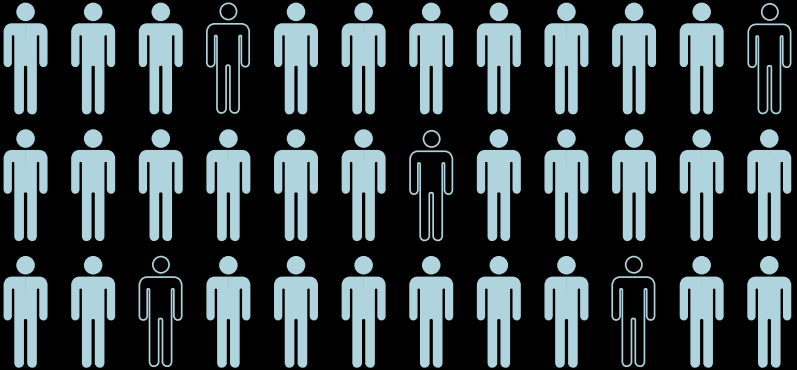
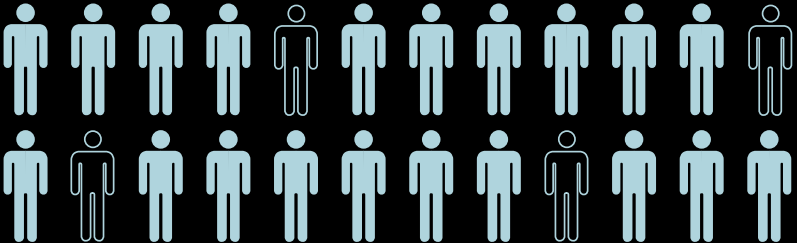


AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES



1 IN 7 LACKS ACCESS TO CLEAN WATER*



JOIN US FOR EARTH MONTH 2010

BEAUTY IS AS BEAUTY DOES™

*In developing countries globally. Numbers based on *Progress on Drinking Water and Sanitation: Special Focus on Sanitation*. (New York: UNICEF and Geneva: World Health Organization, 2008).

WANT CLEAN WATER FOR ONE AND ALL? CONSERVE TODAY.

Saving water is the most cost-effective and environmentally sound way to reduce our demand for water.¹

DID YOU KNOW?

- Two-thirds of the world's population is projected to face water scarcity by 2025, according to the United Nations.
- At least 36 states in the United States are expected to face water shortages within the next 5 years, according to U.S. government estimates.

AVEDA'S ALL FOR CLEAN WATER.

Since 2007 our global network of salons, spas, Institutes and stores (with the help of guests like you) have raised more than \$8.2 million for clean water projects at home and around the world.

TAKE ACTION:

- Calculate your water footprint at www.h2oconserve.org.
- Schedule a water audit or survey for your home to identify opportunities for conservation.
- Install low-flow aerators (1.0 gpm) and low-flow showerheads (2.5 gpm or less) to cut water use by more than 40%.²
- Look for the WaterSense label when purchasing faucets and toilets and when looking for landscape services.
- Run your clothes washer and dishwasher only when full to save up to 1,000 gallons a month.³
- Skip meat one day a week. It takes 5,000 gallons of water to produce 1 pound of meat.⁴

LEARN MORE:

epa.gov/watersense

wateruseitwisely.com

facebook.com/aveda—for more tips

¹ Aurora, Ohio, "Water Conservation Tips for Homeowners"
www.aurorah.com/lists/whats%20new/attachments/9/water%20conservation%20tips%20for%20homeowners.pdf

² Toolbase Services, "Low Flow Plumbing Fixtures"
www.toolbase.org/technology-inventory/plumbing/low-flow-plumbing-fixtures

³ Water—Use It Wisely, "Indoor Tips"
www.wateruseitwisely.com/100-ways-to- conserve/indoor-tips?index.php

⁴ Eating Well "6 Reasons to Eat Less Meat" www.eatingwell.com/food_news_origins/green_sustainable/6_reasons_to_eat_less_meat