



AVEDA

**How a plant based brand conquered
the chemical world of salon services.**

Argini Valli



Aveda History

Aveda, meaning “**knowledge of the whole**” in Sanskrit, was founded in 1978 by world-class stylist Horst Rechelbacher with the goal of creating naturally-derived products that would be good for beauty professionals, good their guests, and good for the Earth and its communities.

Today, Aveda is in more than 40 countries with over 9,500 salon and spa partners, 64 institutes and nearly 50,000 Artists worldwide.



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Today, Aveda is in more than 40 countries with over 9,500 salon and spa partners, 64 institutes and nearly 50,000 **Artists worldwide.**

A History of Environmental Responsibility

1989:

Aveda is the first company to endorse and sign the **Ceres Principles** – a non-profit organization mobilizing business leadership on climate change, water scarcity, and other sustainability challenges.

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Aveda held its first **Earth Day** event, paving the way for the now annual **Earth Month** campaign, which has raised \$65 million to date, supporting environmental projects around the world.

2002:

Aveda achieves **ISO 14001** certification for environmental and safety management in manufacturing operations.

Aveda is the first beauty company to use a **100% PCR HDPE** jar in its packaging assortment.

2004:

Aveda is first beauty company to launch an **aerosol hair spray** with net-zero impact on the Earth's climate through the funding of renewable energy.

2006:

Aveda is the first company to incorporate **80-95% PCR HDPE** bottles and jars (made with recycled milk bottles) into packaging, reducing its use of virgin HDPE by 300 tons annually.

Aveda is the first beauty company manufacturing with **100% wind power** at its primary facility.

2007:

Aveda announces **ECOCERT Organic and Ecological Cosmetics** certification of its primary manufacturing facility in Blaine, MN.

Aveda becomes **carbon balanced** in its MN corporate headquarters, primary manufacturing and distribution facilities, and company-owned stores.

2008:

Aveda is the first beauty company to launch a **100% PCR HDPE bottle** and 100% PCR PP cap.

2009:

Aveda becomes the first beauty company in the world to receive a **Cradle to Cradle (C2C) sustainability endorsement**.

2011:

National Wildlife Federation presents Aveda with the **National Conservation Achievement Award** for corporate leadership based on the brand's significant contributions to protecting wildlife through education, advocacy and on-the-ground conservation.

2014:

Aveda receives multiple industry awards for environmental leadership.

Aveda is the first beauty company to become a member of the **Wildlife Friendly Enterprise Network**.

2015:

Aveda launches global petition to urge world leaders to take action on Climate Change at the **Paris Climate Agreement**.

2017:

Aveda wins **Sustainability Leadership award** at the Sustainable Beauty Awards in Paris.

2018:

Aveda announces new global **Earth Month** partner, charity: water – one of the leading nonprofit organizations, to bring clean drinking water, hygiene and sanitation (WASH) to people in developing nations.

2019:

All of Aveda's newly manufactured products are **100% vegan**.

2020:

Aveda "flips the switch" on a **3.6 acre, 900kW** ground-mounted solar array at its headquarters in Blaine, MN, providing 50% of manufacturing facility's annual demand.

* Major milestones, not comprehensive

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Sustainability at Aveda

Clean Energy

Aveda was the first beauty company to manufacture its products using 100% wind power at its primary facility in Blaine, Minnesota, through renewable energy and carbon offsets.

In June 2020, Aveda “flipped the switch” on a new 3.6 acre, 900kW ground-mounted solar array at our headquarters in Blaine, Minnesota. This **new solar array provides 50% of our manufacturing facility’s annual demand** and will offset more than 1,100 metric tons of CO2 per year.

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Responsible Packaging

Aveda has always been an industry leader in environmentally responsible packaging, co-creating breakthrough solutions with suppliers to reduce dependency on plastic and global plastics pollution.

- We were the first beauty company to use 100% post-consumer recycled materials in packaging.
- More than 85% of our PET bottles and jars contain 100% post-consumer recycled materials.
- Our shipping materials are fully recycled, recyclable or biodegradable.

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Sustainable Sourcing

In keeping with the company's **caring philosophy of beauty**, Aveda engages in fair compensation practices with all suppliers and uses organic, plant-based, sustainable and renewable ingredients – **without compromising a product's performance or aesthetic appeal.**

Aveda **believes supporting organic agriculture is the first step towards truly sustainable agriculture** and supports it with a strong commitment to organic ingredients – for example, 95% of Aveda's essential oil volume purchased is certified organic or sustainably wild harvested.



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Clean Ingredients

Our products are 90% naturally derived on average using the ISO standard.

We have a long list of ingredients that we never use which include: *parabens, mineral oil, petrolatum, paraffin, formaldehyde & formaldehyde donors, sodium lauryl sulfate & sodium laureth sulfate, oxybenzone, benzene, retinyl palmitate, microcrystalline wax, ployethelene beads, triclosan, triclocarbon, lanolin, carmine, talc and synthetic fragrance.*



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Cruelty Free + Vegan

Aveda was born cruelty-free, never tested on animals.

As of August 2019, all of Aveda's manufactured products are also 100% vegan, removing all beeswax, honey and beeswax-derived ingredients from its products.

In January 2021, all Aveda products on shelves globally will be 100% vegan making us the only vegan, high-performance, prestige hair care brand.



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Eliminating bee-derived ingredients

The transition to 100% vegan required the evaluation of more than 900 ingredients and reformulation over 3 years.

Using vegan beauty products helps lower the demand of animal-derived ingredients and can help protect our planet from related environmental effects including carbon emissions, water usage and deforestation.

Beeswax

In Styling products: provides structure and the ability to spread easily through your hair

Beeswax absolute

Provides a sweet, warm and complex aroma



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Plant – based & vegan haircare market



The Consumer

Consumers welcome a new face of veganism

a new era of vegans are applying a more 'plant-based' approach.

A new generation of consumers, that believe everything is possible, they **demand performance, they demand value, they demand sustainability** – as they actively curate their choices – they are **reshaping categories** that will only survive and thrive if they cater to this **new consumer expectation & demand**

Vegan hair care is the new beauty frontier



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The innovative Plex technology addressed that need chemically and works on protecting & repairing the bonds that hold the hair structure together.

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Our revolutionary plant-powered bond-building treatments



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6 Years of Research & Development

3 PhD Chemists

2 Patent applications for the technology

1 Revolutionary Collection

97% Natural derived ingredients





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How the 3-layer hair repair works



1. Cortex REPAIR

Aveda's **corn-derived bond multiplying molecule** goes below the surface of the hair to multiply bonds, strengthening and reinforcing hair integrity at the core.



2. Cuticle PREVENT

Aveda's nourishing **macro green blend of avocado, green tea and sacha inchi** smooths the cuticle to detangle and prevent breakage.



3. F-layer PROTECT

Aveda's **coconut & corn fatty acid complex** creates a botanical F-layer, an invisible water-resistant lipid layer that "seals" the surface of the hair cuticle.



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The proof is powerful.
Because the performance is.

100% of women said their hair
felt **instantly softer and smoother***

95% say their hair
feels **instantly repaired***

x5 stronger hair
after the first application**

*After using **botanical repair™ light masque** in a 4-week consumer study on a total of 110 women of all hair types and textures.

**Based on averaged repeat grooming results of colour with botanical repair™ color treatment vs. colour with non-conditioning shampoo.

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Hair repair, at home & at the salon

Aveda's botanical repair™ collection **instantly strengthens and repairs damaged hair from the inside** out with innovative **3-layer**, bond-building hair repair technology.

Plus a professional strength plant-powered bond-building salon treatment dramatically reduces breakage, repairs and protects, and **leaves hair 5X stronger in just one application.**

Our “mission in a bottle”:

- Builds bonds in hair with **plant molecules, not synthetics**
- 97% naturally derived, Vegan, Cruelty free
- Silicone & sulfate cleanser free
- No virgin plastic in bottles or jars
- Manufactured using solar and wind power
- Features a naturally derived aroma of certified organic essential oils



Aveda has harnessed the power of nature,
not by exploiting it,
but by understanding it.

We understand that the humblest elements - water,
wind, earth, sun have immense power.

And when we use products created in reverence
to the planet, that power doesn't disappear.
It builds within us.

Aveda beauty is in our nature



AVEDA

Thank you!

  @AVEDA_GREECE