

INTERNATIONAL WOMEN'S DAY



AVON
CELEBRATES
INTERNATIONAL
WOMEN'S DAY

8th March Avon Celebrates International Women's Day

What is International Women's Day?

March the 8th is International Women's Day, where women around the world celebrate the economic, social and political achievements of women, past, present and future.

To mark the occasion, we invited customers, experts and celebrities to share their tried and tested beauty secrets with us – look out for their tips throughout Brochure 6.

Avon is dedicated to empowering women and supporting their causes, such as the fight against breast cancer and domestic violence. We believe that every woman should have a voice, so we are supporting International Women's Day, and want you to celebrate with us!

How can you get involved?

Avon is proud to celebrate International Women's Day, so there's no excuse not to get involved and it could even boost your business into the bargain! Here are some ideas to help...

Talk about it

Strengthen the association between Avon and all things female-friendly by telling your customers and potential customers all about International Women's Day.

Get together with the girls!

Celebrate the sisterhood by throwing an Avon party for your customers and their friends. Don't forget to have plenty of demo products, brochures and order forms around!

Aid the crusade

Show your support for other women by holding a fundraising event for Avon Breast Cancer Crusade. You'll be raising money for a good cause, plus your event could help you find lots of potential customers.



Share the secret

- Asking customers to share a beauty secret that enters them into a prize draw. It's an easy way to get you and your customers talking about Avon!
- Asking your Avon party attendees to share their beauty secrets. That way, everyone can discover new tips and tricks, and even purchase the products to put what they've learnt into practice!
- Compile your customers' beauty secrets. Recommendations from real women are great way to encourage customers to try something new.
- Pass on these tips and beauty secrets to existing or potential customers. Not only are you making them feel special, you could also be seen as a 'beauty expert'!