

Understanding your discount

Discounts, Minimum Order Value (MOV) and Higher Order Value (HOV) Representatives receive a trade discount on Avon's recommended retail prices exclusive of VAT based on the campaign order value (inclusive of VAT) as follows:

Below MOV	NIL
On or above MOV	24% approx
On or above HOV	30% approx

Your Area Sales Manager or Sales Leader will inform you of the current MOV and HOV when you become a Representative. The MOV and HOV will vary from time to time and will be communicated to you by Avon. This should be on your invoice. Please note that everything you order will count towards your achievement of MOV or HOV.

Certain items do not qualify for discount. This includes demonstration products (not for resale) and clearance products in Hello Tomorrow magazine, samples, sales aids and brochures. The price shown is the price you pay and no further discount will be given. Items with no discount are clearly shown on your invoice.

Some premium products / offers in the Avon brochure have a fixed amount of discount which differs from the rates shown above. These are listed in Hello Tomorrow magazine, so that you can see at a glance how much you earn on them. Items sold at fixed discount tend to be branded goods from other companies that complement the Avon brand, such as Antler luggage. Again, items with fixed discount are clearly shown on your invoice.