

Aveda's Global 24-Hour Hair Cut-A-Thon sets a GUINNESS WORLD RECORDS® Title

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Talk about hair raising events! On April 22 (Earth Day) Aveda raised a cool US \$220,000 for clean water causes during a 24-hour global hair-cutting marathon. By exceeding US \$75,000* Aveda set a Guinness World Records® title for the most money raised for charity through haircuts in a 24-hour period.

Feverishly snipping, trimming, chopping and shaping to accommodate every head of hair seeking a dream cut, Aveda stylists from over 900 salons in 15 countries worldwide volunteered their time and expertise in exchange for a client's donation. Participating countries included the U.S., Canada, Hong Kong, Taiwan, South Korea, Australia, Japan, Belgium, Germany, Italy, Russia, Spain, Switzerland, Turkey and UK.

Congratulations is also in order for the Aveda worldwide network of beauty professionals in 30 countries who organized thousands of other events throughout the month to raise a monumental total of US \$5.5 million to benefit more than 40 clean water organizations worldwide – part of Aveda's annual Earth Month campaign.

Individual sales of Aveda's limited edition Light the Way™ Candles fanned the flames of these activities by raising US \$1.5 million for the Global Greengrants Fund, a non-profit organization that channels high-impact grants to grassroots groups working to solve pressing environmental problems. Local efforts by caring Aveda professionals raised the remaining US \$4 million.

Aveda's record-setting Earth Day 24-hour Global Cut-A-Thon and month-long drive were both a win-win, making the world and the people who inhabit it far more beautiful.

* \$76,569.15 verified by Guinness World Records

Pictured Above: Dominique Conseil, Aveda Global Brand President, Philip Robertson of Guinness World Records and Antoinette Beenders, Aveda Global Creative Director.