

Approved seasonal advertising templates for print and online

The table below sets out approved copy for use. Remember that advertising is prohibited in national and regional media. Alternative materials, referencing Avon names or trademarks, will require written approval from Avon in advance of use. Contact advertisingUK@avon.com
Please allow time for the approval; do not send through an advert expecting an immediate approval.

| <i>Seasonal</i> | <i>Phrases</i> | <i>Media/Closure</i> |
|-----------------|---|---|
| General | A career on your own terms? I have local self-employed AVON opportunities today. | <p>Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation.</p> <p>Email [Name] Independent Avon Sales Leader [Insert email address]</p> <p>[Name] Independent Avon Sales Leader [Insert website address]</p> |
| General | Any spare time? I have local self-employed AVON opportunities today. | <p>Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation.</p> <p>Email [Name] Independent Avon Sales Leader [Insert email address]</p> <p>[Name] Independent Avon Sales Leader [Insert website address]</p> |
| General | Are you a team player? I am a self-employed AVON Sales Leader looking for local recruits. | <p>Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation.</p> <p>Email [Name] Independent Avon Sales Leader [Insert email address]</p> <p>[Name]Independent Avon Sales Leader [Insert website address]</p> |
| General | I have local self-employed AVON opportunities today. | <p>Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation.</p> <p>Email [Name]Independent Avon Sales Leader [Insert email address]</p> <p>[Name]Independent Avon Sales Leader [Insert website address]</p> |
| General | Flexibility. Independence. Opportunity. AVON | <p>Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation.</p> <p>Email [Name]Independent Avon Sales Leader [Insert email address]</p> <p>[Name]Independent Avon Sales Leader [Insert website address]</p> |
| General | Representatives and Sales Leaders choose their own hours. | <p>Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation.</p> <p>Email [Name]Independent Avon Sales Leader [Insert email address]</p> |

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| | | [Name]Independent Avon Sales Leader [Insert website address] |
| General | Earn money and choose your own hours as a self-employed Independent Avon Representative or Sales Leader. This could be the earnings opportunity you've been looking for. | <p>Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation.</p> <p>Email [Name]Independent Avon Sales Leader [Insert email address]</p> <p>[Name]Independent Avon Sales Leader [Insert website address]</p> |
| General | Want to make some money, meet new people and choose your own hours selling AVON products? | <p>Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation.</p> <p>Email [Name]Independent Avon Sales Leader [Insert email address]</p> <p>[Name]Independent Avon Sales Leader [Insert website address]</p> |
| General | Why not become an Independent Avon Representative? Find out more about Avon's fantastic self-employed earning opportunities. | <p>Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation.</p> <p>Email [Name]Independent Avon Sales Leader [Insert email address]</p> <p>[Name]Independent Avon Sales Leader [Insert website address]</p> |
| General | Have you time to spare, want to earn some money and choose your own hours selling AVON products?Find out more... | <p>Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation.</p> <p>Email [Name]Independent Avon Sales Leader [Insert email address]</p> <p>[Name]Independent Avon Sales Leader [Insert website address]</p> |
| General | Recently made redundant? Ever thought about a self employed opportunity? Contact me today for more information about AVON. | <p>Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation.</p> <p>Email [Name]Independent Avon Sales Leader [Insert email address]</p> <p>[Name]Independent Avon Sales Leader [Insert website address]</p> |
| General | Did you know? Avon is one of the world's leading direct selling companies of beauty and beauty-related products. | <p>I have self employed opportunities in your area today! Become an Independent Avon Representative and show AVON'S fabulous brochure to customers. Plus you also have the CHOICE to build your own team as an Independent Avon Sales Leader, with my help and support.</p> <p>Interested? Call me [Name], Independent Avon Sales Leader, today on [insert telephone number]</p> |
| General | Have you seen AVON'S TV advertisements featuring actual | Interested? To find out more about local self-employed opportunities selling AVON products, get |

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| | Independent Avon Representatives? That could be you! | in touch today. Please contact me [Name], Independent Avon Sales Leader, on [insert telephone number] |
| Christmas | A great way to earn some cash for Christmas with local self-employed AVON opportunities. | Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation. Email [Name]Independent Avon Sales Leader [Insert email address] [Name]Independent Avon Sales Leader [Insert website address] |
| Christmas | Anxious about affording gifts this Christmas? Contact me about local self-employed AVON opportunities today. | Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation. Email [Name]Independent Avon Sales Leader [Insert email address] [Name]Independent Avon Sales Leader [Insert website address] |
| Christmas | Are you thinking "Christmas already"?Earn some cash for Christmas with local self-employed AVON opportunities. | Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation. Email [Name]Independent Avon Sales Leader [Insert email address] [Name]Independent Avon Sales Leader [Insert website address] |
| Christmas | Christmas is fast approaching. Start selling AVON products now! Choose your own hours, be your own boss. Find out more about this exciting self-employed AVON business opportunity. | Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation. Email [Name]Independent Avon Sales Leader [Insert email address] [Name]Independent Avon Sales Leader [Insert website address] |
| Christmas | Need some cash for Christmas? Start selling AVON products now!Find out all about this exciting self-employed AVON business opportunity. | Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation. Email [Name]Independent Avon Sales Leader [Insert email address] [Name]Independent Avon Sales Leader [Insert website address] |
| Christmas | Put sparkle into your Christmas this year. Earn money as a self-employed Independent Avon Representative. Choose your own hours, be your own boss. | Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation. Email [Name]Independent Avon Sales Leader [Insert email address] [Name]Independent Avon Sales Leader [Insert website address] |
| New Year | A New Year resolution for you. Find out today about local self-employed | Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation. |

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| | AVON earning opportunities. | Email [Name]Independent Avon Sales Leader [Insert email address] [Name]Independent Avon Sales Leader [Insert website address] |
| New Year | Build your own business now. Choose your own hours, be your own boss. I have local self- employed AVON opportunities today. | Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation. Email [Name]Independent Avon Sales Leader [Insert email address] [Name]Independent Avon Sales Leader [Insert website address] |
| New Year | Find out more about local self- employed AVON business opportunities. Make it a New Year resolution. | Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation. Email [Name]Independent Avon Sales Leader [Insert email address] [Name]Independent Avon Sales Leader [Insert website address] |
| Spring/Summer | Countdown to your holiday!This fantastic self-employed AVON earnings opportunity could be yours. | Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation. Email [Name]Independent Avon Sales Leader [Insert email address] [Name]Independent Avon Sales Leader [Insert website address] |
| Spring/Summer | Spring into action! Earn money as an Independent Avon Representative. Fantastic self- employed AVON business opportunities could be yours. | Call [Name] Independent Avon Sales Leader on [Insert telephone number] without obligation. Email [Name]Independent Avon Sales Leader [Insert email address] [Name]Independent Avon Sales Leader [Insert website address] |

Newspapers and magazines

While advertising in all national and regional newspapers and magazines and multi-level marketing publications is prohibited, Sales Leaders may use certain local resources to recruit new Representatives and downline Sales Leaders. These include local newspapers, college newspapers and weekly community publications.

Classified advertising for your business

For examples of advertisement copy that has been pre-approved by Avon see Approved seasonal advertising templates for print and online. Add link to [Approved seasonal advertising templates for print and online](#)

If you use pre-approved copy in your advertisement, it is imperative that you do not deviate from the original text. The text has been checked to ensure compliance with the requirements of the Direct Selling Association's Codes of Practice, which must be respected by Avon and all Sales Leaders and Representatives.

Approving alternative copy

Alternative copy, referencing Avon names or trademarks, will require written approval from Avon in advance of use. In order to request this approval, you must email advertisingUK@avon.com
Please allow time for the approval; do not send through an advert expecting an immediate approval.

How to place a newspaper ad and the content of the ad

- A sales representative at your local newspaper can help you get started. Call the newspaper's Advertising Department and set up a meeting. You will be given the rates for ads of various sizes and tips on when to run them.
- Always check the rates before placing an ad. Often you can get a reduced rate by running an ad in more than one issue.
- Any advertising placed by a Sales Leader must include their full name and clearly indicate their status "Independent Avon Sales Leader".
- The ad or flyer cannot imply that Sales Leaders are employees of Avon or are Avon Cosmetics Ltd, the company.
- Chose your words carefully. Representatives and Sales Leaders are not employees of Avon so certain words associated with or suggestive of, employment, should never be used.

| <i>Words you cannot use</i> | <i>Words you can use</i> |
|-----------------------------|------------------------------|
| Wages | Earnings |
| Target | Goal |
| Contract | Contractual agreement |
| Review | Action plan/business meeting |
| Sacked | Removed |
| Boss | Upline/ASM |
| Performance standards | Goal |
| Forecast | Action plan |
| Itinerary | Planner |
| Pay slip | Statement |
| Costs | Investment |
| Job | Opportunity |
| Promotion | Next level |

- No other business name may be included. If, for example, a Sales Leader also sells "XYZ Toys", that name cannot appear in the ad with "AVON". Otherwise, customers could assume that Avon and XYZ Toys are affiliated in some way.
- Avon trademark names e.g Skin So Soft, Anew should not be used.
- For information on the use of Avon logos and to find downloadable versions for all media go to '[Corporate logos](#)'.

The DSA (Direct Selling Association) enforces the following guidelines:

Advertisements in newspapers, magazines, directories, radio and television must be full legal, decent, honest, truthful, accurate and above all realistic. Advertisements placed by direct sellers should not make unrepresentative or exaggerated earnings claims. They can't use misleading, deceptive or unfair recruiting methods.

Advertisements in handouts, brochures, audio and video tapes and similar promotional material which invite people to join the scheme must show:

- the name and address of the promoter i.e
Promoter: Avon Cosmetics Ltd, Nunn Mills Road, Northampton NN1 5PA ("Avon").
- the products or services covered by the scheme.
- If there is a claim about earnings the following wealth warning: "It is illegal for a promoter or participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting other people to join a trading scheme. Do not be misled by claims that high earnings can be easily achieved." It must be made clear that while high earnings are possible, they are not easily achieved and are not representative of the business as a whole.

All recruitment material (including advertisements) and in whatever medium (e.g. printed, audio, video, electronic) over 30 words in length must:

- be pre-approved by the member (Avon); and
- clearly identify the member (Avon), giving the member's name at least as much prominence as the name of the direct seller (Sales Leader) to whom the prospects are invited to respond.
Pre-approved recruitment materials are available to purchase via www.pindar.com/avon and the Stationery section on the Avon website

These materials include:

- [Prospecting cards](#)
- [What's in it for you flyer](#)
- [What's in it for you DVD](#)
- [What's in it for you – commission structure and BDB flyer](#)