



**RESPONSIBLE
MARKETING
GUIDE**

Talking positively powerful: Our responsible marketing guide



We believe in the power of the community. That's why we're asking you to join our movement of positive and open communication.

It's important that people can trust us to bring the boom to their blusher. To call it right on causes, from gender equality and women's health to well-being. And to do what we've promised.

That means we say things straight, and we stick by what we say.

And we use our platforms and channels to speak up and say what we stand for.

That's all in the Avon Code of Conduct.

Because when the world is fair and respectful, everyone is happier. And together, we rise.

What we're asking of you

When you're talking or writing, please be:

- POSITIVE
- TRUTHFUL
- TRANSPARENT
- REPRESENTATIVE
- RESPECTFUL



POSITIVE

We inspire people to do something positive.

We celebrate people's power and potential.

When the world is tough and challenging, we respond with a positive and empowering message.

We work with people who match our values, and stand for what we believe in.



TRUTHFUL

We only say what is fair, complete and true.

We use proof points and back our claims with evidence from trusted places (like quotes and research).

We show people and products accurately – in words and images.

We answer questions honestly.



TRANSPARENT

We're open about the ingredients we use, where they come from, and what they can do.

We give the people who buy and sell our products enough information to make informed decisions.



REPRESENTATIVE

We're a proudly democratic and accessible brand. We're inclusive and open to all.

We represent people from diverse communities and with diverse body types and attributes. We commit to equally honouring all family structures and relationships.

Where content from another country is used, we change it to reflect the local culture and to represent the local community.

We stand for progress women.



RESPECTFUL

We respect people's data and privacy so we:

- Only use personal data legally, and as agreed in the Natura &Co Privacy and data protection policy.
- Ask people's permission before we market to them online (this includes sending them emails).
- Talk to adults, not children (even if we are selling a child's product).



What we're not

And here are some important things to avoid:

- We stand for women, but we don't disrespect or denigrate other genders.
- Never play on people's fears or insecurities.
- Never over-claim. Never over-promise. We don't greenwash, for example.
- We don't stereotype. No one wants to be put in a box. Choose words, sounds and images to avoid it.
- We say why our products are good, if we have proof and facts to back ourselves. But we don't rubbish, disrespect or 'cancel' other brands.



We've got your back

There's guidance and training for all our teams on our intranet, including green claims training, advertising law, and sustainability communications guidelines.

And if you'd like more information, or to read our full policies, you can do that here:

- [Code of Conduct](#)
- [Natura &Co privacy and data protection policy](#)
- [Human rights statement](#)
- [Avon Equity and Inclusion Statement](#)

