

FOR IMMEDIATE RELEASE

NATURE WORKS AVEDA INTRODUCES GREEN SCIENCE™ SKINCARE

New York (May 2008)—Aveda™ proves that *nature works* with the launch of Green Science™ skincare, a regimen of powerful plant-infused formulas and a high-touch professional facial treatment clinically proven to perform. Green Science™ harnesses a proprietary skin-renewing blend of high-tech plant actives to lift and firm the skin and minimize lines and wrinkles.

The Green Science™ skincare line-up launches in May 2008 and includes: Green Science™ Lifting Serum, Green Science™ Firming Face Creme, Green Science™ Firming Eye Creme, Green Science™ Line Minimizer and a professional-only Green Science™ Skin-Renewing Treatment featuring the new Green Science™ Masque-age massage-in masque.

PERFORMANCE

Clinically proven to perform in just four weeks:

- 41% more lifted appearance
- 37% reduction in the appearance of lines and wrinkles

KEY INGREDIENTS

Green Science™ features a proprietary skin-renewing blend made with:

- **Certified organic argan oil**—A fatty acid replacement and lipid replenishment to help restore skin's moisture barrier.
- **Certified organic plai oil**—A powerful antioxidant and anti-inflammatory.
- **Certified organic cactus**—Inhibits the destruction of collagen and stimulates collagen synthesis.
- **Glucosamine**—Aids in moisturization; smoothes and exfoliates the skin.
- **Boswellia**—An anti-inflammatory that helps protect against elastin inhibitors.
- **A cocktail of ceramides and peptides**—helps restore skin's moisture barrier.

COMMITMENT TO LOCAL FARMERS

- **Certified organic argan oil**—The argan tree is indigenous to the arid countryside on the edge of the Sahara Desert in Southern Morocco. The argan forest contains more than 20 million trees and extends over approximately 800,000 hectares. This ancestral tree, indigenous to Morocco, has fallen victim to over-farming, ground erosion and expansion of the desert due to both climate change and industrial development. In keeping with its mission, Aveda sustainably sources Argan oil from a women's accredited cooperative network, helping to support the socio-economic position of the community's women.
- **Certified organic plai oil**—Aveda sources plai essential oil from rural and indigenous farmers in Thailand. Through sustainable, organic sourcing practices, the production of plai oil has helped maintain the economic independence of Thai communities for over eight centuries. Aveda's partnership with these farmers supports local Thai culture, thus preventing the over-development and commercialization of this age-old region of rural Thailand.

- **Certified organic cactus**—Aveda sources its cactus from Rivenrock Gardens, a family-run, certified organic cactus nursery and market in Nipomo, San Luis Obispo County, California.

AROMA

A certified organic aroma made with organic essential oils of geranium, grapefruit, palmarosa, bergamot and cistus. Functional aroma is clinically proven to help to soothe and calm the skin.

STEP 1: Green Science™ Line Minimizer

- **What is it?** A concentrated treatment to help boost skin's natural collagen production and minimize the appearance of lines and wrinkles.
- **Hero Ingredients:** Organic cactus, argan leaf extract, soybean protein and peptides.
- **Usage:** PM-only. After evening cleansing, apply directly to lines and wrinkles on face, neck and décolleté. Gently press or massage into skin. Follow with Green Science™ Firming Face Creme. Packaged in ten tubes yielding up to a 30-day supply and helping to preserve active ingredients.
- **Suggested Retail Price:** \$85, 10 3ml tubes

STEP 2: Green Science™ Lifting Serum

- **What is it?** A serum that helps boost skin's natural cellular renewal. Gives skin a more lifted appearance; promotes surface turnover; improves moisturization, firmness and strengthening of skin's ability to retain moisture.
- **Hero Ingredients:** Organic cactus, glucosamine, organic argan oil, anti-oxidants and peptides.
- **Usage:** After cleansing and toning, smooth serum onto clean skin morning and night. Follow with Green Science™ Firming Face Creme.
- **Suggested Retail Price:** \$50, 30ml

STEP 3: Green Science™ Firming Face Creme

- **What is it?** A gentle combination of ingredients moisturizes and smoothes fine lines, helps improve visible skin firmness, and strengthens skin's barrier function.
- **Hero Ingredients:** Lady's thistle, organic argan oil, organic cactus, glucosamine, peptides, organic shea butter and anti-oxidants Vitamin E and plai oil.
- **Usage:** Smooth onto face and neck morning and night after cleansing and applying Green Science™ Lifting Serum.
- **Suggested Retail Price:** \$55, 50 ml

STEP 4: Green Science™ Firming Eye Creme

- **What is it?** A light creme that moisturizes and smoothes fine lines and reduces the appearance of puffiness and under eye circles.
- **Hero Ingredients:** Lady's thistle, organic cactus, argan oil, peptides and plant-derived buckwheat wax.
- **Usage:** Smooth under and around eyes morning and night. Safe for use on eyelids.
- **Suggested Retail Price:** \$45, 15 ml

STEP 5: Green Science™ Skin-Renewing Treatment (professional only service)

- **What is it?** A high-touch spa facial incorporating skin rejuvenating massage techniques to maximize the benefits of the Green Science™ regimen. The treatment is customized to each guest's individual needs to target specific areas that need special attention, such as eyes, lips, neck, décolleté and hands. Treatment features a professional-only **Green Science™ Masque-age**, a massage-in masque that hydrates and nourishes to improve skin's natural vitality.
- **Hero Ingredients:** Tamanu oil, jojoba butter, organic argan oil, glucosamine, peptides, organic Brazil nut and anti-oxidants Vitamin E and plai oil.
- **Usage:** A weekly series of 4 treatments, followed by monthly maintenance facials is recommended for best results.

PACKAGING

- Green Science™ Firming Face Creme and Green Science™ Firming Eye Creme: packaged in a **100% post-consumer recycled PET jar**.
- Green Science™ outer cartons: made with 50% PCR and 50% FSC-certified paperboard.
- Green Science™ Lifting Serum: encased in a recyclable glass bottle.
- Green Science™ Line Minimizer: packaged in MDPE tubes (50% low-density polyethylene and 50% high density polyethylene).

MANUFACTURED WITH 100% WIND POWER

Aveda is the first beauty company to manufacture with 100% wind power.* Aveda's funding of new wind energy sources generates enough wind energy to offset 100% of the electricity used by its primary manufacturing facility, distribution facility and corporate headquarters in Blaine, MN. **Per a review conducted of WWD Beauty Report International Top 100 Cosmetic Manufacturers Corporate Websites in April, 2007.*

Green Science™ is available in Aveda salons, spas, stores and online at aveda.com in May 2008. Please visit aveda.com or call 800.328.0849 for locations.

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.

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