



RECYCLE CAPS WITH AVEDA

DEAR PARENTS You and your child are invited to participate in a new and groundbreaking plastic bottle cap recycle initiative – **Recycle Caps with Aveda.**

Aveda realizes that the U.S. does not have an operable system in place to recycle plastic bottle caps. They can become trash and dangerous pollutants, littering our beaches and oceans. Birds and other marine creatures mistake them for food with tragic results. The magnitude of this pollution problem is devastating to our oceans and wildlife.

YOU CAN BE PART OF THE SOLUTION BY JOINING RECYCLE CAPS WITH AVEDA.

Aveda is announcing a new recycling initiative that will extend beyond the current boundaries of recycling and elicit participation from all corners of our community. With the help of our network of salons and stores in partnership with our community schools, we are building a new recycling program for plastic bottle caps. Using collected caps, Aveda has been able to work closely with our suppliers to develop ways to make new caps and containers. We hope to ship new products using this reworked, environmentally-friendly material later this year.

This program educates students and underscores the impact of positive change.

This project teaches students that we are all responsible for taking care of our environment. It empowers us all to stimulate change on a local and national level. And beyond the benefits of environmental conservation, it teaches students that when we all work together with a common purpose, we can effect change.

HERE ARE THREE EASY WAYS IN WHICH YOU AND YOUR STUDENT CAN LEAD THIS CHANGE:

1. Collect plastic bottle caps from common household items – soda & water bottles, shampoo containers, detergent, etc.
2. Encourage your child to bring these bottle caps to school where they can deposit them in a classroom collection bin. (Remember to use a reusable container, not a plastic bag, to avoid adding to our growing waste stream).
3. Instruct your school to send the caps to Aveda. (Aveda will supply your school with special shipping labels so they can return the caps.)

IMAGINE THE IMPACT WE CAN HAVE ON THIS RECYCLING EFFORT WHEN YOU AND YOUR SCHOOL JOIN THOUSANDS OF OTHER SCHOOLS ACROSS THE COUNTRY! THANK YOU FOR YOUR SUPPORT OF RECYCLE CAPS WITH AVEDA.

Yours in Service to the Earth,

AVEDA
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

If you have questions about this program, please email capcollection@aveda.com or call 1.877.AVEDA09. Learn more at aveda.com/caps