



## MAKING SUSTAINABILITY BEAUTIFUL

**Now available** in more than 30 countries, Aveda, the Art and Science of Pure Flower and Plant Essences, was founded in 1978 in Minneapolis, MN, with the express purpose of creating powerfully effective, botanically-based hair, skin, body and makeup products, and spa treatments inspired by Ayurveda, the 5000 year old traditional Indian system of healing.

Aveda is world-renowned for pioneering benchmarks of environmental responsibility in beauty, including being the first privately-owned company to sign the Ceres Principles in 1989 (Coalition for Environmentally Responsible Economies) and the first beauty company in the world to manufacture with 100 percent wind power. Consistent with Aveda's long-term commitment to Cradle-to-Cradle® principles, seven Aveda products and packages are C2C certified. Aveda's annual Earth Month campaign, held each April, has raised more than \$31 million to support environmental projects around the world since 1999.

At Aveda, our goal is to ensure our products will benefit our salon guests through exceptional performance, while we deliver our continued promise of environmental and social responsibility.

We began looking at Cradle to Cradle design principles in the early years of the 2000s as part of our research and development process.



In 2002, Aveda began its journey with Cradle to Cradle. In setting out on a path toward developing products that share the Cradle to Cradle philosophy, Aveda hired the EPEA (Environmental Protection Encouragement Agency), an environmental research institute located in Germany and led by Dr. Michael Braungart to help advise on its future design principles for products.

In 2009 Aveda sought more formal recognition for our commitment to the Cradle to Cradle design philosophy by seeking Cradle to Cradle product certification. At that time, the EPEA and MBDC (McDonough-Braungart Design Chemistry) certified seven Aveda products, as well as packaging for those seven products.

Today, the following Aveda products have Cradle to Cradle certification: Invati™ Scalp Revitalizer (Silver), Smooth Infusion™ Shampoo (Gold), Smooth Infusion™ Conditioner (Gold), Aveda Men Pure-Formance™ Shampoo (Gold), Aveda Men Pure-Formance™ Conditioner (Gold), Invati™ Exfoliating Shampoo (Gold) and Invati™ Thickening Conditioner (Gold). In addition, the packaging for these seven products is certified Silver.

## DESIGN AND DEVELOPMENT

Aveda's approach to responsible product design and development aims at combining sound strategy with sustainability. By being very selective in the projects we pursue, we strive to maximize the returns on development resources and minimize complexity resulting in fewer, bigger launches that are good both for the business and the planet. This "innovation sufficiency" approach requires rigorous project screening meetings at which key brand executives seek to determine:

- Is this a compelling need of guests and/or professionals?
- How can Aveda bring a solution that is holistically preferable to any substitute?
- What is the difference we can bring for the benefit of guests, professionals, key stakeholders and the planet?

Seeking this Aveda difference allows us to maximize product differentiation, which in turn, contributes to success in the marketplace and reinforces our commitment to sustainability as a source of innovation.

Our success in the marketplace reinforces our commitment to sustainability as a source of innovation."