

"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."

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## Beauty is as Beauty Does

At Aveda, we think differently than most corporations. We start with the end in mind. We know that success is not merely the final goal but actually gives us the means to innovate—creating high- performance beauty products while caring for the Earth. This is our founding vision. Ultimately, although we think in many directions, we always act with one Mission in mind—making the world a better place for future generations.

To us, Beauty is as Beauty Does.

## Featured Salon

When Provence owner, Rachelle, started in the beauty industry, she made a promise to give back to the community. It is in this spirit of giving that Rachelle and the clients of Provence have been adopting families during the Holiday season for over eleven years. This year, more than any other, the individual Provence adopted greatly impacted Rachelle.

A client of Provence, who works at the local school district, was first to tell Rachelle about a young man named Jordan. At the time, Jordan was homeless and sleeping behind the local school. In spite of his lack of a place to call home, Jordan still attended class every day and was fiercely determined to graduate, which really moved Rachelle. Rachelle instantly knew she wanted to help this young man and was even more compelled to help since she also has a teenage son named Jordan!

Calling on the generosity and compassion of her clients, Rachelle was able to significantly aid Jordan. Money donated put a roof over Jordan's head for ten weeks, first in a hotel and then in an apartment. Other donations such as gift cards, food, and shoes, helped Jordan to fill his cupboards with necessities.

Today, Jordan seems happier, healthier, and more hopeful in his life. He plans on graduating this year and pursuing a military career. Rachelle is still in awe of the generosity and willingness to give back displayed by her clients. Provence exemplifies Aveda's mission to give back to society. Provence is located in Tucson, AZ.