



Aveda Announces New Carbon Neutral Shipping Program For All Online Orders

The global hair care brand is now offsetting 100% of carbon emissions from shipping for every order placed on Aveda.eu and shipped to Belgium or The Netherlands by supporting clean energy projects

Brussels, 27 April 2021 — Aveda, the high performance, plant-powered hair care brand with a mission to care for the world, has today announced a new milestone in the brand's sustainability journey: offsetting all carbon emissions that are placed on Aveda.eu and shipped to Belgium or The Netherlands as from May 1st. Aveda offsets 100% of the carbon emissions from shipping products ordered on its website at no cost to the guest.

Following a successful launch of the program in the US last year, which **offset more than 2,000 metric tons of CO₂e** and won an Elle U.S. Green Beauty Star Award for its impact, Aveda will offset shipping emissions by purchasing offsets from two projects that focus on wind power and water filtration as these are overarching environmental initiatives that Aveda currently supports. These projects include:



Wind Power: The Prairie Winds Emissions Reduction Project aids in the transition toward a decarbonized economy, and provides greater access to affordable, reliable, sustainable and efficient energy solutions. With an annual generation of 300,000 MWh of clean energy, this project -- which is based in North Dakota -- helps to mitigate climate change and has resulted in the creation of new jobs during the construction phase, and permanent jobs since becoming a working operation.



Hydrologic Ceramic Water Filter Project: The Nexus for Development Hydrologic Ceramic Water Filter Project in Cambodia has helped provide access to safe drinking water and basic sanitation to 1.7 million people across 312,000 households over seven years. Replacing traditional wood-burning stoves used to boil water with these water filters helps to reduce greenhouse gas emissions and maintain Cambodia's forests. These forests are important stores of carbon and critical to the health of ecosystems and local livelihoods of men, women and children.

Aveda Global Brand President Barbara De Laere said, "Sustainability is at the core of our brand, and offsetting our emissions from shipping is yet another step we are taking toward reducing our overall footprint. For us, caring for the world we live in is well worth the investment. We are very excited about this program and the impact that it will make in both the short- and long-term."

Aveda Benelux Brand Manager Marian Tack said, "I am proud that we are the first European market to launch this new program for Aveda. This month we are also celebrating Earth Month, to which we at Aveda attach great importance. We are therefore very pleased with this new milestone which is in line with our sustainable mission."



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A More Sustainable Future

The carbon offset program is one of several sustainability milestones that Aveda has achieved recently. In January 2021 Aveda announced that its products are 100% vegan, meaning they contain no animal ingredients. Aveda also recently launched its online [Ingredient Glossary](#), which details what the brand's key ingredients do and what they are derived from. Additionally, Aveda completed the construction of 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.

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

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cruelty free



vegan

100% wind & solar powered
manufacturing*100% recyclable
bottles90% naturally
derived hair care**

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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.



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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 facility¹. 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 is trusted by salon and spa professionals worldwide. Since 2007, more than half of the fastest growing salons in the U.S. have been part of the Aveda network². 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.

¹ The 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.

² [2013 Salon Today 200 – Honoring Salon Growth and Best Business Practices](#)