



Dear Aveda guest and salon/spa professionals:

Every day, you join us in our mission to care for the world we live in. At Aveda, compassionate care extends to all beings, including animals. And I am pleased to announce that PETA (People for the Ethical Treatment of Animals) has awarded Aveda for its “Best Cruelty-Free Spa Treatments” in the sixth Annual Proggy Awards (Proggy is for “progress”). Says PETA Vice President Tracy Reiman, “By denouncing animal tests and steering clear of animal-based ingredients, Aveda has shown that true beauty is more than skin deep.” The award recognizes the “modern technology, known safe ingredients and human tests” that make Aveda “an industry leader in both quality and social responsibility.”

We are thrilled that this award follows our 2004 Proggy Award for “best cruelty-free personal care products” and our 2004 PETA first ever “cutting edge company award.” This recognizes our commitment in all categories of our business, from spa treatments to hair care, makeup to pure-fume.™ We work diligently to extend this mission beyond our salons, spas and stores — and raise awareness and end animal testing throughout the cosmetics industry. Read more about our practices and efforts [here](#).

I’d like to thank PETA for this honor. And you, for supporting our efforts.

Yours in service to the Earth,

Dominique Conseil