

AVEDA CONGRESS 2008

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AVEDA'S GREENEST CONGRESS TO DATE CELEBRATES 30 YEARS LIVING THE AVEDA MISSION

Minneapolis, MN (September 2008)—Aveda™ hosted a sold-out show of 4,800 beauty professionals from around the world at its 14th Congress festival September 14 - 15 in Minneapolis. Aveda's greenest Congress to date, the two-day event celebrated "**Thirty Years of Living the Aveda Mission**" and the talent, partnerships and passion behind the Aveda mission. The Company's deeply rooted commitment to wellness and indigenous partnerships were brought to life—unfolding in a myriad of artistic interpretations and renditions of the Aveda mission.

ANTOINETTE BEENDERS

Aveda's Global Creative Director, 2008 British Hairdresser Awards nominee and 2004 British Hairdresser of the Year, **Antoinette Beenders**, captured the audience with a trio of visually arresting looks. In "Earth," Beenders used a razor to carve hair into a graduated bob she called "the swimming cap." In "Recycled," Beenders presented a couture theme featuring pieces of recycled hair backcombed and formed into avant-garde halos on models wearing striking dresses made with recycled scarves, plastic shopping bags, and paper bags. For Beenders' last look, "Futuristic," she wove pieces of brightly colored hair around a pom pom smoothed with an electric shaver—creating a bold, fur-like effect on the crown of the head.

COLLECTION: RAW BEAUTY

Congress debuted **Aveda's 2008 Fall/Winter Collection: Raw Beauty** inspired by the Company's partners for uruku pigment sourcing, the Yawanawa tribe in Brazil. The collection transformed Yawanawa traditions and cultural symbols into fashion-forward looks, creating a modern vision of global beauty and style. Aveda colorists **Lupe Voss** and **Jeffrey Scott** used Yawanawa diamond, fish and arrow symbols to create rich, fiery hues; **Gerard Scarpaci**, artistic director of the Aveda Academy in New York, used a razor to build shape in a symbol-inspired fringe cut; **Chief Tashka Yawanawa** partnered with global makeup artist, **Rudy Miles**, and Purefessional **Angela Conti-Smith** to recreate stunning makeup looks from the Raw Beauty Collection using Aveda Uruku™.

RAY CIVELLO

Global haircutting master and president of Civello Salon-Spas and Collega in Canada, **Ray Civello** led his team in a riveting collection of simultaneous on stage cutting. Alongside four stylists from his team, Civello seamlessly combined technical expertise, creativity and Aveda's core principles of wellness and care—bringing service and excellence to the next level for the network.

VAN COUNCIL

Founder of the Van Michael Salons, **Van Council** and his team showcased transformative bobs and cuts and the step-by-steps behind each look. Council emphasized the importance of face shape and hair texture and shared techniques for highlighting a client's natural beauty. In a spellbinding final showcase, Council and his team cut a model suspended upside down in a white, elastic sheet.

KOZO

World renowned hairdresser and owner of five large-scale salons in the Tokyo area, **Kozo** brought bold and elegant Japanese-inspired traditions, dress and accessories to Congress. Kozo cut, styled and shaped hair into colored, sculptural works of art and adorned updo's with elaborate accessories. In a stunning finale, Kozo transformed hair into a fan splayed around the head creating a wide, straight-edged halo, which he airbrushed with eye-catching strips of white paint.

AVEDA MEN

Kurt Kueffner, Director of Men's Education for Aveda, presented an unforgettable showcase of Aveda Men collections. Kueffner demonstrated a series of cuts—from wearable looks to a more textured, avant-garde editorial cut and a buzzed flat-top finished with the new Aveda Men Firm Hold Gel. Kueffner also shared tips on how to service and engage male clients with wellness and product education—showing clients how to use the Aveda Men products on themselves.

DAVID ADAMS

David Adams, Technical Artistic Director for Aveda, challenged the audience to "Imagine a World Without Color," showcasing models featuring "colorless" black, grey and white coifs and makeup. Taking the stage in a white body suit, Adams slowly brought color back to life using an air brush to spray a shoulder-length bob with degraded hues of black, orange/red, and yellow. "The trend is moving towards bolder color and block coloring," said Adams, who finished his presentation with an electrifying collage of multicolored looks in hair, makeup and dress.

NORTH AMERICAN HAIRSTYLIST (NAHA) WINNERS

NAHA winners **Janell Geason** for Makeup, **Maureen Anlauf** for Contemporary Classic and Fashion Forward, and **Chelsea Vittorio** for Student Hairstylist of the Year, took the Congress stage to showcase their award-winning looks and share their creative journeys with the network. In an exclusive Congress collection, Geason and Anlauf partnered to create—"Haute Pink"—showcasing models adorned with short, layered, textured coifs, strong pink cheekbones and pink, ruffled, cotton-candy-like dresses.

CHRISTIAAN

As the Congress finale, Aveda welcomed featured guest artist and world-renowned editorial hair stylist, **Christiaan** to the stage. In a mind-opening showcase of his famed spontaneous creativity, Christiaan formed a "crack," up the back of model's heads with an electric razor. Christiaan commented: "The 'crack' physically opens a person to new possibilities and shifts their thinking; there is symbolism in this look that we can use to further our craft." Akin to performance art, Christiaan also created dramatic, jagged, sculptural cuts on young models he had invited from the streets of Minneapolis.

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.