



AVON'S GLOBAL PROGRESS FOR WOMEN REPORT 2024

INTERNATIONAL WOMEN'S DAY ♀ 8TH MARCH

INTRODUCTION



The Global Progress for Women Report was first launched in 2023 to synthesise data from our own multimarket research and contrast with findings from various, reputable institutions, to explore the sources of inequality, how the current social landscape affects equity, barriers to female entrepreneurship and the ability of women to make choices for themselves.

The 2024 report repeats our research commissioned in seven markets across the world in 2023 in an effort to track and monitor how much women feel progress is being made year-on-year.



ABOUT THE RESEARCH:

The 2024 research was conducted by Censuswide with 7,000 women across the UK, Italy, Romania, Poland, Philippines, Turkey and South Africa, between 12.12.2023 - 18.12.2023.

The 2023 research was conducted by Censuswide with 7,145 women across the UK, Italy, Romania, Poland, Philippines, Turkey and South Africa, between 18.01.2023 - 23.01.2023.





SECTION 1

FOREWORD



KRISTOF NEIRYNCK

Avon CEO

I am inspired and humbled by the stories of incredible women across Avon's global community – women who achieve astounding things, sometimes in the face of extreme adversity and prejudice.

These women are powerful, generous and inspiring role-models. They are mothers, sisters, wives, aunts, grandmothers, daughters, and friends. Their success has a ripple effect, uplifting families and communities around them. When women succeed, the world benefits.

At Avon, we believe that a better world for women is a better world for all. We actively create pathways for women to gain financial independence, develop new skills, and step into their power and full potential. Our current pay gap between men and women is less than 1% and we remain committed to keeping it closed. We also have 50/50 gender balance among our senior leadership, something which I believe is critical to the ongoing success of our business.

I joined Avon because of its deeply rooted purpose, its heritage in supporting the progress of women, and its potential to have a positive impact on women's lives.

I am proud and privileged to be a male ally leading this incredible organisation. But I do so only thanks to the trailblazing efforts of the women who have come before me, and in collaboration with the women who work with Avon today. They are the true driving force behind success at Avon.

As CEO, I remain steadfastly committed to understanding women's lived experiences and helping to create real change. It's crucial that we understand the specific barriers women face so we can help overcome them.

That's why we commissioned this research, which is an important contribution to a body of evidence and to inspiring a collective conversation. The report shows that the world continues to be unbalanced, and we need to create more space for women to contribute and thrive.

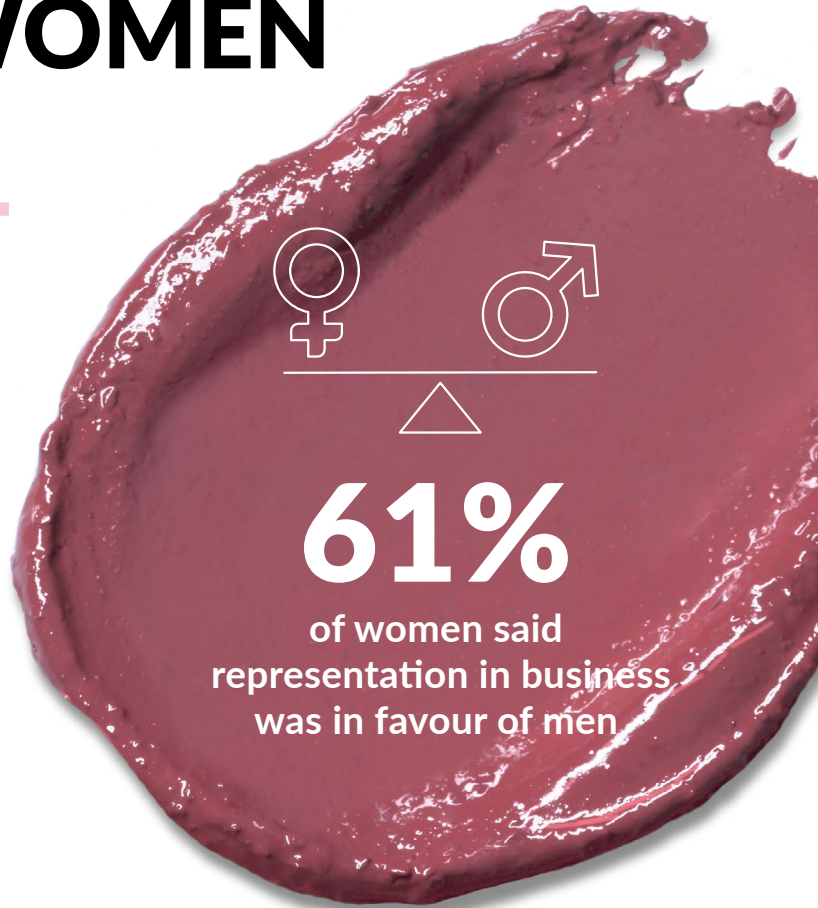
Seeing the results of our research strengthens our determination to tackle some of the challenges behind inequality—such as creating opportunities for female entrepreneurs or taking a stand against the pervasive issue of gender-based violence. Avon has been creating opportunities for over 137 years, and we will continue to champion and drive progress for women. Because a better and more equal world for women is a better world for us all.

SECTION 2

EXISTING GENDER INEQUALITIES AND THEIR IMPACT FOR WOMEN

Gender inequality is a complex, diverse and widespread issue. It also doesn't just take one form – it can manifest itself financially, in access to opportunity, through restrictions of freedoms and omission from decision-making.

The reasons why women experience inequality are deeply embedded, making them harder to overcome. But wherever, however and whenever inequality exists, one thing is true. Allowing it to persist not only holds women back from reaching their full potential, but also our global society.



Entrenched stereotypes continue to exacerbate barriers to equal opportunities for women in 2024. While work has been done to ensure the tropes and stereotypes of women are widely understood, explained and challenged, our research shows they're still actively working against women – especially as a barrier to accessing opportunity.

Nearly 9 in 10 (86%) women surveyed in 2023 said that they thought stereotypes, which are generally more favourable towards men, are a barrier to equal opportunities for women. This has sadly increased to 89% in 2024.

When it comes to business, gender representation also seems to be regressing. While in 2023, 56% of women we surveyed said representation in business was in favour of men in their country, this has increased to 61% of women in 2024.

GENDER AND PAY

Ensuring women are paid fairly is essential to equality. In last year's Global Progress Report, we highlighted that, while progress has been made, more must be done in this area.

One year later and we asked women the same question, and the results show there has instead been a decline in how women view pay equality. While over 2 in 5 (46%) women surveyed for the 2023 report agreed there were inequalities for women in pay gaps/earned income, this has increased to over half (52%).

It's important we continue to address this, as the effect of pay inequality is very real. According to the UN, disrupted careers, care responsibilities, and wage discrimination mean women earn a third of the global income generated by labour, and estimates that globally, for each dollar men earned in income, women earned only 51 cents.¹ This lack of financial independence has knock on effects in many ways – not only to confidence, but in terms of women's health, freedom and ability to make decisions.

Redressing the balance can come from progression at work such as promotions to seek higher financial reward. But while many glass ceilings have been shattered, many women still struggle to reach senior positions in a company. 57% of women surveyed in 2024 say they think it is difficult for women to achieve a senior position in a company compared to men. This figure has increased from 54% last year.



GENDER AND OPPORTUNITY

Ensuring that women have equal access to opportunity starts with ensuring that women have access to consistent, good education opportunities. And once they leave school, the right employment opportunities need to be available to them too.

However, almost a third of women (31%) in our 2024 research said they feel prejudice from employers about what roles are deemed more 'suitable' for them, due to being female. This number has increased from 27% in 2023.

Also increasing is the number of women who feel there are fewer options available to them when leaving school. 28% of women in our latest research agree that being female has negatively impacted the options that were available to them when they left school, compared to 23% of women who said the same last year.

The UN states that while “increases in girls’ enrolment in education are commendable” they also reveal that nearly 110 million girls and young women could remain out of school by 2030 if progress stalls.²

1. <https://www.unwomen.org/en/news-stories/feature-story/2023/09/global-gender-equality-in-2023-urgent-efforts-needed-to-reach-2030-goals>
2. <https://www.unwomen.org/en/news-stories/feature-story/2023/09/global-gender-equality-in-2023-urgent-efforts-needed-to-reach-2030-goals>

SECTION 3

REALISING ENTREPRENEURIAL AMBITIONS



Our last Global Progress Report was launched after high levels of change to the way we work. And while the pandemic, which forced a seismic shift in the way 'work works', might be over, continuing major economic changes since mean the dust has far from settled.

While the work from home boom provided better flexibility and work life balance, increasing financial pressures from the cost-of-living crisis and restricted opportunity could be forcing more women to think differently about how, when and where they work.

Research reveals a "marked rise" in the number of women across the UK starting their own businesses, driven by people looking to improve their work-life balance.³ More than 150,000 new companies were started by women in 2022 – more than twice as many as in 2018 – and research by Small Business Britain found that 39% of female entrepreneurs said that improving their work-life balance was the biggest catalyst for starting a business.⁴

According to WEF⁵, globally, women are more likely than men to go it alone when setting up a business, particularly in Latin America and the Caribbean (44.5%) and Europe (39.3%). In fact, Slovenia has the highest global rate of female "solopreneurship" (81.8%).

But women looking for the flexibility and autonomy that comes from starting their own business still face obstacles to achieving it. Over half (53%) of women surveyed for both 2023 and 2024 research agree that there are barriers to them setting up their own business/becoming an entrepreneur. This indicates that, while the appetite to change working circumstances exists, many women continue to feel their gender creates barriers to achieving their goals.

THE BARRIERS TO WOMEN ACHIEVING THEIR GOALS ARE GROWING.

Over a quarter (26%) of women say gender stereotypes are an obstacle to starting their own business, this has increased from just over 1 in 6 (17%) women in 2023.

A fifth (20%) of women say they see lack of gender equality as an obstacle to starting their own business – increasing from 14% of women in our 2023 report.

3. <https://www.independent.co.uk/news/uk/women-entrepreneurs-marked-rise-balance-b2404259.html>

4. <https://www.independent.co.uk/news/uk/women-entrepreneurs-marked-rise-balance-b2404259.html>

5. <https://www.weforum.org/agenda/2024/01/six-global-trends-in-female-entrepreneurship/>

CASE STUDY



VICTORIA HOULSTON
Norfolk

Victoria Houlston (30), from Lancashire, previously worked as the Business Manager of a chain of nurseries, but was furloughed when the pandemic hit, leading her to try her hand at something completely different. Her husband worked away mid-week, so Victoria wanted a venture that fed her entrepreneurial spirit while allowing her to be present for her two young children.

In 2020, after weighing up her options, Avon's Rep opportunity seemed like the perfect business for Victoria to build from the ground up. She'd previously dabbled in Avon when she was younger and had even watched her nan run an Avon business throughout her childhood, so it was only natural that she felt inspired to continue the family tradition.

Four years later, Victoria is now one of the top performing Sales Leaders, with a team of over 600 people and an annual turnover of £1m and earnings of £4,000 a month.

Q: HOW DID YOU HEAR ABOUT AVON AND WHY DID YOU DECIDE TO START YOUR BEAUTY BUSINESS?

"Avon has always been a huge part of my life. Ever since I could remember, I would help my nan sort makeup samples and she was a popular door-to-door seller in our local neighbourhood. Because of this I developed a natural passion for beauty, and it was inspiring to see my nan working as an independent businesswoman.

When I was furloughed, I needed a focus, and never thought that Avon would be my chosen career path. After doing some further research, I discovered the Rep opportunity was still very much alive and can be a huge reward for those who are willing to dedicate the hard work and time to grow their business. I'd dabbled in Avon when I was 18, but I hadn't realised how much it had changed over the years! I found out I could work as a 'hybrid' Rep – selling both door-to-door as well as through social media.

Soon after realising the amazing benefits and flexibility Avon had to offer, Avon quickly turned into a blessing, as I was made redundant from my furloughed job, which enabled me to go full-time with Avon as a self-employed business owner in September 2020."

Q: WHAT DOES A TYPICAL DAY RUNNING YOUR AVON BUSINESS INVOLVE?

"Thanks to the flexibility running an Avon business provides, I'm able to juggle so much at once. I often start the day with taking my kids to school and nursery, then I'll check in on my team and finalise any orders. I currently have a team of over 600 people so it is incredibly important to keep them motivated and be available for any concerns or questions they might have.

I usually spend my afternoons either creating content for my online platforms, or visiting my local community for some traditional door-to-door selling. I definitely enjoy this aspect of my Avon business the most as I can see the tangible positive impact I'm having on the community. This was especially true during the pandemic as some of my older customers wouldn't have anyone to speak to all day since they were shielding. I'd always set aside time to visit and chat through their window to keep them company. It wasn't about selling products; it was about uplifting the community I was living in."

Q: WHAT TYPE OF PAY AND BENEFITS DO YOU MAKE?

"Now that I work on my Avon beauty business full-time and I've had great success as a Sales Leader, I earn more than when I was working as a Business Manager! On average, I make £4,000 a month – something I never could have imagined. It's so rewarding having financial independence and knowing I can take full care of my family.

Thanks to the flexibility and my earnings, our family has been able to make the decision to move from Norfolk to Lancashire, which is where my husband works. This has made a huge difference to our family life because prior to running my Avon business we never had quality time together due to conflicting schedules. I finally feel we will be settled, and we are a united family again which is the biggest benefit of all.

On top of that, I have been able to treat my family to luxuries such as the full Disney experience in Florida including the hotel, fast passes, restaurants – the lot! I also bought my car outright and even treated myself to a jacuzzi too!

Avon also rewards hard work, so I've been lucky to have been invited on a host of all-inclusive trips. My favourite was a helicopter trip around the Grand Canyon in Canada, a truly life-affirming experience."

Q: WHAT ARE YOUR AMBITIONS FOR YOUR BUSINESS?

"Every year my ambitions keep on growing, and at this stage they feel almost limitless. I never thought I would be in a position where I would be managing over 600 people and achieving an annual turnover of £1million. Going forward, I'm looking to grow my team to over 1,000 with a turnover of over £2million by the end of 2024. These numbers might sound ambitious, but I truly believe it's possible to achieve whatever you set your mind to!

Mentoring and nurturing my team is so important to me, so this year I'm also prioritising helping people on my team to reach the success that I've had with my Avon business."

Q: WHAT IS YOUR FAVOURITE THING ABOUT BEING A REPRESENTATIVE?

"Seeing other women gain financial independence is a huge motivator for me – I love helping other women succeed the same way I have. There's a real community spirit at Avon and that's felt throughout the business. I feel responsible for nurturing Reps at every stage of their business journey. On a personal level, I just love the flexibility and being with my family. To be the mum I have always wanted to be, someone who is present but also able to provide for my family. It's a dream come true."

Q: WHAT WOULD YOU RECOMMEND TO PEOPLE LOOKING TO BECOME AN AVON REPRESENTATIVE?

"The hardest part is just saying 'yes'. This is a zero-risk business that does not require you to hit any targets, it's entirely up to you and on your own terms.

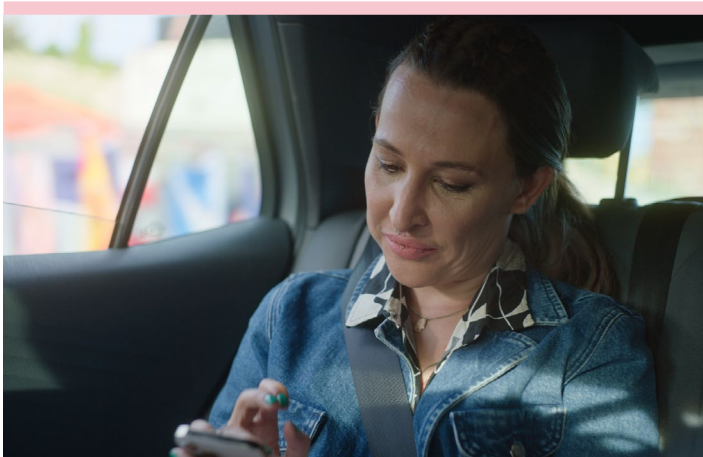
Whether it's just to sell a couple of products a week or grow your business to unimaginable heights with a turnover of over £1million, the choice is yours to make the business whatever you want it to be."



SECTION 4

THE CURRENT CLIMATE & HOW WOMEN ARE FARING

One year on from our last report, the world economic landscape is still in turmoil. The cost-of-living crisis continues to bite, and inflation is still high. Though there are signs of economic recovery, and the avoidance of recession in key markets across the world has helped reduce the scale of the impact, last year's research identified women were hardest hit by the financial crisis making their recovery more difficult.



SO, SINCE OUR LAST RESEARCH, HAS THE SITUATION IMPROVED FOR WOMEN?

The WEF Global Gender Gap Report 2023 highlights that the recovery from the shock and ensuing polycrisis of the pandemic has been slow and, so far, incomplete. The report highlights that current turbulent economic, social and political context, coupled with technological and climate change, risks causing further regression in women's economic empowerment.⁶

Our refreshed research for 2024 shows that, compared to 2023, there has been a decrease (8%) in the amount of women who feel negatively impacted by the recession/cost-of-living crisis. 2 in 5 (40%) women surveyed for our 2023 report said the recession/cost-of-living crisis had a significantly negative impact on their finances, but this number has decreased to almost a third (32%) of women surveyed for this year's research who say the same.

And while this is good news for some, our research reveals that the rate of women's economic recovery is proving slower than that of men. While almost a fifth (18%) of women surveyed in 2023 thought women had been most impacted by the recession/cost-of-living crisis, this number has now increased to over a fifth (23%) of women who say the same in 2024. Unsurprisingly, as a result three quarters (77%) of women surveyed in both 2023 and 2024 agree they would like to earn more money.



WOMEN STILL WANT
TO EARN MORE:

77%

of women surveyed in
both 2023 and 2024
agree they would like
to earn more money

6. <https://www.weforum.org/publications/global-gender-gap-report-2023/in-full/gender-gaps-in-the-workforce/>

SECTION 5

DO WOMEN HAVE FEWER CHOICES?

A key part of progress for women is ensuring the right systems and structures are in place to enable them to have autonomy over their decisions. In our last report, we explored how their ability to choose impacted their freedoms. In this year's report we uncovered how this might have changed in the last 12 months.



When women have financial freedom, they are empowered with the ability to make decisions about their lives. However, 29% of women surveyed in both 2023 and 2024 say they don't feel able to make financial decisions without the permission of a male partner. This figure hasn't changed in the last 12 months, suggesting that there has been no improvement or quantifiable change for women's financial independence over the past year.

This inability to control decision-making could come from lack of financial independence. Our research uncovers that financial independence is actually in decline. Whilst in 2023 we found that 2 in 5 (40%) women said it was difficult to support themselves financially, this has increased to over 2 in 5 (44%) women in 2024.

Of course, a major factor in being able to support yourself financially comes from being able to secure employment. However, once again, we see a growing trend of women feeling left out when it comes to employment choice. Almost 2 in 5 (38%) women we spoke to in 2023 thought that women have more limited choices than men in terms of being able to secure a job, but this has increased to over 2 in 5 (42%).

Women also feel that political decision-making is increasingly in favour of men. A recent and large amount of political debate and change concerning women's autonomy over their lives could be why 60% of women say politics is in favour of men, compared to 57% last year.



SECTION 6

SAFE SPACES FOR WOMEN TO THRIVE

As a new addition to our research this year, we have explored the attitudes and feelings of women towards their safety, an issue which remains a key pillar of *Avon's commitment to end violence against women and girls*. And the results are startling. As women continue to face threats to their safety across the world, we wanted to explore the issue and understand more about the spaces and places where women do feel safe, and where, sadly, they do not.



According to the UN, globally, even before the COVID-19 pandemic began, 1 in 3 women experienced physical or sexual violence mostly by an intimate partner. However, data shows there has been an increase in levels of violence – for example, there has been an increase in calls to domestic violence helplines and an increasing amount of sexual harassment and other forms of violence against women continue to occur on streets, in public spaces and online.⁷

Action Aid also highlights that violence against women is under-reported and the true scale of the problem is simply not understood. They also highlight that research shows almost half of women who have experienced violence have never told anyone at all.⁸

Good workplaces should be safe and inclusive spaces for employees, and for those who might be experiencing conflict or abuse at home it could offer them a crucial lifeline. Our research shows that more than 2 in 5 (43%) of women see their workplace as a haven or safe space away from any form of conflict or abuse at home.

7. <https://www.unwomen.org/en/news/in-focus/in-focus-gender-equality-in-covid-19-response/violence-against-women-during-covid-19#:~:text=Since%20the%20outbreak%20of%20COVID,collective%20effort%20to%20stop%20it>

8. <https://www.actionaid.org.uk/blog/2022/11/01/violence-against-women-statistics-around-world>

More than 1 in 10 women (13%) have taken time off work because of conflict or abuse from a partner



The invaluable nature of trusted workplace relationships means many women who are experiencing conflict or abuse at home have someone to turn to, away from their experiences. More than a fifth (22%) of women say they have spoken to an employer about domestic abuse they had experienced at home. And almost half (46%) say they feel their workplace would be helpful should they approach them with concerns around domestic abuse against themselves or a colleague.

Our research finds that meeting with others in the workplace presents a chance for conflict or abuse at home to be identified. Almost a third (31%) of respondents to our research say that they have noticed a colleague appear to have been suffering from physical injuries or other signs of domestic abuse. Furthermore, more than a third (35%) say a colleague has confided in them that they are suffering abuse from their partner at home.

Over 2 in 5 respondents (42%) say they have been concerned about a colleague and felt comfortable offering her information and support about where to get help. Additionally, more than a quarter (27%) of respondents say they have spoken to their employer about domestic abuse a colleague was suffering from.

It's clear, though, that employers can do more to harness their abilities as safe spaces and enable teams to know how to respond in situations where colleagues may present signs of conflict or abuse. 28% of people we surveyed say that despite being concerned about a colleague, they haven't known what to say, so said nothing.

Gender-based violence also has economic costs for countries in the form of loss in employment and productivity, direct costs of health care, the justice system, and social services. In fact, the global costs of gender-based violence have been estimated to be US\$1.5 trillion or approximately 2% of global GDP.⁹

PERSONAL SAFETY AT WORK

While workplaces can be a source of 'refuge' for women experiencing conflict or abuse at home, they can also be a place where they feel unsafe.

Our research reveals more than a third (35%) of women have felt 'uncomfortable' in the workplace because of their gender. Additionally, 17% said they felt 'unsafe', and 16% said they felt 'harassed'.

9. [https://www.oxfam.org/en/ending-gender-based-violence-possible#:~:text=The%20global%20cost%20of%20violence,\)%2C%20or%20US\\$241.5%20trillion](https://www.oxfam.org/en/ending-gender-based-violence-possible#:~:text=The%20global%20cost%20of%20violence,)%2C%20or%20US$241.5%20trillion)

A VIEWPOINT

PAMELA ZABALLA

NO MORE CEO

It's disheartening to see widespread safety concerns from women though, sadly, I'm not wholly surprised. There are many factors at play, in an increasingly challenging climate, which all directly impact women and their rights and freedoms.

The higher cost-of-living exacerbates the challenges which abuse victims face, making it difficult for them to escape perpetrators and start a new life.

Many women have seen their disposable income dip, whether due to rising prices or reduced earnings. With limited resources to pay for new accommodation and other day-to-day essentials, many women are forced to remain with their abusers.

On top of all this, there continues to be unrealistic and degrading depictions of women online which negatively influence male viewpoints as well as how women see themselves. Additionally, 'incel culture', deepfakes and revenge porn are all particularly worrying as they pervade digital spaces and seep into real life.

Becoming a male ally is critical to fighting these many widespread issues, taking tangible action, and helping to ensure women feel safe no matter where they are.



HOW TO BE AN ALLY



1

LISTEN WITHOUT JUDGEMENT

If someone discloses that they are currently experiencing or have experienced abuse, offer them a safe and private space to talk. Listen without judgement or blame and let them know they are not alone. Let them know that you believe them and ask what you can do to help. You can also reach out to national helplines for free, confidential advice.

2

CREATE SAFE AND INCLUSIVE SPACES

Promote gender equality by advocating for policies and practices that protect women's rights and safety. Be mindful of your own behaviour and how it might affect women. For example, avoid making sexist or inappropriate jokes, respect women's personal space and ask for consent before making physical contact.

3

CHALLENGE GENDER STEREOTYPES

Be aware of your own biases and assumptions and try to challenge the beliefs you have on others based on their gender. Call out gender stereotypes and inequality when you encounter them. Starting these conversations can be uncomfortable but they are vital to bring about change.

4

REACH OUT

Show your support by using social media to share resources and information to improve understanding about domestic abuse. If you witness or hear verbal abuse in public, find a safe place to talk and mention things that have worried you without offering your opinion. Remember to take your own safety into account as well as the victim's.

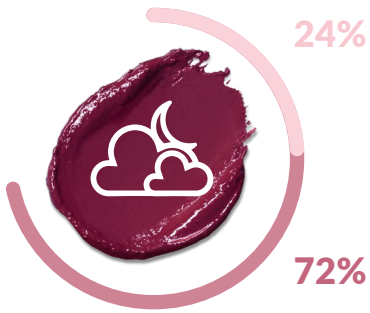
5

EDUCATE YOURSELF

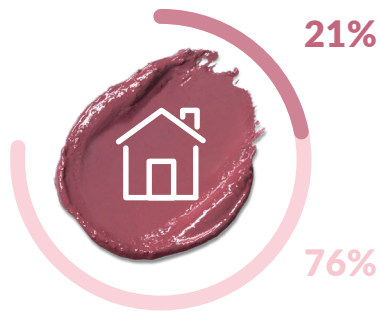
Familiarise yourself with the signs of both verbal and physical abuse. Educate yourself and those around you on the local services and support available for victims of domestic abuse.

AS A WOMAN, HOW SAFE, IF AT ALL, DO/WOULD YOU FEEL IN EACH OF THE FOLLOWING SETTINGS?

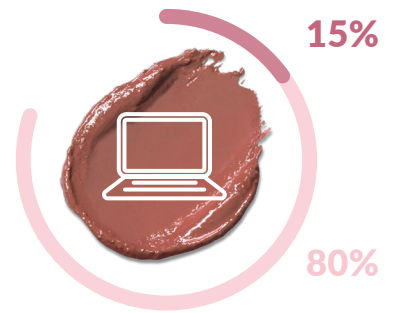
Safe¹⁰
Not safe¹⁰



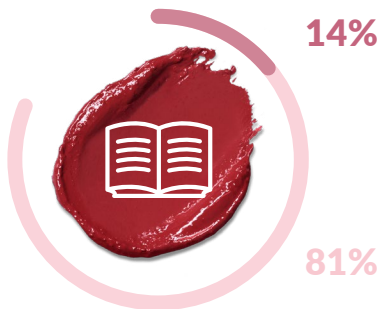
Walking/exercising alone outside at nighttime



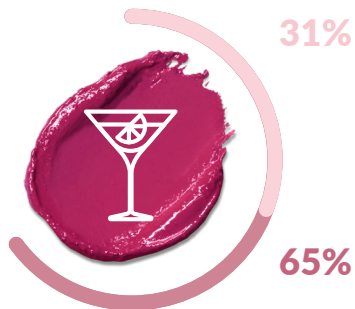
Being in your home alone



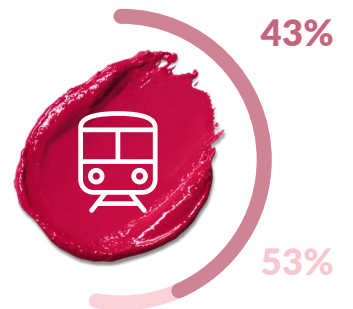
Being at work



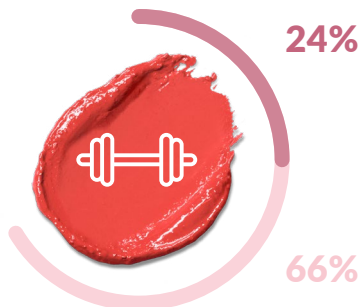
Being at a place of education



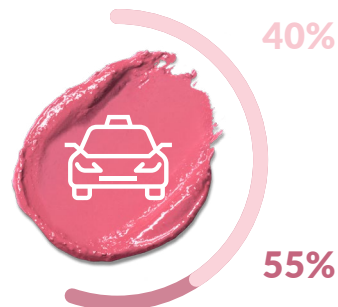
Being on a night out



Being on public transport



In the gym



Being in a taxi on my own

A VIEWPOINT

LINDA SCOTT**EMERITUS PROFESSOR, SAÏD BUSINESS SCHOOL,
UNIVERSITY OF OXFORD**

Over the past two decades, extensive data on women in the global economy has highlighted the positive impacts of their engagement, from tackling poverty to reducing violence. Nations striving for gender parity reap benefits in peace, prosperity, health, and a brighter future.

Yet, no nation has achieved full gender equality; systemic constraints persist, impeding women's economic freedoms and perpetuating disadvantage. Despite broad consensus on the importance of gender equality, progress is slow.

These unfortunate truths are reflected in the results reported here. All of the countries represented have marked gender inequalities in employment, pay, and advancement. Statistics show that none have seen improvement on key dimensions in the past few years and a few have recorded lost ground. So, when the respondents in this survey report that the gender situation in their country hasn't changed or has gotten worse, they are accurately reflecting the reality behind what they see.

National statistics often fail to capture gender-specific conditions exacerbating women's vulnerability, such as the disproportionate impact of the pandemic on female-dominated industries.

The contagion first affected businesses based on face-to-face contact, such as education, retail sales, and most services, where women were most likely to be employed. Those, too, were the businesses last to recover because they could not resume until the pandemic was firmly under control. Among those businesses were firms that provided essential services for working women, such as daycare, and they often did not survive the downturn, leaving a gap that had a longer effect: in most countries, for instance, good daycare had already been scarce for a long time; now the capacity to care for children would have to be built up all over again. With these facts in mind, you can easily see why the respondents in this report are still having a difficult time coping with economic stressors, even more so than their male counterparts.

Other forces within families and communities further magnified the effects on women. Research in several nations reported that the division of household labour fell back into traditional patterns, leaving the women under greater burdens even when trying to work remotely. Women were more likely to have their hours reduced or to be laid off. Studies also consistently reported a marked uptick in domestic violence against women, probably due to the economic stressors combined with the need to live in close quarters for long periods without a break. These regressive effects on family practice and structure will further hinder progress toward gender equality for a long time to come.

The complexities of women's global challenges underscore the need for reliable information and open discussions. Reports like this one validate women's experiences, fostering solidarity and empowering them to address shared obstacles effectively, thus bringing hope for their families and their countries, as well as their own futures.

SECTION 7

WORKING TOWARDS A FUTURE THAT WORKS FOR EVERYONE

For over 137 years we've been creating positive change for women. We know that we have a responsibility, and a universally agreed commitment, to help support women's progress in every area of their lives. Whether it's their health, their safety or their ability to work when, how and where works for them.



HELPING WOMEN INTO WORK

Too often, women and girls are not able to achieve their potential and face worse outcomes than men.

As we've discussed in this report, one key way to help women achieve their potential is through economic freedom. But research shows that while 35% of men worldwide are financially literate, this in contrast to only 30% of women, leaving a 5% gender gap.¹¹ To address the pressures of busy lives, challenging and conflicting priorities, and the need for increased flexibility, one way which women can get that freedom, and improve their financial literacy, is by being an Avon Rep.

Being an Avon Rep enables women to decide for themselves and gives them the tools and flexibility to run their own business in a way that works for them. So, when you invest in an Avon product, we invest in millions of women, helping them to learn, earn and embrace their power.

According to ITU Facts and Figures 2022, globally, girls are still less likely than boys to have digital skills.¹² But when you buy Avon, you're not just buying a new lipstick or skincare, you're enabling Avon Representatives worldwide to not only have access to earnings and opportunities to help them build their businesses, but also develop new skills – including improving digital capabilities.

11. <https://www.bruegel.org/comment/financial-literacy-and-fearless-woman>

12. <https://uis.unesco.org/en/blog/gender-imbalances-remain-digital-skills-stm-careers>



HELPING WOMEN FEEL SAFER

Since 2004 we've contributed more than US\$91 million globally to support awareness, education and the development and implementation of prevention and direct service programmes. We're collaborating with NGOs around the world to help end violence against women and girls.¹³ Women trust us each and every day to build and boost their confidence, put their needs and desires first and to have their backs. So, it's incumbent on us to use that trusted relationship for good and play our part in supporting women to lead and live lives free from violence.

We do that by:

- **BY ENCOURAGING CONVERSATION:** We'll use our global voice to break down the wall of silence around gender violence, shed light on the many forms of gender-based violence, and discuss what needs to change in order to end it.
- **BY PROVIDING INFORMATION:** We'll make sure that everyone we work with – our network of Representatives, employees, customers and partners – has access to the knowledge and information they need to recognise and respond to violence safely and on their own terms.
- **BY IMPROVING SUPPORT:** We'll work with local organisations to fund vital life-saving front-line services. And we'll convene global leaders and change makers to help make sure women and girls are understood, supported and fairly treated when they seek help or report abuse.

WE BELIEVE IN THE BEAUTY OF DOING GOOD

One key area of gender inequality is in healthcare, where there are wide gaps in research and treatment ability for areas that are unique to women. According to the UN, by elevating the importance of women's health we can deliver better, more inclusive, data and that will enable better care for women worldwide.¹⁴

Breast cancer is the most commonly occurring cancer in women and the most common cancer overall. There were more than 2.26 million new cases of breast cancer in women in 2020.¹⁵

Our Breast Cancer Promise is part of our commitment to support women's health globally. As part of the Promise, we're on a mission to empower women to make monthly chest checking a non-negotiable part of their self-care routine. Across the globe our work aims to arm women with knowledge, courage and the power to protect their well-being.

Our core purpose is to create a better world for women, which we believe has the power to be a better world for all.

That's why at Avon, we are proud to speak up and speak out on issues that matter most to women, and help women overcome the challenges they face, so they can become the best they can be. And, we can guarantee that our work to help move the needle of progress for women will continue.



13. <https://www.avonworldwide.com/supporting-women/violence-against-women-and-girls>

14. <https://www.weforum.org/agenda/2023/01/women-health-gap-davos-2023/>

15. <https://www.wcrf.org/cancer-trends/breast-cancer-statistics/>



ABOUT AVON

Avon has been doing beauty differently for over 137 years. We believe a better world for women is a better world for all, and we've been supporting women and female entrepreneurs since 1886. Millions of independent sales Representatives across the world sell iconic Avon brands through their social networks, building their own beauty businesses on a full or part-time basis. Avon stands for progress for women, and we believe in listening to women's needs, speaking out about issues that matter and creating positive change.

Through Avon and the Avon Foundation we've donated over \$1.1 billion, with a focus on tackling gender-based violence and breast cancer.