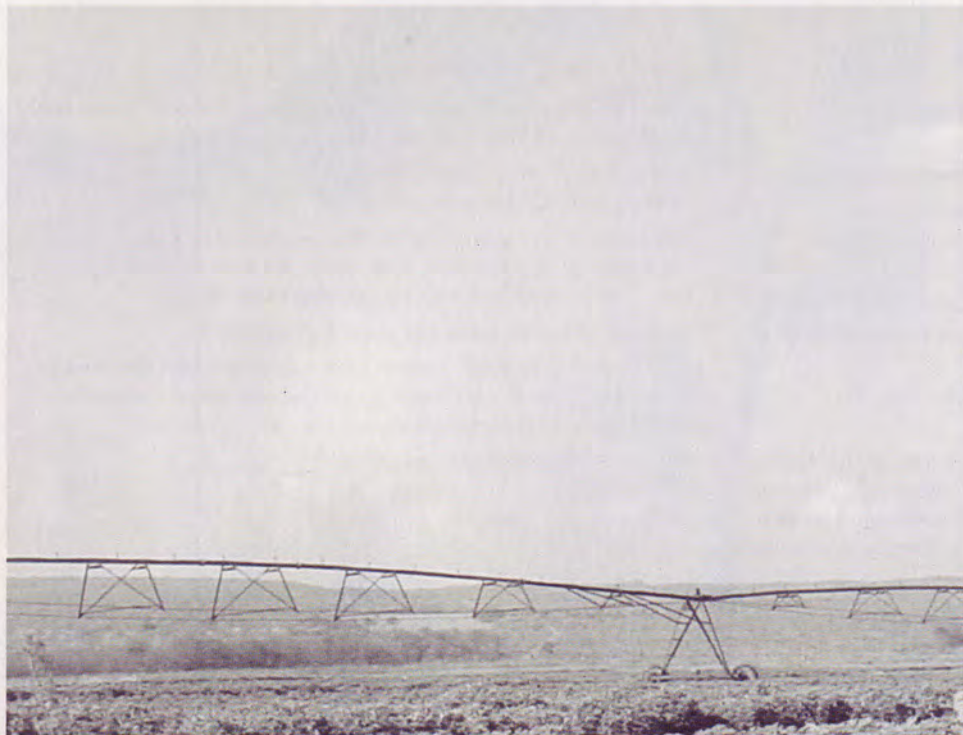


a path with heart

AVEDA

the art and science of pure flower and plant essences

AUSTRIA, BELGIUM, NETHERLANDS, LUXEMBORG, CYPRUS, FRANCE, GERMANY, IRELAND 3.50 / ICELAND KR 300 / SWITZERLAND SFR 5.50
UK £2.50 / AUSTRALIA AU \$6.00 / HONG KONG HK \$35 / KOREA KRW 5,000 / JAPAN JPY 500 / TAIWAN NT \$150 / USA \$4.50 / CANADA \$5.50



Your sustainability checklist:

Ask these questions about the products you use:

- Is it certified organic or biodynamic?
- Is it sustainably grown or harvested?
- Is it local? How far has it traveled?
- Does it help sustain the life of the community from which it comes?
- Does it help sustain the Earth?



AVEDA
THE ART AND SCIENCE OF
POWER AND PLANET

lor | co

SHAMPOO
with 100% organic

SHAMPOO
à l'arôme 100% naturel



protects and preserves
color-treated hair

protège et préserve
les cheveux colorés

THE ART
FLOWER

color

FOAMING

APPLICATOR
MOUSSE
à l'arôme

protects

pro

Walking the trail from Soil to Bottle.SM

Sustainability, like beauty, is a process—not just a result. At Aveda we've drawn a line in the soil: for a product to meet our singular standards, whether for hair care, skin and body care or Pure-Fume™ aromas, the process by which our ingredients are farmed should be above reproach.

And we've come to realize that walking the walk often means taking things one careful step at a time. But having begun our journey, there's no going back.

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. 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 other 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. (www.sdbiosys.com)—a solution that we believe is a working model for sustainability.

What's more, it's a system that fosters respect for those who live by, and for, the land. Not only local organic and biodynamic farmers, but indigenous peoples—like the Australian Mardu peoples from whom we source sandalwood oil—who have taught us much about the power of the plants we source.

But traceability—even a direct connection to the land and its peoples—is not an end in itself. Ultimately, the integrity of the process should result in the best possible product—one that enriches the life of its source, and the soil, but also enriches yours. You choose an end product, not a process. But with that choice, you are also making a decision for the Earth and communities that gave the product life.

Even in food production, “organic” used to be an exotic word. Today, thanks to increasing demand, organically grown food is not only more widely available, but it's subject to legally enforceable standards. In other words, you have reason to trust that your food lives up to its claims. You should ask no less of the other products you use. In our own journey to sustainability, we're hoping for a time when we can look back and see no one behind us. Already other manufacturers—whether beauty care, clothing, food or other—have been following their own paths to this same end. Visit groups like the Organic Trade Association (www.ota.com/index.html) online and you'll see a list of companies that are working toward the same sustainable future. Today, the list is still a short one. But it's in your power to change that.

The hardest part is starting the conversation—raising the issue with those companies whose products you most often use. We have some suggestions:

- Begin with an inventory of the products you use most. What do you know about how they are made or sourced? About the environmental and social compass of the companies you buy from?
- Next visit their websites, to see how, and if, these questions are answered for you.
- If you're not satisfied with the information given, call, write or e-mail your questions to those companies.
- If they still aren't forthcoming (or even if they are), you may want to visit some watchdog sites—like organicconsumers.org, centerforfoodsafety.org or iatp.org (the Institute for Agriculture and Trade Policy)—to see if their record stands up, or just keep yourself informed.

Ideally, the journey from soil to bottle—or box, or shelf, or counter—would always be transparent and mindful; if we are each more careful with our footprint, the path to the future will become clearer.

**holistic farming that goes beyond certified organic—treating all entities on the farm as part of a self-contained ecosystem.*

***genetically modified organisms.*





Hair Care

Pure sources of style.

It's not an accessory, it's your identity.

The way you treat your hair—how you cut it, style it, care for it—helps communicate who you are. And hair care at peace—not at odds—with nature makes a powerful statement about your connection to the world. Plant-sourced cleansers and conditioners, resilient and hold-fast seed and tree resins: all come together—and perform powerfully—for style not only beautiful and original, but pure.



Volumizing Hair Care.

An expansive personality deserves hair to match—unrestrained, overflowing with life. Drawing on innovative natural volumizing agents, Aveda gives you the means to more, with start-to-finish solutions for fine hair.

Pure Abundance™ Volumizing Shampoo

For fine hair.

Lifts hair up, fills it out—with a plant-based blend boosted by certified organic acacia gum. Hair looks fuller, feels thicker, stays more abundant.

Pure Abundance™ Volumizing Clay Conditioner

For fine hair.

Boost volume—with a breakthrough blend of kaolin clay and certified organic acacia gum—for fuller-looking, thicker-feeling hair.

Pure Abundance™ Volumizing Hair Spray

For all hair types.

Volumize your style. Our micro-mist spray—infused with certified organic acacia gum—dries quickly, for extra-firm hold that defends against humidity.

Volumizing Tonic™

For fine to medium hair.

Creates maximum volume with a wheat amino acid and certified organic aloe formula that helps build body and add shine.

Phomollient™ Styling Foam

For fine to medium hair.

Our U.S.-patented formula—with certified organic honey, burdock and marshmallow root—creates weightless volume. Adds shine without build-up. Air-infused technology is free of non-renewable hydrocarbon propellants.

Texture Enhancers.
Be yourself, only more so. Let hair explore its potential for texture—curly or straight—naturally.

Hang Straight™ Straightening Lotion

For all hair types.

For smoothing out hair and taming flyaways. Our certified organic marshmallow root and flax seed blend creates smooth hold as silica delivers shine.

Be Curly™ Curl Enhancing Lotion

For all hair types.

Defines curls, tames frizz and heightens shine, for curly or wavy hair. Wheat protein blend expands when hair is wet, then retracts when hair is dry, to lock in curl or waves.

Simple volume tips.

From Aveda guest artist Frank Rizzieri—owner of two award-winning salons—who created most of the styles for this magazine:

- *For fine hair:* after blow-drying (when hair is about 90% dry) target the areas where you most want volume. At the crown, for fullness at the top, apply Volumizing Tonic™ at the root. Or try Phomollient™ Styling Foam on the ends.
- *For medium to thick hair:* after blow-drying, create loose “pin curls” throughout hair: using your fingers, roll sections of hair into a curl, from the ends upward; pin into place, then spray curls with Air Control™ Hair Spray for hold. Take them down once they’ve set.
- *For longer, straight hair:* add wave by braiding 3-4 sections of hair and spraying with Air Control™ Undo braids just before going out.

To find Rizzieri salons, or other Aveda salons and spas near you, visit aveda.com.





Light Elements™

Free-spirited: hair that moves as easily as you move through the world—without cares, without being weighed down. Air- and water-infused formulas—all with the breezy aroma of certified organic lavender—style, finish and re-style weightlessly, without build-up, without baggage.

How Light Elements™ was inspired by Asia.

In a market often dictated by European fashion trends, a visit to Japan opened Aveda's eyes to new directions in styling. Japanese salon techniques often focus on removing extra weight from hair by cutting vertically; in the process, hair is sculpted into a new, lighter shape. Keeping this shape, while still allowing hair to move freely, calls for styling products that won't build-up or add a hard, crispy hold to hair. Working with celebrated editorial stylist Miho Matsuura—owner of Tokyo's Twiggy Salon—Aveda answered the call with Light Elements.

Throughout the process, Ms. Matsuura consistently asked for lighter and lighter formulas—while maintaining hold—which led to innovative new forms: because typical hair pomades were too heavy for the market, Defining Whip™ was literally whipped with air, to lighten the formula without diluting it. Similarly, Reviving Mist was created with a blend of lavender water and purifying plants like red clover to restore moisture and movement to *kusege* (Japanese for “unwanted wave” as in slept-on hair); the result is a multi-purpose refreshing spray that perfectly suits an active life style.

Today, Ms. Matsuura is creative director of Aveda's Tokyo Lifestyle Salon and Spa—Aveda's first in Japan. Learn more about it at aveda.com.

Light Elements™ Reviving Mist

For all hair types.

Reactivates style weightlessly—without washing—after working out, going out or sleeping in. Refreshes and restores moisture—with certified organic lavender water in a botanical blend.

Light Elements™ Finishing Solution

For all hair types.

Our lightweight, light hold formula—infused with certified organic lavender water. Tapioca starch absorbs into hair to calm flyaways.

Light Elements™ Defining Whip™

For all hair types.

Defines and separates, without adding weight or stickiness—with medium hold in a certified organic lavender water blend.

Light Elements™ Smoothing Fluid

For all hair types.

A weightless formula—with certified organic lavender—for fluid movement and shine, and hair that has a healthy look and feel.

Light Elements™ Detailing Mist-Wax

For all hair types.

Creates wispy separation and weightless style—from a fast-absorbing spray wax, with certified organic lavender water. Airy and easy—on any length hair.

Select products available worldwide.







Brilliant.™

Celebrate what comes naturally to you—the texture in your life and in your hair. Aveda recognizes the different needs of textured hair—and finds the tools in nature to make it shine. To soften and smooth. To defy the elements. And to surround you with a rich aroma of jasmine and rose. A variety of choices for your many-faceted style—all dedicated to bringing out your natural brilliance.



Brilliant™ Shampoo

For textured and treated hair.

A richly foaming daily shampoo—with black tea and certified organic calendula and aloe—that leaves hair full of shine.

Brilliant™ Conditioner

For textured and treated hair.

Quenches your hair's thirst and sets tangles free, even in the most textured hair. Plant emollients restore hair so it looks smooth and shiny. Excellent detangler makes hair feel soft and silky.

Brilliant™ Damage Control™

For all hair types.

The foundation for any hair style. Use this spray as a pre-styling tool to protect hair from combing, heat styling and sun damage. Contains black tea, certified organic camomile, calendula and aloe.

Brilliant™ Retexturing Gel

For medium and coarse hair.

The tool for serious styling. Adds medium hold styling and staying power. Nourishing plant proteins help provide softness, hold and shine. Formulated with certified organic aloe, calendula and camomile.

Brilliant™ Universal Styling Creme

For coarse hair.

Rich creme formula with certified organic jojoba defines texture and seals in moisture. Apply to dry hair to create definition. Adds brilliant shine with help from certified organic aloe and other plant humectants.

Brilliant™ Hair Spray

For all hair types.

Formulated to defend against humidity. Adds brilliant shine, definition and medium hold. Contains black tea, certified organic camomile, aloe and calendula.

Brilliant™ Emollient Finishing Gloss

For medium and coarse hair.

High-gloss emollient, with rice bran oil, smooths ends, conditions and makes hair easy to comb while adding extraordinary shine.

Brilliant™ Spray-On Shine

For all hair types.

A sheer mist of pure shine and vitamin E—for high-gloss, flyaway-free hair.

Brilliant™ Humectant Pomade

For coarse and highly textured hair.

High-shine finishing pomade with kelp attracts moisture while creating definition and adding shine. Especially effective in dry climates; palm and certified organic aloe formula helps hydrate hair.

Brilliant™ Anti-Humectant Pomade

For coarse and highly textured hair.

Satin-finish pomade with rice bran oil repels moisture, helping to prevent frizziness. Gives hair a polished look even in the most humid weather.

Brilliant™ Forming Gel

For all hair types.

Lightweight, shine-enhancing gel with certified organic aloe provides light hold and styling. Hair remains soft and brushable.



Care for Any Hair.

Your needs are simple. Lather, rinse, maybe repeat. All you ask is hair that looks, feels, smells good. That makes you feel good. That's why we've created these uncommon plant formulas — mixing singular ingredients and uniquely evocative aromas, while still universal enough to care for any hair — for your hair.

Rosemary Mint Shampoo

For fine to medium hair.

Our invigorating daily shampoo is infused with peppermint and rosemary to awaken your senses. Pure plant aroma naturally energizes and motivates your mind and body.

Rosemary Mint Conditioner

For fine to medium hair.

Our light conditioner adds weightless body and shine while preventing tangles and static. Rosemary and peppermint cool and revitalize.

Shampure™ Shampoo

For all hair types.

Our gentle daily shampoo cleanses and fortifies with our morikue™ protein formula. Improves the condition of any hair type while infusing it with one of Aveda's signature aromas: a unique mix of 25 pure flower and plant essences that soothes.

Shampure™ Conditioner

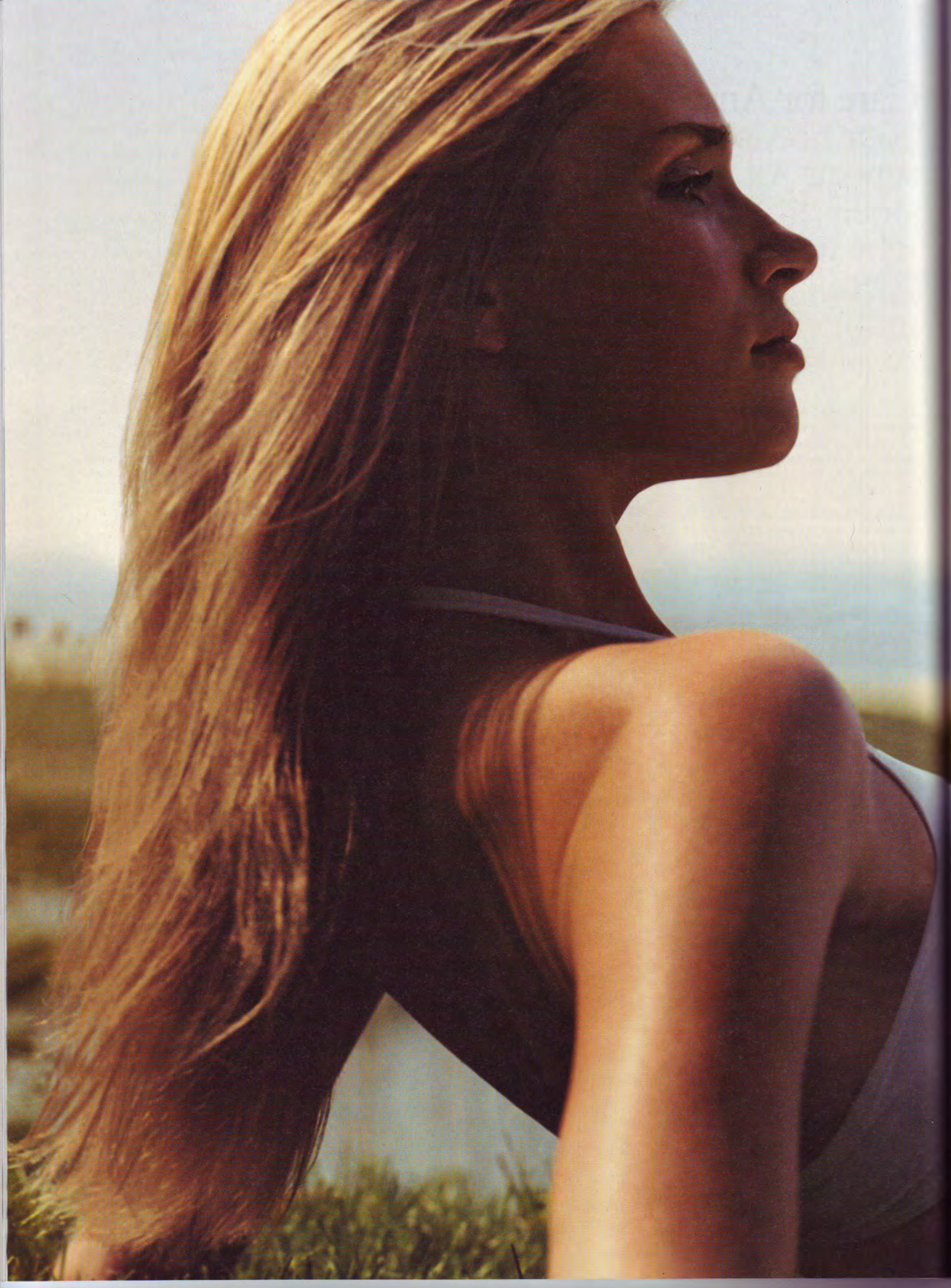
For all hair types.

In synergy with Shampure Shampoo, our conditioner formula—with morikue™ protein—fortifies and detangles. Infused with a soothing mix of 25 pure flower and plant essences.



Two pure plant formulas to suit different personal styles—awakening and energizing, or subtle and soothing.

Select products available worldwide.



Scalp Benefits™

Change starts from the inside. For hair, it begins at the scalp, the roots—for a more balanced outside, more healthy hair.

Scalp Benefits™ Balancing Shampoo

For all scalp and hair types.

Daily shampoo cleans down to the root, removing excess sebum and build-up—creating the foundation for healthy hair. Aroma blend of vetiver, cinnamon and rosemary leaves you feeling centered.

Scalp Benefits™ Balancing Conditioner

For all scalp and hair types.

Daily conditioner hydrates the hair and soothes the scalp. With a centering aroma blend of vetiver, cinnamon and rosemary.

At home Scalp Benefits™ ritual.

Create the ideal foundation for healthy hair with the Aveda Stress-Relieving Scalp Massage. Apply Scalp Benefits™ Balancing Shampoo to damp hair and massage entire scalp with both hands. Slow, circular motions help increase circulation and energy flow. Focus your final motions at the back hairline to dissolve tension. Rinse and repeat massage with Scalp Benefits™ Balancing Conditioner—letting its aroma blend of vetiver, cinnamon and rosemary leave you feeling centered.

Color Conserve™

You live in full color—energetically, with a vibrance that draws the world to you. And your hair color is the outward expression of that vitality: preserve it, with a three-part, plant-based system for color care.

Step 1: Color Conserve™ Shampoo

For color-treated hair.

Extends the vibrance of color-treated hair—as nature intended. Our gentle plant-infused shampoo, with an aroma from certified organic ingredients, helps do what most harsher cleansers can't—resist fading.

Step 2: Color Conserve™ Conditioner

For color-treated hair.

Our plant-based conditioner seals hair cuticles to help lock in color and shine, while the aroma—from certified organic ingredients—brings nature closer.

Step 3: Color Conserve™ Foaming Leave-In Conditioner

For color-treated hair.

A color-preserving foam—with sun filters derived from cinnamon bark and wintergreen—that stays in hair to protect color longer. Protein derived from certified organic quinoa—a staple grain of ancient Incan civilization—helps fortify, so hair looks smoother and silkier.

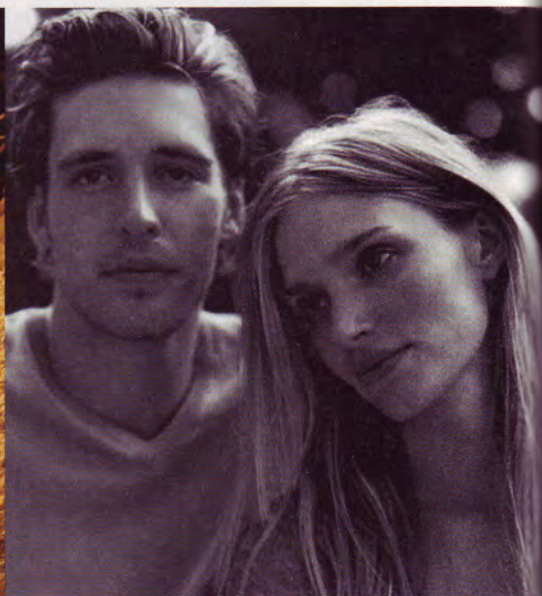
To capture the true shades of your personality, try Aveda professional hair color. Learn more about it at aveda.com.



Select products available worldwide.

Control.

It's a very personal subject. Want it, or defy it—it shows in how you wear your hair. Happiest at 100 mph? We've got the key to out-of-control hair. Want every "i" dotted? Try formulas that keep every piece in place. Wherever your head's at, Aveda's Control™ family brings styling in line with your style.



Self Control™ Hair Styling Stick

For medium to coarse hair.

Easy-to-use stick pomade adds shine and control. Slick hair at temples, nape—anywhere extra hold is needed. With natural humectants and conditioners, including extracts of black tea and certified organic flax seed (shown above). U.S.-patented formula washes out easily.

Custom Control™ Gel-Wax

For medium to coarse hair.

Our proven, innovative formula for two products in one: finishing for dry hair, styling for wet or dry. Brimming with natural humectants and shine enhancers—hops, black tea and certified organic flax seed—for glossy style.

Control Paste™ Finishing Paste

For all hair types.

Loose and piece-y, or stand-up and messy—our black tea, guar and certified organic flax seed formula gives hair a high-textured, low-sheen look that's smooth, not sticky. Leaves hair pliable enough to play with. No petrochemical resins or petroleum.

Select products available worldwide.

Styling with the trends.

Sometimes a look just catches your eye. When that happens, Aveda introduces a new, limited-edition product—only available until it sells out—that's meant to capture those fleeting styles. Our first two are below.

Control Granules™ Hair Texturizer

For all hair types.

Get roughed-up, bulked-up, matte hair—from a radical powder that turns to liquid in your hands. For damp styling and dry finishing—and down-dirty texture.

Control Tape™ Extreme Style Strips

For all hair types.

Ultra-firm hold that dries hard—for extreme effects on hair. It's as simple as a strip: just wet hands and hair, then tape it on, mix it up or run it through.





Air Control™ Hair Spray
For all hair types.

Take hold of innovation, with a light, workable hold—from pine resin technology—that sprays on dry. Plus some great news for the skies. Aveda supports a program to fund wind energy, to ensure that Air Control has a net-zero impact on the Earth's climate.

To learn more about how Air Control holds styling to a higher standard, visit aveda.com.

Natural Beginnings.

Our history shapes us. What we've been and done in the past helps us grow into the future. In Aveda's case, the past and present have become one: these pure plant shampoos and conditioners, treatment products and styling tools introduced in the early days of Aveda (when plant-based formulas were a radical idea) are still the standard bearers for natural innovation.



From the beginning, Aveda connected all the elements of a hair care ritual—daily care, treatment and styling.

Color Enhancers.

Shampoos

Gentle, plant-based shampoos—with a babassu-derived formula (see story at right)—enrich hair color while gently cleansing.

Conditioners

Combine revitalizing color and deep conditioning—with the help of babassu oil—to rehabilitate hair between salon color services.

Camomile

For blondes and lighter shades.

Clove

For brown shades.

Blue Malva

For grey and blonde shades.

Black Malva

For brown and black shades.

Madder Root

For red and brown shades.

For long-lasting color results, experience Aveda's professional hair color at an Aveda salon.

Extra Treatment.

Elixir Leave-On Conditioner

For all hair types.

Protects hair from heat-styling damage and restores manageability to chemically-treated hair.

Cherry Almond Bark Conditioner

For medium to coarse hair.

Our intensive moisturizing formula detangles and smooths, leaving hair soft, silky and shiny.

Deep Penetrating Hair

Revitalizer Conditioner

For dry, brittle or damaged hair.

Intensive treatment penetrates and moisturizes—leaving hair soft, shiny and full of body.

Hair Detoxifier Shampoo

For all hair types.

Removes chlorine, minerals, environmental pollutants and product build-up. With certified organic aloe to help maintain your hair's natural balance.

Scalp Remedy™ Anti-dandruff Tonic

For dandruff scalp condition.

A plant-derived treatment for dry, itchy scalp—leave-in, so it keeps working, while adding shine and control. Effectively prevents recurrence of dandruff and soothes scalp.

Styling Classics.

Flax Seed Aloe Strong Hold Sculpturing Gel and Sculpturing Spray Gel

For medium to coarse hair.

Offer maximum control for sculpturing and molding damp hair.

Witch Hazel Hair Spray

For all hair types.

Provides light hold, reduces static and eliminates flyaways.

Select products available worldwide.



How can local action change our world?

In the Brazilian Amazon in the 1980's, vast sections of forest were burned and cleared for cattle ranching and the people who lived there were forced, often violently, from the land. In the eastern Amazon, one group of fiercely determined women resisted. The women—known as *quebradeiras de coco* or “babassu nut breakers”—harvest the nut of the babassu palm and distill its precious oil to use for virtually everything from cooking oil to cleansers. Because the women were not prepared to see their palm forests destroyed, they refused to leave their homes. Resolutely standing up to the cattle industry—often singing and chanting in protest—the women ultimately succeeded in making their story heard. Joining with environmental groups, the babassu nut breakers lobbied local and federal agencies to prohibit clear-cutting of the palm forests, and to protect the right of the forest inhabitants and local villagers to gather, harvest and sell the nuts.

In 1995, Aveda partnered with a community collective that the babassu nut breakers formed. Aveda began sourcing certified organic babassu to use as a starting point in the creation of a richly foaming cleansing element known as babassu betaine, which offers luxurious results and embodies Aveda's mission: to support sustainable and organic agriculture, protect ecosystems and partner with indigenous and local communities to encourage their economic independence.

Our collaboration has exceeded expectations—on both sides. Aveda has financed the construction of and training for a babassu processing facility, a soap-making facility and a paper press for processing babassu fibers. We are able to buy babassu oil from the local collectives, and in turn, know exactly where our certified organic babassu is coming from—knowledge that assures our high standards of integrity are met. Ingredient purity can be traced to source, to harvests that don't harm the land or the people—especially in the ecologically sensitive eastern Amazon region.





Nourishment from and for the rainforest.

In the Madre de Dios territory of Tambopata, Peru, the Brazil nut is helping to preserve the rainforest. Indigenous and traditional peoples, with the help of government-granted concessions, collect and process the Brazil nut to discourage the unnecessary felling of trees. Land is kept safe. The villagers' profitable and sustainable harvesting also helps keep their communities intact—preventing widescale migration to large cities. Aveda has joined with the nonprofit environmental organization Conservation International and a local nonprofit—Candela—to directly support this conservation project and employment in the region.

In addition, Aveda purchases a by-product of Brazil nut oil processing, using a derivative from the nut's rich meal—we call it morikue™—as part of a protein complex in Shampure™, Curessence™, Confixor™ and Firmata™ (see below).

Protein helps fill and smooth the hair shaft, so it's infused in shampoos and conditioners for all—and especially damaged hair. Instead of sourcing protein from animal by-products, Aveda looks for vegetable alternatives—like protein from the Brazil nut—so you can help support rainforest communities while restoring the health of your hair.

Morikue™

Cultivate your connection to the world: the Earth cares for you—with a restorative ingredient sourced from Brazil nut—and you reciprocate, supporting sustainable harvest.

Shampure™ Shampoo

For all hair types.

Our gentle daily shampoo cleanses and fortifies with our morikue™ protein formula. Improves the condition of any hair type while infusing it with one of Aveda's signature aromas: a unique mix of 25 pure flower and plant essences that soothes.

Shampure™ Conditioner

For all hair types.

In synergy with Shampure Shampoo, our conditioner formula—with morikue™ protein—fortifies and detangles. Infused with a soothing mix of 25 pure flower and plant essences.

Curessence™ Damage Relief Shampoo

For damaged hair.

Deep treatment shampoo—with morikue™ protein from the Peruvian rainforest—instantly fortifies and improves the condition of damaged hair. Plant-based ingredients—like certified organic aloe—smooth hair's surface, reducing frizz.

Curessence™ Damage Relief Conditioner

For damaged hair.

A concentrated amount of our intensive restructuring conditioner—with rich morikue™ protein from the Peruvian rainforest—treats and conditions damaged hair. Natural conditioning and fortifying ingredients, including certified organic aloe, leave your hair with extraordinary body.

Styling Curessence™ Spray Detangler

For all hair types.

Pre-styling tool used on damp hair detangles and improves combability. Morikue™ protein formula helps fortify, condition and protect hair.

Confixor™ Liquid Gel

For fine to medium hair.

Lightweight styling product used on damp hair provides medium hold. Morikue™ protein conditions and fortifies.

Firmata™ Hair Spray

For all hair types.

Provides firm hold and shine. Morikue™ protein helps protect and condition your hair.

Select products available worldwide.





Life-giving sap and Iceland moss—used for centuries in Arctic healing treatments—help Sap Moss nourish.

Healing secrets of sap and moss.

What life force enables certain plants to survive—and thrive—even under the most extreme environmental stress? And what healing secrets do these plants hold? Aveda went to hidden corners of the Earth to find the answers.

In the mountainous reaches of western Montana, we found larch trees flourishing despite months-long assault by bitter cold and frost. By literally tapping into their energizing sugar sap—the life force—Aveda discovered a renewable resource with the power to reinvigorate dry hair.

In the harsh, lunar landscape of Iceland, there grows a moss with phenomenal power to attract and retain molecules of water. This tiny lichen—combined with sap and our own pure flower and plant essences—showed the way to nurturing formulas for hair and scalp: our Sap Moss™ family.

Sap Moss™ Nourishing Concentrate For dry hair.

Our moisture-rich, deep conditioning, pre-shampoo healing treatment gives dry hair the extra nourishment it needs. Our formula—with Iceland moss, sap and certified organic honey—moisturizes, restoring smoothness and shine.

Sap Moss™ Shampoo For dry hair.

Our nourishing shampoo blends an array of sap and moisture-rich Iceland moss to smooth frizz and gently restore health to your hair. Its rich, concentrated formula gives you a luxurious wash with a minimal amount of product. Infuses hair with an earthy, arboreal aroma derived from olibanum and galbanum.

Sap Moss™ Conditioning Detangler For dry hair.

This sheer formula carries nutrients to hair to gently condition and detangle, seals down hair cuticles to eliminate frizz. With sap resins and Iceland moss—plus wheat amino acids to help penetrate your hair's cuticle—attracting and retaining moisture, leaving hair with beautiful shine.

Sap Moss™ Styling Spray For all hair types.

Our moisture-rich spray gel delivers flexible firm hold, replenishment and shine. Nurtures with Iceland moss while eliminating frizz, leaving even dry hair soft and healthy-looking.

Professional brushes for home.

Aveda Wooden Hair Styling Brushes For all hair types.

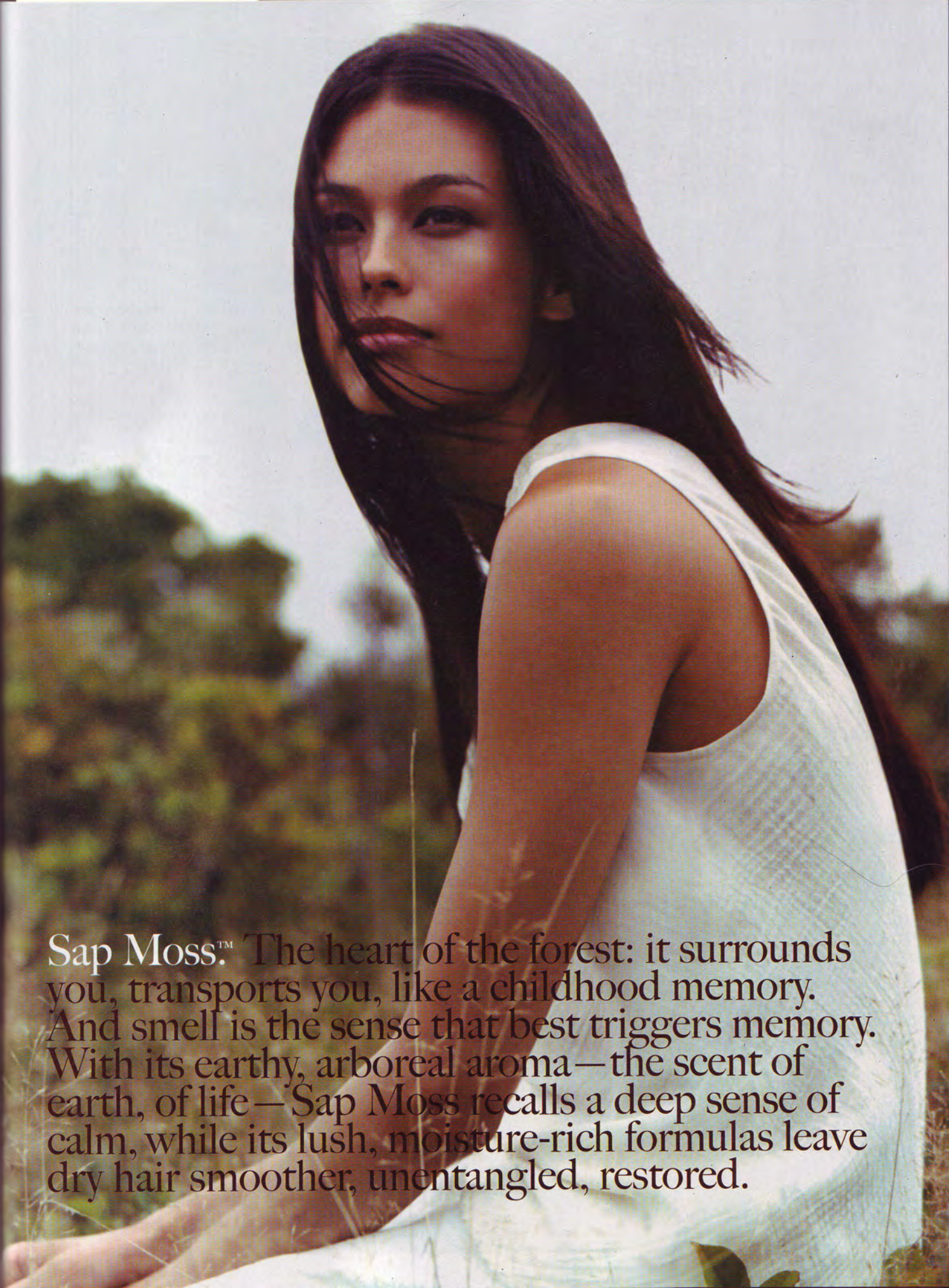
Our Styling and Paddle brushes are designed to reduce stress to hair and scalp during blow-drying and styling. The brushes help detangle, featuring extended bristles to stimulate and massage scalp. Both made from sustainable honey wood.

Aveda Ceramic Round Brushes For all hair types.

Innovative ceramic-coated barrel heats quickly and evenly—to reduce blow-drying time. Heat-resistant bristles help prevent tangles, and our removable sectioning pick helps you manage hair more easily. Manufactured without glue, our ceramic brushes are durable, yet lightweight. In three sizes, with 100% post-consumer recycled handle.

For more on the use and care of your brushes, visit aveda.com.

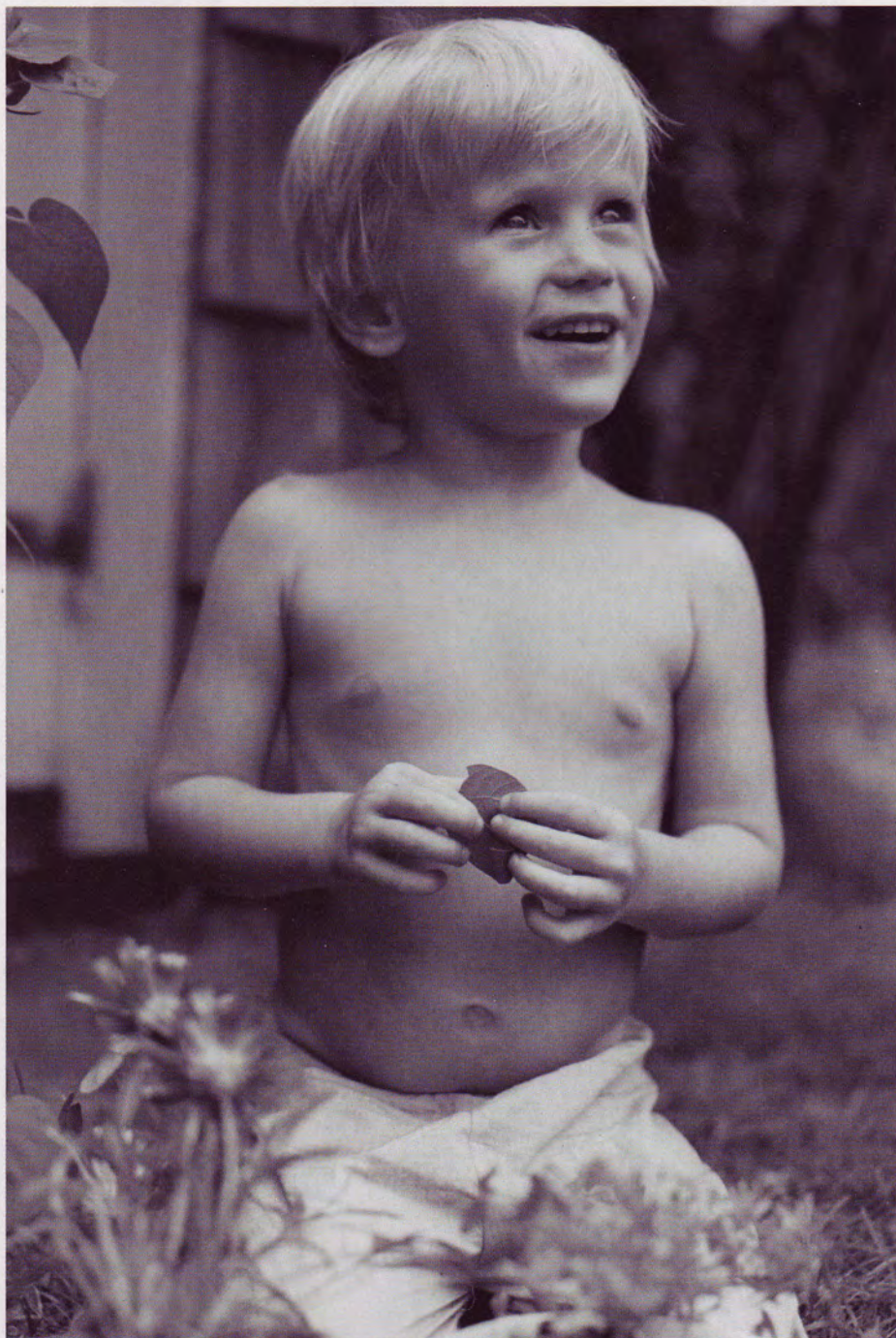




Sap Moss.™ The heart of the forest: it surrounds you, transports you, like a childhood memory. And smell is the sense that best triggers memory. With its earthy, arboreal aroma—the scent of earth, of life—Sap Moss recalls a deep sense of calm, while its lush, moisture-rich formulas leave dry hair smoother, unentangled, restored.

Live each day
with heart.

Because the U.S. will have run out of oil and gas reserves—which provide 92% of our energy—by the time your grandson is in college. Because every year, three million more acres of U.S. land become unfarmable. Because the world doesn't end outside our doorstep. Things to remember the next time you ask why it matters how you live day-to-day.



The way we live—particularly those of us in industrialized nations—has taken its toll on the Earth, on the global community, and on our prospects for the future. Today, 20% of us use up 80% of the world's resources: consider that Americans and Europeans spend \$17 billion each year on pet food—\$4 billion more than it would take to ensure basic health and nutrition for everyone in the world.

What's more, that richest 20% also creates half of the world's fossil fuel pollution—out of our "disposable" culture, our urbanization, the fact that we own 87% of the world's cars. It's a careless standard of living, yet one that does little to increase our well-being—and does nothing to ensure a future for our children.

Take driving, for instance. We've bought more (and larger) cars, to drive more and more frequently—even just down the block. Has this convenience saved some time? Probably. But how else has it affected us? It's shut us away from nature, and away from other people, for longer. It's replaced walking, biking and other heart-healthy exercises. It's spawned new neuroses, like road rage. And that says nothing of its impact on the planet: global warming caused by carbon dioxide (CO₂) emissions from sources like auto fuel threatens to destroy species, habitats, even permanently submerge entire islands in our lifetime. We can't isolate ourselves from the problem any longer.

"But I recycle." It's not an uncommon response anymore (thankfully)—and it is a step in the right direction. But having pushed our planet and its resources this far, recycling is no longer enough. Only a drive toward less consumption and "zero waste" will give the Earth the time it needs to renew itself. "Zero waste" means that "reduce" and "reuse" (in that order) also play a much larger part in our day-to-day life. That it's always better to think twice before buying that disposable razor, that short-term plastic furniture, that SUV—than to buy it and simply hope it has possibilities for recycling or reuse.

To many of us, it seems like a sacrifice. Giving up the things that make us happy. But in fact, many of the changes we can make will only serve to bring us closer together. Consider these simple actions for day-to-day living:

- Cook more—an activity you can share—rather than eating or taking out, and choose food that's grown locally—it supports the community and land.
- Run, walk, bike, skateboard—any alternative to driving; you'll find yourself fitter, and feeling better.
- Make a list before shopping to eliminate impulse buys—you'll save money and reduce consumption.
- Celebrate birthdays by sharing time or an activity, rather than buying something.
- Spend more time outdoors—it helps you reconnect to nature and lessens the electricity you use (for TV, lights, games, and other).

Once you've made small changes, the larger ones will come more easily: buying a more fuel-efficient car (or none at all); choosing a home with access to public transportation and greener energy options; buying organic, wherever possible; and reducing your consumption—your "ecological footprint"*—overall, from the amount of water and energy you use, to the amount of waste you create.

Starting small can truly have global impact: if each of us makes some changes, and encourages others to do the same. If we set a permanent example for our children, and theirs. If we join voices and strengths, on both social and political levels. Living by our conscience, with heart, we can find a way to a more sustainable future—and a more fulfilling today.

*A person's "ecological footprint" is the amount of productive land area required to sustain that one person. If everyone in the world had as large a footprint as the average American, for example, it would take five Earths to sustain us. To calculate your personal footprint—and for other tips—visit earthday.net and click on "Your Ecological Footprint."

How Aveda walks the talk.

It's Aveda's mission to treat the Earth and its people with care, and in ways that help both flourish. But we know that for us to talk sustainability, we have to act sustainably, even while balancing the pressures of the global marketplace.

The three Ps.

As we see it, the surest way to practice what we preach is by giving equal emphasis to people, planet and profit; in order to do business in a sustainable way (which we believe is the only way), each must balance the others.

People. We take great pains to ensure the well-being of all people who touch our product, start to finish: first, where our ingredients are sourced, seeking farming methods that eliminate harmful substances (like toxins still used as fertilizers in many parts of the world) and add to the life and economy of the community. (Also read about our new traceability system on page 23.) Next, at our manufacturing facilities, where we are ISO 14001 certified, a guarantee that high environmental and safety goals are met. Lastly, in our products themselves, which are created with pure essential oils and other plant-based ingredients (wherever possible, certified organic) to increase the well-being of our customers and the growers who began the cycle.

Planet. In 1989, Aveda became the first privately held corporation to sign the CERES (Coalition for Environmentally Responsible Economies) Principles, a pledge to protect our world as we do business. It's a promise to reduce waste: we've eliminated excess packaging and relentlessly pursue the highest recycled or reclaimed content in the packaging that is necessary. And it's a pledge to restore what we use—with ingredients, packaging, building and other materials that are renewable, like the sage and sweet-grass collected for our Inspiritii™ products, or the flax-seed desktops in our New York offices.

Profit. In our minds, attention to the first two "P"s ensures our success in the third—in short, we strive to do well by doing good.

Aveda salons: your ideal experience starts with our education.



It's always unexpected. That flash of recognition when you realize you've found the one. The one who knows you. Who anticipates your needs. Your stylist.

It's an intimate relationship, one that you come back to again and again. Because your stylist understands not only your hair, but your look, your personality. Takes care of you—making your time in the chair something to look forward to, a nurturing experience that stays with you long after you've left the salon. It's the one relationship in your life that you don't have to work at.

As with any relationship, you could go through many stylists before finding the one right for you, but Aveda trains people not only in cut, color and style, but in connecting. The same is true for our spa therapists, for whom treatment is as much a matter of understanding as touch.

What you encounter when you come into one of our salons or spas is a pure Aveda experience: you feel pampered, transported and expertly cared-for. To you, it should feel effortless. But creating that experience for you is an on-going effort—part of an Aveda process that not only draws the best stylists and spa therapists, but ensures that they are always renewed.

We like to think of it as nature and nurture. Aveda attracts the kind of person whose nature is to care for others. Then we nurture that impulse—along with talent and creativity—with an exceptional education, one that emphasizes personal connections, technical excellence and fresh inspiration equally.

How we apply that philosophy, on a day-to-day basis, is what we call the Aveda Service Wheel (the six steps at right).

Six steps that make every visit to Aveda a warm, memorable experience.

Step 1: You're given a warm welcome.

What goes into your welcome begins before you arrive. Long before, in recruiting students and professionals who share our beliefs and passions. Who naturally give of themselves. Who believe that people need touch and connection, not only to live well, but to live. They're creative and energized and ready to share their talents—and themselves.

Step 2: A thorough consultation highlights your individual needs.

Aveda trains new technicians in four paths: Cosmetology, Massage and Body Care, Esthology and Nail Technology—each path including elements of the others, for a balanced assessment of your needs. Along with these fundamentals of hair and spa, new students are trained to ask questions—not only about your hair or skin, but your habits, your style and how you're feeling—and to really listen to the answers. And the lessons go beyond, teaching to observe and anticipate. To understand body language (say, how a person flips or ruffles her hair before it's cut and after). To hear what's not said.

Step 3: You're treated to an Aveda Sensory Ritual—calming, uplifting or centering.

Our programs impart more than what's necessary to cut hair—like the sensory benefits of aromas and the differences between them (say, what elevates or calms mood). Or the value of touch to ease a client into the service. In the Cosmetology program, for instance, a budding stylist also takes courses in Aromaology™, wellness and face color (used in our Face Color Finishing Touch). Training even extends to the benefits of the product ingredients themselves. And through workshops such as our Experience Aveda program, students are given the chance to try out Sensory Rituals on each other—a trial run in nurturing clients.



Step 4: You get an outstanding technical service—both skilled and inspired. Aveda's service reputation is built on the philosophy that learning never ends. Students who excel at the basics go on to one of our five Advanced Academies, where they are taught by Aveda guest artists, industry heavyweights and rising stars. Here, they learn more advanced techniques, but more importantly, they learn to create. To execute their own vision in a way that best suits the client's wants and needs.

Step 5: A personalized recommendation helps you choose at-home care. Whether new student or practiced professional, all in the Aveda network are immersed in the products, not only for their benefits to your hair or versatility of use, but for their sensory benefits, compatibility with other products, and fit into your life style (i.e. how working out impacts your hair or skin care ritual, or how regular travel calls for specific styling products). All then learn to apply this knowledge in the real world, by listening to their clients and tracking results. Over time, your stylist or spa therapist comes to know your changing needs as well as you yourself: how your skin reacts to stress or how your hair texture changes in summer heat.

Step 6: Your experience is reinforced with follow-up. Coming full circle is a philosophy on which Aveda is based and Aveda service as well. Just as your salon or spa experience begins and ends with a connection, Aveda also maintains its connections. We create a clear path for career growth—whether students go on to become instructors, pureprofessional™ educators (our freelance experts) or industry stars—so you can feel secure that your stylist is here to stay.

Find an Aveda Concept Salon|Spa at 800.328.0849 or 763.783.6999 or aveda.com.



Get a full cosmetology scholarship.

When you nurture what's best in you—energy, creativity, a caring nature—the future becomes clear. Aveda wants to give you that opportunity—with a dynamic, hands-on learning environment that lets you find your own path. Salon stylist, hair colorist, industry educator or owner of your own business: they're just a few of the paths to creative expression. And with Aveda's global network of 6,400 salons and spas, you'll have a long way to grow.

Learn more about our scholarships at an Aveda Institute near you. For locations visit aveda.com.



AVEDA

FIND AVEDA SALONS, SPAS AND STORES BY
CALLING 800.328.0849 FROM THE U.S. OR
CANADA OR 763.783.6999 INTERNATIONALLY
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100% RECYCLED PAPER, 75% POST-CONSUMER
WASTE AND PROCESSED CHLORINE-FREE.

