

AVON PRODUCTS INC  
Form 8-K  
July 28, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

**Date of Report (Date of earliest event reported): July 28, 2010**

**Avon Products, Inc.**

(Exact name of registrant as specified in charter)

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**New York**  
**(State or other jurisdiction**  
  
**of incorporation)**

**1-4881**  
**(Commission**

**13-0544597**  
**(IRS Employer**

**File Number)**  
**1345 Avenue of the Americas**

**Identification No.)**

**New York, New York 10105-0196**

**(Address of principal executive offices) (Zip Code)**

**(212) 282-5000**

**(Registrant's telephone number, including area code)**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ..  Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ..  Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ..  Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ..  Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**INFORMATION TO BE INCLUDED IN THE REPORT**

**Item 2.01 Completion of Acquisition or Disposition of Assets.**

On July 28, 2010, we, together with certain of our wholly-owned subsidiaries, completed the purchase of substantially all the assets and liabilities of Silpada Designs, Inc. ( Silpada ), a direct seller of jewelry products, primarily in North America, for aggregate cash consideration of approximately \$650 million. Pursuant to the terms of the agreement, we may be required to pay additional consideration in 2015 if Silpada s North America business achieves specific earnings targets.

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AVON PRODUCTS, INC.  
(Registrant)

By: /s/ Charles W. Cramb  
Charles W. Cramb  
Vice Chairman, Chief Finance and Strategy Officer

Date: July 28, 2010

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