

*Celebrate leadership 2014/15*

# NEW YORK, NEW YORK!

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*The Big Apple, home to some of the world's most famous landmarks-Times Square, the Empire State Building and the Brooklyn Bridge, just to name a few! This legendary skyline will be the backdrop for your Celebrate Leadership incentive where you can plunge into jaw dropping theatre performances at star-studded Broadway; take a ride on the famed Central Park carousel, or sail over to Ellis Island and get up close and personal with the Statue of Liberty!  
Your 2014/15 Celebrate Leadership trip won't have a single dull moment in the city that never sleeps!*

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This incentive awards the Top 20 ranked Sales Leaders nationally at Advanced Leader level and above, and runs from Campaign 13 2014 to Campaign 12 2015 (Trendsetters Campaign 15 2014 to Campaign 14 2015).

## Criteria

- **Generation 1-3 Paid Sales\* Total Volume ( 75% weighting )**
- **Generation 1-3 Paid Sales % Growth over Prior Year ( 25% weighting )**

Qualifier: Sales Leaders generation 1-3 Paid Sales Total Volume must be above Prior Year in order to be eligible for the trip.

AVON  
advanced  
leadership

I ♥ NY

\*Paid Sales = Net sales less debt

Turn over to find out  
more about the new  
Advanced Experience!



# Terms and conditions

1. This incentive runs from Campaign 13 2014 to Campaign 12 2015 inclusive (Trendsetters Campaign 15 2014 – Campaign 14 2015). ("Incentive Period").
2. All Independent Avon Sales Leaders ("Sales Leaders") are eligible to participate in this incentive, including Non-qualifying Sales Leaders and all qualifiers must be of at least Advanced Leader level at the end of Campaign 12 2015 (Trendsetters Campaign 14 2015) in order to achieve and attend the trip.
3. This incentive awards the Top 30 Sales Leaders in the United Kingdom. There will be one list ranked nationally. Those who meet the incentive criteria and are ranked 1st-20th will be invited to take part in a trip to New York, USA. Those who meet the incentive criteria and are ranked 21st-30th will receive £300 worth of Red Letter Day experience of lifestyle vouchers.
4. Only one Sales Leader in a Partnership Sales Leader business will be eligible for a free place on the trip.
5. All the separate Red Letter Day terms and conditions apply. Avon will not be held liable for unused, expired, or lost vouchers. Please refer to <http://www.redletterdays.co.uk/Terms> for a comprehensive list of Red Letter Day terms and conditions.
6. The successful Sales Leaders will be advised of their achievement at the end of the incentive period. Achievers of the Red Letter Day vouchers will receive further information on how to redeem their vouchers once the achievers have been announced.
7. The Red Letter Day vouchers are non-transferable, no cash alternative will be provided.
8. Total generation 1-3 Paid Sales volume will be calculated as the cumulative total of all generation 1-3 Paid Sales volume across Campaign 13 2014 – Campaign 12 2015. Paid Sales means net sales less debt.
9. Total generation 1-3 Paid Sales % growth will be calculated the total year to date generation 1-3 Paid Sales vs the prior year, year to date total generation 1-3 Paid Sales.
10. In order to qualify for one of the top 30 ranked positions, Sales Leaders must be above their Campaign 13 2013 – Campaign 12 2014 total generation 1-3 Paid Sales.
11. Should there be a tie break situation (For example, two Sales Leaders being ranked joint 20th) then the Sales Leader with the highest generation 1-3 Paid Sales volume for the current incentive period will be ranked higher. In the event that this does not conclusively determine the tie break, the Sales Leader with the highest generation 1-3 Paid Sales % growth vs prior year for the current incentive period will be ranked higher. In the unlikely event that this does not conclusively determine the tie break, the Sales Leader with the highest generation 1-3 Paid Sales volume growth vs prior year for the current incentive period will be ranked higher. All matters shall be determined at Avon's sole discretion and Avon's decision shall be final.
12. The trip is scheduled to last for four nights, precise dates and details of the trip will be notified to successful Sales Leaders at a later date.
13. The award includes flights to New York, USA, plus airport transfers and accommodation at the destination for the Top 20 successful Sales Leaders. Avon will not be liable or responsible for any other costs or expenses associated with attending the trip.
14. Successful Sales Leaders will be eligible to take a guest on the trip. The fee for the guest will be £500. The fee will cover flights to New York, USA, plus airport transfers and accommodation at the destination for the guest. Avon will not be liable or responsible for any other costs or expenses of any guests of successful Sales Leaders.
15. In the event that a successful Sales Leader wishes to take a guest on the trip, this will be subject to Avon's complete discretion, and failure to abide by Avon's decision may render your eligibility for the trip void.
16. In cases where a Sales Leader is unable to attend the trip, there is no alternative to the trip offered. No cash alternative will be provided. The trip is non-transferable and any fee paid for guests is non-refundable.
17. Successful Sales Leaders who are invited to attend the trip must ensure that they, and any guests that they take on the trip, take out or are already covered by their own insurance policies. Avon's insurance policies do not cover Sales Leaders or their guests on such trips.
18. The results of the Top 250 eligible Independent Avon Sales Leaders will be communicated campaignly via the Sales Leader website.
19. The Sales Leader account summary statement produced by Avon is final and will be used to measure the results. Additional, held orders or Sales Leader appeals will not be counted.
20. Average order value and returns will be monitored and may be deducted from Paid Sales. Abuse of this system could result in disqualification from the incentive programme.
21. 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.
22. In order to be eligible to attend the trip/receive any reward successful Sales Leaders must still be an Active Avon Independent Sales Leader and their accounts must not be overdue both at the time of the trip/reward being awarded and at the time of the trip itself.
23. Sales Leaders are required to uphold the Avon Values and Advanced Leadership business principles at all times, including in relation to this incentive and any trip/rewards received by successful Sales Leaders by way of this incentive.
24. Avon reserves the right to disqualify Sales Leaders, withhold or cancel or in cases where payment has already been made, request full repayment of, any trips/rewards in the event of non-compliance with these Terms and Conditions or if Avon deems, in its absolute discretion, there to have been any malpractice, or manipulation of results in order to achieve incentive levels, throughout the incentive period.
25. By taking part in this incentive, Sales Leaders are deemed to have accepted and be bound by these Terms and Conditions and by any other requirements set out in the promotional material. Non-compliance may render you ineligible to receive the trip/reward.
26. Avon reserves the right to substitute the trip/reward offered (such trip/reward to be of equal or greater value) and/or alter the incentive in any way, including cancelling or withdrawing the incentive altogether.
27. Avon, including any of Avon's group companies and the officers, directors, employees, shareholders or agents of any of them, excludes all liability for any losses and/or damages of whatever nature and whatsoever arising to the fullest extent permitted by applicable laws. Avon does not attempt to exclude or limit its liability for death or personal injury caused by its negligence or any other liability which cannot be excluded or limited under applicable laws.
28. All entrants acknowledge that, in the course of participating in this incentive, certain information about them will be captured, electronically or otherwise, and will be transmitted to Avon and third parties associated with the incentive. Accordingly, the entrants expressly agree to the transfer of such personal information to Avon and Avon's third party agents associated with this incentive and that Avon (data controller) and any third party associated with the incentive may use, store, process and transfer that information for the purpose of the incentive. All entrants further agree that Avon may send their personal information outside of the European Economic Area including to the United States of America, for processing for the purpose of the incentive.
29. Successful Sales Leaders will be required to participate in any subsequent publicity as deemed appropriate by Avon. By entering the incentive you are giving Avon express permission to use any photographs taken as part of the trip in all promotional material.
30. All matters shall be determined at Avon's sole discretion and Avon's decision shall be final. No correspondence will be entered into.



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Promoter: Avon Cosmetics Limited, Nunn Mills Road, Northampton NN1 5PA ("Avon").