

Segatti Anna  
Form 3  
March 04, 2011

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|  |         |                                      |  |  |
|--|---------|--------------------------------------|--|--|
| 1. Name and Address of Reporting Person *              |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol                         |  |
| Â Segatti Anna   |         | (Month/Day/Year)                     | AVON PRODUCTS INC [AVP]  |  |
| (Last)   | (First) | (Middle)                             | 03/01/2011   |  |
| C/O AVON PRODUCTS, INC., Â 1345 AVENUE OF THE AMERICAS |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                           | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Street)   |         |                                      | (Check all applicable)   |  |
| NEW YORK, Â NY Â 10105                                 |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner       | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| (City)   | (State) | (Zip)                                | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|  |         |                                      | (give title below) (specify below)   | <input type="checkbox"/> Form filed by More than One Reporting Person  |
|  |         |                                      | Senior Vice President  |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock                    | 4,351   | D  | Â   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative | 5. Ownership Form of Derivative Security: | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|---|---|---|
|--|--|---|---|---|---|

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|                                   | Date Exercisable | Expiration Date | Title        | Amount or Number of Shares | Security         | Direct (D) or Indirect (I) (Instr. 5) |   |
|-----------------------------------|------------------|-----------------|--------------|----------------------------|------------------|---------------------------------------|---|
| Stock Option (Right to Buy)       | Â <u>(1)</u>     | 03/11/2014      | Common Stock | 14,040                     | \$ 36.42         | D                                     | Â |
| Stock Option (Right to Buy)       | Â <u>(2)</u>     | 03/10/2015      | Common Stock | 20,393                     | \$ 42.86         | D                                     | Â |
| Stock Option (Right to Buy)       | Â <u>(3)</u>     | 03/31/2016      | Common Stock | 6,965                      | \$ 30.97         | D                                     | Â |
| Stock Option (Right to Buy)       | Â <u>(4)</u>     | 03/07/2017      | Common Stock | 4,238                      | \$ 36.77         | D                                     | Â |
| Stock Option (Right to Buy)       | Â <u>(5)</u>     | 09/17/2017      | Common Stock | 1,776                      | \$ 33.76         | D                                     | Â |
| Stock Option (Right to Buy)       | Â <u>(6)</u>     | 03/05/2018      | Common Stock | 15,329                     | \$ 38.8          | D                                     | Â |
| Stock Option (Right to Buy)       | Â <u>(7)</u>     | 03/05/2019      | Common Stock | 40,739                     | \$ 15.5          | D                                     | Â |
| Stock Option (Right to Buy)       | Â <u>(8)</u>     | 03/11/2020      | Common Stock | 20,274                     | \$ 31.61         | D                                     | Â |
| Restricted Stock Units <u>(9)</u> | Â <u>(10)</u>    | Â <u>(10)</u>   | Common Stock | 4,048                      | \$ 0 <u>(11)</u> | D                                     | Â |
| Restricted Stock Units <u>(9)</u> | Â <u>(12)</u>    | Â <u>(12)</u>   | Common Stock | 5,000                      | \$ 0 <u>(11)</u> | D                                     | Â |
| Restricted Stock Units <u>(9)</u> | Â <u>(13)</u>    | Â <u>(13)</u>   | Common Stock | 10,757                     | \$ 0 <u>(11)</u> | D                                     | Â |
| Restricted Stock Units <u>(9)</u> | Â <u>(14)</u>    | Â <u>(14)</u>   | Common Stock | 5,353                      | \$ 0 <u>(11)</u> | D                                     | Â |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                         |       |
|--|---------------|-----------|-------------------------|-------|
|  | Director      | 10% Owner | Officer                 | Other |
| Segatti Anna<br>C/O AVON PRODUCTS, INC.<br>1345 AVENUE OF THE AMERICAS<br>NEW YORK, NY 10105 | Â             | Â         | Â Senior Vice President | Â     |

## Signatures

Karen R. Leu,  
Attorney-in-Fact

03/04/2011

    \*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This option vested in three equal annual installments beginning on 3/11/05.
- (2) This option vested in three equal annual installments beginning on 3/10/06.
- (3) This option vested in three equal annual installments beginning on 3/31/07.
- (4) This option vested in three equal annual installments beginning on 3/07/08.
- (5) This option vested in three equal annual installments beginning on 9/17/08.
- (6) This option vests in three equal annual installments beginning on 3/05/09.
- (7) This option vests in three equal annual installments beginning on 3/5/10.
- (8) This option vests in three equal annual installments beginning on 3/5/10.
- (9) The reporting person has irrevocably elected to satisfy all withholding tax due upon the delivery of shares by authorizing Avon Products, Inc. to withhold a sufficient amount of shares to satisfy such tax obligation.
- (10) 100% of the restricted stock units vest on 3/5/11.
- (11) Units correspond 1-for-1 with common stock.
- (12) 100% of the restricted stock units vest on 5/15/11.
- (13) 100% of the restricted stock units vest on 3/5/12.
- (14) 100% of the restricted stock units vest on 3/11/13.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.