



KickStart Program

PARTICIPANTS

New Representatives

TIMING:

Their first seven campaigns with Avon

BACKGROUND

The KickStart program is part of the overall New Representative onboarding experience and is designed to help new Representatives get a taste of success from their first Avon order. It rewards new Representatives for both sales and recruiting success in their first 7 campaigns of business with guaranteed earnings, free brochures and recruiting bonuses in the 7 campaign KickStart timeframe. Lastly, New Representative can earn a \$200 performance bonus when they achieve the KickStart sales targets and achieve a minimum of three (3) Qualified Recruits within the incentive timeframe.

HOW THE PROGRAM WORKS

1. Sales Component

New Representatives will earn 40% **on all product sales** (online store, Fashion & Home, Beauty and Jewelry) when they achieve sales at the following thresholds below:

LOA	Sales Goals	Earnings
1	Any size	40%
2	\$150	40%
3	\$200	40%
4	\$250	40%
5	\$300	40%
6	\$350	40%
7	\$400	40%

In addition, Avon will support New Representatives with a free pack of 10 brochures in LOA 1-5 with a \$50 or more order placed on yourAvon.com

2. Recruiting Component

In addition to this sales component, new Representatives qualify for a \$50 recruiting bonus with every Qualified Recruit referred during their first seven (7) campaigns with Avon. A Qualified Recruit is a new recruit who has an on-time paid order of a \$150 or more during their 1st or 2nd campaign of appointment (by close of LOA 2).

3. KickStart Performance Bonus

When new Representatives achieve all the sales goals and recruits a minimum of three (3) Qualified Recruits within the KickStart Period they will receive an additional \$200 performance bonus. Achieving all three components results in the new Representatives earning within the KickStart Period.

PROGRAM CONDITIONS

- The KickStart incentive period is the seven (7) campaign window starting with the first (1st) campaign of the new Representative's journey and ending with the campaign update for their seventh (7th) campaign.
- **For Sales Component:** Each campaign stands alone meaning the Representative can earn the 40% earnings and/or the free brochures in any individual campaign even if she missed a previous LOA sales goal.

- Free Brochures are distributed to the Representative in their YourAvon.com orders.
- Sales target achievement is calculated as sales less returns.
- If the sales goal is NOT achieved in any campaign, the Representative will earn based on the earnings schedule below:

Campaign Order Size	Earnings on Beauty and Jewelry	Earnings on Fashion and Home fixed (◇)
\$0-\$149.99	20%	20%
\$150-\$299.99	30%	20%
\$300-\$499.99	35%	20%

- **For Recruiting Component:** There is no cap on the \$50 recruiting bonus. During the KickStart period, the new Representative is eligible to earn \$50 for every Qualified Recruit she brings to her team.
- The \$50 recruiting bonus will be sent by direct deposit at the campaign close when the recruit's 1st order has been paid on time.
 - If the Representative chooses not to enroll in direct deposit, recruiting bonuses will be administered via a pre-paid Visa/MasterCard. Be advised it may take up to 30 days for the card to be issued. Once issued, subsequent recruiting or performance bonuses will be added at the end of each campaign.
- **The Performance Bonus Payout** will be issued after the close of the 7th campaign if the sales levels and minimum recruiting criteria are met within the 7 campaign timeframe.
 - If the KickStart participant has a pending new recruit(s) at the close of the KickStart period then performance bonus payout will be pending until the new recruit becomes a Qualified Recruit or reaches the end of their 30-day order submission window.

IMPORTANT GUIDELINES

- Reinstatements do not count as new Representatives for this program.

- Representative's account must be active and in good standing to receive reward.
- To count for this program, orders must be submitted and paid on time as defined in the Policies and Procedures for Avon Independent Sales Representative located on YourAvon.com.
- All sales count toward Award sales and Earnings levels. This includes orders places via YourAvon.com, Online Avon Store orders, and Avon Sales Center purchases made prior to the Representative's Campaign update and will be combined to determine eligibility for the earnings at 40%.
- If a new Representatives does not place a first order on YourAvon.com in the expected campaign of first order any Customer Direct Delivery orders, and/or any Avon Sales Center purchases that fall within that timeframe will be combined and processed as the Representative's first order at 40% and as qualifying sales for the free brochures in LOA 1.
- Bonus Dollars, including Double and Triple Dollars, are not included in Award Sales for this program.
- Avon reserves the right to audit all performance data when determining reward eligibility and reserves the right to disqualify / remove any Representative or Sales Leader determined to have violated principles of fairness or program intent.
- Avon reserves the right to change any requirements and program qualifiers at any time, at its sole discretion.
- Void where prohibited
- All dollars shown are in U.S. dollars.

REPORTING

Tracking for Sales Leaders is available on VIBE