

BOSS LIFE BUSINESS BLING

Incentive

TIMING: CAMPAIGNS 14 TO 17, 2017(TS 16-19)

PARTICIPANTS: ALL LEADERSHIP REPRESENTATIVES

Whether you're rocking a meeting or hosting an Avon party for friends, it's all about the business bling. Get down to business this summer through recruiting and driving activity among your first generation Representatives. Earn prizes each campaign that will help you build and accessorize your Boss Life business.



Campaign 14 (TS 16)



Campaign 15 (TS 17)



Campaign 16 (TS 18)



Campaign 17 (TS 19)

We've Got You Covered

Top off your presentation when you're out and about with this striking 72-inch **table cloth** emblazoned with the Avon logo (\$40 value).

All the Ladies in the House

Amplify your Boss Life with this compact **portable PA speaker** with extras like LED display, remote control, and built-in FM radio—perfect for getting your message out loud and clear at meetings and events (\$55 value).

Elevate Your Look

Add some sparkle to your skincare, makeup, fragrance, and jewelry display with these **Avon-branded nesting cubes** that help you beautifully showcase your products in seconds (\$40 value).

Picture Perfect

Set the scene so all eyes are on you and your business. This **bold backdrop** is easy to assemble—just set up, start the party, and create fantastic photo opps (\$59.95 value).

Bonus Reward for Bronze Ambassadors to Silver

Leaders: Show-and-Sell Bundle (\$120 value)

includes:

- Avon apron
- Avon free sample arrow sign
- Personalized Avon car window decal
- (10) Avon buttons
- (24) Boss Life balloons
- (100) Perfume blotters
- Brochure holder



Bonus Reward for Gold Leaders and Above: Latest model of the **Apple iPad** – with WiFi – 32GB and **Avon branded iPad case** (\$350 value).

HOW TO ACHIEVE CAMPAIGN REWARDS:

- Earn business bling each campaign you:
 - Have 66% of your **first generation place orders** AND
 - Personally recruit a **Qualified New Recruit** (QNR)
- A Qualified New Recruit (QNR) is a new Representative who places an on-time, paid order of \$150 or more in their first or second campaigns of enrollment. To be eligible for this incentive, the QNR must place a qualifying order during the incentive period (C14-C17).
- For the purpose of this incentive, Avon generated leads, such as ALMA, whether assigned or delegated, are disqualified.
- Activity is calculated as # of first generation Representatives who place an order divided by total number of first generation Representatives.

- To receive the reward, activity rate must be greater than or equal to 66% and you must have a minimum of 3 first generation Representatives place an order in the campaign.
- Each campaign is reviewed independently so if you miss the goals in one campaign you can still earn the business bling award in another.

HOW TO ACHIEVE BONUS REWARDS:

- Bronze Ambassadors and above can earn bonus rewards by meeting both of your goals in 3 out of the 4 campaigns.
- Earn the reward based on your title at the close of Campaign 13 (TS 15).

IMPORTANT GUIDELINES:

- \$150 minimum QNR order is based on Award Sales and as always includes direct delivery, sales center orders, and demos. Gifts with purchase do not count for this promotion. Bonus Dollars including Double and Triple Dollars are not included in order size for this promotion.
- Rewards cannot be transferred or substituted by achievers. Rewards cannot be redeemed for cash.
- Avon reserves the right to substitute a reward (or portion thereof) with something of comparable or greater value, in its sole discretion.
- Avon reserves the right to adjust rules and regulations or cancel the program at any time, at its sole discretion.
- 1900 Districts and District 2214 are not eligible to participate in this incentive.
- Avon reserves the right to audit all performance data when determining incentive reward eligibility and reserves the right to disqualify or remove any Representative it determines has violated principles of fairness or program intent.
- Representative's account must be active and in good standing (past due no more than 2 Campaigns). Avon reserves the right

to review and withhold rewards for account balances over \$500.

- All federal, state and local taxes, if any, associated with acceptance of the reward are Representative's responsibility.
- Void where prohibited.

TRACKING AND ACHIEVERS LIST:

Tracking Available on VIBE	July 10, 2017
C14 (TS 16) Achievers Posted	July 19, 2017
C15 (TS 17) Achievers Posted	August 2, 2017
C16 (TS 18) Achievers Posted	August 16, 2017
C17 (TS 19) Achievers Posted	August 30, 2017
Bonus Achievers Posted	August 30, 2017
Rewards Mailed Directly to Home	Close of each Campaign. Please allow for a slight delay of the table cloth

WHO TO CONTACT:

- For questions regarding your performance and reporting please contact avon.leadershipC2@avonusa.com or call the leadership help desk at 1-800-468-4600