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Avon Products, Inc. Debuts “Green” US Headquarters in New York City

The company marks its 125th anniversary with new green headquarters in the city in which it was founded in 1886.

US headquarters is the latest Avon building to meet the commitment of the global **Avon Green Building Promise** to reduce the company’s environmental footprint.

September 13, 2011 (New York, NY) – Avon Products, Inc. [NYSE: AVP] has formally opened its new “green” US headquarters, the latest of the company’s facilities to be built under the standards of the **Avon Green Building Promise**. The US headquarters, located at 777 Third Avenue in New York City, was designed and constructed to the Gold Level standards of the US Green Building Council (USGBC) Leadership in Energy and Environmental Design (LEED®) rating system. LEED® guidelines encompass the design, construction and operations of the building, and it is one of the most universally applied green building systems worldwide. The official certification of the new Avon headquarters is pending.

Avon has for years supported sustainable building practices as part of the company’s overall Hello Green Tomorrow environmental stewardship. In early 2011 Avon launched the Avon Green Building Promise, which established a global commitment to achieve at least a “certified green” level in every major new construction or significant renovation project, and to seek a higher level, such as Gold or Platinum (or local equivalent), where possible.

The LEED® Gold headquarters in New York City follows other Avon facilities worldwide that have met the certification standards of LEED® or equivalent local ratings, including:

- “Ecobranch” Distribution Center in Medellin, Columbia, which is the first building to achieve LEED® Gold certification in all of Colombia.
- Distribution Centers in Cabreuva, Brazil and Zanesville, Ohio, both certified LEED® Gold
- R&D Center in Shanghai, China that achieved LEED® Platinum certification
- Administrative headquarters in Northampton, UK, which achieved a “Very Good” rating under the BREEAM system (Building Research Establishment Environmental Assessment Method)

“Avon is committed to sustainability across our business enterprise, and our Green Building Promise ensures that we continually work to minimize the impact of our buildings worldwide,” stated Louise Matthews, Vice President, Global Real Estate, Avon Products, Inc. “We are especially proud that our US headquarters has been designed and built to ‘Gold’ standards during Avon’s 125th anniversary year, right here in the city in which we were founded, and we hope this will serve as an inspiration to other companies in New York City and around the globe.”

In addition to the environmental sustainability of the US headquarters, Avon also used the site as an opportunity to drive the company’s core commitment to empower women. Working with Non-Traditional Employment for Women (NEW), Avon committed to 15% women on the construction crew of their new US headquarters -- a goal more than twice the federal standard of 6.9% and a level that had never been achieved on a private sector project. The goal was surpassed with a 17% female crew for the life of the project, creating employment opportunities for women across the construction trades.

Architects for the Avon US headquarters was the award-winning firm HOK, a global provider of planning, design and delivery solutions for the built environment and a leader in sustainable design. HOK is headquartered in St. Louis, MO and was founded in 1955.



About Avon Products, Inc.: Avon, *the company for women*, is a leading global beauty company, with over \$10 billion in annual revenue. As the world's largest direct seller, Avon markets to women in more than 100 countries through approximately 6.5 million active independent Avon Sales Representatives. Avon's product line includes beauty products, as well as fashion and home products, and features such well-recognized brand names as *Avon Color, Anew, Skin-So-Soft, Advance Techniques, Avon Naturals, and Mark*. Across the business, the company's mission encompasses three core pillars: women's empowerment, philanthropy and sustainability. Learn more at www.avoncompany.com.

About USGBC: The U.S. Green Building Council is a 501(c)(3) non-profit community of leaders working to make green buildings available to everyone within a generation. Learn more at www.usgbc.org.

About LEED: The U.S. Green Building Council's LEED green building certification system is the foremost program for the design, construction and operation of green buildings. Over 32,000 projects are currently participating in the commercial and institutional LEED rating systems, comprising over 9.6 billion square feet of construction space in all 50 states and 114 countries. Learn more at www.usgbc.org.

About HOK: HOK is a global architectural firm that specializes in planning, design and delivery solutions for buildings and communities. Through its collaborative network of 25 offices worldwide, the firm serves diverse clients within the corporate, commercial, public and institutional markets. HOK is committed to developing resources and expertise to help lead the world toward sustainable communities and building environments. Founded in 1955, the firm's expertise includes architecture, engineering, interiors, planning, lighting, graphics, facilities planning and assessment, and construction services. Learn more at <http://www.hok.com/>.