

AVEDA

Aveda's New Vegan Color Control Shampoo and Conditioner Provide Color Protection for up to 8 Weeks¹

Featuring high-performing botanical technologies, Color Control is Aveda's most powerful system to protect color fade at home



MINNEAPOLIS, MN (July 2022)— Aveda, the high-performance hair care brand with a mission to care for the world, has introduced 100% vegan color care with its new **Color Control Shampoo and Conditioner**, providing color protection for up to 8 weeks¹. This plant-derived duo is 94% naturally derived², silicone free and free of sulfate cleansers, with omega 9-rich apricot oil that leaves hair nourished and soft.

Color Control Shampoo features a 94% naturally derived² formula with a precise calibration of plant-based cleansing ingredients to gently yet deeply cleanse without stripping color. **Color Control Conditioner** features a 97% naturally derived² formula that conditions, seals and smooths the hair cuticle to help maintain radiant color. It leaves hair silky, soft and shiny, without the weight or use of silicones.

Behind the Biotech Naturals in Color Control

Color Control features botanical cleansers that were precisely formulated for lasting radiant color wash after wash. A botanical technology with naturally-derived “magnets” instantly neutralizes color-dulling particles commonly found in water to help protect your hair when you wash. Water-activated dual-charged molecules create an invisible shield on the hair that helps keep water from penetrating into hair, reducing color washout and helping freshly-color hair stay true and vibrant. And finally, bio-fermented actives and certified organic apricot seed oil work together to nourish, smooth and seal the cuticle, helping lock in beautiful color and radiant shine.

Color Control is infused with a fresh, fruity-floral and woody aroma with bright herbal facets featuring certified organic osmanthus, orange, cypress and cedarwood. The aroma was created to be as colorful as the product, giving guests a burst of aromatic vibrancy with each use.

ENVIRONMENTAL STANDARDS

Color Control Shampoo and Conditioner are 94% naturally derived², silicone free and free of sulfate cleansers, and like all Aveda products are vegan and cruelty free. Color Control continues to further Aveda's mission with 100% PCR packaging in bottles, tubes and caps, eliminating the use of virgin petrochemical

¹ Based on 24 washes.

² According to the ISO standard, from plant, non-petroleum mineral and/or water source.



plastics in these forms. Color Control is manufactured using 100% renewable energy through solar and wind power at Aveda's primary facility.

AVAILABILITY

Aveda's Color Control Shampoo (SRP: €30 – 200ml) and Conditioner (SRP: €35,50 – 200ml) are available starting beginning of July in Aveda salons, spas, stores and online at aveda.eu.

CONTACT

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ABOUT AVEDA

Founded in 1978 as a cruelty-free brand with a mission to care for the world, Aveda creates vegan, high-performance hair, skin and body formulas for beauty professionals and consumers, all with sustainability at heart. Aveda innovates in botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. Aveda's hair care is 90% naturally derived³ and features iconic aromas from pure flower and plant essences. Aveda's high-performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have won dozens of awards, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects the highest standards of sustainability values in the beauty industry. Aveda is Leaping Bunny approved by Cruelty Free International, the globally recognizable gold standard of approval for cruelty free products.

Aveda's primary facility manufactures products using 100% wind and solar power⁴, and the brand pioneered the use of 100% post-consumer recycled PET bottles, currently, at least 85% of our PET bottles and jars used in hair styling and skincare contain 100% PCR⁵. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed one of the largest blockchain pilots in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through its signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$67 million for hundreds of global and local environmental organizations, providing clean water to more than 1.4 million people and protecting approximately 2,000 watersheds. In partnership with nonprofit charity: water, Aveda continues to provide clean water to people in need in Aveda's sourcing communities in India, Nepal, Madagascar, and Ethiopia, also protecting local watersheds where these communities live and work.

Aveda products are available in over 45 countries and territories at Aveda stores, partner salons, specialty retailers and at aveda.eu.

³ Aveda hair products are 90% naturally derived on average per ISO standard. From plants, non-petroleum minerals or water.

⁴ Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

⁵ 85%+ of Aveda's skincare & hair styling PET bottles & jars contain 100% Post-Consumer Recycled plastic. Aveda was the first beauty company to use 100% post-consumer recycled PET packaging.