

# Green Ingredient & Organic Timeline 1988 – 2006

The ingredients used by Aveda impact the world by the business partners we choose and by the type of ingredients we source. Aveda strives to partner with indigenous and traditional communities and to use organic plant-based ingredients whenever possible. These are just some of our milestones.

## Candles Without Paraffin

Aveda has never used paraffin in candles. Aveda candles contain plant-derived materials.

1988



## Plant-only Sources

Certify Ammonium lauryl sulfate and other surfactants, fatty alcohols and grain alcohols are from plant-only sources.

1990

## Yawanawa (Brazil) Partnership

First Indigenous Partnership with the Yawanawa tribe in the Brazilian rainforest for uruku pigment in Aveda makeup.



1992

## 600+ Plant Ingredients

are used in Aveda's products.

1993



## First Products Made with Certified Organic Ingredients

Herbal Science Remedy and Exfoliating Remedy contained 100% certified organic ingredients.

1994

## Annatto

also known as Uruku, replaces synthetic FD&C colors in Madder Root Shampoo, and is also used in Aveda lip colors.

1995

## Babassu (Brazil) Partnership

Aveda partners with local communities in Brazil and assist them in getting their babassu oil certified organic. Aveda works to expand the use of babassu oil in its line of products, thus developing 3 new proprietary organically derived ingredients for cleansing and conditioning.

1996

## 1st Certified Organic Product

Aveda launches its first certified organic beauty product, Aveda All-Sensitive™ Body Formula. In order to produce the All-Sensitive line, the Aveda facility in Minnesota is certified according to organic food certification standards.

1996

## Morikue (Peru) Partnership

Aveda forms Partnership with people of the Madre De Dios rainforest region of Peru, for usage of morikue, a protein from brazil nuts.



1997

## 1st Organic Personal Care Standards

Because there were no Organic Standards for the Personal Care industry in 1998, Aveda begins working with Organic Crop Improvement Association to develop acceptable standards.

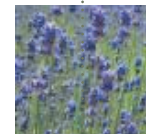
1998



2000

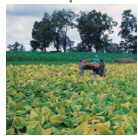
## Rose & Lavender (Bulgaria) Partnership

Aveda enters partnership with farmer who re-purchased the family distillery after it was confiscated by the communist regime. Growing organically certified Rose and Lavender and reopening the distillery, helping to support economic development to this region.



### Rose Geranium (S. Africa) Partnership

Aveda works with farmers working in South Africa to support development of organic essential oil production that will provide a sustainable living in AIDS devastated communities.



2001

2001

### Sandalwood (Australia) Partnership

Aveda sources sustainably-harvested sandalwood oil from Aboriginal community (Western Australia) for products like Aveda Love.

2002

### Organic Jasmine Absolute

Aveda starts use of certified organic absolutes. Commercial absolutes are extracted using a petrochemical solvent called hexane. Aveda develops absolutes that are hexane-free and certified organic. The first organic absolute is used in Pure Abundance Shampoo & Conditioner.

2002

### Sustainability Symposium

Aveda helps to organize and fund a sustainability symposium on the preservation of medicinal and aromatic plants.

2003

### Tamanu Oil (Vanuatu) Partnership

Aveda enters partnership with a community in Vanuatu to source a pressed oil from the dried nuts of an indigenous tree, Calophyllum inophyllum.



2004

2004

### Organic Sources of Blueberry, Ginger, Peppermint...

Aveda's continued search for organic ingredients discovered suppliers of organically certified: bilberry, blueberry, cranberry, ginger, orange and peppermint.



2004

### Pure Essences

Aveda Pure Essences are 100% pure, organic, biodynamic or sustainably sourced, essential oils and absolutes. Often rare and available in limited quantities, these 25 Pure Essences establish a connection with each farmer to ensure the essential oils and absolutes are of superior quality and integrity. With all of our Pure Essences, we strive always to strengthen Aveda partnerships and show leadership in sustainable business.

### All Natural Preservatives

Aveda pioneers natural plant-based preservative systems. All new Aveda products have been formulated without parabens.

### Organic Conversion

Aveda converts 75% of total tonnage of essential oils purchased to certified organic. Cistus Oil is a newly converted essential oil this year. Aveda worked directly with farmers on organic certification; a 3-year conversion process.



2005

2005

### Outer Peace Acne Relief

Aveda develops the first plant-derived Salicylic Acid from Oil of Wintergreen to be used in Outer Peace acne relief.

### Comforting Tea

Aveda makes 100% Certified Organic Comforting Tea with 100% certified organic herbs including licorice root, sweet fennel, basil and peppermint. The package is unbleached paper and the carton is 40% PCR paper.



2006

### Organic Tapioca

Organic tapioca styling ingredient added to Be Curly Conditioner and Curl Control

2006

### Organic Leader

Aveda is one of the world's largest purchaser of organic ingredients in the personal care industry. It is the largest purchaser of certified organic jojoba oil, rosemary oil, ylang-ylang from Madagascar and rose and lavender oils in Bulgaria.

Aveda converts 80% of total tonnage of essential oils to certified organic. 20% of Aveda's plant based ingredients have been converted to organic.

### Rose Attar

Aveda launches first Certified Organic prestige Pure-fume, Rose Attar.

2006