

AVON

the company for women

1251 AVENUE OF THE AMERICAS, NEW YORK, NY 10020-1196

URGENT: COSMETIC RECALL



November 9, 2010

Re: Avon Healthy Makeup Eyeshadow, select shades and codes (see below)

Dear Avon Customer:

This letter is to advise you that select shades of **Healthy Makeup Eyeshadow** were produced with missing or incorrect ingredients. Therefore, Avon is conducting an **urgent recall** of this product.

This product was featured in the Avon Brochures, beginning with Brochure 20.

The Shade Name and Lot Code of Healthy Makeup Eyeshadow affected by this recall can be found on the label on the bottom of the product.

The shade being recalled because it contains an incorrect color pigment ingredient is:

- **Violet Dusk** Codes: **MGA01, MG301, MG401, MHD01, MIG01, MIH01, MJA01, MJB01.**

The shades being recalled for missing preservative ingredients are as follows:

- **Platinum** Codes: **MH501, MIA01, MH101, MIN01, MJB01, MJD01, MJE01, MJS01, MJT01;**
- **Rose Satin** Codes: **MIO01, MIN01, MJT01;**
- **Tiger's-Eye** Codes: **MHQ01, MH501, MIA01, MI301, MJD01, MJE01, MJS01, MJR01, MJY01;**
- **Iced Mocha** Codes: **MIJ01, MIM01, MJB01, MJD01, MJS01, MJT01, MJZ01, MHX01, MHY01;**
- **Lilac Ice** Codes: **MH401, MH501, MJB01, MJT01;**
- **Limestone** Codes: **MHZ01, MH101, MIJ01, MII01, MI401, MI408, MJU08, MJU01, MJA01.**

In addition, these six shades are missing other minor ingredients.

We are not aware of any health-related complaints involving these shades. However, this return is being requested to prevent the possibility of the products becoming contaminated and posing a risk of causing eye infection due to the missing preservatives. These specific shades of Healthy Makeup Eyeshadow have been removed from sale.

See reverse side.

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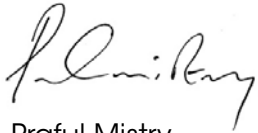
You may have purchased one or more of these Healthy Makeup Eyeshadows. If you did, we ask that you return it to your Avon Representative, who will be happy to give you a full refund or a credit toward a future purchase. Please rest assured that we are no longer shipping any of these specific shades of this product.

If you have any questions, contact Avon toll-free at 1-877-217-0916 (English) or 1-877-217-5077 (Spanish) Monday through Saturday between 6 a.m. and midnight ET, or Sunday between noon and midnight ET.

We apologize for the inconvenience. As you know, Avon is committed to maintaining high product quality and safety standards.

Thank you for your help and understanding.

Sincerely,

A handwritten signature in black ink, appearing to read 'Praful Mistry', written in a cursive style.

Praful Mistry
Vice President, Representative Service, North America