

FOR IMMEDIATE RELEASE

AVEDA HELPS PUT A CAP ON OCEAN PLASTICS *First-Ever Caps Recycling Program a Call to Action*

NEW YORK (September 15, 2008)—A global leader in corporate environmental sustainability, **Aveda™** blazes the path to environmentally-responsible package design with the launch of the first-ever **Caps Recycling Program** in the U.S. The project helps break through the current boundaries of recycling to create new caps out of 100% recycled caps—which will help save marine life by reducing the amount of caps littering our beaches and oceans. The program debuts with Aveda's **Limited Edition Vintage Clove Shampoo** launching this September.

THE NEED TO RESCUE PLASTIC CAPS FROM OUR OCEANS

In its path towards increased environmentally-responsible packaging, Aveda found that a majority of plastic bottle caps do not get recycled today. Often these caps are discarded as litter or trash, ending up in landfills and beaches or migrating into our rivers and oceans. The result is tragic: birds and other marine creatures such as turtles, fish and penguins, often mistake the colorful caps for food. Animals either choke on the caps or ingest them, resulting in a stomach full of plastic—which can lead to malnutrition and often death. This plastic cap problem contributes to the magnitude of pollution that is devastating to oceans and wildlife.

"Aveda's Caps Recycling Program was created to help combat the devastating effects of plastic cap pollution—and to increase awareness around this critical issue," says Chuck Bennett, vice president of Earth and Community Care for Aveda. "Recycling caps is a meaningful form of environmental activism. Every cap we prevent from becoming trash is one less piece of plastic in the mouth of a baby seal, penguin or turtle."

HOW THE AVEDA CAPS RECYCLING PROGRAM WORKS

The first step of Aveda's Caps Recycling Program enlists the participation of the company's network of salons and stores, in partnership with community schools nationwide—to collect water, soda, detergent and shampoo plastic polypropylene bottle caps. The program began in partnership with New York area primary and secondary schools. Students were educated about the oceans plastics crisis and encouraged to collect caps. With the help of these students, the Aveda Caps Recycling Program has brought in more than 50,000 pounds of plastic to date.

Once collected, caps are sent to a plastics recycler to be ground and molded into new plastic caps. As leaders in the packaging industry, Aveda experts worked closely with suppliers to help them develop ways to make new caps and containers from the recycled caps. This is the **first-ever use of the Aveda collected materials on a dispensing closure**—and a big step towards cleaner oceans and a healthier environment.

"Our goal is to inspire long-term change in how the beauty industry approaches package design," says Dominique Conseil, president of Aveda. "Aveda's Caps Recycling Program is a first step in that direction—and helps set an example for environmental leadership and responsibility."

AVEDA CAPS ITS LIMITED EDITION VINTAGE CLOVE SHAMPOO

This breakthrough program debuts its first 100% post consumer recycled caps with a Limited Edition Vintage Clove Shampoo celebrating Aveda's 30th anniversary. The company's first-ever shampoo, Clove first launched in 1978. The product re-launches September 14, 2008 in a bottle made of a minimum of **96% post-consumer recycled (PCR) high-density polyethylene (HDPE)—the highest percentage recycled content in colored bottle containers to date in the beauty industry.** The remaining 4% HDPE is virgin resin used as a carrier for the bottle colorant.

AVEDA'S LEADERSHIP IN GREEN PACKAGING

Aveda is mindful of the need to reduce its environmental footprint in every element of product packaging. The company achieves this by minimizing packaging, maximizing the use of post-consumer recycled materials, using materials that can be and are recyclable, and by designing packaging so that the individual parts can be separated for recycling. Aveda also works with suppliers who manufacture its packaging materials using renewable energy. Aveda's guiding packaging principles consider:

- **Lifecycle.** Aveda considers the lifecycle analysis of packaging options.
- **Minimizing.** Aveda uses the least amount of packaging possible in size, weight and production processes.
- **Materials.** Aveda designs packaging with materials that can be recycled or composted, and use renewable materials or recycled materials in packaging whenever possible.
- **Design.** Aveda designs with the end of life in mind by using single material types, or by designing so that the component parts can be separated for recycling.
- **Energy.** Aveda uses renewable energy to manufacture and fill product packaging—and is the first beauty company manufacturing with 100% certified wind power. Aveda funds new wind energy sources to generate enough wind energy to offset 100% of the electricity use by its primary manufacturing, distribution and headquarters facility in Blaine, MN.
- **Partners.** Aveda challenges its packaging partners to meet its high standards of environmental responsibility.

For more information on the Aveda Caps Recycling Program, please visit www.aveda.com/caps

Aveda™, The Art and Science of Pure Flower and Plant Essences™, was founded in 1978 with the goal of providing beauty industry professionals with high performance, botanically based products that would be better for service providers and their guests, as well as for the planet. Aveda manufactures professional plant-based hair care, skin care, makeup, Pure-Fume™ and lifestyle products. Headquartered in Blaine, Minnesota, Aveda is available in Aveda stores, on www.aveda.com, and in nearly 7,000 professional hair salons and spas in 24 countries worldwide.

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.