



Avon Justine Consultant Code of conduct.

Purpose

In 1973 Justine was born with the launch of iconic Tissue Oil; formulated with a combination of efficacious natural oils to deliver superior skincare results. The success of this formula became the blueprint for Justine to expand its product line into products, the combination of science and nature to meet uniquely South African needs. For over 40 years, we have been developing efficacious products which best suit South Africa's unique environment and climate.

How do we #stand4her? Justine is passionate about the empowerment of women through the earning opportunity presented by our business model and our Corporate Responsibility Initiatives. These initiatives focus on issues affecting women most, including our breast cancer promise which aims to reach over 100 million women, globally every year through to 2030. In 2010, Justine launched our Thuthukisa Together which means "building together" help, develop and build up impoverished communities in South Africa.

Justine joined Avon, a global beauty company, and as Avon Justine, we are a unique South African brand. You are a custodian of our brand and our values. This Code of Conduct is your guide to upholding Avon Justine's reputation, and preserving it for the benefit of all Consultants and the causes we support.

Honesty

Justine's Consultants are fair and honest in all our dealings with Avon Justine, with other Consultants, with our competitors and with our customers.

Using our brand and logo's

Justine's iconic brand is recognized as uniquely South African. It represents the essence of our company. We all benefit from the trust that consumers place in a brand that they know. For this reason, we protect all our brands and the way in which they are used. We have issued a guide on the way in which Consultants may use our brand – please read and make sure that you adhere to our **Advertising Code of Conduct**.

Promoting our earning opportunity

When approaching prospective Consultants to promote our earning opportunity, we will explain the purpose of our solicitation to them up front. We will give accurate and complete answers to questions. We will explain our credit policy and payment options. We will not make promises about their potential earnings. We will not compel a prospective Consultant to purchase products or promise refunds or discounts if they recruit other Consultants in the future. We will not exploit prospective Consultants. We will discontinue a recruitment pitch when requested.

Our customers

We deliver excellent service to our customers and keep our promises to them. We explain our 100% satisfaction guarantee, and our return policies to them. We will tell them how they can reach Avon Justine for after sales support. We only make claims about the efficacy of our products that are authorised by Avon. We deliver our customers' products timeously. We will only make personal or telephone contact with customers in a reasonable manner and during reasonable hours to avoid intrusiveness. We will respect our customers privacy and use their personal information only as allowed.



Other Consultants

We will compete fairly with other Consultants. We will not make purchases using another Consultant's account, or on their behalf, unless they had asked us to do so. We will not use the personal details of other Consultants without their consent. We will keep their personal information confidential and will not use it for any reason other than what they have agreed.

Dealing with Avon

We promote and protect Avon Justine's reputation and we do not speak negatively about the company. Please refer any complaints or questions to our service center for resolution. Please read communications sent by Avon Justine as these contain important information. Consultants are independent business owners and may not speak on Avon's behalf or give the impression that they are authorized agents of Avon. Consultants may not behave dishonestly or misrepresent their achievements in order to obtain or maintain titles.

Incentives and awards

Avon Justine offers incentives to inspire our Consultants. Consultants may not manipulate results or amplify their achievements in order to earn these awards. If you are found to have breached the terms of an incentive, or acted dishonestly, you may be disqualified from future incentives.

Adherence to the law and codes

Avon Justine adheres to the law, and to the Codes of Conduct of the Direct Marketing Association. As a Consultant, you must also respect the legal rights of consumers. You can find a link to the Direct Sellers Association [here](#).

Avon Justine takes seriously any conduct by a Consultant that damages our brand and reputation, and we will act upon the breach of this Code of Conduct or our agreement with Consultants.