

**Advertising (Recruiting, Product and Brand) Proviso valid August 1, 2021 – September 30, 2021**

**This document hereby supplements and/or amends the 6/16/2021 Business Policies and Procedures for Avon Independent Sales Representatives, only for the period of August 1, 2021 – September 30, 2021 (the “Term”).**

During the Term only, you may advertise Avon online or offline in any media, nationally or locally, to the extent you adhere to the following requirements:

1. You must clearly indicate your name and that you are an Avon Independent Sales Representative.
2. All advertising must direct the consumer/potential Representative to your online store or share your referral code in the copy. The advertising may also include additional contact information (phone number or email address).
3. You may use only current Avon-authorized product, earnings, lifestyle, or opportunity claims.
4. If you choose to use pricing in any ad it must be the current Regular Avon price with the special prices clearly stated as in the brochure, as only available when the consumer shops with an Avon Representative.
5. If you are asked by Avon to remove any advertisement or post, you are required to do so immediately, and you will absorb any and all expenses associated with that removal.
6. Avon retains all right to terminate this right by you and/or the program generally without notice and require you and/or all Independent Avon Sales Representatives to remove any and all advertisements being used/launched or otherwise in play. You will absorb any and all expenses associated with such required termination.
7. You are responsible for and will timely pay all costs and expenses associated with such advertising by you.

**Paid Search Recommendations:**

- You may bid on the keyword, “Avon” or any Avon trademarks like, “Anew, Skin So Soft, belie” on paid search.
- You may use, Avon.com, YourAvon.com or Avonnow.com in the **headline/Title** copy of your paid search Ad. ie. “*Sell Skin Care on Avon.com - Join Jane’s Team*”
- You may use Avon trademarks in your paid search **Ad body/description copy**. ie. “*Sell Makeup Today by Joining Jane’s Avon Team*”, “*Sell Skin So Soft Today by Joining Jane’s Avon Team*”
- We do not recommend that you use the “Avon” name or “Avon Official” or any Avon trademark in the copy of an advertisement description (**headline/title**) in any paid search online ad as it may be rejected by the advertising platform.

**Organic Search Recommendations:**

- You may use Avon trademarks and non-branded keywords in both meta title and meta descriptions to maximize your organic reach for both recruiting and products on your separate personal website/blog. All SEO keywords must align with Avon approved claims.

**Paid Social Recommendations:**

- In line with the requirements above, to the extent you use an Avon approved asset, you may only use the current Avon approved assets in the Avon U Resource Library, or otherwise provided by Avon for paid social use. You may not edit, crop, alter or otherwise modify any Avon approved asset.

**Important note: this Proviso applies to all advertising during the above Term.**

**The selling of Avon products through Amazon, eBay, Walmart.com or any online selling, reselling or marketplace websites is prohibited.**

**See the full Business Policies and Procedures for Avon Independent Sales Representative (which, except as expressly amended by this Proviso solely during the Term, will remain in full force and effect) for other information.**