

HOW TO

**ADVERTISE & PROMOTE**

YOUR AVON BUSINESS

Official Policy Guide for Avon Independent Sales Representatives

*This official Policy Guide has been created to help you advertise and promote your Avon business with complete confidence. Following these official guidelines will enable you to reach more Customers and increase your earnings while protecting the integrity of the Avon name.*

*Please keep this Guide as part of your permanent business files for future reference.*

## **TABLE OF CONTENTS**

<b>The Avon Name and Trademarks.....</b>	<b>3</b>
• Protecting the Avon Name	
• What Is a Trademark?	
• Protecting Avon Trademarks Helps Your Avon Business	
<b>Promoting Your Avon Business.....</b>	<b>4–5</b>
• Business Cards	
• Personal Checks	
• Newsletters	
• Avon-Provided Personalized Web Page	
• Customized E-mail Signature	
• Car Signs	
• Other Promotional Items	
<b>Additional Ways to Grow Your Business.....</b>	<b>6</b>
• Avon Parties/Group Selling/Fund-Raising	
• Local Job Fairs	
• Activating Interest in the Avon Earning Opportunity	
• Licensed Avon Beauty Centers	
<b>Trademarks and Representative Advertising/Promotion Policies.....</b>	<b>7</b>
• Retail Selling	
• Representative Advertising That Is Prohibited	
• Compliance	
<b>Advertising Your Avon Business.....</b>	<b>8</b>
• Community Newspapers and Local “For Sale” Publications	
• Online Classifieds	
• Coupon Packs	
• Supermarket Bulletin Boards	
• Welcome to the Neighborhood	
<b>Making Good Use of Telephone Directories.....</b>	<b>9</b>
• White Pages Listing	
• Yellow Pages Listing	
• The Toll-Free Directory	
• Online Telephone Directories	
<b>Classified Advertising for Your Avon Business.....</b>	<b>10–11</b>
• How to Place a Newspaper Ad	
• Sample Copy for Classified Ads	
• How to Place an Online Classified Ad	

# THE AVON NAME AND TRADEMARKS

The Avon name is recognized in over 100 countries worldwide for quality, value and personal service. That's why millions of consumers every day are looking for a way to buy Avon. However, some consumers who want to buy Avon simply don't know how.

One way for Avon Independent Sales Representatives to reach new Customers is to promote their businesses within the community, thus opening the door to new sales and recruiting opportunities that might not happen otherwise.

However, in order to protect the good name that all Representatives so proudly represent, there are specific guidelines that Representatives must follow in advertising and promoting their Avon businesses.

## Protecting the Avon Name

Since 1886, Avon, with the help of its Independent Sales Representatives, has worked hard to build an outstanding reputation for quality products, personal service and integrity.

*The Avon name must be carefully preserved and protected.* Avon cannot permit its name and trademarks to be weakened. To do so would be to devalue the Avon name and eventually cause Avon to lose an important asset. The Avon name and the names of our individual products are valuable "calling cards" that tell consumers they are receiving genuine, guaranteed Avon products and services. Any time the Avon name, trade name or trademarks are used improperly or by someone other than the owner—Avon Products, Inc.—their importance can be greatly diminished. Once the Avon name or its trademarks are weakened or lost, it is impossible to regain their full value.

As always, your District Sales Manager, Division Sales Manager and Region Sales Management teams are available to assist you and answer any questions or concerns you may have. This Policy Guide has been created to help Representatives discover new ways to increase their Avon Earning Opportunity while protecting the integrity of the Avon name.

## What Is a Trademark?

A trademark is a word, name, symbol or device used by a manufacturer to distinguish its goods or services from others'.

With Avon, this protection includes such names as "Avon," Avon symbols and the various names we give our many products and services. For example, there is only one IMARI, SKIN-SO-SOFT and ANEW—each belonging solely to Avon. They and all other Avon products, services and symbols enjoy this protection under the law and may not be used by any other company. In this way, when consumers buy IMARI, for example, they know they are getting the one and only product by that name.

## Protecting Avon Trademarks Helps Your Avon Business

Avon closely guards and protects its trademarks so Customers can shop Avon with complete assurance, knowing that every Avon product or service is protected by the quality Avon Satisfaction Guarantee.

**Avon reserves the right to change, modify or discontinue these policies at any time. Violation of the policies set forth in this Policy Guide may result in removal.**

# PROMOTING YOUR AVON BUSINESS

There are many sales tools that will help you increase the number of new Customers and Independent Sales Representatives you can attract. They include:

## Business Cards

Many Avon Independent Sales Representatives carry business cards. They help establish you as a professional salesperson and provide a handy reminder of how to reach you to place an order or learn more about becoming an Avon Representative.

Business cards purchased through the Avon Advantage program are available at a great price and carry the official Avon logo, contemporary graphics and space for a Representative's title (e.g., Executive Unit Leader). To find out more, go to [www.YourAVON.com](http://www.YourAVON.com) and click "Resources."

Representatives who choose to have a local printer make their business cards must follow these guidelines:

1. The word "AVON" must be in capital, block letters.
2. Representatives must identify themselves as Avon Independent Sales Representatives (or Avon Ind. Sls. Rep.).
3. No other business name may be included. If, for example, a Representative also sells "XYZ Toys," that name cannot appear on the business card with "AVON." Otherwise, Customers could assume that Avon and XYZ Toys are related companies.

For example:



## Personal Checks

The Avon Advantage program offers personal checks that feature a variety of Avon products and enable Representatives to include their title: Advanced Unit Leader, Honor Society or Certified Beauty Advisor, for example. These checks offer one more way to promote your Avon business. (The use of the Avon name or trademark on personal checks not acquired through Avon Advantage is prohibited.)



## Newsletters

Some Representatives like to take advantage of Avon's **free e-mail service** to produce an online newsletter to help encourage higher sales and better recruiting in their Downline. *Representatives who choose to do so must identify the newsletter as theirs alone and not officially connected to Avon Products, Inc.* In addition, Representatives must identify themselves as **Avon Independent Sales Representatives** and use the word **"AVON"** in capital, block letters only.

Reminder: Only approved performance or ingredient claims are allowed. Check product materials or the current Brochure. For example:



Representatives must provide a sample of the newsletter to their District Sales Manager for approval before it is first issued, and always send her/him a copy each time it is produced.

Use of articles about Avon: Representatives may include any articles or news releases from official Avon publications. Articles about Avon from other publications are subject to the copyright laws of the United States and should not be used unless written permission is obtained from the copyright owner of the publication. Avon will not assume responsibility for any unauthorized copying by an Independent Sales Representative. In addition, only product claims officially sanctioned by Avon, as shown in the Avon Brochure or official Avon literature, may be made.

## Avon-Provided Personalized Web Page

Only eRepresentatives are permitted to have Avon Web pages on the World Wide Web. Only the use of Avon-provided personalized Web pages by eRepresentatives is permitted. To learn more about this opportunity and its investment, go to [www.YourAVON.com](http://www.YourAVON.com) and click "Become an eRepresentative," or talk to your District Sales Manager and/or Upline Representative. Representatives may not create any unauthorized Web page for the purpose of promoting, advertising or selling Avon products or services, or for presenting the Avon Earning Opportunity. Representatives may not create, operate or maintain any Web page or Web site with "AVON" in all or part of the URL address or name.

## Customized E-mail Signature

Turn your e-mail signature into a mini-ad. It's a free, easy way to promote your business. Keep it brief, but include what you think is important. This "tag" will be the closing of every e-mail you send. Example:

Mary Smith, AVON Senior Executive Unit Leader, Certified Beauty Advisor, eRepresentative, President's Club Member, Fund-Raising Specialist. VISIT MY WEB PAGE: [www.YourAVON.com/msmith](http://www.YourAVON.com/msmith). Or call: 555-555-5555. Buy or sell high-quality Avon products! Join the fastest-growing multi-level marketing opportunity. Own a home-based business. Become a Certified Beauty Advisor and do complete makeovers. Want to earn extra money? Know anyone who may want to hold an Avon Fund-Raiser?

## Car Signs

Representatives who want to promote their Avon businesses on a car or van by designing their own signs must identify themselves on the car signs as an Avon Independent Sales Representative (or abbreviated as Avon Ind. Sls. Rep.). Slogans not authorized by Avon are not allowed. Window Decals (shown at right) you can personalize are available on the Purchase Order.

Keep America Beautiful  
Buy or Sell Avon!

## Other Promotional Items

No one, including Avon Representatives, can manufacture for sale or distribution any product with the unauthorized use of the Avon name. However, Representatives can have promotional items made for personal use or for free distribution to Customers, recruits or others. For example, many Representatives have T-shirts printed with slogans like "I Sell Avon" or "Ask Me About Skin-So-Soft." Promotional items are acceptable, as long as they:

1. Do not use the official Avon logo.
2. Are not offered for sale.

Other items that are acceptable for personal use but not for sale include such items as ballpoint pens, mugs and caps. Of course, Representatives can give them to Customers, Helpers or recruits. These items are in the Sales Tools section of the Purchase Order.

Only official promotional items issued by Avon Products, Inc., may contain the Avon logo or trademarks. Representatives who have an inventory of promotional items containing unauthorized use of the Avon name, logo or trademark must dispose of them. Permission for their usage must be granted by the District Sales Manager and in no instance may they be offered for sale.

Avon reserves the right to change, modify or discontinue these policies at any time. Violation of the policies set forth in this Policy Guide may result in removal.

# ADDITIONAL WAYS TO GROW YOUR BUSINESS

There are many opportunities to enhance an Avon business in a public setting. These include group selling, local job fairs and organized recruiting events. Please note the following guidelines which summarize Avon's current policies.

## Avon Parties/Group Selling/Fund-Raising

An Avon party is a great way to sell Avon to a large group of Customers at the same time. Fund-raisers are also a wonderful way to grow sales and help a worthy organization.<sup>†</sup> Any time Representatives gather a group of Customers for the purpose of selling Avon products, they must clearly identify themselves as Avon Independent Sales Representatives and not as employees of the company. Use only official Avon materials such as those designed for Beauty Advisors, as well as Brochures, catalogs, Wellness materials and recruiting flyers produced by the company. Representatives may, of course, create posters and games to help generate interest and sales as long as these items do not incorporate the Avon logo or product trademarks.

## Local Job Fairs

People who attend these events are often looking for an earnings opportunity. Representatives who wish to participate in such an event must submit their plan of action in advance and obtain written approval from the District Sales Manager. Again, Representatives must always identify themselves as Avon Independent Sales Representatives on any poster or booth sign and must use Avon-authorized recruiting sales tools. The Beauty Advisor Rolling Consultation Kit is very effective.

## Activating Interest in the Avon Earning Opportunity

Representatives who want to earn more money through recruiting may find group settings to be a valuable and time-saving way to present the Avon Earning Opportunity. A group atmosphere and the Representative's personal enthusiasm will be highly motivational.

Representatives who choose to conduct such a meeting must identify themselves as Avon Independent Sales Representatives and use only Avon-approved recruiting and/or sales tools. Representatives must not misrepresent the earnings opportunity. Representatives can, of course, create posters and signs for the meeting as long as the official Avon logo is not used.

The more traditional one-on-one conversation continues to be the most effective way to recruit new Representatives. However, the locations for these conversations have become more unique. Proper identification and support materials are required in *all* settings.

Check the Recruiting Tools section of the Purchase Order for professional, contemporary recruiting materials.

## Licensed Avon Beauty Centers

Representatives who want to expand their Customer reach to a retail environment may apply for approval to license an Avon Beauty Center. These kiosks or mall carts offer Customers selected beauty products, along with limited seasonal gifts.

These venues are ideal for Leadership Representatives to attract new members for their Downlines and to enhance a Representative's direct-selling business. Your District Sales Manager can help you investigate this opportunity.

PLEASE NOTE: Ownership of or participation in non-Avon beauty centers, mall carts, kiosks or other unauthorized retail establishments is a violation of policy.

<sup>†</sup>Purchase a Fund-Raiser Getting Started Kit or see your District Sales Manager for further information on holding a fund-raiser. Avon reserves the right to change, modify or discontinue these policies at any time. Violation of the policies set forth in this Policy Guide may result in removal.

# TRADEMARKS AND REPRESENTATIVE ADVERTISING/PROMOTION POLICIES

In order to fully protect all Avon names, three rules must always be followed when Representatives advertise or promote their Avon businesses:

1. Representatives must always clearly identify themselves as **Avon Independent Sales Representatives and include their names** (or abbreviate as **Avon Ind. Sls. Rep.** and include their names).
2. When Representatives choose to create their own advertising and promotion instead of using Avon-authorized materials, they **must** receive prior written permission from the District Sales Manager.
3. Only approved performance or ingredient claims are allowed in promoting and advertising products. Check **Product Reference Guide** (online at [www.YourAVON.com](http://www.YourAVON.com)), **What's New** and/or current Brochure. For example: "SKIN-SO-SOFT is the world's #1 bath oil." (Any other claim is unofficial and not approved.)

## Retail Selling

Avon is a direct-selling company and believes strongly in direct, personal contact with the consumer. Avon Independent Sales Representatives are expected to sell only to consumers. Representatives may not sell Avon products for resale to third parties, to any business entity or to any type of retail establishment. Avon Independent Sales Representatives may not establish or operate their own retail business. Representatives interested in a retail business may apply to license an Avon Beauty Center (see pg. 6). Representatives may not take it upon themselves to alter this policy.

## Representative Advertising That Is Prohibited

Avon, as a national company, has an image that must be protected in order to help your business grow. That's why Avon Independent Sales Representatives cannot participate in several types of advertising. They include, but are not limited to:

- **All national magazines**, like *Time*, *Woman's Day*, *Redbook*, etc.
- **All national/regional magazines**, like *Texas Monthly*, *The Washingtonian*, *New York*, etc.
- **National newspapers**, like *USA Today*, *The New York Times*, *The Wall Street Journal*, etc.
- **All electronic media**, with the limited exception of eRepresentative Web pages, local online classifieds and online telephone directories. Electronic media include, but are not limited to, online services (i.e., America Online, MSN, Yahoo), banner ads, search engines and unauthorized Avon Web pages. Only the Avon-provided personalized Web pages of eRepresentatives are authorized for use on the World Wide Web. These approved Web pages are for the express use of promoting and advertising your Avon business. eRepresentatives may not advertise businesses, activities, ventures or services related to non-Avon products and services on their Avon-provided personalized Web pages. eRepresentatives may not create or post a link to another Web site from their Avon-provided personalized Web pages. Representatives may not create any unauthorized Web page for the purpose of promoting, advertising or selling Avon products or services, or for presenting the Avon Earning Opportunity. Representatives may not create, operate or maintain any Web page or Web site with "Avon" in all or part of the URL address or name.
- **Radio and television.**
- **All outdoor advertising**, such as transit ads, billboards, etc.
- **Super catalogs** or catalog listing services.
- **Multi-level marketing publications**, like *Making Money*, etc.
- **Promotions with other companies.** For example, producing Avon place mats for an area restaurant is prohibited.

## Compliance

The guidelines in these policies have been designed to protect Avon's trademarks and direct-selling method, and to help you in your business. By following the guidelines on these pages, Representatives can promote and advertise their Avon businesses with confidence. If you have any questions about these policies or about how to promote your Avon business, you should contact your District Sales Manager. Avon reserves the right to change, modify or discontinue any of these policies at any time at its sole discretion. **Failure to comply with these policies may result in discontinuation of all rights and privileges and removal as an Avon Independent Sales Representative.**

# ADVERTISING YOUR AVON BUSINESS

While advertising in national and regional media is prohibited, Representatives may use certain local resources to attract Customers and recruit new Representatives. Millions of potential Customers are looking for access to Avon and the personalized service only a Representative can offer. Advertising that you are an Avon Independent Sales Representative can really pay off in both sales and earnings. Here are examples of great ways to let people know you can offer them the products and/or earnings opportunities they're looking for:

## Community Newspapers and Local "For Sale" Publications

The local newspaper and weekly publications like *PennySaver* are widely read by the people in your community. College newspapers are another good choice. A small three- or four-line ad in the classified section will get the word out that if people are interested in Avon, all they have to do is call their Avon Independent Sales Representative! The approved copy included in this Policy Guide provides examples of ads that will help Representatives advertise Avon products and the Avon Earning Opportunity.

## Online Classifieds

Many local newspapers and weekly publications are available online. Some publications automatically run the same advertisements online when classified space in their paper is purchased. Others charge an additional fee to run the ad online and still others allow you to create a different version of the same ad to include e-mail addresses and links when publishing online to take advantage of the Internet. It's important to check with the publication's advertising department to determine: required format (if any), use of graphics or any other Internet advertising options that may be available to you.

## Coupon Packs

In many communities, local businesses purchase ads that go into an envelope that's mailed to local residents. This is another excellent way for Avon Representatives to advertise their Avon businesses. Representatives who choose to do so must properly identify themselves as Avon Independent Sales Representatives. Talk to your District Sales Manager about using this vehicle to reach Customers.

## Supermarket Bulletin Boards

Every local grocery store has a bulletin board where local residents fill out cards advertising services such as baby-sitting, cars for sale and apartments for rent. This is a great way, usually free, to advertise. If you do use one of the blank cards, please type or clearly print your message. Or, you may wish to simply place your authorized Avon business card in the rack.

## Welcome to the Neighborhood

When people move into a new neighborhood, they are on the lookout for new ways to buy familiar services and goods. That's why almost every community has a local service such as the "Welcome Wagon" that offers special deals for new residents. Find out if you can add a "What's New" Bag\* to the Welcome Pack. Fill it with some samples, the latest Brochure with your name and phone number on the back and a personalized introductory note. PLEASE NOTE that there is often a fee for participating in this type of service.

\*This business tool is available on every Purchase Order.

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For example:

**Shop Avon at home or in your office with personal delivery and guaranteed satisfaction.**

Contact:

\_\_\_\_\_

Avon Independent Sales Representative

\_\_\_\_\_

at (phone/e-mail/Web site)

### DISCOVER:

- **Highly Advanced Skin Care**
- **Gifts, Fragrance, Haircare for the Entire Family**
- **Family Entertainment & Educational Products**
- **Personal Service**

Contact:

\_\_\_\_\_

Avon Independent Sales Representative

\_\_\_\_\_

at (phone/e-mail/Web site)

**Choose Your Hours, Your Income and Your Rewards**

**I DO!**

Contact:

\_\_\_\_\_

Avon Independent Sales Representative

\_\_\_\_\_

at (phone/e-mail/Web site)

# MAKING GOOD USE OF TELEPHONE DIRECTORIES

Many people looking for an Avon Representative head for the telephone directory. When taking advantage of this opportunity, Representatives must always clearly identify themselves as Avon Independent Sales Representatives in both written and oral communications.

## White Pages Listing

Avon Representatives can list under the Avon name in the White Pages section. The phone company, of course, charges extra for this service, which will be added to your monthly phone bill. Representatives may secure a boldface listing. For example:

**Avon Independent Sales Representative  
Mary Smith 123 Main St.\* 555-5555**

OR

**Smith, Mary  
Avon Independent Sales Representative  
123 Main St.\* 555-5555**

## Yellow Pages Listing

Some Representatives have had great success listing in the Yellow Pages (business) section of the phone book. For example:

**Smith, Mary  
Avon Independent Sales Representative  
123 Main St.\* 555-5555**

OR

**Smith, Mary Independent Sales  
Representative of Avon Products  
123 Main St.\* 555-5555**

\*Representatives may request that their home address not be included.

## The Toll-Free Directory

For a fee charged by the telephone company, Representatives can obtain a toll-free number for business purposes. This is particularly helpful for Representatives who are active in recruiting or Representatives who invest in building their Customer base through the Avon Brochure by Mail or eRepresentatives.

Representatives may wish to separate their listings from those of other Representatives by further identifying themselves. For example: "Avon Independent Sales Representative Mary Smith of Queens, New York."

No other business name may be included. If, for example, a Representative also sells "XYZ Toys," that name cannot appear in the ad with "AVON." Otherwise, Customers could assume that Avon and XYZ Toys are related companies.

## Online Telephone Directories

As a general rule, if you publish a telephone number in the White Pages or Yellow Pages, it is automatically published online as well. In addition to your name, address and phone number, some online telephone directories offer, as part of the listing, the option of including e-mail links, driving directions, maps, etc. Check with your local telephone directories to determine which listing options are available to support your Avon business. Many telephone directories are exclusively Web-based, such as Switchboard.com, YellowPages.com and Infobel.com. Others are names you may know well, like AnyWho.com (AT&T), SuperPages.com (Verizon), SmartPages.com (Southwest Bell, Pacific Bell, Nevada Bell) and many more.

**IMPORTANT!** Representatives must clearly identify themselves as Avon Independent Sales Representatives, both in their ads and when speaking on the phone. Representatives may not imply that they are employees of Avon or are Avon, the company.

Sample online telephone directory listing:

Avon Independent Sales Representative  
123 Main Street, Any Town, Any State  
Call: 555-555-5555  
**MarySmith@AVON.net**

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# CLASSIFIED ADVERTISING FOR YOUR AVON BUSINESS

The following examples of ads are all pre-approved for your use in creating promotional posters and flyers, Brochure inserts and/or placing ads in local newspapers or in *PennySaver*. Representatives operating a Licensed Avon Beauty Center will receive a pre-approved advertising package to support special promotions designed for these sites. **If you choose to create your own ads, prior approval must be obtained from your District Sales Manager.** Remember, whether you wish to increase your personal sales or recruit, the right message can really pay off.

## How to Place a Newspaper 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. For example:
  - Sunday papers usually have the highest readership, especially among working women (the rates are also higher).
  - "Best Food Day," usually Wednesday, is another good choice. Many people read this edition for the latest food values and money-saving coupons and might be more receptive to an earnings opportunity.
- Copy choices for use in classified ads are included in this Policy Guide.
- Always check the rates before placing an ad. Often you can get a reduced rate by running an ad in more than one issue.
- No other business name may be included. If, for example, a Representative also sells "XYZ Toys," that name cannot appear in the ad with "AVON." Otherwise, Customers could assume that Avon and XYZ Toys are related companies.

**Reminder:** Any advertising placed by Representatives must include your name and clearly indicate "Avon Independent Sales Representative" (or abbreviate as "Avon Ind. Sls. Rep."). The ad or flyer cannot imply that Representatives are employees of Avon or are Avon, the company.

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## Sample Copy for Classified Ads

### CUSTOMER AD

Let's Talk about the most personalized shopping experience around: Avon.

Contact: \_\_\_\_\_  
Avon Independent Sales Representative

\_\_\_\_\_ at (phone/e-mail)

#### Additional Ad Copy:

I can give you a complete Skin Care and Color Consultation. I am an Avon Certified Beauty Advisor.

I've got a FREE GIFT for you if you have an Avon party in your home.

### RECRUITING AD

Interested in building a career by mentoring others? Let's Talk.

Contact: \_\_\_\_\_  
Avon Independent Sales Representative

\_\_\_\_\_ at (phone/e-mail)

#### Additional Ad Copy:

"As an Avon Representative, my success is in my own hands."  
To become an Avon Representative...

Up to 50% earnings on sales. Free travel awards. Scholarship opportunities for your children.

## How to Place an Online Classified Ad

To determine the local online classifieds available in your area, start by typing your state's name followed by the word "classifieds" in the search bar of your ISP. Many large communities and cities have online classifieds sites as well (i.e., Seattle Classifieds, Long Island Classifieds, Kansas City Classifieds, etc.), so be sure not to overlook your own community when you do your search.



You will be presented with a list of the local classifieds that match your search. Click on the title of one that's best for you and contact them for rates and more information. Search Results:

### **Marlton, New Jersey Classifieds**

Classifieds in Marlton, New Jersey.  
<http://www.starcities.com/usa/nj/marlton/townsquare.shtml>

[Show me more like this](#)

### **Newark, New Jersey Classifieds**

Check out the free classifieds for Newark—New Jersey's largest city.

### **ShopJackson.com**

Web sites of businesses in Jackson Township, New Jersey.  
<http://www.shopjackson.com>

[Show me more like this](#)

Sample online recruiting ad:

Start your own business backed by a company with more than a century of quality and service.  
Avon Independent Sales Representative  
Location: Any Town, Any State  
Call: 555-555-5555 or e-mail: [MarySmith@AVON.net](mailto:MarySmith@AVON.net)  
Visit my Web site: [www.YourAVON.com/MSmith](http://www.YourAVON.com/MSmith)

Sample online selling ad:

Shop AVON at home or office. Personal delivery and a 100% Satisfaction Guarantee.  
Mary Smith, Avon Independent Sales Representative  
Location: Any Town, Any State  
Call: 555-555-5555 or e-mail: [MarySmith@AVON.net](mailto:MarySmith@AVON.net)  
Visit my Web site: [www.YourAVON.com/MSmith](http://www.YourAVON.com/MSmith)

**Reminder:** Any advertising placed by Representatives must include your name and clearly indicate "Avon Independent Sales Representative" (or abbreviate as "Avon Ind. Sls. Rep."). The ad or flyer cannot imply that Representatives are employees of Avon or are Avon, the company. The use of a product, model or any other photograph from any Avon publication as part of the advertisement is prohibited. It is acceptable to copy information found in any article or news release, such as a product claim, that is from an official Avon publication.

