Avon Products – South African trademarks

Updated 8 November 2026

Avon is a global beauty company that sells cosmetics, fragrances and skin care mainly through independent sales representatives.

How Avon Products has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#123
largest trademark owner in South Africa (of 121,626)

453
trademarks filed

2
different logos published since 2020

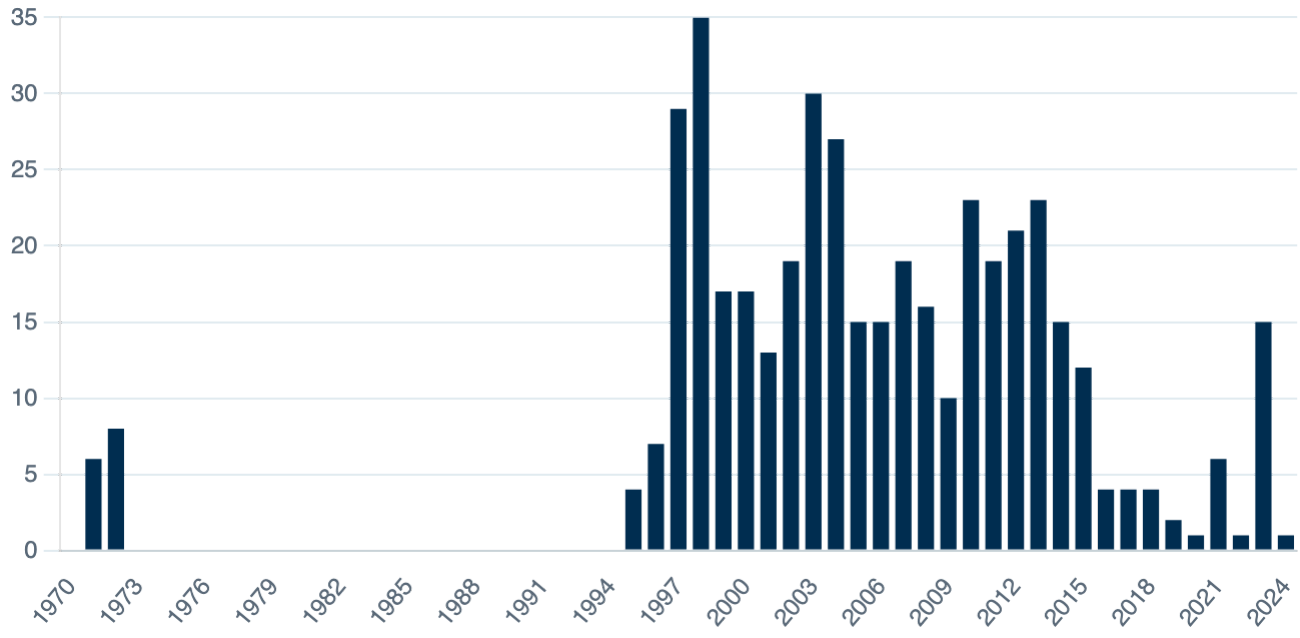
19
of 45 classes used

1945
first trademark filed

38
filed in the last 10 years

A portfolio built over time

Avon Products filed its first South African trademark in 1945 and has filed 453 since; its busiest year was 1998, with 35 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

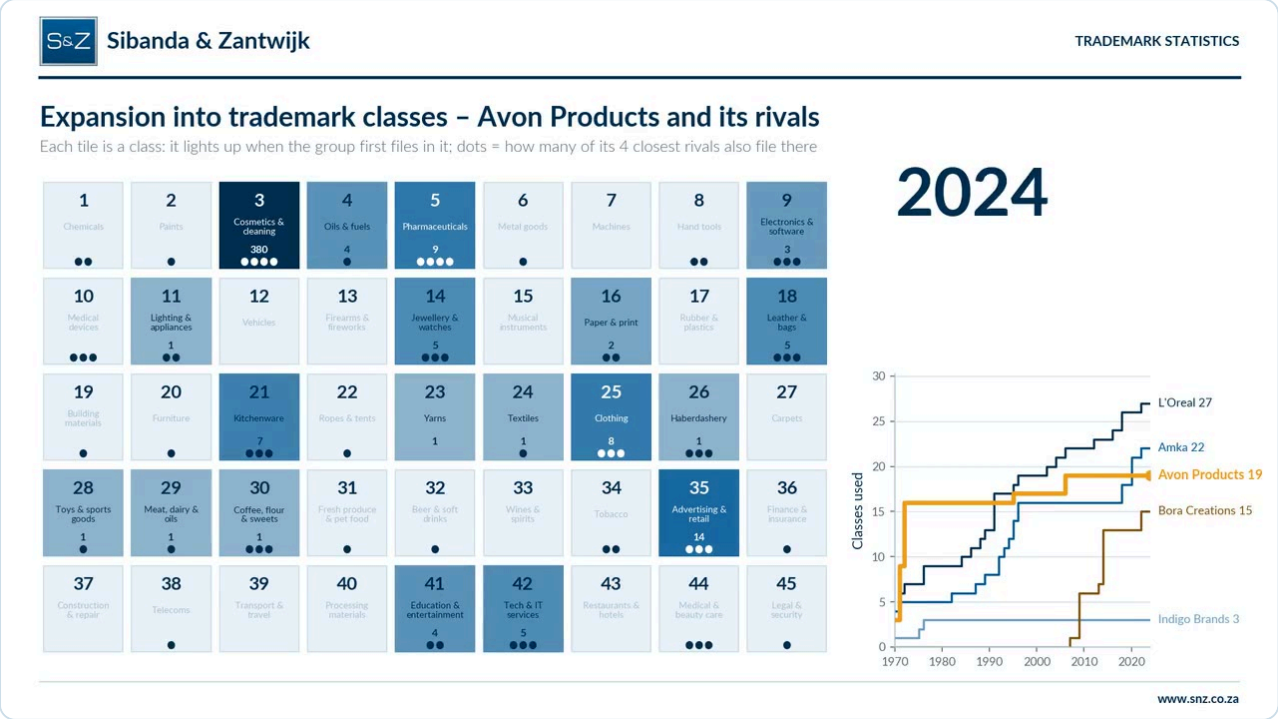
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Avon Products	452	1945–2024
Avon Rpoducts	4	1995–2006

Where Avon Products expanded its business

Trademark classes show what a business sells. Avon Products' portfolio is concentrated in cosmetics & cleaning (class 3), advertising & retail (class 35), pharmaceuticals (class 5). Its most recent moves were into lighting & appliances (2006), electronics & software (2006), clothing (1995).

Avon Products trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/avon-products-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
3 Cosmetics & cleaning	380	83.9%	1945
35 Advertising & retail	14	3.1%	1972
5 Pharmaceuticals	9	2.0%	1963
25 Clothing	8	1.8%	1995
21 Kitchenware	7	1.5%	1963
18 Leather & bags	5	1.1%	1972
42 Tech & IT services	5	1.1%	1972
14 Jewellery & watches	5	1.1%	1971

The brands Avon Products protects most

The word marks and logo names Avon Products has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	AVON	27	19	1971–2023
2	EMBRACE YOUR POWER	7	7	2023–2023
3	MOMMY TILLIA	4	4	2010–2010
4	A AVON	4	3	1945–1963
5	LIIV AVON	4	3	2006–2021
6	A CREATED EXCLUSIVELY FOR YOU	3	3	2017–2017
7	AAAA	3	3	2012–2012
8	TINY TILLIA	3	3	2010–2010
9	WOMEN OF EARTH	3	3	1997–1997
10	ANEW	2	2	2003–2006
11	AVON BEAUTY FOR A PURPOSE	2	2	2016–2016
12	MARK.AVON	2	2	2004–2004
13	PLANET SPA	2	2	2009–2021
14	VITADVANCE	2	2	2000–2000
15	DIVINE TIME	2	1	2003–2018

Logos filed most often (since 2020)



7 filings · 7 classes



1 filing · 1 class

Avon Products' logos

The 2 different logos Avon Products has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



7 classes

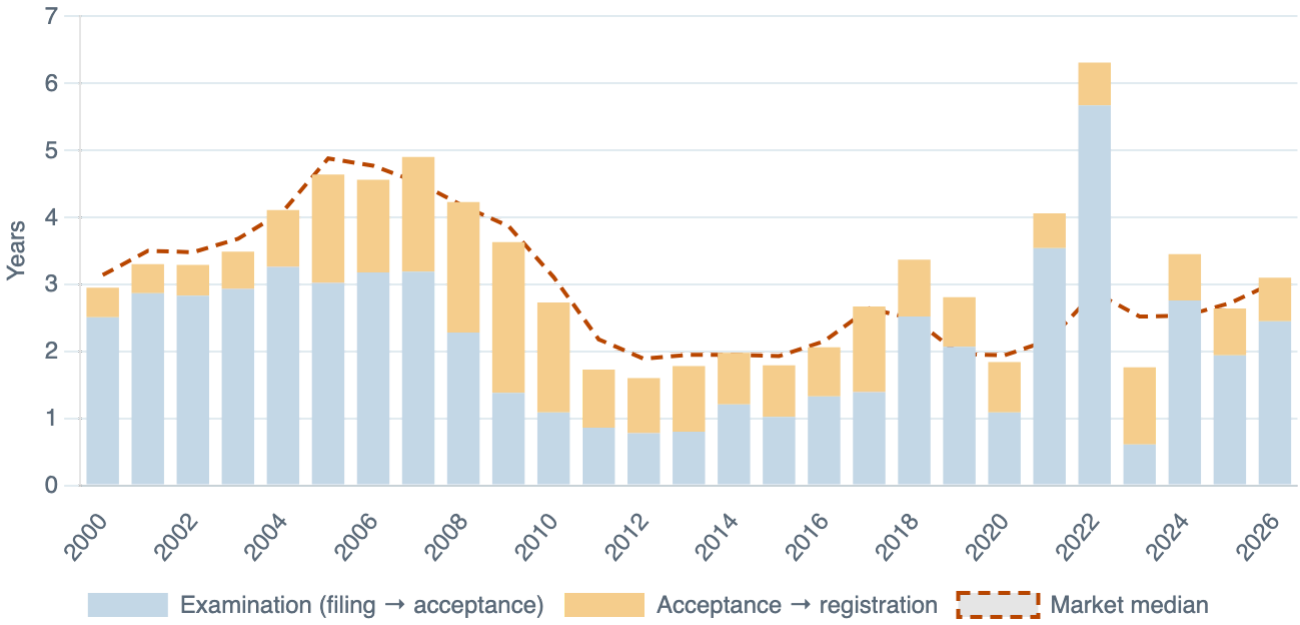


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Avon Products' marks took a median of **3.1 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.5 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

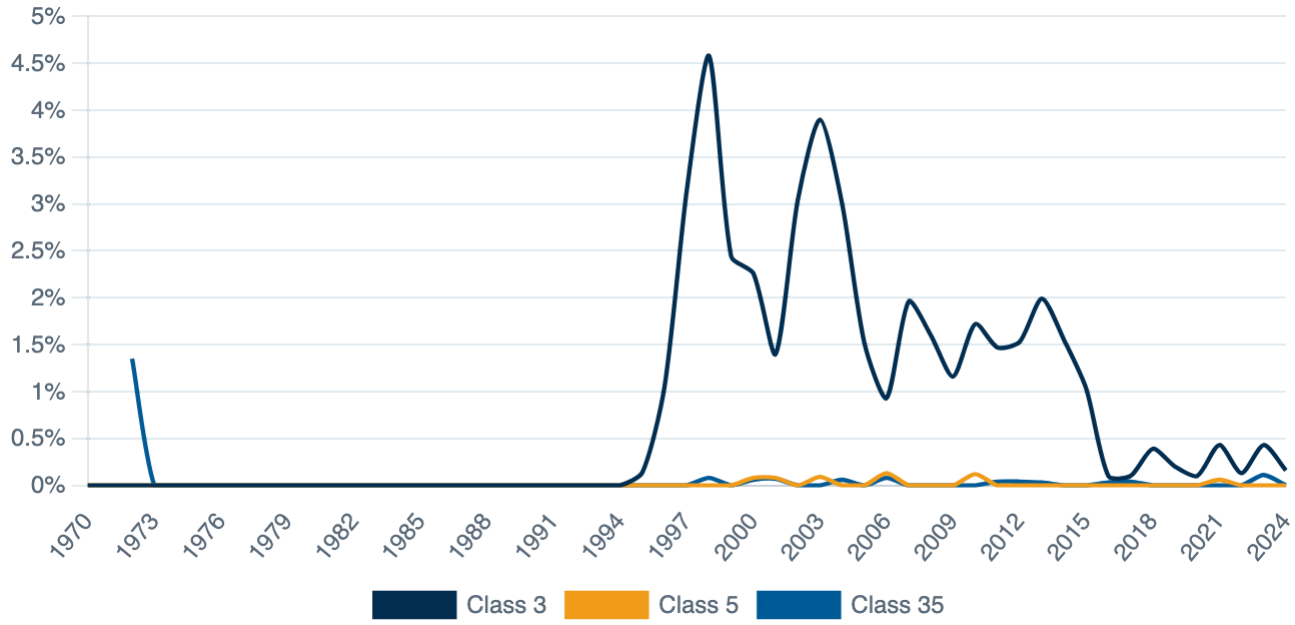


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Avon Products' classes

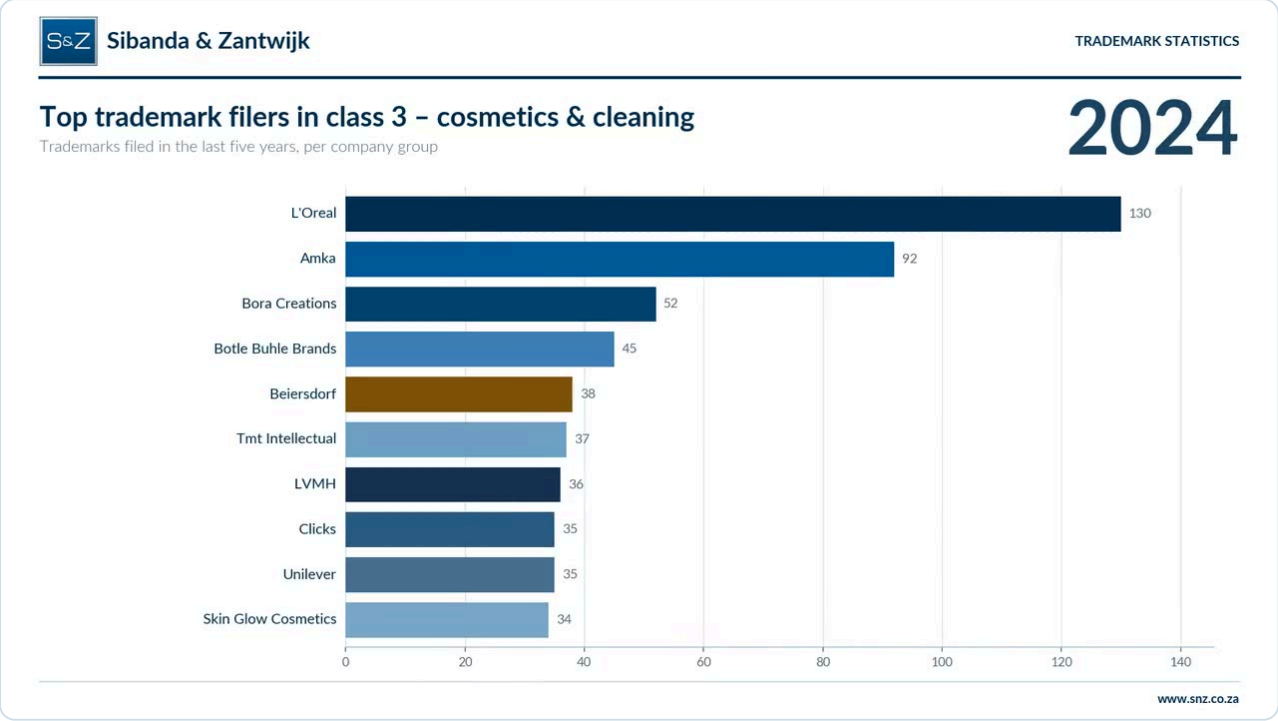
> Ranked by **number of trademarks filed in Avon Products' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Avon Products' market position, not who is most like it.

In the last five years, Avon Products was **#41** of 1,836 filers in class 3 (cosmetics & cleaning), with 10 of 3,958 trademarks; **#1990** of 5,866 filers in class 35 (advertising & retail), with 2 of 11,124 trademarks; **#1655** of 2,050 filers in class 5 (pharmaceuticals), with 1 of 6,111 trademarks.



Avon Products' share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 3 (cosmetics & cleaning), South Africa 1975–2024: Avon Products



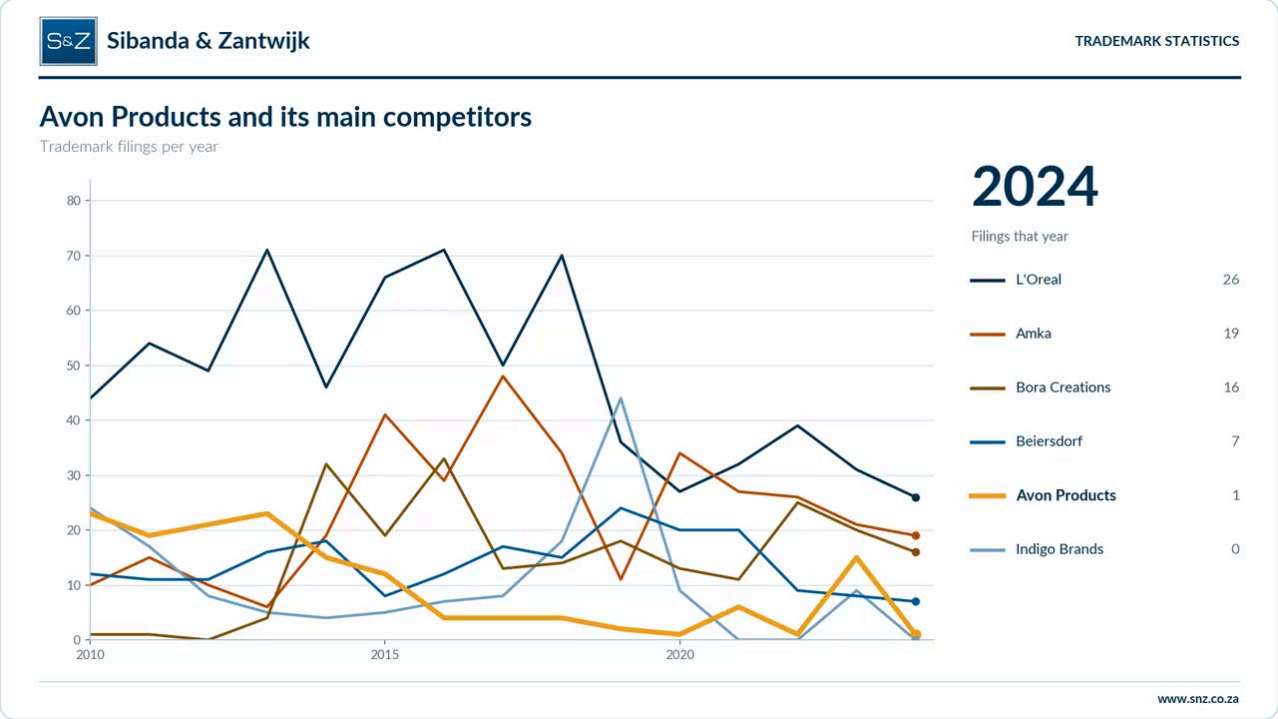
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/avon-products-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Avon Products

> Ranked by **how similar their whole trademark portfolio is to Avon Products'** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Avon Products' closest competitors in South Africa are L'Oreal, Amka, Indigo Brands and Bora Creations.

Avon Products trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/avon-products-south-african-trademarks/competitors-video.html

Trademark filings per year: Avon Products (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	L'Oreal	Direct competitor	99%
2	Amka	Direct competitor	98%
3	Indigo Brands	Direct competitor	98%
4	Bora Creations	Direct competitor	87%
5	Beiersdorf	Direct competitor	80%
6	Unilever	Direct competitor	80%
7	Make Up Art Cosmetics	Direct competitor	80%
8	Skin Glow Cosmetics	Direct competitor	80%
9	Amway	Direct competitor	80%
10	Colgate-Palmolive	Direct competitor	80%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Avon Products – relevant export countries

South Africa exported **US$1.4 billion** of the goods Avon Products' main classes cover in the last year – cosmetics; essential oils; perfumes; soaps (class 3); pharmaceutical preparations; vitamins; sanitary preparations; gels (class 5); hats; t-shirts; shirts (class 25); brushes; plates; dishes; containers (class 21); backpacks; handbags; bags (class 18). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Avon Products' trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	76	US$114 m	+2%	National	US$2,388
2	United States of America	73	US$66 m	-3%	National	US$3,425
3	United Kingdom	69	US$33 m	-2%	National	US$1,371
4	Japan	64	US$11 m	+0%	National	US$1,774
5	Namibia	64	US$215 m	+11%	ARIPO	US$450
6	Canada	61	US$7.4 m	-1%	National	US$2,192
7	Australia	61	US$28 m	-4%	National	US$2,380
8	Switzerland	61	US$3.9 m	+19%	National	US$1,660
9	Botswana	61	US$205 m	+2%	ARIPO	US$450
10	Mexico	59	US$9.4 m	+14%	National	US$3,050

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	64	US$215 m	+11%	ARIPO	US$450 S&Z
2	Botswana	61	US$205 m	+2%	ARIPO	US$450 S&Z
3	Zimbabwe	58	US$121 m	-1%	ARIPO	US$450 S&Z
4	Nigeria	55	US$17 m	-7%	National	US$1,015 S&Z
5	Eswatini	55	US$66 m	-6%	National	US$446
6	Malawi	55	US$28 m	+21%	ARIPO	US$450 S&Z
7	OAPI (17 states)	54	US$18 m	+7%	National	US$1,563 S&Z
8	Mozambique	54	US$76 m	-5%	ARIPO	US$450 S&Z
9	Tanzania	52	US$12 m	-12%	ARIPO	US$450 S&Z
10	Egypt	51	US$587 k	+0%	National	US$2,278

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
AVON	19	US$3,857	US$4,149
EMBRACE YOUR POWER	7	US$1,421	US$1,932
MOMMY TILLIA	4	US$812	US$1,378
A AVON	3	US$609	US$1,194
LIIV AVON	3	US$609	US$1,194

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Avon Products' five most-filed brands: word marks of **other companies** (not Avon Products' own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to AVON (classes 3, 5, 21, 25, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to EMBRACE YOUR POWER (classes 3, 4, 9, 21, 35, 41, 42; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to MOMMY TILLIA (classes 3, 5, 18, 25; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to A AVON (classes 3, 5, 21; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to LIIV AVON (classes 3, 5, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

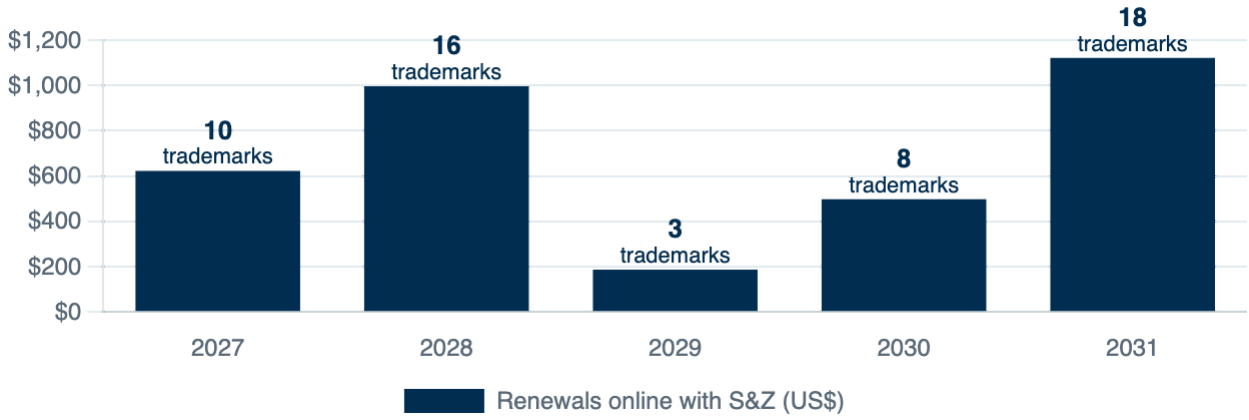
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Avon Products' next five years of renewals

55 of Avon Products' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$3,426** over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za