

# AVEDA

**Aveda Embraces The Power of Every Drop**  
*Earth Month 2024 Initiatives Making Waves in Sustainability*  
*Launching in mid-April 2024*

Aveda, the trailblazing vegan hair care brand committed to global well-being, proudly announces its Earth Month 2024 initiatives under the theme "The Power of Every Drop." With a mission to care for the world, Aveda continues its legacy of sustainability by partnering with charity: water – a non-profit organization dedicated to providing clean and safe water to those in need – via three dedicated Earth Month programs.

## **Art Meets Impact**



In an exciting collaboration, Aveda joins forces with NYC-based Nigerian Artist Láolú NYC, renowned for his work with iconic brands and contributions to Beyoncé's Grammy-winning album *Lemonade*. Láolú's *Sacred Art of the Ori* graces each bottle of Aveda's Limited-Edition Botanical Repair™ Overnight Hair Serum, creating a fusion of art and impact in the realm of hair care.

This vegan and 99% naturally derived Botanical Repair™ Strengthening Overnight Serum is a lightweight, quick-absorbing formula that creates an invisible veil on hair, preventing damage and friction during sleep. Powered by the Botanical Repair™ intensive hair repair technologies, the serum leaves hair stronger, deeply nourished, and visibly revived. Beginning April 1<sup>st</sup>, every purchase of the Limited-Edition Serum (\$56) from Aveda stores, [aveda.com](https://www.aveda.com), and participating Aveda salons and spas will contribute \$20 to charity: water, providing clean water to a family for eight

months\*.

## **#AvedaWalksForWater: A Unified Effort for a Global Cause**

On Sunday, April 21st, Aveda encourages its employees and network to join the #AvedaWalksForWater initiative. Recognizing that, on average, people in developing countries walk 3.7 miles (5.9 km) daily to access clean water, Aveda aims to engage participants in a 3.7-mile (5.9 km) walk in solidarity, raising funds for charity: water and emphasizing the importance of universal access to clean water. Check out <https://www.charitywater.org/aveda/campaigns> to get involved and learn more!

## **#NoWashDay: Style Sustainably for a Greater Cause**

In support of charity: water's mission to bring clean and safe water to everyone on the planet, Aveda invites individuals to skip a hair wash on Earth Day (April 22) as part of the #NoWashDay



campaign. By forgoing a hair wash, participants can save an average of 6 gallons (27,3 L) of water each, contributing to the global effort to address the daily struggle of 703 million people without access to clean water. Starting on April 15th, influencers and creators will champion the cause by highlighting their no-wash styles, building support and momentum for a #NoWashDay on April 22nd. Utilizing #NoWashDay and #AvedaxCharityWater, will inspire followers to actively participate in the movement.

Aveda's Earth Month 2024 initiatives embody "The Power of Every Drop," highlighting the impactful ways individuals can contribute to global sustainability efforts. Join Aveda in making a difference, one drop at a time.

#### **CONTACT**

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Suggested Retail Price: 48€

Available in all point of sales from April 2024

#### **ABOUT AVEDA**

A force of nature since 1978, Aveda was founded by hair stylist Horst Rechelbacher with a mission to care for the world we live in. Crafted with care for people and planet, Aveda creates vegan, plant-powered high-performance products for hair, skin and body using botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. Aveda is Leaping Bunny approved by Cruelty Free International and a certified B Corporation, meeting high verified standards of social and environmental performance, transparency, and accountability. Aveda products are available in more than 45 markets worldwide across freestanding stores, partner salons, specialty retailers and on [aveda.com](http://aveda.com). For every hair, everyone.

#### **\*DISCLOSURE**

*From March 24 – September 30, 2024 (or until supplies last), Aveda will donate \$20 USD per Botanical Repair™ Strengthening Overnight Serum sold in all participating Aveda locations and online at [aveda.com](http://aveda.com), [aveda.ca](http://aveda.ca), and Aveda websites in participating countries to 'charity: water' to help provide clean, safe drinking water to people in developing countries, up to \$600,000 USD donation total.\**