

Advertising and Promotion Guidelines for Avon Representatives

As you're building your business as an Avon Independent Sales Representative ("Representative"), social media is an important—and fun—way to sell products, share the Avon opportunity, and build your team. As an Avon Representative we encourage you to make your online presence known! Below, you will find a list of actions we "encourage" and want you to take, and some other things to be mindful, or "watch out" for, as you build a successful Avon business online and in person!

Encouraged:

- ✓ Always identify yourself as an Avon Independent Sales Representative!
- ✓ Create a dedicated email address for your Avon business.
- ✓ Use Avon-approved business cards (available through YourAvon.com).

Watch Outs:

- ✗ Don't use "Avon" or any Avon trademarks (Anew, Skin So Soft, etc.) in your email address.
- ✗ Don't discuss competitors in a denigrating manner.

BASICS

Encouraged:

- ✓ Promote your Avon eStore.
- ✓ Create a website or social media page (a business page on Facebook, for example) to spotlight products and trends, promote your Avon business, bring your teams together and include a link to your Avon eStore!
- ✓ Create your own blog to share excitement and personal comments, tips, etc.
- ✓ Take advantage of the Social Media Center available on YourAvon.com for ready-to-share posts on your social media channels.
- ✓ Use YouTube to post and share videos you create that showcase products and encourage your teams to sell.

Watch Outs:

- ✗ Don't use "Avon" or any Avon trademarks (Anew, Skin So Soft, etc.) in your website's address, blog name, or social media handle.
- ✗ Don't put Avon products for sale on any website, social media, blogs, or marketplace (eBay, Amazon, etc.).
- ✗ Don't create online deals (for Groupon, Living Social, etc.) or list coupon codes (for Retailmenot, Coupon Cabin, etc.) for products or recruitment offers.

ONLINE

Encouraged:

- ✓ Use only Avon-authorized promotional or logoed items.
- ✓ Use only approved product statements from brochures, product reference guides, or current Avon advertising.
- ✓ Promote current Avon incentive programs or sweepstakes (always include dates and a link to the official program rules).
- ✓ Take advantage of local/community newspapers and classified publications to promote your Avon business.

Watch Outs:

- ✗ Don't use unauthorized product or earnings claims. Refer to Avon.com and YourAvon.com for details when highlighting a product.
- ✗ Don't use images, graphics, product photos or photos of any person, model or celebrity from Avon brochures, promotional material or website unless explicitly approved.
- ✗ Don't advertise in any website or online banner ads, any form of radio or television, national newspapers or magazines, trade or direct selling publications, or outdoor advertising.
- ✗ Don't purchase any "keywords" from a search engine or other online service to direct users to your Avon business.
- ✗ Don't create or sell your own items with Avon's name or trademarks.

ADVERTISING