

NEWSLETTER

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Exciting Television Campaign to Support "Unspoken" Intro



Pictured above are several scenes from the upcoming "Unspoken" commercial, to be seen this fall.

"Unspoken" is Avon's newest fragrance, and it promises to be the most exciting and best selling fragrance ever! Topping "Timeless," which sold eight million units during its introductory campaign, will be no easy feat, yet "Unspoken" is the fragrance that could break all the records.

Accompanying the Campaign 22 Brochure introduction of "Unspoken" will be the largest advertising campaign in Avon's history. The television commercial, which is unlike any previous Avon commercials, will be shown on prime time television starting September 13th.

"Unspoken" is described as a fragrance "for those moments that go beyond words," and the commercial reflects this feeling perfectly. It tells a story... a love story. A young couple is shown strolling along a deserted beach, dancing together, kissing each other, all without words. In the background can be heard an original

musical score, written especially for "Unspoken."

The commercial was shot at Davis Park on Fire Island, and the isolation of the beach is a perfect setting for the mood of intimacy and romance. The actors in the commercial are natural looking and casually dressed.

At the same time the television commercials are being run, there will be print ads in three national magazines: Harpers, Mademoiselle, and Vogue. Never before has a new fragrance received such strong media support.



"Unspoken" - Avon's newest fragrance

News Briefs

DRAMA CLUB PLANNING SECOND PRODUCTION

"Barefoot in the Park" was the first, and very successful, production by the Avon Drama Club. On Wednesday, September 24th, at 5:00 p.m., the Club will hold a meeting to announce its second production.

The meeting, which will take place in the 28th floor Auditorium, is open to all Home Office employees. Everyone is welcome, whether you are interested in acting, or doing backstage work such as make-up or scenery, or simply finding out what's going on.

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William Chaney Elected to Board



On August 7, 1975, it was announced by Fred G. Fusee, Chairman of the Board, that William R. Chaney (above), Executive Vice President, has been elected to Avon's Board of Directors.

Help a Child to Learn - Volunteer for Project Live

Avon is calling for volunteer tutors for this year's Project Live Program. We need you to make this important program work.

Project Live stands for "Learning Through Industry and Volunteer Educators." Through this program, approximately 25 junior high school students (ages 12 through 14) come to the Home Office one afternoon a week from 4:00 p.m. to 6:00 p.m., for tutoring on a one to one basis.

Here's how the program works: each volunteer is assigned one student for the school year. One hour is spent tutoring, with reading and math being the two subjects emphasized. Don't be afraid of the tutoring part -- no one expects you to be a teacher, most of the students simply need someone to be interested in their schoolwork.

The second hour is spent doing something you both

enjoy, be it a visit to a museum, ice skating in Central Park, or doing a puzzle. Books, games, and counseling are available at anytime for all tutors.

Only you, as an Avon employee, can show the student how important education is to the world of work. By talking about your job, you can help a child understand that reading is important, as are spelling and math. You can make a child aware that school is a means toward a good job and a better life.

Being interested and caring about your child are really what Project Live is about. While tutoring is important, becoming a friend to your child can do as much for his schoolwork as studying.

You can volunteer by simply calling Kathy Mahon on Ext. 4106. You will be opening up a new & very rewarding experience -- for yourself and your child.