

INTERNAL

AVEDA

Clean Water Changes Everything: Aveda Continues its Mission to Provide Clean Water with Annual Earth Month Campaign

*The leader in sustainability is selling its coveted Limited Edition Shampure™ Nurturing
Shampoo Bar
as part of its efforts to bring clean water to people in need through nonprofit partner charity:
water*



MINNEAPOLIS, MN (April 2022)— This Earth Month, Aveda, the vegan, high-performing hair care brand with a mission to care for the world, is proud to support its nonprofit charity partner, **charity: water** as it seeks to provide clean water to people in need. Since 1999, when Aveda first launched its annual Earth Month campaign, the brand has raised more than \$67 million for environmental causes around the world, and has provided clean water to more than 1.4 million people and protected approximately 2,000 watersheds. Together with charity: water, Aveda focuses on providing clean water, sanitation and hygiene (WASH) to people in need in its sourcing countries of India, Nepal and Madagascar during Earth Month 2022 and beyond.

GIVE CLEAN WATER TO PEOPLE WORLDWIDE



Throughout Earth Month 2022, Aveda is offering consumers the opportunity to support its mission to provide clean water to people in need and reach its goal of raising \$1M:

1. Aveda will donate \$5 from the sale of each **limited-edition Shampure™ Nurturing Shampoo Bar** to charity: water for the month of April (up to \$400K).¹
2. Aveda will donate **100% of sales online and in U.S. Aveda stores** on Earth Day 2022 (April 22nd) to charity: water (up to \$600K).²

ABOUT SHAMPURE™ NURTURING SHAMPOO BAR

The Aveda limited-edition Shampure™ Nurturing Shampoo Bar is **silicone-free, sulfate cleanser free, cruelty-free and vegan**, offering gentle care for hair and the planet. Featuring Abyssinian oil, it gently cleanses & provides weightless, long-lasting nourishment while infusing hair with Aveda's signature calming aroma. In keeping with Aveda's commitment to sustainable packaging, the **Shampure™ Nurturing Shampoo Bar** features zero plastic packaging. **The carton is 100% post-consumer recycled FSC certified fiber**, and by purchasing this shampoo bar you could help us save **2 tons of plastic which is equivalent to 180K water bottles**.³

The **Limited Edition Shampure™ Nurturing Shampoo Bar** (SRP €18,5) is available starting April 1, 2022 in Aveda store Antwerp, on aveda.eu and in participating Aveda salons and spas. \$5 of each bar sold goes to funding clean water projects with charity: water.

CONTACT

Marie Wauters, Corporate Communications Manager Estée Lauder Companies Benelux.
mwauters@be.clinique.com.

ABOUT AVEDA

Founded in 1978 as a cruelty-free brand with a mission to care for the world, Aveda creates vegan, high-performance hair, skin and body formulas for beauty professionals and consumers, all with sustainability at heart. Aveda innovates in botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. Aveda's hair care is 90% naturally-derived⁴ and features iconic aromas from pure flower and plant essences. Aveda's high-performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have won dozens of awards for innovation, performance and sustainability.

¹ From April 1-April 30, 2022, Aveda will donate \$5.00 per Shampure™ Nurturing Shampoo Bar sold in all participating Aveda locations and online at aveda.eu in select countries to 'charity: water' to help provide clean, safe drinking water to people in developing countries, up to \$400,000 donation total.

² Aveda will donate 100% of the purchase price (after deduction of applicable taxes) of all products sold online on [Aveda.eu](https://aveda.eu) in the U.S., Canada, Germany, Italy, UK, Japan, Belgium, Netherlands, Luxembourg, South Korea, France, Austria, Switzerland and Spain, and in free-standing stores in the U.S., on April 22, 2022 (Earth Day) to charity: water to help provide clean, safe drinking water to people in developing countries, up to \$600,000 total. The total donation will be paid in USD. charity: water is a U.S. 501(c)(3) tax-exempt charity operating globally.

³ Based on estimated plastic bottle weight.

⁴ Hair care is 90% naturally derived on average using the ISO standard. From plants, non-petroleum minerals or water.



Aveda's primary facility manufactures products using 100% wind and solar power⁵, and the brand pioneered the use of 100% post-consumer recycled PET bottles⁶. Additionally, Aveda eliminates the use of virgin plastic wherever possible. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed the largest blockchain pilot in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through their signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$67 million for hundreds of global and local environmental organizations, providing clean water to more than 1.4 million people and protecting approximately 2,000 watersheds. In partnership with nonprofit charity: water, Aveda continues to provide clean water to people in need in Aveda's sourcing communities in India, Nepal and Madagascar, also protecting local watersheds where these communities live and work.

Aveda products are available in over 45 countries and territories at Aveda stores, partner salons, specialty retailers and at aveda.eu.

⁵ Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

⁶ 85%+ of Aveda's skincare & hair styling PET bottles & jars contain 100% Post-Consumer Recycled plastic. Aveda was the first beauty company to use 100% post-consumer recycled PET packaging.