



The Beauty Of Giving

WHEN YOU SHOP, WE GIVE

Avon is proud to have partnered with Feed the Children since 2004. Over the last seventeen years, Avon has donated over **15 million** pounds of personal care, hygiene and beauty products, clothing, shoes and home essentials to Feed the Children, for distribution to families in need. The partnership has impacted and empowered nearly a **million families and 3.5 million women and girls** across the United States.

The Feed the Children x Avon Box is delivered to women and their families year-round and in response to disasters. As a result of this delivery, we hear inspirational stories of improved self-confidence and empowerment.

AVON



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In August 2021, Avon launched the “Beauty of Giving” campaign to further support the cause and rally our community. The initiative also took place during Avon’s 135th anniversary—a special way to commemorate our history of giving back to causes close to our hearts.



For the month of August, Avon donated an item to Feed the Children for every item purchased. This campaign was amplified through social media, emails, texts, Avon’s website and our community. It was also highlighted at Avon’s annual Representative Convention celebrating 135 years. Thanks to Avon’s passionate group of Representatives, customers and associates, the Beauty of Giving campaign raised a total donation of over **3.4 Million products to Feed the Children.**



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