

FOR IMMEDIATE RELEASE

## EVERY 15 SECONDS, A CHILD DIES FROM LACK OF ACCESS TO CLEAN WATER Aveda's Earth Month 2007 Campaign Seeks to Raise \$1.8 Million for Clean Water Rights

**NEW YORK (April 12, 2007)**—Aveda™ kicked off its 2007 Earth Month campaigns with an exclusive press event, “Dying for a Drink” on April 11, 2007. Held at the Discovery Center for Riverhouse, New York’s “greenest” building, Aveda hosted the event with Hollywood actor **Josh Lucas**. Together, they initiated a call to action for clean water rights, empowering guests to make a statement for Earth Month 2007.

Aveda’s Earth Month campaign strives to make clean water a human right. Each day, 6,000 global citizens—mostly children—die from drinking water contaminated by pesticides and other toxins (source: United Nations News Service, [www.un.org](http://www.un.org), March 2006). **Every 15 seconds, a child dies from lack of access to clean water.**

Giving new life to Aveda’s mission of caring for the Earth, the Company is launching a collection of strategic Earth Month projects for 2007—each of which will help support clean water projects globally. **Aveda’s goal is to raise \$1,800,000** for organizations around the world working to support and preserve clean water. Targeted projects include the building of a safe, clean bathhouse facility in Bulgaria, organic farming and women’s empowerment in Tanzania and a solar powered well in Australia.

### WHAT’S NEW:

- **GLOBAL PARTNER.** This year, funds from the campaign will benefit Aveda’s first ever global Earth Month partner, **Global Greengrants Fund**, to help protect clean water for children and families around the globe. Dedicated to environmental justice and sustainability, Global Greengrants Fund provides grants to grassroots organizations around the world. At Aveda’s request, Global Greengrants is channeling approximately **\$140,000** of this year’s Earth Month proceeds towards water projects that support Aveda’s indigenous and agricultural partners, from whom the Company sources its ingredients. Projects include helping to tackle water shortages in Nepal, funding environmental education in Spain, and building new bathhouses and sanitation facilities in Bulgaria, Brazil, and Peru.
- **TEXT MESSAGE FOR THE EARTH.** Aveda’s first ever text message cell phone campaign expands awareness of clean water rights and a call to action in a fast, easy, impactful way. During Earth Month, customers are asked to send a text message containing the word “clean water” to #30644 (standard text messaging rates apply). The messages will be tallied by a third party and given to Aveda, who will present the results to the UN, who is also committed to clean water and water scarcity issues as part of its Millennium Development Goals.
- **LIMITED EDITION CANDLE.** Aveda’s **Light the Way™** soy wax candle, with an aroma of **certified organic Bulgarian lavender oil**, is this year’s limited edition Earth Month candle. By purchasing the \$10 Earth Month candle, consumers can support Aveda’s global efforts to help make clean water a human right. In addition to funds raised by the candle, support of organic farming itself also helps protect clean water. Light the Way™ also sheds light on the importance of ingredient traceability from soil to bottle™ and Aveda’s ingredient sourcing partners globally. The Company’s partnership with the Enio Bonchev distillery to source the certified organic Bulgarian lavender oil in the candle is an example of benefit sharing at both ends of the supply chain—while caring for the Earth. Further strengthening this partnership, a portion of the

funds raised from the candle will support the building of new sanitation facilities for the Bonchev distillery workers. For each candle sold, Aveda will donate 100% of the proceeds to Global Greengrants Fund.

Aveda's 2006 Earth Month Light the Way candle received an AmeriStar Award and 3M Integrity Award (by the Institute of Packaging Professionals, IoPP) for its innovative and environmentally-conscious packaging design. Aveda's packaging team used 95% post-consumer recycled (PCR) glass for the candle holder, and printed the outer carton using soy ink on 55% post-consumer recycled paper—made in part with “make-readies,” or, sheets of carton stock recovered from previous Aveda products.

- **A BOLD STATEMENT: JAMES VICTORE.** Graphic artist James Victore puts Aveda's mission and vision into action with a unique piece of artwork created exclusively for Earth Month 2007. The piece boldly expresses the need for clean water, writing: “Every 15 seconds, a child dies from lack of access to clean water.” Victore's image is as urgent and unfettered as the cause.

This year's projects follow an impressive history of Earth Month awareness and fund-raising campaigns that support environmental initiatives. Last year, Aveda's global spa, store and salon network collected more than 275,000 signatures in support of endangered species worldwide and raised \$1.5 million. Over the past eight years, the Aveda network has raised more than **\$6 million** for Earth Month partner organizations working to protect biodiversity around the world.

### THE EARTH'S THIRST FOR CLEAN WATER

Water, which covers 70% of the Earth's surface, is at the center of an international crisis: at least 2 million people, most of them children, die each year from water-related diseases caused by lack of access to water and sanitation (source: UNESCO). This means that **every 15 seconds a child dies from lack of access to clean water**. Worldwide, 1.2 billion people lack access to the water they need to live and if the current trend continues, in less than 20 years, two-thirds of the world's people will not have access to enough water (source: Water Treaty). These statistics do not only affect underdeveloped, third-world countries. In fact, industrialized areas of the world—such as the USA, Australia, Japan and the EU—have revealed major issues of concern, including lack of water quality, diversion of water for animal grazing and agriculture, contamination from urban and agricultural runoff and overfishing in oceans. Despite this, the United States uses an average of 350 liters of water each day; developing countries use an average of 10 liters a day (source: National Drinking Water Alliance).

The United Nations has declared water to be a fundamental human right, essential to human life and something to which every person, rich or poor, man or woman, child or adult is entitled. Aveda's 2007 Earth Month campaigns are wholly committed to supporting this inextricable human right—and to raising awareness about the issue globally.

### LOCAL ACTION, GLOBAL RESULTS

In addition to global-scale Earth Month projects, Aveda's network around the world will embark upon local campaigns to support regional Earth Month partners. Every branch of the Aveda network is encouraged to hold fundraising event that express the unique strengths of their teams and engage local communities in clean water issues.

Please visit [www.aveda.com/whatsnew](http://www.aveda.com/whatsnew) for information on how to get involved at your local Aveda store/salon.

**Aveda™**, The Art and Science of Pure Flower and Plant Essences™, was founded in 1978 by Horst Rechelbacher, whose goal was to provide 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](http://www.aveda.com), and in nearly 7,000 professional hair salons and spas in 24 countries worldwide.