

Green Ingredient Policy in Practice: Percentage of naturally derived ingredients in our top products.*

Aveda is striving to be 100% naturally derived and makes continual improvements to its products every day. Naturally derived means primarily plant or non-petrochemical, mineral-based ingredients.

Shampoo & Conditioner

- Brilliant™ Conditioner
- Brilliant™ Shampoo
- Cherry Almond Bark Conditioner
- Color Conserve™ Conditioner
- Color Conserve™ Shampoo
- Color Conserve™ Sun Protector
- Damage Remedy™ Restructuring Conditioner
- Damage Remedy™ Restructuring Shampoo
- Damage Remedy™ Intensive Restructuring Treatment
- Hair Detoxifier Shampoo
- Pure Abundance™ Volumizing Shampoo
- Rosemary Mint Conditioner
- Rosemary Mint Shampoo
- Sap Moss™ Conditioning Detangler
- Sap Moss™ Shampoo
- Scalp Benefits™ Balancing Shampoo
- Shampure™ Conditioner
- Shampure™ Shampoo
- Smooth Infusion™ Conditioner
- Smooth Infusion™ Shampoo

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AVERAGE* **97.25%**

Human-made preservatives may be present and can range to several percents. Research is in progress to substitute plant derived preservatives to reduce the reliance of human-made preservatives.

Styling

- Air Control™ Hair Spray
- Aveda Men Pure-formance™ Liquid Pomade
- Be Curly™ Curl Enhancer
- Brilliant™ Anti-Humectant Pomade
- Brilliant™ Damage Control™
- Brilliant™ Humectant Pomade
- Brilliant™ Medium Hold Hair Spray
- Brilliant™ Retexturing Gel
- Confixor™ Liquid Gel
- Control Paste™ Finishing Paste
- Firmata™ Firm Hold Hair Spray
- Flax Seed Aloe Strong Hold Sculpturing Gel
- Light Elements™ Defining Whip™
- Phomollient™ Styling Foam
- Pure Abundance™ Hair Potion
- Pure Abundance™ Volumizing Hair Spray
- Sap Moss™ Styling Spray
- Self Control™ Hair Styling Stick
- Volumizing Tonic™
- Witch Hazel Hair Spray

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AVERAGE* **92.27%**

Human-made resins are generally confined to the styling area. The resin load will be higher as the hold is firmer, and range from a fraction of a percent to several percent. Research in progress includes creation and use of plant-derived styling ingredients with cornstarch and tapioca ingredients as effective hold and curl agents in the Be Curly™ line.

Professional Hair

- Color Catalyst™ Conditioning Creme Developer: 10, 20, 30, 40 Volume
- Full Spectrum™ Protective Permanent Creme Hair Color
 - Natural Series: 3N, 4N, 5N, 6N, 7N, 9N, 10N
 - Dark Pure Base
 - Pure Tones: Dark Natural/Natural, Light Yellow/Orange
- Scalp Remedy™ Balancing Concentrates
 - Infinity/Air
 - Fire
 - Water/Earth

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AVERAGE* **95.06%**

Human-made dyes are found in professional hair coloring products. More intense shades require higher pigment levels, and across one product line the pigment loads can vary by several percent. Research in progress includes finding new molecules to completely replace PTD type hair colorants.

* For purposes of these calculations, purified/energized water is included in our definition of naturally derived. These top products are 120 of 889 saleable SKUs.

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Skin Care

All-Sensitive™ Cleanser	
All-Sensitive™ Moisturizer	
Botanical Kinetics™ Exfoliant	
Botanical Kinetics™ Hydrating Lotion	
Botanical Kinetics™ Purifying Gel Cleanser	
Botanical Kinetics™ Skin Firming/Toning Mist	
Foot Relief™	
Hand Relief™	
Outer Peace™ Acne Relief Lotion	
Outer Peace™ Blemish Relief Pads	
Outer Peace™ Foaming Cleanser	
Outer Peace™ Professional Cooling Masque	
Outer Peace™ Professional Exfoliating Formula	
Outer Peace™ Spot Relief	
Replenishing Body Moisturizer	
Rosemary Mint Hand and Body Wash	
Smoothing Body Polish	
Tourmaline Charged Hydrating Creme	
Tourmaline Charged Radiance Fluid	
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AVERAGE*	96.56%

Human-made sunscreens are found in skin care. Research is in progress to substitute mineral-based sunscreens to reduce the reliance of chemical sunscreens.

Makeup

Inner Light™ Concealer-Mahogany	
Inner Light™ Dual Foundation SPF 12: Aster	
Inner Light™ Dual Foundation SPF 12: Linen	
Inner Light™ Dual Foundation SPF 12: Teak	
Inner Light™ Dual Foundation SPF 12: Twig	
Inner Light™ Loose Powder	
Inner Light™ Pressed Powder: Teak	
Inner Light™ Tinted Moisturizer SPF 15: Beechwood	
Inner Light™ Tinted Moisturizer SPF 15: Sandstone	
Lip Glaze-Mango	
Lip Glaze-Raspberry	
Lip Saver™ SPF 15	
Lip Shine	
Mascara Plus Rose™	
Mosscara™-Black Forest	
Petal Essence™ Eye Definer: Sepia	
Petal Essence™ Face Accents: Tessarae	
Petal Essence™ Face Accents: Peach Lights	
Petal Essence™ Eye Definer: Wild Indigo	
Uruku Eye-Lip Color Liner: Morena	
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AVERAGE*	91.26%

Human-made pigments are generally found in the Makeup Domain with a few exceptions. The pigment load will be higher as the colors get more intense, so one product line can have a variation in pigment levels that vary widely across the domain. Research in progress includes finding anti-oxidant and coloration benefits in plant ingredients to augment and reduce the need for synthetic pigments such as those in our breakthrough Nourish-Mint™ lip products and using algae and other plant pigments to replace synthetics completely.

Pure-Fume and Lifestyle

Active Composition™	
All-Sensitive™ Body Formula	
Aveda Comforting Tea Bags	
Balancing Infusion™ for Oily Skin/Acne	
Beautifying Composition™	
Calming Composition™	
Caribbean Therapy™ Soy Wax Candle	
Earth Month Candle: Light The Way™	
Elixir Remedy™	
Euphoric™ Plant Pure-Fume™ Aroma Candle	
Lavender Fleurs Singular Note	
Madagascar™ Plant Pure-Fume™ Aroma Candle	
Professional Massage Oil	
Peppermint™	
Rainforest™ Plant Pure-Fume™ Aroma Candle	
Refreshing Bath Bar	
Rosemary Mint Shaving Gel	
Scalp Remedy™ Dandruff Solution	
Shampure™ Soy Wax Candle	
Yatra™ Pure-Fume Spirit™	
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AVERAGE*	98.25%

Many aromas are made with 100% organic certified essential oils. Our candles are 100% naturally derived without petrochemicals.

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