



earth day every day

Deforestation. Pollution. Waste.
Destruction. Extinction.

These are just a few of the problems that we have inflicted on our planet. We all know these problems have to stop.

Environmental responsibility is something that we all need to take seriously.

The Coalition for Environmentally Responsible Companies (CERC), a US coalition of environmental, investor, and advocacy groups working together for a sustainable future has outlined a 10-point strategy for making companies responsible for the environment.

The biodiversity of our ecosystems is threatened. And so is our own survival.

AVEDA was the first privately owned company to embrace the CERCS Principles. We incorporate environmental responsibility into everything we do, from our work place to our products.

The environment is important to everyone. We only have one Earth.

<http://www.cercs.org>

<http://www.aveda.com/action/>

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