

# CELEBRATING WOMEN

AVON  
125  
years

## Avon Products, Inc. Timeline

Avon is born as the California Perfume Company in an age of dramatic transformation in the United States – social, economic, political and industrial – that will forever change the country. Bookseller David H. McConnell founds the company as the U.S. edges toward an era that will be defined by progress and change. How fitting for a company that is decades ahead of its time in offering women an opportunity to earn their own money. Avon's early and continued empowerment of women is what earns the company its own special place in women's history.

1886



Founder **McConnell** is extremely hands-on, mixing the perfumes himself, finding Representatives and laying the foundation for what will eventually become a Fortune 500 company.

**Mrs. P.F.E. Albee**, a 50-year-old wife and mother of two, becomes the California Perfume Company's first Representative. The legendary Mrs. Albee is still considered a role model for Avon Representatives today and is credited with creating the company's system for distributing products.



CPC's first product is the *Little Dot Perfume Set*, five single-note fragrances – Lily of the Valley, Violet, Heliotrope, White Rose and Hyacinth.

1895

CPC opens a manufacturing headquarters in Suffern, New York. Two years later, the company expands the facility to include a laboratory.



1896

The company issues its first brochure.

1900

Women compete for the first time at the modern Olympics in Paris.

1902

California Perfume Company has **10,000 Representatives**.

1903

*Marie Curie, who discovered radium, is the first woman to win a Nobel Prize. The Polish-born French physicist and chemist later becomes the first person to win two Nobel Prizes.*

1905

The company introduces *Outlook* magazine for Representatives. *Outlook* offers advice and company news.

1906

The company issues its first color brochure.

The company's first ads appear in *Good Housekeeping* magazine.

1914

Operations begin in Montreal, Canada, marking the company's first international expansion.



1916

The California Perfume Company incorporates in New York State.

1920

Sales top \$1 million for the first time.

*Women in the United States win the right to vote after the 19th Amendment is ratified.*

1927



The launch of the *Gertrude Recordon Facial Treatment* marks the introduction of the company's first skincare collection.

1928

For the first time, California Perfume Company uses the Avon name on everyday products, including a vanity set, talc and a toothbrush cleanser. The name is a reference to the river that runs through Stratford-on-Avon, the birthplace of McConnell's favorite playwright, William Shakespeare.

The Avon logo, introduced in 1929 on a cosmetics line, includes a sketch of Anne Hathaway's (Shakespeare's wife) cottage.



1931

The Good Housekeeping Seal of Approval is awarded to 11 California Perfume Company products, an unprecedented number for one company.

1932

The company moves from a monthly campaign to a three-week selling cycle and reduces prices on specific products for each campaign. Subsequently, sales jump 70% in the middle of the Great Depression.

1939

California Perfume Company is renamed **Avon Products, Inc.**



1942

During World War II, Avon converts more than half of the Suffern laboratory into a factory for the war effort, making paratrooper kits, gas-mask canisters and pharmaceuticals. At the same time, Representatives sell war bonds.



1944

Avon introduces a new component to its direct-selling model that will distinguish it from other direct sellers: a district manager plan. Staff managers now supervise specific regional sales territories.

1946

Avon goes public with OTC (over-the-counter) stock.

1948

Sales surpass \$21 million.

1953

Avon's first television advertising is launched.

1954

The "Ding Dong, Avon Calling" campaign launches and runs through 1967, making it one of the longest and most successful advertising campaigns in history.



The opening of operations in Venezuela marks the company's first overseas expansion. Avon enters Puerto Rico the same year.

1955

Avon starts the **Avon Foundation** in the U.S. What begins with a humble \$400 scholarship will later become the largest corporate-affiliated philanthropy dedicated to helping women's causes globally. It is renamed the "Avon Foundation for Women" in 2009 to better reflect its mission to improve the lives of women.

1957

**The number of Avon Representatives grows to 100,000**, with the company breaking the \$100-million sales mark.

1958

Avon enters Mexico.

1959

Avon enters the United Kingdom, Germany (West) and Brazil.

1960

Avon enters Iceland.

1960s

In the 1960s and 1970s, Avon is one of Wall Street's favorite "Nifty Fifty" stocks, a group of well-regarded, "buy and hold" blue chips that also includes Xerox, Disney and McDonald's. These stocks help drive the bull market of the early 1970s in the U.S., with Avon's stock soaring to \$140. The Nifty Fifty bubble later bursts, sending U.S. stocks plunging.

1961



Avon launches *Skin-So-Soft*, a brand that will become one of Avon's most recognizable.

1963

*Katharine Graham takes over The Post Co., parent company of The Washington Post, making her the first woman to run a Fortune 500 company.*

*Soviet cosmonaut Valentina Tereshkova becomes the first woman to travel in space.*

Avon enters Australia.

1964

Avon Products, Inc. (AVP) is listed on the New York Stock Exchange.

1966

Avon enters Italy, Spain and France.

1969

With a program called "The Better Way," two-week selling cycles become standard for all U.S. locations.

Avon enters Japan.

1970

Avon enters Argentina.

1971

Avon starts selling jewelry.



1972

Sales reach \$1 billion, and the company has more than **600,000 Representatives** worldwide.

1973

The company develops a computer program to store ingredient formulations.

1974

Avon begins operating an automatic lipstick assembly factory in Suffern, NY.



1975

The magazine for Representatives, *Outlook*, is renamed *Avon Calling*.

Avon enters Guatemala.

1977

Avon sponsors the Avon Futures Tennis Circuit, a feeder circuit for the Virginia Slims tennis tour.

Avon enters Chile and Malaysia.

1978

**The number of Representatives reaches one million**, with sales totaling more than \$2 billion.

Atlanta hosts the first Avon International Women's Marathon, part of *Avon's International Running Circuit*, which was created by Kathrine Switzer. Switzer and Avon help pave the way for the women's marathon to be included as an official Olympic event at the Los Angeles Games in 1984.



Avon has \$400 million in jewelry sales, making it the world's largest distributor of costume jewelry.

Avon enters Thailand, the Philippines and New Zealand.

**1979**

*Margaret Thatcher becomes Britain's first female Prime Minister.*

Avon's purchase of Tiffany & Co. kicks off an acquisition spree, which runs through the 1980s. Avon expands into medical equipment, home health-care services, specialty chemicals, retirement and nursing homes, as well as fragrance and catalog businesses. The company sells each of these entities by 1994 in order to focus on its core business.

Avon enters El Salvador.

**1980**

Avon enters Honduras and Saudi Arabia.

**1981**

*Sandra Day O'Connor becomes the first woman to serve on the U.S. Supreme Court.*

**1982**

Avon enters Taiwan, Peru and Portugal.

**1983**

Avon enters the United Arab Emirates and the Dominican Republic.

**1984**

Avon enters Austria and Lebanon.

**1985**

Avon enters North Cyprus.

**1986**

Avon's centennial occurs the same year the iconic Statue of Liberty turns 100. Part of Avon's 100th anniversary celebration entails serving as an official sponsor of the restoration effort of the Statue of Liberty.

Avon enters Reunion Island.



With its patented BIOADVANCE skincare product, Avon is the first to use stabilized Retinol.

**1987**

Avon enters Mauritius.

**1988**

The company launches its flagship cosmetics line, *Avon Color*.

**1989**

Avon is the first major cosmetics company to announce a permanent end to animal testing.

Avon enters Indonesia.

**1990**

Avon enters China as a direct seller, moving to a retail model in 1998 when the government bans direct selling. In 2006, Avon resumes direct selling when the Chinese government lifts the ban.

Avon also opens in Hungary and Germany (East).

**1991**

Hays Clark, the last descendant of company Founder David H. McConnell to be affiliated with Avon, retires from the board.

Avon enters the Czech Republic, Panama, Ecuador, Bolivia and Russia.

**1992**



Avon launches the ANEW brand, becoming the first company to bring Alpha Hydroxy Acid (AHA) anti-aging technology to the market.

**1992**

Avon U.K. launches the *Breast Cancer Crusade* to raise funds and awareness for breast cancer. A year later, the U.S. adopts the Crusade.



Avon enters Poland.

**1993**

Avon enters Slovakia, Turkey and Ireland.

**1994**

Avon enters Egypt.

**1996**

Avon becomes the official cosmetics, skincare and fragrance sponsor of the Centennial Olympic Games in Atlanta, Georgia.

Avon is the world's first beauty company to launch an e-commerce site, which ships to customers in the U.S.

Avon enters South Africa, India and Nicaragua.

**1997**

Avon enters Ukraine, Romania, Croatia and Tunisia



**1998**

The Avon Foundation is named the beneficiary of the *Avon 3-Day Walk for Breast Cancer*, the first long-distance multi-day breast cancer event. In 2003, the Avon Foundation introduces its own *Avon Walk for Breast Cancer*, a marathon-and-a-half (39.3 miles) walk over two days. From 2003 to 2010, the *Avon Walk* raises more than \$380 million through the dedication of more than 142,000 participants.

Avon enters Uruguay and Paraguay.

**1999**



Avon names its first female CEO: Andrea Jung.

The company launches "*Let's Talk*," its first global advertising campaign. The campaign focuses on Avon's unique relationships with women around the world as well as its latest beauty innovations.

Avon enters Hong Kong, Lithuania, Slovenia, Bulgaria and Latvia.

**2001**

Avon enters Greece, Morocco, Estonia, Moldova, Serbia and South Korea.

**2003**

Avon launches *mark.*, its brand for young women.

**mark.**

Avon enters Kazakhstan, and Bosnia and Herzegovina.

**2004**

Avon launches its domestic violence program, "*Speak Out Against Domestic Violence*," with celebrity spokesperson Salma Hayek.

Avon enters Vietnam.

**2005**



Avon opens its 225,000-square-foot, state-of-the-art R&D facility in Suffern, New York.

Avon enters Colombia, Finland and FYR Macedonia.

**2006**

The Chinese government issues Avon the first official license to re-enter direct selling.

Avon enters Albania.

**2007**

Avon kicks off its global "Hello Tomorrow" campaign.



Reese Witherspoon is named Avon's first Global Ambassador, serving as Honorary Chairman of the Avon Foundation. She will become actively involved in helping Avon and the Foundation to raise awareness and money for the company's philanthropic causes. Witherspoon launches "empowerment products," with proceeds benefitting programs to end violence against women. She goes on to create a signature fragrance, *In Bloom*.

Avon enters Montenegro and Kyrgyzstan.

**2008**

Avon has more than \$10 billion in sales.



Avon expands its efforts to fight violence against women when it partners with the United Nations Development Fund for Women (UNIFEM) to promote women's empowerment and end violence against women. The setting for the announcement of this partnership is the United Nations during the *Global Summit for a Better Tomorrow*, an event co-sponsored by UNIFEM and Avon in celebration of International Women's Day.

Avon enters Georgia.

**2009**

Avon now has more than **6 million Representatives**.

Avon runs its first *Super Bowl* commercial.

**2010**

Avon launches "Hello Green Tomorrow," an initiative to empower a global women's movement to nurture nature, with a focus on reforestation. *Hello Green Tomorrow's* tree-planting campaign to restore the Atlantic Rainforest results in the planting of two million trees by the end of 2010. This program follows an internal initiative for Avon Associates, started in 2009, to raise awareness about environmental sustainability.



Avon and the Avon Foundation for Women partner with the U.S. State Department

and *Vital Voices* to launch "The Global Partnership to End Violence Against Women" to combat the most destructive types of violence against women and to help ensure justice for women and girls worldwide.



Avon acquires Liz Earle Beauty Co. Limited, a U.K. brand of naturally active skincare products; children's and baby-care line Tiny Tilia and Silpada, the largest direct seller of sterling silver jewelry.

Throughout the first decade of the new millennium, Avon begins operating in numerous new markets, with heavy expansion in Central and Eastern Europe and the Caribbean Islands. Avon is now in more than 100 markets.

**2011**  
**AVON CELEBRATES 125 YEARS OF EMPOWERING WOMEN**



**LOGO TIMELINE**

1886-1904



1904-1911



1910-1929



1930-1936



1936-1947



1954-1972



1947-1954



1970s-1980s



1980s-2009

