



## **Avon Products, Inc. Awarded *Ladies' Home Journal* "Do Good" Stamp**

### **Avon Hello Green Tomorrow Program Recognized through Second Annual Award for Companies that Care**

**New York, NY (June 14, 2010)** - Avon Products, Inc. has been awarded the *Ladies' Home Journal Magazine* "Do Good" Stamp, which honors companies that contribute to making the world a better place. The award is in recognition of the Avon Hello Green Tomorrow program, which is one of four recipients to be featured in the July issue of *Ladies' Home Journal* and on the magazine's website as well as in a special video segment on [Better TV](#).

Hello Green Tomorrow is a unique worldwide program, launched in March 2010 in 60 countries, with the mission to empower a global women's environmental movement to nurture nature. The specific goals of Hello Green Tomorrow are education and action: to drive green education and behavior change among the company's more than 40,000 associates and 6 million independent Sales Representatives, and to mobilize the Sales Representatives to raise funds to help restore the critically endangered Atlantic Rainforest in South America, which serves as the "lungs of the earth" for everyone.

Avon is partnering with The Nature Conservancy and its local partners in Brazil to manage the restoration efforts in the Atlantic Rainforest. Funds are raised through donations of only \$1.00 per tree, and from mid-March to early June, the ongoing Hello Green Tomorrow program generated funds to plant 2 million trees, which will restore 5,000 acres of the Atlantic Rainforest. This includes an initial gift of \$1 million from Avon to The Nature Conservancy and another \$1 million raised worldwide by the veritable "green army" of Avon Sales Representatives.

While raising funds, Avon is also driving green education through a focus on the "Five Simple Things" that anyone can pursue to help bring a greener tomorrow: Reduce, Reuse, Recycle, Rethink and Replant.

*Ladies' Home Journal* introduced its "Do Good" Stamp in April 2009 to celebrate corporations and brands that are committed to giving back to the community. To date, 17 companies have received recognition for their altruistic efforts. To receive the stamp, a company's charitable works must be innovative, results-oriented, and involve its consumers and employees. Recipients of the "Do Good" Stamp are chosen by an independent advisory panel, and are granted use of the stamp for a two-year period.

More information on Hello Green Tomorrow, including green tips and how to donate or get involved, can be found at [www.hellogreentomorrow.com](http://www.hellogreentomorrow.com)

The three other honorees for the “Do Good” stamp were Lands’ End, the Milton Hershey School and Four Truffles. For more information visit <http://www.lhj.com/volunteering/companies-that-care-july-2010/>

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