

An Open Letter to AVEDA President & CEO

Dominique Conseil from United Poultry Concerns

Dear Mr. Conseil,

On behalf of United Poultry Concerns, I am writing to you regarding the display and sale of rooster feather hair extensions in your spas and salons. Popularized by *American Idol* host Steven Tyler, these hair feathers have attracted customers who are unaware of the cruelty they involve.

The reality is this: A company called Whiting Farms in Colorado raises thousands of roosters in battery-cage warehouses in order to obtain 5 or 6 tail feathers from each rooster. To avoid bloody feathers, the company gasses the roosters to death with carbon dioxide (CO2). The roosters die slowly and painfully by asphyxiation. They suffocate to death. The dead roosters are then trashed.

In 2011, we posted an alert on the Internet about rooster feather hair extensions. Shocked, Aveda patrons informed us that Aveda salons were selling these feathers. We wrote a letter urging you to remove all feather products from your stores. We urged you to develop a policy banning feather products and all animal cruelty products from your retail network. Inspired by Aveda's claim of being an "animal-friendly brand culture" whose mission "is to care for the world we live in," we approached you hopefully.

Aveda's image is that of a cruelty-free, animal-friendly company. This image has inspired the trust of compassionate beauty-care customers. Readers of *VegNews* magazine – the world's largest surveyor of vegan people, places, and products – have awarded several Aveda products their "Favorite" in the past 8 years. Your 11 *VegNews* Veggie Awards have helped your company to grow in reputation and sales.

Responding to our campaign, you acknowledged that you are now aware of the cruelty of feather hair extensions and of feather products generally, which can also involve

plucking live birds for their feathers. You shared a letter that you said was being distributed to your salon network, in which you state: "*We feel strongly that these products and services do not align with the Aveda Mission.*"

We are very grateful for your letter to your retailers. However, we are concerned about the message that follows in which you assure them that "it is not our place to dictate what you should or should not do." We believe it is Aveda's place to dictate ethical policy to any retail outlet bearing or affiliated with your name and from which you profit. We believe it is particularly important where animal cruelty, consumer trust, and the integrity of Aveda's Mission are at stake. In addition, we hope that by telling your retailers that Aveda can assist with "transitioning" the feather products from their businesses if they wish, that you do not mean diverting these inhumane products to other marketing channels.

We hope that you realize the importance of our concerns to your business. We hope you will respond in a way that supports Aveda's reputation as a company that truly does "care for the world we live in." Please develop and implement a policy banning rooster feather hair extensions and all animal cruelty products from Aveda's retail network. We look forward to your response. Thank you for your attention.

Sincerely,

Karen Davis, PhD
President, United Poultry Concerns



Please Contact Aveda Today!

Dominique Conseil, President
AVEDA

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