

play rough.

AVEDA

the art and science of pure flower and plant essences



Break the rules. Create roughed-up, bulked-up, matte hair, with a radical new styling/finishing formula, Control Granules.™ Starts as a powder and turns to liquid in your hands. Shake up the ordinary—call 888.283.3227 or visit www.aveda.com to join the Aveda network.

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change is in style.

Hair styling has long been dominated by petrochemical-based products—high performing, but harmful to the planet. At Aveda, we believe there is no profit at the expense of our future. Which is why we continue to introduce styling innovations for the sake of the Earth:

- breakthrough holding agents—created from pine, sugar and certified organic flax seed
- aromas derived from certified organic oils
- among the industry's lowest VOC* levels for hair spray
- up to 100% post-consumer recycled content packaging throughout our product lines

It's a start—and an evolution, toward more responsible ways of doing business. **Change your styling for the better—find Aveda toll-free at 866.824.1553 or aveda.com.**

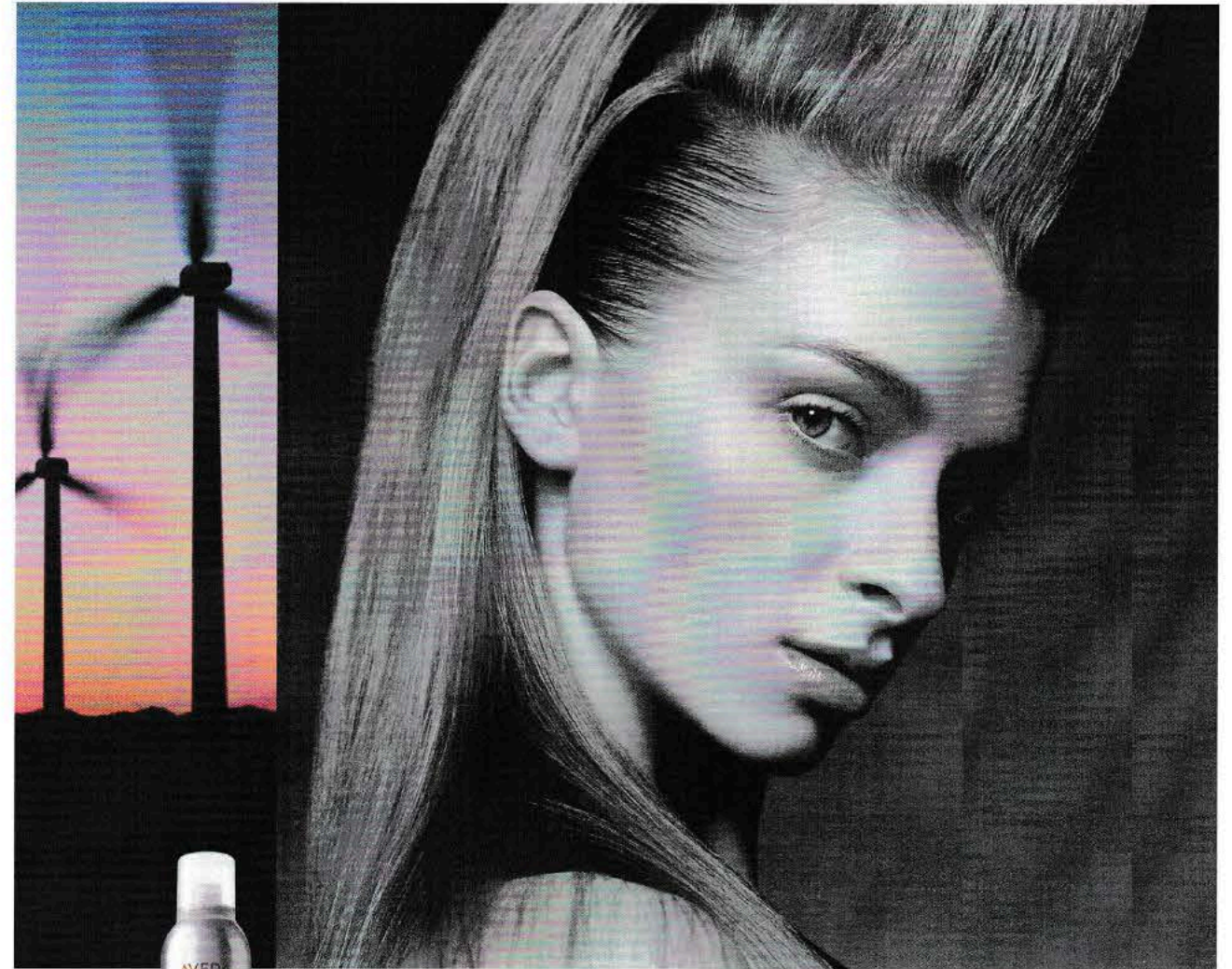
*Volatile organic compounds, which contribute to smog.



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Aveda strives always for balance between doing business and doing good. Sometimes that balance is easy to achieve. Other times we struggle with it. As with our new hair spray, Air Control.™ The reality is that more than 33 million people in the U.S. alone use an aerosol hair spray. We could have left that as someone else's business. But not only do we need to stay competitive, we also felt that we could set a new, more responsible standard, with an aerosol that has a net-zero impact on the Earth's climate.

We've made Air Control with a low 35% VOC* formula, using pine resin for hold; and Aveda is funding the construction of wind turbines that generate clean, renewable energy—preventing more CO₂ emissions than are caused by producing and using Air Control. It's a step forward—one that we hope will inspire others. **Raise awareness in styling—find Aveda toll-free at 866.824.1553 or aveda.com.**

*Volatile organic compounds, which contribute to smog.

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LIVE FAST HOLD HARD

Experiment with extreme style—ultra-firm hold that dries hard—now as simple as a strip. With new Control Tape™, just wet hands and hair and style on the fly: rip it, mix it, or tape it on and rake it through.

Go to extremes with Control Tape today.

To join the Aveda network, call 888.222.4152
or visit aveda.com. Style by Peter Gray / London.
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from soil to bottle.SM

Pick up a bottle of Aveda shampoo. Or skin care, or diffuser oil. All are infused with high-integrity essential oils. Now, thanks to Aveda's new Soil to BottleSM traceability system*, we're able to track many of these oils back, step-by-step, to their origins on the farm—for living proof of the purity that comes from certified organic sourcing. Share the benefits:

- in spa treatments like Caribbean Therapy™
- in hair care and styling like Color Conserve™ and Light Elements™
- in skin and body care like Tourmaline Charged Radiance Fluid and Rosemary Mint body care
- in pure-fume™ like Aveda Love™

Find Aveda toll-free at 866.814.0504 or aveda.com.

*For the full story on Soil to Bottle,™ see opposite page.

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Mother Jones

MARY HARRIS "MOTHER" JONES
(1837-1930)

orator, union organizer, and bellraiser

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we've drawn a line in the soil.



Above, certified organic rose geranium: on the farm, and in our Color Conserve™ hair care.

Our new Soil to BottleSM traceability system allows us to follow and document, the lifeline of our essential oils—beginning with farms like the one in Vaalwater, South Africa that works with Aveda to grow certified organic rose geranium for Color Conserve™ and other products. Economically and culturally, the collaboration has fostered hope: giving local families a chance to come together again as a community—having been driven apart in former troubled times—and farm the land they have always lived on. It has helped create more jobs and build new homes for the families working there, as well as a daycare, a school and a badly needed HIV clinic.

By working directly with this farm and others like it—organic and biodynamic* growers—we are able to ensure the integrity of the soil and help protect the health of those who work on it. We can be sure that the land is not planted with GMOs** or treated with petrochemicals, and that each farm is given a fair market price for its crops. It is a complete, renewable system, created with agricultural research organizations and S&D Biosys Ltd.—a solution that we believe is a working model for sustainability.

The integrity of the process—and its resulting ingredients—ensures that the best possible product reaches you: oils of the highest therapeutic value. Products that enrich the life of their source, and the soil, as much as they enrich yours—an uninterrupted chain of care from soil to bottle.SM
Share in a powerful journey—find Aveda toll-free at 866.814.0504 or aveda.com.

*holistic farming that goes beyond certified organic, treating all entities on the farm—mineral, plant, animal and human—as part of a self-contained ecosystem, and considering the impacts of the larger universe on plant growth.

**genetically modified organisms

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