



La Petite Folie in Partnership with Aveda

The Aveda Brand story

Aveda™, **The Art and Science of Pure Flower and Plant Essences™**, was founded in 1978 with the goal of providing beauty industry professionals with **high performance, botanically based products** that would be better for service providers and their guests, as well as for the planet.

Aveda manufactures professional plant-based hair care, skin care, makeup, Pure-Fume™ and lifestyle products. Headquartered in Blaine, Minnesota, Aveda is available in Aveda stores, and in nearly **7,000 professional hair salons and spas in 24 countries worldwide**. Whether you're new to Aveda or looking for a new experience, find our most popular, award-winning and recommended products or check out what's new.

The Aveda Mission: BEAUTY IS AS BEAUTY DOES

Aveda, who **partners with salon and spa professionals around the world**, sees beauty as a craft, not as a product result. Aveda beauty professionals are unique in the industry for their pursuit of a higher art: helping make their clients **not only look beautiful, but feel beautiful**. This selfless quest to bring out the beauty in their client through genuine care, differs from beauty industry norms.

Empowered by its unique Mission, Aveda believes that authentic beauty is one that works in harmony with the greater web of life. It does not qualify as beauty if it hurts any of the diverse life forms that the best beauty artist of all, Nature, created. Authentic Beauty **cares for the environment** which we inherited from elders and will leave to generations that follow us. Beauty **cares for the society** in which we live, **enhancing harmony** in the way we live and interact with one another as human beings. In order to be Beauty, it also needs to be Good. Beauty is the result, but also the process followed in pursuing that result. *Said simply, Beauty Is As Beauty Does.*

History of Aveda 30 years of beauty, environmental leadership and responsibility.

1978: Aveda (a-vay-da), **a manufacturer of flower and plant-based beauty products**, is launched. Aveda is Sanskrit for "all knowledge."

1983: Aveda launches its first styling product, Aveda Sculpting Gel.

1984: Aveda launches its first skin care collection: Cleansing Cream, Facial Toner and Moisturizing Cream.

1987: Aveda launches its first makeup line, Aveda Indra™ Cosmetics.
Aveda launches in Canada.

1989: Aveda is first company to endorse and sign the CERES Principles (**Coalition for Environmentally Responsible Economies**)—which encourages higher corporate standards of corporate environmental performance and disclosure.

1990: Aveda participates in the 20th Anniversary of Earth Day.

Aveda opens new company headquarters in Blaine, MN featuring **environmentally progressive manufacturing** and research and development facilities.

1992: Aveda launches its first in-salon Earth Day event, the precursor to the current Earth Month Campaign.

1996: Aveda forms a partnership with a traditional women's community in Maranhao, Brazil to sustainably source **certified organic** babassu oil. Aveda launches in Taiwan, Malaysia, Indonesia, Hong Kong, Belgium, The Netherlands and Sweden.

1998: Aveda forms a partnership with the indigenous people of the Madre de Dios rainforest region of Peru. Aveda is instrumental in creating the first organic personal care standards to be adopted by an organic food certifier.

2000: Aveda forms a partnership in Bulgaria **to sustainably source certified organic** rose and lavender essential oils.

Aveda is awarded a patent for the use of Green Tea Extract in Aveda's professional hair color.

2002: Aveda receives ISO 14000 certification for environmental management in manufacturing operations. Aveda forms a partnership with the Indigenous Communities of Mardu peoples and Kuktabubba in Western Australia to sustainably source sandalwood.

2004: Aveda is given the prestigious Corporate Achievement Award at the Smithsonian-Hewitt National Design Museum.

2005: Aveda hosts its first ever "Dialogue for the Future" UN event, connecting indigenous leaders with the larger business community to discuss future models for business partnerships.

2006: Aveda is the first company to incorporate 80-95% post-consumer recycled (PCR) high density polyethylene (HDPE) in all of its retail shampoo bottles (made from recycled milk bottles), reducing our use of virgin HDPE by 300 tons annually.

2007: Aveda becomes the first beauty company to manufacture with 100% certified wind power

Aveda raises more than \$2.1 million in 30 days for Earth Month in support of clean water rights.

2008: Aveda forms a partnership with a women's cooperative network in Morocco to sustainably source certified organic argan oil (and help the women to provide for their families and communities).

Guests staying at La Petite Folie will enjoy the Rosemary Mint line of Aveda products.

For further information, please visit their website: <http://www.aveda.com>

