



Aveda Inc., Blaine

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Organization

Aveda Corporation, an Estee Lauder subsidiary, manufactures products including skin care, hair care, cosmetics, and other personal care items.

Intern Project

Investigate areas for water reduction and conservation at the production facility in Blaine, MN.

Incentives to Change

The Aveda brand strives to reduce its impact on the environment by ethically sourcing ingredients and sustainably manufacturing products. Reductions in water, energy, chemical, and waste are key to reaching this goal.



Minnesota Technical
Assistance Program

Solutions

Purified Water System Upgrade:

Increase efficiency of the RO membranes from 70% to 90%

New Bucket Rinsing Nozzle:

Replace the pre-rinse washer nozzle to a lower flow rate and more effective rotating cleaning nozzle.

Add Temperature Probes in Recycle Line:

Change location of temperature measurement during the CIP to reduce water.

Change CIP Method:

Use a one pass method with a high pressure spray nozzle to complete CIPs.

Countercurrent Water Softener:

Upgrade water softener to a countercurrent system to reduce water and salt.

