

# AVEDA

## EARTHMONTH2014

**NEWS RELEASE**

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### **CLEAN WATER IS PURE HAPPINESS PROTECT WATER. CHANGE LIVES.**

***Aveda commits to raising \$6 million to benefit water conservation***

**EUGENE, Ore. Aveda™ The Art and Science of Pure Flower and Plant Essences** is out to raise \$6 million during April 2014 (Earth Month) -- our annual month of non-stop fundraising activities dedicated to clean water-related causes.

Last year our global network of beauty professional and corporate employees in more than 30 countries passionately pursued our goal of protecting and preserving clean water for everyone, everywhere by organizing thousands of events to raise a total of \$5.5 million for clean water. We also set a Guinness World Record for the *Most Money Raised for Charity through Haircuts in a 24 Hour Period* during our Global Cut-A-Thon. Other heavy-hitting fund raisers included our Light the Way™ Candles, CatWalk for Water fashion shows and 'Appointments for Clean Water,' which let Aveda guests in salons, spas and retail stores donate a portion of their service fee to clean water programs. Since 1999 we have raised over \$32M to help support organizations that directly effect environmental change. More than \$26M of that amount has funded clean water projects at home and around the world.

#### **Seeing is Believing**

To celebrate the hard work and commitment of our network leaders, we organize a trip each year for our top fundraisers to visit Earth Month beneficiaries, so they can see for themselves the difference their efforts make. In November 2012, the group called on a clean water project in Tilwari, India where Aveda contributions underwrote a new water system for the community's 100 families via the Global Greengrants Fund. The Aveda group met and played with the local school children, spent time with community leaders and toured the water project sites. [Click here for their story.](#)

#### **A Flicker of Hope**

As part of our Earth Month efforts, we donate 100% of the purchase price (based on its SRP \$12) of our signature limited-edition Light the Way™ Candles to Global Greengrants Fund, a non-profit that channels high-impact grants to grassroots groups working to solve pressing environmental problems.

The images on this year's Light the Way™ Candle carton were drawn by children living in the Umbari, India village who benefited from a grant supported by Aveda and Global Greengrants Fund to AWARD (Action for Women in Rural Development) to improve the local water system.

The illustrations express the joy that having easy access to clean water has brought to their lives: clean water for people, plants and animals.

The children's mothers previously had to travel six to eight hours daily during the summer months, collecting drinking water that was often contaminated and unfit for human consumption. As a result of this project, the 800 people living in Umbari have sufficient water that is safe to drink all year round. And the women of the village no longer need to trek to distant locations during the summer months collecting it.

Light the Way™ Candles are housed in 100% reclaimed glass beverage bottles and the outer cartons are fabricated from 70-90% post-consumer recycled (PCR) paperboard, with a portion made from Aveda make-ready materials (sheets of scrap paper that would normally go into the recycling stream). Each one is redolent with a new pure flower and plant aroma made with 100% certified organic essential oils, including ginger and ginger lily grown in India. Made from 100% naturally-derived soy wax, the 2014 Light the Way™ Candle burns cleanly and completely, infusing the air with over 27 hours of its rich and spicy scent.

"Aveda's support makes an enormous difference to Global Greengrants Fund and our goal of creating a sustainable world," said Global Greengrants Fund Executive Director, Terry Odendahl. "Partnering with local communities, we have protected over 700 watersheds, lakes and rivers, and have supported over 20,000 women working for clean water in their communities. All of this is made possible by the sale of Light the Way™ Candles, and the salon owners who participate. We are grateful to the Aveda community for their visionary support!"

**Suggested retail price/launch date**

\$12 / March 23, 2014 – while supplies last

**About Gervais Salon and Day Spa**

Gervais has been caring for our community since 1999. Every April at Gervais, we celebrate Earth Month. We raise money and awareness for Global Greengrants and for our beloved local partner- Mckenzie River Trust. Every day in April, we host a raffle with a daily drawing for prizes from generous vendors in the 5<sup>th</sup> Street Public Market, Inn at the 5<sup>th</sup> and our own business. We have special menu add-on services to purchase where 100% of the proceeds go to Mckenzie River Trust. On April 14<sup>th</sup> we'll host a Pints for a Cause at Ninkasi 12-9pm where 25% of the pint sales go to MRT. On April 21<sup>st</sup> from 4-8pm we host our annual Earth Month Gala with special mini spa services where 100% of the service price and 10% of all retail sales go to MRT. Join us for any and all of these to protect our wonderful Mckenzie River!

**Availability**

Gervais Salon and Day Spa is located at 248 E 5<sup>th</sup> Avenue at the 5<sup>th</sup> Street Public Market

**About Aveda**

Founded in 1978 in Minneapolis, MN, Aveda creates high performance, botanically-based products for beauty professionals and consumers. The company continues to innovate in botanical technologies, drawing inspiration from the principles of green science with ancient Ayurvedic wisdom to develop performance-driven, plant-based hair, skin, body and make-up products, and a comprehensive menu of ritual-based treatments for head-to-toe beauty.

Throughout the years, Aveda has pioneered new benchmarks of environmental responsibility in beauty, having been the first privately-owned company to sign the Ceres Principles in 1989

(Coalition for Environmentally Responsible Economies) and the first beauty company in the world to manufacture with 100 percent wind power<sup>1</sup>. Aveda was also the first beauty company to receive a Cradle To Cradle charter for its commitment to sustainable products, packaging and production. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised more than \$32 million to support environmental projects around the world.

More than half of the fastest growing and best-run salons in the U.S. are Aveda distributors<sup>2</sup>. Aveda products are available in Aveda Experience Centers and more than 7,000 professional hair salons and spas in more than 30 countries and at [www.aveda.com](http://www.aveda.com).

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<sup>1</sup> Per a review of *WWD Beauty Report International* Top 100 Cosmetic Manufacturers' Corporate Websites in April 2007. The wind energy goes into a utility grid from which Aveda draws power.

<sup>2</sup> [2011 Salon Today 200 – Honoring Salon Growth and Best Business Practices](#).