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## Aveda Announces Industry-First, Paper-Based, Locally Recyclable Sachets as New Sustainable Packaging Innovation

*Aveda becomes the first prestige beauty brand to partner with Xela Pack to launch an innovative, paper-based, locally recyclable sachet sampling solution*



**MINNEAPOLIS, MN (19 October 2021)**— Aveda, the high-performance, plant-based hair care company with a mission of sustainability, has announced a partnership with leading packaging provider and woman-owned business, Xela Pack, in the development of prestige beauty’s first-ever paper-based, locally recyclable sachet. This partnership reflects Aveda’s commitment to implementing cutting edge innovations and the design-for-recyclability principles that are guided by Aveda’s mission, which is centered on environmental leadership and responsibility.

Aveda has been an industry trailblazer in delivering luxury sustainable packaging design and innovations, such as its use of 100% post-consumer recycled PET in packaging. To continue this journey, the brand is launching a new, superior solution for sampling applications. In addition to being curbside recyclable by European and UK consumers at the end of life, the sachets have been designed with sustainability in mind. They were studied in detail through a peer-reviewed life-cycle assessment, which calculated a reduction of 36-68% in water consumption and 37-64% in emissions compared to multilaminate sachets commonly used in the industry, which are typically made by combining layers of polyester, polyethylene and aluminum, and which are not curbside recyclable due to their multi-material construction and small sizes.

**Edmond Irizarry, Aveda’s Executive Director, Global Package Development** said, “at Aveda, we understand the relevance of sampling our products in a sustainable way: in-line with our Mission, and without compromise on product quality or consumer experience. I am extremely proud of our 3-year development partnership with Xela Pack to deliver this breakthrough sampling



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innovation. We look forward to expanding this technology to other markets, brands and categories in the near future.”

**Carolynn O’Connor, Director of Sales at Xela Pack** said, “the process of partnering with Aveda on this launch has been a synergistic dream come true, as both Aveda and Xela Pack have been leaders of sustainability and innovation for decades. Having the Aveda brand be the first to launch in this new recyclable Xela Pack is a perfect testimonial to our company’s continued mission of sustainability in packaging.”

**The new paper-based sachet is slated to launch in select countries in 2022.**

## CONTACT

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## About Aveda

Founded in 1978 in Minneapolis, MN, Aveda creates vegan, cruelty-free, high-performance 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 products with 100 percent wind power through renewable energy credits and carbon offsets. In June 2020, Aveda unveiled a 3.6 acre, 900kW ground-mounted solar array at its primary facility, which provides up to 50% of the annual energy demand for manufacturing, with the remainder powered by wind. This array offsets more than 1,100 metric tons of CO2 annually.

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, and was a finalist for the same award in 2020. Since 1999, Aveda’s annual Earth Month campaign, held each April, has raised nearly \$67 million to support environmental projects around the world.

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Aveda products are available in Aveda Experience Centers and more than 9,000 professional hair salons and spas in more than 45 countries and at [aveda.com](https://www.aveda.com).

### **About Xela Pack**

Xela Pack, Inc. has been producing environmentally conscious packaging in Saline, MI since 1987. The company's mission has always been to produce the best possible packaging while paying utmost respect to the earth and environment. The primarily paper constructed Xela Pack offers a huge reduction in plastic, as well as myriad other environmental advantages when compared to other forms of small dose packaging and has been the key focus of the Xela Pack brand.

Since 1987, they have blazed a trail with their innovative multi-dose Xela Pack, designing new sizes and styles, and developing new materials to keep improving the sustainability benefits of the packaging while maintaining or increasing features such as barrier capabilities, performance and function. Meanwhile, the company has chosen environmentally conscious options wherever possible, from using only sustainably sourced fibers for their paper to using wind energy offsets for their entire energy consumption as a company.

The Xela Pack has received several awards for innovation and sustainability throughout various packaging markets over the years, including an HBA International Package Design Award in 2012 for innovation in beauty sampling and travel size packaging. In recent years, Xela Pack has focused significant effort on R&D and modernization of their production equipment, allowing them to be more innovative and agile than ever before, and preparing them for global expansion starting in Q4 2021.