



## Aveda Continues its Mission to Protect and Provide Clean Water with Annual Earth Month Campaign

**MINNEAPOLIS, MN (APRIL 1, 2025)**— This Earth Month, Aveda, the purpose driven pioneer of high-performance, plant-derived hair care, aims to change worlds with clean water through its support of global nonprofit charity partner, **charity: water**. Since 1999, when Aveda first launched its annual Earth Month campaign, the brand has raised more than \$72 million for hundreds of global and local organizations, providing clean water to more than 1.5 million people and protecting thousands of local watersheds. Together with charity: water, Aveda focuses on providing clean water, sanitation and hygiene to people in need during Earth Month 2025 and beyond. With access to clean water nearby, communities are healthier and have more time to go to school or earn an income.

Through purchases of Aveda’s limited-edition Earth Month product, joining Aveda’s Earth Month campaign activities, prioritizing water-saving habit shifts, or direct donations to [charity: water](#), there are various ways that Aveda is encouraging community action during Earth Month to raise funds and build awareness for clean water initiatives. Join Aveda in making a difference this Earth Month and change worlds with clean water.

“Earth Month is a time for us to reflect on and reaffirm our dedication to the mission that Horst Rechelbacher, Aveda’s visionary founder, instilled. His unwavering commitment to caring for the world we live in continues to guide us as we champion initiatives for Earth Month and beyond,” explained **Shane Wolf, Global Brand President, Aveda**. “These efforts are not just events; they are a testament to our enduring responsibility to environmental stewardship and social impact. Through Earth Month, we honor Horst’s legacy by actively engaging our community and fostering a more sustainable future for all.”

### LIMITED-EDITION BOTANICAL REPAIR™ BOND BUILDING STYLING CREME AVAILABLE AS FROM APRIL 4, 2025.

For this year’s Earth Month campaign, Aveda will be selling its Botanical Repair™ Bond Building Styling Creme – a multi-benefit styling cream that adds flexible hold and smooths frizz while building bonds for stronger hair – in a limited-edition 100ml size featuring special packaging designed by artist [Melissa Koby \(@mkoby\\_\)](#). \$15 from each sale of this limited-edition product (SRP €29,90) will go directly toward funding clean water projects with charity: water.

“When creating this design, I drew great inspiration from the visual representation of water’s natural movement, hopefulness, and connection – all of which I feel embodies Aveda’s Earth Month mission,” shared **Melissa Koby**.



**Aveda’s Limited-Edition Botanical Repair™ Bond Building Styling Crème will be available at all points of sale as well as online at [aveda.eu](#).**

### AVEDA CLEAN WATER CHALLENGE

Starting on World Water Day and throughout Earth Month 2025, Aveda is encouraging participation in the [#AvedaCleanWaterChallenge](#) – a social campaign of weekly focuses highlighting small but impactful habit shifts that contribute to global sustainability initiatives. The first three weeks cover

*\*From March 22 – September 30, 2025 (or until supplies last), Aveda will donate \$15 USD per Botanical Repair™ Bond Building Styling Crème sold in all participating Aveda locations, online at [aveda.com](#), and Aveda websites in participating countries to ‘charity: water’ to help provide clean, safe drinking water to people in developing countries, up to \$500,000 USD donation total. charity: water is a U.S. based charity incorporated and tax-exempt in the U.S. and operating globally.*



counting how many times per day you access clean water, prioritizing eating vegan, and focusing on reusable and recyclable items in place of single-use plastics, respectively. These are followed by two key annual Earth Month activations for Aveda: 'No Wash Day' and 'Aveda Walks for Water'.

### **No Wash Day**

On Earth Day, Tuesday, April 22, Aveda invites individuals to skip a hair wash as part of the brand's #NoWashDay campaign. By forgoing a hair wash, participants can save an average of 6 gallons<sup>1</sup> of water each day. Influencers and creators worldwide will champion the cause by highlighting their no-wash styles featuring the limited-edition Earth Month product and other Aveda no-wash day must-haves like Shampoo Dry Shampoo, building support and momentum for #NoWashDay and inspiring followers to actively participate in the movement.

### **Aveda Walks for Water**

On Sunday, April 27, Aveda encourages its customers, partners, employees, network and everyone interested in this cause to join the Aveda Walks for Water initiative. Recognizing that people in developing countries walk an average of 3.7 miles daily to access clean water, Aveda aims to engage participants in a 3.7-mile walk in solidarity, raising awareness for charity: water and emphasizing the importance of universal access to clean water. Participants are encouraged to post about their walk on social media using #AvedaWalksForWater to further spread awareness for the cause. Join your local Aveda location on a walk or plan your own outing with family and friends. Small actions can make a big difference, and there is power in every step.

### **AVEDA'S MISSION OF CARE**

In accordance with Aveda's founding mission to care for the world we live in, the brand has pioneered and established new benchmarks of environmental responsibility in beauty for decades. Aveda prioritizes environmental leadership and responsibility across its entire business, with special emphasis on vegan and Leaping Bunny Approved formulas, responsible sourcing, responsible packaging, responsible manufacturing, and helping protect and provide clean water to people in need. Further, Aveda is a certified B Corporation, meeting high verified standards of social and environmental performance, transparency, and accountability. To learn more about Aveda's mission and sustainability initiatives, visit [aveda.com/mission-of-care](https://www.aveda.com/mission-of-care).

### **CONTACT**

For more information, please contact **Marie Wauters: [mwauters@be.clinique.com](mailto:mwauters@be.clinique.com)**.

### **ABOUT AVEDA**

A force of nature since 1978, Aveda was founded by hair stylist Horst Rechelbacher with a mission to care for the world we live in. Crafted with care for people and planet, Aveda creates vegan, plant-powered, high-performance products for hair, skin and body. Aveda uses botanical technologies and green chemistry and combines the principles of modern science and the ancient art of Ayurvedic healing. Aveda is Leaping Bunny approved by Cruelty Free International and a certified B Corporation, meeting high verified standards of social and environmental performance, transparency, and accountability. Aveda products are available in more than 45 markets worldwide

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<sup>1</sup> Based on the average shower using 2.1 gallons of water per minute and the average shower being 8 minutes. Source: US EPA [Save Water and Energy by Showering Better](#) Pub. 2017

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across freestanding stores, partner salons, specialty retailers and on [aveda.com](https://www.aveda.com). For every hair, everyone.

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