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AVEDA GREENS NEW YORK FASHION WEEK SPRING/SUMMER 2008
1 beauty brand. 6 designers. 3 steps to a greener Fashion Week.

NEW YORK (September 2007)—Aveda™, the maker of plant-derived hair care, skin care, makeup and lifestyle products and a global leader in corporate environmental sustainability, is engaging Fashion Week designers to raise the industry's environmental conscience. Extending its sphere of environmental influence to the fashion world, Aveda is asking partnering designers to agree **not to serve bottled water, not to use fur, and to provide organic, locally-sourced food backstage**. Together, Aveda and leading fashion designers are joining together to help "green" one of the most significant events on the New York City calendar.

The initiative will debut at **New York Fashion Week Spring/Summer 2008, September 4-12, 2007**. Aveda's partnering designers include: **Thakoon, Temperley London, Rodarte, 3.1 Philip Lim, Ports 1961 and Mark Bouwer**.

The program is aligned with Aveda's founding principles of environmentally sustainable business practices. As a leader in environmental and social responsibility for nearly 30 years, Aveda has chosen to partner with fashion designers who share that same commitment.

"Historically, the fashion community has been on the forefront of social change," says Dominique Conseil, President of Aveda. "As a creative, trend-setting force, we believe fashion can have a ripple-effect on the global environmental conscience by greening their backstage presence. We are hopeful that this is the beginning of an industry-wide commitment to the environment, and thank our partners for making this important first step."

In line with Mayor Bloomberg's newly announced platform to promote New York City tap water, Aveda's Fashion Week initiative hopes to reach New York City's most influential trendsetters. Partnering designers will measurably reduce their impact on the environment, eliminating up to 300 plastic water bottles per show. In place of plastic water bottles backstage, **Aveda will provide reusable liter-sized non-toxic aluminum water bottles by Swiss company SIGG**.

"Bottled water is a luxury at the expense of the Earth," says Chuck Bennett, vice president of Earth and Community Care for Aveda. "Of the more than 2.5 million bottles of water Americans consumer each hour, only around 10% are recycled; the rest go to overflowing landfills. Plastic water bottle production also has a significant carbon imprint, drawing upon 1.5 million barrels of oil each year."

AVEDA AT A GLANCE

Aveda was founded in 1978 with the belief that there is no responsible alternative to doing business other than through environmental sustainability. The Company's mission positions Aveda as a catalyst for environmental awareness and change at individual and collective levels. Recent initiatives include the Company's 2007 Earth Month Campaign, which **raised \$1.8 million for clean water projects around the world.**

Aveda also recently made a commitment to wind energy: as of February 1, 2007, one hundred percent of the electrical usage at Aveda Corporation's corporate office, distribution center and primary manufacturing facility in Blaine, Minn. is now offset by its wind energy purchase. This landmark program makes Aveda the largest corporate purchaser of wind energy in Minnesota and the **first beauty company manufacturing with 100% wind power***.

*Per a review conducted of the WWD Beauty Report International Top 100 Cosmetic Manufacturers corporate websites in April, 2007.

Aveda™, The Art and Science of Pure Flower and Plant Essences™, was founded in 1978 with the goal of providing beauty industry professionals with high performance, botanically based products that would be better 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.

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.