



Our Mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.

OUR ENVIRONMENTAL SUSTAINABILITY VISION

At Aveda, we believe that environmental sustainability must be an important component of all responsible business decisions. We also believe that industries will increasingly discover that environmentally sustainable actions can improve the bottom line.

We see protecting biodiversity as an important part of sustainability. We believe that the following issues are the primary threats to biodiversity:

- Global climate change
- Habitat destruction
- Toxins in the environment
- Waste generation
- Water and air pollution

OUR PRINCIPLES OF ACTION

Our Mission positions Aveda as a catalyst for awareness and change at both individual and collective levels. We support values that cultivate a sustainable economy and culture. We find inspiration for doing so in nature and believe that the biosphere is not merely something to be cherished and protected, but also emulated as a model of sustainability. At Aveda, we commit to continuous improvements—a natural result of our endorsement of the Coalition for Environmentally Responsible Economies (Ceres) Principles:

- Protection of the Biosphere
- Sustainable Use of Natural Resources
- Reduction and Disposal of Wastes
- Energy Conservation
- Risk Reduction
- Safe Products and Services
- Environmental Restoration
- Informing the Public
- Management Commitment
- Audits and Reports

Because our Mission commits us to environmental leadership, Aveda informs the public through annual Ceres reports in which we share our goals, achievements, shortcomings and plans for further improvement. We hope that our sincere commitment to continuous and reported improvement will inspire others.

OUR VALUES AND SYSTEMS

Given Aveda's size and the number of our employees, environmental management systems and procedures are a necessity. However, we do not believe these should replace individual responsibility, which is core to Aveda's culture.

Our employees, distributors and suppliers are encouraged to carry out Aveda's commitment at the individual level through:

- Environmentally preferable business operations and on-site daily life
- Innovative research and development processes that promote the use of environmentally friendly raw materials, components and other natural resource inputs
- Education and outreach programs that raise awareness and offer solutions to environmental challenges
- Community involvement and philanthropy that supports Aveda's commitment to a sustainable planet and the protection of biodiversity

We are committed to working toward these ends by expressing our values and serving as agents of change in our workplaces and communities and with our families and friends. We believe that the small actions of single individuals have the power to change the course of human civilization.

We aim to help steer society in a more sustainable direction for our benefit and the benefit of generations to come.

A handwritten signature in black ink that reads "Dominique". The signature is fluid and cursive, with a long, sweeping tail that extends to the right.

Dominique Conseil
President, Aveda Corporation