



FROM BEAUTY LOVER TO BEAUTY BOSS



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AVON'S NEW REWARDS PROGRAMME 2021



AVON REWARDS

FOR LOYALTY. FOR GROWTH. FOR PURPOSE.



FROM LOVING BEAUTY TO BEING REWARDED BY BEAUTY

WELCOME TO THE

A-LIST

SMALLER. EASIER.

STEPS TO
SUCCESS.

As an Avon Representative or Business Owner, you can choose to share the power of beauty & be recognised & rewarded for it. It's simple & easy: you put in your time & passion & get rewarded with benefits in return. Avon rewards your time, your effort & your loyalty. With **Avon Rewards**, the more you give, the more you get.

Dear Representatives & Business Owners

I am so pleased to launch **Avon Rewards** & open a new world of benefits to all of you in 2021!

Being part Avon means that you need to be rewarded & recognised as the integral part of the Avon family that you are. This new programme has been designed to reflect how much we value our relationship with you, as well as your contribution to the growth of the Avon business.

All the best for an incredible 2021.



mikey

MIKEY BICKNELL
SALES DIRECTOR
Avon SOUTH AFRICA



GET MORE BENEFITS WITH AVON REWARDS.

The more you engage, the bigger the reward.

Keep an eye out for **additional surprises & benefits** throughout the year.

	A PINK STATUS	A BRONZE STATUS	A SILVER STATUS	A GOLD STATUS	A PLATINUM STATUS	A PLATINUM ELITE STATUS
1ST TIME ACHIEVEMENT						
DISCOUNT	18% Discount	19% Discount	21% Discount	24% Discount	30% Discount	30% Discount
QUARTERLY BENEFITS	No admin fees on >R2 500	Exemption from the administration fee for the 1st order of the quarter Buy 5 & receive 1 Free brochure per month	2 Exemptions from the administration fee per quarter Buy 10 & receive 2 Free brochures per month A Demo offer in Let's Talk once a quarter	1 Exemption from the administrative fee per month Buy 20 & receive 5 Free brochures per month Demo offers in Let's Talk twice a quarter	Exemption from the administration fee 1 Free product* per month 15 Free brochures per month	2 Free products* per month 25 Free brochures per month Demo offers in Let's Talk every month
TRAINING	Avon Connect	Avon Connect +Exclusive Masterclass	Avon Connect +Exclusive Masterclass	Avon Connect +Exclusive Masterclass	Avon Connect +Exclusive Masterclass	Avon Connect +Exclusive Masterclass
RECOGNITION	Head of Sales Email	Head of Sales Email ASM Recognition	Head of Sales Email ASM Recognition	Head of Sales Email DSM Recognition	Head of Sales Email DSM Recognition	Head of Sales Email RSM Recognition

*Products will vary from month to month

LEVEL UP ON YOUR REWARDS.



REWARDS STATUS **PINK**

<R2 100

Quarterly Threshold

Quarterly Benefits:

- **18% Discount** on all products excluding purchases from Let's Talk, brochures, plastic bags, samples & other training aids
- **No administration** fee on orders >R2 500
- Access to **Avon Connect & additional training platforms**
- **Congratulations email** from the **Head of Sales**



LEVEL UP ON YOUR REWARDS.



REWARDS STATUS **BRONZE**

R2 100 - R4 999

Quarterly Threshold

1st Time Achievement

- 1x **Avon Glimmerstick black eyeliner**
- Exclusive access to our **Sales Techniques Masterclass** to double your earnings with advanced selling techniques

Quarterly Benefits:

- **19% discount** on all products excluding purchases from Let's Talk, brochures, plastic bags, samples & other training aids
- **1 Exemption** from the **administration fee** for the first order of the quarter
- **Buy 5** & receive **1 free brochure** per month
- **Congratulations email** from the **Head of Sales**
- **ASM Recognition**



A REWARDS STATUS
SILVER

R5 000 - R12 499

Quarterly Threshold

1st Time Achievement

- 1x **Anew Ultimate Day Cream**
- Exclusive access to our **Skin Care Masterclass** - learn how to delight your customers with skincare tips & training

Quarterly Benefits:

- **21% discount** on all products excluding purchases from Let's Talk, brochures, plastic bags, samples & other training aids
- **1 Exemption** from the **administration fee** for 2 orders of the quarter
- **Buy 10** & receive **2 free brochures** per month
- **Exclusive demo offers** in Let's Talk once a quarter
- **Congratulations email** from the **Head of Sales**
- **ASM Recognition**



A REWARDS STATUS
GOLD

R12 500 - R30 999

Quarterly Threshold

1st Time Achievement

- 1x **Attraction for Her EDP 50ml**
- Exclusive access to our **Digital Masterclass** & learn how to grow your business using our amazing **digital tools**

Quarterly Benefits:

- **24% discount** on all products excluding purchases from Let's Talk, brochures, plastic bags, samples & other training aids
- **1 Exemption** from the **administration fee** per month
- **Buy 20** & receive **5 free brochures** per month
- **Exclusive demo offers** in Let's Talk twice a quarter
- **Congratulations email** from the **Head of Sales**
- **DSM Recognition**



LEVEL UP ON YOUR REWARDS.



*Products will vary from month to month

A REWARDS STATUS PLATINUM

R31 000 - R77 499

Quarterly Threshold

1st Time Achievement

- Exclusive access to our **Finance Masterclass** & learn how to become a **finance guru**

Quarterly Benefits:

- **30% discount** on all products excluding purchases from Let's Talk, brochures, plastic bags, samples & other training aids
- **Exclusive demo offers** in Let's Talk every month
- **Exemption** from the **administration fee**
- **Congratulations email** from the **Head of Sales**

Platinum Status Benefits:

- 1 FREE **product*** per month
- 15 FREE **brochures** per month
- **DSM Recognition**

LEVEL UP ON YOUR REWARDS.



*Products will vary from month to month

A REWARDS STATUS PLATINUM ELITE

>R77 500

Quarterly Threshold

1st Time Achievement

- Exclusive access to our **Tax Masterclass** & **knowledge** on Taxation

Quarterly Benefits:

- **30% discount** on all products excluding purchases from Let's Talk, brochures, plastic bags, samples & other training aids
- **Exclusive demo offers** in Let's Talk every month
- **Exemption** from the **administration fee**
- **Congratulations email** from the **Head of Sales**

Platinum Elite Status Benefits:

- 2 FREE **products*** per month
- 25 FREE **brochures** per month
- **RSM Recognition**

Avon Rewards Programme Terms and Conditions

General:

1. This programme is open to all Representatives and Business Owners. The awards will be earned on the basis of the personal award sales in each quarter as set out in the brochure.
2. You may not purchase on another Business Owner/Representative's account.
3. Purchases of discontinued products do not qualify for the programme and should the Company become aware of purchases of such products; the Company shall have the discretion to disqualify you from the programme.
4. The cost of any goods ordered that are not available will not be added to your personal award sales. Where product supply levels deteriorate substantially the Company may, at its absolute discretion, consider waiving this condition as a gesture of goodwill.
5. All returned products will be credited to the Representative's account and deducted from the personal award sales total in the month of claim, or, if applicable the first month of the following quarter.
6. Any late orders not placed by end of the quarter (Sept and December 2021) invoice cut off will not count towards your sales goal. The exact date of close-off will be communicated in 2021.
7. The programme may be changed or terminated, in full or in part, by the Company, at our discretion, and if we do so, we will announce our decision using communication methods that we determine will reach most potential participants.
8. The Company may, at any time and at its sole discretion, amend the terms and conditions.
9. The Representative account details held by the Company will be used to measure the results. Participants are responsible for ensuring that all their details held by the Company are update.
10. Levels status achieved in each quarter will carry the associated benefits into the next quarter.
11. Achievers have a quarter to move up a level within the programme and will receive the benefits and rewards in the following quarter.
12. The programme is not transferrable or negotiable and nor may it be exchanged. The Company however reserves the right to substitute the programme, for an article of comparable quality and value.
13. In order to be eligible for rewards/benefits, Representatives must still be actively engaged as a Representative and their accounts must not be overdue at the time, they are awarded their prize/award. If an account is overdue at the time when the results are calculated, the Company may at its discretion withdraw the award.
14. The Company reserves the right to disqualify Representatives, withhold or cancel any status awarded or personal award sales, in the event of non-compliance with these terms and conditions or if the Company deems, in its absolute discretion, there to have been any malpractice or manipulation of results in order to achieve the programme levels throughout the incentive period.

15. Representatives are required to uphold the Company values at all times, including in relation to this programme.
16. Successful Representatives will be required to participate in any publicity as deemed appropriate by the Company.
17. In the event that the Representative becomes a Business Owner during the year, they will not be excluded from qualifying to be in the programme based on their personal award sales.
18. By participating in the programme, Representatives hereby give consent for lawful processing of their personal information by the Company.

BENEFITS:

19. When a Representative qualifies for the first time in a level, the Representative will be eligible for first-time achiever gifts:
 - a. Bronze, Gold and Silver gifts will be allocated once-off and delivered with the first order in the following quarter;
 - b. Platinum or Platinum Elite members will be allocated monthly gifts for the quarter provided that they continue to stay in the Platinum or Platinum Elite level;
 - c. Should a Representative move from one level to another within the quarter, they will only be eligible for the first-time achievers' gift for the highest level achieved; and
 - d. All first – time achievers will be invited to the Master Classes tailored for the level achieved.
20. In addition, Representatives will also be eligible for benefits laid out in the Avon Rewards booklet for the level.

RULES:

21. Representatives can move between levels based on the below rules

22. Level Movements:

- a. Existing Representative's (LOA 4+) achieve a level after each calendar quarter (after M09, after M012). Depending on quarterly award sales.
- b. New Representative (LOA 0-3) will automatically qualify for Avon Rewards on completion of Sign up 4 Success, will achieve a level upon achieving LOA 4 and based on cumulative award sales of first 3 months e.g., if the Representative achieves LOA4 in August promotion happens then and they maintain their levels until end of September when this is recalculated.
- c. First round of achievements will happen after Q3 2021.
- d. Representatives who have not achieved a level will move to the lower level based on their personal award sales after each calendar quarter (after M09, after M12). Depending on cumulative quarterly award sales.
- e. First round of level movement (lower level allocations) will happen after Q3 2021.

23. Reinstated Consultants

Representatives reinstated during a quarter where a level was achieved in the previous quarter, will be allocated their previous level. Representatives reinstated during a quarter where no level was achieved in the previous quarter, will be allocated to the lowest level of the programme.

24. Dual Membership and or Leadership

- a. Representative or Business Owner may be part of Avon and Justine Rewards and will therefore receive the benefits of each rewards programme accordingly
- b. Representative or Business Owner will be subjected to the terms, conditions and rules of each rewards programme respectively
- c. The Company reserves the right to disqualify Representatives from either or both rewards programmes, withhold or cancel any status awarded or personal award sales, in the event of non-compliance with these terms and conditions or if the Company deems, in its absolute discretion, there to have been any malpractice or manipulation of results in order to achieve the incentive levels throughout the incentive period.