

SALON

AVEDA
EARTHMONTH2018

STAND UP FOR CLEAN WATER




TAKE THE PLEDGE

Retail Sell Through Guide

PERIOD 3 | MARCH 25, 2018 – APRIL 28, 2018 | EARTH MONTH



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AVEDA EARTHMONTH2018

STAND UP FOR CLEAN WATER
Earth Month 2018 goal of \$5.8 Million for clean water



LIGHT THE WAY™ CANDLE

- 100% of proceeds benefit global clean water projects through Global Green Grants Fund
- Grounding aroma with organic Vetiver from Haiti
- 1 Million people* have clean water because guests bought the Light the Way candles

*Since 2007; 100% of the purchase price (SRP \$14) helps support Global Greengrants Fund water-related projects. Learn more at aveda.com/cleanwater.



LOCAL PARTNERS

- Aveda network rises funds for their local non-profit partners working to protect clean water in communities where they live and work
- Unleash your creativity to raise funds for your local partner from Trashion shows, Catwalks for Water and Appointments for Clean Watersm



GO DRY

- A perfect reason to introduce Shampure™ Dry Shampoo and Thermal Dry Conditioner into your routine!
- Every drop counts, pledge to extend styles and dry styling to help raise awareness



PRODUCT EXPERIENCES

AVEDA EDUCATION



INSTANT SHAMPURE™ DRY SHAMPOO AND SHAMPURE™ THERMAL DRY CONDITIONER PRODUCT EXPERIENCE

SUPPLIES

- Shampure™ Dry Shampoo
- Shampure™ Thermal Dry Conditioner



DO

- Determine if your guest needs products for second-day hair, then ask whether they would like to refresh their hair or condition and detangle between washes.
- Based on the guest's response:
 - Choose Shampure™ Dry Shampoo if the guest wants to refresh their hair and absorb excess oil.
 - OR
 - Choose Shampure™ Thermal Dry Conditioner if the guest needs conditioning and detangling benefits.
- Apply the chosen product.
NOTE: Use The Lift Instant Styling Touch-Up technique if you choose Shampure™ Dry Shampoo for your guest. If you're using Shampure™ Thermal Dry Conditioner, spray the product onto the mid-lengths and ends of the hair.
- Invite the guest to notice how their hair has been refreshed with Shampure™ Dry Shampoo, or instantly conditioned and softened with Shampure™ Thermal Dry Conditioner.



SAY

"It takes only a few puffs to refresh your hair. Shampure™ Dry Shampoo instantly revives your hair and your senses with a calming aroma containing 25 pure flower and plant essences, including certified organic lavender, petitgrain and ylang ylang. This non-aerosol powder mist absorbs excess oil between shampoos. To apply, simply turn the bottle over, then back again. Puff it onto your scalp, and work it in with your fingers or a brush."

OR

"With a simple mist of Shampure™ Thermal Dry Conditioner, your hair is instantly conditioned. A blend of plant oils, including certified jojoba and sunflower oils, helps condition and detangle hair, leaving it soft and full of natural movement."



THE LIFT INSTANT STYLING TOUCH-UP

SUPPLIES

- Shampure™ Dry Shampoo

TECHNIQUE

- Lift a small section of hair.
- Puff on Shampure™ Dry Shampoo, focusing on the scalp, and work the product in with your fingers.
- Release the section, and gently manipulate it with your fingers.
- Continue lifting sections of hair, applying the product and working it in until you achieve the desired effect.



PRODUCT EXPERIENCES AVEDA EDUCATION



ELITE SHAMPURE™ DRY SHAMPOO AND SHAMPURE™ THERMAL DRY CONDITIONER PRODUCT EXPERIENCE

SUPPLIES

- Shampure™ Dry Shampoo
- Shampure™ Thermal Dry Conditioner



DO

- Determine if the guest needs products for second-day hair, then ask whether they would like to refresh and condition their hair between washes.
- First, puff on Shampure™ Dry Shampoo in sections, and work the product into the scalp.
- Next, spray Shampure™ Thermal Dry Conditioner onto the mid-lengths and ends of the hair.
- If your guest uses thermal styling tools, demonstrate how a curling iron or flat iron will provide a more polished look.
- Invite the guest to notice how refreshed and instantly conditioned their hair looks.



SAY

“It takes only a few puffs to refresh your hair. Shampure™ Dry Shampoo instantly revives your hair and your senses with a calming aroma containing 25 pure flower and plant essences, including certified organic lavender, petitgrain and ylang ylang. This non-aerosol powder mist absorbs excess oil between shampoos. To apply, simply turn the bottle over, then back again. Puff it onto your scalp, and work it in with your fingers or a brush.

“With a simple mist of Shampure™ Thermal Dry Conditioner, your hair is instantly conditioned. A blend of plant oils, including certified jojoba and sunflower oils, helps condition and detangle hair, leaving it soft and full of natural movement.”



EARTH MONTH 2018

STAND UP FOR CLEAN WATER

AROUND THE WORLD, THE AVEDA NETWORK HAS HELPED **1 MILLION** PEOPLE GAIN ACCESS TO CLEAN WATER THROUGH AVEDA'S EARTH MONTH LIGHT THE WAY™ CANDLE.*



STAND UP GLOBALLY

One candle at a time

100% of the \$14 suggested purchase price supports clean water projects around the globe through Global Greengrants Fund. This year's Earth Month Light the Way™ Candle is infused with the new grounding aroma featuring certified organic vetiver from Haiti.

STAND UP LOCALLY

One service at a time

Participating Aveda locations offer Appointments for Clean Water™ during the month of April. The locations select the services, date(s) and suggested donation, which supports local clean water partners. Learn more at www.aveda.com/cleanwater.

STAND UP AND SAVE WATER

One style at a time

Cut 3 minutes from a shower by promoting non-wash-day hairstyles using Shampure™ Dry Shampoo and Shampure™ Thermal Dry Conditioner. Skipping a shampoo every other day conserves water and cuts back on the energy needed to heat the water.

WHAT IS GLOBAL GREENGRANTS FUND?

Global Greengrants Fund is a non-profit organization focused on mobilizing resources to support environmental sustainability and social justice around the world. Learn more at greengrants.org.

AVEDA
EARTHMONTH2018

*Through Global Greengrants Fund water-related projects since 2007.



WE ARE MIGHTY WHEN WE STAND TOGETHER

Together, we have raised more than \$50 million for clean water around the world in 88 countries since 2007. For all the hard work, year after year, we thank you, our friends, and the Aveda professionals who have stood up for clean water.



WATER SAVING TIPS

SAVE TIME, SAVE WATER

You can save 1,098 gallons** (4,156 litres) of water a year by cutting 3 minutes from your shower every other day.

PREVENT POLLUTION

Recycle electronics, appliances, fluorescent light bulbs, batteries and paint to help keep pollutants out of the water supply.

MAKE MEALS MEATLESS

Skip meat one day a week, and you can save a lot of water. It takes up to 1,845 gallons of water to produce just 1 pound of beef!

COMPOST TO CONSERVE

Compost fruit and vegetable peelings and other food waste instead of using the garbage disposal. You'll save water each time!

PLANT ICE

Place ice cubes under the moss or dirt of potted plants and hanging baskets to give your plants a cool drink that won't overflow or waste water. Use leftover ice from your drinks instead of wasting it.

SAVE ELECTRICITY AND WATER

It takes an average of 2 gallons (7.6 litres)* of fresh water to generate each kilowatt-hour of traditional electricity. Turn it off if you're not using it!

TAKE THE PLEDGE

Go to aveda.com/cleanwater to take the pledge! Share photos of your activities in support of clean water using **#Avedacleanwater**.



**Based on the average American shower. <https://www.home-water-works.org/indoor-use/showers>.

†Based on the calculation of the global average water footprint of beef from Mekonnen, M.M. and Hoekstra, A.Y. (2010), The Green, Blue and Grey Water Footprint of Farm Animals and Animal Products, Value of Water Research Report Series No. 48, UNESCO-IHE, Delft, the Netherlands. http://waterfootprint.org/media/downloads/Report-48-WaterFootprint-AnimalProducts-Vol1_1.pdf.

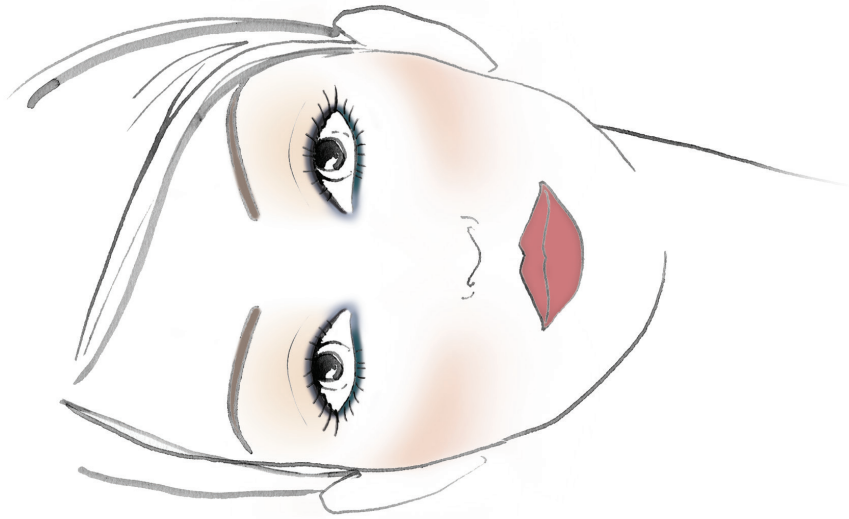
‡The U.S. national weighted average for water use in thermoelectric and hydroelectric electricity, as calculated in Torcellini, P., Long, N. and Judkoff, R. (2003) Consumptive Water Use for U.S. Power Production. <https://www.nrel.gov/docs/fy04osti/33905.pdf>

Refer to the Product Resource Guide for product information.

Aveda Earth Month 2018 | Stay and Play | 1/2018 | Please recycle. ©Aveda Corp., Minneapolis, MN 55449-7106 USA 800.328.0849 / 763.951.6999 avedaeducation.com



MODERN MERMAID



Complexion

- 1 Prep the skin, and create a semi-matte complexion by applying **inner light™ mineral tinted moisture** and **inner light™ concealer**. Set with **inner light™ mineral loose powder**.

Eyes

- 2 Prep the lids, and encircle the eyes with **petal essence™ eye definer** in **wild indigo**. Lightly blend with the **eye smudger brush**.
- 3 Set the eye definer on the top lash lines by applying the darkest shade of **petal essence™ eye color trio** in **azure rain** with the **eye smudger brush**.
- 4 Set the eye definer on the bottom lash lines by applying the darkest shade of **petal essence™ eye color trio** in **aqua pearl** with the **eye smudger brush**.
- 5 Apply the medium shade of **petal essence™ eye color trio** in **azure rain** to the inner corners of the eyes with the **eye smudger brush**.
- 6 Apply **petal essence™ eye definer** in **black orchid** along the top lash lines.

Lashes & Brows

- 7 Curl the lashes, and apply two coats of **moss cara™** in **black forest**.
- 8 Fill in the brows by applying the appropriate shade of **petal essence™ eye color trio** in **gobi sands** with the **brow/lash brush**.

Cheeks

- 9 Apply **petal essence™ face accents** in **peach lights** along the cheekbones with the **blush brush**.
- 10 Highlight the cheeks with **petal essence™ single eye color** in **opal** (or another appropriate shade — one or two shades lighter than the skin tone) with the **blush brush**.
- 11 Create added sheen by gently pressing **tulasāra™ bright concentrate** over the highlights with the **blush brush**.

Lips

- 12 Prep the lips with **feed my lips™ pure nourish-mint™ lip treatment**.
- 13 Apply **feed my lips™ pure nourish-mint™ lip primer**.
- 14 Line and fill in the lips with **feed my lips™ pure nourish-mint™ lip liner** in **kola**, and diffuse with the **eye smudger brush**.
- 15 Apply **feed my lips™ pure nourish-mint™ lipstick** in **papaya** or **bronzed pecan**, and press in with the **eye smudger brush**.

Earth Month 2018 Makeup Step-by-steps | 1/2018 | Please recycle. ©Aveda Corp., Minneapolis, MN 55449-7106 USA 800.328.0849 / 763.951.6999 avedaeducation.com



A | AVEDA EDUCATION

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TRUE BLUE

CLEAN WATER.
WE TAKE IT
FOR GRANTED.

THIS EARTH MONTH, YOUR
SALON CAN HELP PROVIDE
CLEAN WATER TO PEOPLE IN
NEED AROUND THE WORLD.



The Color of Water

Start with your guests! Recreate this look on guests to encourage awareness about Earth Month. From March 22 to April 30, introduce the concept to your guests:

I'm excited you came to the salon this month! We have some fun things going on to support a cause that the salon, myself and Aveda are very close to—water! The proceeds go toward water conservation and access to clean water for people around the world through local nonprofits. Today, you can participate and show your support in several ways:



STAND UP GLOBALLY, ONE CANDLE AT A TIME.

With the Earth Month Light the Way™ Candle, 100% of the \$14 suggested purchase price supports clean water projects around the globe.



STAND UP LOCALLY, ONE SERVICE AT A TIME.

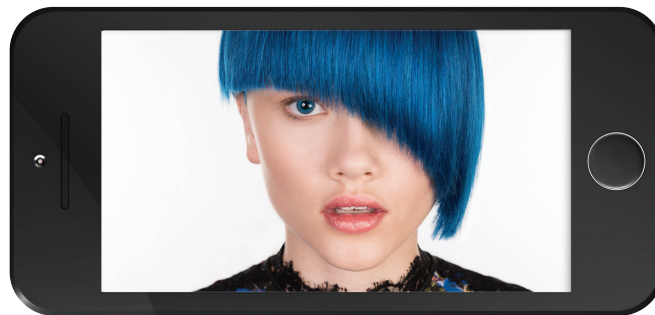
Participating Aveda locations offer Appointments for Clean Water™ during the month of April. The locations select the services, date(s) and suggested donation, which supports local clean water partners. Learn more at aveda.com/cleanwater.



STAND UP PERSONALLY TO RAISE AWARENESS.

Go blue for Earth Month by adding a little splash of blue to your hair color with a signature shade designed just for you.

NOTE: If your salon has a promotional service cost, be sure to share how the proceeds from this promotional Earth Month service benefit your local Earth Month partner.



Get #earthmonthblue, or Create Your Own

STEPS

- 1 Prelighten the hair to pale yellow with **Formula A**.
- 2 Rinse, shampoo, condition and blow-dry.
- 3 Apply **damage remedy™ equalizing solution** to the hair.
- 4 Apply **Formula B** to all the hair.
- 5 Process 10 minutes, rinse, shampoo and condition.

FORMULAS

ENLIGHTENMENT BLONDING AND FULL SPECTRUM™ PERMANENT

FORMULA A

- 30 g (1 scoop) **enlightener™ powder lightener**
- 30 g **enlightener™ creme booster**
- 60 ml **20 volume color catalyst™—creme**

FORMULA B*

- 20 g **universal ØN**
- 20 g **Light Blue/Blue**
- 40 ml **5 volume color catalyst™—creme or liquid**



Showcase Your Favorite #earthmonthblue Looks

Post photos on social media using #earthmonthblue to be featured on Aveda's Instagram and #avedaartist to enter the #avedaartist Instagram challenge.**

*In APAC, use the following Formula B: 30 g universal ØN, 10 g full spectrum deep™ Light Blue/Blue and 40 ml 5 volume color catalyst™—creme.
 **The #avedaartist Instagram challenge is exclusive to North America. For contest details, go to avedapurepro.com, select the Resources tab and search by "#avedaartist"



Extend the Life of #earthmonthblue Color

Color longevity depends on the hair and how it is treated after coloring. For maximum color longevity:

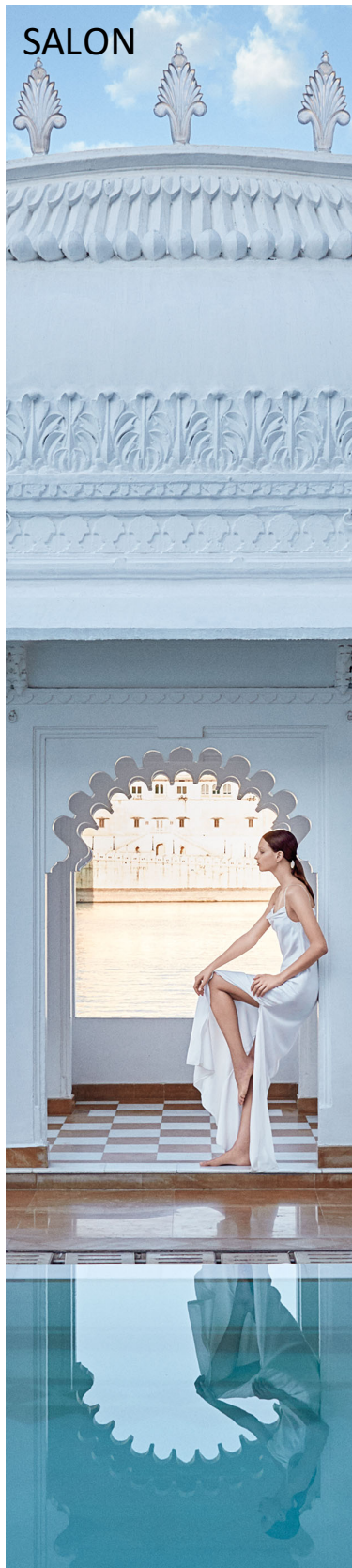
- Spray the hair with **damage remedy™ equalizing solution** before applying color to dry hair, lift with a lower **color catalyst™** volume and perform a **botanical therapy hair treatment**.
- Tone unwanted warmth (if needed) using **full spectrum demi+™** or **enlightener™ blonde finish protective toner**.
- Recommend the right home care products.
- Remind the guest to limit heat styling.
- Encourage the guest to help their hair color last by using **shampure™ dry shampoo** to refresh the style between washings.

Refer to the Product Resource Guide for product information.



GAIN

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THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES



SALON

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pure privilegesm

UPCOMING BONUS POINT OFFERS

EARN 500 BONUS POINTS

purchase any 2 hair care products

JANUARY 1 - 31



3317149954514274

EARN 300 BONUS POINTS

purchase any aroma

FEBRUARY 1 - 28



3317149973479485

SALON SERVICE: EARN 1,000 BONUS POINTS

any hair color service valued at \$50+

JANUARY 1 – FEBRUARY 28



3317149973314877

DOUBLE POINTS

MARCH 1 – 4

NO BARCODE REQUIRED

EARN 500 BONUS POINTS

purchase any 2 styling products

MARCH 5 – APRIL 1



3317149973341973

SALON SERVICE: EARN 300 BONUS POINTS

with any add-on service of \$25+

MARCH 1 – APRIL 30

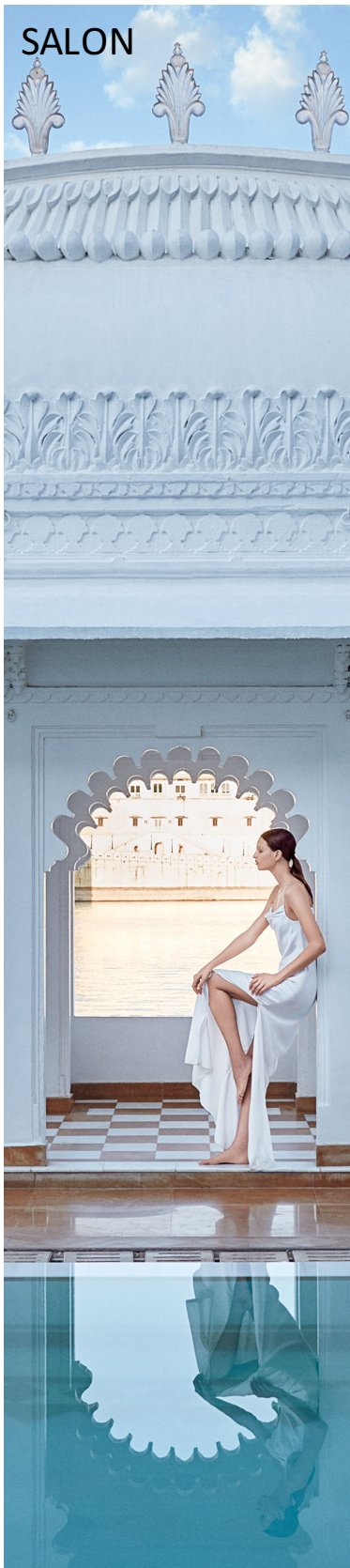


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SALON

AVEDA
pure privilegesm

UPCOMING BONUS POINT OFFERS

EARN 300 BONUS POINTS

purchase any 1 skincare or body care

APRIL 2 – MAY 3



3317149973112258

SPRING VIP TRIPLE POINTS

APRIL 21 – MAY 5



3317149973314270



GAIN



THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

FISCAL YEAR '18 MARKETING CALENDAR QUARTER 3*

ON COUNTER DATE	January Dec 31 - Feb 10	February Feb 11 - Mar 24	March	April March 25 - April 28
PRIMARY FOCUS	Invati Advanced™			
SECONDARY FOCUS	Feed My Lips™			
STAR PRODUCT SUPER STAR FOCUS	Shampure Composition Oil™	Damage Remedy™ Daily Hair Repair	Phomollient™ Styling Foam	Thickening Tonic™
DIGITAL/SOCIAL ADVERTISING				
PURE PRIVILEGE	Any 2 Hair Care = 500 Bonus Points January 1 - 31	Any 1 Aroma = 300 Bonus Points February 1 - 28 Extended: Any 2 Hair Care = 500 Bonus Points February 1 - 28	DOUBLE POINTS MARCH 1-4 Any 2 Styling = 500 Bonus Points March 5 - April 1	Any 1 Skincare or Body Care = 300 Bonus Points April 2 - May 3 Spring VIP April 21 - May 3 (13-Days)
PURE PRIVILEGE SALON SERVICE OFFER	Any Hair Color Service (\$50+) = 1,000 Bonus Points January 1 - February 28		Any add-on Service \$25+ = 300 Bonus Points March 1 - April 30	
FRIENDS & FAMILY	Thickening Tonic 40ml (Salon sub: Pure Abundance™ Style-Prep™ 30ml or Volumizing Tonic™ 40ml) January 25-28		Phomollient™ Styling Foam 50ml March 22 - 25	Damage Remedy™ Daily Hair Repair 25ml April 26 - 29
EC GRM MAILERS	Book Now - Facial Offer: Tulasāra™ Radiant Facial Dry Brush with \$65 purchase + 20-minute facial	Winter 3-Timed Mailer Offer 1: Botanical Kinetics™ Hydrating Lotion 40ml Offer 2: Book Now Service Offer 3: Phomollient™ Styling Foam 50ml	Winter 3-Timed Mailer Offer 1: Botanical Kinetics™ Hydrating Lotion 40ml Offer 2: Book Now Service Offer 3: Phomollient™ Styling Foam 50ml	Winter 3-Timed Mailer Offer 1: Botanical Kinetics™ Hydrating Lotion 40ml Offer 2: Book Now Service Offer 3: Phomollient™ Styling Foam 50ml
HAIR COLOR	Full Spectrum Demi+™ Custom-Deposit Treatment Hair Color™			

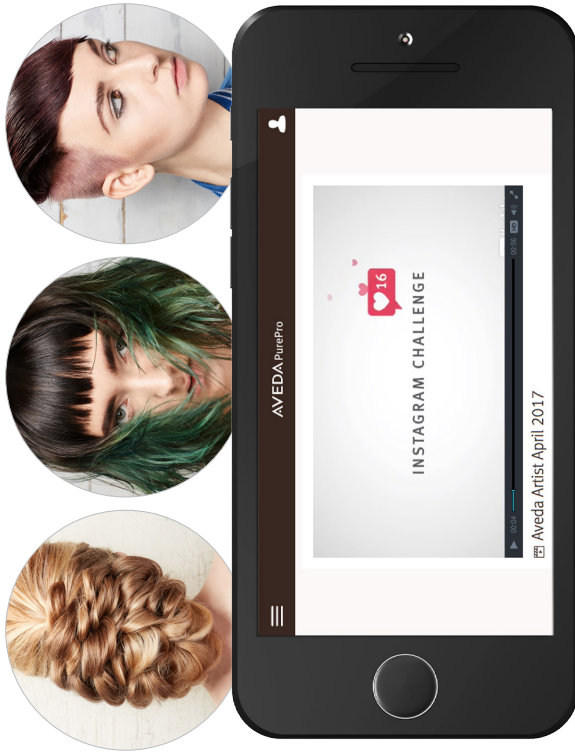
*Launches, offers & promotional dates subject to change

Experience Centers/Salons



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create, post, tag, #win

Enter the monthly #avedaartist Instagram challenge for a chance to win an amazing prize!

Each month, we challenge you to showcase your artistry by creating and posting images of your work on Instagram along with the content theme hashtags for a chance to be declared the winning #avedaartist.

The Aveda Artist who adheres to the contest guidelines and has the most-liked image will be contacted by Aveda within two weeks of the following month. **In January and April, the winners will travel to Minneapolis to participate in the #avedaartist social media photo and video shoot under the mentorship of the Aveda Global Artistic Team!**

Visit the new and improved Aveda PurePro™ to see past #avedaartist winners in action. Go to avedapurepro.com, select the Resources tab and search by “Artist.”

NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
#damageremedy and #avedaamber	#aircontrol and #avedaspicedcherry	#invati and #thickeningcolor	#shampure and #avedamoonstone	#phomollient and #earthmonthblue	#thickeningtonic and #avedahoney	#smoothinfusion and #avedaice	#aircontrol and #avedacustomblonde

CONTENT THEME HASHTAGS

CONTEST GUIDELINES

- Tag @aveda, #aveda, #avedaartist, #avedaartistcontest and the content theme hashtags in your post. **Aveda Institute students:** Tag #avedastudent in your post.
- Include the appropriate handles (e.g., @aveda) and hashtags (e.g., #damageremedy #avedaamber, #aircontrol, etc.) in your post.
- When posting color images, share the color formulas used to create the look.
- Share tips and tricks for achieving the look.
- Share the steps and products used to create the look.

Images featured are from previous #avedaartist social media photo and video shoots; from left to right: Sarah Naslund, Shirley Hagel and Olivia Palmira Filippi. #avedaartist Instagram Challenge Sell Sheet | 10/2017 | Please recycle. ©Aveda Corp., Minneapolis, MN 55449-7106 USA 800.328.0849 / 763.951.6999 avedaeducation.com



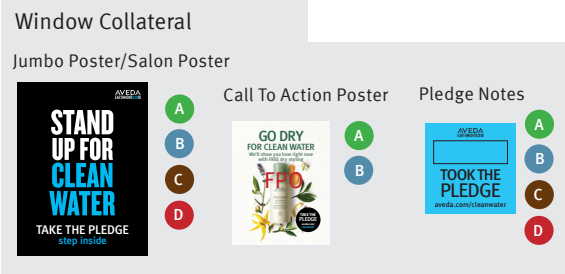


NORTH AMERICA MERCHANDISING SCHEMATICS OVERVIEW- SALON Period 3: March 25 – April 28, 2018

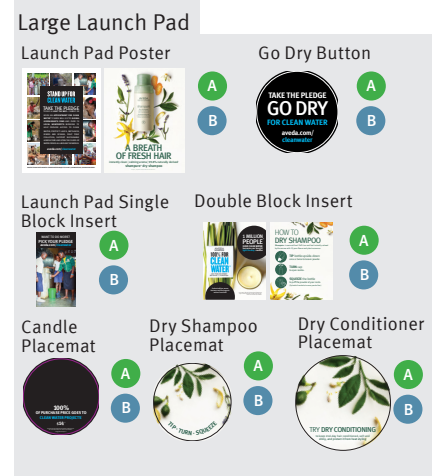
EARTH MONTH

For full execution details, please visit marketing library.

STORE FRONT



LARGE LAUNCH PAD



SMALL LAUNCH PAD



For full schematics, please visit marketing library.



ANIMATE

AVEDA THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

DOMAIN EXECUTION- HAIR CARE



Domain Merchandising Collateral

Dry Shampoo Domain Easel



If your location uses Sheltalker system, place Sheltalker under each respective product or franchise. 3ft animation shown. Spread out products for 4ft animation.

CASHWRAP EXECUTION



* available through local Earth Month partner

**available from the marketing library

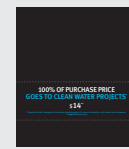
Cashwrap Merchandising Collateral

Candle Single Block Insert



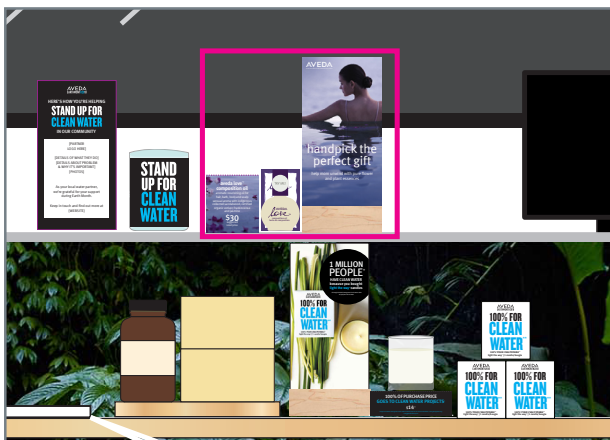
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- C
- D

Candle Single Block Wrap



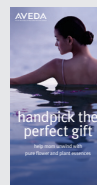
- A
- B
- C
- D

MOTHER'S DAY ANIMATION (4/15 - 5/13)



Cashwrap Merchandising Collateral- Mother's Day

Mother's Day Cashwrap Insert



- A
- B
- C

Mother's Day Cashwrap Tent Card- Love Comp Oil

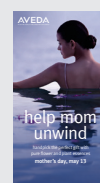


- A
- B
- C



Domain Merchandising Collateral- Mother's Day

Mother's Day Domain Easel



- A
- B

For full schematics, please visit marketing library.

