



GET FIT for
ADVANCED LEADERSHIP
INCENTIVES

CAMPAIGN 7, 2015 – CAMPAIGN 19, 2015 (TRENDSETTER 9 - 21, 2015)

GET FIT RECRUITING

Participants:

Non Leadership Representatives, Candidates, Unit Leaders and Unit Leaders Plus.

How to Achieve:

- Representatives will receive product and cash awards for recruiting qualifying New Representatives in their first generation during the Incentive period:
 - Qualifying New Representatives are new Representatives who place a first order of \$100 or more during the Incentive period and who pay for that order on time.
 - Reinstatements do **not** count as Qualifying New Representatives for this program.

The Awards:

“Get Fit” Product Bundle (\$130 VALUE*)

- Rare Amethyst EDP
- Super Extend Winged Out Mascara – Black
- Anew Ultimate Day Cream
- Anew Ultimate Night Cream
- Avon Alpha EDT

* Based on regular Brochure pricing. Avon reserves the right to change product selections and/or substitute an award of equal value.

- Representatives will receive **the “Get Fit” Product Bundle** for recruiting their first Qualifying New Representative during the Incentive period.
 - In order to receive the Product Bundle, Recruiters must place an order on yourAVON.com within 4 Campaigns of achieving the Incentive.
- Representatives will receive **a \$35 check** for each subsequent qualifying New Representative that they recruit during the Incentive period.

FAST TRACK BONUSES

General Requirements:

Achievers must meet the following requirements to receive the cash rewards:

- \$200 Personal Sales in each Campaign
- Three (3) First Generation Orders in each Campaign

Fast Track Bonuses - New

Participants:

Representatives who start in Leadership for the first time during the Incentive period. Start Campaign begins when the Leadership Representative has 2 First Generation orders in her team.

How to Achieve:

Eligible Representatives who **meet the general requirements** will receive cash rewards* each Campaign during the thirteen Campaign period that **Unit Sales**** goals are met. Representatives' start Campaign begins when they have 2 First Generation orders in their team.

*Only one cash reward per Campaign.

**Personal Sales up to \$500 will count towards Unit Sales Goal.

- First through Fourth Campaigns:
 - \$1,000 - \$1,999.99 receive \$100
 - \$2,000 - \$3,999.99 receive \$150
 - \$4,000 or more receive \$200
- Fifth through Ninth Campaigns:
 - \$2,000 - \$3,999.99 receive \$150
 - \$4,000 or more receive \$200
- Tenth through Thirteenth Campaigns:
 - \$4,000 or more receive \$200

Fast Track Bonuses - Existing

Participants:

Existing and former* Leadership Representatives who are Candidates, Unit Leaders and Unit Leader Plus by the close of C6, 2015.

*A former Leader is any Representative who previously started in Leadership but is not currently in the Leadership program. This includes those who lost their team as a result of not meeting requirements and/or those not able to achieve title within the specified time frame of the program.

How to Achieve:

Eligible Representatives who **meet the general requirements** will receive cash rewards** each Campaign that the **first Generation New Sales** goals are met during the 13 Campaign Incentive Period. New Sales are sales by New Representatives appointed in or after C7, 2015 in their first Generation and do not include their personal sales.

**Only one cash reward per Campaign.

- Campaign 7 – Campaign 10, 2015:
 - \$1,000 - \$1,999.99 receive \$100
 - \$2,000 - \$3,999.99 receive \$150
 - \$4,000 or more receive \$200

- Campaign 11 – Campaign 15, 2015:
 - \$2,000 - \$3,999.99 receive \$150
 - \$4,000 or more receive \$200

- Campaign 16 – Campaign 19, 2015:
 - \$4,000 or more receive \$200

MENTOR BONUSES

Mentor Bonuses – Star Promoters of Tomorrow*

Participants:

Leadership Representatives who are Unit Leaders ("UL"), Unit Leaders Plus (UL+), Advanced Unit Leaders ("AUL"), Executive Unit Leaders ("EUL"), Senior Executive Unit Leaders and National Senior Executive Unit Leaders.

How to Achieve:

Eligible Representatives will receive the following cash rewards for every Existing and New First Generation Representatives who receive the product and cash awards for recruiting qualifying New Representatives during the incentive period:

- For every Representative who advances to Star Promoter – earning the product bundle and \$35 check - the upline/mentor (UL and above) will earn a \$50 bonus.

* Representatives will be able to begin achieving the bonus in Campaign 14 to Campaign 19, 2015 (Trendsetter 16-21, 2015)

Mentor Bonuses – Fast Track

Participants:

Leadership Representatives who are Advanced Unit Leaders ("AUL"), Executive Unit Leaders ("EUL"), Senior Executive Unit Leaders and National Senior Executive Unit Leaders.

How to Achieve:

Eligible Representatives will receive the following cash rewards for every Leadership Representative in their First Generation who earns Fast Track Bonuses (Fast Track - Existing included):

- For every \$100 Fast Track Bonus earned by a 1st Generation Leadership Representative, the upline/mentor (AUL and above) will earn a \$50 bonus.
- For every \$150 Fast Track Bonus earned by a 1st Generation Leadership Representative, the upline/mentor (AUL and above) will earn a \$100 bonus.
- For every \$200 Fast Track Bonus earned by a 1st Generation Leadership Representative, the upline/mentor (AUL and above) will earn a \$150 bonus.

Mentor Bonus – Title Advancement

Participants:

Leadership Representatives who are Advanced Unit Leaders, Executive Unit Leaders, Senior Executive Unit Leaders and National Senior Executive Unit Leaders.

How to Achieve:

Eligible Representatives will receive the following cash rewards for every New Qualifying Title of Silver and Gold Ambassador and Gold Leader in their First Generation who advances for the first time during the Incentive period.

While Advanced Leadership titles will not take effect until C17, 2015, this Incentive will recognize the Advanced Leadership titles beginning in C7, 2015 for achievement purposes only.

- For every 1st Generation Leadership Representative who advances to New Silver Ambassador* for the first time, the upline/mentor (AUL and above) will receive a \$50 bonus**.
- For every 1st Generation Leadership Representative who advances to New Gold Ambassador* for the first time, the upline/mentor (AUL and above) will receive a \$100 bonus**.
- For every 1st Generation Leadership Representative who advances to Gold Leader* for the first time, the upline/mentor (EUL and above) will receive a \$1000 bonus**.

*Representatives who have previously been a UL do not count as new Silver Ambassadors. Representatives who have previously been a UL Plus do not count as new Gold Ambassadors. Representatives who have previously been a EUL do not count as new Gold Leaders.

**Mentoring bonuses will be paid after the 1st Generation Leadership Representative has maintained the new title for three (3) consecutive Campaigns.

Uplines must reference the below table* indicating the new Advanced Leadership titles.

Current	Advanced Leadership Title
Candidate	Promoter
Candidate with 2 first Generation recruits who place a first order and pay for it on time	Star Promoter
Unit Leader	Silver Ambassador
Unit Leader Plus	Gold Ambassador
Advanced Unit Leader	Leader
Executive Unit Leader	Gold Leader
Senior Executive Unit Leader	Executive Leader
National Senior Executive Unit Leader	Silver Executive Leader

*This table may not reflect actual title when the Advanced Leadership program goes into effect.

TRACKING AND ACHIEVERS LISTS

- Tracking will be available on DLM beginning Mail Plan 1 of Campaign 7, 2015.
- Requests for adjustments must be submitted to Springdale Customer Care by national close of Campaign 19, 2015.

IMPORTANT GUIDELINES

- Cash bonuses earned will be awarded in the form of a check and will be issued in the Campaign following achievement.
- To count for this Incentive, orders must be received by 11:59 p.m. (local time zone) on the Representative's individual RPS order submission date. In addition, the order must be paid for in full before 11:59 p.m. (local time zone) on the Representative's individual RPS order submission date of the next Campaign.
- Breast Cancer and Domestic Violence cause products do not count toward order size for this Incentive.
- Bonus Dollars, including Double and Triple Dollars, **are not** included in Award Sales for this Incentive.

- Avon reserves the right to substitute a reward of equal value, change product selection, adjust rules and regulations or cancel the program at any time, at its sole discretion.
- 1900 Districts are not eligible to participate in this Incentive.
- 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 or program intent. Accounts that have less than 85% of orders within the Incentive period that are paid or more than 10% of Total Award sales deriving from out of stock items will be subject to immediate and higher levels of scrutiny. Accounts that undergo additional review will be delayed in receiving any Incentive reward, to determine such eligibility.
- Representative's account must be active and in good standing (past due no more than 2 Campaigns and under \$500) at the end of the Incentive Period and maintain this standing until the rewards are shipped.
- Void where prohibited.
- All dollars shown are in U.S. dollars.