



Breast health aware. Every woman. Every day.

Early detection of breast cancer saves lives. At Avon, we believe that no woman should die because she was left in the dark about breast cancer. Yet too many women still aren't aware of their risks, and don't know what signs to look for, or what to do and where to go if they have concerns.

We can change this. Connections and conversations between women are at the heart of Avon. Millions of women belong to the Avon community around the world. We will use every part of our business, in every corner of the world, every day, working closely with our network of breast cancer partners to help 50 million women every year be breast health aware.

OUR PROMISE WILL...

help every woman know the risks

so, no matter her age, she understands the factors that may influence her risk of developing breast cancer, and what she can do to manage them.

help every woman know the signs

so she knows what breast health means for her, and can recognise the early signs of breast cancer.

help every woman know how to take action

so she can seek help and medical advice when it's needed.

Over the last 25 years, with the support of our six million independent Avon Representatives worldwide, and our employees and customers, Avon and the Avon Foundation for Women have donated more than \$800 million to breast cancer causes, educated 180 million women about this disease, and funded breast health screenings for nearly 20 million women.

We're proud of what we and our Avon Representatives have done. We know there is much more to do. We know we can't do it alone, so we'll work in partnership every step of the way with charities and breast cancer experts. And we won't stop until every woman knows the risks, knows the signs, and knows how and when to take action.

Join us.

Beauty for a Purpose

AVON

OUR ACHIEVEMENTS AND ONGOING COMMITMENTS TO TACKLING BREAST CANCER

At Avon, our products, partners, and network of people enable us to meaningfully engage women all over the world. We have a legacy of raising awareness of breast health for women, every day.

Since our support for breast cancer causes began in 1992, globally Avon and the Avon Foundation for Women have donated over \$800 million, educated 180 million women about this disease, and funded breast health screenings for almost 20 million women.

We have six million independent sales Representatives, each with their own network of customers. This means we reach tens of millions of women worldwide through our Representatives, as well as our products, brochures, recruitment and training, and digital communications. We want to use our network, and all of our touchpoints and our relationships with our trusted breast cancer partners, to help 50 million women each year be breast health aware.

We're proud of what we have done, but we know there is much more to do. And with the power of our extensive global network, we know we can make a difference.

We want every woman to know the risks

Every woman's risk of developing breast cancer varies based on her personal history. We will mobilise women, organisations and experts to educate and inform women -- both through Avon's channels and with our partners -- to ensure they understand their personal risks and know what they can do to manage these risks.

-
- The Avon Walk Around the World for Breast Cancer worldwide series of events began in 2005 bringing grassroots activism to a global scale raising money and breaking down barriers to awareness and access to care while working to eradicate the disease.
 - More than three million people have participated in an Avon breast cancer walk event.

We will create the largest global movement of people and organisations focused on making sure everyone is aware of and understands their breast cancer risks.

Beauty for a Purpose

AVON

We want every woman to know the signs

We will educate our Representatives and Associates so they recognise the early signs of breast cancer and feel comfortable speaking with their customers, friends and family about the symptoms. We want every woman to know her “normal” when it comes to her breast health, and to know what may be cause for concern.

-
- We have distributed over 162 million pieces of literature, raising awareness of breast cancer symptoms and signs.
 - We extended the reach of our educational materials through our digital and social media platforms – we have more than two million unique website visitors and nearly 17 million combined Facebook fans and Twitter followers globally (as of 2016).

We will galvanise our network of six million Avon Representatives and use our brochures and digital tools to help 50 million women a year – 250 million women over the next five years – recognise the early signs of breast cancer.

We want every woman to know how to take action

Knowing when and how to seek help is an essential part of early detection. However, in many of the countries where we operate, women often don't have access to free or accessible screening programmes. We will continue to support our charity partners so women can receive screenings or mammograms no matter where in the world they live.

-
- Avon has provided screenings to nearly 20 million women around the world.
 - Avon has donated more than 225 mammography machines and more than 75 vans that provide breast screening to women around the world.

We will make sure that every woman knows when to seek medical advice and how to find a screening programme.

Read more about the Avon Breast Cancer Promise at

www.avoncompany.com/breast-cancer-crusade

Beauty for a Purpose

AVON