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Aveda Appoints Arizona Muse as Global Advocate for Sustainability

The fashion model and climate activist takes on a new role in prestige hair care



MINNEAPOLIS, MN USA January 1, 2021— Aveda, the high-performance, plant-powered hair care company with a mission of care, has today announced the brand's first-ever global ambassador: Arizona Muse.

Arizona Muse is a world renowned fashion model and climate activist who has been the face of campaigns for some of the world's most acclaimed brands. She devoted herself to the cause of environmental sustainability in 2016 after realizing that, as a model, she didn't know where the clothes she was wearing and helping to sell came from. Since then, she has delved deep into self-education about the climate crisis we face, learning as much as she can and recently started applying this knowledge as a sustainability consultant, helping fashion brands transition into a regenerative future. Arizona also regularly sits on industry panels and at roundtable discussions, aiming to help solve fashion's pollution and justice problems. As a stalwart of the industry, she acts as a bridge between the worlds of fashion and environmental activism, using her platform to educate, engage and take action for change.

As a brand, Aveda has been a pioneer in sustainability since it was founded by world-class hairstylist and Environmentalist Horst Rechelbacher in 1978. Since then the company has pursued several environmental initiatives including signing the Ceres Principles in 1989; holding Earth Day fundraising events since the early 1990's and even starting a petition to urge world leaders to take action on climate change at the Paris Climate Agreement in 2015. The brand's



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partnership with Arizona is uncanny; not only has she been using Aveda products since childhood, she also shares many of the brand's core values around environmental responsibility and giving back to society. Together, they will work toward a goal of impacting the world, but limiting their impact on the planet.

Arizona Muse said, "Aveda is a company that I have long admired for creating the most beautiful products that work for my hair, smell amazing and are also responsibly manufactured. I believe wholeheartedly that you don't have to compromise luxury or performance for planet-friendly products, and Aveda delivers on that. Being named their Global Advocate for Sustainability is such an honor for me and I am proud to be working with a brand that shares my values. I also love changing my hair, and look forward to debuting a few new looks throughout our partnership!"

As part of her role with Aveda, Arizona will educate around sustainable choices that individuals can make to help foster change; lead conversations with other thought leaders that are passionate about climate change and share sustainability news on behalf of the Aveda brand.

Aveda Global Brand President Barbara De Laere said, "our partnership with Arizona Muse is such a natural fit. She is a true pioneer in the fashion industry and has become a real force for change -- her name is almost synonymous with environmental responsibility now. We are so proud to have her representing our beautiful brand as our first Global Advocate for Sustainability."

Sustainability has always been a priority for Aveda, and the brand's environmental mission dates back to the year the company was founded in 1978. Aveda continues to pioneer in sustainability at a rapid pace. This year, Aveda announced the following milestones:

- **January 2021:** Aveda announced that it is **100% vegan**, after reformulating some of its products to no longer include beeswax, honey or beeswax absolute. **Aveda has always been cruelty-free, never tested on animals.**
- **October 2020:** Aveda announced the completion of one of the largest scale **blockchain technology** pilots in the beauty industry, tracing Madagascan vanilla from 450 smallholder farms in Madagascar to the company's manufacturing facility in Blaine, Minnesota. Blockchain technology provides an incorruptible reference that can be used to verify claims of the source and quality of ingredients, such as the Madagascan vanilla Aveda uses in its products. 80% of the world's vanilla comes from the island of Madagascar, and small farms are responsible for most of the production. Complexities in the vanilla supply chain are multilayered, ranging from price fluctuations to major climate challenges and intensive farming needs, which is why vanilla was selected for this pilot program. Ultimately, traceability is important because it will help to ensure sustainable, ethical sourcing, fair wages for farmers, high quality ingredients, and more transparency for consumers.
- **January 2020:** In line with Aveda's goals around transparency for its guests, the brand launched an **online [Ingredient Glossary](#)**, which details what the brand's key ingredients do and what they are sourced from. Aveda continues to add to this list.
- **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.



- **June 2020:** Aveda “flipped the switch” on a new 3.6 acre, 900kW ground-mounted **solar array** at its headquarters. 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 home to 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, please 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 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.com](https://www.aveda.com).

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