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MIRA accuses Avon of “Russia moralwashing”

- The MRA says Avon is not just supporting the economy that pays for the invasion of Ukraine but is also moralwashing this support.
- It accuses Avon of weaponising women’s issues and victimising women to fight criticism.

For Immediate Release, 29 January 2024: The [Moral Rating Agency](#) accuses Avon of “double immorality” for remaining in Russia and moralwashing its continued presence. Avon’s continuing involvement in Russia can be confirmed by a [BBC investigation](#). The MRA’s statement follows:

“This is not just a company failing to get out of Russia but also moralwashing what it has failed to do. This is double immorality.”

Still not out of Russia

Mark Dixon, MRA founder said:

“By hiring new people, keeping production going, and keeping products on the shelves, Avon is supporting the economy that pays for the invasion of Ukraine.

We are approaching the two-year anniversary of the invasion of Ukraine and they are actually hiring new reps.”

“Avon reps knocking on doors in Russia sends a 'business as usual' signal to Russian people while the West is trying to send them the message that Putin has made Russia a pariah state.”

“Avon’s hypocrisy is shown in its statement that Russia’s invasion is an ‘unacceptable aggression against human rights in Ukraine’.

Avon has also claimed to be the top beauty brand in Russia. This gives it an even higher moral responsibility to exit.”

“Moralwashing”

The Natura & Co [site](#) says Avon is “only maintaining local product operations in support of Representatives who operate as independent entrepreneurs. We believe restricting their access to products would have an outsize impact on women and children there.”

“Avon’s claim it is staying in Russia to help women and children is moralwashing. It is weaponising women’s issues and victimising women for its own commercial interests. If Avon genuinely cares about women, they would think about the women in Ukraine being bombed and raped. This cannot be justified by giving jobs to woman in Russia.

If they care about children, instead of selling lipstick and excuses, they might want to look at how Russia is kidnapping Ukrainian children.

We are calling their women and children excuse ‘cosmetic morality’.”

“Avon is working against democracy, against Western efforts to help Ukraine, and in fact also against women.”

“Losswashing”

“Avon also claims it has “no financial advantage” of being in Russia. But holding onto its market leader position in Russia may have huge long-term financial advantage.

Avon also needs to answer Russia’s Interfax news agency reporting that Avon made 1.3 billion rubles during the year of the invasion.”

“Avon is ‘losswashing’ on top of ‘moralwashing’.”

Call for boycott

“The Avon reps around the world and consumers of Avon should boycott the company. Ukraine should ban Avon from operating in its country in the future if it doesn’t get out of Russia now.”

“We are giving Avon a new slogan – ‘Beauty & The Beast’.”

The BBC World Service [interviewed](#) the MRA’s founder about its position on Avon.

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The Moral Rating Agency, the corporate watchdog, was set up to get companies out of Russia, to get Russia out of Ukraine, Putin out of Russia, and dictatorships out of the world. The MRA rates global companies on how effectively they are pulling out of Russia on its site moralratingagency.org.

For press inquiries, please contact press@MoralRatingAgency.org. Or, for comment/interview, we can be reached on one of these numbers:

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About the [Moral Rating Agency](#)

The Moral Rating Agency was set up “to get Russia out of Ukraine, Putin out of Russia, and dictatorships out of the world”.

In addition to exposing, and crediting, corporations through moral ratings, the MRA maintains an [Indelible Ledger](#) of a company’s actions so any later corrective actions do not wipe the slate clean. Time is of the essence, so the rating system includes a disincentive for delay through exposing and tracking what preceded a later corrective action.

Unlike ESG (Environmental, Social and Governance) rating agencies, which have a commercial responsibility to their institutional investor clients to cover the range of issues these clients wish, the Moral Rating Agency is zeroing in on a single corporate moral issue, in this case the Russia-Ukraine war.

The MRA was founded and is led by Mark Dixon, who runs the mergers & acquisitions consultancy Thinking Linking in the City of London and New York. He was one of the co-founders of the online financial commentator [BreakingViews.com](#), which is today part of Thomson Reuters. Mark has been opposed to autocratic regimes, particularly to the Chinese government and to Putin’s transformation of Russia from a nascent democracy into a fully-throttled autocracy. He has a personal connection with Ukraine because he has owned an apartment in the city of Lviv since 2010. He has also lived in China.

The MRA has a paid staff of moral raters, verifiers, and fact-checkers who operate according to its [Rating Methodology](#). It also has an on-site team involved in statistics, media relations, site production and publishing.

The MRA has no customers, external commercial relationships, or conflicts of any kind. It will rate and publish so that consumers, media and governments can judge companies on a single topic on a fair basis. This objectivity on individual companies and their relative scores is maintained despite the campaigning nature of the agency, as explained in [Rating Philosophy](#).