



MAKEUP FOR A COLORFUL SEASON

Aveda's Spring/Summer 2016 Makeup Collection Indian Sunset creates serene beauty by pairing subtle hues with vivid pinks for the next chapter in the 'no-makeup' look.

NEWS RELEASE

MINNEAPOLIS, MN (February 2016) – Aveda™ The Art and Science of Pure Flower and Plant Essences introduces its limited edition **Spring/Summer 2016 Makeup Collection Indian Sunset**, creating the next chapter in the 'no-makeup look' —a pretty face with subtle color perfectly highlighting the face's natural beauty. This new collection helps us celebrate our collective love of Aveda makeup and color through #LoveYourColor, where guests will have the opportunity to share their makeup looks, while Aveda Artists will share their inspiration and tips in beauty and makeup.

The makeup palette includes creamy and opaque tints that are stronger than white, but lighter than pastels; and blossoming pinks and oranges featuring ochre-based pales with fresh, almost neon-pinks for creating pragmatically chic looks.

"This is the next chapter in the 'no-makeup' look," says **Janell Geason, Aveda Global Artistic Director, Makeup**. "We are using makeup to create shapes and enhancing natural features. It's a subtle look with the makeup's purpose to bring out beautiful, striking features."

Aveda makeup goes beyond minerals to combine energy with plant-derived ingredients that help care for the skin. Formulated without parabens, talc, or mineral oil, Aveda makeup is beautiful by nature. The palette contains 11 limited-edition shades and one current shade.

Harmonize Your Color

Aveda invites guests to share how they live colorfully by using the hashtag #LoveYourColor. Guests can also come into an Aveda Experience Center for a one-of-a-kind Color Harmony consultation that synchronizes their new or existing hair color with their skin tone, eye color and makeup shades. With their new look, guests can share an image or a video with the hashtag #LoveYourColor and help celebrate our collective love for color.





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THE SPRING/SUMMER 2016 MAKEUP LINEUP

FOR LIPS

nourish-mint™ smoothing lip color (US \$17 SRP)

Full-coverage lip formula is infused with plant and fruit waxes to help hydrate, plump, and smooth the appearance of fine lines by 26%. Refreshes with an updated certified organic peppermint and vanilla aroma. Featured in **pink peppertree**, a warm, bold pink.

nourish-mint™ sheer mineral lip color (US \$17 SRP)

Sheer coverage lip formula is infused with plant and fruit waxes to help smooth fine lines by 26%, hydrate, and plump. Refreshes with certified organic peppermint and vanilla aroma flavor. Featured in **sheer clove**, a cool, medium sand.

nourish-mint™ rehydrating lip glaze (US \$18 SRP)

Infused with plant emollients and proven to help moisturize, plump and smooth the look of fine lines. Refreshes with an updated certified organic peppermint and vanilla aroma. Featured in **rose dusk**, a cool apricot and cherry nectar, a warm, lively pink.

nourish-mint™ lip liner (US \$17 SRP)

Luscious, creamy color shapes and defines while providing generous coverage and helping reduce feathering of other lip color. With plant waxes and fruit butters. Refreshes with an updated certified organic peppermint aroma flavor. Featured in **spring rose**, a cool almond color.

FOR EYES

petal essence™ eye definer (US \$17 SRP)

Drawn from jasmine petals and geranium leaves, aromatic flower waxes make this formula creamy, blendable and smooth. Line, define, accent, or shade—our pencil stays color-true on eyes or brows, while respecting the delicate skin around the eyes. Ophthalmologist-tested. Featured in **violet blossom**, a cold, vibrant purple; and **sea fern**, a cool, bold turquoise.

petal essence™ single eye colors (US \$15 SRP)

Flower wax-infused, soft-to-the-touch shadow that is both color-true and crease-resistant—it builds and blends effortlessly, surrounded by a soft floral aroma. Talc and mineral oil-free. Ophthalmologist-tested. Featured in **amethyst dawn**, a warm, bold violet with satin finish; **lilac glow**, a warm, soft pearl with satin finish; **desert clay**, a cool, burnt orange with creamy matte finish; and **peach nectar**, a warm, gold sand with satin finish.

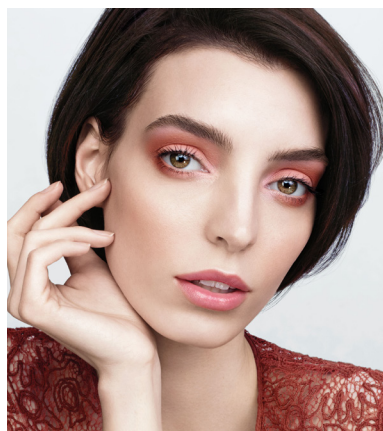


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Makeup looks from the collection include:

PEACH DUSK



Complexion

Create a luminous, natural complexion by pressing a small amount of **beautifying composition oil™** into the skin. Apply **inner light™ concealer** where needed, and set lightly with **inner light™ mineral loose powder**.

Eyes

- Prep the lids, and apply **petal essence™ single eye color** in **peach nectar** to the centers of the lids, fading slightly past the creases, with the **medium eye color brush**.
- Highlight the inner top and bottom corners of the eyes by applying **petal essence™ single eye color** in **lilac glow** with the **eye smudger brush**.
- Contour the eyes by applying **petal essence™ single eye color** in **desert clay** along the creases, fading to the inner corners of the eyes.

- Apply **petal essence™ single eye color** in **desert clay** along the bottom lash lines with the **medium eye color brush**.
- Apply **petal essence™ single eye color** in **lilac glow** along the brow bones with the **medium eye color brush**.
- Apply **petal essence™ single eye color** in **lilac glow** to the centers of the bottom lash lines over the **desert clay** shade with the **medium eye color brush**.

Lashes & Brows

- Curl the lashes, and apply **mosscara™** in **black forest** to the top and bottom lashes.
- If needed, fill in the brows by applying **petal essence™ eye color trio** in **gobi sands** with the **brow/lash brush**.

Cheeks

- Apply **petal essence™ face accents** in **apricot whisper** along the cheekbones with the **blush brush**.

Lips

- Prep the lips, apply **nourish-mint™ lip liner** in **spring rose**, and diffuse with the **medium eye color brush**.
- Apply **nourish-mint™ smoothing lip color** in **pink peppertree** to the centers of the lips with the **medium eye color brush**.



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AMETHYST DAWN



Complexion

- Create a luminous, natural complexion by pressing a small amount of **beautifying composition oil™** into the skin. Apply **inner light™ concealer** where needed, and set lightly with **inner light™ mineral loose powder**.

Eyes

- Prep the lids, and apply **petal essence™ single eye color** in **amethyst dawn** to the centers of the lids, fading slightly past the creases, with the **medium eye color brush**.
- Highlight the inner top and bottom corners of the eyes by applying **petal essence™ single eye color** in **lilac glow** with the **eye smudger brush**.
- Apply **petal essence™ eye definer** in **violet blossom** along the bottom lash lines, and diffuse with the **eye smudger brush**.
- Set the liner by applying **petal essence™ single eye color** in **amethyst dawn** with the **eye smudger brush**.
- Sweep **petal essence™ eye definer** in **sea fern** across the **eye contour brush**, and apply it to the inner and outer top corners of the eyes and lightly to the outer bottom corners. If needed, set lightly with **inner light™ mineral loose powder**.
- Apply **petal essence™ single eye color** in **lilac glow** along the brow bones with the **medium eye color brush**.

Lashes & Brows

- Curl the lashes, and apply **mosscara™** in **black forest** to the top and bottom lashes.
- If needed, fill in the brows by applying **petal essence™ eye color trio** in **gobi sands** with the **brow/lash brush**.

Cheeks

- Apply **petal essence™ face accents** in **tesserae** along the cheekbones with the **blush brush**.

Lips

- Prep the lips, and apply **nourish-mint™ sheer mineral lip color** in **sheer clove** to the centers of lips with the **medium eye color brush** and diffuse outward.
- Apply **nourish-mint™ rehydrating lip glaze** in **rose dusk** to the centers of the lips, and diffuse outward with the **medium eye color brush**.



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The limited-edition makeup collection is available while supplies last, in Aveda salons, spas and retail locations beginning February 7, 2016. To find an Aveda location near you visit aveda.com.

CONTACT: Aveda Global Communications

ABOUT AVEDA

Founded in 1978 in Minneapolis, MN, Aveda creates high performance, plant-based products for beauty professionals and consumers. Aveda innovates in botanical technologies, combining the principles of modern science and Ayurveda, the ancient healing art of India, to develop performance-driven hair, skin and body products—made with pure flower and plant essences—that are created with respect for the Earth, and a comprehensive menu of ritual-based treatments for holistic beauty.

Throughout the years, Aveda has pioneered new benchmarks of environmental responsibility in beauty. It was the first company to sign the Ceres Principles in 1989—a nonprofit organization mobilizing business leadership on climate change, water scarcity and other sustainability challenges—and the first beauty company to manufacture with 100 percent wind power in its primary facility¹. Aveda was also the first beauty company to receive a Cradle To Cradle charter for its commitment to sustainable products, packaging and production. In 2013, Aveda was honored with the first Legacy Leaders Award from Cradle to Cradle for its pioneering role in environmental leadership. Currently 11 products are *Cradle To Cradle Certified™*. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised more than \$44 million to support environmental projects around the world.

Aveda is trusted by salon and spa professionals worldwide. Since 2007, more than half of the fastest growing salons in the U.S. have been part of the Aveda network². Aveda products are available in Aveda Experience Centers and more than 9,000 professional hair salons and spas in more than 30 countries and at www.aveda.com. Go behind-the-scenes at Aveda on the blog at www.livingaveda.com.

¹ The wind power goes into the utility grid from which we purchase electrical power and our use of natural gas power is offset with wind energy credits. For more, go to aveda.com.

² 2013 *Salon Today* 200 – Honoring Salon Growth and Best Business Practices