



AVON CARES ABOUT ME

Avon has a time-honored reputation as a company committed to the empowerment and improvement of the lives of women and their families – from

THE AVON WORLDWIDE FUND FOR WOMEN'S HEALTH HAS RAISED \$50 MILLION FOR WOMEN'S HEALTH PROGRAMS.

Avon associates and representatives to the customers and communities they serve.

This dedication provides the financial resources and power of Avon people to: increase women's health and fitness knowledge; recognize and celebrate women who inspire others; and

Avon Running Hungary Arriving by car, train and on foot, 8,500 women descended upon Budapest, determined to participate in the October 17 Avon Running 10K run and 5K fitness walk. The race was the largest event on the Avon Running circuit and the largest all-woman race ever in Hungary. On May 22, 1999, the winners from the Hungary race, as well as winners from each Avon Running event, will attend the Avon Running – Global Women's Championship in New York City to compete for a prize of \$50,000 – making it the richest 10K event in the history of women's running.



support causes that deeply affect women's lives. These combined corporate, regional and grass-roots efforts provide women powerful support that enables them to say, "Avon cares about me."

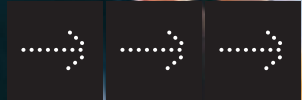
Talk the Talk, Walk the Walk A true manifestation of Avon's commitment to caring for women came in 1998, when the Avon Worldwide Fund for Women's Health announced it had raised and distributed \$50 million for women's health programs since 1992. The money was raised by representatives in 28 countries through the sale of specially designed products. True to its word, Avon is the first company to commit that much money to the cause of women's health.

Determined to do more, Avon also announced an aggressive goal to raise and distribute another \$50 million over the next several years, bringing its expected total contributions to \$100 million.

Avon's confidence in meeting this goal is due to the enthusiasm of the participating countries to expand their fundraising efforts.

Breast Cancer Walk (right)

Walkers from AVON's Breast Cancer 3-Day™ enjoyed the spirit of camaraderie, took in the beautiful California coastline and ignored any aching muscles, knowing that every step helped raise a record \$5 million for non-profit breast health programs across the United States. The 3-Day's success has spurred Avon's Breast Cancer Awareness Crusade to expand the event in 1999 to four cities: Atlanta, Chicago, Los Angeles and New York. Considering the track record set by the inaugural event, Avon expects another round of incredible fundraising results and lasting memories.



Dr. Tessa María López Goerne

One of Avon Mexico's 1998 Zasil winners, Dr. Tessa María López Goerne, is a renowned expert in researching catalysis used in the petrochemistry field. Recognized for her six patents and scientific work to reduce pollution, Goerne's contributions in her field have helped to develop a higher-quality, more environment-friendly gasoline.



Raising Awareness Avon's commitment to caring for women goes far beyond the much needed funds that improve access to health programs.

For Avon, caring means creating programs that raise awareness and rally women to take a more active role in their own health and fitness. Last year, Avon developed global and local programs to educate women about issues such as exercise, nutrition, breast care and women's cancers.

Avon believes that raising awareness empowers women to make better choices both for themselves and for other women in their lives.

Last year, two initiatives exemplified this philosophy: the Avon Running program and Avon Poland's work with Project HOPE Polska.

In 1998, Avon relaunched a global running program, sponsoring 23 events involving 50,000 runners worldwide. While holding competitions for elite 10K athletes, Avon Running's true focus was to promote health and fitness among all women. To help women embrace exercise, 5K fitness walks were held and training programs were offered in most countries. From Malaysia to Chile to the United States and Hungary, women walked together to promote the benefits of exercise at each and every race.

Beyond the international scope of Avon Running, the company looked for opportunities at the local level to draw attention to the special issues that affected women in the communities, cities or countries where Avon conducts business.

Avon Poland's work with two breast cancer foundations demonstrated the power of local initiatives to raise awareness of a deadly but often treatable disease, rarely discussed in public or in private.



Principal Diana C. Santos

Working in cooperation with the Philippines' Department of Education, Culture and Sports, Avon Philippines gave the 1998 Gintong Ilawan: Teodora Alonso Educator's Award to Ms. Diana C. Santos who for the last 17 years has been the principal of the Rizal High School in Caniogan, Pasig City. Leading the world's largest high school, with 22,525 students and 800 faculty members, Santos is known not just for maintaining control of her large student body, but also for her innovative and cutting-edge educational programs.

Breast cancer is the most common cause of death for women in Poland. Every year, more than 10,000 women are diagnosed with breast cancer. Most disturbing is the fact that more than half of these women die because their cancer was found too late for surgery.

In response, Avon Poland joined forces with Project HOPE Polska and the National Coalition

IN COUNTRIES AROUND THE WORLD, AVON PROGRAMS RECOGNIZE WOMEN WHO ARE LEADERS IN THEIR CHOSEN FIELD OR HAVE OVERCOME FORMIDABLE ODDS TO ACHIEVE SUCCESSES.

to Combat Breast Cancer in March of 1998, emphasizing the need for early detection and treatment of breast cancer.

The "Great Campaign for Life – Avon Against Breast Cancer" raised funds with representative

Project HOPE Polska Dr. Adriana Legowik-Chmielewska speaks with a patient at the mammography ward of the Regional Oncology Center in Gdansk, Poland. Dr. Legowik-Chmielewska is one of 133 doctors and nurses specially trained by Project HOPE Polska. The team in Gdansk has a special focus on outreach work: educating medical professionals about the importance of early breast cancer detection and treatment; training women of all ages to do breast self-exams; and empowering women to talk to their doctors about breast health – a topic once considered taboo to discuss, even among women.



sales of Avon pink ribbon pins. The proceeds were used to train physicians, nurses and survivors in 10 cities across Poland and to fund outreach programs in six cities with the highest incidence of breast cancer cases.

Women's Causes Avon's commitment to caring is reflected in the company's endorsement of causes that are relevant to the unique needs of women today.

In the United States, Avon's Breast Cancer Awareness Crusade had a watershed year in 1998, with the debut of a new fundraiser for breast cancer early detection. AVON's Breast Cancer 3-Day™ took place in California October 23-25, when 2,400 people walked 60 miles from Santa Barbara to Malibu. Each walker raised a minimum of \$1,700 and collectively, contributions raised \$5 million in net proceeds.

Additional women's causes received Avon support through the efforts of the Avon Products Foundation. Since its establishment in 1955, the Avon Foundation has contributed more than \$40 million in charitable grants to organizations that understand and respond to the needs of women and their families.

Leading the Way For many women Avon proves its commitment to caring by recognizing and rewarding women of excellence. In countries around the world, Avon programs recognize women who are leaders in their chosen field or have overcome formidable odds to achieve success.

Avon Japan pioneered women's recognition programs at Avon, and in 1998 celebrated the 20th anniversary of the Josei Bunka Awards to Women program. Since 1978, Avon Japan has recognized 106 outstanding women who have achieved personal excellence and contributed to society in the areas of sports, education, humanities and business. Many Avon markets have followed suit. Avon Mexico's Zazil Award also recognizes women who excel across a variety of fields. Avon Philippines' Gintong Ilawan: Teodoro Alonso Educator's Award recognizes outstanding women educators. And in the United States, Avon's Women of Enterprise Program, celebrating its 12th year in 1998, is the country's premier recognition program for women entrepreneurs.

Through successful awareness, recognition and cause-related programs, Avon has demonstrated that its concern for women goes well beyond the sale of products. Avon is dedicated to supporting the further empowerment and enlightenment of women around the world.