

Aveda's Concern About Pollinators

Pollinators, such as honey bees, bumble bees, and monarch butterflies, are in danger and need your help. Habitat loss, neonicotinoid pesticides, and other factors are harming bees. Commercial honey bee keepers have consistently seen over 30% annual losses (some beekeepers have even lost their businesses) and according to research conducted by Xerces Society scientists, over one third of North American bumble bee species are at risk of extinction. Pollination is critical to healthy, diverse ecosystems and agriculture, generating one out of every three bites of food we eat. Threats to pollination deeply concern Aveda, not only because many of our botanical-based ingredients depend on it, but because helping protect biodiversity is central to our Environmental Sustainability Policy established in 2001.

ACTION Take the Pollinator Protection Pledge and join this campaign. Bring Back the Pollinators' four principles can be adapted to any location—whether you tend a community garden or a suburban yard, work in a city park or on a farm.

SIGN THE POLLINATOR PROTECTION PLEDGE AT

www.BringBackThePollinators.org

You can also get a pollinator habitat sign, like the one shown above, to show everyone else that you're taking steps to help bees!

Pollinator Habitat

This area has been planted with pollinator-friendly plants and is protected from pesticides to provide valuable habitat for bees and other pollinators.

To learn how you can help to bring back the pollinators, please visit www.xerces.org.



The Xerces Society

Protecting the Life that Sustains Us

The Xerces Society is a nonprofit organization that protects wildlife through the conservation of invertebrates and their habitat. The Society is at the forefront of pollinator protection, harnessing the knowledge of scientists and the enthusiasm of citizens to create clean, safe habitat on farms, in gardens, and in natural areas.

www.BringBackThePollinators.org

The Xerces Society for Invertebrate Conservation
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Eva Kaufman, iStockPhoto; cover photo, Eric Lee-Mäder, The Xerces Society; front-yard pollinator garden, moth on flower, Matthew Shepherd, The Xerces Society; third-grade pollinator garden, pollinator habitat sign, Mace Vaughan, The Xerces Society; bee on flower, Margo Conner, The Xerces Society; brochure design.

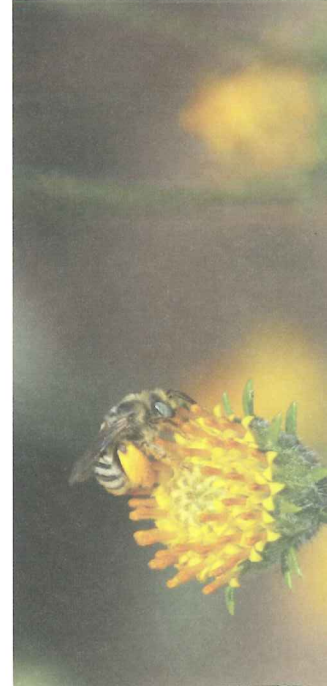
Simple Steps to Help Bees

1. Grow pollinator-friendly flowers
2. Protect and provide nests for bees and host plants for butterflies
3. Eliminate pesticide use
4. Spread the word!



www.xerces.org

BRING BACK THE POLLINATORS
A Xerces Society Conservation Campaign



WHY Bees and other pollinators are essential to a healthy environment, yet are declining in many places. Eighty-five percent of flowering plant species, including many crops as well as wild plants that support wildlife, need a pollinator to reproduce.

ABOUT The Bring Back the Pollinators campaign is based on four simple principles: grow pollinator-friendly flowers, protect & provide nests for bees and host plants for butterflies, avoid pesticides, and spread the word. Why these four principles?

- 1 Flowers provide nectar and pollen to feed pollinators.
- 2 A home for growing pollinators is essential. Bees need a place to create nests and butterflies need host plants their caterpillars can eat. You can leave patches of bare ground, create brush piles, or install nesting blocks for native bees.
- 3 Pesticides, especially insecticides, are harmful to pollinators. Please eliminate their use wherever possible.
- 4 Talking to your friends and neighbors will encourage more people to join this important effort, building a community committed to lasting environmental change.



Simple Steps Create Lasting Change

Planting some flowers in your garden, even in planters on your deck, will add to the patchwork of habitat that sustains bees and other pollinators. If you can, have several flowers in bloom throughout the spring and summer. The variety will benefit a wider range of bees.

Every garden is a little different, but the flowers below will grow in most places in North America:

- Sunflower (*Helianthus*)
- Coneflower (*Echinacea*)
- Goldenrod (*Solidago*)
- Beebalm (*Monarda*)
- Blanketflower (*Gaillardia*)
- Joe-pye weed (*Eupatorium*)
- Milkweed (*Asclepias*)
- Lupine (*Lupinus*)
- Scorpionweed (*Phacelia*)
- Giant hyssop (*Agastache*)



For additional plant lists, including for countries outside of North America, please scan this QR code or visit www.xerces.org/pollinator-conservation/plant-lists/.

You should also ensure bees have places to nest. Native bees are not like honey bees. Most are solitary nesters and will occupy narrow tunnels in a block of wood or dig a small hole in bare ground.

For more information, get a copy of *Attracting Native Pollinators* (Storey Publishing, 2011) or visit Xerces' Pollinator Conservation Resource Center, which is accessible from BringBackThePollinators.org.



Helping pollinators goes beyond your garden, too. Buying organic produce helps support the food systems that protect bees, butterflies, and other pollinators from pesticides as well as the health of all living beings.

To learn more about Colony Collapse Disorder, one of the serious issues affecting honey bees, please visit the USDA Agricultural Research Service's page at www.ars.usda.gov/news/docs.htm?docid=15572.