

**AVEDA**  
pure privilege<sup>sm</sup>

rewards  
catalog

**WELCOME TO AVEDA'S PURE PRIVILEGE<sup>SM</sup> REWARDS CATALOG.**

Accumulate points when you purchase Aveda essentials for skin, hair, body and life style.

**HOW TO REDEEM A REWARD**

- on-line at [pureprivilege.com](http://pureprivilege.com)
- customer service at 800.230.8051
- denotes items available at participating Aveda salons, spas and stores

**GETTING STARTED**

Access and redeem your reward points any time at:

[pureprivilege.com](http://pureprivilege.com),

or by calling customer service at 800.230.8051.

Aveda updates and expands reward choices from time to time. Visit [pureprivilege.com](http://pureprivilege.com) for the most up-to-date selections.



tier one—1,500 points  
reflect. relax. restore nature.

redeem online or call 800.230.8051

PLANT PURE-FUME™ AROMA CANDLE (1)  
Nestled in a glass container. Choose one of four pure plant aromas to soothe, relax or refresh.

NEW AVEDA COMFORTING TEA (5)  
Choose from 2 boxes of tea bags or 1 jar of loose leaf tea. Our blend is 100% certified organic, and its soothing herbal infusion—naturally sweet, with licorice root and peppermint—steeps you in calm. No caffeine, sugar or added flavors.

NEW TRIPLE HAPPINESS (8)  
Aveda's gift sets mesmerize with hypnotic aromas, textures and flavors. Enjoy Triple Happiness with this collection of Rosemary Mint, Caribbean Therapy™ and Refreshing Bath Bars.

RELAXING EYE PILLOW (3)  
Traditional design crafted by Shipibo and Yenni artisans of the Peruvian Amazon. Vegetable dye on muslin. Certified organic lavender and flax seed fill.

PLANT-A-TREE SPONSORSHIP  
Environmental charity American Forests will plant a tree in your (or your recipient's) honor. Includes one-year American Forests membership and a quarterly magazine. [www.americanforests.org](http://www.americanforests.org)

FRESH OUTLOOK DUO (2)  
Mt. Pinatubo Pumice Paddle smooths rough spots on feet, elbows, knees. Jute Exfoliating Mitt helps reveal healthy-looking skin. Packed in a muslin bag.

EMBRACE CONSERVATION  
Aveda will make a \$20 donation in your name to RARE, a conservation group inspiring people in over 30 countries to support conservation. Includes a copy of *Field Notes*, RARE's quarterly newsletter. [www.rareconservation.org](http://www.rareconservation.org)

NEW JIMI WALLET (4)  
Jimi wallet is compact, water-resistant and colorful. Jimi wallet holds the essentials. Made in the U.S. from 100% recycled materials. Available in 9 colors.

RISE AND SHINE (14)  
Enjoy two of Green Mountain's rich, expressive coffees. Columbia Supremo and Kenya AA. Both come as whole beans, in 12 oz vacuum sealed bags.

BEN & JERRY'S ICE CREAM (15)  
With over 40 great flavors to choose from, this 5-pack of pint coupons are redeemable at any Scoop Shop or grocery store that sells Ben & Jerry's products.



tier two—2,500 points  
read. renew. energize.

redeem online or call 800.230.8051

SHAMPURE™ OR CARIBBEAN THERAPY™ SOY WAX CANDLE (6)  
Explore the nature of Aveda with your choice of a Shampure or Caribbean Therapy Soy Wax Candle. Feel transported for 50+ hours with our soothing aroma of 25 pure flower and plant essences.

NEW TRIP TO SENSUALITY (10)  
Transport yourself on a Trip to Sensuality with this complete self-care collection: Travel-size Shampure™ Shampoo and Conditioner, Smoothing Body Polish, Replenishing Body Moisturizer and Hand Relief™, plus a full-size Blue Oil Balancing Concentrate. Includes travel bag.

FOR A WORLD AS CLEAN AS YOUR HOME (18)  
Seventh Generation's products are an environmentally safe way to take good care of your home. Set of 5 products include: lavender-scented laundry liquid, fabric softener and dish liquid; Free & Clear auto dish powder and all-purpose spray cleaner.

ECO-IST MINI-CLUTCH (7)  
The ultimate eco-fashion accessory. This one-of-a-kind clutch is made from recycled Aveda magazines.

AVEDA RECYCLED EARRINGS (19)  
Handcrafted in the U.S. from sterling silver and recycled Aveda bottle glass. Each fine piece is unique. Available in green or brown.

REFERENCE FOR A NATURAL LIFE STYLE (16)  
Feel inspired to create a healthy and balanced home and garden with one-year subscription to your choice of one of these magazines:

*Shape, Natural Health, E-The Environmental Magazine, Mother Jones or Natural Home*



tier three—4,000 points  
get styled. go organic. accessorize.

redeem online or call 800.230.8051

AVEDA SALON/SPA EXPERIENCE  
See and feel the Aveda difference. The latest hair and spa services await you. During your visit, enjoy signature treatments that care for you and the Earth. Receive a reward certificate for \$50. Redeemable at a participating Aveda salon/spa.

TOUCH EXCITEMENT  
Canvas travel bag totes invigorating Rosemary Mint moments for body and mind: Shampoo, Conditioner, Hand and Body Wash, Body Lotion and Shaving Gel.

NEW FULLY TEMPTING (17)  
Enjoy the full benefits of Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner when paired with Pure Abundance™ Volumizing Hair Spray and Volumizing Tonic™. Also includes a travel-size Phomollient™ Styling Foam.

NEW RESTORING TOUCH (13)  
Replenish hands and feet with full-size Hand Relief™ and Foot Relief™ from Aveda. Includes nurturing Bamboo Moisturizing Gloves and a travel-size Hand Relief.

NEW YOGA RITUAL DVDS (20)  
From the editors of *Yoga Journal*, each complete session in the Yoga Step-by-Step DVD series will help you develop and grow your own home practice. Featuring acclaimed yoga teacher Natasha Rizopoulos.

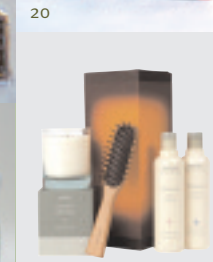
NEW SERENITY RITUAL (21)  
Nurture inner calm with a full-size Shampure™ Shampoo and Conditioner and Shampure™ Soy Wax Candle. Includes wooden styling brush.

COCONUT SHELL HANDBAG (12)  
Crafted in the Mindanao region of the Philippines, where the artisan use of "discarded" shells of coconut (called bao) is a traditional community-sustaining activity.

ORGANIC COTTON CLOTHING  
Enjoy your choice of certified organic casual apparel—for men and women—with a \$50 gift card from Timberland. Gift card may be used at any Timberland retail location or on-line at [www.timberland.com](http://www.timberland.com).

AVEDA RECYCLED BRACELET (9)  
Handcrafted in the U.S. from sterling silver and recycled Aveda bottle glass. Each fine piece is unique. Available in green or brown.

AVEDA RECYCLED NECKLACE (11)  
Handcrafted in the U.S. from sterling silver and recycled Aveda bottle glass. Each fine piece is unique. Available in green or brown.





tier four—7,000 points  
experience. beautify. get cozy.

tier five—10,000 points  
delight. sip. treat yourself.

tier six—20,000 points  
journey. refresh. indulge.

tier seven—50,000 points  
revive. rebalance. be transported.

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**AVEDA SALON/SPA EXPERIENCE**

See and feel the Aveda difference. The latest hair and spa services await you. During your visit, enjoy signature treatments that care for you and the Earth. Receive a reward certificate for **\$75**. Redeemable at a participating Aveda salon/spa.

**NEW SMOOTH SEDUCTION (22)**

Uncover skin's sensual nature. Polish and replenish while experiencing the aromas of pure flower and plant essences. Includes Calming Body Cleanser, Smoothing Body Polish, Replenishing Body Moisturizer and Reversible Wash Mitt.

**AVEDA AROMALOGY™ BRACELET KIT (23)**

Patented orb design releases aroma. Sterling silver with jasper stone. Glass vial included for aroma refills.

**ECOYOGA SERENITY (31)**

Two environmentally mindful jute mats and *EcoYoga—Practice & Meditations*, a book of reflections to inspire your practice.

**AVEDA SPA ROBE (24)**

The robe is made of 100% certified organic cotton from India. This luxurious, lightweight, kimono style robe has the Aveda logo and an attached belt. Choose from beige or sage. One size fits most.

**NEW PATAGONIA MESSENGER BAG (25)**

A large, versatile sport bag that makes the commute via bike or other wheels easy. Made from tough 1,680-denier ballistics nylon and nylon pack cloth.

**BEADED NESTING BOXES (30)**

Eliminate clutter while adding flair to any dresser or tabletop with these stunning hand beaded creations. They're from Ol Malo Designs—a company that provides employment and assistance to the Samburu people in Kenya, and develops their talents through art. Set of 3: 4–6" in diameter.



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**AVEDA SALON/SPA EXPERIENCE**

See and feel the Aveda difference. The latest hair and spa services await you. During your visit, enjoy signature treatments that care for you and the Earth. Receive a reward certificate for **\$150**. Redeemable at a participating Aveda salon/spa.

**AVEDA PERSONAL BLENDS™ COLLECTION (29)**

Treat yourself with our Personal Blends™ collection, from Total Body Cleansing Formula to Hydrating Formula—plus a Pure-Fume Spirit™ and Pure-Fume Absolute™ personal aroma blended for you, at an Aveda salon/spa or store. [www.pureprivilege.com](http://www.pureprivilege.com) for locations.

**PERFECTION, ONE CUP AT A TIME (32)**

The Keurig B-50 Single-Cup Coffee Brewer sets the standard for quality and convenience. Enjoy an extraordinary cup of coffee with a press of a button, no measuring, no grinding, no mess. With two brew-size options, a clock/timer and digital display.

**DEBORAH MILNER SCARF (26)**

This exclusive Deborah Milner scarf is handcrafted by Emma D'Arcey and is the most environmentally and fair-trade friendly accessory available. Its marbled design was inspired by the Amazon, and was created responsibly with organic products. Its fringe is from a fair-trade collective in India.

**NEW LARGE ECO-IST BAG**

The ultimate eco-fashion accessory. This one-of-a-kind handbag is made from recycled Aveda magazines.



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**AVEDA SALON/SPA EXPERIENCE**

See and feel the Aveda difference. The latest hair and spa services await you. During your visit, enjoy signature treatments that care for you and the Earth. Receive a reward certificate for **\$300**. Redeemable at a participating Aveda salon/spa.

**NEW WINTER STORM SPA EXPERIENCE (27)**

Two night stay for two at the award-winning Wickaninnish Inn and Ancient Cedars Spa (an Aveda Destination Spa) located in Tofino, British Columbia. Enjoy the rugged coastal beauty, old growth rainforest, fresh local cuisine, and very spellbinding views. Every room has a view of the open Pacific Ocean or beautiful Chesterman Beach. Includes a welcome gift upon arrival, two half-hour Elemental Nature™ Massages/gratuity included, use of fitness and spa facilities, valet parking and more. Come and savor Rustic Elegance on Nature's Edge. [wickinn.com](http://wickinn.com)

Transportation not included. Available November '07–February '08. Excludes holidays.

**CUSTOM-DESIGNED, ORGANIC COTTON QUILT (34)**

Quilts have been used throughout history to comfort, express opinions, make a political or social statement, educate and decorate. This 51" by 61" throw, designed by Jeannie Minchak, is an ancient one derived from Celtic and African American creations. It's known in the U.S. as "Flying Geese," representing the changing of the seasons and the cycle of life.

**NEW PATAGONIA ROLLING DUFFEL BAG (33)**

Easy to pack, gape-mouthed opening and separate padded bottom compartment holds shoes or wet clothes. Integrated strap-free handles won't snag when bags are checked. Combines welded seams in critical areas with abrasion-fighting doubleweave ShiftLayer nylon fabric with a durable water repellent finish and a tough, high-clearance 90-mm polyurethane wheel system.



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28



34

redeem online or call 800.230.8051

**DESTINATION SPA STAY (28)**

Three-night stay for two at an Aveda destination spa. Choose a mountain villa (Strawberry Hill) or ocean cliff cottage (The Caves) in Jamaica. Includes Aveda Spa Services.\*

\*For a full listing of participating destination spas, please visit the rewards page at [pureprivilege.com](http://pureprivilege.com).

Strawberry Hill features 12 Georgian-style airy cottages ranging from one bedroom to two bedroom villas. The architecture reflects 19th century Jamaica with intricate hand-carved fretwork details and stunning interiors.

The Caves in Negril, Jamaica is an organic interpretation of romance. Designed by Greer-Ann and Bertram Saulter, each of its 10 handcrafted cottages is planted in a garden on the edge of the sea. It's the perfect choice for guests who value spirituality, privacy, romance and verdant beauty. [islandoutpost.com](http://islandoutpost.com)

Transportation not included. Subject to availability.

Rewards are subject to change. Availability of Aveda Salon and Spa Services may vary at participating locations. Visit [pureprivilege.com](http://pureprivilege.com) for rewards locations and the most up-to-date reward selections.

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