

**SAVE PLANTS.
SAVE YOURSELF!
Aveda Earth Month
April, 2006**



**April 2006 is Earth Month at Aveda Salons and Spas!
Help Aveda protect our plants, our planet, and the Endangered
Species Act**

Plants provide the air we breathe, food, medicine and shelter. They're essential. So why would America dismantle the Endangered Species Act - one of its most effective plant and wildlife conservation laws? Since 1973, the Act has saved over 1000 plants and animals from extinction.

Aveda is working to oppose any changes that will weaken the current Endangered Species Act. Earth Month is the centerpiece of this effort.

There are many ways to participate:

- Ask your local Aveda salon or spa to participate in this year's Earth Month Campaign.
- Make an "Appointment for the Earth" at your local participating Aveda salon or spa this April. A portion of the proceeds from your visits and purchases will be donated to local science and conservation groups working to save endangered plants. Last year, Earth Month raised over \$1 million!
- Purchase Aveda's special Earth Month "Light the Way" Candle, with an aroma unique to Earth Month 2006. All proceeds go towards conservation.
- Sign Aveda's "Save Plants, Save Yourself" petition asking the Senate to protect the Endangered Species Act.
- Contact your local Native Plant or Wildflower Society or other or plant science or conservation group. Go on a field trip. Learn about your local native plants. Learn how to create native plant gardens – they are beautiful, save water and pesticides, and attract hummingbirds, butterflies, songbirds and other wildlife to your garden.