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AVEDA

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Available as from May 2020

Softer Skin is a Scrub Away with Aveda's NEW Cherry Almond Body Scrub

Reveal softer, smoother skin with Aveda's new vegan cherry almond body scrub, featuring an exfoliating walnut and bamboo blend and sweet floral aroma



MINNEAPOLIS, MN (MAY 2020)— Get touchably soft skin with Aveda's NEW 98% naturally derived¹ cherry almond body scrub. Featuring a gently-exfoliating walnut and bamboo blend, and nourishing cherry blossom extract and sweet almond oil, cherry almond body scrub conditions and smooths skin while infusing your senses with a sweet floral aroma made from 38 pure flower and plant essences.

“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, Head of Aveda Pure-Fume™ Aroma**.

This new body scrub joins the cherry almond hair and body care franchise, which includes shampoo, conditioner, leave-in conditioner, hand & body wash and body lotion. Cherry almond body scrub comes in a tube made with 59% post-consumer recycled (PCR) high-density polyethylene (HDPE) and 41% bioplastic. Like all Aveda products,

cherry almond body scrub is cruelty-free, never tested on animals, and is manufactured with 100% wind power through renewable energy credits and carbon offsets.

Cherry Almond Body Scrub retails for:

35,00 EUR – 200 ml

Availability

Cherry Almond Body Scrub will be available as from May 2020 in all Aveda salons, Aveda Antwerp store and online on aveda.eu.

¹ From plants, non-petroleum minerals or water.

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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 nearly \$65 million to support environmental projects around the world.

Aveda is trusted by salon and spa professionals worldwide. 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 aveda.eu Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

²The 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.