

FOR IMMEDIATE RELEASE

AVEDA URUKU MAKEUP

Colors from the Earth: New Makeup Formulas, New Shades

NEW YORK (September 15, 2008)—To coincide with the Company's 30th year anniversary, Aveda™ celebrates the culture and heritage of the Yawanawa peoples of the Brazilian Amazon with the re-launch of its Uruku makeup collection. A new, refreshing Uruku Lip Pigment formula and Uruku Bronzer are formulated with rich annatto pigment from the urukum shrub, organically grown by the Yawanawa Tribe in Brazil. The Uruku collection also debuts a new, luxurious, non-animal Uruku Bronzer Brush, along with new packaging inspired by the Yawanawa. From Brazil to Aveda, Uruku reflects how indigenous art and culture can inspire modern beauty.

PARTNERS IN BEAUTY: AVEDA AND THE YAWANAWA

Deep in the Brazilian Amazon, the Yawanawa People paint their faces and bodies with a vivid red pigment, (also called *annatto*), derived from the seeds of the urukum shrub. Since 1993, Aveda has collaborated with the Yawanawa to organically grow urukum to color Aveda's Uruku collection. The partnership fosters economic independence for the Yawanawa and helps them to protect their sacred land—which in turn helps promote a healthy rainforest ecosystem.

AVEDA'S TREK TO THE AMAZON

For inspiration in creating the Uruku collection and makeup looks, Aveda global makeup artist, Rudy Miles, traveled to the Amazon to visit the Yawanawa. There, Miles participated in the tribe's traditional face and body painting rituals—taking the same red pigment used by Aveda, and applying it to the skin in tribal shapes. These important tribal symbols are present throughout the Aveda Uruku collection, embossed onto powder and packaging.

PACKAGING

The same annatto pigment that enriches Uruku makeup collection glazes the surface of new unit carton packaging. New packaging, composed of 50% post-consumer recycled, 50% Forest-Stewardship Council (FSC) and 100% wind power generated paper, is also adorned with symbols used in Yawanawa face painting ceremonies. As partners in design, Aveda compensated the Yawanawa for the use of their symbols, which include:

- ◆ The diamond—inspired by the anaconda snake, believed to be a teacher of wisdom and healing.
- › The arrow—a symbol of courage and strength.
- ► The fish—representing the sustenance of life.

"The symbols reflect our spirit and that of the rainforest, which is sacred to our people. They also remind us of the importance of caring for the earth." - Tashka Yawanawa, chief of the Yawanawa People

LAUNCH

September 15, 2008

AVAILABILITY

Available in Aveda salons, spas, stores and online at www.aveda.com.

AVEDA URUKU MAKEUP COLLECTION

Product Line-Up

URUKU BRONZER

New to the Uruku line-up, the Uruku Bronzer combines the power of high performance botanicals and minerals for a smooth and natural, sun-kissed glow. Each duo-shade bronzer is embossed with a diamond symbol representing the Yawanawa anaconda snake.

Key Benefits

- **Formulated without synthetic pigments.** Synthetic pigments are replaced with annatto, a powdered pigment from urukum, and mica, a light-reflecting mineral. Delivers lasting color for all skin types.
- **Helps protect and condition skin.** Tocopherol, a natural vitamin E from soy, contains antioxidants; soy emollients condition skin.

Application: Using the Uruku Bronzing Brush, place brush head in pan and swirl. Tap off excess product. Sweep over nose, forehead, cheeks, chin, neck, and décolleté, blending well. Build to desired intensity.

Shades: Amazonia, Brazilian Sun and Bossa Glow

Suggested retail: \$22.50

BRONZER BRUSH

Also new to the collection, a set featuring a Kabuki style brush and Uruku Bronzer combo.

Features

- Non-animal, cruelty-free taklon bristles are luxuriously soft.
- Eco-dyed bristles in red-orange hues add color inspired by urukum pigment.
- 25% post-consumer recycled short handle made of metallic bronze aluminum.
- Certified organic cotton pouch printed with the Yawanawa anaconda snake (diamond symbol) accompanies each brush for on-the-go touch-ups.

Suggested retail: \$37.50

URUKU LIP PIGMENT

A refreshing, new formula infused with 100% color from the earth and Brazilian botanical oils for smooth, hydrating color. Available in two finishes: Full Coverage for rich, creamy texture and Sheer Coverage for translucent color.

Key Benefits

- **Formulated without synthetic pigments.** Synthetic pigments are replaced with annatto, a powdered pigment from urukum, and mica, a light-reflecting mineral. Delivers lasting color for all skin types.
- **Conditions lips with Brazilian botanical oils of organic babassu, maracuja (passion flower), pequi and annatto.**

Application: Apply Lip Color following the natural contour of lips. For a more precise application, apply with Aveda Flax Sticks Lip Brush or the new Envirometal™ Retractable Lip Brush.

Shades: *NEW* Arrowroot, *NEW* Maracuja, *NEW* Sheer Ivory Nut, Golden Bixa, Annatto Clay, Orellana Sun, Laelia, Sheer Cassava, Sheer Camellia Glow, Sheer Taro, Sheer Red Ambrosia Fire, Sheer Ochre

Aroma: A sweet, refreshing blend 100% certified organic essential oils of vanilla, anise, cinnamon and spearmint with a hint of peppermint.

Suggested retail: \$14.00

URUKU EYE ACCENT

A lightweight creme-to-powder shadow that delivers a wash of silky color without creasing. Goes on creamy, then dries to a powdery, crease-resistant finish.

Key Benefits

- **Conditioning.** Formulated with annatto pigment and moisture-rich, protecting botanicals of certified organic babassu oil and U.S. patented cupuaçu conditioning complex.

Application: Apply as a primer or as a long-wearing, silky wash of color.

Shades: Acacia, New Duna, Yuca, New Caja

Suggested retail: \$16.00

URUKU CHEEK/LIP CREME

Creamy and lightweight, the Cheek/Lip Creme delivers natural, build-able color for a fresh, healthy glow to cheeks and lips.

Key Benefits

- **Conditioning.** Formulated with annatto pigment and moisture-rich, protecting botanicals of certified organic babassu oil and U.S. patented cupuaçu conditioning complex.

Application: Blend onto cheeks and/or lips with fingertips.

Shades: Roselle, Canna, Guava, *NEW* Solara

Aroma: An uplifting blend of 100% certified organic essential oils of peppermint, anis, cinnamon and basil.

Suggested retail: \$16.00

URUKU EYE-LIP COLOR LINER

Creamy, smudge resistant, defining color for eyes and lips.

Key Benefits

- **Conditioning.** Formulated with annatto pigment and U.S. patented cupuaçu conditioning complex.

Application: Eyes: apply to entire eyelid. Lips: follow natural contours, working from the outside of lips.

Shades: Kava, Verona, Morena

Suggested retail: \$12.50