

School Participants Update Letter



Fall 2009

Hello School Participants,

As we journey into another exciting school year, we want to take this opportunity to thank you for your interest and continued participation in the Recycle Caps with Aveda program!

A global leader in corporate environmental sustainability, Aveda continues to set the precedent for environmentally-responsible package design and development with the launch of the first-ever Caps Recycling Program in the U.S. The program helps break through the current boundaries of recycling to create new caps out of 100% recycled caps – which will help save marine life by reducing the amount of caps littering our beaches and oceans. The program debuted in September 2008 with the launch of Aveda Limited Edition Vintage Clove Shampoo (see page 2 for a photo of this package utilizing 100% recycled polypropylene resin from caps collected by our employees).

Program Background:

While on its journey toward additional environmentally-sustainable packaging, Aveda found that a majority of plastic bottle caps do not get recycled today. Instead these caps are:

- Discarded as litter or trash ending up in landfills and beaches or migrating into our rivers and oceans
- Mistaken for colorful, nourishing food by birds and other marine creatures such as turtles, fish, and penguins
- Consumed or choked on, resulting in a stomach full of plastic or blocked airway – which can lead to malnutrition, loss of breath and eventual death

Following careful scientific research on the possibility of reclaiming discarded ocean plastics and using it as a base for new packaging, Aveda realized that it

would be even more beneficial to stop the disposal into our waterways before it even began.

Our decision to partner with schools on this ground-breaking effort was founded on the idea of helping raise awareness of the growing amount of plastics polluting our oceans while educating children on the importance of recycling and caring for our Earth and all of its inhabitants. Your participation in this program is making a very big difference.

Program by the Numbers:

- **130,000 pounds of plastic caps collected as of September 2009**
- **700 schools officially enrolled in this program as of September 2009**

Cap Collection Process:

1. Community schools, Aveda retail store customers and participating Aveda salons/spas nationwide collect water, soda, detergent, food and shampoo rigid polypropylene plastic caps. Collected caps should be of the style that have a threaded neck finish.

Caps that are soft plastic, flexible (such as margarine tub lids) or caps that are metal, rubber, brittle plastic or part of a pump mechanism are NOT accepted.

2. Once collected in stores/salons/spas and sent to an Aveda distribution facility, caps are delivered to a plastics recycler to be cleaned, sorted and ground into pellets.
3. Once in pellet form, the pellets are molded into new plastic caps such as the cap pictured on the Aveda Limited Edition Clove Shampoo package.

Aveda is currently in development of 2 new caps that will utilize the recycled cap collected resin. We will tell you more about these exciting products in a future update.

Aveda's Leadership in Green Packaging

Aveda is mindful of the need to reduce its environmental footprint in every element of product packaging. The company achieves this by minimizing packaging, maximizing the use of post-consumer recycled materials, using materials that can be and are recyclable, and by designing and developing packaging so that the individual parts can be easily separated for recycling. Aveda also works with suppliers who manufacture its packaging materials using renewable energy.

Your partnership on our continued journey to be leaders in caring for our Earth, is greatly appreciated. Thank you for your continued support and efforts in helping to prevent further plastics pollution from migrating into our waterways.

For more information on the Recycle Caps with Aveda Program, please visit www.aveda.com/caps



Aveda Limited Edition Clove Shampoo with Recycled Cap

Kind regards,

Deb Darling
Caps Program Manager
AVEDA

And

Kendra Fleischer
Caps Program Assistant
AVEDA