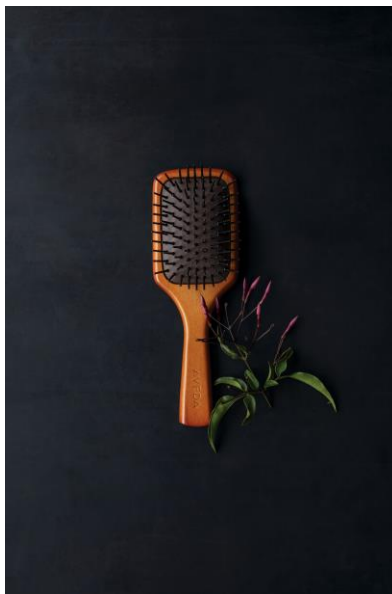




AVEDA MINI PADDLE BRUSH



Available from May 2019

MINI PADDLE BRUSH

Make your day smoother with Aveda's new Mini Paddle Brush. A smaller version of the fan-favorite original Wooden Paddle Brush, Aveda's Mini Paddle Brush is lightweight and designed to take on-the-go. Aveda's Paddle Brushes feature extended bristles for easy detangling, reducing stress to the hair and scalp while blow-drying and styling. Pro Tip: Brush vertically to detangle and brush horizontally to smooth.

The Mini Paddle Brush (SRP € 20) is available from May 2019
in Aveda salons, spas and stores and online at aveda.eu.

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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 facility¹. 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 more than \$60 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.com. Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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, go to aveda.com.

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