

Be Sweet to Your Skin with Aveda's New Cherry Almond Body Care

Aveda's iconic Cherry Almond aroma now available in Hand and Body Wash and Body Lotion



Available from June 2019

MINNEAPOLIS, MN (APRIL 2019)— Infuse your skin with a sweet, juicy floral aroma in Aveda's new Cherry Almond body care. The newest additions to the Aveda's Cherry Almond line, Cherry Almond Hand and Body Wash and Body Lotion are vegan, silicone-free and leave skin feeling touchable. Powered by nature, these formulas contain cherry blossom extract, sweet almond oil and other plant based ingredients to help gently cleanse and moisturize the skin. Like all Aveda products, Cherry Almond Hand and Body Wash and Body Lotion are 100% cruelty free so they are never tested on animals.

Cherry Almond Hand and Body Wash is a 97% naturally derived¹ hand and body wash that features a gentle babassu-nut derived cleansing system infused with oat bran and orange peel extract to provide a luxurious and gentle wash. The creamy formula bursts into an abundant lather when massaged into wet skin.

(SRP € 26.50 / 250 ml)

Cherry Almond Body Lotion is a 98% naturally derived¹, lightweight and quick-absorbing lotion that provides instant radiance and silicone-free moisture, containing emollients derived from coconut, olive and other naturally derived ingredients that help replenish moisture and soothe dry skin. Cherry Almond Body Lotion is suitable for all skin types.

(SRP € 33.50 / 200 ml)

¹ From plants, non-petroleum minerals or water. Learn more at aveda.com.



Sweet by Nature, Wild at Heart

This collection features Aveda's fan-favorite, 100% naturally derived¹ Cherry Almond Pure-Fume™ aroma that is crafted with 38 flower and plant essences including tonka bean, certified organic orange and ylang-ylang. "With a mixture of fruitiness and a floral sweetness, the playfulness of this aroma makes it very different from other Aveda aromas. This bright, joyful, pretty aroma embodies a carefree but close-to-nature aura," said Guy Vincent, Aveda Head of Aveda Pure-Fume™ Aroma.

Cherry Almond Hand and Body Wash and Body Lotion bottles are made with 100% post-consumer recycled content. Contact your local recycling program for information about how to recycle these bottles.

Cherry Almond body care is available starting from June, 2019 in Aveda salons, spas and stores and online at aveda.eu.

CONTACT

Louise Maselis -- +3225852817-- Imaselis@be.esteelauder.com

ABOUT AVEDA

Founded in 1978 in Minneapolis, MN, Aveda creates plant-based hair, skin and body products for beauty professionals and consumers. Aveda innovates in botanical technologies, combining the principles of modern science and Ayurveda, the ancient healing art of India, to develop performance-driven hair, skin and body products—made with pure flower and plant essences—that are created with respect for the Earth, and a comprehensive menu of ritual-based treatments for holistic beauty.

Throughout the years, Aveda has pioneered new benchmarks of environmental responsibility in beauty. It was the first company to sign the Ceres Principles in 1989—a nonprofit organization mobilizing business leadership on climate change, water scarcity and other sustainability challenges—and the first beauty company to manufacture with 100 percent wind power in its primary facility². Aveda was also the first beauty company to receive a Cradle to Cradle charter for its commitment to sustainable products, packaging and production. In 2013, Aveda was honored with the first Legacy Leaders Award from Cradle to Cradle for its pioneering role in environmental leadership. Aveda received the Sustainability Leadership Award in 2017 during the Sustainable Beauty Awards organized by Ecovia Intelligence for its leadership in packaging, green formulations and sustainable ingredients. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised more than \$60 million to support environmental projects around the world.

Aveda is trusted by salon and spa professionals worldwide. Since 2007, more than half of the fastest growing salons in the U.S. have been part of the Aveda network³. Aveda products are available in Aveda Experience Centers and more than 9,000 professional hair salons and spas in more than 40 countries and at www.aveda.com. Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

² The wind power goes into the utility grid from which we purchase electrical power and our use of natural gas power is offset with wind energy credits. For more, visit aveda.com.

³ [2013 Salon Today 200 – Honoring Salon Growth and Best Business Practices](#)