

### General

1. Kick Start applies to new Independent Avon Representatives ('new Representatives') within their first three campaigns of the Representative Opportunity.
2. Kick Start sets out a new Representatives' trade discount structure and other new Representative benefits. It is regulated and may be varied in accordance with the terms set out within the Avon Opportunity Agreement.
3. Following their first three campaigns, new Representatives will move onto the Avon Rewards programme.

### Criteria

4. During the Programme Period Representatives can achieve and receive rewards on a campaignly basis. A Representatives' Product Sales in a campaign will determine their Kick Start level in that same campaign.
5. The qualification criteria for each Kick Start level is detailed below:
  - a) To qualify for Level 1:
    - Representatives must achieve Product Sales between £1 - £99.99 in a campaign.
  - b) To qualify for Level 2:
    - Representatives must achieve Product Sales between £100 - £249.99 in a campaign.
  - c) To qualify for Level 3:
    - Representatives must achieve Product Sales between £250 - £999.99 in a campaign.
  - d) To qualify for Level 4:
    - Representatives must achieve Product Sales over £1,000 in a campaign.
6. Product Sales is defined as the total value of all orders placed by the Representative, after returns, excluding the value of any goods ordered that are not available.
7. Product Sales will be reset each campaign.

### Kick Start Levels

8. The trade discount and additional benefits a Representative is entitled to will depend upon the Kick Start level they are achieve. The discount and benefits of each Kick Start level are as follows:
  - a) Level 1:
    - 15% discount on campaign sales only.
  - b) Level 2:
    - 20% discount on campaign sales.
    - Representative entitled to choose one sample pack\* only.
  - c) Level 3:
    - 25% discount on campaign sales.
    - Representative entitled to choose one product pack only.

**d) Level 4\*:**

- 30% discount on campaign sales.
- Representative entitled to choose **two product packs** only.

*\*Representative cannot choose multiples of the same pack.*

9. An email confirming the Level achieved by the Representative (?) will be sent after each campaign.

**Sample and Product Packs**

10. Successful Level 2, Level 3 and Level 4 Representatives will be entitled to select their sample or product pack (s) after each campaign of achievement. If the pack(s) are not selected during this campaign, the Representative will no longer be able to claim their pack(s).
11. Pack(s) will be included with the Representative's delivery. The Representative must place an order after selection to receive the pack(s).
12. Avon will always endeavour to provide sample and product packs as advertised but in some circumstances may be required to substitute alternative products of equal or greater value.

**Additional Benefits**

13. In addition to the rewards awarded in clause 9, all Representatives within their first three campaigns will be given access to:
  - 2 free deliveries on Representative orders worth £35 and over
  - 30% discount on products in First Look

**Product Sales**

14. For the purpose of clause 3, Product Sales means the total value of all products ordered and supplied by Avon to the Representative, including (but not limited to) brochures, samples, sales aids. The calculation shall also take into account discount and VAT.
15. Sales of all products from brochure, including Direct Attached Customer orders, will count towards a Representative's Product Sales. If multiple orders are placed, all products ordered in these orders will be counted towards the criteria.
16. Welcome Kit, Net and Demo items will count towards Product Sales.
17. The value of returned products which have been credited to a Representative's Avon account will be excluded from Product Sales.
18. Any goods delivered and not invoiced, and therefore not charged for, will not count towards Product Sales unless highlighted within 30 days of receipt.

**Welcome Kit Credit Offer**

19. All Representatives who place an order for their Welcome Kit and achieve Product Sales of £100 or more during their first campaign will receive a credit to their account of the cost of their Welcome Kit.
20. All Representatives who place an order for their Ultimate Welcome Kit and achieve Product Sales of £250 or more during their first campaign will receive a credit to their account of the cost of their Ultimate Welcome Kit.
21. All orders will qualify, including Welcome Kits and Direct Attached Customer orders. If multiple orders are placed, all order values will be counted towards the sales target.

22. If a Representative's order includes products that later become unavailable, these products will still count towards the order value and towards the Representative's achievement of the Offer.
23. The Welcome Kit credit will be paid into the Representative's account in the following campaign after achievement, for example, a Representative who qualifies in October will receive their credit in November.
24. The Welcome Kit credit cannot be transferred to a Representative's personal bank account. It is only eligible against a Representative's Avon account.