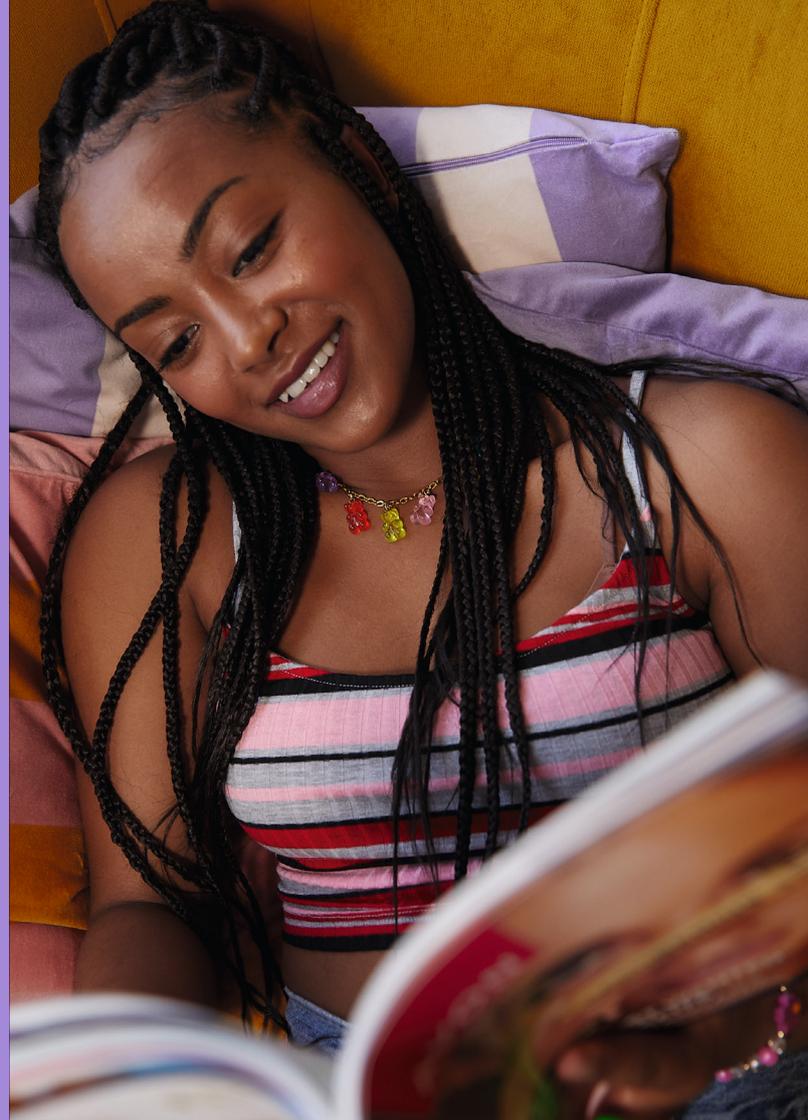


**AVON**

**AVON  
KICK START**

**WELCOME TO YOUR  
NEW REP REWARDS**



A close-up photograph of four young women smiling and laughing together at what appears to be a social event or party. They are dressed in dark, stylish clothing. The background is dark with some blurred lights, suggesting an indoor setting like a club or bar.

# INTRODUCING YOUR NEW REP REWARDS

It's time to reach for the stars as you kick start your way into Avon Rewards, our fabulous Rep reward and recognition programme that you'll be a part of after your first 3 months.

Can't wait? Then we've got just the thing: Kick Start. Our new Rep programme, Kick Start is all about earning rewards and benefits based on your monthly sales.

You'll stay in kick start until you complete your first 3 campaigns (each campaign lasts a month). After that, you'll graduate on to Avon Rewards, where you'll unlock your first Avon Rewards level, awarded based on your total sales across your first 3 campaigns in Kick Start.



**KICK START** YOUR NEW REP REWARDS

# UNLOCK REWARDS EVERY CAMPAIGN

Just sell £1 worth of products (yep, you read that right), to start earning. Here's what you can get your hands on every campaign.



Earn from your first £1 of sales and see income from your business fast



2 free deliveries to keep your costs down and profits up



Free products so you can touch, smell and test our amazing range



Discounted brochures to help you find new customers



30% discount in Focus Magazine so you can demo our products with your customers



KICK START YOUR NEW REP REWARDS



# WHAT'S ON THE TABLE FOR YOU?



KICK START LEVEL	SALES PER CAMPAIGN	FIXED DISCOUNT	FREE PRODUCTS	FREE DELIVERIES	BROCHURE DISCOUNT	LEVEL ACHIEVEMENT GIFT
1	£1 - £84	10%	-	2 free deliveries every campaign  (minimum order £40)	5x = £4.70	All Reps graduating into Avon Rewards at Silver Star or above will unlock a level achievement gift*.
2	£85 - £199	20%	1 product		10x = £9.40	
3	£200 - £999	25%	2 products		40x = £9.45	
4	Over £1,000	30%	3 products		60x = £11.70	

\*Level achievement gifts will be added to Rep orders in the campaign of graduation.



**KICK START YOUR NEW REP REWARDS**

# GRADUATING INTO AVON REWARDS

Use this calendar to see the campaigns where you're eligible for Kick Start and when you'll graduate into Avon Rewards.

APPOINTMENT CAMPAIGN*	2ND CAMPAIGN IN KICK START	3RD CAMPAIGN IN KICK START	GRADUATION TO AVON REWARDS
JAN	FEB	MAR	APR
FEB	MAR	APR	MAY
MAR	APR	MAY	JUN
APR	MAY	JUN	JUL
MAY	JUN	JUL	AUG
JUN	JUL	AUG	SEP
JUL	AUG	SEP	OCT
AUG	SEP	OCT	NOV
SEP	OCT	NOV	DEC
OCT	NOV	DEC	JAN
NOV	DEC	JAN	FEB
DEC	JAN	FEB	MAR

\*First campaign in Kick Start.



## REMEMBER...

**If you graduate mid-quarter (either Feb, Mar, May, Jun, Aug, Sept, Nov or Dec), you'll hold that Avon Rewards level until the end of that quarter.**

For example, if your first campaign is in November, you'll graduate in February. At that point, you'll unlock your first Avon Rewards level and the associated benefits. Your next level will be allocated from April (Q2) based on your January, February and March sales.



**KICK START YOUR NEW REP REWARDS**

## TERMS & CONDITIONS

### APPLICABLE FROM CAMPAIGN 1, 2025

#### General

1. Kick Start applies to new Independent Avon Representatives within their first three campaigns of the Representative Opportunity ('Representatives').
2. Kick Start sets out a new Representatives' trade discount structure and other new Representative benefits. It is regulated and may be varied in accordance with the terms set out within the Avon Opportunity Agreement.
3. Following their first three campaigns, Representatives will move onto the Avon Rewards programme.

#### Criteria

4. During the Programme Period Representatives can achieve and receive rewards on a campaign-by-campaign basis. A Representatives' Product Sales in a campaign will determine their Kick Start level in that same campaign.
5. Product Sales are determined by the time the order is billed. Orders placed are billed on average within 1 hour after being placed. In the unlikely event that our billing systems are delayed due to the occurrence of (but not limited to) invalid items, overdue invoices, or insufficient credit on the account, there is a possibility that your Product Sales will be added into the next quarter. This may also delay the final Avon Rewards levels being shared.
6. The qualification criteria\* for each Kick Start level is detailed below:
  - a) **To qualify for Level 1:**
    - Representatives must achieve Product Sales between £1 - £84.99 in a campaign.
  - b) **To qualify for Level 2:**
    - Representatives must achieve Product Sales between £85 - £199.99 in a campaign.
  - c) **To qualify for Level 3:**
    - Representatives must achieve Product Sales between £200 - £999.99 in a campaign.
  - d) **To qualify for Level 4:**
    - Representatives must achieve Product Sales over £1,000 in a campaign.
7. Product Sales will be reset each campaign.

#### Kick Start Levels

8. The trade discount and additional benefits a Representative is entitled to will depend upon the Kick Start level they achieve. The discount and benefits of each Kick Start level are as follows:

- a) **Level 1:**
  - 10% discount on campaign sales only.
- b) **Level 2:**
  - 20% discount on campaign sales.
  - Representative entitled to choose 1 free product only.
- c) **Level 3:**
  - 25% discount on campaign sales.
  - Representative entitled to choose 2 free products only\*\*.
- d) **Level 4:**
  - 30% discount on campaign sales.
  - Representative entitled to choose 3 free products only\*\*.

\*\*Representative cannot choose multiples of the same pack.

9. An email will be sent to all new Representatives after each campaign detailing the level they've unlocked.

#### Free Products

10. Successful Representatives eligible for free product will be entitled to select their product choice in the campaign after achievement. If the products are not selected in the campaign after achievement, the Representative will no longer be able to claim their free product.
11. For any Representatives entitled to two or more products, all products must be selected at the same time. Representatives cannot choose multiples of the same product.
12. Avon will always endeavour to provide products as advertised but in some circumstances may be required to substitute alternative products of equal or greater value.
13. Once selected, products will be added to the Representative's account within 10 days and will be included with the Representative's delivery. The Representative must place an order to receive the products. Avon will aim to review your products every Monday. The exception to this will be Bank Holidays, where Avon will review your products on the next available

working day after the Bank Holiday.

#### Additional Benefits

14. In addition to the rewards awarded in clause 8, all Representatives within their first three campaigns will be given access to:
  - a) 2 free deliveries on Representative orders worth £40 and over
  - b) 30% discount on products in Focus Magazine
  - c) Brochure discount matching Gold Star level in Avon Rewards
15. In addition to clause 8 and 14, Representatives that graduate out of Kick Start and into Avon Rewards at Silver Star or above will unlock a Level Achievement Gift. Graduation happens at the end of the third campaign, when Representatives move into Avon Rewards. The first Avon Rewards level is allocated based on the total Product Sales accumulated over the first three campaigns. See Avon Rewards terms and conditions for full details.

#### Product Sales

16. 'Product Sales' within clause 4 means the total value of:
  - a) all products ordered and supplied by Avon to the Representative, including (but not limited to) brochures, samples and sales aids. The value of the products will be the amount invoiced to the Representative, so will take into account brochure discount and VAT.
  - b) Direct Attached Customer orders (excluding any delivery charges)
17. Welcome Kit, Net and Demo items will count towards Product Sales.
18. The value of returned products that have been credited to a Representative's Avon account will be excluded from Product Sales. Avon reserves the right to recoup discount where product returns bring a Representative's Product Sales to a lower Avon Rewards level, and lower discount, than initially achieved in any quarter.
19. Avon expressly reserves the right to exclude sales generated by bulk orders of any single product and orders which are not supplied to physical persons.
20. Avon expressly reserves the right to exclude Product Sales ordered but not paid for by the Representative through whose account the

products are ordered.

21. Any goods delivered and not invoiced, and therefore not charged for, will not count towards Product Sales unless highlighted within 30 days of receipt.



**AVON  
KICK START**



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KICK START**