

FOR IMMEDIATE RELEASE

WARM A HEART. HELP HEAL THE EARTH.
Aveda Partners with Communities in Nepal for its Holiday 2007 Collection

NEW YORK (November 2007)—Introducing the **Aveda™ 2007 Holiday Collection**: 8 limited edition gift sets that share the beauty of well-being—and the centuries-old craft of Nepalese papermaking.

Assembled with new and all-time favorites, with perfect respect for the Earth, Aveda's 2007 Holiday collection explores the wisdom and artistry of Nepal. Renewably-sourced paper is an element of each gift set and brightens the future for families and forests in the Himalayas—helping keep families together and reversing local deforestation and its destructive effect on global climate.

THE PATH OF SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

As part of its commitment to responsible sourcing practices, Aveda has traveled across the globe to meet those who know the Earth and its infinite gifts. In Nepal, the world's 12th poorest country, small rural communities have struggled to sustain a business. Deforestation has devastated the region; not only does it strip local people of their most precious economic and environmental resource, but **over 20% of carbon dioxide greenhouse gas emissions worldwide are due to forest loss** (The Food and Agriculture Organization of the United Nations, December 2005).

In 2002, in a first step towards helping to empower these communities, Aveda joined a partnership of Non Government Organizations (NGO) and local businesses from Nepal to protect Nepal's forests. As a result, **these forests were the first in Asia and only the fifth in the world to acquire FSC (Forest Stewardship Council) certification**, guaranteeing responsible forest management. To date, the project has helped Nepali communities **regain, manage and protect 50,000 acres of certified organic FSC-certified forest**.

THE FIBER OF A SUSTAINABLE PARTNERSHIP

Aveda has long admired the superior quality artistry of traditional Lokta papermaking in Nepal, a craft that has survived more than 500 years. Using a holistic business model in which all parties—and the Earth—benefit, Aveda established a partnership with women artisans in the Bajhang region of Nepal. As partners with Aveda, local communities receive fair payment for their handmade Lokta paper—creating a business where all parties benefit. For Nepalese communities, this partnership has a tremendous positive impact. It **provides income to several hundred families** and empowers Nepalese women to develop a sustainable business, while helping to protect their land. The partnership also **helps to keep Nepalese families intact**. As a result of their growing business, fathers who had previously been forced to travel to India in search for work have been able to return home.

With every Holiday gift, Aveda connects its consumers to these women and their families, enabling guests to have a positive social and environmental impact.

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AVEDA'S COMMITMENT TO WIND ENERGY

Aveda is the first beauty company to manufacture with 100% wind energy:* **one hundred percent of the electrical usage at Aveda Corporation's corporate office, distribution center and primary manufacturing facility in Blaine, Minn. is offset by its wind energy purchase.** This landmark program makes Aveda the largest corporate purchaser of wind energy in Minnesota and helps keep 7.2 million pounds of carbon dioxide, the primary contributor to global warming, out of the atmosphere each year.

As further commitment to environmental responsibility, Aveda has developed a new gold metallic ink for the Holiday 2007 collection. **An innovative blend of Earthy-friendly aluminum and soy-based ink** replaces traditional mineral-based inks that require the mining of zinc, copper and mica. This exciting new development is a first for Aveda—and a breakthrough in the industry.

As part of the 2007 Holiday Gift Collection, Aveda is introducing a **Premium Gift Box wrapped entirely in Lokta paper from Nepal.** Guests can create a customized selection of Aveda favorites, placed in the beautiful reusable premium box—a gift in itself.

Aveda's exclusive 2007 Holiday Gift Collection includes: Five Paths to Peace, Head for Smooth, Grooming Essentials, Himalayan Glow, Ritual of Relief, Calming Embrace, Empower Expression and Refreshment at Hand, and will be available for a limited time beginning **November 2007** in salons, spas, stores and online at aveda.com. Please visit aveda.com or call 1.800.328.0849 for locations or more information.

**Per a review conducted of the WWD Beauty Report International Top 100 Cosmetic Manufacturers corporate websites in April, 2007.*

***Source: Greenhouse Gas Emission Coefficients for Electricity Generation, US Department of Energy, 2002.*

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, and in nearly 7,000 professional hair salons and spas in 24 countries worldwide.

Aveda's numerous corporate and social responsibility associations include CERES (Coalition for Environmentally Responsible Economies), ISO (International Organization for Standardization), Coop-America/Green Business Network, SVN (Social Venture Network), BSR (Business for Social Responsibility), Environmental Grant Makers, American Botanical Association, Organic Trade Association, National Recycling Coalition, and the U.S. Green Building Council.

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.

GIFTS THAT WARM A HEART

AVEDA HOLIDAY 2007 FACT SHEET

1. RITUAL OF RELIEF. Calm your mind, energize your senses and smooth your skin with a bouquet of plant-derived ingredients for the bath or shower.

What's inside: Regular and travel sizes of **Hand Relief** and **Foot Relief**. Reusable gift box. Suggested retail price: \$40.00

2. HIMALAYAN GLOW. Light the way through the season's festivities with Aveda's new Holiday candle infused with certified organic essential oils of cinnamon, clove, nutmeg and vanilla in a 95% post-consumer recycled (PCR) glass container.

What's inside: **Soy-Wax Candle** with Himalayan aroma, inspired by the rituals and culture of Nepal. Suggested retail price: \$32.00

3. EMPOWER EXPRESSION. Satin liquid gloss drenches lips in succulent color and shine for on-the-go beauty in new shades for the Holidays.

What's inside: **Hollyhock Lip Glaze** and **Ginger Lily Lip Glaze** wrapped in a **Mini Lip-Bag** made of abaca fiber from a banana leaf. Suggested retail price: \$34.00

4. REFRESHMENT AT HAND. Awaken your senses to the refreshing aroma of rosemary and mint—combined with plant-derived ingredients to restore skin to a healthy glow.

What's inside: **Rosemary Mint Hand and Body Wash** and **Rosemary Mint Body Lotion** in a waterproof **Counter Caddy** made of recycled metal. Perfect for the kitchen or bathroom. Suggested retail price: \$38.00

5. CALMING EMBRACE. Treat the skin and senses to a calming embrace of botanicals to cleanse and balance body and mind.

What's inside: **Liter-sized Calming Cleanser** with pump, **Bath Loofah** made of 50% post-consumer recycled polyethylene from used grocery store plastic bags. Packaged in a reusable **Sinamay Fabric Wine Bag**. Suggested retail price: \$42.00

6. HEAD FOR SMOOTH. Smooth the way through the season's festivities with Aveda's new Smooth Infusion hair care that smoothes each strand of hair with a Plant Infusion Blend derived from organic aloe, maize and guar bean.

What's inside: Aveda's new **Smooth Infusion Shampoo**, **Smooth Infusion Conditioner** and **Light Elements Smoothing Fluid** matched with a certified organic cotton head band. Suggested retail price: \$60.00

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7. GROOMING ESSENTIALS. Aveda revolutionizes grooming for men with Aveda Men, featuring botanical science to meet men's essential needs for high-performance scalp and hair management.

What's inside: **Aveda Men Pure-formance™ Shampoo, Aveda Men Pure-formance™ Conditioner, Aveda Men Pure-formance™ Grooming Cream, Men's Bath Bar and a Men's Abaca Fiber Travel Bag.**
Suggested retail price: \$75.00

8. FIVE PATHS TO PEACE. Create a blissful at-home spa experience with a complete, sensory-indulging collection of Aveda favorites. Soak into serenity, replenish your skin to radiance, and soothe the senses with nature's vitamin-packed ingredients and peaceful aromas.

What's inside: **Calming Cleanser, Replenishing Body Moisturizer, Soothing Aqua Therapy, Lavender Fleurs Singular Note,** and a certified organic cotton neck wrap filled with French lavender.
Suggested retail price: \$88.00

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