

FOR IMMEDIATE RELEASE

## AVEDA OPENS LIFESTYLE SALON & SPA IN MILAN, ITALY

### Stunning new salon/spa opens in Milan landmark building

**Milan, ITALY (June 2008)**—Aveda™ expands its holistic philosophy of connecting beauty, fashion and well-being with the launch of its first Lifestyle Salon & Spa (LSS) in Italy. Situated in the heart of Milan in the fashion district, the spectacular new Lepri Lifestyle Salon and Spa is steps away from the city's most important historical landmarks, including the La Scala Theatre and Palazzo Marino. It is located on Omenoni Street, renowned for the Omenoni Palace built in 1965, whose façade is decorated with the work of famous Italian 16<sup>th</sup> century sculptor, Antonio Abondio.

The three-level, 240 square meter location will offer the complete Aveda experience: a full-service salon, spa and retail area featuring Aveda's plant-based hair care, skin care, body care and lifestyle products.

The Lepri Lifestyle Salon & Spa opens is ownership by long-time Aveda partner, and renowned Italian hairdresser, **Fabrizio Lepri**. Lepri's global hairdressing experience includes work in London, Madrid, Los Angeles and Paris, where he collaborated with leading global stylist, Claude Maxime. Lepri comes from a long-standing tradition of Milanese hairdressers; in 1958, his father opened the renowned Pisoni Street Salon which served a loyal clientele of socialites and glitterati.

Together, Lepri and Aveda have created a salon and spa that fuses technical expertise in hairdressing with wellness and environmental responsibility—providing guests with a holistic experience. The LSS is certain to become a central point of reference for beauty and wellness in Milan.

Hair services at the Milan LSS include:

- **Damage Remedy Hair & Scalp Renewal:** a high-tech, high-touch professional salon treatment targeting the two main needs of damaged hair: moisture and strength.
- **Full Spectrum Hair Color:** A unique professional hair coloring system that delivers rich color and shine with a 99% naturally-derived formula.
- **Personal Blends Hair Care:** A gentle, plant-derived shampoo infused with Aveda Key Elements aromas and, if desired, a Purescriptions Color Concentrate to temporarily enhance hair color.
- **Color Conserve pHinish:** The first step after a professional hair color service, Color Conserve pHinish is a lightweight creme conditioner that immediately seals in color and moisture for all hair types.

Spa services at the Milan LSS include:

- **Elemental Nature Facial:** A personalized facial to help restore skin's natural balance.
- **Botanical Skin Resurfacing:** A botanical alternative to microdermabrasion.
- **Elemental Nature Massage:** A personalized massage to inspire balance and well-being.
- **Hot Stone Massage:** A balancing massage featuring hot stones to enhance relaxation and well-being.
- **Caribbean Therapy Body Treatment:** A soothing, comforting body treatment with lush, Caribbean essential oils.

Other exclusive services:

- **Aveda Men Exfoliating Shampoo**
- **Men's Manicure and Pedicure**
- **Relaxing and Anti-Stress Treatments**

## ECO-SUSTAINABILITY

Aveda's Lifestyle Salon & Spa seamlessly merges the brand's environmentally sustainable design principles with authentic Italian craftsmanship. Designed by architect, Matta, the project was conceived of and executed with materials that fully respect Aveda's environmentally conscious design principles. "This space fully embraces Aveda's global environmental mission by using recycled and sustainable materials throughout," says Matta.

Design elements unique to the space include:

- Structural elements made with non-treated black iron that is processed without the use of chemicals
- Plaster-free paving and ceilings
- Working station surfaces made of recycled plastic mobile phone covers. The unique surface reveals the color and shapes of the phone covers, including national flags, cartoon characters and other designs. The phones are melted together to create a smooth, workable surface.
- Work station dividers featuring floating glass panels embedded in chemical-free molten metal
- Locally-sourced, sustainable bamboo woodwork and paneling
- Rice paper paneling, room dividers and décor elements throughout the salon. Rice paper replaces traditional methyl methacrylate and contains vegetable fibers that have a low environmental impact.
- Pollution-free, water-based paints. The thin veil of color leaves a translucent finish that reveals the natural texture of the wall.
- Pollution-free, chemical-free lime wall finishes that provide a rough, natural, uneven texture

The Lepri Lifestyle Salon and Spa is also furnished with environmentally responsible materials selected by Excel, a local furnishing company. Excel specializes in the creation of environmentally-friendly, sustainable furniture exclusively for salons and spas

## AVEDA LIFESTYLE SALON & SPA

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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](http://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.