

FOR IMMEDIATE RELEASE

INTRODUCING AVEDA NOURISH-MINT™

(NEW YORK) March 2008—Aveda launches a collection of three new lip treatments infused with botanical emollients to smooth, hydrate and plump lips: **Nourish-Mint™ Sheer Mineral Lip Colors**, **Nourish-Mint™ Smoothing Lip Colors** and **Nourish-Mint™ Renewing Lip Treatment**.

PERFORMANCE

- 75% of women saw an increase in lip volume after using Smoothing Lip Color for two weeks
- 55% of women saw an increase in lip volume after using Sheer Mineral Lip Color for two weeks
- Increases visible lip volume by up to 12%*
- Reduces the appearance of fine lines by up to 26%*
- Increases moisturization by 26%*

** After 8 weeks of continuous use.*

INGREDIENTS

- **Soy, coconut protein** and **peptide technology** help boost skin's natural collagen production.
- **Raspberry wax** creates a barrier to help lock in moisture and hydrate lips.
- **Pomegranate seed oil**, an ingredient high in **lineoleic acid** (similar to skin's natural lipids) helps repair the barrier surface of the epidermis.
- **Cupuacu butter, sweet almond oil** and **sustainably-sourced, certified organic babassu** help prevent moisture loss and soften lips.
- **Bilberry**, high in antioxidants, helps neutralize free-radical damage.
- **Jojoba oil** provides cushion, slip and shine for a smooth application.

AROMA

Nourish-Mint features a sweet, refreshing aroma and flavor made with **certified organic essential oils of spearmint, vanilla, star anise, cinnamon**, and a hint of **peppermint**.

PACKAGING

- Primary packaging: 88% post-consumer recycled (PCR) case with 65% PCR aluminum accents
- Refillable Lip Case: made with 96% PCR resin. Selling one case per 12 refills keeps the equivalent of 6,628 pounds of material from entering landfills annually.
- Outer carton: new smaller, sleeker carton is made with 50% PCR and 50% FSC (Forest Stewardship Council) certified paper, reducing material usage by 33%. Manufactured with 100% wind power.

PRICE

Nourish-Mint Sheer Mineral Lip Colors: \$14.00

Nourish-Mint Smoothing Lip Colors: \$14.00

Nourish-Mint Renewing Lip Treatment: \$15.00

Refillable Lip Color Case: \$4.00

Envirometal Retractable Lip Brush: \$16.00

NOURISH-MINT™ SHEER MINERAL LIP COLOR

A formula with a hint of color available in seven sheer shades. Made with 100% mineral-derived color and carmine-free* pigments.

- **Shades:** Sheer Mandarin/202, Sheer Clover/300, Sheer Roseleaf/401, Sheer Moonflower/501, Sheer Rhubarb/601, Sheer Saffron/702, Sheer Filaree/802

NOURISH-MINT™ SMOOTHING LIP COLOR

Full-coverage creamy, saturated lip color in 21 shades. Pigments are carmine-free.*

- **Shades:** Gurana/230, Mulberry/330, Cerise/430, Blushed Honey/531, Black Currant/633, Cherrybud/733, Persimmon/831, Sun/220, Sugar Apple/320, Shizandra/420, Sutra/520, Passion Flower/621, Poppy/721, Kashmir Brown/821, Rayflower/211, Lychee Splash/312, Wild Plum/410, Fossil/510, Stargrape/611, Hot Pepper/712, Butternut/812

NOURISH-MINT™ RENEWING LIP TREATMENT

A colorless botanical lip treatment. Wear alone, under any Aveda lip color, or apply at night.

REFILLABLE LIP COLOR CASE

Designed to fit Aveda Nourish-Mint, as part of an environmentally responsible lip color system. Made with 96% PCR resin, the lip color case helps consumers minimize packaging waste by encouraging reuse. The average consumer uses 12 refills per case.

- **Application:** Snap your favorite Aveda Nourish-Mint lip color or Nourish-Mint Lip Treatment into the aluminum base and slide on accessory cover.

ENVIROMETAL™ RETRACTABLE LIP BRUSH

A convenient and portable tool to effortlessly apply Aveda Nourish-Mint lip colors. Made with 30% PCR aluminum and soft, non animal taklon bristles for precise application.

- **Application:** Remove cap and place on opposite end. Brush on Aveda Nourish-Mint lip color and apply to lips.

Available in Aveda salons, spas, stores and online at aveda.com in **March 2008**. Please visit aveda.com or call 800.328.0849 for locations or more information.

Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty but around the world.

* Carmine is a bright magenta red pigment extracted from the boiled, dried or crushed shells, wings and eggs of the female beetle *Coccus cacti*.