



*Business Women Forum*  
**The Money Academy**  
**Workshop**

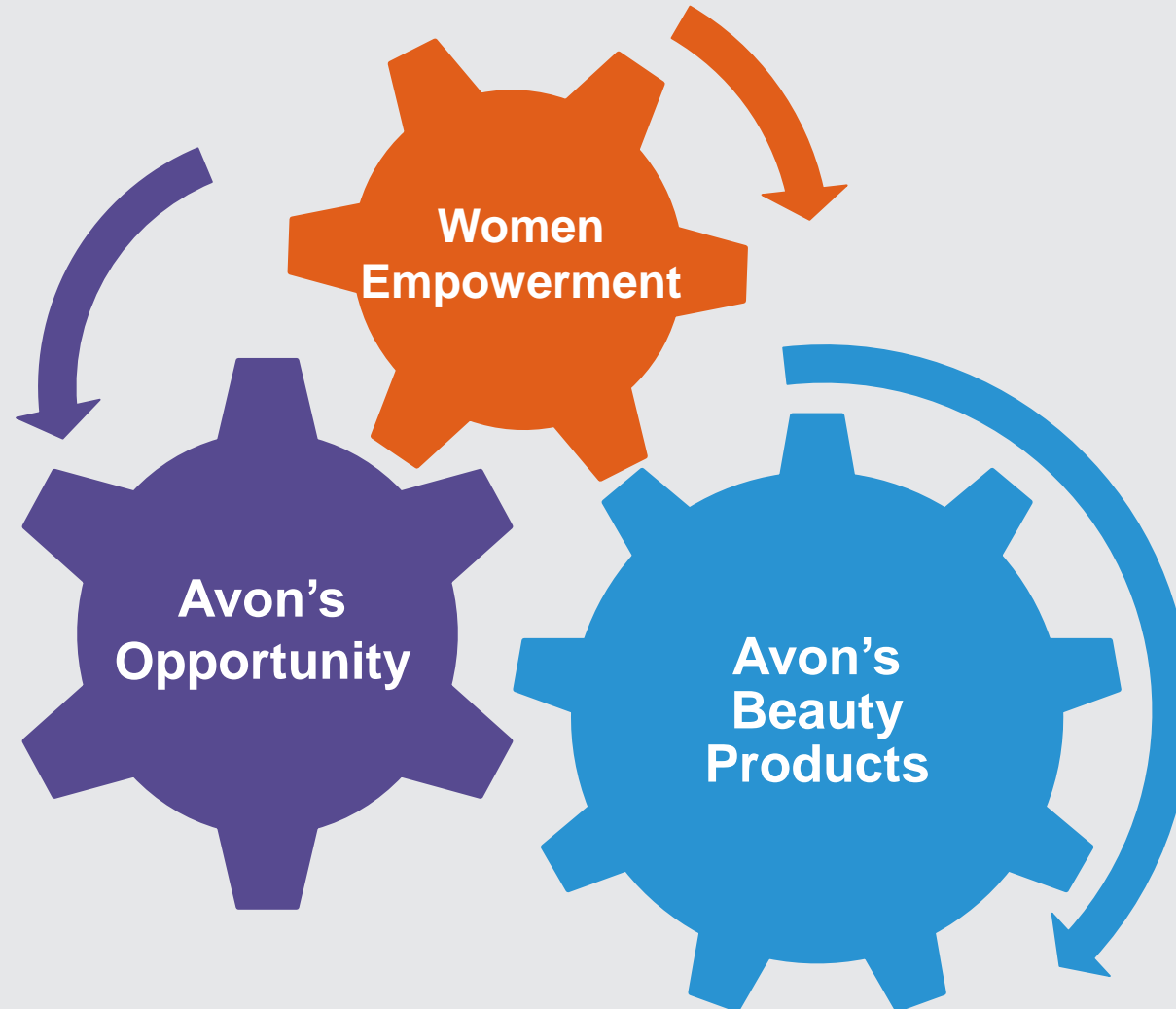
AVON



*Schimbă lumea prin frumusețe*

AVON

*a purpose-driven company*



*Schimbă lumea prin frumusețe*

AVON

There are over **18 years** since we've been present on the Romanian market and we keep changing the world through beauty

- Over **500 000 AVON Brochures** are sold each campaign
- We are proud to gather the largest women community in Romania – **over 120 000 AVON Representatives**
- **Over 8 million customers** use our beauty products on a regular basis



Schimbă lumea prin frumusețe  
AVON

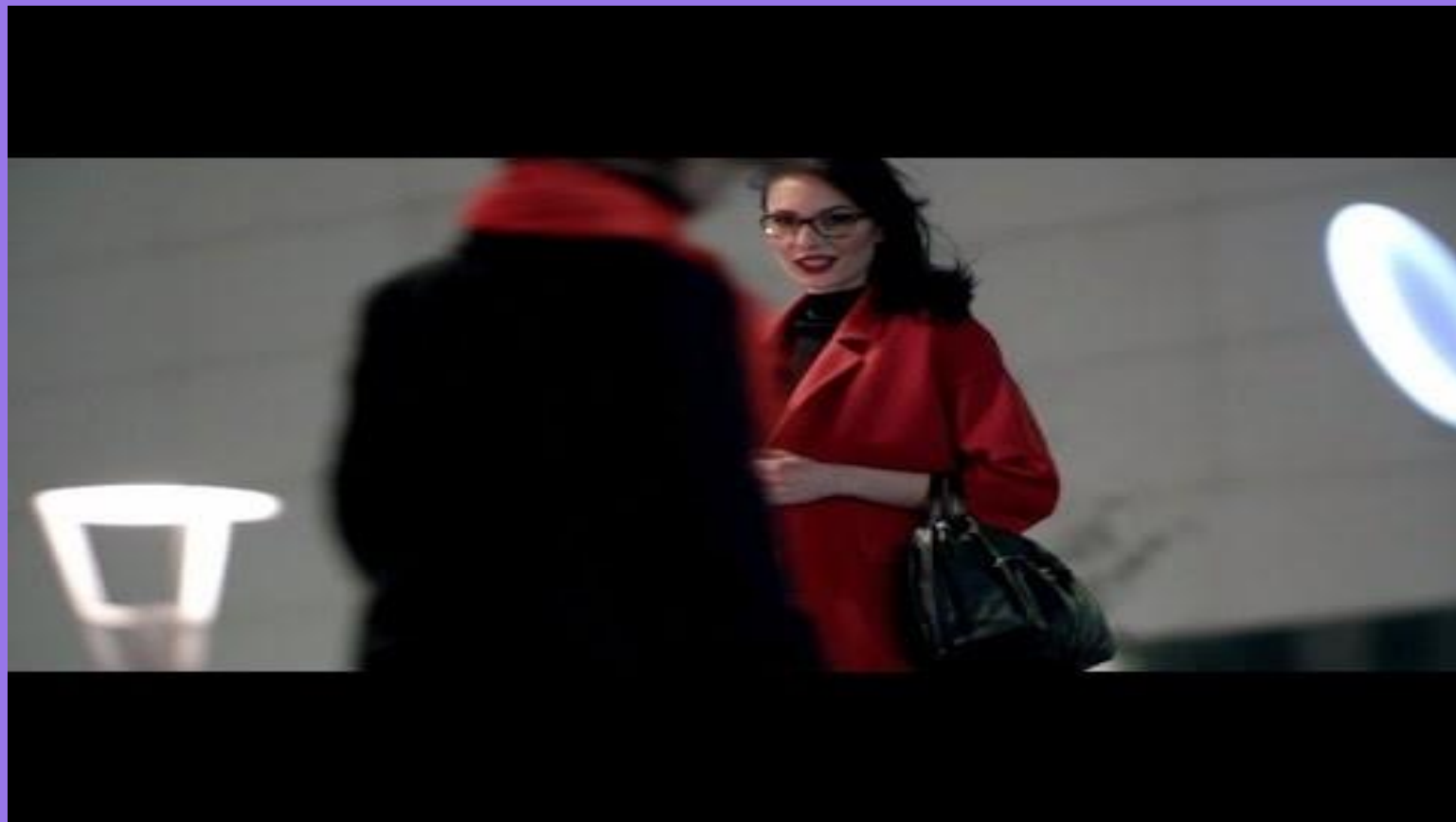




We aimed to tell our story  
through our **AVON Ladies**



Kinga Sereș  
Avon Lider



*Schimbă lumea prin frumusețe*  
AVON

# AVON Representatives change the world through their beauty, courage and confidence

*Frumusețea  
este  
încrederea  
de a-ți  
contrazice  
șeful.*

Schimbă lumea prin frumusețe  
AVON

[www.avon.ro](http://www.avon.ro)



Kinga Sereș  
Unități Avon Cluj

*Frumusețea este  
puterea de a te  
reinventa.*

Schimbă lumea prin frumusețe  
AVON

[www.avon.ro](http://www.avon.ro)



Elena Iotova  
Director Regional de Vânzări Avon

*Frumusețea  
este poftă de  
viață care  
mută munții  
din loc.*

Schimbă lumea prin frumusețe  
AVON

[www.avon.ro](http://www.avon.ro)



Georgiana Costenco  
Regional Avon Bailegare

*Frumusețea  
este curajul  
de a iubi.*

Schimbă lumea prin frumusețe  
AVON

[www.avon.ro](http://www.avon.ro)



Diana Mosnea  
Regională Avon Timișoara

Schimbă lumea prin frumusețe  
AVON

# AVON is not only about financial earnings

- Beside having access to beauty products and additional earnings, Avon teaches them how to administrate their own business.
- Their self-confidence and independence are directly connected to their AVON activity.
- AVON offers them personal development and a infinite networking opportunities.
- *With AVON, they are permanently fulfilling their dreams and feeding their passions.*





More than **2.8 million \$** invested in **breast cancer and domestic violence prevention projects** to support Romanian women.

- New generation equipment for **8 oncological centers**
- **350 volunteers**
- Over **3,5 million Romanian women** can now access new generation equipment
- Over **4500 women had access to free screenings** thanks to our early detection projects

Moreover, in 2014, we were **the first AVON country to launch a crowdfunding platform:** [www.doneazacuavon.ro](http://www.doneazacuavon.ro), offering women the chance to choose by themselves the cases they want to support.





*Schimbă lumea prin frumusețe*

AVON



**Women Empowerment** is  
about **changing paradigms**





**I am proud to lead a team formed of  
over 120 000 AVON Ladies that  
change the world everyday!**