



THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

Ingredient Related Frequently Asked Questions

1. Do Aveda products contain parabens?

At Aveda, we are guided by a fundamental philosophy where health and safety are our first priorities. Delivering a microbiologically safe product to our network is one of our most important commitments. Aveda's mission and principles, on which the company was founded, have always steered us toward preferring pure flower and plant essences to petrochemicals. Because the Company constantly targets and tracks expanded use of plant-derived content in its formulas, Aveda actively researched plant-based alternatives to parabens and no longer manufacture any products formulated with parabens.

2. Do Aveda products contain sulfates?

We do not use SLS or SLES in our shampoos. However, we do use ammonium lauryl sulfate derived from coconut and coco-babassu sulfate derived from coconut and babassu (utilizing Aveda's exclusive Babassu technology). Both of these are foaming ingredients used for cleansing, but the Aveda difference is that we always use babassu or coconut as the source for these foaming ingredients where some other companies will use petroleum or animal by-products. Although these ingredients have the same name on the label regardless of its derivation, in Aveda products you know they have a plant origin.

As part of meeting the preferences of all our consumers, as well as achieving certain specific product benefits, Aveda has offered sulfate-free shampoos since 1996 and currently offers 5 shampoos formulated without sulfates: Scalp Benefits™ Balancing Shampoo, Damage Remedy™ Restructuring Shampoo, Dry Remedy™ Moisturizing Shampoo, Men Pure-Formance™ Shampoo and Invati™ Exfoliating Shampoo. Aveda shampoos are carefully formulated to provide specific product performance benefits, which may require the foaming characteristics provided by plant-derived sulfates, and all Aveda shampoos thoroughly evaluated to deliver desired outcomes in protecting color, treating dry hair, adding shine or other attributes for the particular shampoo.

Aveda also currently offers ten sulfate-free skin cleansing products. Caribbean Therapy™ Body Cleanser, Green Science™ Perfecting Cleanser, Enbrightenment™ Brightening Cleanser, Outer Peace™ Foaming Cleanser, Personal Blends™ Smoothing Body Formula, Pure Comfort™ Eye Makeup Remover, Botanical Kinetics™ Purifying Creme Cleanser, Botanical Kinetics™ Purifying Gel Cleanser, Smoothing Body Polish and Tourmaline Charged Exfoliating Cleanser.

3. Do Aveda products contain gluten based ingredients?

At this time we do not have a listing of Aveda products that are gluten free to offer you. We apologize for any disappointment this may cause you.

Consumers will find ingredient listings on our packaging, in accordance with US and international regulations, using names which are standard throughout the cosmetic industry. Because of the vast number of raw materials from different sources, it is not possible to guarantee that our products are completely free of any gluten.

We are happy to provide the ingredient listings for any Aveda product you are interested in using. Please contact us at ConsumerCare-US@gcc.aveda.com with the names of specific Aveda products. We recommend reviewing these listings with your physician.

We invite you to call Aveda Customer Relations at 1.800.328.0849 to discuss any questions you have.

4. Do Aveda products contain nuts?

As you may be aware, people allergic to peanuts may also react to soybeans, peas, other legumes and tree nuts, such as walnuts and Brazil nuts. It has been acknowledged in the medical community that tree nut allergic reactions coexist in nearly one third of the peanut allergic population. For this reason, Aveda takes a very serious and conservative approach in responding to this question. A vast number of raw materials from many different suppliers and sources are used in the manufacture of Aveda products. It is therefore not possible for us to fully guarantee that our products are completely free of ingredients that may elicit an allergic response in highly sensitive individuals who react to legumes and nuts. For example, it is possible that small amounts of a soybean sourced ingredient or trace amounts of peanut oil may remain on shared manufacturing equipment even after a thorough cleaning. Even trace amounts of allergens may trigger a severe reaction when a peanut sensitive individual comes in contact with them (i.e., hugging/kissing your peanut sensitive child while wearing cosmetics). We therefore recommend that you discuss this with your physician because consumer safety is of utmost concern to us.

5. Are Aveda products vegan/vegetarian?

Although Aveda products are not certified Vegetarian or Vegan, the overwhelming majority of our products contain no animal derived ingredients. A very small number of products may contain beeswax, honey, or whey-based protein.

Have further questions about a specific product or ingredient?

Please contact us at Aveda Customer Relations at 1.800.328.0849