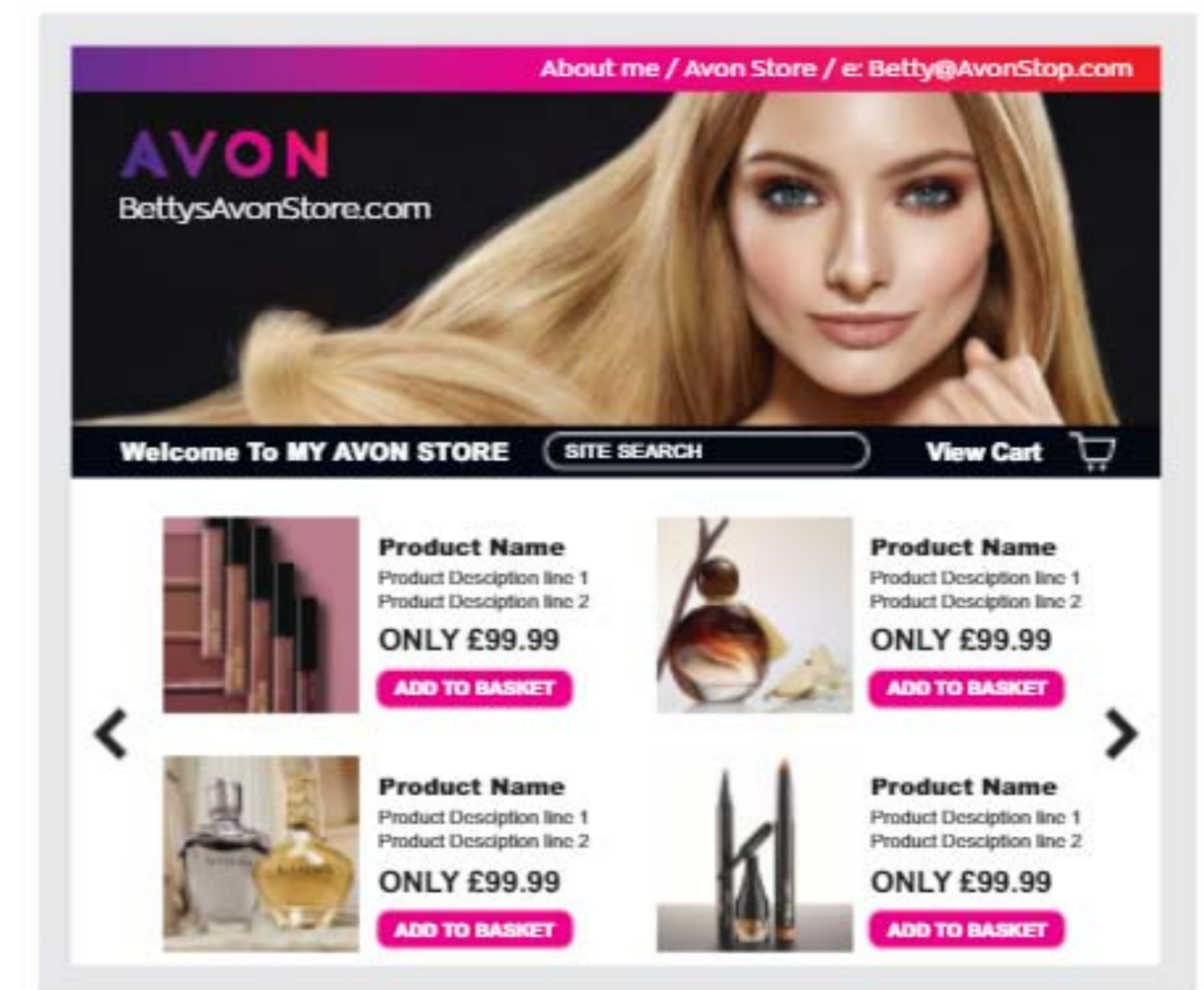


However, if you decide to create your personal website for selling Avon products, you should have your own design and "look and feel" to your website, and not mimic the look of the Avon website. There will be certain criteria you need to meet, so read on to find out more.

2. EXAMPLE 1 - LEGALLY CORRECT WEBSITE



3. EXAMPLE 2 - NOT LEGALLY CORRECT WEBSITE



THE CRITERIA YOUR WEBSITE NEEDS TO

1. You may not use Avon's trademarks (e.g. Avon as a name) in your domain names, URLs, or email address.

2. You may not use copyrighted materials (e.g. product pictures taken from Avon brochures) on your website. You may only use Avon's logos, images or photographs that you obtain from your Rep Resources page, and within the specific scope depicted for such material (time frame and channel).

3. Your website should look and feel like your website, not Avon's. At all times, it should be transparent who the customer is buying from: that the site is yours, not Avon's, and your contact details must be visible. You need to disclose your relationship to Avon by placing the phrase "Avon Rep" in a prominent location on such page, appearing in the same or larger font size as the surrounding text.

4. Your website must include this disclaimer...

"The statements, views and opinions made or expressed on this website are solely those of Avon Rep, _____(your name)_____. They are not made by, or on behalf of Avon or approved or authorised by it in any way. The Avon Independent Rep does not represent in any manner nor can undertake any obligation or make any commitment on behalf of Avon."

5. When you advertise Avon products on your website, please make sure that you only use product related statements which are included in official Avon communication (brochure, website). Never use statements for Avon products which you have created on your own (e.g. "this mascara can last up to 3 days") because such statements usually require scientific/statistical proofs.

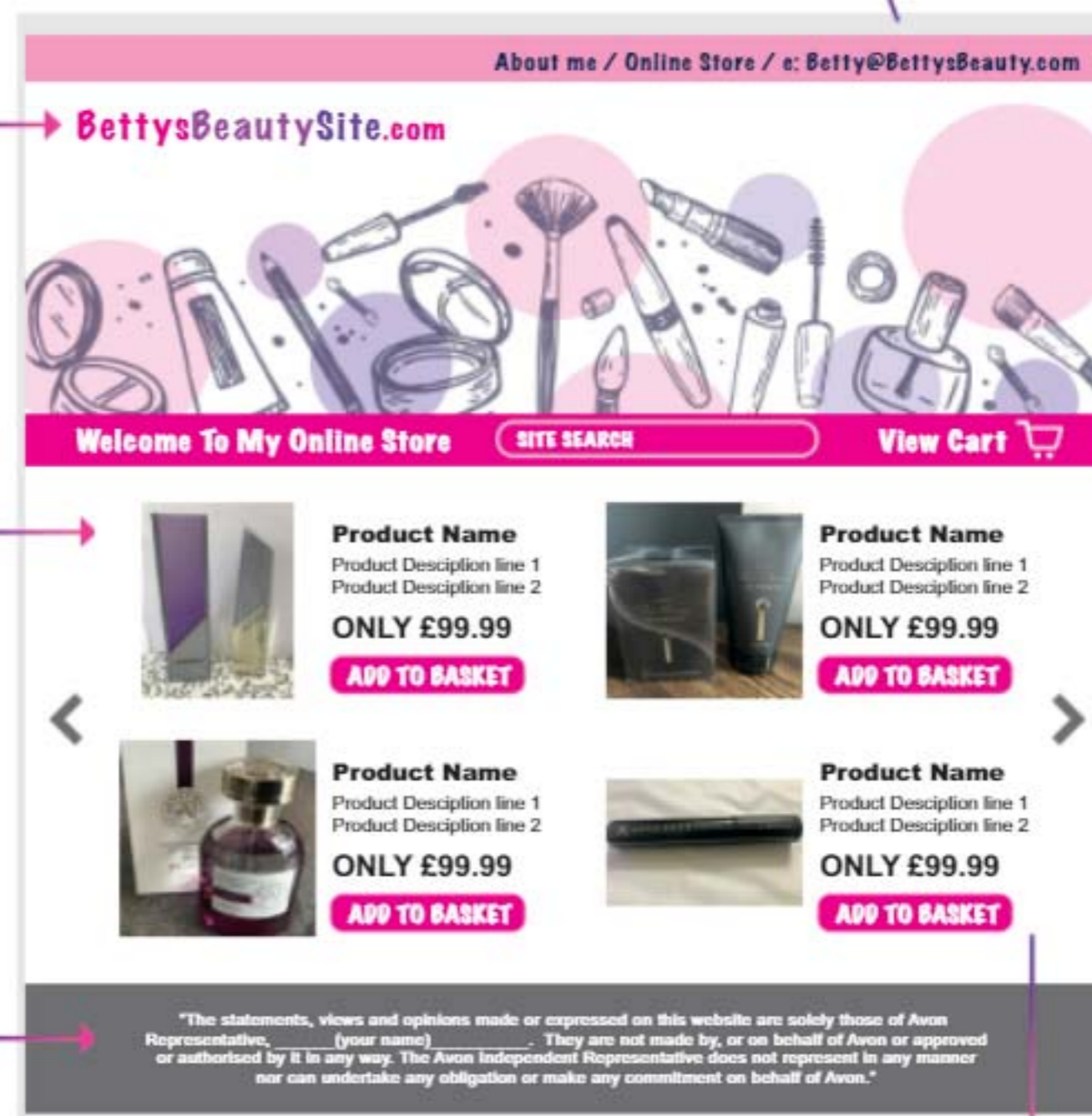
6. Any e-mail address that you advertise, or link to on a website, may not contain any Avon trademarks. In addition, you should always indicate your status as an "Avon Independent? Rep" in your email signature when conducting business relating to Avon products or recruitment by email.

EXAMPLE 1 - LEGALLY CORRECT WEBSITE

Your website should look and feel like your website, not an Avon site.

Any e-mail address that you advertise, or link to on a website, may not contain any Avon trademarks

Use your own original logo



Use your own photography

Your website must include this disclaimer

When you advertise Avon products on your website, please make sure that you only use product related statements which are included in official Avon communication

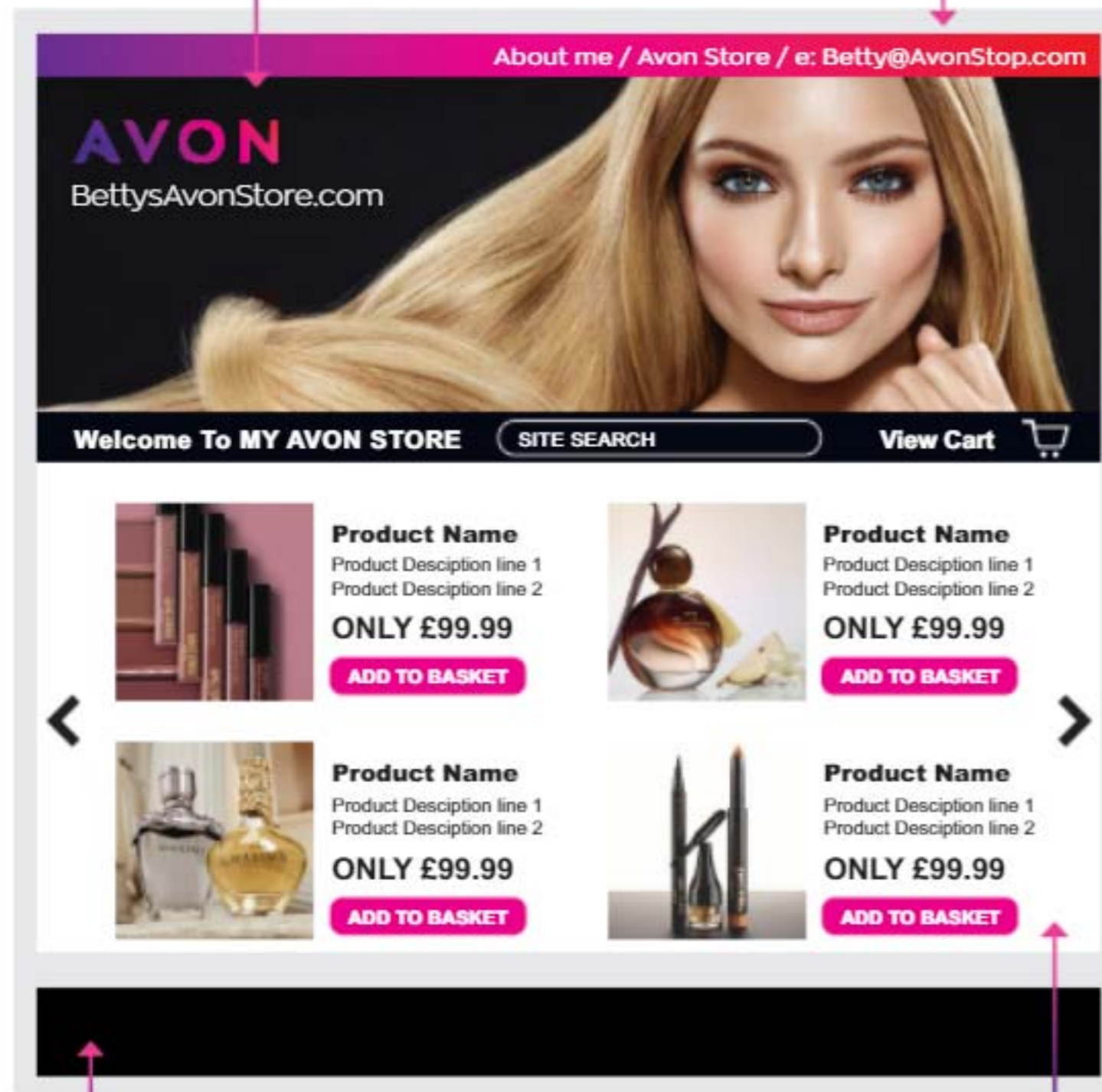
EXAMPLE 1 - NOT LEGALLY CORRECT WEBSITE

Your website should NOT look and feel like an Avon website.

You may not use copyrighted materials, product pictures taken from Avon brochures on your website.

Don't use the Avon trademark, logo or Avon as a name in your domain names, URLs or email address.

Any e-mail address that you advertise, or link to on a website, may not contain any Avon trademarks



Your website must include the disclaimer

When you advertise Avon products on your website, please make sure that you only use product related statements which are included in official Avon communication

PROMOTING YOUR WEBSITE ON OTHER PLATFORMS:

Avon Reps are free to advertise their personal websites, but if you choose to bid on "Avon" or any other Avon trademark as a keyword for an online Ad, you agree not to use the Avon trademarks in your advertisement headline, except in the case of stating "Official Avon Rep".

You may, however, use the Avon trademarks in advertisement description lines of that ad. Search engine advertising pointing to your personal website must clearly indicate that it was created by an Avon Rep and not by Avon itself.

DISPLAY URL ADVERTISEMENT HEADLINES & DESCRIPTION LINE EXAMPLES

Ad. www.myavonstore/sharon ✓
Buy all your makeup here
Shop with an official Avon rep. Buy Avon makeup

Ad. www.beautybybrenda.co.uk ✓
Buy from an official Avon representative
Shop with an official Avon rep for all your Avon product needs

Ad. www.myavonstore/sharon ✗
Buy AVON makeup here
Shop with Avon directly

SELLING AVON ON ONLINE MARKETPLACES

Whenever you'd like to sell Avon products on online auction sites (e.g. Amazon or E-bay) you may not use any Avon trademark or copyrighted work, including logos, official product photos, tag lines or slogans in your marketplace or auction listings. You may only use Avon's trademarks in a purely descriptive sense to describe the goods offered for auction or sale.



When online selling, your photographed product images should be clear and clean with a considered background and structure.



Do not use unsupplied Avon copyrighted materials.

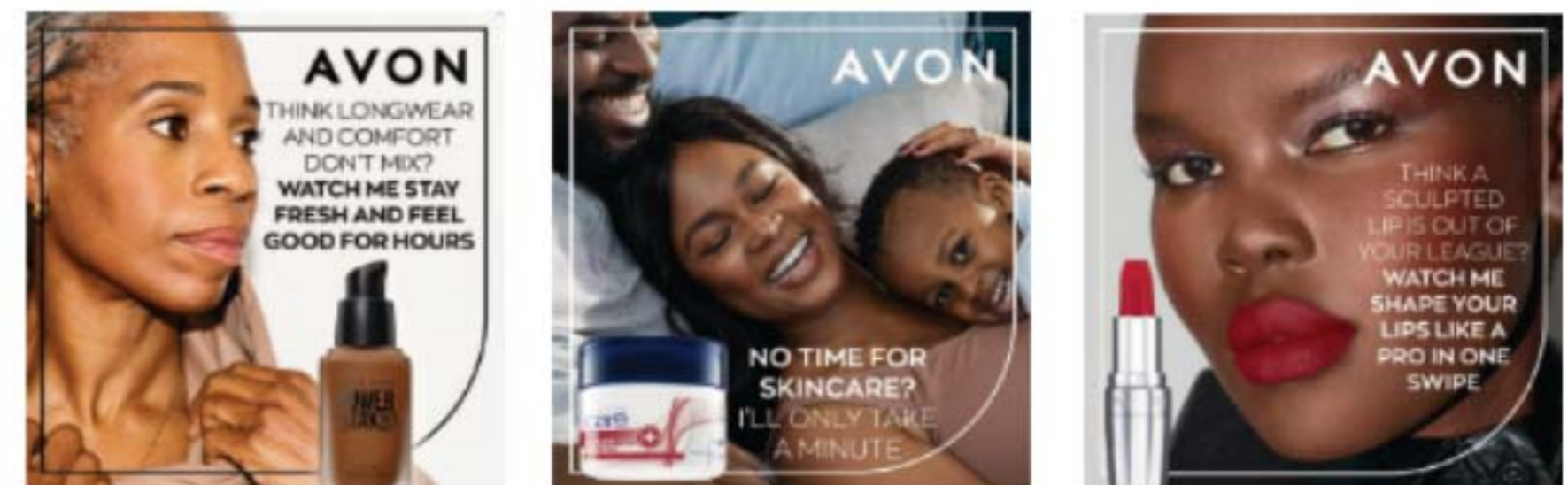
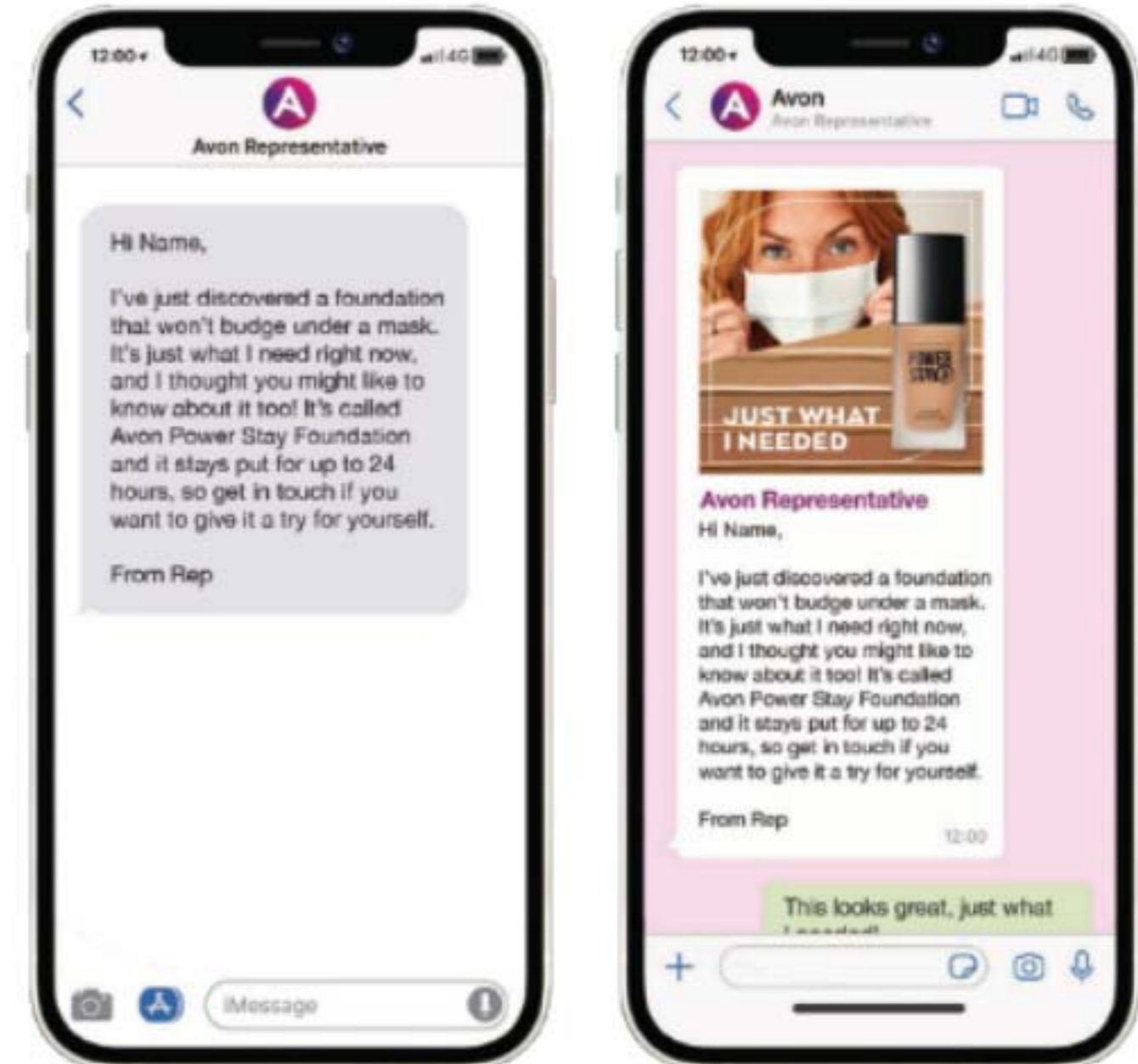


Photographed product images should not be busy, cluttered or unclear.

Certain regions Avon may not allow Independent Sales Reps to sell Avon products through an e-commerce website, or online auction sites. Please check our official web page for further information regarding this.

REPRESENTING OUR BRAND ON SOCIAL MEDIA

Since sales of Avon products are based on personal relationships, and so much of that is conducted through social media, we encourage presence on social media, blogs, and similar sites. Reps are encouraged to blog and leave comments about Avon products where they deem it appropriate, but should do it always in an honest and truthful manner in line with our guidelines...



1. You may use the Avon trademark on your social media accounts or in other online forums in order to indicate you're an Avon Rep, but you may not use Avon or any other Avon Trademark as your username. **You may not use the Avon trademark in a way to suggest that the page is created by Avon, and you must clearly indicate the account or group is created or owned by an Avon Rep.**

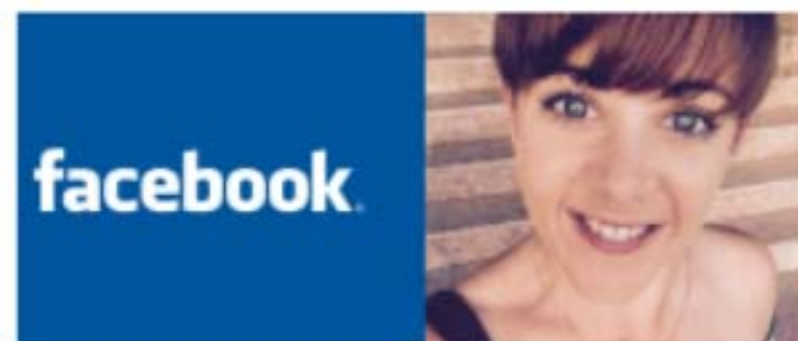
2. A social media page or group name should not be named using the Avon trademark, unless accompanied by words that make it clear that the page is operated by an individual. **Your social media pages or account names/handles may not mislead the consumer to believe that the page is an official Avon page/group. A social media (e.g., Facebook) group name and picture should clearly state that it is operated by an individual, e.g., "Lily's Avon Team" with Lily's own image.**

3. You may not use any Avon image as your profile picture or group profile picture.

PAGE CALLED "AVON WARSAW"



PAGE CALLED "LILY'S AVON TEAM"



4. You may not copy any Avon image, whether obtained from an Avon website, or an internet search to include in posts online. However, you may link to content on Avon websites or, where available, use the sharing function on Avon's official websites or social media posts, to share images that Avon has posted publicly.

5. Reps may post content such as audio or video recordings, or images taken during their meetings with customers as long as such posts do not violate a customer's privacy rights. **Reps may post content such as audio or video recordings or images taken during their Avon meetings as long as such posts are preliminary approved by Avon.**

