



AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

MAKE-UP PRODUCT GUIDE

BEAUTY IS AS BEAUTY DOES™

THE FIRST BEAUTY COMPANY MANUFACTURING WITH 100% CERTIFIED WIND POWER*. OUR WIND ENERGY PURCHASE OFFSETS 100% OF THE ELECTRICITY USE BY OUR PRIMARY MANUFACTURING FACILITY IN MINNESOTA, USA. ONE OF THE LARGEST PURCHASERS OF ORGANIC INGREDIENTS IN THE PERSONAL CARE INDUSTRY. 90% OF OUR ESSENTIAL OILS AND 89% OF OUR RAW HERBAL INGREDIENTS ARE CERTIFIED ORGANIC**, THAT'S 77 TONS PURCHASED ANNUALLY. 18 MILLION US DOLLARS RAISED FOR ENVIRONMENTAL AND SOCIAL CAUSES TO DATE THROUGH OUR EARTH MONTH CAMPAIGNS. SETTING INDUSTRY BENCHMARK FOR ENVIRONMENTAL PACKAGING. WE ARE A LEADER IN INTEGRATING THE HIGHEST POSSIBLE POST-CONSUMER RECYCLED [PCR] CONTENT INTO OUR PACKAGING. WITHOUT COMPROMISE. WE FULFILL OUR MISSION BY PROVIDING HIGH-PERFORMING PRODUCTS THAT ARE GOOD FOR PROFESSIONALS, OUR GUESTS AND THE EARTH. FOR MORE INFORMATION PLEASE VISIT AVEDA.COM.AU

* Per a review of *WWD Beauty Report International* Top 100 Cosmetic Manufacturers' corporate websites in April, 2007.

The wind energy goes into a utility grid from which we draw power. www.aveda.com.au

** based on total tonnage.

LIPS & CHEEKS

Shades so true they look like your own healthy, natural glow. Our plant derivatives and earth pigments are rich in anti-oxidants and free of mineral oils.



LIP SAVER™ SPF 15

Moisturising botanical balm with SPF 15 sunscreen and anti-oxidants. Protects lips from UV exposure and other harsh environmental factors. Natural waxes seal in moisture for lasting protection.

4.25g\$12.95

LIP SHINE

Shine out loud with this translucent wet gloss that brings the power of beetroot, beta carotene and berry anti-oxidants to life on lips. Lip Shine has a refreshing flavour that blends certified organic vanilla, peppermint, cinnamon, anise and basil.

15ml\$29.95

NEW PETAL ESSENCE™ FACE ACCENTS™

Three shades in one pan for multiple options to highlight, flush or blush. Jasmine and geranium waxes provide petal-soft texture and crease-resistant colour. Mica, a light-reflecting mineral, replaces harmful talc and gives colour more luminosity and staying power. All Face Accents™ formulas are paraben-free.

8.5g\$39.95

ENVIROMETAL™ RETRACTABLE LIP BRUSH

Aveda's newest lip brush is made with 30% post-consumer recycled aluminium. Silky-soft, animal-free bristles allow for precise application.

.....\$24.95

URUKU

Explore Uruku make-up from the rainforest. 100% colour from the earth. In collaboration with the Yawanawa tribe in Brazil, Uruku face colour offers rich natural shades for cheeks and lips.



URUKU LIP PIGMENT

New refreshing formula provides smooth, hydrating colour. Two finishes: Full (for a rich creamy texture) and Sheer (for a translucent colour). Free from synthetic pigments-with annatto from urukum and mineral-derived pigments only.

3.4g\$29.95

FLAXSEED REFILLABLE LIP CASE

Our environmentally-responsible lip colour system features a reusable case that can be refilled with your Uruku Lip Pigment. Its base is up to 65% post-consumer recycled aluminium; its innovative geometric cap is 30% natural flax fibres.

.....\$5.00

NEW URUKU BRONZER

A face bronzer duo with a low-shimmer finish which is flattering to all skin tones. Infused with annatto, a vivid red pigment derived from the seeds of the urukum shrub. Free of talc, parabens and synthetic pigments.

8.5g\$39.95

NEW URUKU BRONZING BRUSH

A luxuriously soft, kabuki-style brush to partner with Uruku Bronzer for the perfect sun-kissed glow. Made with non-animal bristles and a handle made of 25% post-consumer recycled aluminium. Housed in a protective organic cotton pouch.

.....\$59.95

NOURISH-MINT™

What you put on your lips should be good enough to eat. Our formulas are flavoured with 100% organic ingredients. It takes 70,000 crushed beetles to make 1lb of carmine, the pigment used in most lipsticks. Our lip colour is carmine-free.

NOURISH-MINT™ SMOOTHING LIP COLOR

A full-coverage satin lip formula, infused with plant and fruit waxes, smooths fine lines by 26%, hydrates and plumps. The aroma/flavour featuring organic, sparkling spearmint and sweet vanilla refreshes.

3.4g \$29.95

NOURISH-MINT™ SHEER MINERAL LIP COLOR

With 100% lip-loving colour from the earth and infused with plant and fruit waxes to smooth fine lines by 26%, hydrate and plump. The aroma/flavour featuring organic, sparkling spearmint and sweet vanilla refreshes.

3.4g \$29.95

NOURISH-MINT™ RENEWING LIP TREATMENT

A colourless, botanical balm, infused with plant and fruit waxes, smooths fine lines by 26%, hydrates and plumps. The aroma/flavour featuring organic, sparkling spearmint and sweet vanilla refreshes.

3.4g \$29.95



EYES

Awaken to defining, conditioning and transforming eye colour – beautiful shades that glide on gently, free of mineral oil, boasting plant conditioners and natural waxes.

MOSSCARA™ CONDITIONING FORMULA WITH ICELAND MOSS

Thickening mascara conditions lashes from roots to tips with a blend of Iceland moss and other pure plant extracts. Smudge and flake proof.

8g \$34.95

PETAL ESSENCE™ SINGLE EYE COLOR

Smooth, crease-resistant colour blooms in this talc-free, mineral oil-free formula. Lasting wear that stays true without fading.

1.25g \$24.95

PETAL ESSENCE™ EYE DEFINER

Open your eyes to a creamy liner that defines and accents eyes. It can also be used as a brow filler or highlighter.

1.14g \$29.95



INNER LIGHT™

Why would you want to cover your face with aluminum, petroleum or animal ingredients? Find plant perfection in lemon, lavender, bergamot and rose. Real-life shades and non-comedogenic formulas with skin-replenishing benefits.



NEW INNER LIGHT™ DUAL FOUNDATION

Find radiance in a lasting, wet-or-dry foundation infused with energising minerals. Balances skintone as it diffuses light, minimising the look of fine lines, pores and imperfections – maximising your inner glow.

7g \$49.95

NEW INNER LIGHT™ TINTED MOISTURE SPF 15

A radiance infused formula that is lightweight so skin feels like it is wearing nothing, yet the finish is smooth and even and skin is protected with our mineral-derived sunscreen.

50ml \$59.95

INNER LIGHT™ CONCEALER

Infused with reflective minerals to add radiance to skin while hiding under-eye puffiness and other imperfections.

8g \$39.95

INNER LIGHT™ PRESSED POWDER

Trade unwanted shine for welcome radiance. An ultra-fine, weightless feeling formula helps to control breakthrough oil – reducing shine and the appearance of fine lines, pores and uneven skin tone.

7g \$44.95

INNER LIGHT™ LOOSE POWDER

Lighter-than-air loose powder diffuses light to create an even-looking skin tone. Helps set your foundation and eliminate shine – and is the perfect tool to soften shadow and blend blush.

20g \$44.95

ACCESSORIES

Reusable, recycled cases to refill with your favourite Aveda colours. Plus professionally-designed brushes with bristles of 100% Taklon, a silky, non-animal fibre.



ENVIROMETAL™ COMPACTS

Recycled, refillable cases for eye colours, cheek colours, face powders, bronzers and lip colour.

Professional \$34.95

Total Face \$19.95

Essentials \$24.95

NEW FLAX STICKS™ DAILY EFFECTS BRUSH SET

A collection of everyday essential brushes:

- Medium Eye Color Brush for smooth, single-stroke coverage
- Brow & Lash Brush for filling in and shaping brows; for combing/defining lashes
- Blush Brush for blending, shaping and/or contouring with subtle nuances of colour on cheeks

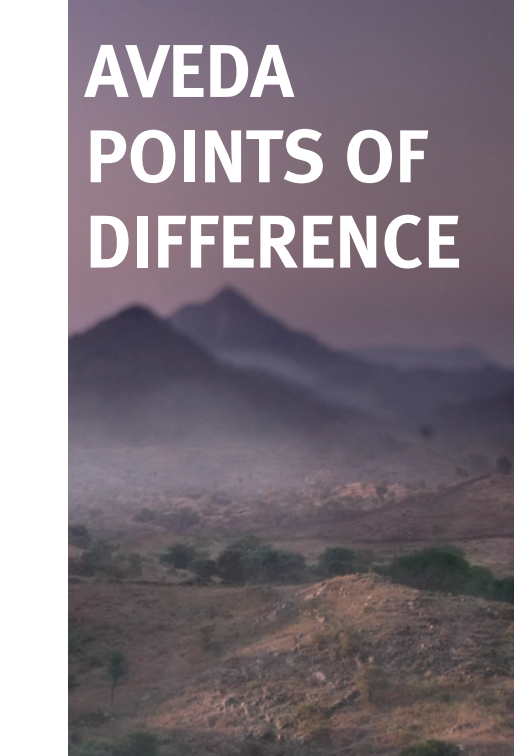
\$99.95

NEW FLAX STICKS™ SPECIAL EFFECTS BRUSH SET

A set of select artistry brushes for the fine points of more detailed colour placement:

- Eye Smudger Brush for subtle definition or smoky drama
- Eye Contour Brush for adding depth and drama with innovative dome-shaped bristles
- Complexion Brush for optimum control in brushing on radiance with smooth, even results

\$99.95



AVEDA POINTS OF DIFFERENCE

1. 90% of the tonnage of essential oils we purchase for use in manufacturing our products is certified organic or biodynamic. 89% of our raw herbal materials are also certified organic. **2.** complete traceability of certified organic ingredients, from the raw source to our finished products. **3.** shampoo bottles made with a minimum of 80% post-consumer recycled content, are made from recycled milk bottles, and can be recycled after use. **4.** over 14 million dollars raised to date for environmental causes through its annual Earth Month campaigns. **5.** no petrochemicals where possible. **6.** the first beauty company to manufacture with 100% wind power. Aveda's funding generates enough wind energy to offset 100% of the electricity used by its primary manufacturing facility, distribution centre and corporate offices in Minnesota, USA. **7.** no animal testing. **8.** the first beauty company in the world to receive a Cradle to Cradle (C2C) sustainability endorsement, with seven Aveda products achieving Gold Level C2C certification. The C2C endorsement recognises Aveda not just for its products, but also for the company's overall commitment to ingredients, materials and processes to create a positive environmental footprint.

our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.

to gain a deeper understanding of our products or to find your nearest Aveda Experience Centre, salon or spa call 1300 300 054 or visit www.aveda.com.au