

AVEDA

The Power of Every Drop: Aveda Continues its Mission to Provide Clean Water with Annual Earth Month Campaign

Aveda is selling a limited-edition Botanical Repair™ Strengthening Leave-In Treatment and encouraging consumers to participate in Walks for Water in efforts to bring clean water to people in need with nonprofit partner charity: water

MINNEAPOLIS, MN (April 2023)— 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 \$69 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 2023 and beyond. With access to clean water nearby, families are healthier and have more time to go to school or earn an income.



LIMITED-EDITION BOTANICAL REPAIR STRENGTHENING LEAVE-IN TREATMENT

Aveda will be selling its award-winning Botanical Repair™ Strengthening Leave-In Treatment in a limited-edition 125ml size with special-edition packaging for this year's Earth Month campaign. €10 from the sale of each limited-edition Botanical Repair™ Strengthening Leave-In Treatment (for €43,5) will go toward funding clean water projects with charity: water¹. Available as of April 2023 at all Aveda selling points.

Botanical Repair™ Strengthening Leave-In Treatment is designed to repair, prevent and protect against damage while building bonds at the core of hair with plant-derived technologies. It reduces breakage in just one use for instantly stronger hair while protecting against heat styling up to 232°C and the drying effects of the sun. This leave-in treatment is formulated for use on all hair types and textures. To use, simply apply through damp hair prior to styling

¹ Maximum donation of \$600,000 USD to charity: water. Dates of promotion: March 26, 2023-September 30, 2023, while supplies last.



and do not rinse. 94% of women said Botanical Repair™ Strengthening Leave-In Treatment left their hair feeling stronger².

Botanical Repair™ Strengthening Leave-In Treatment is 99% naturally derived³, vegan, Leaping Bunny Approved, silicone-free and paraben-free. Botanical Repair™ features a fresh, light floral, herbal aroma containing certified organic ylang-ylang, rose and marjoram essential oils, leaving hair smelling as indulgent as it looks and feels. A first for Aveda, the limited-edition Earth Month campaign product tube is made from **100% ocean bound plastic**, upholding the brand's commitment to avoid or reduce the use of virgin plastic wherever possible.

THE POWER OF EVERY STEP

771 million people in the world live without clean water, many in isolated rural areas where they must walk 3.7 miles every day to collect water for their family. This Earth Month, Aveda is offering consumers an additional way to help raise funds to support clean water projects through charity: water by participating in **Aveda Walks for Water**. During Earth Week, April 15 - April 22, 2023, Aveda will donate \$40 to charity: water for anyone who completes a 3.7 mile walk and posts on social media with hashtag **#AvedaWalksforWater**⁴. Aveda chose \$40 for this donation as it's the average cost to bring clean water to someone in need long-term through the initiatives of charity: water.

CARE FOR THE WORLD

In accordance with Aveda's founding mission to care for the world we live in, the brand has pioneered new benchmarks of environmental responsibility in beauty for decades, with priorities in the following six areas: safe beauty; sourcing responsibility; packaging responsibility; Leaping Bunny Approved, vegan formulas; responsible manufacturing; and helping to protect and provide clean water to people in need in Aveda's sourcing communities and communities around the globe.

Aveda lives its mission at its company headquarters, which are situated on a 58-acre, National Wildlife Federation Certified campus in Minnesota with honeybee colonies, an employee-curated vegetable garden, electric vehicle charging stations and miles of running trails.

In January 2023, Aveda Corporation announced its milestone of achieving B Corp Certification, meeting high verified standards of social and environmental performance, transparency, and accountability.

To learn more about Aveda's sustainability initiatives, visit aveda.eu/sustainablefuture.

² Consumer testing on 123 women after 4 weeks of using Botanical Repair™ Strengthening Leave-In Treatment.

³ According to the ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.

⁴ Post must be shared publicly on Instagram (in-feed post or Reels) or TikTok using hashtag #AvedaWalksforWater between April 15, 2023 at 12:00am CST – April 22, 2023 at 11:59pm CST. Aveda will donate \$40 USD (or local currency conversion) per post to charity: water, up to \$200,000 USD. Walk distance is on the poster's honor.



CONTACT

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ABOUT AVEDA

Founded in 1978 with a mission to care for the world and always opposed to animal testing, 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 derived⁵ 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, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects high standards of sustainability values in the beauty industry. Aveda is Leaping Bunny approved by Cruelty Free International, the globally recognizable gold standard of approval for cruelty free products. Aveda Corporation is a certified B Corporation, meeting high verified standards of social and environmental performance, transparency, and accountability.

Aveda's primary facility manufactures products using 100% wind and solar power⁶, and the brand pioneered the use of 100% post-consumer recycled bottles -- currently, at least 85% of the brand's PET bottles and jars used in hair styling and skincare contain 100% PCR¹. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed one of the largest blockchain pilots 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 its signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$69 million for hundreds of global and local environmental organizations, providing clean water to more than 1.5 million people and protecting thousands of local watersheds.

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

⁵ Aveda hair products are 90% naturally derived on average per ISO 16128 standard. From plant sources, non-petroleum mineral sources and/or water.

⁶ Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.