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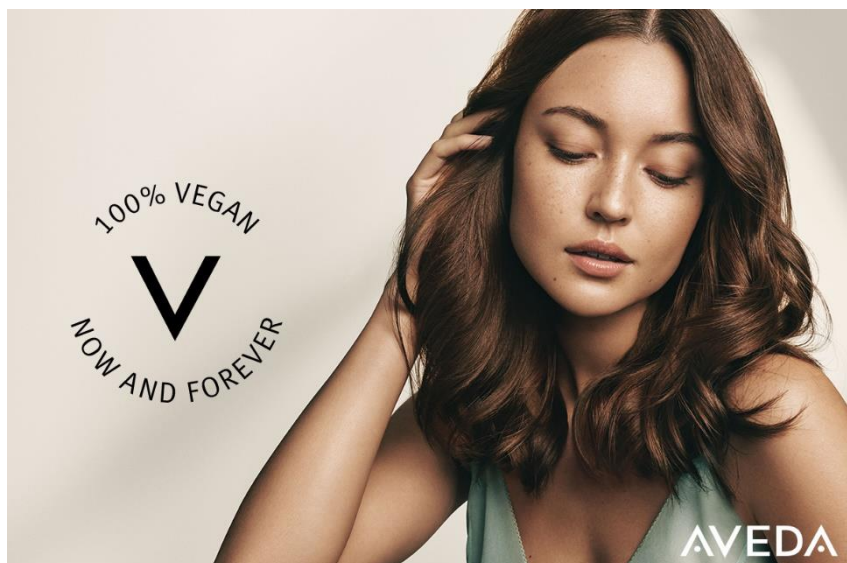
# AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

**[EMBARGO: JANUARY 1, 2021]**

## **Aveda's High-Performance Hair and Personal Care Products are Now 100% Vegan**

*The global beauty company's portfolio of more than 500 products contain no animal-derived ingredients*



**MINNEAPOLIS, January 1, 2021— Aveda is 100% Vegan.** Aveda, the high performance, plant-powered hair care brand with a mission of care, has today announced a new milestone in the brand's sustainability journey: all of its hair care, hair color, body care, makeup and aroma products are now 100% vegan. Aveda has been **cruelty-free since the brand was founded in 1978** and was largely vegan with the exception of some products that contained honey, beeswax and beeswax-derived ingredients. **Today, all products, globally, available on Aveda.eu, in Aveda partner salons and in Aveda Experience Centers are now 100% vegan!**

### **Eliminating Animal Ingredients**

Vegan products are defined as those that are created **without any animal or animal-derived ingredients**. Many such ingredients are used in beauty including the aforementioned beeswax and honey, as well as silk, keratin, glycerin, non-vegetal squalene, lanolin, collagen and carmine. Though Aveda only used honey and beeswax-derived ingredients in a limited number of products, it was no easy task to remove them.

“Removing beeswax was one of the biggest challenges for Aveda formulators because it helps to create texture, structure, color payoff, and smoothness,” explained **Christine Hall, Aveda's VP of Research and Development**. “One common alternative to beeswax for lip products specifically is synthetic beeswax, a wax that is petroleum derived. But at Aveda, because we are



committed to maximizing our use of naturally-derived ingredients, we opted instead to create a unique blend of plant-based butters and waxes that are strong enough for application, but also feel good on your lips.” Aveda’s [Feed My Lips Collection](#) includes lipsticks, glosses and liners with major color payoff -- no beeswax required!

Beeswax can also have an impact on aroma and is often found in products containing fragrance. **Kate Rosso, Aveda’s Principle Perfumer** explained, “we used an ingredient called beeswax absolute in some of our aromas. It is extracted from honeycomb or from cakes of beeswax. It provided a sweet, warm, complex note and helped increase its ‘staying power.’ We have worked hard to recreate these formulas using only non-animal derived ingredients to ensure that our iconic aromas would not be affected.”

### Decades in the Making

In accordance with Aveda’s founding mission to care for the world we live in, the brand has pioneered new benchmarks of environmental responsibility in beauty for decades. Aveda was the first company to sign the Ceres Principles for corporate responsibility, which calls for the safeguarding of the Earth and its inhabitants. While this was in 1989, Aveda’s commitment remains strong; protecting the Earth’s inhabitants by eliminating animal and animal-derived ingredients from its products was vitally important to the brand.

**Barbara De Laere, Aveda Global Brand President** said, “Behind the Aveda brand is a team of people that are passionate and energized by our mission to care for the world we live in, and our transition to 100% vegan formulations is a testament to the hard work of this team as they embarked on reformulating and repackaging our products. This work has been in progress for more than three years and it is a big milestone for us: it is part of our brand promise to create high-performance products that are 90% naturally-derived (on average) and formulated with our mission of sustainability in mind. We believe in no-compromise formulas at Aveda: there is no reason why we can’t have sustainable, animal-friendly products that work for all hair types and textures!”

### High Performance Hair Care

With more than 9,000 partner salons around the globe, there are 50,000 Artists -- and their clients -- that depend on the performance of Aveda’s hair care, hair color and hair styling products. In addition to being cruelty-free, vegan *and* 90% naturally derived on average<sup>1</sup>, the products deliver the most competitive results for all hair types and textures.

- **botanical repair™**: botanical repair™ is a high-performing, vegan, 93% naturally derived<sup>1</sup> collection of both retail and professional products powered by an innovative 3-layer hair repair technology that transforms hair with the power of plants. Plant-powered molecules help repair hair by multiplying bonds critical to reinforcing hair’s strength and integrity at the core, while a nourishing macro green blend detangles and smooths the cuticle to prevent breakage. The result is visibly revived hair that’s shinier and full of life.

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<sup>1</sup> From plants, non petroleum minerals or water. Lean more at [aveda.com](http://aveda.com).



- **Nutriplenish™:** Aveda's Nutriplenish™ collection is an advanced hydration system from Aveda that offers high-performance, nutrient-powered hydration through our Superfood Complex. This collection, which is silicone-free, vegan, cruelty-free and 94% naturally derived<sup>1</sup>, was specifically formulated to address hydration needs for all hair types and textures and provides 72 hours of nutrient-powered hydration.
- **Invati Advanced™:** Using the Invati Advanced™ system strengthens and instantly thickens hair, reducing hair loss by 53%<sup>2</sup>. This system features a powerful blend of Ayurvedic herbs including ginseng and certified organic turmeric that help invigorate the scalp when massaged in, and certified organic amla instantly thickens the hair from roots to ends.

## A More Sustainable Future

Aveda's headquarters are situated on a 58-acre campus in Blaine, Minnesota alongside honeybee colonies, an employee-curated vegetable garden, electric vehicle charging stations and miles of running trails. The land is National Wildlife Federation Certified, and employees enjoy frequent sightings of a variety of wildlife including turkeys, deer, turtles and groundhogs. The main office building has an emphasis on sustainability: it is powered by solar and wind energy, is carpeted with recycled fibers, has composting and recycling bins throughout the building and an organic cafe on the first floor.

In September 2020, Aveda launched its **Carbon Offset Shipping** program, which offsets 100% of carbon emissions generated by shipping products purchased on Aveda.com and shipped to U.S. guests at no cost to the guest. This year, the brand also launched its **online [Ingredient Glossary](#)**, which details what the brand's key ingredients do and what they are sourced from. Additionally, Aveda "flipped the switch" on a new 3.6 acre, 900kW ground-mounted **solar array** at its headquarters in Blaine, Minnesota in June 2020. The solar panels collect sunlight throughout the day, converting the light into electricity and supplying it to the manufacturing facility on campus, sending excess energy back to the grid. The new array is part of the brand's vision to be a renewable energy generator.

To learn more about Aveda's sustainability initiatives, visit [aveda.com/sustainablefuture](https://www.aveda.com/sustainablefuture).

## 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

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<sup>2</sup> Reduces hair loss due to breakage from brushing, after using Invati Advanced™ system for 12 weeks.

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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.

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](http://aveda.eu).

Press contacts : Marie Wauters, [mwauters@be.clinique.com](mailto:mwauters@be.clinique.com)