

Sustainability

The actions that Avon is undertaking to improve the sustainability of its products are contributing to the reduction of its carbon footprint. The strategy is aligned with the TCFD, and, in 2024, the CDP classified Avon's performance as Level B, four levels higher than its previous scoring.

Avon is a pioneer in the new approach it is taking to all the product formulas. We are focusing on permitting the development of more sustainable products through use of the Quantis Life Cycle Assessment. This tool analyzes the impact of a product at each stage, from its ingredients through to how it is made, used and disposed of. The gauging of the total environmental impact of the product (including water, carbon, waste and renewability), allows Avon to guarantee that every product is planned to have less impact than it had previously, not only from the point of view of its own operations, but also of the whole supply chain from start to finish.

The company is making significant progress and has made ambitious commitments regarding sustainable packaging. Currently, 80% of the packaging in all categories is reusable, recyclable or compostable, and the target is to reach 100% by 2030. The entire Far Away fragrances line, for example, has been offered in refillable bottles since 2024.

Furthermore, Avon has reinvented its Ultra Color Rich lipstick with fully recyclable packaging. The plastic in all the fragrance packaging is being substituted by tamper-proof stickers. The benefits of this change include:

- **Less plastic:** By replacing the cellophane wrap with two security stickers, Avon is reducing the use of plastic by approximately 91% in each unit, based upon a weight comparison.
- **Fewer emissions:** This updating of the packaging also contributes to the reduction of carbon emissions, with estimated annual savings of around 13%.
- **Improved security:** two new tickets, replacing the cellophane wrap, will guarantee that the products remain tamper-free and secure.

The reduction in the use of virgin plastic, including high levels of recycled plastic in our bottles, is also under way, and the level of post-consumption recycled (PCR) plastic across our entire portfolio in 2024 stood at 10%. By adopting fully recycled packaging for the Senses bath gel bottles, for example, Avon has reduced the use of virgin plastic by more than 4,000 tons. Similarly, Avon has redesigned its powder blushes to remove the plastic, creating a cardboard palette using paper certified by the Forest Stewardship Council (FSC), thereby also reducing the carbon footprint. Following the successful eyeshadow pilot, Avon is expanding this to other blushes.

The eyeshadow itself uses mica that is verified by the Responsible Mica Initiative to combat risks to human rights. Avon is also committed to full traceability and/or certification for its critical supply chains by 2025, and is working to increase the use of renewable ingredients and biodegradable formulas in its beauty products. This approach is already at the forefront of the development of all new fragrances. For example, Far Away Beyond the Moon uses Sandalwood Album Essence Australia Orpur and eco-friendly technology to capture the fragrance whilst leaving the Belle de Nuit flower untouched.

Avon is also improving the sustainability of its Beauty+ fashion and lifestyle products. In 2024, we ran a pilot project to include cotton for pajamas sourced from Cotton Made in Africa (CmiA), an internationally recognized standard for improving the conditions of one million small farmers. The CmiA cotton is fully traceable, does not use irrigation or



genetically modified seeds, and produces 13% fewer carbon emissions than standard cotton. Following the successful pilot, Avon is expanding its use of CmiA cotton.

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Support for women's causes



For more than 20 years, Avon has been committed to tackling gender violence, contributing more than BRL 91 million to supporting more than 15 million women and girls throughout the world, by means of its programs and partnerships. We have been collaborating with partners and NGOs around the world to develop a new platform that is open to all, inviting everyone to recognize the symptoms of abuse by an intimate-partner.

As part of the 16 Days of Activism against Gender Violence 2024, Avon launched its new Lovestrong platform to raise awareness of the common early warning signs of abuse, provide information to help spot dangerous patterns before they escalate and direct women to resources like the NO MORE global directory. Supported by multimedia activity, the Lovestrong campaign reached more than 16 million people in social networks, with reports in publications such as Marie Claire.



In 2024, Avon continued to build upon its legacy of 30 years of empowering women (and men) to recognize the signs and risks, and how to act in relation to breast cancer.

Supported by the continuity of the 'Feel the Boob Love' campaign, Avon encouraged everyone to include self-checkups in their regular self-care routines. In collaboration with NGOs, Avon's markets have expanded awareness-raising and the action itself, organizing 'Pink Parades' with special influencers and representatives, whilst also providing educational sessions in schools and universities.

Avon is also dedicated to training its employees and its global network of autonomous representatives in the abilities necessary to succeed. By means of improvement initiatives, the company has supported the growth of the businesses, the development of leaders and digital trading, ensuring ongoing learning opportunities for all.

In 2024, Avon launched The Avon Academy, a digital learning platform designed to provide support for our community of autonomous workers in 31 countries. This platform introduced 300 new learning courses and registered more than 86,000 new enrollments, meaning a login rate of 83% and an engagement rate of 61% (30% higher than the industry standard). Those Representatives who engaged with the training content have seen their sales increase by up to 55%, whilst the trained sales leaders (representatives who put together and support their own team) have seen growth of as much as 129%.