



Aveda Introduces Takeback Program + New Refillable Pouches

The global hair care brand launches the Aveda Full Circle Takeback program and announces refillables in effort to further its longstanding commitment to responsible packaging

[BELGIUM], July 2021 — Aveda, the high performance, plant-infused hair care brand with a mission to care for the world, today announced a new milestone in the brand's sustainability journey: the launch of a empty bottle take-back initiative in select European countries, called **Aveda Full Circle Takeback program**. As the first beauty brand to use **100% post-consumer recycled materials** in its packaging, the launch of **Aveda Full Circle** is a natural next step for Aveda in its ongoing quest to address its impacts related to packaging, including minimizing packaging materials and maximizing recycling and the use of recycled content.

Aveda Global Brand President Barbara De Laere said, "Sustainability is at the core of our brand, and launching a takeback program is another step we are taking toward helping to minimize waste and lessen our environmental impact. We are very excited to pilot this program in Europe, where consumers have shown an eagerness to make more sustainable decisions around consumption and recycling. Our goal is to roll it out in several additional countries in the future, and we are excited about the potential long and short-term impact of the program."

Minimal Packaging, Maximum Recycling

For decades, Aveda has been dedicated to decreasing its environmental impact through responsible packaging. The vast majority of Aveda products can be curbside recycled and are made of 100% post-consumer recycled (PCR) packaging. Where that isn't possible, the brand combines PCR materials with bioplastic made from sugarcane that won't compromise recycling systems. With the **Full Circle program**, **Aveda invites consumers to bring empty products to a participating salon¹**, providing a takeback mechanism for empties. The materials are then directed to a third party recycling partner who will recycle what they can and any remaining materials will be converted waste to energy.

How Aveda Full Circle Works

While many Aveda products are recyclable at home, a handful - pumps, small bottles (150ml or less), samples, pouches, makeup items and tubes - are not, due to the composition, size or shape of the material. Aveda encourages guests to reuse these items wherever possible, and when finished, this is where **Aveda Full Circle** comes in: consumers are encouraged to drop off these empties that are not easily curbside recycled to any of the participating Aveda salons across Europe. In exchange, guests will receive a 15% discount on purchases made that day if eligible products are returned.² Aveda will then collect the empties and pass them along to its recycling

¹ At the moment you can bring your empties to [Mona Mechelen](#). There will be a Full Circle Takeback bin where products can be placed. More Aveda salons will join this project in the future.

² While Aveda will accept all empties, guests will only receive a 15% discount on purchases made that day for returned items that can't be recycled locally. The current list of items eligible for receiving the 15% discount include: tubes of any size, pouches, pumps, anything 150 ml or less (pumps removed), samples and travel sizes + all makeup items.



partner, who will recycle what they can, with any remaining materials being converted waste to energy.

To learn more about Aveda's sustainability initiatives, visit <https://www.aveda.eu/be/en/living-aveda/mission-and-heritage>, <https://www.aveda.eu/be/en/living-aveda/responsible-packaging> & <https://www.aveda.eu/be/en/living-aveda/responsible-manufacturing>

CONTACT

Marie Wauters
Corporate Communications Manager
mwauters@be.clinique.com
+32 (0)475 29 78 14

About Aveda

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 product 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. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised nearly \$65 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.eu.