



**RECYCLE
CAPS** WITH AVEDA

Fall – 2011

Hello School Participants,

The Recycle Caps with Aveda team would like to welcome back all of our enrolled schools. This program will remain active for the 2011-2012 school year. We are looking forward to your continued participation and support.

Here are some exciting updates on the program:

- We have reached over 700,000 pounds of caps collected – preventing approximately 81 million caps from entering our waterways and landfills.
- Over 1700 schools across the 48 contiguous United States are enrolled in the program.
- The sampling tubes for the Aveda invati exfoliating shampoo and Aveda color conserve daily color protect will include a recycled content cap (see images below).

Some important reminders for all enrolled schools:

- If you have regular UPS pick up/drop off service at your school, we ask that you send the packed caps at the time of your regular service. Aveda is charged an extra fee every time an additional call is made for a “special” pick up at a school location. Your assistance in helping us avoid these additional charges is greatly appreciated.
- If your school is planning an event where large amounts of caps will be collected, please contact us in advance to further discuss. This program operates on a limited budget and we may not have the funds available to support large scale collections.
- If you are a school who is no longer participating in this program and therefore should be removed from our files, please send a note to capcollection@aveda.com and let us know. Thank you!
- We ask that you strongly encourage your local recycling centers and municipalities to consider accepting caps for recycling. You may also suggest that they contact us directly for more information or ideas on how to start caps recycling in your local community.

- The Association of Postconsumer Plastic Recyclers (APR) is supporting “caps on” plastic bottles when they are recycled at curbside through local municipalities or dropped off at recycling centers. This announcement was made in June 2010 and is published on the APR website. Take a moment to visit www.plasticsrecycling.org for more information. We ask all enrolled schools, students and staff to advocate for this practice and support the APR initiatives so that students and families can one day recycle rigid plastic caps in your community by putting caps back on the bottles rather than having to separate them from the bottle prior to recycling. Thank you in advance for helping us to create positive change in the recycling industry.

We thank you for your continued interest in the Recycle Caps with Aveda program. Feel free to contact us with any questions that you may have at capcollection@aveda.com.

For The Earth,

Deb Darling
Kendra Fleischer

AVEDA
4000 Pheasant Ridge Drive
Blaine, MN 55449
1.877.AVEDA09
www.aveda.com/caps

