

# AVON'S FIVE SIMPLE STEPS: THE FIVE R'S OF GREEN ACTION

JOIN AVON'S GREEN ARMY AND SPREAD THE WORD ABOUT MAKING SMALL PERSONAL CHANGES THAT ADD UP TO BIG RESULTS FOR THE PLANET!



REPLANT.



REDUCE.



REUSE.



RECYCLE.



RETHINK.

## Nº 1 REPLANT

**Plant one or more trees through the Avon Hello Green Tomorrow project, which supports the United Nations Environment Programme Billion Tree Campaign, and encourage your friends to do so, too.** Avon directly donated 1,000,000 trees, and if every one of Avon's 300,000,000 customers plants even one tree through Avon Hello Green Tomorrow, those trees will reforest an area the size of a small country in the critically important Atlantic Rainforest in South America, which will help reduce the effects of climate change on the entire earth. See your Avon Sales Representative or visit [www.hellogreentomorrow.com](http://www.hellogreentomorrow.com).

## Nº 2 REDUCE

**Shop smarter – consolidate your shopping trips, and shop conveniently with your Avon Sales Representative.** If every Avon customer worldwide reduces driving by only two miles (3.2 km) per month, together we will save more than 300,000,000 gallons (more than 1,100,000,000 liters) of gasoline each year.

## Nº 3 REUSE

**Use a refillable water bottle, a mug instead of paper cups, and reusable shopping bags, and reuse plastic bags, such as to carry lunch to the office, or to pack your shoes or small items when traveling.** If each Avon customer in the world uses one fewer plastic bag per week, we will save almost 60,000,000 gallons (more than 227,000,000 liters) of oil from the bag manufacturing process.

## Nº 4 RECYCLE

**Recycle items of glass and metal, and paper such as magazines and newspapers, whenever possible according to local law.** If every customer around the world recycles just two magazines (or Avon brochures) per year, we will avoid putting 282 million pounds (127,000 metric tonnes) of waste into landfills.

## Nº 5 RETHINK

**Think about how you can easily save energy – use efficient light bulbs, turn off lights and unplug appliances when not in use.** If just one in 10 Avon customers worldwide unplugs their cell phone chargers when not in use, we will avoid emitting over 70,000 tons (63,000 metric tonnes) of CO<sub>2</sub>, which is the equivalent of taking more than 11,000 cars off the road for a year.

hello  
green  
tomorrow  
NOW IS THE TIME

These are just a few tips you can use. Please keep the “Five Simple Steps” in mind as you go through your daily life and be creative in how you can **reduce, reuse, recycle, rethink—and replant!**

Visit [hellogreentomorrow.com](http://hellogreentomorrow.com) for more information.

AVON  
the company for women