

Meet The New Avon Rewards

Our recognition program just got an upgrade! Introducing Avon Rewards*, the program that gives Representatives more for all their fantastic achievements. In 2020 for the first time, we're offering more choices, better value and a way to reward Representatives as they achieve. Building off their success in 2019, as Representatives reach a new PRP Sales level or Leadership title achievement of Bronze Leader or above, they'll be able to pick from a slate of amazing rewards to celebrate. And they'll earn a new charm on an Avon charm bracelet when they achieve a new, first-time title advancement, too!

* Program details are subject to change at anytime at Avon's discretion.

FAQs:

What type of rewards are available through Avon Rewards?

We've got a variety of rewards focused on experiences, opportunities and luxury items. The rewards available get even better as Representatives achieve each new level!

Who is eligible to participate in Avon Rewards?

All Representatives' accounts must be active and in good standing (past due no more than 2 Campaigns) in order to participate. Avon reserves the right to review and withhold rewards for account balances over \$500. Accounts will be reviewed in the campaign after the incentive closes and again at the time of invitation or reward distribution. Any account past due 2 or more campaigns will be disqualified. If an account is removed prior to the award distribution, then they will be considered disqualified.

Which achievements are recognized through Avon Rewards?

We're so pleased to recognize the following achievements, milestones and events:

- First Year Recognition for New Representatives
 - o 3 consecutive campaigns over \$150
 - o First customer online order over \$60
 - o Reach \$2,500 in Award Sales in their first 26-campaign cycle
 - o Reach \$5,000 in Award Sales in their first 26-campaign cycle (Rising Star)
 - o One year Avoniversary

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- 2019 PRP Achievers (through December 31, 2019) and, beginning in 2020, First-Time PRP Sales Level Achievements (beyond what was achieved in 2019)
 - o President's Club and above
- 2019 Bronze Leaders and Above (as of C26, 2019), and beginning in 2020, First-Time Leader Title Achievements (beyond what was achieved in 2019)
- PRP Representatives and Bronze Leaders+ Celebrations
 - o Avoniversary (five year milestones)
 - o Birthday (annually)
 - o Holiday (annually)
- Team Sales Achievement: 2020 will serve as the base year, in which each Team at the below thresholds will be eligible for **CONCIERGE & EVENT PLANNING SERVICE** through Avon Rewards. For qualification in 2021 and beyond, only Teams with an increase in Team Sales over prior year will be eligible. Over the course of the program, a Team will only be recognized at each threshold once. In order to earn another Team Event, the Team must advance to the next threshold.
 - o \$30+ Million Team
 - o \$25 Million Team
 - o \$20 Million Team
 - o \$15 Million Team
 - o \$10 Million Team
 - o \$5 Million Team
 - o \$1 Million Dollar Club
- Annual Pinnacle Achievers Ranked 1-100 (in each region)
 - o East
 - o West

Which sales count towards earning gifts through Avon Rewards?

All sales from C1, 2020 (December 11, 2019) through December 31, 2020 count towards each Representative's 2020 redeemable gifts and charms.

How can Representatives redeem through Avon Rewards?

When Representatives are eligible for a reward, they'll receive an email from Avon Rewards prompting them to redeem. Please note that Representatives must have an active email address to receive these notifications.

In addition to receiving an email notifying them that they are eligible to redeem, Representatives can also access Avon Rewards on AvonNow by clicking Earnings & Rewards > Rewards & Recognition > Avon Rewards.

When can Representatives redeem through Avon Rewards?

Email notifications for 2019 award redemption for PRP Sales Level Achievements, Leader Title Achievements (Bronze Leaders+) will go out in February 2020.

Soon after, 2020 First Year Recognition for New Representatives, PRP Representatives and Bronze Leaders+ Celebrations, First-Time PRP Sales Level Achievements, and/or First-Time Leader Title Achievements for Bronze Leaders+ will start to be recognized with reward redemption email notifications. Representatives can redeem 2020 rewards at the end of the campaign in which they achieved (following the launch of Avon Rewards in February 2020).

PRP Representatives and Bronze Leaders+ will receive birthday and Anniversary recognition on relevant dates.

2019 Regional Pinnacle Award winners will be invited to redeem rewards in June 2020.

PRP Achievers and Bronze Leaders+ will be invited to celebrate the holidays with a special gift through Avon Rewards in November 2020.

Team Sales Achievement, entitled to CONCIERGE & EVENT PLANNING SERVICE, will be awarded in early 2021.

When will Representatives' opportunity to redeem rewards expire?

Representatives will have 6 campaigns from the campaign of achievement to make a gift selection through Avon Rewards, after which a selection will be made on their behalf and mailed to them.

What if a Representative didn't receive a notification to redeem?

Representatives can reach out to our Help Team for any questions. To reach the team, call (866) 513-AVON for English or (866) 588-AVON for Spanish.

Can Representatives hold back on redeeming rewards and accumulate more?

No, Representatives cannot accumulate more since this is not a points system. Upon each new achievement, Representatives will have access to a new selection of gifts based on a certain value. Representatives must make their gift selection within 6 campaigns from the campaign of achievement, after which a selection will be made on their behalf and mailed to them.

Where can Representatives track their progress toward earning a reward?

All Representatives can track their progress toward each PRP Sales level in the PRP Tracker found in the Earnings & Rewards tab on AvonNow. The tracker includes information on how close Representatives are to achieving each Sales level, as well as a breakdown of how much Representatives would need to sell in each campaign to achieve the next Sales level. Leaders can also track their progress to the next Leadership title achievement on the Progress Report available in the Leadership Dashboard on the My Team tab on AvonNow.

Can Leaders track their team's progress toward earning a reward?

Leaders can track their team's sales progress through the Leadership Dashboard available on AvonNow.

How can Representatives receive an Avon charm bracelet?

Representatives will receive a bracelet and a charm for their highest 2019 PRP Sales level and/or Leadership title of Bronze Leader+ (beginning in spring 2020).

2020 Achievers will receive a new charm as they achieve each first time Leadership title of Bronze Leader+ or PRP Sales level (beginning in spring 2020).

Example: If Julie achieves Honor Society in the 2019 cycle, she will receive a bracelet and Honor Society charm in spring 2020. Julie will only get another charm when she surpasses Honor Society status. As soon as she achieves the next level above Honor Society, Julie will receive a new additional charm (excluding the bracelet) in the mail. She does not need to wait until the end of the cycle to display her new charm.

How will new charms earned after an Achiever receives the bracelet be added?

Achievers will be able to add the additional charms to their bracelet as soon as they receive them in the mail.

Is there an alternative to the charm bracelet?

Each charm will be available as a tack pin (instead of a bracelet charm) for any Achiever who requests it. Plus, PRP and Bronze Leader+ Achievers who receive a charm will also be eligible to redeem their choice of value gift from Avon Rewards.

Will the bracelets and charms/pins be shipped with a Representative's order?

The bracelets/pins will be mailed to Representatives separately from their orders through our Avon Rewards distributor.

What happens if Achievers damage or lose their reward bracelet/pin?

Avon is not responsible for damaged, lost or stolen property.

Is there a limit to how many charms/bracelets/pins Achievers can earn?

There is a maximum of 13 charms available corresponding with each PRP Sales level and Leadership title of Bronze Leader+. There is a limit of one reward bracelet per Representative account. Representatives will only receive the charm representing the highest achievement.

Will Representatives still receive a reward pin for each new Sales level?

No, we are replacing the pin program with the new Avon charm bracelet/charm pin.

Will Representatives be taxed on Avon Rewards gifts and bracelets/pins?

As with all Avon incentives, rewards and prizes, the value of all gifts received by Representatives as a result of the Avon Rewards program will be added to Representative account tally. When the value of all prizes, rewards and incentives reaches or exceeds \$600, the Representative will receive a 1099 from Avon at year end for tax accounting purposes.

Will a Mrs. Albee figurine be available for 2020 and beyond?

We're exploring a few exciting, updated concepts to commemorate Mrs. Albee. Stay tuned!