



|  |
| --- |
| **8th March Avon Celebrates International Women’s Day****What is International Women’s Day?**March the 8th is International Women’s Day, where women around the world celebrate the economic, social and political achievements of women, past, present and future.To mark the occasion, we invited customers, experts and celebrities to share their tried and testedbeauty secrets with us – look out for their tips throughout Brochure 6.Avon is dedicated to empowering women and supporting their causes, such as the fight againstbreast cancer and domestic violence. We believe that every woman should have a voice, so we aresupporting International Women’s Day, and want you to celebrate with us! |

|  |
| --- |
| international womans day top |

|  |
| --- |
| **How can you get involved?**Avon is proud to celebrate International Women’s Day, so there’s no excuse not to get involved andit could even boost your business into the bargain! Here are some ideas to help…**Talk about it**Strengthen the association between Avon and all things female-friendly by telling your customersand potential customers all about International Women’s Day.**Get together with the girls!**Celebrate the sisterhood by throwing an Avon party for your customers and their friends.Don’t forget to have plenty of demo products, brochures and order forms around!**Aid the crusade**Show your support for other women by holding a fundraising event for Avon Breast CancerCrusade. You’ll be raising money for a good cause, plus your event could help you find lots ofpotential customers. |

|  |
| --- |
| international womens day bottom |

|  |
| --- |
|  |

|  |
| --- |
| **Share the secret*** Asking customers to share a beauty secret that enters them into a prize draw. It’s an easyway to get you and your customers talking about Avon!
* Asking your Avon party attendees to share their beauty secrets. That way, everyone can discover new tips and tricks, and even purchase the products to put what they’ve learnt into practice!
* Compile your customers’ beauty secrets. Recommendations from real women are great wayto encourage customers to try something new.
* Pass on these tips and beauty secrets to existing or potential customers. Not only are youmaking them feel special, you could also be seen as a ‘beauty expert’!
 |