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ONE VALLEY. ONE ROSE. ONE HARVEST
AVEDA INTRODUCES ROSE ATTAR PURE-FUME ABSOLUTE™
Certified Organic, Limited Edition Vintage Aroma

BLAINE, Minn. (November 1, 2006)—Aveda has bottled the mesmerizing scent of 500 pure Bulgarian rose petals in its exclusive new aroma, Rose Attar. On counter in extremely limited quantities, Aveda re-enters the aroma category with the introduction of this certified organic pure-fume™ from organic essential oils. The first new aroma from Aveda in four years, Rose Attar is set to make a statement in the prestige category, while also being a shining example of the Company's commitment to environmental sustainability.

Rose Attar is a certified organic aroma created with a blend of certified organic jojoba and Bulgarian rose essential oil. The scent of organic Bulgarian Rosa Damascena—a delicate and precious flower that blooms only once a year—captivates the imagination and inspires feelings of serenity and romance—perfect for Valentine's Day, and a fragrant way to calm a busy mind.

Certified Organic

Adding to its individuality, the Rose Attar product is certified organic—a distinctive achievement in an industry where synthetic aromas are easily accessible and can be more affordable. But Aveda, a longstanding leader in setting organic standards within the beauty industry, is now one of the world's largest purchasers of organic essential oils; in fact, since 2000, as a result of working closely with partners around the world to gain certification, now 80% of the tonnage of essential oils that Aveda purchases for use in our products are certified organic.

Because of Aveda's commitment to organic conversion, Ko-ichi Shiozawa—Aveda's "nose" and in-house perfumer—uses his creativity to blend with only 100 different essential oils, which are used to create the signature aromas of all Aveda products. Mr. Shiozawa, is one of only very few in-house perfumers in the world and was trained in Grasse, France.

Adding to the romance is the story behind the product: the rose oil has been harvested from the Enio Bonchev distillery in Kazanlak, Bulgaria—Aveda's sourcing partner for certified organic rose and lavender, situated in the aptly-named "Valley of the Roses." Run by three generations of the family, the Enio Bonchev distillery harvests roses with biodynamic methods that allow the distillery to live in sustainable harmony with the land. Aveda's partnership helps support the Enio Bonchev distillery, allowing it to employ the local Roma people and to continue environmentally responsible farming practices.

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"This aroma is a beautiful example of our rich heritage and leadership in organic perfumery," says Suzanne Dawson, Aveda's vice president of global marketing. "Only at Aveda will you find a stunning prestige Purefume that smells divine, is organic certified, directly supports the farmers and is so precious that we can only make 3,700 bottles... now that's Eco-chic!"

A Functional Aroma

Plant-based aromas, while being kinder to the environment, have the added benefit of being functional—naturally. Rose has been used for thousands of years as a soothing, calming ingredient and has long been the symbol of love.

Aveda's Rose Attar is a special, limited edition introduced for Valentine's Day, 2007. There will only be 3,700 bottles in existence of this particular vintage.

Suggested retail: \$125, 7ml

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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 safer 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.