



Clean water is a necessity and luxury that many take for granted, however, it is a large issue that is becoming increasingly concerning. Take for example last summer's drought in California or the recent lead pollution and poor water quality in Flint Michigan. While these scary situations may not be in your backyard or watershed, they are not something to overlook. Since 1999, Aveda has raised over \$50 million for local and global non-profit organizations and clean water initiatives.

#### SAVE TIME. SAVE WATER.

Cut just 3 minutes from your usual shower time, and you can save 6 gallons.

#### PREVENT POLLUTION.

Buy organic produce—because runoff from traditional farms can pollute water. Also recycle electronics, appliances, fluorescent light bulbs, silver batteries and paint.

#### PICK GREAT PLANTS.

Choose native plants instead of traditional grass lawn because they don't require herbicides, pesticides and fertilizers that can pollute water.

#### BRUSH BETTER.

If you turn off the faucet while brushing you can save about 28 gallons in a week.

#### FILL UP TO CUT DOWN.

Make sure your washing machine and dishwasher are filled to capacity before running them—to cut energy and water use. You can save even more by air-drying your clothes on a clothesline.

#### PLANT ICE.

Place ice cubes under the moss or dirt of your potted plants and hanging baskets to give your plants a cool drink that won't overflow or waste water. Use leftover ice from your drinks instead of wasting it.

#### SKIP THE BOTTLED WATER.

It takes three times as much water to make the bottle as it does to fill it! Carry a refillable water bottle instead.

#### SAVE ELECTRICITY—AND WATER.

It takes about 2 gallons of fresh water to generate each kilowatt-hour of traditional electricity. So, turn it off if you're not using it.