



the company for women

AVON STATEMENT

Recent reports regarding Avon and Oil Sands are inaccurate and contain a critical factual error.

Avon is not boycotting Canada's Oil Sands or any other oil source. In our commitment to global environmental stewardship, we are taking many steps to reduce our company's carbon footprint. We encourage our supply chain partners to join these efforts by minimizing consumption of fuel and to focus on sourcing fuel with the lowest environmental impacts and embedded carbon footprints, as well as increased fuel efficiency, lower transport miles and lower emissions.

This strategy, however, is not a boycott. We recognize the vast resources in Canada, and specifically Alberta with respect to Oil Sands, and their abundant value. We also understand the complexities of extracting and refining bitumen. In light of this, we share the interest of the citizens of Alberta of the continued restoration of the forests affected by Oil Sands and the ongoing development of cleaner methods to refine the oil.

As a major consumer of paper, Avon has a particular focus on the issue of deforestation and a commitment to help protect and restore critical forests worldwide. Our Hello Green Tomorrow program this year helped restore 5,000 acres in the Atlantic Rainforest in Brazil, and in 2011 we will expand these efforts to address global deforestation.

For more information on Avon's efforts in the environment and other corporate citizenship issues, please visit **<http://responsibility.avoncompany.com>**