

October 18, 2010

Dear Aveda Professional,

The Aveda Network has always strived to bring wellness and beauty into the lives of guests, while caring for the world we live in. The Aveda Mission and the way professionals in our network and company employees live it every day is unique in the industry. Our research tells us that our guests hold us to a higher standard and expect us to follow responsible practices. Almost 60% of Aveda guests and 70% of professionals consider Aveda's Mission extremely or very personally meaningful to them. To maintain and engage these brand advocates, we constantly strive to ensure our practices fulfill our Mission.

Recently, we became aware of products and services - Keratin hair straightening treatments - being used in our network that we feel do not align with Aveda's Mission. As you may be aware, recent media reports have stated that some of these types of products, including some that claim to be formaldehyde-free, may release formaldehyde. For this reason, we ask that you consider the information in this communication and make the appropriate decision based on the Aveda Mission and our shared commitment to setting an example for environmental leadership. We also encourage you to look into this issue for yourselves and research the effects of formaldehyde.

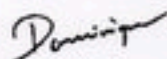
We gave considerable thought to sending this letter as it is not our place to dictate what you should or should not do in the business that you own. However, because we know the Aveda Mission and values are as meaningful to you as they are to us, we want to share our thoughts with you so that whatever decision you make for your business, you make it with careful consideration of the Aveda Mission.

We consistently strive to provide you with Mission-aligned products that deliver the results and performance you and your guests' desire. This may lead us to make difficult decisions, such as staying out of certain services that compromise the Mission. We have not yet produced Mission-aligned salon straightening treatments, but we are continuing our research efforts so we may bring you this business benefit in a responsible manner.

As Aveda Salon/Spas, you are the faces of our Mission and brand integrity. If you currently offer any of these treatments and would like assistance in transitioning them from your business, please contact your Aveda Director of Sales for assistance.

We are hopeful that you agree that these treatments do not align with the Aveda Mission and will work with us to promote the values the Aveda network has stood for since its 1978 beginnings. Thank you very much.

Yours in Service,



Dominique Conseil