

FOR IMMEDIATE RELEASE

MISSION ACCOMPLISHED FOR AVEDA NAHA WINNERS Three Aveda network artists win in four key categories

LAS VEGAS, NV (July 13, 2008) –The Professional Beauty Association announced winners of the North American Hairstyling Awards (NAHA) at a ceremony hosted by actress Victoria Jackson on Sunday evening, July 13th at Mandalay Bay Resort in Las Vegas. The Aveda network—including artists, salon teams and salon owners—demonstrated creative strength with fourteen nominations in nine out of twelve possible categories including Hairstylist of the Year, Fashion Forward and Salon Design. Three Aveda network winners took top honors in the hair, make-up and student categories at Sunday night's awards.

Aveda congratulates:

- **Maureen Anlauf**, **CONTEMPORARY CLASSIC AWARD** and **FASHION FORWARD AWARD**, Juut Salon/Spa, St. Paul, Minnesota
- **Janell Geason**, **MAKE-UP ARTIST OF THE YEAR**, Juut Salon/Spa, Minneapolis, Minnesota
- **Chelsea Vittorio**, **STUDENT HAIRSTYLIST OF THE YEAR**, Aveda Fredric's Institute, Cincinnati, Ohio

"Through its annual NAHA awards, The Professional Beauty Association recognizes the best and the brightest in our industry – and serves as a benchmark for national achievement in the field of hairdressing," said Virginia Meyer, vice president of Education for Aveda. "Aveda is thrilled to have had such a strong showing at this year's event with fourteen nominations and four wins."

"Creative excellence is a cornerstone of the Aveda business model," said Emmanuel Rey, General Manager of North American Sales of Aveda. "The discipline and creative execution of the Aveda network is unmatched in the industry, and we are honored that NAHA has once again recognized the achievement of Aveda's talented artists."

The most prestigious hairdressing awards shows in North America, the North American Hairstyling Awards honor technical excellence, creative artistry and leadership in hair and beauty. Entries are judged by a select panel of leading beauty editors and renowned super stylists.

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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.