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Aveda

Packaging Best Practices

**Increasing Plastic Film and Container Collection &
Recycling Conference**

10/12/05

“A world powered entirely by renewable energy. All products are made from either biological nutrients that replenish the earth after use, or technical nutrients that are perpetually recycled”

- **Use of Solar or Wind power**
- **Use compostable / bio-degradable materials**
- **Use plastics or metals that are capable of being recycled and reused over and over**

Cradle to Cradle

William McDonough & Michael Braungart

Zero Waste

If you can't

Re-use it

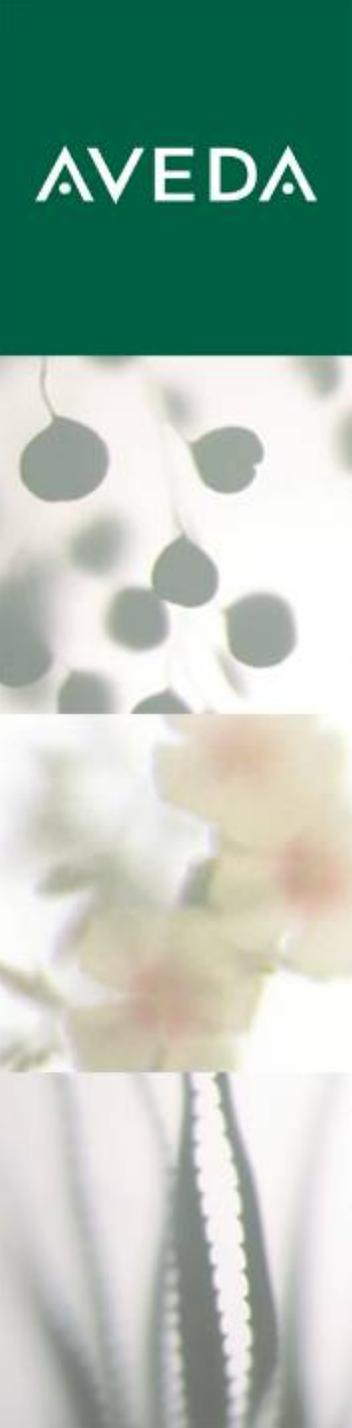
Repair it

Recycle it

Compost it

You Shouldn't Make It

A reality forced upon us by a growing consumer population and limited natural resources



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“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”

Why Environmental Packaging?

What are your Priorities
(Environment / Cost / Design)

Corporate Social Responsibility (Sustainability)

- Fiscal
- Social
- Environmental

- Reduce Taxes
- Government Regulations

It's the Right Thing to Do - Win, Win, Win

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Shampoo

- Updated Design
- Reduced weight
- PCR 45% to 80%
- 150 tons virgin material saved
- \$1mm saved



Design For End of Life

Design with single material types, or so that components can be separated for recycling & re-use

Use materials that are recycled (HDPE, PET, Aluminum, Tinplate Steel, Paperboard)

Use materials that can be composted

Build refill systems that can be reused

Design to have Minimum Impact on the Environment

Lightweight & Reduce size - to conserve resources, energy, and material to landfill

Minimize component parts and processes

Use recycled materials – PCR or PIR

Select materials that have minimum impact to the environment throughout their entire life cycle (Preferred Materials - MERGE)

Materials Use Manual

- PCR goals
- Preferred Materials
- Preferred Plastics Hierarchy

Aveda's Preferred Plastics Hierarchy	
Most Preferred	<ul style="list-style-type: none"> ✓ High Density Polyethylene (HDPE) ✓ Low Density Polyethylene (LDPE)
Acceptable	<ul style="list-style-type: none"> ✓ Polyethylene Terephthalate (PET) ✓ Ethylene Vinyl Acetate (EVA) ✓ Polypropylene (PP)
Least Preferred	<ul style="list-style-type: none"> ✓ Polyurethanes (PU) ✓ Polystyrene (PS) ✓ Acrylonitrile Butadiene Styrene (ABS) ✓ Polycarbonates (PC) ✓ Acrylic
Prohibited*	<ul style="list-style-type: none"> ✓ Polyvinyl Chloride (PVC)



Merge Metrics

- Packaging Resource Consumption
- Packaging Energy Consumption
- Virgin Materials Content
- Non-recyclable Materials Content
- Packaging “Bad Actors”
- Packaging Green House Gases
- Pallet Inefficiency



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HDPE Virgin vs 80% PCR



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HDPE 80% PCR



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PET 100 % PCR & Color



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Brilliant Re-launch

- Light weighted
- 100% PCR
- Eliminated cobalt blue glass
- Multi-fold global label added to eliminate paper unit carton



Light Elements

- First 100% PCR - HDPE jar
- Use of PP tool to run PCR – HDPE
- Bottles 100% PCR PET and 80% PCR PE
- Multi-fold global label to eliminate need for unit cartons



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THE ART AND SCIENCE OF PURE
FLOWER AND PLANT ESSENCES™

We do pump from your last Phomollient bottle - and reuse
to help save the Earth. Dispense with pumps only.

On ne pompe plus de votre dernier flacon de Phomollient
et réutilise-le maintenant pour contribuer à préserver
la Terre. Utilisez toujours la pompe.

phomollient.

U.S. Patent #6,863,353

STYLING FOAM
with organic honey

au miel biologique
MOUSSE COIFFANTE

adds shine and weightless volume
to fine or medium hair

donne brillance et volume aux cheveux
fins ou moyens sans les alourdir.

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Tubes

- PCR at 35%
- Next steps – PCR in caps and LDPE in tubes



Innovation in Material Use and Design

Uruku Lipstick Accessory Case And Refill

- Award Winning Design
- Innovative Materials
- Environmental Impact
- Breakthrough use of PCR and natural fibers



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Folding Cartons &

30% PCR – Eagle – Clay coated

35% PCR – Clay coated new

55% PCR – Prokote

80% PCR – Bending chipboard

100% PCR – Cover Stock (Ge

(Printed with

Setbox – 85% PCR 15% Pre-C

Thermoform Platforms & Clan



Sewn Items and Accessories

Replace PVC with PEVA
Use organic cotton



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FSC Certification



Cost Impact & Supplier Partnerships

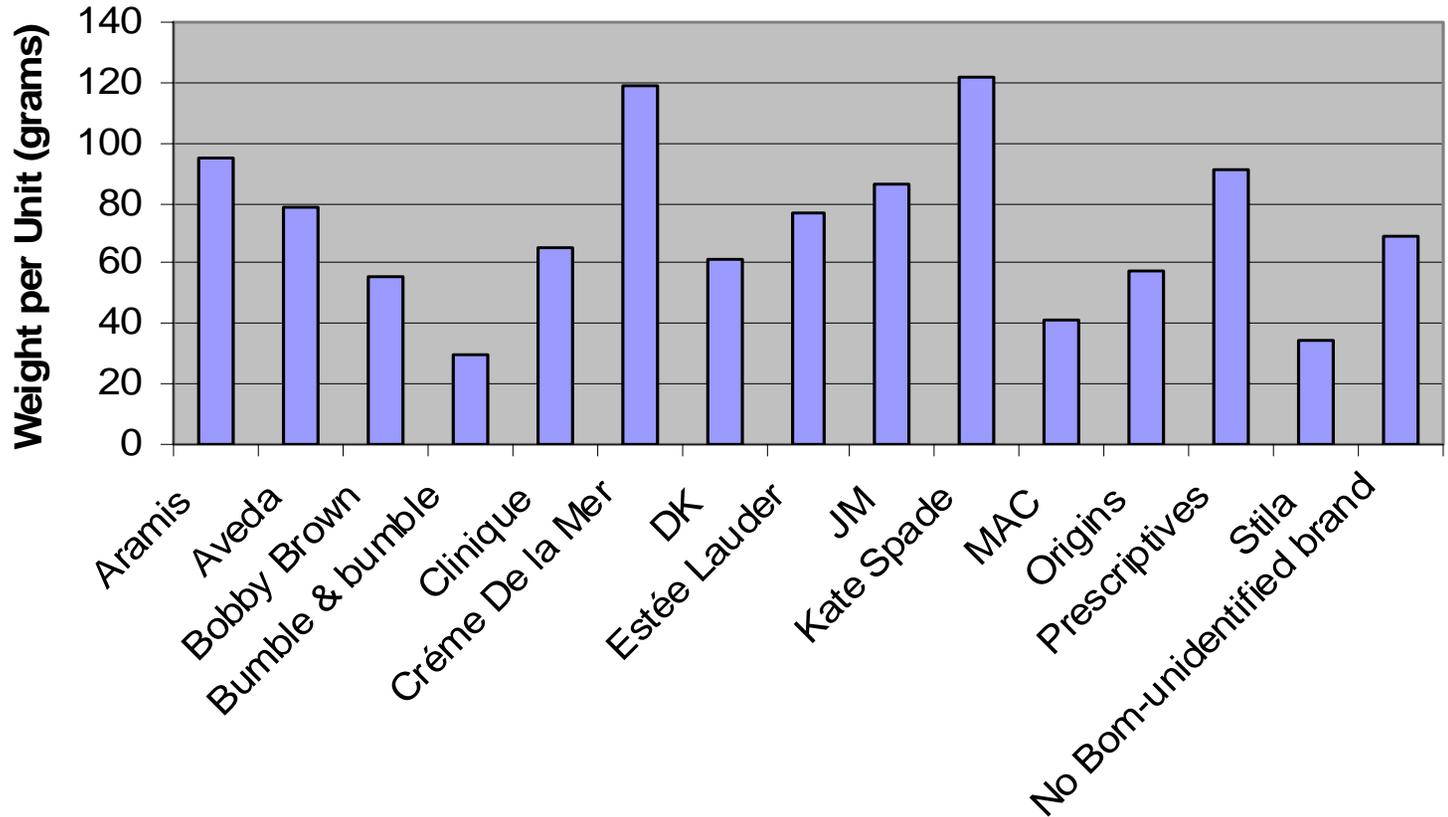
- Material Costs – Virgin vs PCR
- Processing Costs - Tubes
- Supplier partnerships for innovation
- Supplier sources for reliable & clean PCR

Outreach

- Sharing technology & innovation
- Share supplier names to increase demand for environmental materials
- Drive principles throughout the Estee Lauder Companies
- A Driver to Industry
 - Sustainable Packaging Coalition
 - Institute of Packaging Professionals
 - SoL Sustainability Consortium - PP Pooling
 - Aluminum Pool
 - PLA – Agent of Change for non-GMO corn
 - FSC pencils – alternate wood sources

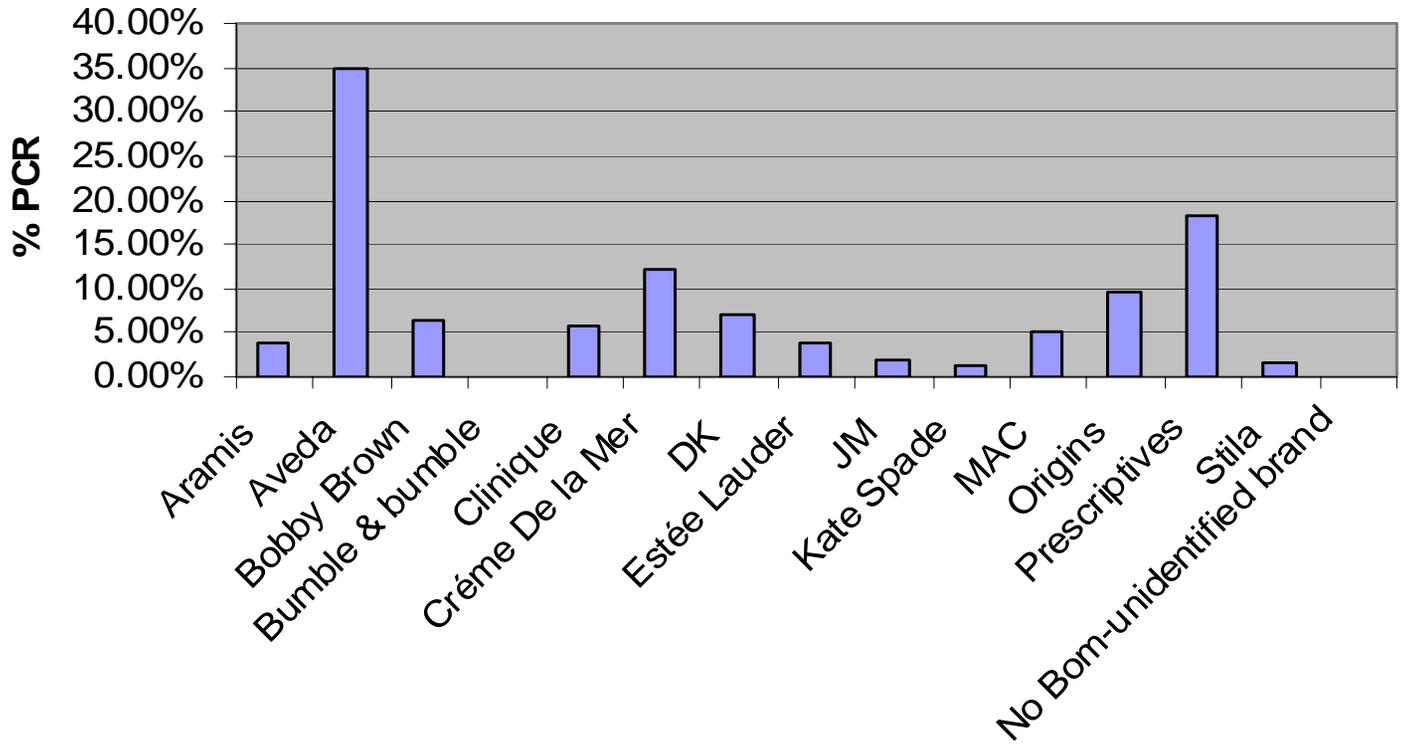
Benchmarking Success

2003 Package Weight by Brand





Percent PCR by Brand



The Foundation

What Makes It All Work?

Estee Lauder

Strong International Company w/

Global Distribution

Global Operations & Purchasing Power

Entrepreneurial Management Style

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Top Down Direction w/ Clear Mission

Empowered Decision Making w/ Access to Management

Risk Tolerant

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the art and science of pure flower and plant essences

feed your lips. rich, succulent lip colors



a balanced diet for lips.

Five deliciously rich formulas to meet all your lips' needs—from creamy conditioning color to satiny gloss that drenches lips in moisture and shine.

Lip Liner—generous-coverage, creamy color to shape and define, lasts all day and helps reduce feathering. Now infused with refreshing certified organic peppermint flavor.

Lip Glaze—semi-translucent satin gloss, with angled wand for smooth application. Flavor combines certified organic peppermint and ginger.

Lip Replenishment—colorless, conditioning treatment to help reduce peeling and flaking—restoring softness to lips.

Lip Color Concentrate—full-coverage moisturizing color to smooth and saturate lips.

Lip Color Sheer—lightweight moisturizing color, to smooth lips. With naturally derived reflective minerals for sheen.



treating lips, and the earth, with care.

Our environmentally responsible lip color case—with 30% flax fibers and up to 65% post-consumer recycled aluminum—is a refillable system, reducing waste. Use it with our Lip Replenishment, Lip Color Concentrate and Lip Color Sheer. And all of our lip colors are packaged in a 100% recycled newsprint shell.