

## discover aveda

the art and science of pure flower and plant essences is the core of aveda. our beauty products are alive with the life force of plants, and contain pure essential oils. our solutions are so powerful we call them purescriptions™. while we specialize in hair care, we offer other plant-based products—skin care, makeup, pure-fume™, aromas and lifestyle—that are all professionally developed, clinically tested, and go to exceptional lengths to be respectful of the earth. our professional network, nearly 8,000 salons and spas worldwide, shares our commitment. ever since a hairdresser founded aveda in 1978, our products have been harvested with respect for the earth, in harmony with the web of life.

aveda: connecting beauty, environment and well-being.

# AVEDA

## **Vision:**

connecting beauty, environment and well-being.

## **Mission:**

our mission at aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. at aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.

## **Beliefs:**

1. we believe in treating ourselves, each other, and the planet with care and respect.
2. we believe social responsibility is our responsibility.
3. we believe ecological and profit goals are mutually achievable.
4. we believe our authenticity and experience are our points of difference.
5. we believe in inspiring and educating people to integrate wellness and beauty in their lives.
6. we believe in the power of oneness: from our global image to a focused network.
7. we believe learning never ends.
8. we believe in encouraging innovation and empowered decision-making.
9. we believe our actions, products and services should always embody excellence.
10. we believe personal and organizational balance is the key to sustainable success.
11. we believe true leadership is delivered with passion and by example.

## HERITAGE:

5,000 years of results our earliest roots lie in ayurveda, the indian healing tradition based on the knowledge of life and the interconnectedness of all things. it has proven, over 5,000 years, that treating the whole person leads to greater balance and well-being, so we consider the effects of our products not only on hair or skin, but on body, mind and emotion.

Our relationship with Ayurveda began in 1978, thanks to two renowned Ayurvedic physicians and scholars, Drs. Vinod and Kusum Upadhyay. Globally sought for their expertise in Ayurvedic medicine, pharmacology, botanical research and aromatherapy, they brought 1,000s of years of Vedic and Ayurvedic tradition to bear on Aveda's work. Their guidance first helped us identify botanical actives for our products, allowed us to pioneer "functional aromas"(with our Chakra™ Balancing Blends), and helped us launch innovative, powerful plant derived formulas such as Outer Peace™ Acne Relief skin care.

## ayurvedic roots

Ayurveda is an ancient holistic system of healing that strives to create balance in body, mind and spirit. Ayurveda means "the science of life" and it has been central to Aveda since the very beginning, when we partnered with the Ayurvedic Doctors Vinod and Kusum Upadhyay\*.

\*Maharshi Bhardwaj Clinic and Research Centre in Haridwar, India.

In keeping with Ayurvedic principles—and because of our concern for the Earth—Aveda is committed to using organic ingredients. This has led to another Ayurvedic partnership—between Aveda and the Indian firm, Nisarga.

Nisarga—which means "nature" in Sanskrit—grows Ayurvedic herbs with organic agriculture. We have partnered with them to obtain organic turmeric and amla for use in some of our products.

Nisarga employs an environmentally friendly extraction method using CO<sub>2</sub>, which leaves no toxic residues and works at a lower temperature—yielding highly potent extracts.

Because of the company's concern about the dangers of chemical fertilizers and pesticides, Nisarga works to encourage farmers to convert to organic agriculture. They have held regular educational seminars for about 35,000 farmers over the years, convincing many to go organic. Nisarga pays the organic certification costs for the farmers they partner with and also provides educational support to help make the conversion successful.

## acting responsibly

we believe there is no responsible alternative to doing business other than through the pursuit of environmental sustainability and this belief guides every decision we make. we find inspiration for doing so in nature and believe that nature is not merely something to be cherished and protected, but also should be emulated as a model of sustainability. we also believe that profit and environmental responsibility will increasingly work together as more industries find out that "nature works" for both sustainability and the bottom-line.

## earth and community care report

In 1989, we were the first privately held company to sign the CERES Principles (Coalition for Environmentally Responsible Economies). Today, we continue to strive to improve our practices and commit to publicly sharing our results.

## aveda and the yawanawa

The yawanawa people, growers of the beautiful, red-orange Brazilian urukum seeds, work as a community, toward growth and renewal with support from Aveda.

## responsible packaging

We are proud to have been the first beauty company using 100% post consumer recycled PET. Now more than 85% of our skin care and hair care styling PET bottles and jars contain 100% post consumer recycled materials.

## packaging with plastics derived from plants

First prestige beauty company to combine PCR and bioplastics in a plastic tube.

## cradle to cradle

In support of our mission "to care for the world we live in" Aveda has embraced the Cradle to Cradle (C2C) concept and philosophy as a key element of acting responsibly.

## aveda cares

Over the past decade, we've partnered with nonprofit organizations whose work supports our commitment to social and environmental improvement.

## renewable energy

Aveda supports the development of renewable wind energy to help offset our carbon footprint over time. We are proud to be the first beauty company manufacturing products with 100% certified wind power\*\*.

\*\*First beauty company manufacturing with 100% wind power in our primary facilities.

## Be The Change...

### full circle recycling program saving packaging from landfill

Now you can bring back your unrecyclable Aveda packaging and accessories to Aveda Experience Centers in the United States.

We are excited to offer a new way for you to help keep Aveda packaging out of landfills; our Full Circle Recycling Program. Aveda has partnered with g2 revolution®, a leading recycling innovations company, to provide guests the chance to return Aveda packaging and accessories not accepted by municipal curbside recycling programs to all 107 Aveda Experience Center retail locations in the US.

### animals and aveda

Our commitment to animal welfare is one of our founding principles. We care for every living creature. We do not conduct animal testing, nor ask others to do it on our behalf, except when it is required by law.

Our commitment to caring for animals and wildlife reaches far and wide.

### help support breast cancer research

Every year during Breast Cancer Awareness Month, Aveda releases a limited-edition of our bestselling hand relief™, and donates a portion of the purchase price from each sale to The Breast Cancer Research Foundation® (BCRF) for cruelty-free research. This year, for the month of October, Aveda will donate \$4 U.S. from the purchase price of each hand relief™ to the BCRF.\* BCRF is a nonprofit organization founded in 1993 by Evelyn H. Lauder and is the only national organization strictly dedicated to funding clinical and genetic research on breast cancer at medical institutions across the country. For more information about BCRF, visit [bcrfcure.org](http://bcrfcure.org).

### changing lives in Nepal (now that's a reason for joy)

2,400 families can buy food and clothing, repair their homes, send their children to school and save for the future because more than 4,900\* people were hired to make more than 1,400,000\*\* sheets of paper for our gift sets. That's a lot of lives changed. And because it protects 34,000 acres of forest it also fights climate change, which could change all our lives.

### caps with aveda

Aveda found that a majority of plastic bottle caps do not get recycled today. We wanted to help.

# Ingredients:

## our ingredient promise

At Aveda, The Art and Science of Pure Flower and Plant Essences, we believe that Nature is the best beauty artist of all. This is why we continually strive to increase our use of naturally derived ingredients whenever possible.

**Naturally Derived:** We define naturally derived ingredients to be those for which more than 50% of the molecule comes from a plant, non-petroleum mineral, water, or some other natural source.

Our commitment to deliver high performance, botanically-based products that are kinder to the planet – which is good for all of us -- goes much deeper than our use of naturally derived ingredients.

## ingredient sourcing

Journey with us—to trace Aveda's ingredients back to the farm or harvesting co-op. We call it Soil to Bottle<sup>SM</sup>, and we do it to ensure fair compensation throughout the process.

Aveda develops close working partnerships with certain communities and/or suppliers and seeks to use them as our primary source for specific ingredients. We frequently reference these relationships in our promotional materials. However, sometimes due to conditions beyond our control (e.g., drought, pests, and capacity limitations) these communities and/or suppliers are unable to meet our needs for an ingredient, including being unable to supply some or all of it. When such situations occur, Aveda uses additional suppliers to provide high-quality alternative sources until we are able to resume sourcing from the primary supplier.

## AVEDA HAIR COLOR

### **Full Spectrum™ permanent hair color service**

Aveda's permanent hair color offers endless shade choices from outrageous shades to purely natural looks and amazing grey coverage results. Our fade-resistant formulas are up to 96% naturally derived\* for essentially damage-free results with our signature blend of organic botanical oils - sunflower, castor and jojoba.

### **Full Spectrum™ deposit-only color treatment hair color service**

The ammonia-free demi-permanent hair color is a gentle, up to 99% naturally derived\* formula which actually improves the condition of damaged hair. The beautiful rich color lasts up to 8 weeks gradually fading on tone. It's the perfect option to gloss your hair for beautiful shine and condition.

### **Full Spectrum deep™ hair color service**

Designed for naturally dark hair, full spectrum deep hair color provides the ideal balance of lift and tone for a naturally cool result. The up to 93% naturally derived\* formula infuses the hair with incredible, healthy looking shine with our signature blend of botanical oils - sunflower, castor and jojoba.

### **Enlightener™ Blonding service**

If you desire ultimate lift, our enlightener blinding service will take you there. Our enlightener products are formulated with a signature blend of protective plant oils - sunflower, castor and jojoba to help create a protective formula for healthy looking hair that's full of shine. You'll love the pure-fume™ aroma of rose, lemon, peppermint and other pure flower and plant essences.





# WHAT'S YOUR SKIN TELLING YOU?

discover your **elemental nature**<sup>SM</sup>

## **AYURVEDA: BECAUSE BALANCE IS BEAUTIFUL**

At Aveda, we draw on Ayurveda: a 5,000-year-old Indian healing tradition grounded in the idea that the essence of natural elements (**infinity, air, fire, water** and **earth**) are found in all living things—including you. When these elements are balanced, your skin looks healthy, vital and radiant. When skin concerns surface, it could be a signal that an element is out of balance.

**Want to dive in deeper?** Ask an Aveda spa professional about **elemental nature**<sup>SM</sup> spa services. Visit [aveda.com](http://aveda.com) for locations.





if your skin feels: **normal**  
and your main concern is: **boosting radiance**  
the elements are: **in balance**

### WELLNESS RITUAL TO HELP YOU STAY IN BALANCE

#### take “2-1” breaths

Breathe deeply, taking twice as long to exhale as you do to inhale. Counting silently is a good way to measure this. Practice this technique for a minimum of 10 full breaths every day.

#### open your senses with massage

When your elements are in balance, all of your senses are open and engaged. To support this state of balance, consider getting a massage no less than once every two months. While receiving the treatment, try to stay present instead of “zoning-out.” Pay attention to the smell of essential oils, the soothing sound of the music and the therapist’s touch. Even on non-treatment days, be mindful of your senses throughout the day to help them stay fresh and focused.

#### balanced eating

The right foods can help you maintain balance. Consider increasing your intake of fresh, whole, organic fruits and vegetables while reducing the amount of processed foods you eat. A great first step may be cooking fresh foods at home at least four times a week.

## FIRE

if your skin feels: **sensitive and looks red and/or uneven**  
and your main concern is: **soothing your sensitive skin and/or visibly reducing dark spots**  
the element is: **fire**

### WELLNESS RITUAL TO HELP BALANCE FIRE NATURE

#### take a “whispering breath”

Inhale deeply. Next, exhale through your mouth making a “haa” sound. Once you get the feel for it, create that same space, vibration and sound at the back of your throat — while breathing through your nose.

#### open your senses with stress-relieving self-massage

This simple wellness exercise supports beautiful skin by bringing your mind and spirit back into balance, too. **Fire** nature is associated with the sense of sight. Open your senses by closing your eyes and covering them with the palms of your hands. Release this pose. Then with your eyes still closed, massage the bony ridge of your upper eye with your index, middle and ring fingers. Move from the inside out, and then very gently press the bone beneath the eye. Repeat twice.

#### don’t feed the fire

The right foods can help balance **fire** nature. Enjoy cooling food and drinks with sweet, bitter or astringent flavors. Great choices may include broccoli, cauliflower, cucumbers, kale, mushrooms, apples, grapes, melons, pears, watermelon, lentils, most beans and olive oil.

if your skin feels: **dry to normal**  
and your main concern is: **dry skin, and fine lines or wrinkles**  
the elements are: **infinity/air**

### WELLNESS RITUAL TO HELP BALANCE INFINITY/AIR NATURES

#### take a “bee” breath

Inhale deeply, and then exhale slowly while making a gentle humming sound — like that of a bumble bee. Concentrate the vibration on a particular area of congestion such as the throat, sinus or ears to clear congestion and quiet your mind.

#### open your senses with self-massage

This simple wellness exercise supports beautiful skin by bringing your mind and spirit back into balance, too. Press on the area around your ears several times with your index, middle and ring fingers. Release tension by massaging your ears and temples using gentle, circular motions for one to two minutes.

#### feed yourself beautifully

Certain foods may help balance **infinity/air** natures. Enjoy warm foods with sweet, sour and salty flavors. Great choices may include steamed or sautéed asparagus, carrots, green beans, onions, sweet potatoes, winter squash and fruits like avocados, bananas and pineapples. Brown rice, beans, tofu, milk, cheese, olive oil and all spices may also help you feel balanced.

## WATER/EARTH

if your skin feels: **oily to normal**  
and your main concern is: **oily skin and/or spots or blemishes**  
the elements are: **water/earth**

### WELLNESS RITUAL TO HELP BALANCE WATER/EARTH NATURES

#### take a cleansing breath

Take a deep breath through your nose, and then forcefully exhale through your mouth, making an audible sound. Allow this cleansing breath to awaken your body and release stress.

#### open your senses with self-massage

**Water/earth** natures are associated with the senses of taste and smell. Free these senses by opening your sinuses with a gentle massage. Place your thumbs under your cheekbones (about a finger’s width away from your nose) and massage using circular motions. Begin near your nose, and move to the outside of your cheekbones. Repeat as desired.

#### the water/earth table

The right foods can help balance **water/earth** natures. Enjoy a diet low in fat and sugar, and tastes that are pungent, bitter or astringent. Great choices may include cabbage, bell peppers, beets, celery, chili peppers, corn, eggplant, spinach, peaches, pears, apples, lentils, beans, honey and spices.