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## Aveda Introduces Outer Peace™ Acne Relief Skincare

**NEW YORK (July 2006)**—Aveda™ introduces its first comprehensive skincare line clinically proven to treat and prevent acne using the first naturally-derived salicylic acid: **Outer Peace Acne Relief Skincare**. A four step, at-home system, Outer Peace Acne Relief's ingredients and formulas deliver consistent, visible results of clearer skin.

Research has shown that **56% of teens, 18% of adult women and 10% of adult men** suffer from acne. In addition, over **50% of women 18-34** have experienced **occasional breakouts** in the last year. (Aveda national acne study, March 2005). Outer Peace actively addresses both long and short term needs with a complete system targeting both the treatment and the prevention of acne. Ayurvedic plant extracts have been scientifically tested and proven to work together with other naturally-derived ingredients to unclog pores, control excess oil and calm irritated skin.

### The Face of Nature

Outer Peace draws upon powerful plant-derived ingredients to address the key contributors to acne:

- **Naturally-derived salicylic acid**. Aveda has created the first naturally-derived salicylic acid made from wintergreen oil. Salicylic acid exfoliates skin and is recognized as an acne treatment for over-the-counter use by the U.S. Food and Drug Administration.
- **Tamanu Oil**—sustainably sourced from the native peoples of the Vanuatu islands in South East Asia, tamanu oil possesses strong anti-irritant and antioxidant benefits. Aveda's partnership to source tamanu oil directly benefits the islands' inhabitants, helping to fund local schools and protect indigenous culture.
- **Saw palmetto**—a natural anti-irritant, the extract of saw palmetto berries help reduce excess oil.
- **Boswellia serrata**—made from the resin of the tree, boswellia serrata is a popular Ayurvedic remedy which helps support the skin's overall natural function.
- **Ambla (emblica officinalis)**—an anti-irritant, antioxidant-rich berry popular in Ayurvedic remedies.
- Soothing aroma of **certified organic essential oils** including **lemon, tea tree and rose geranium**.

### Results

Independent clinical testing proves that daily use of the Aveda Outer Peace Acne Relief regimen significantly reduces acne blemishes in 92% of users in four weeks.

**Outer Peace Acne Relief Skincare** is available in Aveda salons, spas, stores and online at [aveda.com](http://aveda.com) in July 2006. Please visit [aveda.com](http://aveda.com) or call 800.328.0849 for locations or more information.

"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." - Horst Rechelbacher, founder