

## DESTINATION AVON 2021 INCENTIVE PROGRAM

For All Representatives | Campaign 2-26, 2021

### HOW TO EARN:

	Trip for 1	Trip for 2
<b>2020 PRP Members</b>	Increase your sales by \$8,500 (vs. prior year sales: C2-26, 2020)	Increase your sales by \$14,000 (vs. C2-26, 2020)
<b>2020 Non-PRP (Contenders &amp; Premier Level)</b> (Representatives who joined on or before 12/11/19)	Achieve \$16,000 in sales within C2-26, 2021	Achieve \$23,000 in sales within C2-26, 2021
<b>New Representatives</b> (Non-PRP Representatives who joined on or after 12/11/19)	Achieve \$12,000 in sales within C2-26, 2021	Achieve \$17,000 in sales within C2-26, 2021
<b>Executive Leaders*</b> (Bronze-Platinum Executive*)	Perform 20 campaigns at title (based on your achievement title at close of C2, 2021)	Perform 25 campaigns at title (based on your achievement title at close of C2, 2021)
<b>Bronze Leaders - Gold Leaders*</b>	Grow your Total Team Sales by 10% vs. same period prior year (C2-26)	Grow your Total Team Sales by 15% vs same period prior year (C2-26)

\*Must be President's Club level or above by close of C26, 2021

## FAQs

### What are Award Sales?

Award Sales include sales from AvonNow.com, online store, sales center orders, and What's New Preview Products. Gifts with purchase do not count for this promotion. Bonus Dollars including Double Dollars are not included in order size for this promotion.

### Where can I see my sales goal?

- Your goal will be emailed to you and will be available on your personalized dashboard on AvonNow.com.
- If you're a PRP member, your goal is based on prior year sales.

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## **How can I track my progress?**

There will be a personal Destination Avon tracker and a separate Avon Getaway tracker on your Dashboard on AvonNow.com.

## **How can I achieve?**

You can hit your Destination Avon goals through personal sales, through Leadership Team Sales increase for Bronze Leader-Gold Leader or by maintaining achievement title performance for Bronze Executive Leaders or above.

## **What is the maximum number of Destination Avon trips I can earn?**

All Representatives can earn the Destination Avon trip for two people.

## **Will Pinnacle achievers also earn the trip?**

Yes, all 2021 National Pinnacle Achievers will earn the trip for two. This counts toward the maximum trip achievement total of two trips per account. Look for more information on Pinnacle achievement qualifications and titles coming soon.

## **I'm a Bronze Executive leader and perform at this level for 18 campaigns, but have a 10% increase in my Team Sales — do I qualify for a trip for one?**

No, any Representative performing as a Bronze Executive Leader in C2 must maintain a minimum performance title of Bronze Executive for a minimum of 20 campaigns in order to achieve the trip for one. The Team Sales increase qualification is only for Bronze, Silver and Gold Leaders.

## **What is President's Recognition Program (PRP)?**

A Representative who earned \$10,000 or more in Award Sales in 2020 is a member of the PRP.

## **AVON GETAWAY GIFT CARD INCENTIVE:**

### **When does this incentive begin and end?**

The incentive period runs from the start of C3, 2021, on January 6 through the close of C5 on February 16, 2021.

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## **How is the number of gift cards I receive calculated?**

If you're a PRP member and you achieve a 15% increase in your sales from C3-5, 2020, to C3-5, 2021, you'll receive a \$25 card for every \$500 in sales during that time period. If you are a Contender or Premier achiever, you'll receive a \$25 gift card for every \$500 in sales over the three campaigns (C3-5).

## **Is there a maximum value of gift cards I can earn?**

The maximum achievement is \$2,000 (80 \$25 gift cards) for any Avon Getaway incentive.

## **When will I receive my gift cards?**

Gift cards will be mailed to you at your mailing address on file. More information on when they will be sent will be available soon.

## **IMPORTANT GUIDELINES:**

- For both Destination Avon and Avon Getaway incentives, the Representative's account must be active and in good standing (past due no more than one campaign with a balance of less than \$500.00) to qualify for the incentive.
- To qualify for the Destination Avon incentive the account must remain in good standing through the close of the incentive, December 7, 2021, or the account will be disqualified. All qualified achiever's accounts, must remain in good standing, and past due status will be reviewed at the time of invitation. All invitees must maintain active account status at the time of the trip in order to participate. Avon reserves the right to review and withhold rewards for past due account balances over \$500, at any point in the review process.
- Avon reserves the right to adjust rules and regulations or cancel the program at any time, at its sole discretion.
- Avon reserves the right to audit all performance data when determining Incentive reward eligibility and reserves the right to disqualify or remove any Representative it determines has violated principles of fairness, program intent, or any violation of the Independent Sales Representative Contract or Business Policies and Procedures for Independent Sales Representatives.
- This program is subject to all applicable federal, state, and local laws and regulations.
- All federal, state, and local taxes, if any, associated with acceptance of the reward are Representative's responsibility.
- By participating, Representatives agree that Avon will have no liability whatsoever for, and shall be held harmless by Representative against, any liability, for any injuries, losses or damages of any kind, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the reward (including any travel or activity related thereto) or participation in this program.