

INTERNAL



THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

AVEDA INTRODUCES A REMARKABLE REVIVAL FOR BEAUTIFUL, BLONDE COLOR: THE NEW VEGAN BLONDE REVIVAL™ TRIPLE-ACTION SYSTEM REVIVES COLOR, SOFTNESS AND SMOOTHNESS IN JUST ONE USE

New 96% naturally derived¹ blonde revival™ shampoo and conditioner revive color with violet rich pigments while acai and passion fruit oils help nourish, hydrate and condition over-processed hair

MINNEAPOLIS, MN (MAY 2021) — Aveda, the high-performance hair care brand with a mission to care for the world, introduces **blonde revival™**, a **96% naturally-derived¹, vegan, and silicone-free system specifically formulated to revive blonde hair in just one use**. The experts in professional hair color have developed an extraordinary new triple-action hair care system that will keep blonde hair looking beautiful at home.

The new, multi-benefit **blonde revival™** system features a **purple toning shampoo and conditioner** that helps neutralize brassy tones for a brighter, beautiful, illuminated blonde result after just one use. Here's how the **triple-action system** works:

- 1. Reawakens salon-fresh blonde color:** Violet rich pigments help neutralize unwanted yellow or brassy tones for a brighter, more illuminated result.
- 2. Revives softness:** A blend of nourishing lightweight oils, including acai and passionfruit, hydrate and condition over-processed hair - returning incredible softness to each strand.
- 3. Restores smoothness:** Repeated lifting and lightening to achieve the perfect shade of blonde can impact the condition of your hair. This nourishing system instantly resurfaces the hair fiber leaving it feeling smooth and healthy.

Aveda's new **blonde revival™** system revives color, softness and smoothness, providing the remarkable revival beautiful blonde hair deserves.

The blonde revival™ system includes:

- **blonde revival™ purple toning shampoo:** Sulfate cleanser-free formula developed with a low lather to help maximize toning benefits as it gently cleanses hair without stripping. Violet rich pigments revive the look of salon-fresh blonde color by neutralizing brassy yellow tones for a brighter blonde result. Features progressive toning benefits and can be left on for up to three minutes depending on the desired amount of neutralizing. 97% naturally derived¹.
200ml - SRP 30 EUR
- **blonde revival™ purple toning conditioner:** Silicone-free formula instantly conditions, smooths, softens and detangles. Featuring a blend of nourishing lightweight oils, including acai and passionfruit, to hydrate and condition over-processed hair while instantly resurfacing the hair fiber. Hair is left feeling silky, soft and smooth with a healthy touch. 96% naturally derived¹.
200ml - SRP 33 EUR

¹ From plants, non petroleum minerals or water. Evaluated using the ISO standard. Learn more at [aveda.eu](https://www.aveda.eu).

INTERNAL



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Environmental Standards

The **blonde revival™** system is 96% naturally derived², silicone-free, sulfate-cleanser free and vegan; and like all Aveda products, it is cruelty-free. **Blonde revival™** products are manufactured with 100% solar and wind power through renewable energy credits and carbon offsets balancing our electrical and natural gas usage.³

Blonde revival™ is infused with a sweet, fruity floral aroma featuring osmanthus, certified organic orange⁴, and cedarwood. The aroma is bright and colorful, offering a burst of aromatic vibrancy with each use.

Blonde revival™ packaging was designed with the environment in mind. The tubes are made with a minimum of 65% post-consumer polypropylene.

Blonde revival™ availability

The **blonde revival™** system is available starting MAY 1st 2021 in Aveda salons, Aveda store Antwerp and online at aveda.eu.

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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.

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.

² From plants, non petroleum minerals or water. Evaluated using the ISO standard. Learn more at aveda.eu.

³ The wind power goes into the utility grid from which Aveda purchases electrical power and the use of natural gas power is offset with wind energy credits. For more, visit aveda.eu.

⁴ Certified organic by Ecocert.

INTERNAL



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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.eu](https://www.aveda.eu).