



THIS EARTH MONTH, AVEDA IS ON A MISSION: BRING CLEAN WATER TO AS MANY PEOPLE AS POSSIBLE

The global leader in sustainability will launch a Limited Edition Shampure™ Nurturing Shampoo Bar as part of its efforts to bring clean water to people in need through nonprofit partner charity: water

MINNEAPOLIS, MN (April 2021)— This Earth Month, Aveda, the high-performance, plant-powered hair care brand with a mission to care for the world, is proud to once again support its nonprofit partner **charity: water** as it seeks to **provide clean water to people in need in 2021**. Since 1999 when Aveda's founder **Horst Rechelbacher** created the brand's annual Earth Month campaign, Aveda has made a significant impact, **raising nearly \$65 million for environmental causes around the world**. This year, together with its partner charity: water, the brand is on a mission to raise more than \$2M to protect and provide clean water to people in need in India, Nepal, Madagascar and Ethiopia during Earth Month 2021 and beyond.

GIVE CLEAN WATER TO PEOPLE WORLDWIDE

Throughout Earth Month 2021, Aveda is offering several opportunities for consumers to support its mission to provide clean water to people in need and reach its goal of raising more than \$2M:

1. Aveda will donate \$5 from the sale of each **limited-edition Shampure™ Nurturing Shampoo Bar** and every **Discovery Set** (featuring products from Aveda's **Nutriplenish™, Botanical Repair™ and Invati Advanced™** lines) to charity: water¹
2. Aveda will donate **100% of the purchase price** (after deduction of applicable taxes) of all products sold online at aveda.com in the U.S., Canada, Germany, Italy, UK, Japan, **Belgium, Netherlands, Luxembourg**, and South Korea, and in free-standing stores in the U.S., **on April 22, 2021** (Earth Day) to charity: water to help provide clean, safe drinking water to people in developing countries, up to \$600,000 total.
3. In partnership with **MoveSpring**, Aveda will host a virtual Earth Month RunWalk throughout the month of April. **All are invited to join by signing up to run or walk 3.7 miles, the average distance people walk to their water source in developing countries**. The \$25 entry fee will help provide clean water to people in need.²

ABOUT SHAMPURE™ NURTURING SHAMPOO BAR

The new, limited-edition **Shampure™ Nurturing Shampoo Bar** is **silicone-free, sulfate cleanser free, cruelty-free and vegan**, offering gentle care for hair and the planet. Featuring Abyssinian oil, it gently cleanses & provides weightless, long-lasting nourishment while infusing hair with Aveda's signature calming aroma. In keeping with Aveda's commitment to sustainable packaging, the **Shampure™ Nurturing Shampoo Bar** features zero plastic packaging. **The carton is 100% post-consumer recycled FSC certified fiber**, and by purchasing this shampoo bar you could help us save 2

¹ From April 1 – April 30, 2021, Aveda will donate \$5.00* per Discovery Set or Shampure™ Nurturing Shampoo Bar sold in all participating Aveda locations and online at aveda.com in select countries to 'charity: water' to help provide clean, safe drinking water to people in developing countries, up to \$400,000 donation total.

² Aveda Earth Month RunWalk is open for participation 4/1/21-4/30/21. \$22.50 of entry fee directed to charity: water; \$2.50 directed to MoveSpring/DonorDrive. Learn more at charity.water.org/aveda.



tons of plastic which is equivalent to 180K water bottles.³ Additionally, **100% of waste from the manufacturing process** will be donated to the Clean the World foundation who will in turn recycle it into new soap bars for communities in need.

The Limited Edition Shampure™ Nurturing Shampoo Bar (SRP €18.50) is available starting April 1, 2021 in Aveda stores, on aveda.nl and in participating Aveda salons and spas. \$5 of each bar sold goes to fund clean water projects.⁴

DISCOVERY SETS FOR A CAUSE

Find your hair's new favorite while giving something back. Aveda will also introduce **discovery sets** featuring products from the brand's hero franchises. \$5 of each set sold during Earth Month will fund clean water projects.⁵ The sets will feature an assortment of best-selling products from the following collections:

1. **Botanical Repair™ Strengthening Trio (SRP €20):** The new Botanical Repair™ collection offers **intensive three layer hair repair** through revolutionary plant-powered, bond-building technology that is formulated to **strengthen, repair and protect** hair from the inside out.
2. **Nutriplenish™ Light Moisture Trio & Deep Moisture Trio (SRP €20):** Discover **superfood-infused hydration** with Nutriplenish™. The intensely hydrating, replenishing collection is formulated with omega-5-rich organic pomegranate oil for **lush, visibly healthy, manageable hair**.
3. **Invati Advanced™ Light Trio & Rich Trio (SRP €30):** The Invati Advanced™ 3-step system **reduces hair loss by 53%**⁶, resulting in thicker, fuller hair.

WALK 3.7 MILES IN THEIR SHOES

All are invited to join the **Aveda Earth Month RunWalk** and run or walk 3.7 miles (the average distance people walk to their water source in developing countries) daily, weekly or more from April 1 - April 30th. The \$25 entry fee helps fund projects in India, Nepal, Madagascar and Ethiopia.⁷ Visit an Aveda store, participating salon or the Aveda website and simply use your phone to scan a custom QR code to download the MoveSpring app and join Team Aveda. Guests can also sign up directly via this link: <https://charitywater.donordrive.com/event/aveda>.

CONTACT

Marie Wauters, Corporate Communications Manager Estée Lauder Companies Benelux.
mwauters@be.clinique.com.

ABOUT AVEDA

³Based on estimated plastic bottle weight.

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⁶ Reduces hair loss due to breakage from brushing, after using the Invati Advanced™ system for 12 weeks.

⁷ Aveda Earth Month RunWalk is open for participation 4/1/21-4/30/21. \$22.50 of entry fee directed to charity: water; \$2.50 directed to MoveSpring/DonorDrive. Learn more at charitywater.org/aveda.



THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

Founded in 1978 in Minneapolis, MN, Aveda creates 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 \$65 million to support environmental projects around the world.

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.eu.

ABOUT CHARITY: WATER

charity: water is a nonprofit organization bringing clean and safe drinking water to people in developing countries.

Since 2006, charity: water has funded more than 29,000 water projects around the world to help 8.4 million people get access to clean water, hygiene and improved sanitation. Learn more about charity: water's work at www.charitywater.org