



**76.** In 1985, Avon and the Soviet Union agreed: Soviet women want western-made cosmetics and Avon will provide them. The first items the Soviets have chosen are three products from the Accolade line, all with original "western-look" packaging to enhance their value. In return, Avon will receive a variety of products, including many handcrafted gifts based on traditional Russian folk art. Avon plans to exchange technology, share our research and testing techniques and help the Soviets refurbish their factories to produce products with Avon formulas.



**77.** Europe also directs our business in the Middle East. In Saudi Arabia, Kuwait and other countries in the region, Timeless is the best-selling fragrance. Women in this part of the world also buy a lot of Avon makeup and skin care.



**78.** When another famous company has its 100th birthday the same year you do, why not join together and celebrate? That's what happened in Germany when Avon and Mercedes had a joint sweepstakes. Customers who entered received five Spectrum 100 lipstick samples plus the chance to win a Mercedes 190.



**79.** In Spain's manufacturing plant, employees have an unusual amount of experience and expertise. Both supervisors and assembly line workers have worked an average of 15-18 years, and this is one reason product quality is extremely high. The most popular product they produce is Bubble Bath. In the last years, other companies have tried to copy this product, but no one comes close to Avon Bubble Bath in sales.



**80.** In Italy, product orders are not mailed to Avon as they are in most countries. Instead, Representatives bring their orders directly to their Zone Manager at either a hotel or restaurant. This gives managers the unique opportunity to encourage Representatives to order more demos or sell a few more products each campaign.