

FOR IMMEDIATE RELEASE

INTRODUCING TRANSPARENCY—AVEDA'S SPRING/SUMMER 2008 COLLECTION MORE THAN MEETS THE EYE: VIRTUE AND VERSATILITY

Minneapolis (March 2008)—Aveda™, The Art and Science of Pure Flower and Plant Essences, announces the arrival of spring with the launch of the Transparency Collection. With an eye towards versatile wearability and fluid design, the Transparency Collection embodies a diversity of style that transcends mood -- classic, modern or romantic.

Under the direction of Antoinette Beenders, Global Creative Director, and David Adams, Technical Artistic Director, the Aveda team has created high-impact looks for spring by blending intricate color techniques with hair that is cut in faceted layers for ultimate versatility. Each cut and color are linked by shape and the juxtaposition of light and dark. With each expression, the Aveda team has created movement, texture and sleek style.

Created twice per year as an educational and inspirational tool for the Aveda network, Aveda Collections are a series of looks focusing on hair cutting and color, and face color. Inspired by seasonal fashion trends, the Collections are produced by lead stylists from the Aveda global network. Collections are launched onstage twice yearly at the Aveda Master Jam shows, and taught in workshops to educators who teach Aveda network stylists around the world.

The Collection title, Transparency, also speaks to Aveda's Mission to conduct business in a socially and environmentally responsible manner. "Whether it's tracing every step of the journey of an essential oil from soil to bottle, or providing details on our wind energy purchases, we are committed to openly sharing our successes—and ongoing challenges. Our belief that we can change the world by changing the way the world does business includes advocacy for sustainable business practices—and transparency throughout our organization," says Antoinette Beenders.

Transparency Collection credits:

Creative Direction:	Antoinette Beenders, Global Creative Director
Hair Color Direction:	David Adams, Technical Artistic Director
Hair Color:	Ana Karzis, Aveda Guest Artist, Toronto & Yuji Okawa, Montblan Criket Salon, Tokyo
Hair Cut:	Dylan Sit, Aveda Purefessional, Toronto & Susan Ford, Asha Salon, Chicago
Face Color:	Rudy Miles, Aveda Global Educator, Face Color, New York & Rachel Tarbutton, Aveda Purefessional, Philadelphia
Photography:	Miguel Reveriego
Wardrobe Stylist:	Damian Foxe

Transparency will launch at Aveda Master Jam in Berlin on April 6-7, an event which will host more than 1,000 beauty professionals in a weekend-long pursuit of excellence and inspiration led by Aveda's master stylists, colorists and makeup artists. Collection techniques will be taught by Aveda Artists following the Collection launch show. Images of final looks and step-by-step techniques are available now upon request.

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.