

more customers, another measure of field strength in the United States was the continuing decline in the turnover rate among Representatives, as many chose to sell Avon for longer periods of time.

Attendance at monthly sales meetings increased significantly during 1978. Representatives were attracted by livelier and more informative programs and by more frequent incentives and awards for achievement. Over the past three years, attendance at sales meetings has risen from under 40 percent to over 65 percent of Representatives.

Product Line

A number of highly successful new products were introduced during 1978 and contributed significantly to Avon's sales results for the year. Every major new line set a record for an Avon entry in its category, thus adding considerable

strength to the Company's cosmetics, fragrance and personal care business.

Tempo, a contemporary and casual new fragrance for women, became Avon's most successful fragrance introduction ever. *Tempo* is the newest of Avon's prestige fragrances—*Ariane*, *Candid*, *Emprise*, *Unspoken* and *Timeless*. Strong promotional support accompanied *Tempo*'s introduction, including network television commercials and two-page color spreads in major women's magazines.

Trazarra, with its sophisticated scent and package, posted record sales for a new Avon men's fragrance and became a strong addition to our other men's fragrance brands such as *Clint*, *Wild Country* and *Everest*.

Avon's leadership position in the skin-care category was enhanced by the introduction of *Skinplicity*, a facial skin-care plan with cream cleanser, facial toner and moisturizer. *Feelin' Fresh*, a line

of deodorant soap, talc, body splash and anti-perspirant for the entire family, was an important addition to our range of daily-needs products. *Avon New Vitality*, a line of conditioning hair-care products, strengthened Avon's position in the expanding hair-care market. *Avon Colorcreme Moisture Lipstick* in 16 attractive shades was successfully introduced during the fall.

Our aggressive new product program, with its emphasis on cosmetics, fragrances and personal care products, will continue in 1979 with at least one major new line to be introduced in each important product category.

Again in 1978, jewelry was Avon's fastest growing product category, with U.S. sales ahead 35 percent for the year. Marketing emphasis remains on jewelry in



Members of Avon's U.S. Circle of Excellence, the top-performing District Managers in the country, were honored at a banquet at the Waldorf-Astoria in New York City.

Working women enjoy the time-saving convenience of personal shopping with Avon.



Avon's popular "You Never Looked So Good" television campaign was seen by millions of people during 1978.



The *Skinplicity* line strengthened Avon's leadership in skin-care products.