

# Beauty for a Purpose

AVON



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www.avon.co.za

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## YOUR JOURNEY TO EARNING



### What's in it for YOU?

My possible EARNINGS



### The 3 types of Avon Representative accounts

Manage my account type

- Pay-As-You-Go Account
- 21-Day Account
- Deposit to Buy



### **Deliver to my customers**

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How do I read my Invoice? Receiving my box Customer Order Slip How to deliver to my customers



### Paying my Avon account

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How do I pay my Avon account? Money Management Tips Payment information



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Find - Show - Sell



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Goals and dreams



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Avon Justine (Pty) Ltd makes no guarantee as to the earnings achievable by utilising the methodologies contained in this training manual.

# WELCOME to a new way of earning CASH

By joining Avon today, you can start your own

# success story with Avon

"I believe that all women can achieve their dreams with hard work and perseverance. After my husband died last year I quit my full-time job to sell Avon. I now provide for my family and I am determined to make my kids proud."





### Avon's





"I've gone from a factory worker to an Independent Executive Sales Leader with the power to empower and lead women who used to be like me. Now, even though I live in a drug-infested community, I'm independent, goal-driven and empowered to rise above my circumstances. My dream is to plant Avon seeds of success! Women need to believe in themselves. Avon women are free women."

- Asheeqah Van Eden, Independent Executive Sales Leader, Cape Town



# What's in it for you?

### My possible earnings

Award sales	Discount	Potentia (highest		
R0 - R514	0%			
R515 – R809	15%	R650	=	R97.50 discount
R810 – R1 924	20%	R1 400	=	R280 discount
R1 925 – R6 999	25%	R5 600	=	R1 400 discount
R7 000 and more	30%	R7 000	=	R2 100 discount

During your first campaign, you will qualify for a 25% discount. **No discount on Let's Talk products** You earn 12% on non CFT.

- As a Representative, once your order is above the minimum order value of R515, you can start earning from a 15% to 30% discount.
- Orders below the minimum order value of R515 will not be invoiced.
- Growing your sales increases your earnings.
- The R23 Administration Fee will not be charged for orders above R2 500.
- An R85 Administration Fee will be charged with your 1st order.



# The 3 types of Avon Representative accounts

### Manage my account type

After your application to become a Avon Representative has been processed, you would have been notified about what type of account you have been assigned. Maximise your earnings using this great sales tool.

### Pay-As-You-Go

- You pay Avon upfront; you can either collect the money from your customer when they place the order or when you deliver the order.
- The products will not be dispatched to you by Avon until full payment has been received.

### 21-Day Account for SA / 30-Day Account for Namibia

- Based on your credit rating, you will be given a credit limit.
   You must ensure you pay Avon before the due date
   (within 14 to 21 days of placing your order). Your customer pays
   you when you deliver their order.
- Your credit rating will be positively impacted by paying before the due date!
- If you do not pay your account by the due date, you will not receive your next order.

### **Deposit to Buy**

- If ITC Scorecard allows for it, someone who would have been PAYG may be granted **Deposit to Buy.**
- You will be given two options which you can choose from to purchase upfront to get the credit.
- Pay R300 to get R750 credit.
- · Pay R500 to get R1 250 credit.
- If you take the option of buying credit and ORDER AND PAY every month for 3 consecutive months, your credit will be doubled AND your deposit will be credited to your Avon account.
- If you order and pay ANY 3 months in the first 6-month period, your deposit will be credited to your Avon account. However, your credit will not be doubled.
- If payment is made after the due date, your account will automatically revert to a cash account

### Money management tips

• If you have an outstanding balance, your order will go on hold • Should your order exceed the credit limit granted to you, you will need to pay the difference • If you are a Pay-As-You-Go Representative, you need to pay for your order before it will be dispatched

Maintain your payments with Avon to maintain a healthy credit rating.

Order and pay every month to keep your Avon account active!

# [3]

## Deliver to my customers

AVON JUSTINE (Pty) Ltd.

VAT NO: 4530154709

Bramley 2018

- How to read my Invoice
- Receiving my box
- Customer Order Slip
- How to deliver to my customers
- Avon account number
- 2. Product codes in the brochure
- 3. Description/name of product
- 4. Price per item
- 5. Quanity ordered
- 6. Total brochure price
- 7. Percentage % discount you receive
- 8. Rand amount of your discount (your earnings)
- **9.** Amount due to Avon for this/these products
- 10. Net items & brochures: no discount
- 11. Free items & demo items from the Let's Talk: no discount
- 12. Admin & Delivery charges
- 13. Order/Invoice Summary
- **14.** Amount to pay Avon (this invoice plus outstanding invoices)

### Tip:

When checking through your box of products, tick these products off on your invoice

Use the numbers above to identify these items on the example invoice above

Sold out means you will not get the products

Address 21 BLUE STREET, GREENVILLE, DURBAN, 4000

### **TAX INVOICE**

### $A \lor O \lor$

Name         ANNA SMITS           1         Account Number         123456           Invoice No         20012345	Order Information					
1 Account Number 123456 Invoice No 20012345	Name	ANNA SMITS				
	1 Account Number	123456	Invoice No	20012345		
Order No CRM_001234 Invoice Date 13-MAR-18	Order No	CRM_001234	Invoice Date	13-MAR-18		

	TOTAL	NET OF VAT	VAT	
VAT TYPE SALES (14%)	220.00	192.98	27.02	

### Your Campaign 2018 C03 Invoice :

-	Callipaig	11 03 FTOUUCES								
	Item Code	Description		Unit Cost	Qty	Total	% Disc	Your Discount	Pay Avon	
(	2 61759 3	Small Barrel Brush 2016 All	(4	84.90	5 1	6 84.90	7 12	8 10.19	9 74.71	_
	40185	Thalia 7pc Er Gs		109.00	1	109.00	20	21.80	87.20	
	16011	Ac Vanishing Fcrm 100m V1ng	}	30.00	1	30.00	20	6.00	24.00	
		SubTotal for Cam	paign 03 Products			223.90		37.99	185.91	
- 1										

1	0	Products Without Discount						
]	ı	tem Code	Description	Unit Cost	Qty	Total	Pay Avon	
		33096	At Argan Conditioner 250 MI V1	22.90	1	22.90	22.90	
		870849	Brochure Single C4 (2018)	11.20	1	11.20	11.20	
		Total for Items with no Discount			2	34.10	34.10	
ı	-							

(	'n	Free Iten	ns			
		Camp of Offer	Item Code	Description	Qty	Pay Avon
				Avon Generic Order Form	1	
				Avon Free Vial Card	1	
					2	

لِ				
(1	2 Charges			
	Item Code	Description	Total	Pay Avon
		Rounding Down	-0.01	-0.01
		Sub-Total Charges	-0.01	-0.01

	Brochure Price	Qty	Your Cost	You Earn
Campaign 03 Products	223.90	3	185.91	37.99
Products Without Discount	34.10	2	34.10	
Charges	-0.01		-0.01	
Campaign 03 Invoice Total	257.99	5	220.00	37.99

(1	4	Your Avon Account		
Ì	Previous Balanc	ce		19326.63
	Date	Description	Value	Balance
	13-MAR-18	Sales CRM_005887 Invoice 22455	595.21	19921.84
	13-MAR-18	Sales CRM_005888 Invoice 22455	220.00	20141.84
	Current Balance	2		20141.84
	Amount to	Pay		20141.84
	Please note tha	at your payment for this order is due on 03-APR-	18 . Extra charges m	nay be applied

### Important:

Always read the invoice message.

Always keep your Invoices and Proof of Payment Slips in a safe place in case you need to refer to them for business records.

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### Receiving my box

- Due to the nature of our business, our preferred delivery method is door-to-door.
- Sign for your order. If you are not at home, arrange for someone to receive the box/es on your behalf.
- Ensure you have the correct number of boxes. You will find this printed on your labels, i.e. 1 of 3 = you should receive 3 separate boxes.
- Open the first box, box 1, as this one will contain your invoice.
- Check all products against the invoice and tick them off as you check.
- We do have some collection points available to you in certain areas. When placing your order on the website, you can search to see what's available near you.

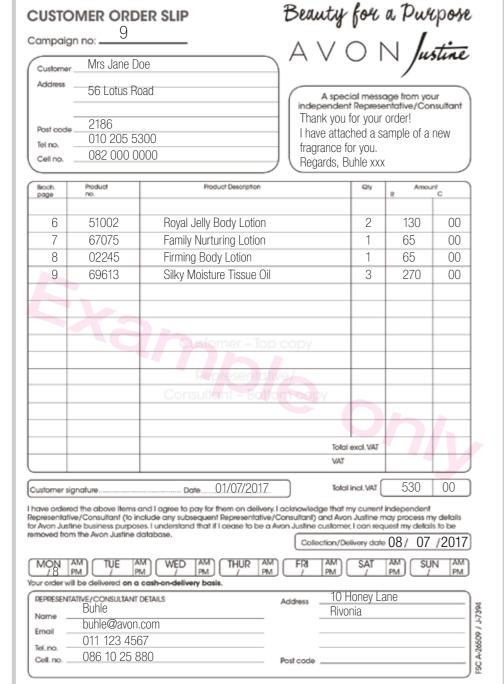


Completing my Customer Order Slips See example:













### **Before customer delivery**

### Set delivery time

- Set up a specific day and time for delivery, and let your customer know to have their money ready.
- Never leave products with the customer without receiving full payment.

### Add a personal touch

- When you put an order into a branded Avon clear plastic bag, it's a great opportunity to add a sample and personal message on the Customer Order Slip thanking your customer for her order.
- Add the next month's brochure and a Customer Order Slip.

You can buy samples from the Let's Talk.







### **During customer delivery**

### Share new brochure

- Show your customers the new brochure, pointing out new products, special offers and favourite brands that you would recommend.
- Allow your customers to experience any demonstration products and samples you've ordered.



### Ask for new referrals

 Always be sure to ask for new referrals – friends and family of your customer that you could add to your Customer List.

### Caring for my customers

Keep in touch with your customers from one campaign to the next

- Service is more than just closing the sale.
- Call your customer a few days after you have delivered their order. Ask if they are satisfied with their order (if they have any concerns or queries, please contact your Sales Leader for assistance).
- Follow up with regular communication contact is the success of your business.
- Let them know when their favourite products are on special.

<sup>\*</sup>Please note prices are not reflective of current brochure prices.



# Paying my Avon account

Ways to pay your South African Avon account



### **AVON SOUTH AFRICA PAYMENT OPTIONS**

AVON

### FOR ALL PAYMENTS

Payment Due Date 2018-01-12

Please Pay Avon

2 759.68

Please note, late payment may result in charges being levied.

### 1 At a Retail outlet convenient to you with Pay@



PAYMENT REFERENCE

00000 0000 0000 0000

Please note, no payments below R50 will be processed.

Visit your nearest Pay@ outlet as listed below and pay your Avon account. • Ackermans • Boxer • PEP • Spar • Usave • Shoprite Checkers • Pick n Pay and many more!

Visit www.payat.co.za to find out who is part of their payment network or use this link to pay https://payat.io/qr/11454112575555

### 2 At a Retail outlet convenient to you with EasyPay



PAYMENT REFERENCE

EasyPay >>>>> 0 0000 000000000 0

Visit www.easvpay.co.za to find out who is part of their payment network

Please note, no payments below R50 will be processed.

### 3 Online Payments using a Debit or Credit Card



You can pay using your MasterCard or Visa Debit or Credit Card on the Avon website www.avon.co.za by clicking on "My Account" and then "Make payment", after you have logged in to your account.

### 4 Online Payments EFT (Electronic Fund Transfer)



Choose Absa bank

Enter account number: 4089608283

PAYMENT REFERENCE 000000000000000

 Beneficiary reference is your Avon account number The amount you would like to pay: R1 000 (example only)



 Your proof of payment is very important, so please ensure that you keep it. If your payment does not reflect within 24 hours, this is the document you will have to email to **creditcontrol.sa@avon.com** 

Use account number 4089608283 for South Africa

PAYMENT REFERENCE Reference number must be your Avon account number

**6 ABSA** . Your payment is done!

Give the amount you would like to pay. R1 000 (example only)

00000000000000

 Your proof of payment is very important, so please ensure that you keep it. If your payment does not reflect within 24 hours, this is the document you will have to email to <a href="mailto:creditcontrol.sa@avon.com">creditcontrol.sa@avon.com</a>

To locate your nearest branch visit www.absa.co.za

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Keep the proof of payment until you are sure the payment reflects on your Avon account

### **Ways to pay your Namibian Avon account**



### **AVON NAMIBIA PAYMENT OPTIONS**

AVON

PAYMENT REFERENCE

PAYMENT REFERENCE

000000000000000

### FOR ALL PAYMENTS

Payment Due Date 2018-01-12

Please Pay Avon

2 759.68

Please note, late payment may result in charges being levied.



PAYMENT REFERENCE

Please note, no payments below R50 will be processed.

DAT 0000000000



You can pay using your MasterCard or Visa Debit or Credit Card on the Avon website www.avon.co.za by clicking on "My Account" and then "Make payment", after you have logged in to your account.



- If paying from a <u>FNB account</u>, choose **Avon** from "Public Recipient" tab
- If paying from an account with another bank, enter account number: 62248427470
- 000000000000000 Beneficiary reference is your Avon account number
- - Your payment is done!
  - Your proof of payment is very important, so please ensure that you keep it. If your payment does not reflect within 24 hours, this is the document you will have to email to creditcontrol.sa@avon.com



- Use account number 62248427470
- Reference number must be your Avon account number

The amount you would like to pay: R1 000 (example only)

- Give the amount you would like to pay. R1 000 (example only)

- Your proof of payment is very important, so please ensure that you keep it. If your payment does not reflect within 24 hours, this is the document you will have to email to creditcontrol.sa@avon.com

To locate your nearest branch visit www.fnbnamibia.com.na

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disappointment ınd delays for you **Customers** 

- How do I pay my Avon account?
- **Money Management Tips**
- The amount you need to pay Avon is printed on the Avon Payment options page.
- If you owe Avon money, your next order will not be invoiced and delivered.
- Remember to always enter your Avon account number or printed reference number in the Reference Number field when making payments.
- Late payment fee will apply if payments are late.



## Where to from here?

### **Achieving with Avon is easy**

Now that we have shown you the Earnings Structure, the Avon Invoice, the different Avon account types and how to pay your Avon account, let us show you how easy it is to earn with Avon...

and friends.

**Show the Brochure** 

**Welcome Customers** 

Show everyone you meet the brochure - start with your family

Tell your customers about product benefits, and how to choose and use the correct products. Show them your Avon shop window - the Avon brochure.

### **Sell the Products**

Excite your friends and family with products you know they would use and remember to highlight the special offers.





# What do you want to do with your earnings?

### Goals and dreams

Avon's earning opportunity can help you achieve your personal goals. The beauty of working with Avon is you will have the opportunity to earn every week.

What short-term goal would you like to achieve	with your extra cash right now?	
:	ow much cash would you need for thi	s?
	R	
What long-term dream would you like to achiev	re?	

earn to achieve this dream?

How much cash would you need to

R

# Finding customers

### My First Customer List Finding more customers

### It all begins with finding customers: Who do you know & where do you go?

Every place you go\*

- Think of everyone you know and every place you go. You will be amazed at how many potential customers you have!
- Be sure to check your cellphone contacts for more names.

### Everyone you know















Lift clubs, taxis and buses





and activities

\*Please ensure that you have the necessary permission to promote your Avon business at any of the below-mentioned places BEFORE you do so.

## My Customer List

Paid weekly	Paid 15th of month (government)	Paid 25th of month (government and corporate)	Paid end of month
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15
16	16	16	16
17	17	17	17
18	18	18	18
19	19	19	19
20	20	20	20

The Consumer Protection Act (CPA) says you can approach your customers only during these hours: weekdays 08:00 to 20:00 and Saturdays 09:00 to 13:00. You may not approach customers at all on Sundays and public holidays. For more information, visit www.avon.co.za.

### **How to find more customers**

### How to generate 39 names in 1 day







in 1 day. Imagine 39 a day x 5 days a week = 195 a week!

The Power of 3 will help you invite more people to try Avon.

- The idea is simple yet powerful: just show your Avon brochure to at least 3 new people every day.
- For even more success, ask every new customer to recommend 3 of their friends or show their brochure to 3 friends - everyone loves to pass along a good deal!

Remember, you need their permission before contacting these people.

- Achieving your goals starts with expanding your Customer List.
- Make your daily routine work for you. Follow Avon's 4 Principles:

Window

- Anywhere
- Anytime
- Always
- Ask

Remember to adhere to the Consumer Protection Act.





### DOWNLOAD OUR APP!

Search Avon Brochure





### There are various ways of getting brochures to your Customers:

- 1. Brochure 2. Mobile App
- 3. eBrochure send the link to your customer
- Getting brochures to my Customers
- Getting my customers to buy more
- Know your brochure and Let's Talk

### Show everyone you know your "shop" - the Avon brochure!

- The brochure will help your Customers select and use products that are
- Social media widgets make it easy to share your brochure with
- For more detailed information relating to the online brochure, visit www.avon.co.za or Google PlayStore for Android Phones or AppStore for iPhones.

MORE BROCHURES = MORE CUSTOMERS = MORE SALES





Customer order slips Plastic order bags Small x 50 Large x 50  Large x 50	6509 R11 90315 R17 80314 R31 45080 R27.50 01488 R20 65048 R90
---	--

### **Explore the Let's Talk** and the brochure

### Take advantage of the Representative's Let's Talk

The Avon Let's Talk gives selling tips, best practices and demonstration products for sampling at extra discounts. By using the tools available, you will be able to maximise your sales and earnings.

- Order fragrance samples; they are a great selling tool for customers to try before they buy.
- Check out the Bargain Buys and Incentives.
- Selling Skills Training: Keep up-todate with Selling Skills Training.
- Business Boutique Section: Order clear Avon-branded plastic bags, Customer Order Slips, etc.
- Brochure Section: Order brochures for the current and next month.
- There is no discount/commission earned on the products ordered through the Let's Talk.



### **Lumpy brochure**

Every month, our Marketing Department gives us a brochure packed with competitive offers, big specials, new products and opportunities to stock up on your favourite products.

You need to know your brochure because your friends, family and Customers might have questions you need to answer. You will also see that each brochure has a theme or certain focal point for that month, e.g. a fragrance, make-up or selling theme.

We recommend that you make what we call a "lumpy brochure". How would you do that? By folding pages you want your Customer to see what's on offer and while doing that, insert samples where possible so they get the opportunity to try new products! Your Customers need to get a brochure every month and you need to inspire them to share this brochure with all their friends and family. That way, you can get more orders and earn more money!

It is very important that your contact details are easy to see so they can contact you to place that next order.

The more brochures you give out, the more Customers you get and the more sales you will have, which means you will earn more.

### Let your brochure work for you















**25** 







**More Brochures = More Earnings** 





R150

R7500

R2250

possible

















# Selling to my Customers

### **5 Easy Steps to Selling Success**

Although the strength and reputation of Avon's brands make them easy to sell, you need a strong, confident sales presence for maximum selling success. It's easy - here's how:

















Close the sale



The Consumer Protection Act (CPA) says you can approach your customers only during these hours: weekdays 08:00 to 20:00 and Saturdays 09:00 to 13:00. You may not approach customers at all on Sundays and public holidays.

### **Advanced Selling Techniques**



Link selling lets you promote related products, i.e. SuperShock Mascara



Cross-category selling is an ideal way to promote products from different categories. Think 'head-to-toe', i.e. 360 Nourishment Moroccan Argan Oil, Clinical Eye Lift PRO, Little Black Dress EDP and Footworks.



Bundle selling is grouping three or more items together for a larger order. This works really well around holidays or Christmas time, i.e. handbags,



### 5 products to 1 Customer (head to toe):

Shampoo	R35.95
Face Moisturiser	R45.00
Deodorant	R29.95
Body Lotion	R65.00
Hand and Feet Cream	R41.00
Total Sale	=R216.90 x 5 Customers = R1,084.50

Your discount at 20% = R216.90 = Example of your earnings Link the above to the different categories: Fragrance, Jewellery, Make-up (Colour), Hair, Accessories, Skincare \*Prices subject to change



### Get the Power of Skincare to work for you

Happy skincare customers are loyal users, often buying all the products in a regimen, leading to higher sales and higher earnings for you.



An industry leader in anti-ageing skincare technology

Products that help you win the fight against problem skin



A range with Active Seed Complex, suitable for sensitive skin



# What do you need to earn to make your dreams and goals come true?

### Let's Plan to Achieve



Other costs: Remember to include a R22 Administration Fee if applicable (order less than R2 500)



# Placing my Customers' orders

### How do I place my orders every month?

### There are various methods you can use to place your order

Before you place an order you can send your Customers our brochure by sending a personalised link to the brochure by Whats App, email or social media via our website.



### Website

Register on www.avon.co.za so you can place orders online

Follow the prompts!



### **SMS** (South Africa only)

You can SMS\* orders to 43116 using the following format:

O space Accountnumber space Monthnumber space Productcode space Quantity space

Just keep adding product codes and quantities



### **SMS** (Namibia only)

You can SMS\* orders to +27832155050 using the following format:

O space Accountnumber space Monthnumber space Productcode space Quantity space

Just keep adding product codes and quantities



### Mobile app

Use our mobile app to manage customer orders Place your own order and so much more







AccountNumber

paceMonthNumber

paceProductCode

aceQuantityspac

roductCodespace

## What else can I achieve with Avon?

### **Becoming a Top Seller**

Avon recognises the highest achievers with fabulous rewards and entry into the prestigious Avon Top Sellers Club. Our top selling Representatives are rewarded with free Avon brochures, exclusive offers and other amazing incentives.

With Avon, you're in business for yourself, but not by yourself. We also have other earnings opportunities for you to consider. As an Independent Avon Representative, you will be selling and serving Customers, earning money and having fun!

Ask your Sales Leader for more information about this fantastic programme.



"I never thought I'd own my own car and house and take care of my family after my husband died. It's been a hard road but I've made my dreams come true thanks to selling Avon. I'm proud to empower others to also become proud, self-sustaining women."

- Ireen Mabutla, Avon Sales Leader, Limpopo



### Sales Leadership Opportunities

When you start your Sales Leadership business, you will learn how to:



Sell Avon products to your Customers





**Grow vour Customer base** 



Develop some of your Representatives into Sales Leaders and help them grow their teams



Recruit and appoint Representatives and Sales Leaders to your team



Manage and motivate your team

"Avon helped me become a confident, successful businesswoman! I joined Avon 16 years ago but left my full-time job six years ago to be a full-time Avon Sales Leader. Now I have control over my finances and more time with my family."

Ceinwen Oosthuizen, Sales Leader, Durban



<sup>\*</sup>Standard SMS rates apply

# (13)

## Important contact information

### South Africa

- Avon Service Centre
  Tel: 0860 10 23 45
  Email: queries@avon.com
- Website
- www.avon.co.za
- Proof of payment
   Email: creditcontrol.sa@avon.com
   Fax: 010 205 6350

### Account balance

To find out your account balance, SMS the word "balance" followed by a space and your account number to 31394, for example: balance 12345667

Order status

To find out where your order is, SMS the word "where" followed by a space and your account number to 31394, for example: where 12345667

Namibia	
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- Avon Call Centre
   Tel: 061 226489
   Email: namibia.queries@avon.com

   Proof of payment
- Fax: +2710 205 6350 Email: creditcontrol.sa@avon.com

Tel: 061 229 822/061 223 052 Fax: 061 222 855

P	My account number	My Sales Leader's contact number
	My Sales Leader's name	My Sales Leader's email address

# THIS IS THE COMPANY

that fights wrinkles with one hand and breast cancer with the other. That knows the value of a perfect lip, and still opens its mouth and speaks out against domestic violence and for women's financial independence.

This is the company that not only brings beauty to doors, but also opens them. The company that supports more than 6 million Representatives in over 100 countries. This is Avon. The company that, for more than 130 years, has stood for beauty, innovation, optimism and, above all, for women.

"I'm a proud, independent woman determined to reach my goals. I was a domestic worker, but thanks to Avon I've put my eldest child in university and my three younger ones in private schools. I love how Avon empowers other women like me."

- Rosalia Mankae, Independent Sales leader, Soweto



To grow your business as a Representative, log in to your Avon account at <a href="https://www.avon.co.za">www.avon.co.za</a> and participate in our online training courses or contact your Sales Leader or Area Sales Manager to enquire about further training to assist you to maximise your earning potential.

	 	 <del></del>

BELIEVE TO ACHIEVE Beauty for a purpose

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