

SPECIAL EVENTS ISSUE

aveda global communications
HOT OFF THE PRESS
 april 2007

DYING FOR A DRINK?

Aveda Global Communications posed the question to New York media and eco-activists at its Earth Month kick-off press event on April 11, 2007. The event, which drew over 150 guests including 50 press from media outlets including WWD, O the Oprah Magazine and Treehugger, was held at the Sales and Discovery Center of New York's Greenest residential development—Riverhouse. Actor Josh Lucas of "Sweet Home Alabama" and "A Beautiful Mind" walked the green carpet to co-host the event along with Aveda. Guests explored Riverhouse's eco-design and mingled while sipping green tea infused organic martinis and hors d'oeuvres from City Bakery. The event encouraged all to learn more about Aveda's Earth Month partners—Global Greengrants Fund and New Jersey-based Clean Ocean Action. Aveda's Mary T'Kach addressed the crowd, encouraging everyone to join the company's text message action campaign by sending the words "clean water" to 30644. T'Kach was followed by Josh Lucas, who commented: "Being a passionate environmentalist, I really respect the efforts Aveda takes to set an example for environmental leadership and responsibility. I am happy to lend my support to their Earth Month campaign and to hopefully motivate people to take action for clean water rights." Cindy Zipf, founder and Director of Clean Ocean Action, empowered guests with tips on how to take action to support local clean water rights. The event was a green celeb-studded success. Press activity immediately following included TeenVogue.com, WWD, Cosmetic World and Ecorazzi.com.



More Earth Month news from the Aveda network to come! Hot Off the Press, May 2007 issue...

150

guests, including regional and trade press from leading US magazines

10

Aveda Men models, ages 20-

14

Aveda stylists from the Academy and West Broadway

6

Aveda Men styling stations

100's

of branches and twigs used to create the custom-made chandelier

24

catering and wait staff working non-stop

550

passed hors d'oeuvres and desserts including mini sliders, lobster rolls and s'mores

4,000

dollars towards a customized EDUN wardrobe awarded to evening's raffle winners

AVEDA GLOBAL COMMUNICATIONS LAUNCHES

aveda men

April 23. The Aveda Global Communications team and members of the NY office welcomed 150 guests, (including consumer, regional and trade press) from leading U.S. magazines to announce the exciting debut of Aveda Men. Held at the Aveda Advanced Academy in SoHo, the 4,000-square foot space was transformed into the den of the Aveda man at this "guy's night out." Guests played billiards, Nintendo Wii games, and enjoyed DJ-spun tunes, bite-sized cheeseburgers, a raw bar, and blood orange Mohitos. The event featured an Aveda Men Pure-formance™ Challenge, asking guests to learn about the new products by visiting each of the six styling stations, where stylists demonstrated the product on models. Guests who visited each station via their "Pure-formance™ Passport" were entered into the drawing for a custom-made wardrobe by EDUN, the environmentally-friendly clothing line created by U2's Bono and his wife.



THANK YOU to all those who assisted with the event, including: the team at West Broadway, Dominique Conseil, Kurt Kueffner, Heidi Norman, Suzanne Dawson, Gilbert Vanderweide, Brian Avon, Michael Marra, Amy Darr, Jon Reyman, Andrea Harrison, Gerard Scarpaci, and the Aveda Global Communications Team.

MORE HOT EVENTS...



**VANIS SALON DONATES 32 FEET OF HAIR TO LOCKS OF LOVE
VALPORAISO, INDIANA**

The family-owned Vanis Salon recently hosted a Locks of Love event, bringing in 12 stylists, maxing out their schedule with 30 appointments—and cutting off an astounding 32 feet of hair. Locks of Love is a public non-profit organization that provides hairpieces to financially disadvantaged children under age 18 suffering from long-term medical hair loss. Salon Manager Jenn Bunk helped coordinate the event—which left guests with freshly cut do's for a wonderful cause. Vanis has been an Aveda concept salon for over 20 years, run by owner Chris Valavanis, who continues to find new, creative ways to express the Aveda mission while helping his stylists learn and grow. Congratulations to all those who participated!



**AVEDA GOES BACKSTAGE AT
KOREA FASHION WEEK**

March 28 - April 5. Aveda Korea was backstage at Fall/Winter 2007 Seoul Fashion Week, participating in three of the season's hottest runway shows: Jin Taeok, Son JungWan and Andy & Debb. Aveda's own Purefessional, Dennis Clendennen took the reigns as lead stylist for the Jin Taeok and Son JungWan shows, while Korean celebrity stylist Jung JaeMyung from a local concept salon took the lead for Andy & Debb. Both Clendennen and JaeMyung were accompanied backstage by a team of Aveda stylists from Korean concept salons, creating head-turning looks for the runways.
>Above, Dennis Clendennen with the Aveda teams; runway looks for Andy & Debb.



**AVEDA MAKES WAVES WITH NO FUR POLICY
AT L.A. FASHION WEEK**

L.A. Fashion Week Fall/Winter 2007 turned a new leaf this season—inspired by Aveda's environmental mission and commitment to participating in only fur-free fashion shows. Designer Charlotte Solnicki was so intent on working with Aveda for lead makeup that she pulled all fur pieces from her show. Fashion Week was a-buzz with the news, sending a powerful no-fur fashion statement to the industry. In addition to the Charlotte Solnicki show, Aveda did the hair for the Samor and Oligo Tissew shows. Walter Claudio of the Walter Claudio Salon in Santa Barbara was the lead stylist backstage.
>Above, Walter Claudio and Aveda hair and makeup teams backstage. At center, Claudio with designer Samora.

**WHAT'S HOT
IN ADVERTISING**

Look for Be Curly ads in the May issue of Latina, and the Top Spa Owner ad in May issues of Les Nouvelles Esthetiques and American Spa.

there's only one word for spa success like this. **AVEDA**

be Curly

real world success stories from award-winning spa owners.

"I've been looking for a way to make my spa more successful... I've found it with Aveda!"

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AVEDA WELCOMES THE JEAN MADELINE INSTITUTE

The Jean Madeline Aveda Institute in Philadelphia officially opened its doors for business this month. The new school is located on the University of Pennsylvania campus, housing 101 student apartments directly above, and state of the art testing facilities as well as a unique fingerprinting system for tracking hours and maintaining high security. The Institute, which is built to accommodate 120 cosmetology and 48 esthiology students, includes original artwork, including a chandelier commissioned by artist Warren Muller, and original sketches by the famous Parisian hairdresser Alexander. The Institute fosters innovative, hands-on learning in tune with the Aveda mission.

LEARNING WITH THE MASTERS, FROM CHICAGO TO MILAN

Master Jam Milan was more than just the season's hottest fashion event; for 28 students, it was an opportunity to learn from two of Aveda's best Academy artists, Alex Dinter and Ian Michael Black. Team leaders Alex and Erik Knudsen took 28 students from the Aveda Institute Chicago to Milan during Master Jam to participate in a once-in-a-lifetime cut/color workshop. Students were thrilled to learn from the "best of the best" in the world's fashion capital alongside Aveda's largest Master Jam to date.

>At left, Alex and Erik Knudson, Dominique Conseil and students in Milan.



GRAND RAPIDS INSTITUTE HONORED FOR PRESERVATION EFFORTS

The Douglas J. Aveda Institute in Grand Rapids, MI received the Historic Preservation Award this month for their restoration of the Grand Rapids Institute, in the category of Outstanding Commercial Historic Preservation Projects. The awards were given as part of the annual National Historic Preservation Month honoring outstanding historic preservation projects that contribute to the understanding and practice of historic preservation throughout Grand Rapids, MI. Congratulations to the Grand Rapids Institute on this phenomenal



CHARLIE PRICE AWARDED INTL STYLIST OF THE YEAR

Charlie Price, Aveda guest artist and owner of Click Salon in Denver, CO, was recently named International Stylist of the Year at the 2007 Canadian Mirror Awards—Canada's premiere hairdressing awards show. Congratulations, Charlie!

>Below, Charlie's winning images.



Charlie Price, Click Salon, Denver, Colorado, USA

AVEDA DOMINATES NAHA AWARDS

The Aveda network represents 13 finalists for the 2007 North American Hairstyling Awards, which are highly regarded as one of the most prestigious hairdressing awards in North America. With over 600 entries in the competition, Aveda's finalists are in the running for the master awards—to be announced at the Mandalay Bay Resort & Casino in Las Vegas on July 15th. Finalists include: Maureen Anlauf from Juut, St. Paul (Avant Garde), Daniel Holzeberger from Van Michael Salons, Atlanta (Avant Garde), Jefferey Goldenstein from Van Michael Salons, Atlanta (Contemporary), Charlie Price from Click Salons, Denver (Editorial, Fashion, Master Stylist), Matthew Morris from the Matthew Morris Salon, Denver (Editorial), Allen Ruiz from Jackson Ruiz Salon, Austin (Hair Stylist of the Year), Jess Zehnder from the Fredric's Institute, Indianapolis (Student), Mandy Wooten from the Fredric's Institute, Cincinnati (Student), Steve Elias from Atelier Aveda, San Jose (Texture), Van Michael Salons (Salon Team) and the Fredric's Institute (Salon Design).



AMERICAN SALON The leading trade published its first ever green issue this month. The magazine included stories on: the Aveda Tokyo LSS (p. 143), Aveda's Madrid LSS opening (p. 144), the Aveda Fredric Institute (p. 147), "Green Giants" with a highlight on Aveda (p. 150), Aveda's "green" commitments (p. 150), and the appointment of Vincenzo Minore as General Manager of Aveda Italy (M8/back).



WWD April 10, 2007. "Giving Back" highlights Aveda's green corporate initiatives, quoting Dominique Conseil, including the company's recent wind energy commitment at the manufacturing facility in MN. "Package Mentality" honors "beauty companies that lessen their environmental impact with recycled and renewable packaging" with a spotlight on Aveda's Light the Way candle.

DAYSPA "Love Your Planet" follows Aveda's path to Earth Month projects with Light the Way. p. 26

HAIRDRESSERS JOURNAL "Light Your Life" highlights Aveda's Earth Month candle. p. 55

HAIRCOLOR & DESIGN "Product Showcase" features Be Curly Shampoo & Conditioner. "Poetography" by editor-in-chief Bob Lupinacci highlights Aveda's global sourcing partners in Bulgaria for certified organic lavender.

MODERN SALON Feature on Aveda's Earth Month candle and campaign. Article: "Aveda's Rudy Miles Stays Green" tracks Miles' travels in Brazil to visit Aveda's Yawanawa sourcing partners. Four-page feature spread on NAHA finalist Maureen Anlauf. p. 25, 50, 116-118

SALON (COLOR SUPPLEMENT) Photos from the Vivid Manifesto Collection by Aveda; interview with David Adams. p. 18-23

SPA Rose Attar Pure-fume Absolute an "Editor's Pick" in "Renewal" aromas/fragrances. p. 68



HOT OFF THE PRESS

april's hottest hits



InStyle, April 2007. Pure Abundance Hair Potion an "Editor's Pick." The Jean Madeline Aveda Institute, Philadelphia and Aveda Institute Las Vegas highlighted as one of the best spots for "Hair Color Under \$100." p. 442, 443, 478

Natural Health, April 2007. Light the Way candle featured in "Natural Beauty" Earth Month product highlights. p. 33

OK!, April 2007. "Spring Trend's Beauty Forecast" recommends Smooth Infusion Shampoo and Conditioner to get Penelope Cruz's straight, smoothed locks. p. 74

Elle, April 2007. Phomollient Styling Foam suggested to add "lift to keep long hair from getting drab or weighed down." Frank Rizzieri recommends Be Curly Curl Control as his "secret weapon" for setting ringlets. p. 220

Jane, April 2007. Celia Ellenberg, who traveled with Aveda to Bulgaria last summer, writes about the company's lavender sourcing partners, detailing her adventures. Ellenberg quotes Mindy Green and highlights Botanical Kinetics. p. 62, 63.

Shape, April 2007. Candle coverage in brands that "make a commitment to the environment." Rose Attar and Shampure Shampoo & Conditioner in "sustainable is the new buzz word." Mary T'Kach profiled with photo and quote. P.38, 189, 190

New York Times, April 26, 2007. Tourmaline Charged Exfoliating Cleanser featured with photo in "New Hope at the Beauty Counter: Bling in a Jar." G3.

Allure, April 2007. The "Insider's Guide, Beautiful People" highlights stylist Nick Arrojo, who has led training programs for Aveda. p. 156

Seventeen, April 2007. Clove Shampoo recommended to help maintain chestnut-colored hues. p. 67

Interview, April 2007. Aveda skin and hair products credited in photo shoot for exclusive interview with rock band My Chemical Romance. p. 142-145

Fitness, April 2007. Light the Way candle in "the latest eco-friendly finds to help save the earth while still making you look, feel (and smell) totally fabulous." p. 44

Vogue, April 2007. Seven-page photo shoot with Maria Sharapova credits editorial stylist Ben Skervin using Aveda for hair. p. 387-393

Siempre Mujer, April 2007. Be Curly Shampoo and Conditioner featured among the month's hottest "verde" (green) beauty products. p. 26

O, The Oprah Magazine, April 2007. Be Curly Curl Control is named by editors as "Beauty Intelligence...to make sure curls don't go nuts in humidity." p. 252

Town & Country, April 2007. Damage Remedy Restructuring Treatment and "Editor's Pick." p. 165

Conde Nast Traveler, April 2007. Caribbean Therapy product mention. p. 68

Modern Bride, April 2007. Pure Abundance Potion an editor's favorite. p. 110

Glamour, April 2007. Editors love Aveda's Tourmaline skincare. p. 182

Cosmogirl, April 2007. Spring beauty trends love Petal Essence makeup. p. 114

