



## Avon Justine Representative Code of conduct.

### Purpose

Since its inception in 1886, Avon have used the power of beauty to give women financial independence and have supported causes that matter the most to women. We have become pioneers in skincare, grown to be the world's best-selling fragrance brand and were the first global beauty brand to end animal testing. In 2020, we launched our new brand promise: Watch Me Now. Our brand voice is inclusive and optimistic. It is strong and inspiring, which reflects our commitment to stand up for what we believe in. As a representative of Avon, you are a custodian of our brand and our values. This Code of Conduct is your guide to upholding Avon's reputation, and preserving it for the benefit of all representatives and the causes we support.

### Honesty

Avon representatives are fair and honest in all our dealings with Avon Justine, with other representatives, with our competitors and with our customers.

### Using Avon's brand and logo's

Avon's brand is recognized all over the world. It represents the essence of our company. We all benefit from the trust that consumers place in a brand that they know. For this reason, we protect all our brands and the way in which they are used. We have issued a guide on the way in which representatives may use our brand – please read and make sure that you adhere to our [Advertising Code of Conduct](#).

### Promoting our earning opportunity

When approaching prospective representatives to promote our earning opportunity, we will explain the purpose of our solicitation to them up front. We will give accurate and complete answers to questions. We will explain our credit policy and payment options. We will not make promises about their potential earnings. We will not compel a prospective representative to purchase products or promise refunds or discounts if they recruit other representatives in the future. We will not exploit prospective representatives. We will discontinue a recruitment pitch when requested.

### Our customers

We deliver excellent service to our customers and keep our promises to them. We explain our 100% satisfaction guarantee, and our return policies to them. We will tell them how they can reach Avon Justine for after sales support. We only make claims about the efficacy of our products that are authorised by Avon. We deliver our customers' products timeously. We will only make personal or telephone contact with customers in a reasonable manner and during reasonable hours to avoid intrusiveness. We will respect our customers privacy and use their personal information only as allowed.

### Other representatives

We will compete fairly with other representatives. We will not make purchases using another representative's account, or on their behalf, unless they had asked us to do so. We will not use the personal details of other representatives without their consent. We will keep their personal information confidential and will not use it for any reason other than what they have agreed.

### Dealing with Avon

We promote and protect Avon Justine's reputation and we do not speak negatively about the company. Please refer any complaints or questions to our service center for resolution. Please read communications sent by Avon Justine as these contain important information. Representatives are independent business



owners and may not speak on Avon's behalf or give the impression that they are authorised agents of Avon. Representatives may not behave dishonestly or misrepresent their achievements in order to obtain or maintain titles.

#### Incentives and awards

Avon Justine offers incentives to inspire our representatives. Representatives may not manipulate results or amplify their achievements in order to earn these awards. If you are found to have breached the terms of an incentive, or acted dishonestly, you may be disqualified from future incentives.

#### Adherence to the law and codes

Avon Justine adheres to the law, and to the Codes of Conduct of the Direct Marketing Association. As a representative, you must also respect the legal rights of consumers. You can find a link to the Direct Sellers Association [here](#).

Avon takes seriously any conduct by a representative that damages our brand and reputation, and we will act upon the breach of this Code of Conduct or our agreement with representatives.