

A photograph of two young women sitting together and looking at a document. The woman on the left is wearing a white t-shirt with a red graphic that says 'MARTIN' and 'etest'. The woman on the right is wearing a blue fuzzy hat and a pink patterned shirt. A red square with the word 'AVON' in white is overlaid in the center. The background is slightly blurred, showing a framed picture on the wall.

AVON

MARKETING RULES OF CONDUCT
FOR AVON REPS

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A close-up portrait of a woman with a warm, joyful expression. She has dark hair, freckles, and is smiling, showing her teeth. Her eyes are closed or looking down. She is wearing a ring on her finger, which is resting on her cheek. Her nails are painted a dark, shimmering color. The lighting is soft and natural, highlighting her skin texture.

01

WELCOME

CONGRATULATIONS

on starting your Avon business!

We know you'll be super excited to start sharing content with your customers, but before you do, we wanted to explain some general rules about marketing and branding, to help make sure you're representing Avon as best you can.

These **marketing rules of conduct** apply to our Avon business globally to all our Independent Avon Reps. In some cases, national laws or business needs may mean your local market may have additional or alternative rules and standards, which will be communicated to you separately.

02

**WHY CONSISTENT
BRANDING IS SO
IMPORTANT**

THINK OF THE WORLD'S MOST MEMORABLE BRANDS.

You can picture the logos and names of these companies so clearly because they are always the same. Everywhere.

A successful company's logo and its name have to be consistent— online, on store windows, and on packaging materials.

This consistency reinforces the essence of that company. The same goes for Avon. It's why we are one of the most recognisable brands in the world.

When people see our logo or read our brand in its familiar font—whether in London or Sao Paolo—it creates a certain feeling for them, a familiar emotion.

That's the goodwill all of you and the generations of Representatives before you have built together. That goodwill we've all worked so hard for may be damaged if the Avon name is used in a way that isn't consistent or doesn't represent Avon in the best light possible.

To protect our brand and your Avon business, we've developed easy-to-follow guidelines on how to use the Avon name and trademark when you create your own advertising materials and marketing tools, either online or offline.



Google

Coca-Cola



amazon

Disney





03

**ALL ABOUT
TRADEMARKS**



The Avon name, logos, brands, product names, and even the look and feel of Avon's packaging are all types of trademarks, most of which are protected by law. Such trademarks are changing over time, and it's very important for us to always use the most current ones.

No one can use these trademarks to sell or advertise products, to recruit reps, create promotional items, or engage in any other business in which we are engaged, without our permission.



INDEPENDENT REP

As an **Independent Avon Rep (Wakil Berdaftar Avon)**, Avon permits you to make certain uses of its trademarks, but only as specified by these **marketing rules of conduct** and any other updated by Avon Malaysia.

Over the next few pages we'll show you the correct way to use the Independent Avon Rep logo.

LET'S SEE SOME BASIC RULES

IMPORTANT NOTE! Whenever you're permitted to use an Avon brand logo, you must use the correct and current version. Please do not use any previous versions shown below:



When using the Avon brand logo, you must also have the words **INDEPENDENT REP** as close to the logo as possible, or use the official version shown below which can be accessed on <https://shop.avon.my/RepMarketplaceSelling>



PROMOTIONAL SALES ITEMS

DO NOT USE the **Avon name** or **brand logo** to create your own promotional items, such as hats, t-shirts, roll-ups or other 'swag'.



Don't use Avon
copyrighted images
and old brand logo



Don't use Avon logo
without **Independent Rep**



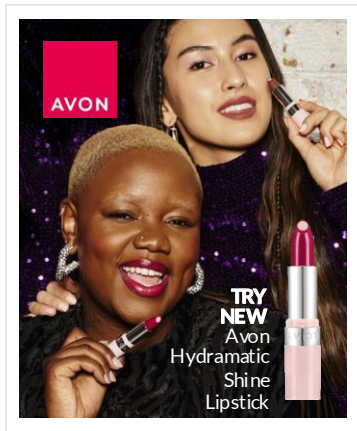
Don't use **incorrect**
Avon logo

WE DO PROVIDE official promotional items and sales tools for Reps, which are sold as premiums via our Brochures, and we encourage the use of these.

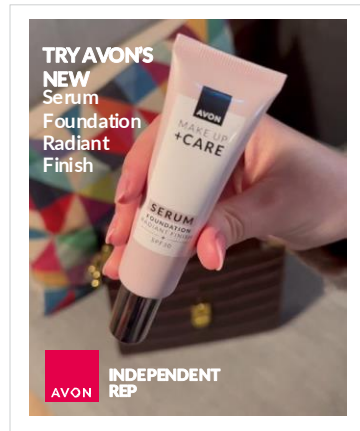
PRINT MATERIALS

DO NOT USE Avon's corporate logo or copyrighted images when creating your own printed materials, such as flyers for canvassing. In order to make it clear that the printed material is your own advertisement and it was not created by Avon, be sure to use the **Independent Avon Rep** logo.

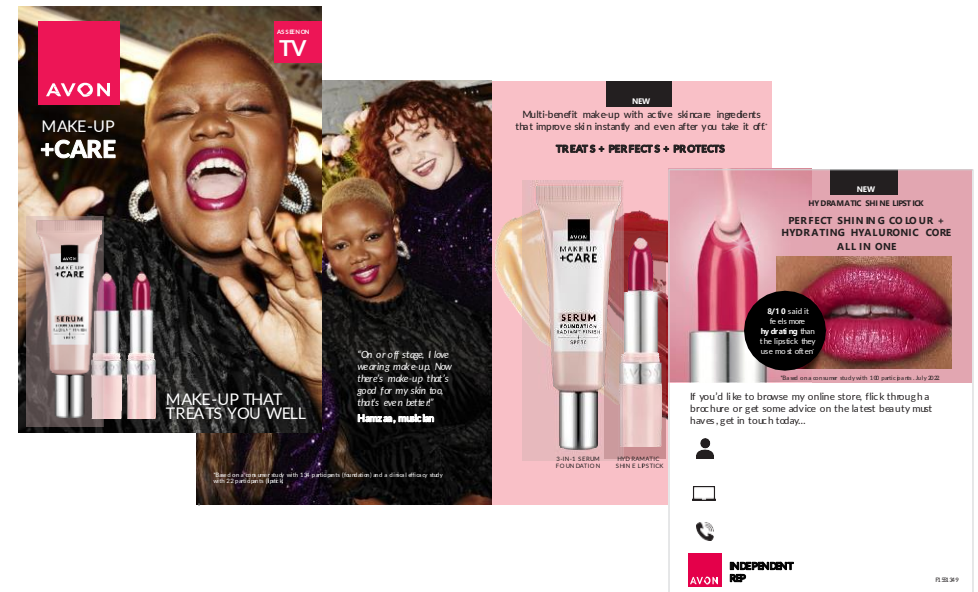
WE DO PROVIDE print materials such as canvassing cards for some of our top product launches, which can be personalised with your information, and make your status as an **Independent Avon Rep** clear. Avon will inform if such material are available for use.



Don't use **Avon logo** or **copyrighted model** and **product** images



Do use **Independent Avon Rep** logo and your own **product** imagery



DOMAIN NAMES, URLS AND E-MAIL ADDRESSES

Representatives may not register domain names containing **Avon's trademarks** (including the word 'Avon') and may not use Avon's trademarks in any subdomain or non-domain portion of any URL without our written approval. This is because it might create the false impression that the website or email address is managed by Avon.

If you already have a website with Avon or another Avon trademark as part of the domain name, you will need to change the domain / account name. If you fail to do so, Avon may require you to move your website to a different domain and transfer your domain to Avon.

www.avonampang.com.my

Domain name contains 'AVON'



www.beautybynadia.com.my

Domain name does not contain 'AVON'



Nadia@avonampang.com.my

Email address contains 'AVON'



nadia@beautybynadia.com.my

Email address does not contain 'AVON'



From: Avon Cosmetics <representative@avonampang.com.my>



Email name appears to be from an official Avon sender



04

**SO WHAT'S
COPYRIGHT?**

ALL ABOUT COPYRIGHT

Avon's **photographs, brochures, catalogues, sales material, contracts** and **sales training sessions, literature, audio** or **video material, presentations** and **events** are copyright-protected property, just like an author's book, an artist's painting, or a composer's song.

Usage rights generally belong either to Avon, or to another person (e.g. the photographer) who has given Avon permission to use the material, often only for a limited time, in limited places, or in limited channels, but such rights are not extended to Independent Avon Representatives. **Like our trademarks, no one can reproduce any part of these materials without Avon's permission.**

AS A BASIC RULE, please don't use a copy of brochures, product pictures or model photos, for example by downloading images from the Avon website or taking photos of the brochure.



Don't use Avon owned model images



Don't use Avon owned product images



Don't copy pages from website or take photos of the brochure

WE DO PROVIDE plenty of professional assets available for sharing to social media via own social media platforms. You can repost these assets on your own social media using the repost function so your customers know you're a Rep selling Avon.

Sharing using these methods will ensure that you remain in compliance with copyright.

INSTAGRAM - @avonmy

FACEBOOK - @avonmy

TIKTOK - @avonmy.official





05

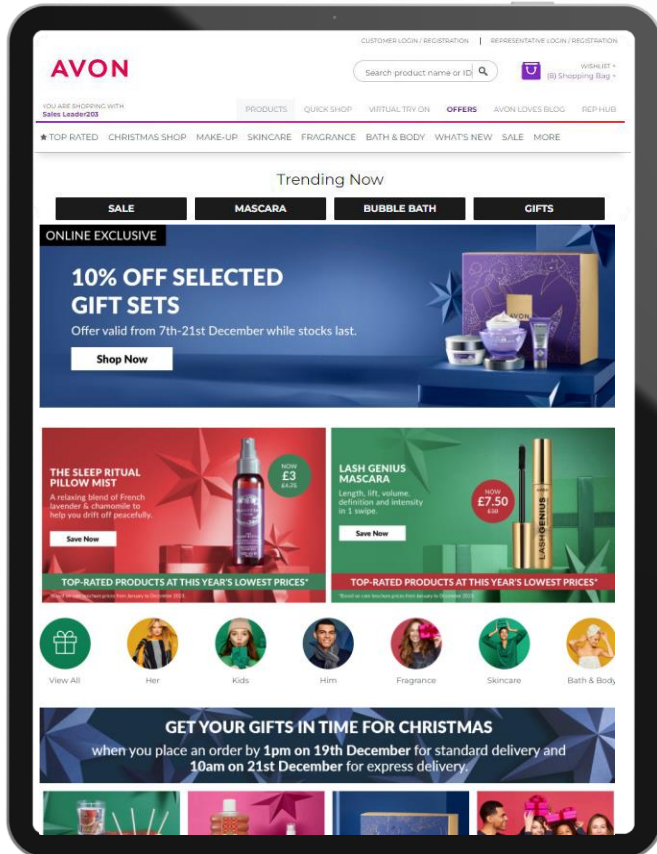
**TIPS FOR
SELLING ONLINE**

IMPORTANT THINGS TO KNOW ABOUT SELLING AVON ONLINE

We support our Reps by offering a variety of online selling tools.

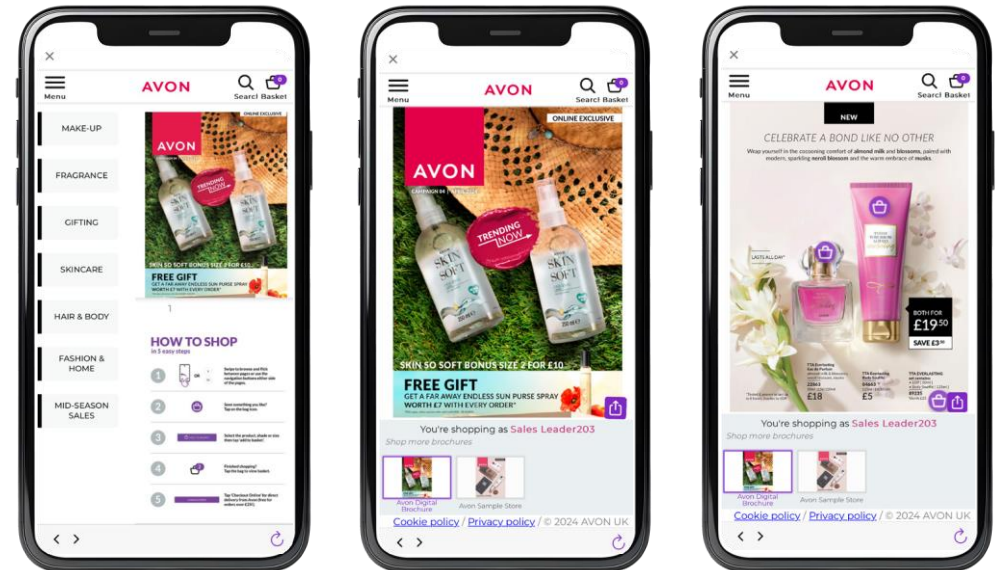
Avon Official Website

allows you to make your customer orders online and deliver them straight to their doorstep with direct delivery from Avon.



Avon's Instant Messaging Brochure (IMB)

allows you to share an interactive version of our brochure with your customers. They can click the products they want, and upon completion, a list of their order will be sent to your whatsapp.

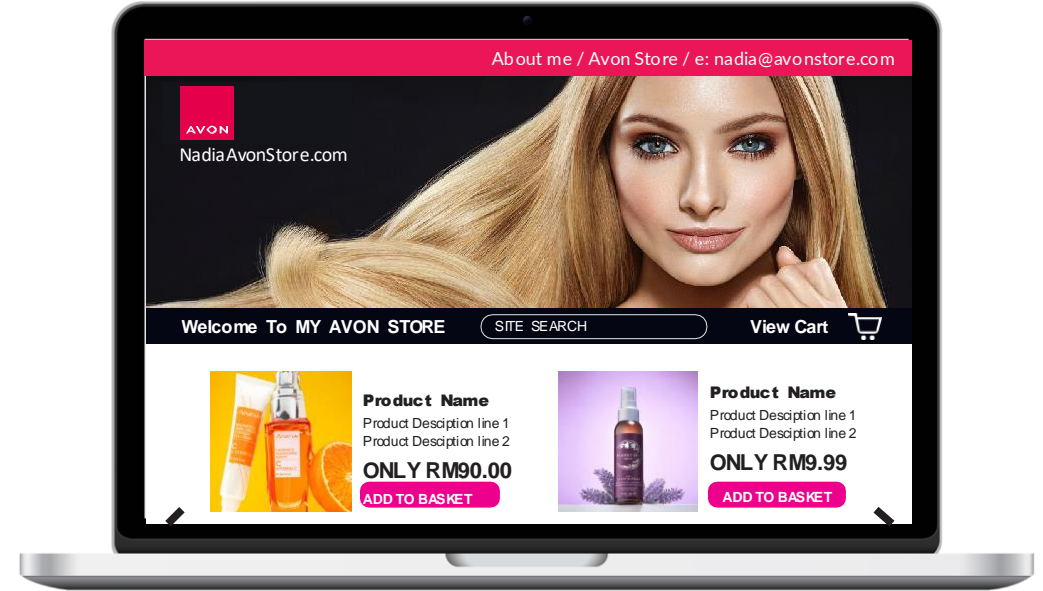


IMPORTANT THINGS TO KNOW ABOUT SELLING AVON ONLINE

If you decide to create your personal website for selling Avon products, you should have your own design and “look and feel” to your website, and not mimic the look of the Avon website in a way that would lead a customer to think the website is managed by Avon. There will be certain criteria you need to meet, so read on to find out more. **The following pages will discuss further the right and wrong way to approach a personal website.**



EXAMPLE 1  COMPLIANT WEBSITE



EXAMPLE 2  NON COMPLIANT WEBSITE

EXAMPLE 1 COMPLIANT WEBSITE

1. Use your own original domain name, not using the Avon name within this.

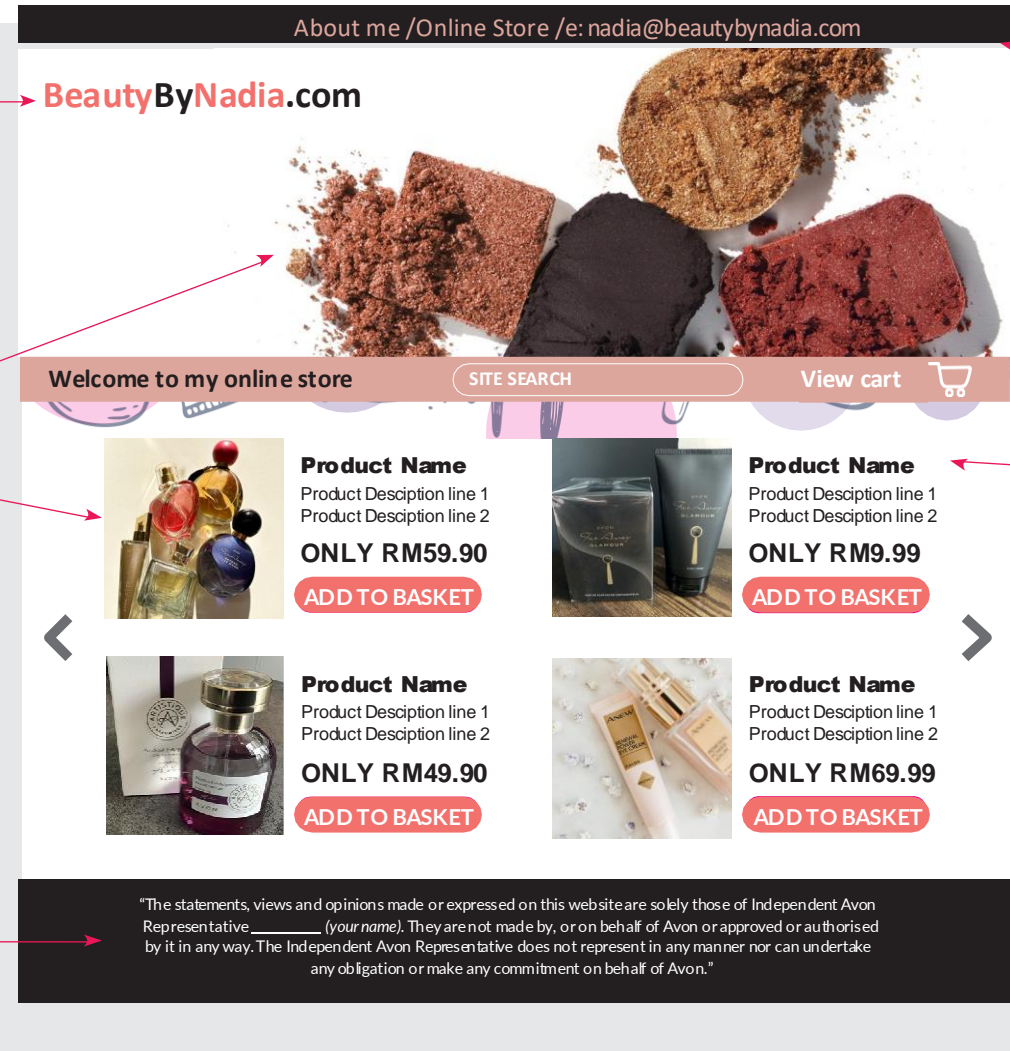
Your website should look and feel like your website, NOT an Avon site.

2. Use your own product photography

3. Your website must include this disclaimer

4. Any email address that you advertise, or link to on a website, may not contain any Avon trademark or logo

5. When you advertise Avon products on your website, please make sure that you only use product related descriptions and statements which are included in official Avon communication



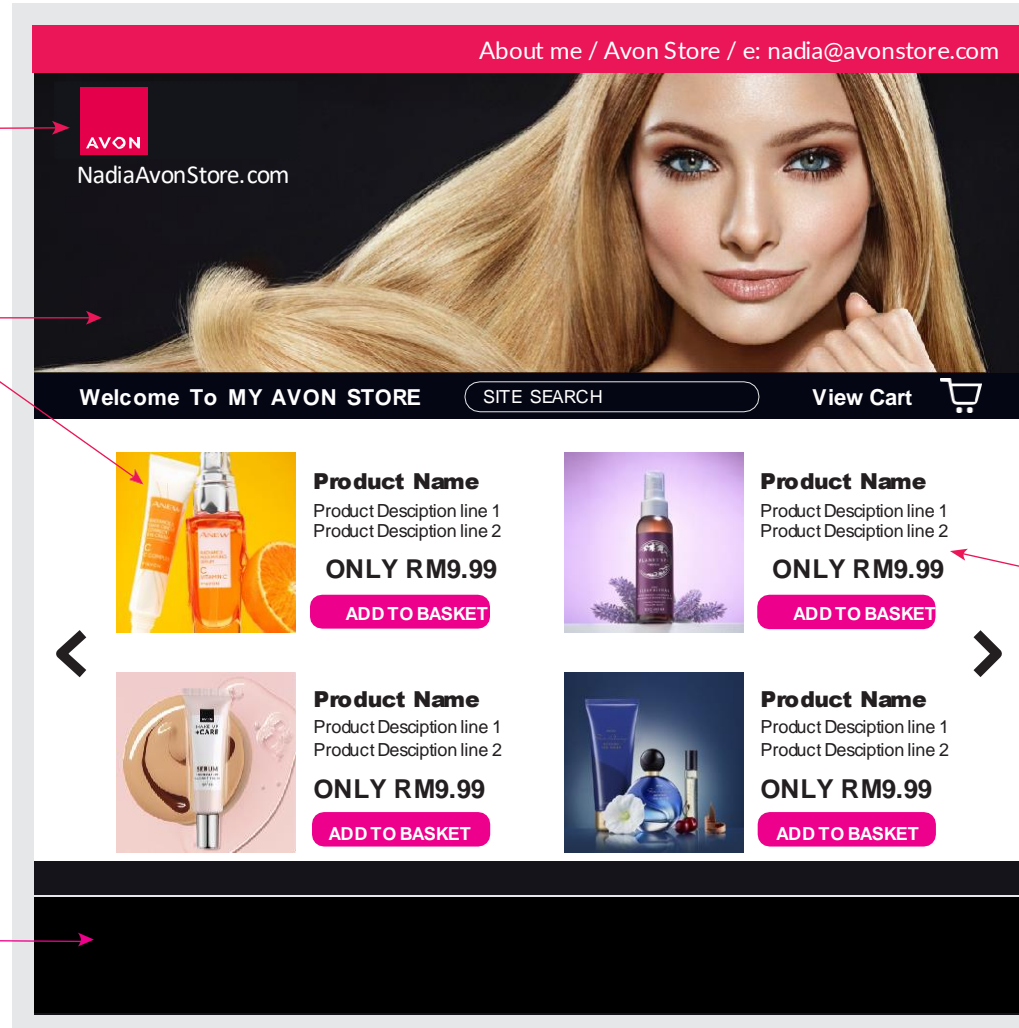
EXAMPLE 2 ✘ NON COMPLIANT WEBSITE

1. Don't use the Avon brandmark, logo or Avon as a name in your domain names, URLs or email address.

2. On your website you cannot use copyrighted product or model images taken from the Avon website or brochures

Your website should NOT look and feel like an Avon website.

3. Your website MUST include the correct Avon disclaimer



4. Any e-mail address that you advertise, or link to on a website, may not contain any Avon trademarks.

5. When you advertise Avon products on your website, please make sure that you only use product related descriptions and statements which are included in official Avon communication

THE CRITERIA YOUR ONLINE STORES MUST MEET:

You may NOT use Avon's trademarks (e.g. Avon as a name) in your e-shop, domain names, URLs, or email address.

You may NOT use copyrighted materials (e.g. product pictures taken from Avon brochures) on your website. You may only use Avon's Independent Rep logo, images or photographs that you obtain from the Rep Resources page, and within the specific scope depicted for such material (time frame and channel).

Your website or e-store should look and feel like your website, NOT Avon's.

At all times, it must be transparent who the customer is buying from: that the site is yours, not Avon's, and your contact details must be visible. You must disclose your relationship to Avon by placing the phrase **Independent Avon Rep** in a prominent location on such page, appearing in the same or larger font size as the surrounding text.

Your website MUST include this disclaimer

"The statements, views and opinions made or expressed on this website are solely those of Independent Avon Rep _____ (your name). They are not made by, or on behalf of Avon or approved or authorised by it in any way. The Independent Avon Rep does not represent in any manner nor can undertake any obligation or make any commitment on behalf of Avon."

When you advertise Avon products on your website, please make sure that you only use product related statements which are included in official Avon communications, such as in the brochure or on the Avon website. Never use statements for Avon products which you have created on your own (e.g. "this mascara can last up to 3 days") because such statements require scientific/statistical proof and you will likely make a misleading marketing claim.

Any e-mail address that you advertise, or link to on a website, may NOT contain any Avon trademarks.

In addition, you should always indicate your status as an **Independent Avon Rep** in your email signature when conducting business relating to Avon products or recruitment by email.

PROMOTING YOUR WEBSITE ON OTHER PLATFORMS:

Avon Reps are free to advertise their personal websites, but if you choose to bid on “Avon” or any other Avon trademark as a keyword for an online Ad, you agree not to use the Avon trademarks in your advertisement headline, except where you are using it to make your status of **Independent Avon Rep** clear.

You may, however, use the Avon trademarks in any descriptive lines of the advertisement. Search engine advertising pointing to your personal website must clearly indicate that it was created by an **Independent Avon Rep** and not by Avon itself.

Where you are bidding on ads to your online store provided by Avon (My Avon Store/[local link]), you must make clear in the headline or descriptive lines of the ad that the customer will be shopping with you (an Independent Rep).

EXAMPLES OF ADVERTISEMENTS

CORRECT



[Buy all your makeup here](#)
www.mybeautystore.com/sharon

Shop with an Independent Avon Rep.
Buy Avon makeup today!



[Buy from an Independent Avon Representative](#)
www.beautybynadia.com

Shop with an Independent Avon Rep for all your Avon products

NOT CORRECT



[Buy Avon makeup here](#)
www.avoncosmetics.com/sharon

Shop with Avon directly for all your beauty needs!



[Avon makeup direct](#)
www.nadiaavonstore.com

Shop with me direct for Avon make-up today!

A close-up photograph of a hand with red-painted fingernails holding a smartphone. The background is a close-up of a person's lips painted with a vibrant red lipstick. The overall aesthetic is clean and modern, with a focus on color and texture.

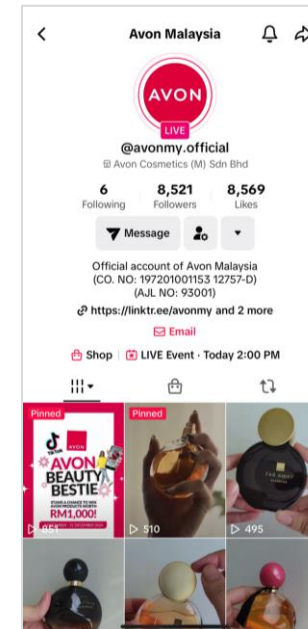
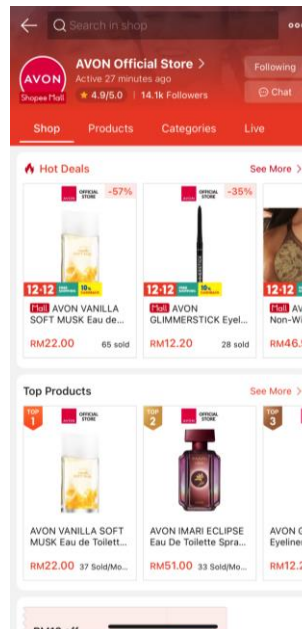
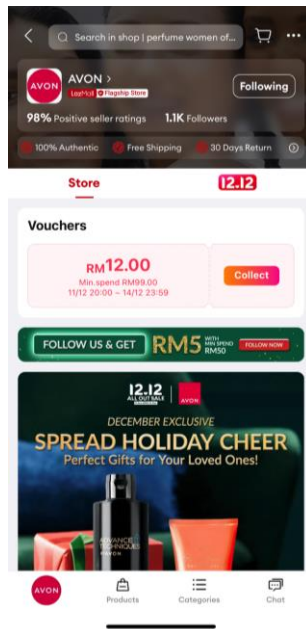
06

**ONLINE MARKETPLACES
& SOCIAL COMMERCE**

Avon encourages Independent Avon Reps to carry out their Avon businesses online, including online marketplace selling.

In Malaysia, Avon Official Stores are already present on Shopee Mall, LazMall and TikTok. This means that any other sellers who wants to sell Avon will have to submit a Letter of Authorization from Avon that verifies their status as a registered online Rep (Wakil Avon Berdaftar). As a start, approval for Shopee, Lazada & TikTok is subject to Reps who fit the requirements mandated by Avon, the respective marketplace platform and the Ministry.

If you decide to create your own unique listings on any of these marketplaces, you do so at your own risk. Listings created by Reps may be removed by the platforms if found to be a duplicate or in breach of the marketplace rules and policies, including their Intellectual Property Policy.

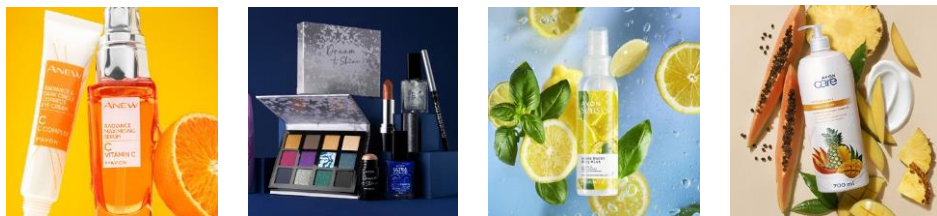


SELLING AVON ON ONLINE MARKETPLACES WITHOUT AN OFFICIAL AVON STORE

Whenever you'd like to sell Avon products on online marketplaces where Avon does not have an official brand store, be careful to follow these rules when creating your marketplace or auction listings.

✓ Use Avon's trademarks in a purely descriptive sense to describe the goods offered for sale. For example, "Avon True Colour Glimmerstick Eyeliner" in the listing headline.

✗ Do not use any unsupplied Avon trademarks or copyrighted work in your marketplace or auction listings



If you create your own content and photos for use on your listings:

✓ When online selling, your photographed product images should be clear and clean with a considered background and structure



✗ If creating your own content and photos, do not use photos that are busy, cluttered and unclear, because this may damage the perception of the Avon brand.



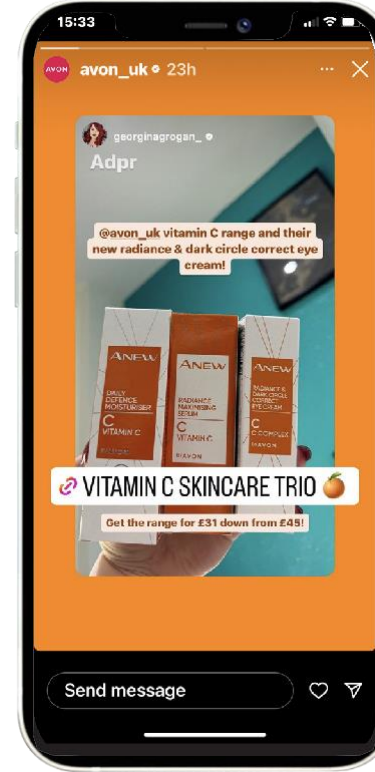


07

**BE SOCIAL MEDIA
SAVVY**

REPRESENTING OUR BRAND ON SOCIAL MEDIA

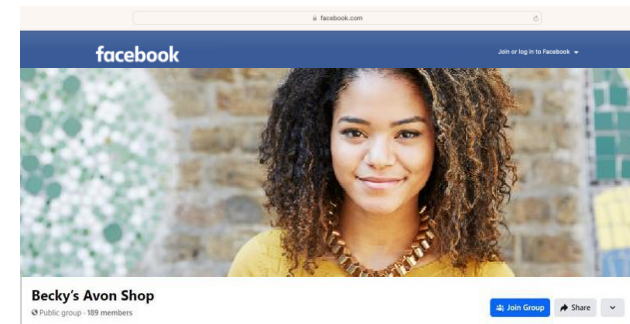
Since sales of Avon products are based on personal relationships, and so much of that is conducted through social media, we encourage presence on social media, blogs, and similar sites. **Reps are encouraged to use social media platforms like Facebook, Instagram and TikTok** to spread their love of Avon, but must do it always in an honest and truthful manner in line with the following guidelines...



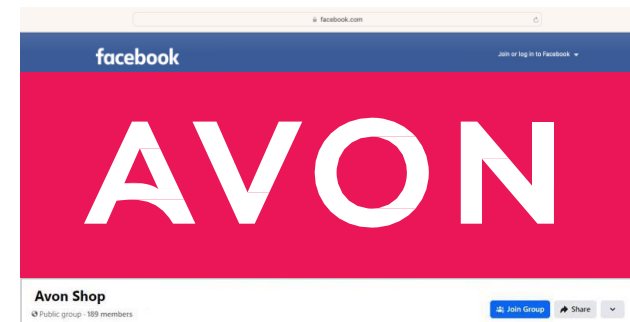
SOCIAL MEDIA GUIDELINES:

1. Don't include Avon trademarks in your social media usernames or profile names, unless you're using 'Avon' to describe yourself as an **Independent Avon Rep.** This is because you **must not use the Avon trademark in a way to suggest that the social media account is created by Avon, or is an official Avon channel.**
2. When creating social media pages or groups, do not use the Avon trademark in a way that could mislead the consumer to believe it is operated by Avon or is an 'official' Avon group. A social media page or group name should not be named using the Avon trademark, unless accompanied by words that make it clear that the page is operated by an individual. **A social media (e.g., Facebook) group name and picture should clearly state that it is operated by an individual, e.g. 'Becky's Avon Shop' with Becky's own image.**

3. You may not use any **Avon trademark logos, copyrighted work, or Avon official product and model photos** as your profile picture or group profile picture.



✓ **CORRECT** Facebook page called **Becky's Avon Shop** with your profile picture or group picture.



✗ **NOT CORRECT** Facebook page called **Avon Shop** using Avon trademark logo or copyrighted work.

SOCIAL MEDIA GUIDELINES:

4. You may not copy any Avon image, whether obtained from an Avon website, or an internet search to include in posts online.

However, you may link to content on Avon websites or, where available, use the sharing function on Avon's official websites or social media posts, to share images that Avon has posted publicly.

5. Reps may post content such as audio or video recordings, or images taken during their meetings with customers as long as such posts do not violate a customer's privacy rights. Reps may post content such as audio or video recordings or images taken during their Avon meetings as long as such posts are preliminary approved by Avon.

6. When sharing Avon products on social media platforms and encouraging others to purchase, you must always be clear about your commercial relationship with Avon and your status as an Independent Avon Rep. In many countries, you may be considered an influencer and so must be careful to follow the applicable advertising rules, for example by labelling your social content with 'ad', if it is not clear from your profile that you are recommending the product(s) in the course of your Avon business.

A close-up photograph of two women's faces. The woman on the left is smiling, showing her teeth. The woman on the right has a neutral expression. The text is overlaid on the center of the image.

08

**WHY IS COMPLIANCE
SO IMPORTANT?**

WHY IS COMPLIANCE SO IMPORTANT?

You will now understand how important Avon's brand is and will know that by following these Rules you will helping to protect our brand for the years to come.

Avon must treat non-compliance of these rules seriously and may:

- Warn you where we find non-compliance of these Rules and ask you to correct it.
- Request that your advertisements, content, listings, websites and social media pages are removed by the domain owner.
- Treat consistent or serious breaches of these Rules as a breach of your Avon Agreement and, in the worst case scenario, terminate this Agreement.

A close-up portrait of a woman with curly hair, smiling broadly. She has a mole on her left cheek and is looking upwards and to the right. The image is the background for the text.

09

LET'S GET STARTED!

SOALAN LAZIM

SOALAN	JAWAPAN
<p>Adakah Avon mempunyai kedai rasmi di Shopee, Lazada atau Tiktok?</p>	<p>Ya, Avon mempunyai kedai rasmi di ketiga-tiga platform ini. ShopeeMall – Avon Official Store LazMall – Avon Tiktok - @avonmy.official</p>
<p>Adakah saya boleh membuka kedai saya sendiri di platform berikut?</p>	<p>Penjual jualan langsung (seperti Wakil Avon) dibenarkan untuk membuka kedai / akaun jualan sendiri, namun anda perlu:</p> <ol style="list-style-type: none"> 1. Mendapat surat pengesahan kebenaran jualan dari Avon, 2. Mematuhi Garis Panduan Pemasaran (Marketing Code of Conduct) yang ditetapkan Avon, dan 3. Mematuhi syarat-syarat yang dikenakan oleh setiap platform tersebut. <p>Perkara ini harus dipatuhi oleh semua Wakil Avon, samada yang telah lama mempunyai kedai di platform, atau yang baru ingin membuka kedai. Sebarang perniagaan di platform tersebut adalah atas tanggungjawab dan risiko anda sendiri. Avon tidak akan bertanggungjawab sekiranya anda mengalami sebarang masalah atau isu berkaitan platform tersebut.</p>
<p>Saya sudahpun mempunyai akaun atau kedai sendiri di platform tersebut, dan telah menjalankan perniagaan. Adakah saya boleh terus menjual?</p>	<p>Kami faham bahawa jualan digital memainkan peranan dalam keusahawanan anda. Anda boleh terus menjual, namun perlu membuat permohonan kepada Avon untuk menjadi Wakil Avon online yang sah, dan mendapat surat pengesahan.</p> <p>Selepas anda mendapat surat pengesahan dari Avon, pastikan anda memuat-naik surat tersebut di platform jualan anda. Pastikan juga anda memaparkan logo "Avon Independent Rep" di gambar produk anda.</p>
<p>Bagaimana saya boleh mendapatkan pengesahan sebagai Wakil Avon yang sah?</p>	<p>Untuk memohon surat pengesahan sebagai Wakil Avon Berdaftar, sila ikuti panduan di muka surat 6. Untuk mendaftar sebagai 'affiliate' Avon di TikTok, sila ikuti panduan di muka surat 7.</p>

SOALAN LAZIM

SOALAN	JAWAPAN
Saya merupakan pemilik Franchais Butik Avon. Bolehkah saya membuka kedai di platform berikut?	Anda boleh terus menjual, namun perlu mengikuti kesemua syarat-syarat yang telah ditetapkan oleh Avon serta platform yang dipilih. Pastikan anda turut memaparkan logo "Butik Avon Berdaftar" yang akan diberikan bersama surat pengesahan anda.
Adakah saya boleh menjual apa sahaja di kedai saya?	Sebagai penjual peribadi, anda bebas menjual apa sahaja di kedai marketplace anda. Walau bagaimanapun, kami sangat menggalakkan anda untuk hanya menjual barangan Avon, atau setidaknya hanya barangan kecantikan untuk mengekalkan kredibiliti kedai anda.
Apa yang saya tidak boleh jual di kedai saya?	Jangan jual sebarang produk yang akan membuatkan pelanggan sangsi terhadap penjualan, kedai mahupun ketulenan barangan Avon yang anda jual. Anda juga ditegah dari menjual barangan yang tidak dibenarkan oleh platform tersebut. Sebarang ketidakpatuhan akan menyebabkan platform tersebut menggantung bisnes anda, atau mungkin menutupnya.
Dimana boleh saya dapatkan garis panduan Avon yang lengkap untuk membuak perniagaan di atas talian?	Anda boleh mendapatkan Garis Panduan 'Avon Marketing Rule of Conduct' di https://shop.avon.my/RepMarketplaceSelling
Bagaimana sekiranya saya menjumpai sebarang ketidakpatuhan oleh mana-mana Wakil Avon atau Butik Kecantikan Avon yang menjual di marketplace?	Sila kongsi pautan kedai tersebut kepada Avon Relationship Centre di talian 015 – 46000533 atau relationshipcenter.my@avon.com

PANDUAN UMUM

TOPIK	PERLU PATUHI / BOLEH	TIDAK BOLEH
HARGA BARANGAN	Menjual pada harga brosur. Dengan ini, anda akan menikmati keuntungan mengikut kelayakan diskaun anda, sekaligus menjaga kredibiliti anda sebagai Wakil jualan yang sah	'Membuang harga', iaitu menjual pada harga lebih rendah dari harga brosur. Ini akan membunuh persaingan sihat di antara Wakil Avon, dan akan menyebabkan pelanggan sangsi dengan ketulenan barang dan kredibiliti Avon.
PROMOSI MENGIKUT PLATFORM, SEPERTI 11.11, PAYDAY DLL	Anda bebas melakukan sebarang promosi atau menyertai promosi platform jualan tersebut, namun ianya adalah atas dasar perlaburan dan inisiatif peribadi anda sendiri. Avon tidak akan membayar sebarang imbuhan atau bil berkaitan promosi-promosi ini.	Avon tidak bertanggungjawab ke atas sebarang promosi atau pelaburan bik dari segi kewangan, imbuhan mahupun sebarang bayaran balik berkaitan dengan kedai anda.
HADIAH PERCUMA	Dibenarkan, tetapi ianya adalah atas inisiatif dan perlaburan anda sendiri. Contoh barangan yang dibenarkan: baucar mengikut promo platform, barangan Avon lain Pastikan barangan percuma yang diberikan tidak termasuk makanan, barangan berbahaya atau sebarang produk yang mungkin memberi imej buruk kepada Avon.	Tidak boleh memberi barangan berjenama lain contohnya, percuma sampel gincu jenama lain. - Makanan (risiko keracunan) - Barangan yang telah melepasi tarikh luput
PENGGUNAAN LOGO 'WAKIL BERDAFTAR AVON' & 'BUTIK BERDAFTAR AVON'	Logo boleh digunakan di gambar barangan Avon sahaja.	Jika anda menjual barangan jenama lain, anda tidak dibenarkan menggunakan logo tersebut pada barangan berjenama lain itu.

Avon mahupun platform-platform jualan akan melakukan pemantauan secara rawak. Sekiranya kedai anda didapati tidak mematuhi syarat-syarat jualan yang telah ditetapkan, tidakan akan diambil ke atas kedai anda. Ini boleh menyebabkan bisnes anda digantung, atau lebih teruk lagi, digugurkan.

Oleh itu, pastikan anda sentiasa mematuhi syarat sah yang ditetapkan.

MEMOHON SURAT PENGESAHAN (LOA)

Jika anda sudah mempunyai kedai atas talian:

- Isi borang “Rep Selling on Marketplaces: Letter of Authorization Request” di pautan:
- Satu permohonan adalah untuk satu platform sahaja. Sekiranya anda mempunyai lebih dari satu kedai, sila mohon secara berasingan.
- Pihak Avon akan menghubungi anda melalui emel dalam tempoh 1 minggu bagi konfirmasi kelayakan / penolakan.
- Sekiranya permohonan anda berjaya, muatnaik surat pengesahan anda di platform jualan anda. Tunggu pengesahan dari platform tersebut.
- Pastikan kedai anda mematuhi panduan berkenaan nama, penggunaan logo, barangan yang dijual dan sebarang tatacara yang telah dikeluarkan, untuk mengelakkan sebarang masalah.
- Selamat menjual!

Jika anda tidak mempunyai kedai atas talian:

- Buka kedai di platform pilihan anda. Pastikan anda mendaftar sebagai 'Seller'.
- Pastikan kedai anda mematuhi panduan berkenaan nama, penggunaan logo, barangan yang dijual dan sebarang tatacara yang telah dikeluarkan, untuk mengelakkan sebarang masalah.
- Isi borang “Rep Selling on Marketplaces: Letter of Authorization Request” di pautan:
- Satu permohonan adalah untuk satu platform sahaja. Sekiranya anda mempunya lebih dari satu kedai, sila mohon secara berasingan.
- Pihak Avon akan menghubungi anda melalui emel dalam tempoh 1 minggu bagi konfirmasi kelayakan / penolakan.
- Sekiranya permohonan anda berjaya, muatnaik surat pengesahan anda di platform jualan anda. Tunggu pengesahan dari platform tersebut.
- Pastikan kedai anda mematuhi panduan berkenaan nama, penggunaan logo, barangan yang dijual dan sebarang tatacara yang telah dikeluarkan, untuk mengelakkan sebarang masalah.
- Selamat menjual!