

**2025 North American ACE Awards Program**

# 2025 ACE Awards: Avon Celebrates Excellence, our Bi-Annual National Recognition Awards

## Which categories are recognized in the ACE Awards?

Recognizing outstanding performance in sales, awards will be presented in the following categories:

- Personal Sales Volume
- Personal Sales Increase
- Best New Performer
- LABC Sales Volume (U.S. only)
- LABC Sales Increase (U.S. only)
- **New for 2025** Direct Delivery Sales Increase

**Note:** Eligibility for ACE recognition, in all sales categories, requires the Ambassador must be at the **10 STAR Ambassador** achievement title or higher. (For C1-13 2025 recognition segment, that would mean you will need to have been a 10 STAR Ambassador at the close of the 2024 cycle or have achieved it in 2025 by close of C13, 2025, and for C14-26 2025, by the close of the 2025 cycle.) The exception is Best New Performer, who must be at the 5 STAR Ambassador level+.

Recognizing outstanding performance in Leadership, awards will be presented in the following categories:

- Team Sales Volume
- Team Sales Increase

**Note:** Leadership recognition eligibility is now based on Performance title rather than achievement. However, recognition qualification will now allow for the highest Performance title in the last 3 rolling campaigns at close of Recognition cycle. Bronze Leaders+ in the U.S. and Advanced Unit Leaders+ in Canada will be eligible for recognition in the Leadership categories. To be recognized in the Leadership categories, you must achieve 10 STAR AMB or higher. (For C1-13 recognition segment, that would mean you will need to have been a 10 STAR AMB at the close of the 2024 cycle or have achieved it in 2025 by close of C13, 2025, and for C14-26, by the close of the 2025 cycle.)

## **What is the period to qualify for 2025 National Bi-Annual ACE Awards recognition?**

The Recognition Cycle to qualify for the 2025 National Bi-Annual ACE Awards runs from Campaign 1, 2025, through Campaign 13, 2025, and then again with a fresh re-start, from Campaign 14 through Campaign 26, 2025.

## **How will Achievers be recognized?**

The Top 3 in the U.S. for LABC Sales Volume and LABC Sales Increase, and the Top 10 in the U.S. and Top 5 in Canada for all other ACE Awards, will be recognized at a special Bi-Annual celebration honoring our ACE Award Achievers – one at the close of Campaign 1-13, and the second acknowledging performance in Campaign 14-26, 2025. When necessary, the specified tiebreakers will be used to determine ranking (as noted below).

- In each Bi-Annual celebration, the #1 in all 8 ACE Award categories for U.S. and 6 for Canada will receive a cash award of \$2,500 in the currency of achiever's country. (U.S. dollars in U.S. and CA dollars in Canada.)
- In the U.S., achievers who rank 2-10 in all categories except LABC, which will recognize ranks 2-3, and in Canada, those who rank 2-5, will be awarded \$500.
- At the end of the cycle, all eligible #1's in each ACE category tracked C1-C26, 2025, will earn a trip for two in the Go Far Incentive awarded in March 2026.

## **How are the ACE Award categories defined?**

**Personal Sales Volume:** Total Sales in the cycle, measured in dollars.

- Includes: The retail value of the items purchased from brochures and customer marketing flyers. Sales for items sold in the What's New are specified per offer.
- Excludes: LABC Owner accounts, 1900s accounts.
- Tiebreaker: Personal Sales Increase.

**Personal Sales Increase\*:** The difference between previous cycle-to-date sales and the most recently completed cycle-to-date sales, measured in dollars. In 2025, bi-annual cycle versus the 2024 bi-annual cycle performance at the close of C13, 2025 and C26, 2025 relative to the ACE cycle.

- Includes: The retail value of the items purchased from brochures and customer marketing flyers. Sales for items sold in What's New are specified per offer.
- Tiebreaker: Total Personal Sales Volume.

**New for 2025...Direct Delivery Sales Increase:** Recognizing Avon Ambassadors who achieve the highest Direct Delivery Sales Increase in the 2025 Bi-annual cycle versus the 2024 bi-annual cycle performance at the close of C13, 2025 and C26, 2025 relative to the ACE cycle. All personal orders

tracked to known IP address of Ambassador, shipped to the Ambassador's address or using Ambassador's known email, will be disqualified from total sales.

- Tiebreaker: Total Value of Direct Delivery Sales relative to the ACE cycle.

**Best New Performer:** All Ambassadors achieving Rising Stars who celebrate their first Anniversary with Avon in the 2025 cycle (Campaign 1, 2025-Campaign 26, 2025) will be ranked based on their average sales per Campaign in their first 26 Campaigns with Avon. Aligning with the segments of this National Award, those whose first Avoniversary is prior to the close of C13, 2025 will participate in that segment, and the second assessment will be ranked at the close of C26 segment.

**Team Sales Volume:** Total G1-G3 Team Sales (not to include Personal Sales).

- Tiebreaker: Team Sales Increase.

**Team Sales Increase\*:** The difference between previous cycle-to-date Team Sales (minus the personal sales included from 2024) and the most recently completed cycle-to-date Team Sales, measured in dollars (U.S./CA). In 2025, it's the bi-annual cycle versus the 2024 bi-annual cycle performance at the close of C13, 2025 and C26, 2025, relative to the ACE cycle.

- Tiebreaker: Team Sales Volume.

**Licensed Avon Beauty Centers (LABC):** LABC Accounts will not be included in the ranking for Personal Sales Volume or Personal Sales Increase.

- LABC Accounts will be ranked separately among LABC Sales Volume and LABC Sales Increase and can be considered for Leadership recognition.

**LABC Sales Volume:** Cycle-to-date sales from the owner's account, measured in dollars (U.S. Recognition only).

- Tiebreaker: LABC Sales Increase.

**LABC Sales Increase\*\*:** The difference between previous cycle-to-date sales compared to the most recently completed cycle-to-date sales from LABC accounts, measured in dollars (U.S. Recognition only). In 2025, it's the bi-annual cycle versus the 2024 bi-annual cycle performance at the close of C13, 2025 and C26, 2025, relative to the ACE cycle.

- Tiebreaker: LABC Sales (cycle-to-date Sales from the LABC owner's account).

**\*\*When buying/opening an LABC, the operator will not be recognized for the LABC Sales Increase in their first year of operation. The LABC operator will not be eligible for the LABC Sales increase until the first full cycle year of sales is completed as a base. The Upline of the new LABC owner will benefit from the sales volume of the new LABC owner's Business Account, starting in the Campaign of the first order. In the year an LABC is closed or sold, the seller's Personal Sales Volume from the point of sale will be considered for Personal Sales Volume recognition. The seller will not be recognized for Personal Sales Increase for the balance of that cycle. They will not become eligible for Personal Sales Increase recognition until they have completed a full cycle year in personal sales without the LABC.**

\*All Increase and Growth categories require that Ambassadors have one full cycle of activity as a base year, starting at their campaign of the first order, to be eligible to achieve. For example, if a **New Ambassador** is appointed in C20, 2024, the increasing comparison would begin in 2026, after completing a full year base in 2025 cycle year. In addition, if an Upline has a Downline member separate from Avon or forfeit their Downline resulting in a roll up, the benefit of a roll up will not count toward Team Sales Increase for the Upline. .

### **Which achievers will be recognized in the Annual Regional ACE Awards?**

- At the close of the cycle (C26, 2025), the #1 Best New Performer and the Top 5 achievers in the Personal Sales Volume and Personal Sales Increase categories below in each of the 50 states in U.S. and 10 provinces in Canada will be provided with social media creative to celebrate their success in the full cycle year. As well as:
- #1 achiever in each of the three categories for Annual Regional/Province performance will receive \$250 account credits.  
**Categories include:**
  - Personal Sales Volume
  - Personal Sales Increase
  - Best New Performer
- #2-5 achievers in Personal Sales Volume and Personal Sales Increase for Annual Regional/Province performance will receive \$100 account credits.

### **Which National Awards are recognized at the ACE Awards Ceremony?**

- **Spirit of Albee:** In the C26 ACE ceremony, in the U.S., all Executive Leaders and in Canada, all Senior Executive Leaders, who have also achieved Platinum Ambassador at the 2025 end of cycle, are honored as Spirit of Albee achievers and receive a \$2,000 cash bonus in addition to the award.
  - Recognized as the very first "Avon Lady," Mrs. Albee was a remarkable woman, a true visionary and a great proponent of financial independence for women in the 19th century.
  - This award symbolizes that entrepreneurial spirit and honors those who strive to build better lives for themselves and others.

### **For 2025 Recognition program eligibility:**

#### **Can Ambassadors view rankings for each Campaign?**

- End-of-campaign reporting for most ACE Awards categories will be made available at the close of the Campaign on Avon.com and on Avon.ca. This reporting is posted as a preliminary tracker, and as with all formal Recognition, achievers will be reviewed by Compliance. To be eligible for the ACE Awards at the end of cycle (close of each segment, C13 and C26,

Ambassadors must be a 10 STAR AMB and if a Leadership category, must perform at Bronze Leader+ in US and an Advanced Unit Leader+ in CA. Additionally, their account needs to be in good standing at the close of the cycle/segment (Campaigns 13 and 26, 2025) with account past due no more than 1 Campaign, and a balance due of less than \$500.

- The top 100 in each category will be posted on Avon.com and Avon.ca, each campaign, C1 through C11 and C14 through C24. To keep some surprises and preserve the integrity of the final calculations for the ACE Awards, at the close of each bi-annual segment in the cycle, we will not report in C12, 13, 25 and 26.
- New Rising Stars will post every campaign with achievement of end-of-campaign reporting, but this is not an ACE tracking for the Best New Performer.
  - In addition to the ACE Awards, reports for both first-time Leadership Title Advancement and first-time New Sales Title Advancement will be made available, stating the name and new title of any Ambassador who was promoted for the first time in the most recently closed Campaign.

#### **How are cash bonuses awarded?**

North American ACE Awards and National Awards are paid as cash bonuses through the Ambassador's Avon Wallet account. The Ambassador can specify their preferred method of fund transfer from their Avon Wallet.

#### **When should I expect to see orders credited?**

- Ambassadors must comply with the Business Policies and Procedures for Avon Independent Sales Ambassadors and the Avon Independent Sales Ambassador Contract Terms and Conditions found on the Documents & Resources page of Avon.com and Avon.ca.
- Avon.com and Avon.ca orders (and orders placed to Avon Care Center by phone) are credited at the time the order is billed. Orders should be placed by 5 P.M. ET on Tuesday before the Campaign closes to ensure they qualify.
- Direct Delivery orders are credited to your Campaign sales at the time the order is processed.
- Studio 1886 orders are credited to your Campaign sales 48 hours after the purchase. Orders should be placed by 5 P.M. ET on the Saturday before a Campaign closes to ensure they qualify.

#### **Who is eligible to achieve in the ACE Awards and National Awards?**

- To be eligible for the ACE Awards and/or National Awards/Spirit of Albee:

- The Ambassador's accounts must be active and in good standing (it cannot be past due for two or more Campaigns) and any past due balances must be less than \$500 at the close of each segment: C13, 2025 and C26, 2025.
- Avon reserves the right to review and withhold rewards for account balances over \$500.
- Accounts will be reviewed in the Campaign when the incentive or award cycle closes and again at the time of invitation or award distribution.
- Any account past due two or more Campaigns will be disqualified.
- If an account is removed before the award distribution, it will be considered disqualified.

#### **Can Ambassadors be disqualified from any awards?**

- Avon reserves the right to adjust rules and regulations or cancel the program at any time, at its sole discretion.
- Avon reserves the right to audit all performance data, including returns, when determining reward eligibility and reserves the right to disqualify or remove any Ambassador it determines has violated principles of fairness or program intent, or any violation of the Business Policies and Procedures for Avon Independent Sales Ambassadors or the Terms and Conditions of the Independent Sales Ambassador Contract.
- Avon will monitor returns and has the right to disqualify or chargeback for the full value of the reward if it determines that a disproportionate number of units were returned.