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FOR IMMEDIATE RELEASE

AVEDA CELEBRATES STYLISTS APPRECIATION DAY FOR AVEDA ARTISTS *Living Aveda Honors Stylists for Dedication to the Aveda Mission*

BOSTON, MA-April 28th, 2017-

Since 1978 Horst Rechelbacher, the founder of Aveda Salon has been on a mission to provide the world with holistic botanical beauty products that are not only good for users but also beneficial to the Earth and its communities. Today, Aveda continues to carry out its mission and heritage by providing customers with products that are not only harmless to the environment, but the purchase of them contributes to the greater cause of protecting clean water for the world.

Aveda makes a great effort to ensure they are not only providing their best products to society, but they are also contributing their skills and effort to give back to society. This mission stems from the founders Ayurvedic roots. Ayurveda is a 5,000-year-old healing tradition that is based off of the interconnectedness of all things. Horst incorporated Ayurveda into his lifestyle and beauty business model and believes that by treating the whole of a person, mind body and emotionally, it will lead to a greater balance and well-being for each person in society.

Aveda is involved in numerous organizations that contribute to creating a healthy sustainable future. Many of their profits are dedicated to protecting clean water for the world as well as protecting animal sanctuaries. Their headquarters in Blaine, Minnesota is certified as a wildlife habitat. With 9,000 salons and spas worldwide, Aveda ensures every member of their team understands and has a passion for their mission as well.

On April 30th, Aveda is celebrating Stylist Appreciation Day to honor their team of specialists for their dedication to their guests and their craft, as well as the Aveda Mission. The event will take place at Haircutters in the Park in Litchfield Park, Arizona. At this event, the Director of Operations and Master Stylist Naomi Dove will be recognized and honored for delivering her ultimate services to her clients as well as further deepening her own self-awareness in order to enrich her purpose as a stylist and humanitarian.

Naomi was recently a part of an unforgettable journey led by the Inspire Greatness Study Abroad Program. Helga Hefner, the Aveda Manager of Professional Spa Education led thirteen people on a trip to India to focus on the wellness and cleansing of the mind, body, and spirit through Panchakarma treatments, meditation, and yoga. Naomi is known as the "Aveda It Girl" because she continues to achieve the Aveda mission.

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About Aveda Hair and Skin Care

Aveda is shaped around the balance of mind, body, and soul to obtain the greatest amount of beauty that not only benefits stylists and guests, but it is beneficial to the Earth and its communities. By integrating Ayurveda traditions into their products and salons, Aveda has been able to achieve a balance of well being in their customers as well as their contributions to society. Founded by hairdresser Horst Rechelbacher in 1978, there are now 9,000 Aveda salons and spas worldwide. Ninety four percent of all essential oils that are used for products are certified organic. Each material that is used in products is ecofriendly as well as “human-tested” and animal cruelty free. Aveda strives to set an example as environmental leaders. Aveda participates in a number of social contributions supporting clean water for the world as well as animal protection, breast cancer research, and much more.

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FACT SHEET

- Aveda's logo is The Art and Science of Pure Flower and Plant Essences. This supports their statement that "Nature is the best beauty artist of all".
- Aveda defines Naturally Derived as "ingredients to for which more than 50% of the molecule comes from a plant, non-petroleum mineral, water, or some other natural source".
- Aveda advocates the constant goal to maintain and care for the world through its products and its contributions to society. Aveda strives to set a standard for environmental leadership and responsibility, internationally.
- The company's headquarters are located in Blaine, Minnesota. Aveda Corporation has been a wholly owned subsidiary of the Estée Lauder Companies Inc. since 1997.
- Aveda is a cruelty-free brand. All products are "people-tested".
- Founder, Horst Rechelbacher, integrates Ayurveda into his lifestyle, salon business model, and products. These are all focused on the power of wellness, promoting a balanced mind, body, and spirit.
- Aveda was the first company to sign Ceres Principles responsibility in 1989, which upholds their duty of safeguarding the Earth and "its inhabitants."
- Almost all products contain no animal-derived ingredients. Only a very small number of products include beeswax, honey, or whey-based protein.

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- Aveda is dedicated to the protection of clean water. Since 2007, Aveda has helped 920,000 people with water-related projects.
- The National Wildlife Federation certified the manufacturing plant in Blaine, Minnesota as a wildlife habitat.
- Aveda has worked with Audubon Minnesota to construct and enhance nesting habitats for wildlife on the grounds of the headquarters such as a chimney swift house, a purple martin house, wood duck nesting boxes, and bluebird houses.
- Aveda raises awareness regarding the importance of pollinator conservation. By sponsoring the Aveda Butterfly Garden at the Minnesota Zoo, it allows free entry for visitors in order to promote education for children on the importance and urgency of protecting butterflies and other pollinators.
- Aveda's employees have been donating used cell phones to the Recycle for Rainforest Project that is sponsored by the Minnesota Zoo. Since 2010, funds have been put towards the conservation efforts of the Goualougo Triangle Ape Project in the Republic of Congo.
- Aveda supports animal relief during natural disasters. Aveda donated to the Animal Human Society following Hurricane Katrina, as well as to the National Wildlife Federation after the Gulf Oil Disaster occurred.
- Aveda has worked for over a decade with its networks to raise over \$8 million for grassroots organizations that protect endangered plants and their environments.

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- To support the Endangered Species Act, Aveda sent more than 500,000 signatures from their networks and guests to the United Nations and the White House.
- The paper used for Aveda's holiday and year-around gifting boxes are Certified Wildlife Friendly® by the Wildlife Friendly Enterprise Network. This helps protect 34,000 acres of forest, which maintains the wildlife corridors of 21 endangered species.
- During Breast Cancer Awareness Month every year, Aveda releases a limited edition of their best selling hand relieve moisturizing cream. From its profits, \$4 of the purchase price from each sale is donated to The Breast Cancer Research Foundation.
- There are 9,000 Aveda Spas and Salons worldwide.
- Aveda has partnered with an Indian firm, Nisarga—which means “nature” in Sanskrit – to ensure all herbs are grown with organic agriculture.

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BIOGRAPHIES

Dominique Nils Conseil
President, Aveda

Dominique Nils Conseil has been President of Aveda since the year 2000. He is a native of Sweden. He earned his Master's Degree in Management along with a degree in Oriental Languages and Civilizations. He is fluent in numerous European and Asian languages. His role in this company to ensure that Aveda worldwide is portraying the important mission it works to complete. Since Conseil has been in position, there has been a dramatic growth in Aveda while still upholding its best efforts in environmental and social responsibility. There has been a outstanding improvement in corporate social performance, as well as in profit.

Since Conseil has been president, one of the main focuses has been on anticipating the needs of the salons and spas. This refers to their professional techniques and connections with their guests, in order to ensure they are always performing to their fullest potential. He has managed to bring the company closer to its customers and highly encourages all Aveda employees to volunteer for nonprofit causes. In 2015, Earth Month fund-raising grew by \$5,800,000.

Dave Rapaport
Vice President, Aveda

Dave Rapaport began his leadership in the business world working for two decades in the public policy arena. He held a senior staff position with the Greenpeace organization, while being the Executive Director of the Vermont Public Interest Research Group. This included the organizations work on pollution prevention. He had been a professor at University of Oregon. As well, he worked as a consultant for UNICEF and other international agencies concerning sustainability progress issues. For more than 30 years, Dave Rapaport has been a sustainability leader.

Before joining Aveda in 2013, Rapaport served as Governor of Vermont and had the

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responsibility of overseeing the recovery for the tropical storm Irene. His past experience is leadership positions with the green household product company Seventh Generation. He has skills in both business and project development concerning the renewable energy industry. Since working with Aveda, he has ensured the beauty company carries out its mission to be responsible to care for the environment and the world.

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BACKGROUNDER

Aveda's legacy began with a man who had a vision for a cleaner and more sustainable future while providing the beauty services every one deserves. Aveda states its mission is to care for the world by ensuring the products they provide are as eco-friendly and harmless to the environment as possible, as well as making it priority to give back to society. They strive to be examples of environmental leaders and take responsibility for their part in not only in the beauty world, but also globally for the world itself.

Horst Rechelbacher was born to an herbalist mother and a shoemaker father in Australia. While he never did too well in school, he knew he was destined to do something different and greater. At the age of 17, Horst was already working at a prestigious salon in Rome as a stylist, treating international celebrities. When he reached age 20, he was awarded the European Hairstyling Championship Winner, which he was able to use as trigger to tour Europe and the United States. In 1963, due to personal reasons Horst decided to settle in Minnesota and opened his own salon. Following his first Horst & Friends followed the development of more salons all within his 20s. Because of how fast business was growing, Horst had to take some time to recuperate. His mother had treated him with herbal remedies, and Horst had began the practice of yoga and meditation.

Following these practices, in 1970 Horst traveled on a retreat to India. There he learned to incorporate Ayurveda into his own lifestyle along with his salon business model. Ayurveda is a way of holistic thinking, and it is with this that Horst understood the beauty we perceive is a

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reflection of the beauty all around us in the world. He had a plan and mission to revolutionize the beauty industry and society.

Horst had found the inspiration to create Aveda while on his journey in India. He had gained a greater understanding of the way in which we were connected to the earth and the world, and he knew he needed to do something to protect its purity and beauty. He wanted to promote most of all the balance of mind, body, and soul. He believes that once those three are in complete balance, anyone's beauty goal can be achieved. Horst had created his first Clove Shampoo in a kitchen sink in Minneapolis with Shiv Nath, a friend he had met in India. He continued to work with doctors of Ayurveda, Vinod and Kusum Upadhyay to create the most amazing botanical beauty products.

In 1978 Aveda was born with the purpose to provide beauty professionals with botanical products that are not only good for themselves and their guests, but the Earth and its communities as well. Horst had a vision that would be the goal of the future. He foresaw the need for balance in the world, and organic pure materials to be good for everyone and the Earth we receive all from. The name Aveda means "knowledge of the whole".

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SPEECH

“I would like to take this time to recognize the best beauty company that exists internationally, for all of its efforts and contributions the make our world a better place. It is hard to find a beauty company that has intentions to actually benefit its guests as well as benefit the Earth. The beauty industry can sometimes be self-centered as well as unaware of what the importance is for the ingredients in the products we are using, and how these products are effecting our environment and communities.

Horst Rechelbacher had a vision for balance. All of his creations were centered around the balance of mind, body, and soul. He believed, and he knew, that when all these three things were in complete balance, beauty could be seen to in its purest and greatest form. Horst was unique. He understood the beauty of the world was created by balance and the art of being wholesome. Aveda means “knowledge of the whole”, and that is what Horst wanted to achieve for all of his guests, as well as the Earth and society.

It is of utmost importance to honor Aveda for all of their contributions to the many organizations they work with. They are constantly promoting and creating new campaigns to support and protect clean water supplies for people all around the world. Along with this, all products are animal cruelty free as well as human tested. If a human would be effected by these products negatively, what’s to say the environment and animals are not being effected negatively at all. Aveda is a environmental leadership example to its fullest extent. Many of the profits made are donated to greater causes in order to keep our Earth healthy and pure. And for that, I

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want to thank with all my mind, body, and soul, Aveda for contributing to world in a healthy and promising way. For if there were more beauty companies following after you, saving our planet wouldn't be such a hard job after all.”

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AVEDAS IMPACT ON THE ENVIRONMENT AND SOCIETY

Horst Rechelbacher had a vision for a clean world, and a balanced society. All of his efforts and creations have been to benefit his guests along with the environment and all communities. Through Aveda's success, they are working with numerous organizations that promote a greater future for all. From animal protection to clean water protection to breast cancer research, Aveda is taking the time to recognize what we need to make a difference with and shows us how to do it.

For more than 10 years, Aveda has contributed a campaign to ensure the world has access to protected clean water. Since the campaign was launched, Aveda has raised more than \$44 million partnering with non-profit organizations and guests that support environmental causes throughout the entire world. Activities such as Appointments for Clean WaterSM as well as Light the WayTM Candle has been able to fund local organizations in over 30 countries such as Germany, the United Kingdom, Italy, Japan, Australia, and Korea. All of these projects contribute to protecting clean water, allowing access to clean water, and restoring communities that have been affected by natural disasters, loss of water, and contamination. For the Light the WayTM Candle activity, 100% of its \$12 retail priced candle is donated to Global Greengrants. It is a non-profit organization that works to solve environmental problems around the world by channeling high-impact grants to grassroots groups.

In 1989, Aveda was the first signed the Ceres Principles agreement for corporate responsibility. This agreement states that Aveda is responsible for safeguarding the Earth and "its inhabitants". Although Aveda is not certified Vegetarian or Vegan, majority of the products produced contain no animal-derived ingredients. The only ingredients relating to animals would

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be beeswax, honey, and whey-based protein. In Blaine, Minnesota lies Aveda's headquarters, which has been certified as a wildlife habitat. There was a project done with Audubon Minnesota to develop nesting habitats such as a chimney swift house, a purple martin house, bluebird houses, and duck nesting boxes on the headquarters grounds. In order to help raise the awareness of pollinator conservation, Aveda sponsors the Butterfly Garden at Minnesota Zoo with efforts to educate the youth about the importance of protecting all pollinators.

Aveda releases a limited addition of the best selling hand relief moisturizing cream every year during Breast Cancer Awareness Month. From the profit, \$4 of the purchase price from each sale is donated to the Breast Cancer Research Foundation for cruelty-free research. In 1993, Evelyn H. Lauder founded the Breast Cancer Research Foundation. It is a nonprofit organization that is the only national organization directly dedicated to funding genetic and clinical research at medical institutions throughout the country. For many years now, Aveda has donated to a specific research project at Columbia University in New York researching the interaction between genetic susceptibility and environmental exposures.

Aveda continues to work to give back to the communities and contribute to a healthier, more cleanly, and balanced society. The company not only upholds a great leadership in the protection of the environment, but also upholds the greatest amount of potential that any company in the world should possess. The passion, motivation, and contribution from Aveda are making differences in the world and the conquering the negative things that are currently impacting it.

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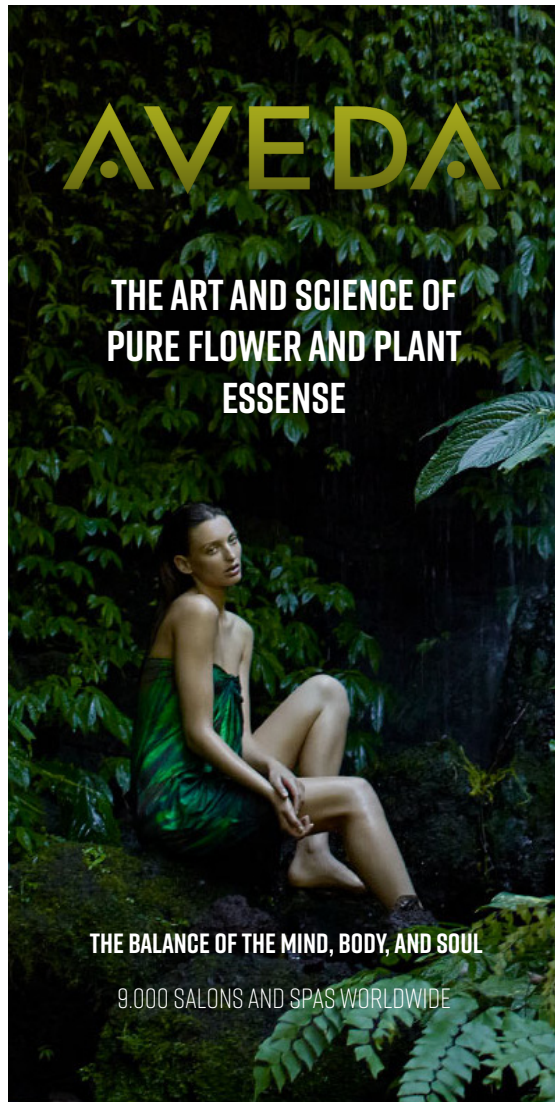
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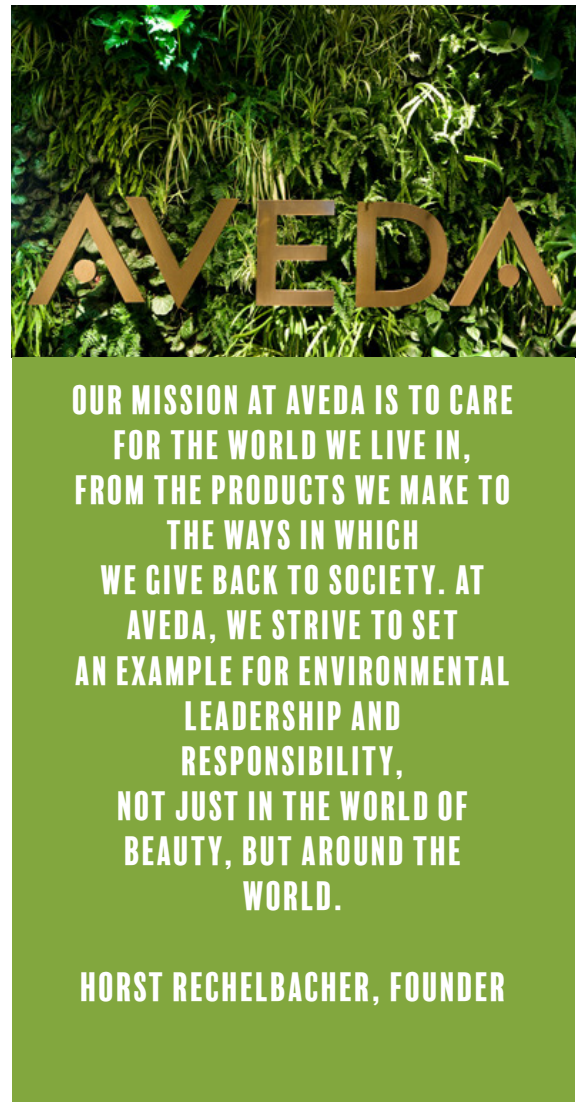
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BROCHURE

Front



Back



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