

Hollywood has its "Oscars." Beauty has its "Miss America." Baseball has its "All-Stars." Now, here's a constellation of 1975 Avon greats—best performances of the year by Avon people, products and programs.

Avon "Bests" of 1975

Best-Selling New Product of the Year: Unspoken Cologne Spray

Over 4,300,000 units of Unspoken Cologne Spray were sold between introduction in Campaign 22, 1975, and year-end. Hands down, that makes it the year's outstanding new product. It also means that, two years running, our Company has enjoyed the two biggest fragrance introductions in our long fragrance history (fabulous Timeless happened in 1974). Avon is the world's largest fragrance company, and fragrance is our largest product category. So, you see that, with our Unspoken and Timeless successes, we're maintaining our fragrance leadership.



Best-Selling New Jewelry Product: Sunny Star

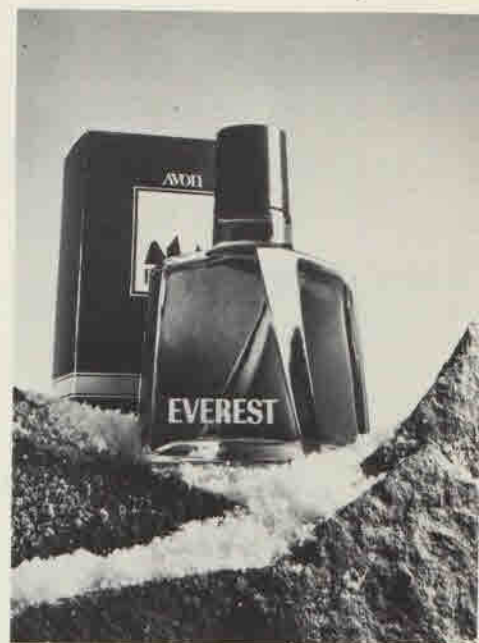
Avon's also the world's largest in costume jewelry—after just four years in the business! In 1975 we had our most successful jewelry item ever—the Sunny Star Necklace. Over 2,100,000 were sold in just a few fourth quarter campaigns. The necklace is Sunny Griffin's favorite piece of jewelry, and when she wore it on Avon TV

commercials, customers wanted one for themselves...to show just how effective advertising can be.



Best-Selling New Skin-Care Line: Moisture Secret

The fastest-growing part of the skin-care market is the treatment category, and in 1975 we introduced Avon Moisture Secret, especially for those with dry, maturing skin problems. The three products in the line—cleanser, freshener and night concentrate—far exceeded our sales objectives. (We're going after another segment of the skin-care business this year with 100% fragrance-free Delicate Beauty. Reports indicate it's another winner.)



Best-Selling New Men's Product: Everest Cologne

Not since the introduction of Wild Country in 1967 has there been an Avon men's product success like Everest Cologne—clean and cool like its name. Everest After-Shave, introduced in early 1976, also proved very popular.

Product Category with Biggest Sales Growth: Daily Needs

To build bigger sales in daily needs and toiletries, we lowered our discount to Representatives on 60 key products when on Special. Result: Our prices became more competitive, sales volume of daily needs and toiletry items increased significantly and average Representative earnings rose, too.

Best Order Entry Production: Rye

1975 was the first full year that the Visual Entry System was in operation in all Branches. That's the system in which Representative orders are entered directly into the computer for speedy processing. In November 1975, Visual Entry Operators in our Rye Branch handled Representative orders at the astonishing rate of 2,113 average line items per hour—7% higher than the next closest Branch for any month of 1975 and 50% higher than the average for all Branches in 1974. Three cheers for Rye!