

AVON ADVERTISING AND INTERNET RULES OF CONDUCT FOR INDEPENDENT SALES REPRESENTATIVES

I. Avon as a brand:

Think of the world's most memorable brands. You can picture the logos and names of these companies so clearly because they are always the same. Everywhere. A successful company's logo and its name have to be consistent—online, on store windows, and on packaging materials. This consistency reinforces the essence of that company. The same goes for Avon. It's why we are one of the most recognizable brands in the world. When folks see our logo or read our name in its familiar type—whether in London or Sao Paolo—it creates a certain feeling for them, a familiar emotion. That's the goodwill all of you and the generations of Representatives before you have built together. That goodwill we've all worked so hard for may be damaged if the Avon name is used in a way that isn't consistent or doesn't represent Avon in the best light possible. To protect Avon's brand and your Avon business, we developed easy-to-follow guidelines on how to use the Avon name and trademark when you create your own advertising materials and marketing tools either online or offline.

This Rules of Conduct applies to the Avon business globally. Local variations may apply where national laws / business needs dictate additional or alternative rules and standards. Material deviations will be communicated at a local level.

II. Trademarks

The Avon name, logos, brands, product names, and even the look and feel of Avon's packaging are all types of trademarks, most of which are protected by law. Such trademarks are changing over times and it is very important for Avon to always use the most current ones. No one can use these trademarks to sell or advertise products, to recruit representatives, create promotional items, or engage in any other business in which Avon is engaged, without Avon's permission. As an Independent Sales Representative, Avon permits you to make certain uses of its trademarks, but only as specified by this Rules of Conduct.

Let's see some basic rules:

1. Whenever you are permitted to use an Avon logo, you need to use the most current version:



2. Promotional/Sales Items/ Print Materials

Please do not create your own promotional items, such as hats, t-shirts, roll-ups or other “swag” including the Avon name or logo as these must be approved in writing by Avon. You can send a request to avonjustinebranding@avon.com. We will require that you provide a mock-up of such promotional item.



You can request a sample lay-out to use in creating your advertisements, which you can customize to include your personal information. When you are creating your own print advertisements, be sure to use an approved Avon representative logo, in order to make it clear that the print advertisement is your own product and it was not created by Avon. Send your request to avonjustinemarketing@avon.com. Avon's.

Official company logo
(for AVON official print only):



Logo for Representative own print:



3. Business Cards and Stationary

Only the approved Avon graphics version and wording are permitted to be used on any business cards or stationary. Unless prior approval has been obtained from Avon, you are not permitted to ‘create’ your own stationary, business cards, or letterhead graphics where the Avon trade name or trademarks are used. be approved. You can send a request to avonjustinemarketing@avon.com

4. Domain names, URLs, or email address

Representatives may not register domain names containing Avon's trademarks (including the word “avon”) and may not use Avon's trademarks in any subdomain or non-domain portion of any URL without Avon preliminary written approval. This is because it might create the false impression that the site is managed by Avon. If you already have a website with Avon or another Avon trademark as part of the domain name, Avon

may require you to move your website to a different domain and transfer your domain to Avon.

www.beautybybrenda.co.uk
Domain name does not contain
“avon”



www.avonlondon.co.uk
Domain name contains “avon”



Your website page URLs and subdomains may also not contain Avon trademarks.

www.beautybybrenda.co.uk/joinmybusiness/html

Non-domain portion of web address or
subdomain does not contain “avon”



www.beautybybrenda.co.uk/avonlondon/html

Non-domain portion of web address
or subdomain contains “avon”.

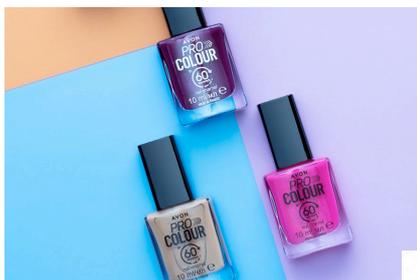


III. Copyrighted Material.

Avon’s photographs, brochures, catalogues, sales material, contracts and sales training sessions, literature, audio or video material, presentations and events are copyright-protected property, just like an author’s book, an artist’s painting, or a composer’s song. These rights generally belong either to Avon, or to another person (e.g. photographer) who has given Avon permission to use the material, often only for a limited time, in limited places, or in limited channels but such right are not extended to Avon Representatives. Similar to our trademarks, no one can reproduce any part of these materials without Avon’s permission.

As a basic rule, please do not use copy of brochures, product pictures or celebrity photos either downloaded from the internet or copied from a newspaper. Only use such materials authorized and provided by Avon. You can request approval at avonjustinemarketing@avon.com.

E.g.



Stock photo provided by AVON
brochure



Downloaded from Avon online

IV. Rules for online presence

Avon offers its Representatives a variety of online selling tools, depending on specific market.



my AVON store



IM AVON brochure



my AVON business / Gi3 / Other



AVON ON



AVON Learning Hub



my AVON office

Such Avon online selling tools are the best way for Avon Representatives to offer Avon products for sale online. However, if you decide to create your personal website for selling Avon products, you should have your own design and “look and feel” to your website and not mimic the look of the Avon website. Also, you need to meet the below criteria:

1. You may not use Avon’s trademarks (e.g. Avon as a name) in your domain names, URLs, or email address.
2. You may not use copyrighted materials (e.g. product pictures taken from Avon brochures) on your website. You may only use Avon’s logos, images or photographs you obtain from your Representatives Resources page.
3. Your website should look and feel like your website, not Avon’s. At all times, it must be transparent who the customer is buying from: that the site is yours, not Avon’s, and your contact details must be visible. You must disclose your relationship to Avon by placing the phrase “Avon Representative” in a prominent location on such page, appearing in the same or larger font size as the surrounding text.
4. Your website must include the following disclaimer, either at the bottom of each page, or on a separate page with a link thereto named “DISCLAIMER” present on each page: *“The statements, views and opinions made or expressed on this website are solely those of AVON Representative, _____ . They are not made by or on behalf of Avon or approved or authorized by it in any way.”*
5. When you advertise Avon products on your website please make sure that you only use product related statements which are included in official Avon communication (brochure, website). Never use statements for Avon products which you have created on your own (e.g. *“this mascara can last up to 3 days”*) because such statements usually require scientific/statistical proofs.
6. Any email address that you advertise or link to on a website may not contain any Avon trademarks. In addition, you should always indicate your status as an “Avon Representative” in your email signature when conducting business relating to Avon products or recruitment by email.
7. Avon Representatives are free to advertise their personal websites, but if you choose to bid on “Avon” or any other Avon trademark as a keyword for an online Ad, you agree not to use the Avon trademarks in your **advertisement headline**, except in the case of stating “Official Avon Representative”.

You may however use the Avon trademarks in **advertisement description lines** of that Ad. Search engine advertising pointing to your personal website must clearly indicate that it was created by an Avon Representative and not by Avon itself.

Display url
Advertisement
Headline
Advertisement
description lines

Ad. www.myavonstore/sharon
Buy all your makeup here
Shop with an official Avon rep.
Buy Avon makeup



Ad.
www.beautybybrenda.co.uk
Buy from an official Avon representative
Shop with an official Avon rep for
all your Avon product needs

Ad.
www.myavonstore/sharon
Buy AVON makeup here
Shop with Avon directly



V. Social Media

Since sales of Avon products are based on personal relationships and so much of that is conducted through social media, Avon encourages presence on social media, blogs, and similar sites. Representatives are encouraged to blog and leave comments about Avon products where they deem it appropriate but must do it always in an honest and truthful manner in line with the following guidelines:

1. You may use the Avon trademark on your social media accounts or in other online forums in order to indicate they are an Avon Representative, but you may not use Avon or any other Avon Trademark as your username. You may not use the Avon trademark in a way to suggest that the page is created by Avon and must clearly indicate the account or group is created or owned by an Avon Representative.
2. A social media page or group name shall not be named using the Avon trademark unless accompanied by words that make clear that the page is operated by an individual. Your social media pages or account names/handles may not mislead the consumer to believe that the page is an official Avon page/group. A social media (e.g. Facebook) group name and picture shall clearly state that it is operated by an individual, e.g. "Lily's Avon Team" with Lily's own image.



Page called "AVON Warsaw Team"



Page called "Lily's Avon Team"

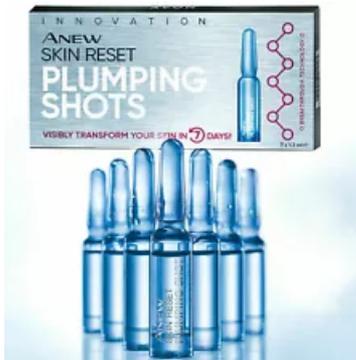


3. You may not use any Avon image as your profile picture or group profile picture.

4. You may not copy any Avon image, whether obtained from an Avon website, or an internet search to include in posts online. However, you may link to content on Avon websites or, where available, use the sharing function on Avon's official websites or social media posts, to share images that Avon has posted publicly.
5. Representatives may post content such as audio or video recordings or images taken during their meetings with customers as long as such posts do not violate a customer's privacy rights.

VI. Marketplace Listings

Whenever you would like to sell Avon products on online auction sites (e.g. Amazon or E-bay) you may not use any Avon trademark or copyrighted work, including logos, official product photos, taglines or slogans in your marketplace or auction listings. You may only use Avon's trademarks in a purely descriptive sense to describe the goods offered for auction or sale.



SPONSORED

[Avon Anew Skin Reset Plumping Shots with Protinol - New & Sealed](#)

Brand New

5,503.96 HUF

Buy It Now

+3,977.05 HUF shipping

[Watch](#)

From United Kingdom

Customs services and international tracking provided

Seller: darkseider1979 (1,226) 100%

