

# product resource guide

# air control™ hair spray



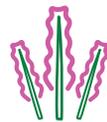
Flexible, long-lasting hair spray for all hair types with a net-zero impact on the Earth's climate\*

\* Through Aveda's funding of renewable energy to offset the CO<sub>2</sub> associated with the manufacturing, transportation and use of Aveda aerosol hair sprays.



## functional botanicals

- Pine-derived resin provides hold
- Oryzanol, derived from rice bran, acts as a natural UV filter
- Organic jojoba and aloe help condition hair



## pure-fume™ aroma

A sweet, spicy, sensual aroma with a citrus top note; a hint of tonka resin; and organic black pepper, cistus, clary sage, lavender, lemon and Australian sandalwood essential oils



## texture/form

Aerosol spray



## packaging

9.1 oz/258 g aluminum can



## usage and application

Hold can 6–8 inches from dry hair, directed away from eyes, and spray in short bursts. Layer product to build more hold.

# ancient attar™

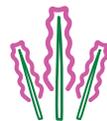


Earthy, soothing aroma spray with rich, honeyed and fresh, floral notes



## functional botanicals

- Australian sandalwood oil is used to enhance meditation
- Bulgarian rose oil helps balance and center the mind, body and spirit
- Geranium oil helps balance the mind, body and spirit
- Neroli oil helps soothe tension and uplift the mind, body and spirit



## pure-fume™ aroma

A woody, sweet, earthy aroma featuring sandalwood, rose, geranium and neroli



## texture/form

Aroma spray



## packaging

1 fl oz/30 ml glass bottle with a carton made from 100% recycled fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Apply to pulse points or anywhere on body.

# aveda men pure-formance™ firm hold gel



Lightweight gel that creates definition with a maximum level of hold while delivering shine without build-up or flaking



## technology

Features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme, that soothes and relieves the scalp



## functional botanicals

- Seaweed helps act as a protective barrier for the skin and scalp
- Tamanu oil has been used for centuries in the South Pacific to soothe dry or irritated skin
- Plai oil has been used for centuries to help relieve skin irritation
- Licorice root is an ancient Chinese remedy believed to soothe and calm



## sourcing story

LAVENDER FROM BULGARIA



## pure-fume™ aroma

A rich, spicy, refreshing aroma comprised of kunzea and certified organic lemon, spearmint, vetiver and lavender essential oils



## texture/form

Gel

# aveda men pure-formance™ firm hold gel



## packaging

5 fl oz/150 ml tube with a minimum of 45% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Work small amount between palms and apply evenly through damp hair. Allow to dry naturally.

## Q & A

**Q: What makes this product specific to men?**

**A:** Men's scalps are thicker than women's and on average can produce twice the level of oil. This can make men's scalps more prone to sensitivity, dryness, redness and irritation. The Aveda Men products were developed to address these men-specific challenges.

**Q: Can women use this product?**

**A:** Of course. Although the Aveda Men products are formulated to meet the distinct hair care needs of men, women can use and benefit from these products as well. In fact, Aveda is confident that many women will love the Aveda Men aroma and the performance of many of the products.

**Q: Why does the Aveda Men packaging look different than existing Aveda products?**

**A:** The package design objective was to create a new brand identity for Aveda Men, differentiating it from not only other Aveda products, but also other men's brands currently on the market.

# aveda key element™ aromas



Concentrated professional aroma blends formulated to help balance mind, body and senses



## technology

Reflective of Aveda's Elemental Nature<sup>SM</sup> philosophy



## functional botanicals

Each Key Element™ Aroma is comprised of its own blend of essential oils that produce different balancing benefits. **See detailed information on the next page.**



## pure-fume™ aroma

Each Key Element™ Aroma is comprised of its own blend of essential oils that produce different aromas. **See detailed information on the next page.**



## texture/form

Oil



## packaging

1 fl oz/30 ml glass bottle



## usage and application

Mix into Personal Blends™ or other Aveda professional products. Not for direct application to skin.

# aveda key element™ aromas

SYMBOL	ELEMENT	ESSENTIAL OILS	AROMA DESCRIPTION	BALANCING BENEFIT
	Infinity Nature™ #5	organic jasmine, organic lemon and organic petitgrain	floral, citrus	centered
	Infinity Nature™ #25	organic bergamot, organic lavender	herbaceous	satisfied
	Air Nature™ #4	jasmine, rose	floral	comforted
	Air Nature™ #7	organic lime, organic lemon, organic orange	citrusy	focused
	Fire Nature™ #3	organic cinnamon, jasmine, vanilla	sweet, floral, spicy	soothed
	Fire Nature™ #20	organic sandalwood, organic wintergreen, organic ylang ylang	floral, woody	nurtured
	Water Nature™ #2	organic eucalyptus, organic geranium, organic lime	floral, citrusy	uplifted
	Water Nature™ #6	organic coriander, organic lavender, organic ylang ylang	floral	restored
	Water Nature™ #15	organic anise, organic fennel, vanilla	sweet, spicy	purified
	Earth Nature™ #1	organic lemon, organic orange, organic peppermint	citrusy	energized
	Earth Nature™ #12	organic eucalyptus, organic orange, organic peppermint	minty, herbaceous, citrusy	invigorated
	Full Spectrum Nature™ #9	jasmine, organic patchouli, organic sandalwood	woody, floral	grounded

# aveda men pure-formance™ conditioner



High-performance conditioner that refreshes and protects the scalp while adding healthy shine and conditioning the hair without weighing it down



## technology

Features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme, that soothes and relieves the scalp



## functional botanicals

- Seaweed helps act as a protective barrier for skin and scalp
- Tamanu oil has been used for centuries in the South Pacific to soothe dry or irritated skin
- Plai oil has been used for centuries to help relieve skin irritation
- Licorice root is an ancient Chinese remedy believed to soothe and calm



## sourcing story

LAVENDER FROM BULGARIA



## pure-fume™ aroma

A rich, spicy, refreshing aroma comprised of kunzea and certified organic lemon, spearmint, vetiver and lavender essential oils



## texture/form

Liquidy lotion

# aveda men pure-formance™ conditioner



## packaging\*

10 fl oz/300 ml bottle with a minimum of 95% post consumer recycled (PCR) high-density polyethylene (HDPE)

\* Received gold-level Cradle to Cradle (C2C) certification from the Environmental Protection and Encouragement Agency (EPEA). C2C certification allows companies to tangibly and credibly measure achievement in environmentally intelligent product design based on eliminating the concept of waste.



## usage and application

Work conditioner into cleansed hair and scalp. Rinse well.

## Q & A

**Q: What makes this product specific to men?**

**A:** Men's scalps are thicker than women's and on average can produce twice the level of oil. This can make men's scalps more prone to sensitivity, dryness, redness and irritation. The Aveda Men products were developed to address these men-specific challenges.

**Q: Can women use this product?**

**A:** Of course. Although the Aveda Men products are formulated to meet the distinct hair care needs of men, women can use and benefit from these products as well. In fact, Aveda is confident that many women will love the Aveda Men aroma and the performance of many of the products.

**Q: If a male guest is currently using other Aveda products, how should a stylist transition him to Aveda Men?**

**A:** Although all of Aveda's products are wonderful, the Aveda Men products have been tailored to meet his distinct hair care needs. When you are consulting with a male guest who may already be using other Aveda products, make a point to introduce him to the Aveda Men products, concentrating on their unique positioning and benefits and the incredible results they are proven to deliver.

**Q: Why does the Aveda Men packaging look different than existing Aveda products?**

**A:** The package design objective was to create a new brand identity for Aveda Men, differentiating it from not only other Aveda products, but also other men's brands currently on the market.

**Q: What is kunzea?**

**A:** Kunzea is an essential oil produced through steam distillation of the leaf, twig and branches of the Kunzea ambigua (tick bush). Aveda sources its Kunzea essential oil from Tasmania in Australia.

# aveda men pure-formance™ grooming cream

Moisture-rich cream that creates definition with a medium level of hold while conditioning, thickening, and delivering natural shine



## technology

Features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme, that soothes and relieves the scalp



## functional botanicals

- Seaweed helps act as a protective barrier for skin and scalp
- Tamanu oil has been used for centuries in the South Pacific to soothe dry or irritated skin
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## sourcing story

LAVENDER FROM BULGARIA



## pure-fume™ aroma

A rich, spicy, refreshing aroma comprised of kunzea and certified organic lemon, spearmint, vetiver and lavender essential oils



## texture/form

Cream

# aveda men pure-formance™ grooming cream



## packaging

4.2 fl oz/125 ml tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Work small amount between palms and apply evenly through damp or dry hair.

## Q & A

**Q: What makes this product specific to men?**

**A:** Men's scalps are thicker than women's and on average can produce twice the level of oil. This can make men's scalps more prone to sensitivity, dryness, redness and irritation. The Aveda Men products were developed to address these men-specific challenges.

**Q: Can women use this product?**

**A:** Of course. Although the Aveda Men products are formulated to meet the distinct hair care needs of men, women can use and benefit from these products as well. In fact, Aveda is confident that many women will love the Aveda Men aroma and the performance of many of the products.

**Q: Why does the Aveda Men packaging look different than existing Aveda products?**

**A:** The package design objective was to create a new brand identity for Aveda Men, differentiating it from not only other Aveda products, but also other men's brands currently on the market.

# aveda men pure-formance™ shampoo



High-performance shampoo that soothes, protects and relieves the scalp while cleansing, conditioning and moisturizing hair



## technology

Features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme, that soothes and relieves the scalp



## functional botanicals

- Seaweed helps act as a protective barrier for skin and scalp
- Tamanu oil has been used for centuries in the South Pacific to soothe dry or irritated skin
- Plai oil has been used for centuries to help relieve skin irritation
- Licorice root is an ancient Chinese remedy believed to soothe and calm



## sourcing story

LAVENDER FROM BULGARIA



## pure-fume™ aroma

A rich, spicy, refreshing aroma comprised of kunzea and certified organic lemon, spearmint, vetiver and lavender essential oils



## texture/form

Liquid

# aveda men pure-formance™ shampoo



## packaging\*

10 fl oz/300 ml bottle with a minimum of 95% post-consumer recycled (PCR) high-density polyethylene (HDPE)

\* Received gold-level Cradle to Cradle (C2C) certification from the Environmental Protection and Encouragement Agency (EPEA). C2C certification allows companies to tangibly and credibly measure achievement in environmentally intelligent product design based on eliminating the concept of waste.



## usage and application

Massage a small amount of product into wet hair and scalp. Rinse well. Follow with Pure-Formance™ Conditioner.

## Q & A

**Q: What makes this product specific to men?**

**A:** Men's scalps are thicker than women's and on average can produce twice the level of oil. This can make men's scalps more prone to sensitivity, dryness, redness and irritation. The Aveda Men products were developed to address these men-specific challenges.

**Q: Can women use this product?**

**A:** Of course. Although the Aveda Men products are formulated to meet the distinct hair care needs of men, women can use and benefit from these products as well. In fact, Aveda is confident that many women will love the Aveda Men aroma and the performance of many of the products.

**Q: If a male guest is currently using other Aveda products, how should a stylist transition him to Aveda Men?**

**A:** Although all of Aveda's products are wonderful, the Aveda Men products have been tailored to meet his distinct hair care needs. When you are consulting with a male guest who may already be using other Aveda products, make a point to introduce him to the Aveda Men products, concentrating on their unique positioning and benefits and the incredible results they are proven to deliver.

**Q: Why does the Aveda Men packaging look different than existing Aveda products?**

**A:** The package design objective was to create a new brand identity for Aveda Men, differentiating it from not only other Aveda products, but also other men's brands currently on the market.

**Q: What is kunzea?**

**A:** Kunzea is an essential oil produced through steam distillation of the leaf, twig and branches of the Kunzea ambigua (tick bush). Aveda sources its Kunzea essential oil from Tasmania in Australia.

# aveda men pure-formance™ exfoliating shampoo



Exfoliating shampoo that removes dull, dead skin cells, excess oil, product build-up and other surface impurities to create a noticeably smoother, healthier-feeling scalp



## technology

Features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme, that soothes and relieves the scalp



## functional botanicals

- Walnut shells and jojoba beads act as 100% naturally derived exfoliants to create a noticeably smoother, healthier-feeling scalp
- Seaweed helps act as a protective barrier for skin and scalp
- Tamanu oil has been used for centuries in the South Pacific to soothe dry or irritated skin
- Plai oil has been used for centuries to help relieve skin irritation
- Licorice root is an ancient Chinese remedy believed to soothe and calm



## sourcing story

TAMANU



## pure-fume™ aroma

A rich, spicy, refreshing aroma comprised of kunzea and certified organic lemon, spearmint, vetiver and lavender essential oils



## texture/form

Creamy lotion



## packaging

6.7 fl oz/250 ml tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)

# aveda men pure-formance™ exfoliating shampoo



## usage and application

Apply a moderate amount of product to wet hair and scalp. Using a circular motion, massage product evenly throughout entire scalp area. Rinse well. Follow with Pure-Formance™ Conditioner



## Q & A

### Q: Why was this product created?

**A:** Men's scalps are thicker than women's and on average can produce twice the level of oil. This can make men's scalps more prone to sensitivity, dryness, redness and irritation. The Aveda Men products were developed to address these men-specific challenges, and the Aveda Men Pure-Formance™ Exfoliating Shampoo helps remove dull, dead skin cells to reveal a noticeably healthier-feeling scalp.



## Q & A

### Q: Who is this product for?

**A:** Aveda Men Pure-Formance™ Exfoliating Shampoo is ideal for all male guests, in particular those that are prone to scalp sensitivity, dryness, redness and irritation.

### Q: How many times should you use this product for it to be most effective?

**A:** Use Aveda Men Pure-Formance™ Exfoliating Shampoo in place once a week, twice at the most, depending on the severity of the scalp conditions (e.g., sensitivity, dryness, redness and irritation).

### Q: Will this product weigh hair down?

**A:** No.

### Q: Will the jojoba beads and walnut shells rinse out of the hair easily?

**A:** Aveda Men Pure-Formance™ Exfoliating Shampoo is designed for men, who generally have shorter hair. It rinses most easily out of short hair types; the shorter the easier. For men with longer hair, we recommend an increased rinse time to ensure all the jojoba beads and walnut shells are completely rinsed from hair and scalp.

### Q: Does this product exfoliate the hair?

**A:** Aveda Men Pure-Formance™ Exfoliating Shampoo is designed to exfoliate the scalp. However, during the shampoo process, the naturally derived exfoliants will also be worked through the hair, removing excess product build-up and leaving hair feeling squeaky clean.

### Q: Is this product color safe?

**A:** Yes, Aveda Men Pure-Formance™ Exfoliating Shampoo is safe to use on color-treated hair.

### Q: Can women use this product?

**A:** Yes. However, the longer and thicker the hair, the more rinse time it will take to remove the exfoliants from the hair and scalp. Further, the thicker the hair, the more difficult it may be to get the exfoliants down to their scalp.

# aveda comforting tea



Caffeine-free, naturally sweet, 100% certified organic, loose leaf tea infused with licorice root and peppermint



## functional botanicals

Licorice root and peppermint promote a sense of well-being



## texture/form

Dried plant leaves



## packaging

4.9 oz/140 g glass jar



## usage and application

Place 1 rounded teaspoon of tea in a strainer per 6.7 ounces (200 ml) of boiling water. Steep 3–5 minutes.

# aveda love™ pure-fume absolute™



Portable aroma concentrate with a blend of sensual romantics that soothe the mind and body



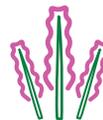
## functional botanicals

A blend of sensual romantics, including rose and organic sandalwood, soothe the mind and body



## sourcing story

SANDALWOOD FROM AUSTRALIA



## pure-fume™ aroma

A romantic aroma featuring myrrh, jasmine, rose, organic sandalwood, frankincense and ylang ylang



## texture/form

Oil



## packaging

.24 oz/7ml glass rollerball with a carton made from 100% recycled fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Gently apply rollerball applicator to pulse points on neck or inside wrist.

# aveda men pure-formance™ aroma spray™



Definitively masculine, multi-dimensional aroma spray that evokes a sensation of northern air and deep, rich forests



## functional botanicals

### Top notes

- Certified organic lemon oil—light, lively, refreshing citrus note
- Certified organic orange oil—light, fresh, citrus note
- Certified organic spearmint oil—refreshing, minty note with a subtle, sweet, herbaceous undertone

### Middle note

- Certified organic lavender oil—fresh, smooth, floral herbaceous note with a sweet undertone

### Base note

- Certified organic vetiver oil—woody, earthy note with a smooth, sweet undertone



## sourcing story

LAVENDAR FROM BULGARIA



## pure-fume™ aroma

Rich, spicy, refreshing aroma comprised of a citrus and mint top note, a floral and herbaceous middle note and a woody and earthy base note



## texture/form

Aroma spray



## packaging

1.7 fl oz/50 ml glass bottle with a carton made from a minimum of 70% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Mist on body any time of day.

# aveda men pure-formance™ dual action aftershave



Lightweight, 2-in-1 moisturizer and post-shave lotion that hydrates, controls oil and soothes freshly shaved or irritated skin



## technology

Features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme



## functional botanicals

- Seaweed helps act as a protective barrier for skin and scalp
- Tamanu oil has been used for centuries in the South Pacific to soothe dry or irritated skin
- Plai oil has been used for centuries to help relieve skin irritation
- Licorice root is an ancient Chinese remedy believed to soothe and calm
- Skullcap acts as an anti-irritant
- Argan oil helps moisturize and condition skin



## sourcing story

ARGAN FROM MOROCCO



## pure-fume™ aroma

A rich, spicy, refreshing aroma comprised of kunzea and certified organic lemon, spearmint, vetiver and lavender essential oils



## texture/form

Lotion

# aveda men pure-formance™ dual action aftershave



## packaging\*

2.5 fl oz/75 ml tube with a minimum of 45% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Apply small amount to face and neck after cleansing or shaving.

## Q & A

**Q: Why was the Aveda Men skin and shave system created?**

**A:** Men need a shaving ritual that delivers high-performance results with little effort required. The Aveda Men skin and shave system was created to address the concerns men have with skin irritation, redness and burning sensations when shaving.

**Q: How is the Aveda Men skin and shave system different from other shave systems?**

**A:** The Aveda Men skin and shave system contains a minimum of 97% naturally derived ingredients and features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme.

**Q: How many shaves can I expect to get from the Aveda Men skin and shave system?**

**A:** Depending on the density of hair and assuming daily usage, guests can expect the 5 fl oz/150 ml tube of Aveda Men Pure-Formance™ Shave Cream to last approximately five weeks. Assuming daily usage, guests can expect the 2.5 fl oz/75 ml tube of Aveda Men Pure-Formance™ Dual Action Aftershave to last approximately nine weeks.

**Q: What causes razor burn?**

**A:** The following factors can cause razor burn:

- Excessive razor pressure, which can result from using shaving products that contain numbing agents, such as menthol
- Poor-quality shaving products that do not provide adequate lubrication to protect skin while shaving
- Poor shaving techniques, such as shaving against the grain

**Q: What causes in-grown hairs?**

**A:** In-grown hairs may occur when hairs are pushed back into the skin or curl back, re-entering the same follicle, while shaving. In-grown hairs can also be caused by curly hair, poor-quality shaving products and poor shaving techniques.

# aveda men pure-formance™ dual action aftershave

## Q & A continued

### Q: What causes nicks and cuts?

**A:** Nicks and cuts usually occur due to inattentiveness while shaving (resulting in razor slips) and poor-quality shaving products, such as disposable razors or razors with non-swivel heads (i.e., stationary razors). Stationary razors make it difficult to follow the contours of the face with an even pressure, causing nicks and cuts. For nick- and cut-free shaving results, use razors with a swivel head and a well-balanced handle.

### Q: Why is it important for men to use an aftershave?

**A:** There are specific conditions present in men's skin that should be considered when treating it. The Aveda Men skin and shave system incorporates botanicals and natural products to modulate several of these conditions, including sebum production, increased sensitivity, thicker skin texture and dehydration:

- **Sebum production:** Men typically have larger sebaceous glands and more oily skin than women. Therefore, men's sebum production/excretion is higher than that of women. This can result in increased clogged pores, including blackheads.
- **Increased sensitivity:** The daily exfoliation associated with shaving can weaken the skin's barrier function, which can leave the skin more prone to irritation.
- **Thicker skin texture:** Men's skin typically has a 25 percent higher collagen density than women. As a result, men may over-exfoliate or use products that are drying to the skin.
- **Dehydration:** The moisture in men's skin evaporates at a significantly higher level than experienced by women, most likely because men's skin's barrier function is weakened by shaving.

### Q: Is the Aveda Men Pure-Formance™ Dual Action Aftershave suitable for all skin types?

**A:** Yes, the product is suitable for use on all male skin types.

### Q: Is the Aveda Men Pure-Formance™ Dual Action Aftershave oil-free?

**A:** No, however, the product contains Glycyrrhiza glabra extract (licorice extract) and silica that have oil-control properties. Despite containing oils, the formula is clinically proven to control excess sebum.

### Q: Can the Aveda Men Pure-Formance™ Dual Action Aftershave be used on the entire face or just shaven areas?

**A:** The product can be applied to entire face and neck. It is designed to serve as both a daily and post-shave moisturizer and can be used to refresh the skin at any time during the day.

### Q: Which Aveda products should I use or recommend to accompany an Aveda Men skin and shave purchase?

**A:** Botanical Kinetics™ Purifying Gel Cleanser is a great product to use to prep the facial skin prior to shaving. To finish the skin care routine, Aveda recommends using Green Science™ Firming Eye Creme, which helps smooth the look of fine lines and wrinkles and minimize the appearance of puffiness and dark circles around the eye area. Aveda Men also offers a variety of hair care products.

### Q: Why was the former Aveda Men shave system discontinued?

**A:** In response to consumer preference and to further exemplify its mission, Aveda decided to remove paraben-based preservatives from the former Aveda Men shave system formula and use the highest content of plant-derived ingredients and technology available. As a result, Aveda decided to discontinue the former Aveda Men shave system and replace it with a new, high-performing, more mission-aligned skin and shave system. Aveda constantly strives to create the most mission-aligned formulas possible. As technology and the availability of functional plant-derived ingredients change, Aveda responds by updating its older, less advanced products.

# aveda men pure-formance™ grooming clay



Lightweight clay that creates texture and definition with a strong level of hold while thickening and delivering a natural, matte finish



## technology

Features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme, that soothes and relieves the scalp



## functional botanicals

- Seaweed helps act as a protective barrier for the skin and scalp
- Tamanu oil has been used for centuries in the South Pacific to soothe dry or irritated skin
- Plai oil has been used for centuries to help relieve skin irritation
- Licorice root is an ancient Chinese remedy believed to soothe and calm



## sourcing story

LAVENDER FROM BULGARIA



## pure-fume™ aroma

A rich, spicy, refreshing aroma comprised of kunzea and certified organic lemon, spearmint, vetiver and lavender essential oils



## texture/form

Clay

# aveda men pure-formance™ grooming clay



## packaging

2.6 oz/75 ml tub with a carton made from 100% recycled fiber and printed with soy ink



## usage and application

Work small amount between palms and apply evenly through damp or dry hair.

## Q & A

**Q: What makes this product specific to men?**

**A:** Men's scalps are thicker than women's and on average can produce twice the level of oil. This can make men's scalps more prone to sensitivity, dryness, redness and irritation. The Aveda Men products were developed to address these men-specific challenges.

**Q: Can women use this product?**

**A:** Of course. Although the Aveda Men products are formulated to meet the distinct hair care needs of men, women can use and benefit from these products as well. In fact, Aveda is confident that many women will love the Aveda Men aroma and the performance of many of the products.

**Q: Why does the Aveda Men packaging look different than existing Aveda products?**

**A:** The package design objective was to create a new brand identity for Aveda Men, differentiating it from not only other Aveda products, but also other men's brands currently on the market.

# aveda men pure-formance™ liquid pomade



Lightweight, liquid pomade that maintains natural movement with a medium level of hold while delivering shine without build-up or flaking



## technology

Features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme, that soothes and relieves the scalp



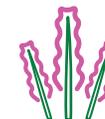
## functional botanicals

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- Licorice root is an ancient Chinese remedy believed to soothe and calm



## sourcing story

LAVENDER FROM BULGARIA



## pure-fume™ aroma

A rich, spicy, refreshing aroma comprised of kunzea and certified organic lemon, spearmint, vetiver and lavender essential oils



## texture/form

Liquid

# aveda men pure-formance™ liquid pomade



## packaging

6.7 fl oz/200 ml bottle with a minimum of 95% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Shake well. Work moderate amount between palms and apply evenly through damp or dry hair.

## Q & A

**Q: What makes this product specific to men?**

**A:** Men's scalps are thicker than women's and on average can produce twice the level of oil. This can make men's scalps more prone to sensitivity, dryness, redness and irritation. The Aveda Men products were developed to address these men-specific challenges.

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**A:** The package design objective was to create a new brand identity for Aveda Men, differentiating it from not only other Aveda products, but also other men's brands currently on the market.

# aveda men pure-formance™ pomade



Pomade that creates texture and definition with a strong level of hold while hydrating and delivering high shine



## technology

Features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme, that soothes and relieves the scalp



## functional botanicals

- Seaweed helps act as a protective barrier for the skin and scalp
- Tamanu oil has been used for centuries in the South Pacific to soothe dry or irritated skin
- Plai oil has been used for centuries to help relieve skin irritation
- Licorice root is an ancient Chinese remedy believed to soothe and calm



## sourcing story

LAVENDER FROM BULGARIA



## pure-fume™ aroma

A rich, spicy, refreshing aroma comprised of kunzea and certified organic lemon, spearmint, vetiver and lavender essential oils



## texture/form

Pomade

# aveda men pure-formance™ pomade



## packaging

2.6 oz/75 ml tub with a carton made from 100% recycled fiber and printed with soy ink



## usage and application

Work small amount between palms and apply evenly through damp or dry hair.

## Q & A

**Q: What makes this product specific to men?**

**A:** Men's scalps are thicker than women's and on average can produce twice the level of oil. This can make men's scalps more prone to sensitivity, dryness, redness and irritation. The Aveda Men products were developed to address these men-specific challenges.

**Q: Can women use this product?**

**A:** Of course. Although the Aveda Men products are formulated to meet the distinct hair care needs of men, women can use and benefit from these products as well. In fact, Aveda is confident that many women will love the Aveda Men aroma and the performance of many of the products.

**Q: Why does the Aveda Men packaging look different than existing Aveda products?**

**A:** The package design objective was to create a new brand identity for Aveda Men, differentiating it from not only other Aveda products, but also other men's brands currently on the market.

# aveda men pure-formance™ shave cream



Moisturizing shave cream that preps skin for a close, comfortable, less-resistant shave, helping protect it from razor burn



## technology

Features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme



## functional botanicals

- Seaweed helps act as a protective barrier for skin and scalp
- Tamanu oil has been used for centuries in the South Pacific to soothe dry or irritated skin
- Plai oil has been used for centuries to help relieve skin irritation
- Licorice root is an ancient Chinese remedy believed to soothe and calm
- Skullcap acts as an anti-irritant
- Argan oil helps moisturize and condition skin



## sourcing story

ARGAN FROM MOROCCO



## pure-fume™ aroma

A rich, spicy, refreshing aroma comprised of kunzea and certified organic lemon, spearmint, vetiver and lavender essential oils



## texture/form

Cream

# aveda men pure-formance™ shave cream



## packaging\*

5 fl oz/150 ml tube with a minimum of 45% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Apply a small amount to moist face and neck, spread evenly. Shave. Rinse with warm water. Follow with Aveda Men Pure-Formance™ Dual Action Aftershave.

## Q & A

### Q: Why was the Aveda Men skin and shave system created?

**A:** Men need a shaving ritual that delivers high-performance results with little effort required. The Aveda Men skin and shave system was created to address the concerns men have with skin irritation, redness and burning sensations when shaving.

### Q: How is the Aveda Men skin and shave system different from other shave systems?

**A:** The Aveda Men skin and shave system contains a minimum of 97% naturally derived ingredients and features the Aveda Men exclusive phyto-active blend developed by world-renowned clinical aromaologist, Pierre Franchomme.

### Q: How many shaves can I expect to get from the Aveda Men skin and shave system?

**A:** Depending on the density of hair and assuming daily usage, guests can expect the 5 fl oz/150 ml tube of Aveda Men Pure-Formance™ Shave Cream to last approximately five weeks. Assuming daily usage, guests can expect the 2.5 fl oz/75 ml tube of Aveda Men Pure-Formance™ Dual Action Aftershave to last approximately nine weeks.

### Q: What causes razor burn?

**A:** The following factors can cause razor burn:

- Excessive razor pressure, which can result from using shaving products that contain numbing agents, such as menthol
- Poor-quality shaving products that do not provide adequate lubrication to protect skin while shaving
- Poor shaving techniques, such as shaving against the grain

### Q: What causes in-grown hairs?

**A:** In-grown hairs may occur when hairs are pushed back into the skin or curl back, re-entering the same follicle, while shaving. In-grown hairs can also be caused by curly hair, poor-quality shaving products and poor shaving techniques.

# aveda men pure-formance™ shave cream

## Q & A continued

### Q: What causes nicks and cuts?

**A:** Nicks and cuts usually occur due to inattentiveness while shaving (resulting in razor slips) and poor-quality shaving products, such as disposable razors or razors with non-swivel heads (i.e., stationary razors). Stationary razors make it difficult to follow the contours of the face with an even pressure, causing nicks and cuts. For nick- and cut-free shaving results, use razors with a swivel head and a well-balanced handle.

### Q: Why is it important for men to use an aftershave?

**A:** There are specific conditions present in men's skin that should be considered when treating it. The Aveda Men skin and shave system incorporates botanicals and natural products to modulate several of these conditions, including sebum production, increased sensitivity, thicker skin texture and dehydration:

- **Sebum production:** Men typically have larger sebaceous glands and more oily skin than women. Therefore, men's sebum production/excretion is higher than that of women. This can result in increased clogged pores, including blackheads.
- **Increased sensitivity:** The daily exfoliation associated with shaving can weaken the skin's barrier function, which can leave the skin more prone to irritation.
- **Thicker skin texture:** Men's skin typically has a 25 percent higher collagen density than women. As a result, many men may over-exfoliate or use products that are drying to the skin.
- **Dehydration:** The moisture in men's skin evaporates at a significantly higher level than experienced by women, most likely because men's skin's barrier function is weakened by shaving.

### Q: Is the Aveda Men Pure-Formance™ Dual Action Aftershave suitable for all skin types?

**A:** Yes, the product is suitable for use on all male skin types.

### Q: Is the Aveda Men Pure-Formance™ Dual Action Aftershave oil-free?

**A:** No, however, the product contains Glycyrrhiza glabra extract (licorice extract) and silica that have oil-control properties. Despite containing oils, the formula is clinically proven to control excess sebum.

### Q: Can the Aveda Men Pure-Formance™ Dual Action Aftershave be used on the entire face or just shaven areas?

**A:** The product can be applied to entire face and neck. It is designed to serve as both a daily and post-shave moisturizer and can be used to refresh the skin at any time during the day.

### Q: Which Aveda products should I use or recommend to accompany an Aveda Men skin and shave purchase?

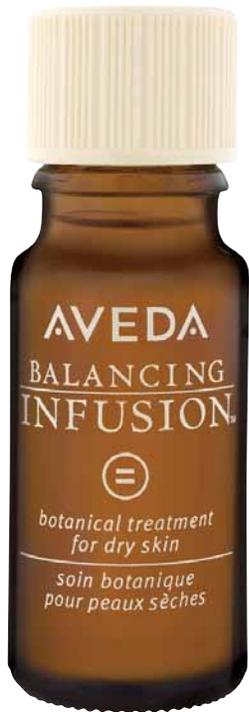
**A:** Botanical Kinetics™ Purifying Gel Cleanser is a great product to use to prep the facial skin prior to shaving. To finish the skin care routine, Aveda recommends using Green Science™ Firming Eye Creme, which helps smooth the look of fine lines and wrinkles and minimize the appearance of puffiness and dark circles around the eye area. Aveda Men also offers a variety of hair care products.

### Q: Why was the former Aveda Men shave system discontinued?

**A:** In response to consumer preference and to further exemplify its mission, Aveda decided to remove paraben-based preservatives from the former Aveda Men shave system formula and use the highest content of plant-derived ingredients and technology available. As a result, Aveda decided to discontinue the former Aveda Men shave system and replace it with a new, high-performing, more mission-aligned skin and shave system. Aveda constantly strives to create the most mission-aligned formulas possible. As technology and the availability of functional plant-derived ingredients change, Aveda responds by updating its older, less advanced products.

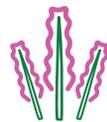
# balancing infusion™ for dry skin

Highly concentrated blend of pure plant and flower essences that helps rehydrate and revitalize dry skin



## functional botanicals

- Meadowfoam seed oil and olive-derived squalane are natural emollients that help condition skin
- Shea butter and coconut glycerides help moisturize skin
- Lauryl PCA naturally increases moisture content in skin
- Vitamin E act as an anti-oxidant



## pure-fume™ aroma

A revitalizing aroma featuring black pepper, patchouli, ginger and petitgrain oils and other plant-derived ingredients



## texture/form

Oil



## packaging

.33 fl oz/10 ml glass bottle



## usage and application

Add 1–2 drops per application to any Botanical Kinetics™ Cleanser, Botanical Kinetics™ Hydrating Lotion or Intensive Hydrating Masque.

# be curly™ conditioner



Daily hydrating conditioner designed to enhance wave or curl, combat frizz and boost shine in wavy or curly hair



## technology

Hydrolyzed wheat protein and certified organic aloe blend expands when hair is wet and retracts when hair is dry to enhance wave or curl



Untreated hair (illustration)



Hair treated with Be Curly™ Shampoo and Conditioner (illustration)

Result: intensified curls and waves



## functional botanicals

- Certified organic aloe and palm-derived conditioner tame frizz
- Organic sunflower seed oil boosts shine



## pure-fume™ aroma

A refreshing, citrus aroma with certified organic lime, lemon, bergamot, orange and other pure plant and flower essences



## texture/form

Liquid lotion



## packaging

6.7 fl oz/200 ml tube with a minimum of 30% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage into scalp and hair after shampooing with Be Curly™ Shampoo. Rinse. For best results, style with Curl Enhancer.

# be curly™ conditioner

## Q & A

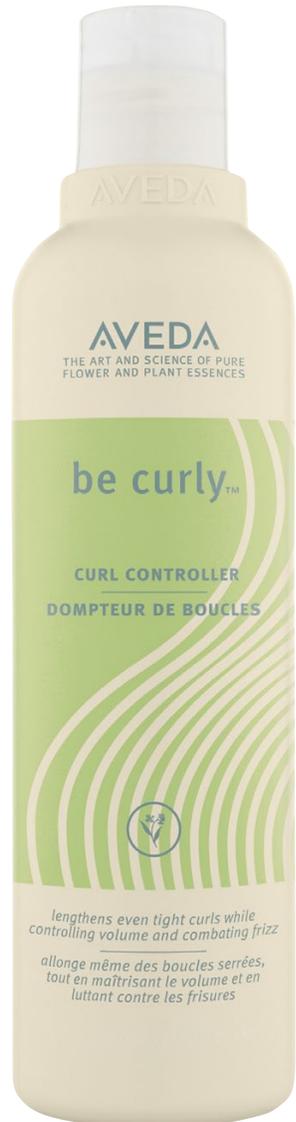
**Q: Who is this product for?**

**A:** Be Curly™ Conditioner is for guests with natural or permed wave or curl who wish to enhance and intensify their wave or curl, dramatically reduce frizz, define their wave or curl and add shine.

**Q: Can this product be used on straight hair to make it wavy or curly?**

**A:** Be Curly™ products will only enhance and intensify wave or curl that is already in the hair. They will not make straight hair wavy or curly.

# be curly™ curl controller



Liquid complex that conditions, smooths and elongates curly to tight curly hair while reducing frizz by 17%



## technology

Hydrolyzed wheat protein and certified organic aloe blend expands when hair is wet and retracts when hair is dry to enhance wave or curl



## functional botanicals

- Organic babassu helps soften and tame tight curls



## sourcing story

**BABASSU FROM BRAZIL**



## pure-fume™ aroma

A light, refreshing aroma with certified organic lime, lemon, bergamot, orange and other pure plant and flower essences



## texture/form

Liquid



## packaging

6.7 fl oz/200 ml bottle with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Apply Be Curly™ Curl Controller to towel-dried hair. Diffuse or let air dry. Finish with Be Curly™ Curl Enhancing Hair Spray. Can be applied on non-wash days, with or without re-wetting hair.

# be curly™ curl enhancer



Curl enhancing lotion that intensifies curls, combats frizz and boosts shine in wavy or curly hair



## technology

Hydrolyzed wheat protein and certified organic aloe blend expands when hair is wet and retracts when hair is dry to enhance wave or curl



## functional botanicals

- Certified organic aloe helps moisturize hair and tame frizz while adding shine
- Certified organic marshmallow root helps provide smooth hold
- Soy-derived vitamin E helps protect hair from environmental aggressors
- Pro-vitamin B5 helps thicken hair while adding moisture



## pure-fume™ aroma

A fresh aroma with a refreshing top note of organic peppermint and rosemary and a citrus top note of organic bergamot, grapefruit and lemon essential oils mixed with jasmine, galbanum, organic lavender and ylang ylang



## texture/form

Lotion



## packaging

6.7 fl oz/200 ml tube



## usage and application

Smooth generously on damp hair. Dry naturally or blow-dry with a diffuser for added volume and curl definition.

# be curly™ curl enhancer

## Q & A

**Q: Are there any professional tips or techniques to make hair stay wavy or curly?**

**A:** Yes. Here are some tips and techniques from Antoinette Beenders:

**Pat wet hair** with towel to dry. Do not rub; this causes frizz.

**Blow-dry** hair on half speed with full heat, using a diffuser attachment.

**For extra lift and volume**, flip head upside down when blow-drying.

**Don't brush or comb** wavy or curly hair when dry; this removes curl and causes frizz.

# be curly™ curl enhancing hair spray



Medium-firm hold hair spray that provides all-day humidity defense and reduces frizz by 20% helping enhance wavy and curly hair with no flaking or crunchiness



## technology

Hydrolyzed wheat protein and certified organic aloe blend expands when hair is wet and retracts when hair is dry to enhance wave or curl



## functional botanicals

- Corn-derived ingredient gives flexibility to the hold



## pure-fume™ aroma

A light, refreshing aroma with certified organic lime, lemon, bergamot, orange and other pure plant and flower essences



## texture/form

Non-aerosol liquid spray



## packaging

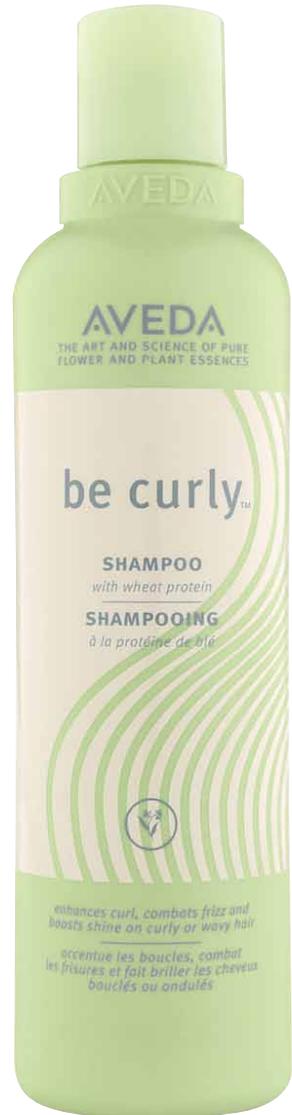
6.7 fl/200ml bottle with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Spray 10–12 inches from wet or dry hair and scrunch in to maintain defined curls.

# be curly™ shampoo



Gentle daily shampoo designed to enhance wave or curl, combat frizz and boost shine in wavy or curly hair



## technology

Hydrolyzed wheat protein and certified organic aloe blend expands when hair is wet and retracts when hair is dry to enhance wave or curl



Untreated hair (illustration)



Hair treated with Be Curly™ Shampoo and Conditioner (illustration)

Result: intensified curls and waves



## functional botanicals

- Certified organic coconut and babassu nut gently cleanse hair
- Certified organic aloe and palm oil-derived conditioner tame frizz



## sourcing story

**BABASSU FROM BRAZIL**



## pure-fume™ aroma

A refreshing, citrus aroma with certified organic lime, lemon, bergamot, orange and other pure plant and flower essences



## texture/form

Liquid

# be curly™ shampoo



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage into wet hair and scalp. Rinse. For best results, follow with Be Curly™ Conditioner.

## Q & A

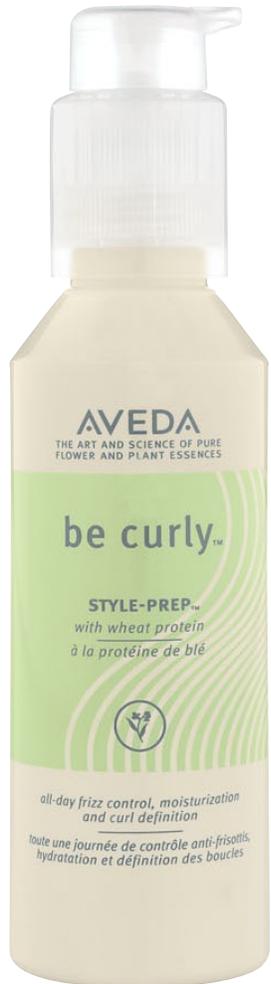
**Q: Who is this product for?**

**A:** Be Curly™ Shampoo is for guests with natural or permed wave or curl who wish to enhance and intensify their wave or curl, dramatically reduce frizz, define their wave or curl and add shine.

**Q: Can this product be used on straight hair to make it wavy or curly?**

**A:** Be Curly™ products will only enhance and intensify wave or curl that is already in the hair. They will not make straight hair wavy or curly.

# be curly™ style-prep™



Styling lotion that sets the perfect foundation for wavy or curly hair styles on shampoo and non-shampoo days by sealing the cuticle to define and maintain waves and curls while moisturizing and providing all-day frizz control



## technology

Hydrolyzed wheat protein and certified organic aloe blend expands when hair is wet and retracts when hair is dry to enhance wave or curl



## functional botanicals

- Organic babassu oil, organic baobab seed oil and macadamia nut oil help moisturize and soften hair
- Guar bean and plant-derived cellulose help maintain wavy or curly styles throughout the day



## sourcing story

BABASSU FROM BRAZIL



## pure-fume™ aroma

A refreshing citrus aroma with certified organic lime, lemon, bergamot, orange and other pure plant and flower essences



## texture/form

Lotion

# be curly™ style-prep™



## packaging

3.4 fl oz/100 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

To prep hair for styling, work a small amount of product in hands and apply through damp hair. Style. To reactivate curl on non-shampoo days, dampen hair and apply.

## Q & A

### **Q: Why was this product developed?**

**A:** According to a guest panel survey of Be Curly™ users, the greatest hair needs are curl definition and elimination of frizz.\* The research also shows that 51 percent of the panelists do not wash their hair daily, choosing to instead rinse or spray their hair with water and sometimes use conditioner. Further only three out of 10 curly-haired Americans are satisfied with their current leave-in conditioner, and only four out of 10 are satisfied with their styling product.\*\* Be Curly™ Style-Prep™ was developed based on consumer insights and is formulated to meet the styling and usage needs of curly-haired guests.

### **Q: Can this product be used on all hair types?**

**A:** Yes. Be Curly™ Style-Prep™ performs on all curly hair types. Whether the hair is fine and limp or thick and dry, the lightweight, alcohol-free formula will control frizz, moisturize and keep curls bouncy all day without adding unwanted weight. When tested on Latino guests, it rated higher for all-day frizz control, curl definition, weightlessness and shine. When consulting with a guest, make sure to recommend the appropriate application amount based on the length of hair. The product should be applied evenly from roots to ends to ensure maximum frizz control and curl definition.

### **Q: Is this product safe to use on permed or color-treated hair?**

**A:** Yes. Be Curly™ Style-Prep™ is safe to use on permed or color-treated hair. Permed hair will benefit from the moisture, curl definition and all-day frizz control Be Curly™ Style-Prep™ provides.

\* Aveda Inner Circle Be Curly Users Survey, May 2009

\*\* U.S. Generic Hair Care Survey, 2009

# bergamot oil



Single bergamot essential oil diluted in a coconut oil-derived carrier base that can be used for skin, bath and body



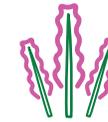
## technology

Elemental Nature:™ Balances Infinity/Air, Water/Earth



## functional botanicals

- Skin condition: Good for oily skin
- Traditional and well-being uses:
  - Uplifts and relaxes the senses
  - Works as a natural deodorant
  - Helps calm anxious guests
  - Known to help repel insects
  - Helps with loss of appetite
  - Balances mental and psychological states
  - Relieves tension



## pure-fume™ aroma

Aromatic qualities: Sweet, fruity aroma with citrus undertones



## texture/form

Oil



## packaging

1 fl oz/30 ml glass bottle



## usage and application

- Dispense a small amount onto damp body after shower or bath. Not recommended for the face.
- Apply directly to the body as an aroma.

# black malva color conditioner

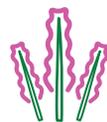


Deep-conditioning conditioner that enriches cool, deep tones and diminishes red, brassy tones in darker shades of hair, leaving it lightweight and manageable



## functional botanicals

- Coconut-derived conditioners smooth, help prevent static and make combing easier
- Guar-derived conditioner conditions
- Cationic wheat protein and hydrolyzed wheat protein condition and detangle



## pure-fume<sup>™</sup> aroma

A calming and refreshing aroma with prominent notes of lavender and mint; complementing notes of citrus and spice; and organic lavender, peppermint, black pepper and petitgrain oils



## texture/form

Lotion



## packaging

8.5 fl oz/250 ml tube



## usage and application

After shampooing, work conditioner evenly into hair. Comb through. Leave on 2–5 minutes. Rinse. For deeper color deposit and conditioning, leave on longer.

# black malva shampoo

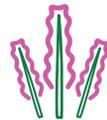


Gentle, cleansing shampoo that enriches cool, deep tones and diminishes red, brassy tones in darker shades of hair



## functional botanicals

- Cellulose-derived conditioning agents help detangle and smooth
- Wheat amino acids help condition and protect



## pure-fume<sup>™</sup> aroma

Fruity and reminiscent of dark cherry, with a blend of organic essential oils, including organic lemon and ylang ylang



## texture/form

Liquid



## packaging

33.8 fl oz/1 litre bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage shampoo into wet hair. Rinse well. Follow with Aveda conditioner.

# blue malva color conditioner

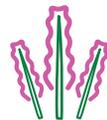


Deep-conditioning conditioner that imparts silvery brightness in grey hair and neutralizes brassy tones in all shades of hair, leaving it lightweight and manageable



## functional botanicals

- Coconut-derived conditioners smooth, help prevent static and make combing easier
- Guar-derived conditioner conditions
- Cationic wheat protein and hydrolyzed wheat protein condition help detangle



## pure-fume<sup>™</sup> aroma

A calming and refreshing aroma with prominent notes of lavender and mint; complementing notes of citrus and spice; and organic lavender, peppermint, black pepper and petitgrain oils



## texture/form

Lotion



## packaging

8.5 fl oz/250 ml tube



## usage and application

After shampooing, work conditioner evenly into hair. Comb through. Leave on 2–5 minutes. Rinse. For deeper color deposit and conditioning, leave on longer.

# blue malva shampoo

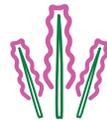


Gentle cleansing shampoo that imparts silvery brightness in grey hair and neutralizes brassy tones in all shades of hair



## functional botanicals

- Cellulose-derived conditioning agents help detangle and smooth
- Wheat amino acids help condition and protect



## pure-fume<sup>™</sup> aroma

Fruity and reminiscent of dark cherry, with a blend of organic essential oils, including organic lemon and ylang ylang



## texture/form

Liquid



## packaging

33.8 fl oz/1 litre bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage shampoo into wet hair. Rinse well. Follow with Aveda conditioner.

# blue oil balancing concentrate



Portable stress-relieving oil that helps ease tired muscles, condition and relax the scalp and reduce feelings of tension



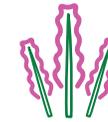
## technology

When gently touched to skin, the rollerball applicator releases the ideal amount of concentrate for on-the-spot, cooling acupuncture therapy.



## functional botanicals

- Blue camomile provides a soothing aroma
- Peppermint provides an energizing and cooling feeling
- Menthol provides an invigorating and cooling feeling



## pure-fume<sup>™</sup> aroma

A balancing aroma featuring peppermint, blue camomile and menthol



## texture/form

Oil



## packaging

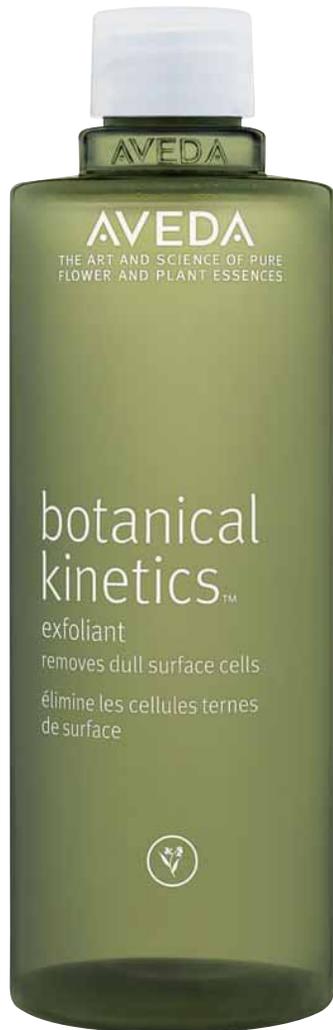
.24 fl oz/.7 ml glass rollerball



## usage and application

Inhale aroma to experience the cooling, invigorating aroma. Apply to neck, scalp, muscles, back, temples and other pressure points to reduce muscle tension and uplift the senses.

# botanical kinetics™ exfoliant

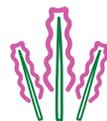


Non-abrasive exfoliant for all skin types that removes dead surface cells, revealing a smoother, clearer, more refined complexion and priming the skin to receive treatment and moisture benefits



## functional botanicals

- Wintergreen-derived salicylic acid gently exfoliates and refines skin
- Witch hazel tones and refines skin
- Sugar-derived exfoliant helps smooth skin



## pure-fume™ aroma

A fresh, floral aroma featuring geranium, camomile and lime oils



## texture/form

Liquid



## packaging

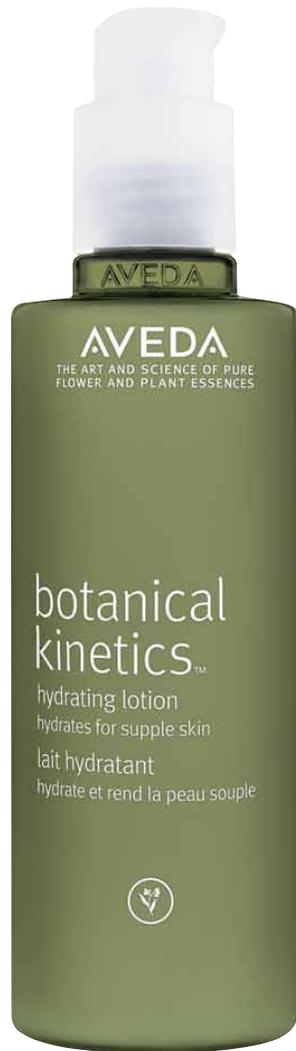
5 fl oz/150 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

In the evening, after cleansing and instead of toning, apply a small amount on a cotton ball and gently wipe across face and throat in upward, outward motions. Avoid eye area. Do not rinse.

# botanical kinetics™ hydrating lotion

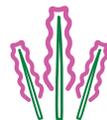


Quick-absorbing lotion for all skin types that replenishes moisture and helps protect skin from dehydration, promoting a soft, supple skin texture



## functional botanicals

- Jojoba, coconut and other plant-derived moisturizers and emollients provide moisturizing and conditioning benefits
- Lavender and camomile condition skin
- Organic aloe vera, caffeine and oat extract soothe skin



## pure-fume™ aroma

A light, fresh, floral aroma featuring geranium, ylang ylang and bergamot oils



## texture/form

Lotion



## packaging

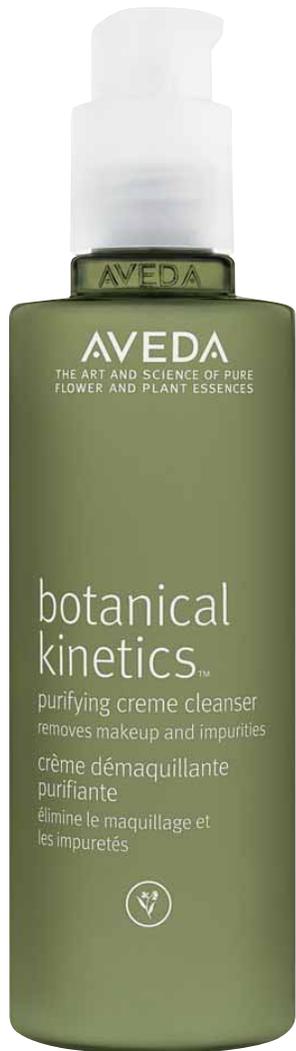
5 fl oz/150 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

In the morning and evening, using fingertips, apply a pearl-sized drop to freshly cleansed skin, starting at the throat and working up to the face. Avoid eyes.

# botanical kinetics™ purifying creme cleanser

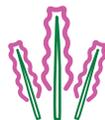


Rich, creme cleanser for normal to dry skin that gently removes makeup, surface dirt and impurities, leaving skin feeling soft and supple



## functional botanicals

- Olive and coconut -derived surfactants remove dirt and gently cleanse skin
- Quillaja saponaria extract provides mild, herbal cleansing benefits
- Coconut and organic sunflower oils help maintain skin's lipid barrier



## pure-fume™ aroma

A light, fresh, floral aroma featuring ylang ylang, mandarin and geranium oils



## texture/form

Lotion



## packaging

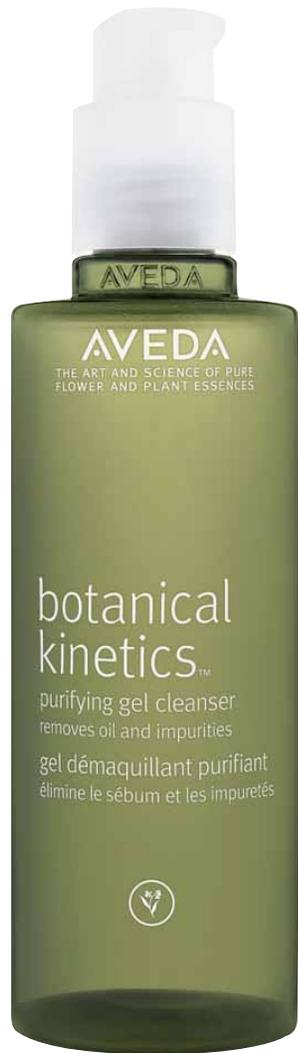
5 fl oz/150 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

In the morning and evening, smooth over damp face and throat, rinse with warm water and pat dry. Avoid eyes.

# botanical kinetics™ purifying gel cleanser

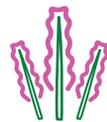


Gel cleanser for normal to oily skin that gently removes makeup, surface dirt and impurities, helping normalize skin



## functional botanicals

- Coconut- and babassu-derived surfactants remove impurities and cleanse skin
- Natural plant humectants and caffeine help condition skin



## pure-fume™ aroma

A refreshing aroma featuring grapefruit, peppermint and lemon oils



## texture/form

Liquid gel



## packaging

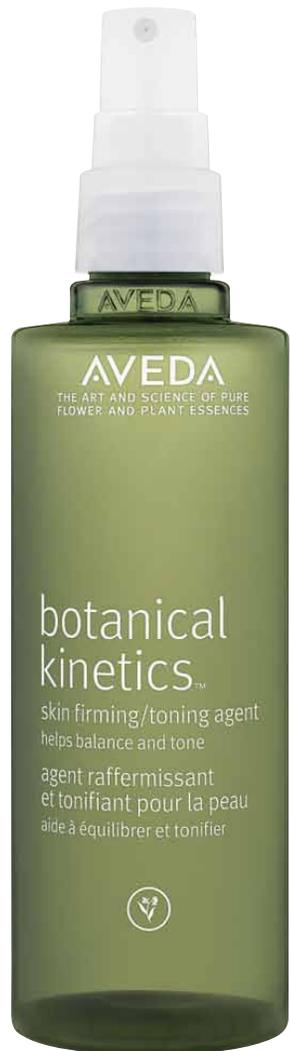
5 fl oz/150 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

In the morning and evening, using an Aveda Shammy Cloth, lather a small amount, apply to face and throat, rinse with warm water and pat dry. Avoid eye area.

# botanical kinetics™ skin firming/toning agent

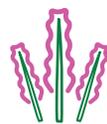


Moisture-rich mist for normal to dry or combination skin that hydrates, cools and helps balance skin



## functional botanicals

- Sodium hyaluronate—a sugar-derived humectant—delivers a surge of essential hydration
- Rosewater helps tone and refresh skin
- Echinacea helps soothe skin



## pure-fume™ aroma

A calming aroma featuring rosewater



## texture/form

Liquid spray



## packaging

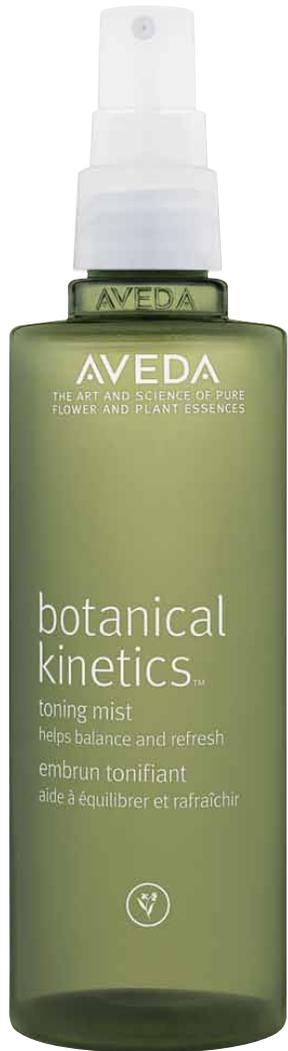
5 fl oz/150 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

In the morning, after cleansing, spray 10–12 inches (25–30 cm) away from face and throat and gently press into skin. For external use only. Avoid eye area.

# botanical kinetics™ toning mist

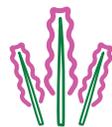


Cooling, refreshing mist for normal to oily skin that helps hydrate and balance skin while helping minimize surface oil build-up



## functional botanicals

- White oak, witch hazel and peppermint help remove surface oil
- Rosewater helps tone and refresh skin
- Aloe vera soothes and calms the look of the skin



## pure-fume™ aroma

A calming aroma featuring rosewater



## texture/form

Liquid spray



## packaging

5 fl oz/150 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

In the morning, after cleansing, spray 10–12 inches (25–30 cm) away from face and throat. Follow with treatment and moisturizer. For external use only. Avoid eye area.

# brilliant™ anti-humectant pomade

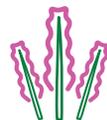


Pomade that repels moisture from coarse hair, helping tame curls and waves, prevent frizziness and flyaways and give hair a polished, satiny look



## functional botanicals

- Castor oil helps tame frizz while adding shine
- Rice bran oil helps act as a UV absorber



## pure-fume™ aroma

A green, jasmine floral blend featuring organic clove stem, geranium and black pepper essential oils



## texture/form

Pomade



## packaging

2.6 oz/75 ml tub with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

Apply a small amount to palms and rub together to emulsify. Apply evenly through dry hair to define and add satin finish. Glide fingertips over areas where you want to create piece-y definition and eliminate flyaways.

# brilliant™ conditioner

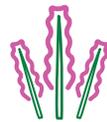


Daily moisture-rich conditioner that restores softness, detangles and leaves hair smooth and shiny



## functional botanicals

- Calendula, camomile and aloe help soothe the scalp
- Camomile and aloe moisturize, soften and smooth hair



## pure-fume™ aroma

A spicy, woody aroma with a fresh, citrus top note made with organic nutmeg, cinnamon, clove, sandalwood and lemon oils



## texture/form

Creamy liquid



## packaging

6.7 fl oz/200 ml tube with a minimum of 30% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

After Brilliant Shampoo,™ smooth Brilliant™ Conditioner from roots to ends. Rinse.

# brilliant™ damage control™



Spray that helps protect hair from thermal and UV damage and reduces breakage from combing



## functional botanicals

- Wheat proteins strengthen porous hair and help protect it from being overworked and stretched
- Organic aloe helps tame frizz while adding moisture and shine
- Black tea has astringent properties that help prevent hair from becoming oily



## sourcing story

SANDALWOOD FROM AUSTRALIA



## pure-fume™ aroma

A spicy, woody aroma with a fresh, citrus top note made with organic nutmeg, cinnamon, clove, sandalwood and lemon oils



## texture/form

Liquid spray



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Spray liberally on towel-dried hair to detangle—and to help protect hair from thermal styling, sun damage and breakage from combing. Spray lightly on dry hair to help revive a style or for extra UV protection.

# brilliant™ emollient finishing gloss

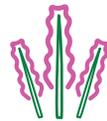


High-gloss emollient that conditions, smooths ends and makes combing easier while imparting extraordinary shine



## functional botanicals

- Silica, a mineral derived from sand, adds shine without weight
- Vitamin E, an anti-oxidant, helps protect against environmental aggressors



## pure-fume™ aroma

A green, jasmine floral blend featuring organic clove stem, geranium and black pepper essential oils



## texture/form

Serum



## packaging

2.5 fl oz/75 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

Pump 1–2 times into palms. Start with a small amount, layering more as needed. Smooth evenly over hair to eliminate flyaways and frizz. Apply directly with fingertips to dry ends to smooth and condition.

# brilliant™ humectant pomade

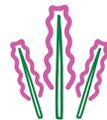


Pomade that activates, defines, enhances and maintains curl or wave and adds extraordinary shine in coarse hair



## functional botanicals

- Certified organic flax seed provides natural hold
- Certified organic aloe helps tame frizz while conditioning
- Kelp helps moisturize hair



## pure-fume™ aroma

A green, jasmine floral blend featuring organic clove stem, geranium and black pepper essential oils



## texture/form

Pomade



## packaging

2.6 oz/75 ml tub with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

Apply a small amount to palms and rub together to emulsify. Apply evenly through dry hair. Glide fingertips over areas where you want to eliminate flyaways and add brilliant shine.

# brilliant™ medium hold hair spray

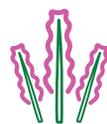


Medium hold hair spray that protects hair from humidity while adding brilliant shine and definition



## functional botanicals

- Certified organic aloe helps tame frizz



## pure-fume™ aroma

A sweet, spicy, sensual aroma with a citrus top note; a hint of vanilla; and organic black pepper, cinnamon leaf, clary sage, clove stem, lavender, lemon and Australian sandalwood essential oils



## texture/form

Non-aerosol liquid spray



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Pump to dispense. Spray 10–12 inches (25–30 cm) from dry hair to maintain a style with medium hold and brilliant shine. To create maximum body, lift hair and spray toward the roots.

# brilliant™ retexturing gel

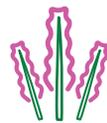


Medium hold gel for medium to coarse hair that helps provide softness, hold and shine



## functional botanicals

- Guar adds natural hold
- Certified organic aloe helps tame frizz



## pure-fume™ aroma

A sweet, spicy, sensual aroma with a citrus top note; a hint of vanilla; and organic black pepper, cinnamon leaf, clary sage, clove stem, lavandin, lemon and Australian sandalwood essential oils



## texture/form

Gel



## packaging

5 fl oz/150 ml tube with a minimum of 35% post-consumer recycled (PCR) low-density polyethylene (LDPE)



## usage and application

Emulsify a small amount in palms and apply evenly through damp hair. Blow-dry. Allow to air dry for sleek or wet looks.

# brilliant™ shampoo

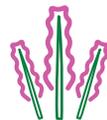


Daily deep-cleansing shampoo that leaves hair clean, soft and shiny



## functional botanicals

- Babassu betaine helps cleanse hair
- Coconut-derived conditioner helps soften hair
- Cotton-derived conditioner helps detangle



## pure-fume™ aroma

A spicy, woody aroma with a fresh, citrus top note made with organic nutmeg, cinnamon, clove, sandalwood and lemon oils



## texture/form

Liquid



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Gently massage shampoo into wet hair and scalp. Rinse. Follow with Brilliant™ Conditioner.

# brilliant™ spray-on shine

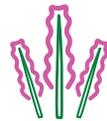


Sheer mist spray for all hair types that provides pure shine and vitamin E to finished hair styles, helping tame frizz and eliminate flyaways



## functional botanicals

- Vitamin E, an anti-oxidant, helps protect against environmental aggressors
- Rice bran adds shine
- Pro-vitamin B-5 helps condition



## pure-fume™ aroma

A green, jasmine floral blend featuring organic clove stem, geranium and black pepper essential oils



## texture/form

Liquid spray



## packaging

3.4 fl oz/100 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

Spray onto dry hair for glossy shine. For a lighter application, spray into palms, then smooth evenly over hair. For precise control of flyaways, spray onto fingertips and apply where needed.

# brilliant™ universal styling creme

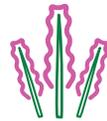


Creme that defines texture and helps seal in moisture on medium to coarse hair and creates definition on dry hair



## functional botanicals

- Certified organic jojoba helps add shine
- Certified organic aloe helps tame frizz
- Meadowfoam oil conditions



## pure-fume™ aroma

A sweet, spicy, sensual aroma with a citrus top note; a hint of vanilla; and organic black pepper, cinnamon leaf, clary sage, clove stem, lavandin, lemon and Australian sandalwood essential oils



## texture/form

Creme



## packaging

5 fl oz/150 ml tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Emulsify a pea-sized amount between fingertips and apply evenly through damp or dry hair to seal in moisture and add brilliant shine. (Layer very small amounts for best results.) Comb through damp hair and allow hair to dry naturally or use a blow-dryer for a sleeker finish.

# calming body cleanser



Non-drying, all-over body wash that purifies skin and calms the senses, leaving it cleansed and conditioned



## functional botanicals

- Quillaja saponaria extract, a natural surfactant, helps cleanse skin
- Organic aloe vera helps soothe skin
- Rose, vanilla and lavender oils help calm and soothe skin



## sourcing story

**BABASSU FROM BRAZIL**



## pure-fume<sup>™</sup> aroma

A calming aroma featuring rose, vanilla and lavender



## texture/form

Gel



## packaging

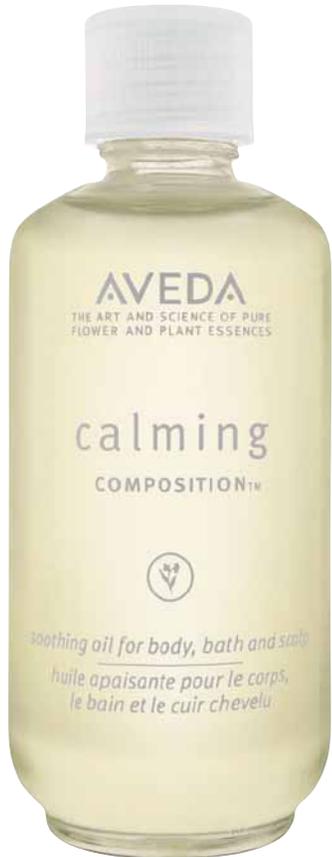
8.5 fl oz/250 ml bottle with a minimum of 80% high-density polyethylene (HDPE)



## usage and application

Lather on moist skin and rinse. For a foaming bath, add small amount to running water.

# calming composition™

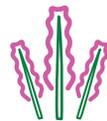


Soothing, lightweight conditioning formula for body, bath and scalp



## functional botanicals

- Organic sunflower oil leaves skin feeling soft and supple
- Vitamin E, a naturally derived anti-oxidant, helps defend against environmental aggressors
- Organic kukui seed oil helps replenish skin lipids



## pure-fume™ aroma

A calming, balancing aroma featuring rose oil



## texture/form

Oil



## packaging

1.7 fl/50 ml glass bottle



## usage and application

- After shower or bath, apply a few drops of Calming Composition™ to damp skin to seal in moisture.
- Add to running water for a soothing bath.
- Use for a calming scalp and body massage.
- Use on face to pre-cleanse.
- Recommended for normal to dry skin for its conditioning benefits.

# camomile shampoo

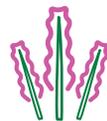


Gentle cleansing shampoo that helps maintain golden tones in lighter shades of hair



## functional botanicals

- Cellulose-derived conditioning agents help detangle and smooth
- Wheat amino acids help condition and protect with camomile



## pure-fume<sup>™</sup> aroma

Fruity and reminiscent of dark cherry, with a blend of essential oils, including organic lemon and ylang ylang



## texture/form

Liquid



## packaging

33.8 fl oz/1 litre bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage shampoo into wet hair. Rinse well. Follow with Aveda conditioner.

# camomile color conditioner

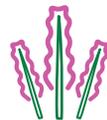


Deep-conditioning conditioner that brightens highlights and enriches golden tones in lighter shades of hair, leaving it lightweight and manageable



## functional botanicals

- Coconut-derived conditioners smooth, help prevent static and make combing easier
- Guar-derived conditioner conditions
- Cationic wheat protein and hydrolyzed wheat protein condition and detangle



## pure-fume™ aroma

A calming and refreshing aroma with prominent notes of lavender and mint; complementing notes of citrus and spice; and organic lavender, peppermint, black pepper and petitgrain oils



## texture/form

Lotion



## packaging

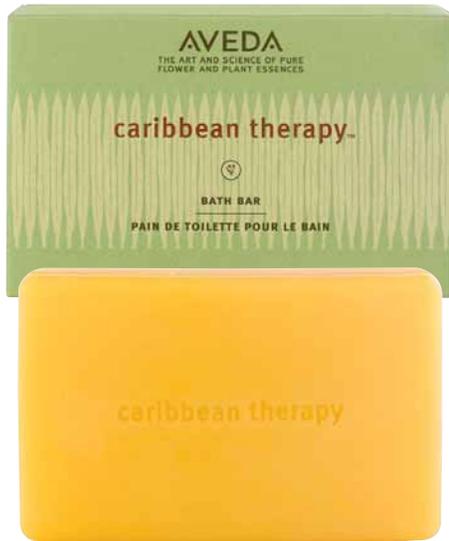
8.5 fl oz/250 ml tube



## usage and application

After shampooing, work conditioner evenly into hair. Comb through. Leave on 2–5 minutes. Rinse. For deeper color deposit and conditioning, leave on longer.

# caribbean therapy™ bath bar

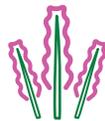


Luxurious bath bar that cleanses skin with a rich lather while rejuvenating it with a warm, island aroma



## functional botanicals

- Organic palm and coconut oils gently cleanse skin
- Caribbean mango and cocoa butters soften skin
- Caribbean aloe vera oil helps nourish and condition skin



## pure-fume™ aroma

A warm, island aroma featuring Caribbean-derived essential oils, including lime, bay and vetiver



## texture/form

Solid bar



## packaging

6.3 oz/180 g bar with a package made from 100% recycled fiber and printed with soy ink



## usage and application

Work into lather with water. Apply to body with hands and/or washcloth. Not for use on face.

# caribbean therapy™ body cleanser

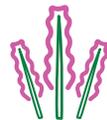


Uplifting, all-over body wash that cleanses skin with a rich lather, without over-drying, while rejuvenating it with a warm, island aroma



## functional botanicals

- Aveda babassu betaine surfactant system cleanses skin with a rich lather
- Caribbean passion fruit and coconut oils condition, smooth and soften skin
- Caribbean aloe vera oil helps nourish and condition skin
- Caribbean cane sugar helps hold moisture in the skin



## pure-fume™ aroma

A warm, island aroma featuring Caribbean-derived essential oils, including lime, bay and vetiver



## texture/form

Creamy gel



## packaging

6.7 fl oz/200 ml bottle with a minimum of 35% high-density polyethylene (HDPE)



## usage and application

Work small amount into a rich lather and gently massage all over body. Rinse. Follow with Caribbean Therapy™ Body Creme. Not for use on face.

# caribbean therapy™ body creme

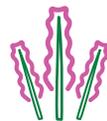


Rich body creme that hydrates, smooths and softens skin while rejuvenating it with a warm, island aroma



## functional botanicals

- Caribbean mango butter helps hydrate and condition skin, melting at body temperature to soften skin
- Caribbean cocoa butter lubricates and softens skin and helps seal in moisture
- Meadowfoam seed oil conditions and nourishes skin and helps prevent moisture loss
- Plant-derived glycerin helps hydrate skin



## pure-fume™ aroma

A warm, island aroma featuring Caribbean-derived essential oils, including lime, bay and vetiver



## texture/form

Creme



## packaging

6.7 fl oz/200 ml tube with a minimum of 35% high-density polyethylene (HDPE)



## usage and application

Apply to clean skin, over entire body, using gentle, circular motions. Not for use on face.

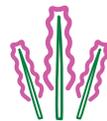
# caribbean therapy™ body scrub

Exfoliating salt scrub that instantly conditions, smooths and softens skin while rejuvenating it with a warm, island aroma



## functional botanicals

- Salt exfoliates and softens skin
- Caribbean cane sugar exfoliates and acts as a natural humectant for dry skin
- Caribbean ginger root powder gently exfoliates and stimulates skin
- Caribbean coconut and avocado oils condition and soften skin



## pure-fume™ aroma

A warm, island aroma featuring Caribbean-derived essential oils, including lime, bay and vetiver



## texture/form

Oil/salt



## packaging

15.8 oz/450 g jar



## usage and application

Massage onto wet skin—or dry skin for more exfoliation. Rinse thoroughly. Not for use on the face.

# caribbean therapy™ soy wax candle

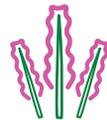


Long-lasting soy wax candle for creating an uplifting environment that rejuvenates the senses with warm, island aroma



## functional botanicals

Long-lasting, high-performing soy wax base burns cleanly and completely, providing more than 50 hours of burn time



## pure-fume™ aroma

A warm, island aroma featuring Caribbean-derived essential oils, including lime, bay and vetiver



## texture/form

Soy wax candle



## packaging

9.7 oz/275 g glass holder with a carton made from a minimum of 70% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Do not leave burning candle unattended. Do not burn on or near anything that can catch fire. Burn out of reach of children and pets. Do not burn longer than 1½ hours at a time. Allow candle to solidify before relighting. Should black smoke appear, trim the wick. It should be clean and no longer than ¼ inch at all times. Always protect the surface on which the candle rests. To protect candle holder, do not burn wax down to the bottom.

# chakra™ balancing body mists



Refreshing aroma sprays formulated to balance the mind and body



## technology

Formulated according to Ayurvedic philosophy



## functional botanicals

Each chakra is comprised of its own blend of ingredients that produce different balancing benefits.\*

**See detailed information on the next page.**

\* 83% of people felt more balanced after experiencing a Chakra aroma



## pure-fume™ aroma

Each chakra is comprised of its own blend of ingredients that produce different aromas.  
**See detailed information on the next page.**



## texture/form

Aroma spray



## packaging

3.4 fl oz/100 ml glass bottle



## usage and application

Spray on anytime. Enhances yoga and meditation.

# chakra™ balancing body mists

SYMBOL	CHAKRA	LOCATION	DESCRIPTION	AROMA INGREDIENTS	ASSOCIATED COLOR	ASSOCIATED WORD
	Chakra 1	root	The center where we ground ourselves and take care of our basic needs. When the root chakra is balanced, one has good energy, a feeling of security and a healthy body awareness.	organic olibanum, vetiver, patchouli	red	grounded
	Chakra 2	lumbar	The center of vitality and sensation where we move beyond our basic needs into relationships with others. When the pleasure chakra is balanced, one has stable energy, alertness, unblocked emotions and is connected to all five senses.	organic sandalwood, orange, geranium	orange	nourished
	Chakra 3	solar plexus	The center of motivation where we set our intentions and desires. When the power chakra is balanced, one achieves goals, is self-confident and has strong motivation and direction.	organic fir balsam, lavender, lemon	yellow	intention
	Chakra 4	heart	The center of sympathy, empathy and love. When the heart chakra is balanced, one feels love and connection to self and others.	organic sandalwood, mandarin, palmarosa	green	harmony
	Chakra 5	throat	The center of creativity, self expression and communication. When the throat chakra is balanced, one has inner trust, inner reliance and easily expresses their ideas and thoughts.	organic grapefruit, rosemary, ylang ylang	light blue	expressive
	Chakra 6	brow	The center of intuition, imagination and balance. When the intuition chakra is balanced, one feels strong intuition, a connection to oneself and mentally fit.	organic petitgrain, orange, geranium	dark blue	insight
	Chakra 7	crown	The center of connecting to something greater than oneself, and expressing wisdom and enlightenment. When the crown chakra is balanced, one feels strong, unclouded and joy for life.	angelica, elemi, organic olibanum	violet	wisdom

# clove color conditioner

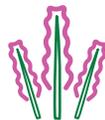


Deep-conditioning conditioner that enriches warm, brown tones in medium brown and honey shades of hair, leaving it lightweight and manageable



## functional botanicals

- Coconut-derived conditioners smooth, help prevent static and make combing easier
- Guar-derived conditioner conditions
- Cationic wheat protein and hydrolyzed wheat protein condition and detangle



## pure-fume<sup>™</sup> aroma

A calming and refreshing aroma with prominent notes of lavender and mint; complementing notes of citrus and spice; and organic lavender, peppermint, black pepper and petitgrain oils



## texture/form

Lotion



## packaging

8.5 fl oz/250 ml tube



## usage and application

After shampooing, work conditioner evenly into hair. Comb through. Leave on 2–5 minutes. Rinse. For deeper color deposit and conditioning, leave on longer.

# clove shampoo



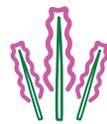
Gentle cleansing shampoo that helps maintain warm and brown tones in medium brown and honey shades of hair\*

\* Aveda's first shampoo, inspired by Ayurveda, the ancient healing philosophy of India



## functional botanicals

- Cellulose-derived conditioning agents help detangle and smooth
- Wheat amino acids help condition and protect



## pure-fume<sup>TM</sup> aroma

Fruity and reminiscent of dark cherry, with a blend of organic essential oils, including organic lemon and ylang ylang



## texture/form

Liquid



## packaging

33.8 fl oz/1 litre bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage shampoo into wet hair. Rinse well. Follow with Aveda conditioner.

# color conserve™ conditioner



Daily color-maintenance conditioner that helps protect and preserve color-treated hair with plant-based conditioners that help lock in color and leave hair shiny, silky and soft



## functional botanicals

- Wintergreen and cinnamon bark oils help protect hair from damage and color fading due to sun exposure
- Anti-oxidants help defend hair against free radicals



## pure-fume™ aroma

A fresh, 100% organic aroma featuring certified organic lavender, ylang ylang, peppermint, geranium and grapefruit



## texture/form

Lotion



## packaging

6.7 fl oz/200 ml tube with a minimum of 65% post-consumer recycled (PCR) content



## usage and application

After Color Conserve™ Shapoo, smooth Color Conserve™ Conditioner from roots to ends. Rinse.

# color conserve™ shampoo



Daily color-maintenance shampoo that helps protect and preserve color-treated hair with gentle cleansers that leave hair shiny, silky, soft and vibrant longer



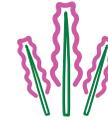
## functional botanicals

- Babassu betaine provides gentle cleansing from certified organic babassu nuts
- Wintergreen and cinnamon bark help protect hair from damage and color fading due to sun exposure
- Powerful anti-oxidant blend with plant extracts and soy-derived vitamin E helps defend hair against free radicals



## sourcing story

**BABASSU FROM BRAZIL**



## pure-fume™ aroma

A fresh, 100% organic aroma featuring certified organic lavender, ylang ylang, peppermint, geranium and grapefruit



## texture/form

Liquid



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage shampoo into wet hair and scalp. Rinse. Follow with Color Conserve™ conditioner.

# color conserve™ strengthening treatment



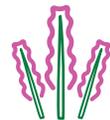
Strengthening treatment that illuminates and helps protect color from the inside out, increasing hair's strength and shine and improving hair's resistance to combing breakage by up to 57%\*

\* Determined by combing tests performed on hair treated with Color Conserve™ Strengthening Treatment versus untreated hair



## functional botanicals

- Morikue™ protein strengthens hair
- Organic sunflower and babassu nut oils help seal the cuticle to lock in color and deliver reflective shine
- Wintergreen and cinnamon bark oils help protect color from fading



## pure-fume™ aroma

A fresh, 100% organic aroma featuring certified organic lavender, ylang ylang, peppermint, rose geranium and grapefruit



## texture/form

Liquid



## packaging

6.7 fl oz/125 ml tube with a minimum of 65% post-consumer recycled (PCR) content



## usage and application

After shampooing, apply evenly to damp hair, roots to ends. Leave in 2 to 5 minutes. Rinse thoroughly.

# color conserve™ strengthening treatment

## Q & A

**Q: How much does this product strengthen the hair?**

**A:** Color Conserve™ Strengthening Treatment improves hair's resistance to combing breakage by up to 57 percent. This was determined by combing tests performed on hair treated with Color Conserve™ Strengthening Treatment versus untreated hair, the results of which were measured and validated in the Aveda Claims Lab.

**Q: How is morikue™ protein different from the quinoa protein in Damage Remedy™ Intensive Restructuring Treatment?**

**A:** Morikue™ is a quaternized blend of protein and amino acids from Brazil nuts and wheat. Morikue protein has a single molecule size that penetrates the hair strand to strengthen the hair and even the porosity. This is essential for hair that is colored regularly, but not over-processed. Quinoa protein has three different sized molecules that penetrate at three levels in the hair to help fill in and repair the damaged cortex, making hair stronger and more resistant to breakage. This is essential for over-processed hair that has sustained extensive damage to the cortex.

# color conserve™ daily color protect



Daily leave-in treatment that seals in color to help protect it from fading for up to six weeks while infusing hair with moisture and illuminating shine



## functional botanicals

- Larch tree extract helps seal in color to help prevent it from coming out
- Green tea extract helps defend hair from environmental aggressors and free radicals
- Derivations of wintergreen and cinnamon bark oils help protect hair from damage and color fading due to sun exposure
- Blend of organic baobab, castor and sunflower oils adds illuminating shine, instantly increasing color vibrancy
- Organic glycerin infuses hair with moisture



## sourcing story

LARCH TREE EXTRACT



## pure-fume™ aroma

A fresh, uplifting, organic aroma featuring certified organic lavender, ylang ylang, peppermint, rose geranium and grapefruit



## texture/form

Creme



## packaging

3.4 fl oz/100 ml tube with a minimum of 65% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Rub a coin-sized amount between palms and finger-comb through damp hair. Do not rinse. Style as desired.

# color conserve™ daily color protect

## Q & A

**Q: Is this product safe to use on chemically straightened or permed hair?**

**A:** Yes. Color Conserve™ Daily Color Protect is safe to use on chemically straightened or permed hair. Color-treated hair in particular will benefit from using Color Conserve™ Daily Color Protect.

**Q: Will this product weigh hair down?**

**A:** No. The Color Conserve™ Complex seals hair, protecting hair color from fading for up to six weeks without leaving residue that may weigh hair down. Ensure the appropriate application amount based on length of hair.

**Q: Does this product provide moisture?**

**A:** Yes. The organic glycerin in Color Conserve™ Daily Color Protect infuses hair with moisture.

**Q: How is this product different from Color Conserve™ pHinish?**

**A:** Color Conserve™ pHinish is a professional product that is intended to be used at the backbar immediately following a color service. It neutralizes the hair's pH level and prevents further oxidation of the hair color which can cause fading the day of a color service.

**Q: Would you need to use Color Conserve™ Daily Color Protect in addition to Color Conserve™ Strengthening Treatment?**

**A:** Yes. Color Conserve™ Daily Color Protect should be applied daily to help protect color from fading due to everyday aggressors. Color Conserve™ Strengthening Treatment should be applied once a week to deliver strength, shine and UV protection.

**Q: Why does colored hair need UV protection?**

**A:** When colored hair is exposed to sunlight in the presence of water and oxygen, a naturally occurring form of hydrogen peroxide forms in the hair, causing hair color to lighten. Color Conserve™ Daily Color Protect contains naturally derived compounds from wintergreen and cinnamon bark oil that help protect color from fading due to sun exposure.

**Q: Why does colored hair need anti-oxidants?**

**A:** Anti-oxidants protect the colored hair by binding and inactivating the oxidants and free radicals in the environment that cause damage and color fading. Anti-oxidants preemptively react with oxidants to help shield hair from oxidative stress.

**Q: Why does colored hair need shine?**

**A:** Dull hair absorbs light and makes color appear less vibrant. The blend of organic baobab, castor and sunflower oils in Color Conserve™ Daily Color Protect adds illuminating shine, instantly increasing color vibrancy.

# color options™ eye shadow transformer



Oil-free, multi-purpose liquid that transforms Aveda powder eye shadows into intense, cream shadows or vibrant liquid liners while resisting fading, flaking, creasing and smudging and extending wear



## functional botanicals

- Xanthan gum is a film-former that helps extend the wear of eye shadow
- Organic palm glycerin helps transform Aveda powder eye shadows to creams or liquids for precise, intense application
- Larix europaea tree sap helps provide even and consistent eye shadow distribution
- Ophthalmologist-tested



## pure-fume™ aroma

Aroma-neutral



## texture/form

Liquid



## packaging

.5 fl oz/15 ml bottle with a minimum of 50% post-consumer recycled (PCR) high-density polyethylene (HDPE); a brush made from a minimum of 30% PCR aluminum and non-animal bristles; and a carton made from a minimum of 80% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink

# color options™ eye shadow transformer



## usage and application

Squeeze bottle to dispense 1–2 drops of fluid and sweep across eye color. Apply as eye liner or creamy shadow. Not to be used on inner rim of eye.

## Q & A

**Q: Are there any tips for applying this product?**

**A: For an intense cream shadow:** Dampen the Color Options™ Eye Shadow Transformer Brush with one or two drops of Color Options™ Eye Shadow Transformer (or use the Flax Sticks™ #2 Medium Eye Color Brush). Swipe the brush across the eye color pan and agitate to pick up the shadow. Apply to your eyelids and repeat as desired.

**For a vibrant liquid liner:** Dip the Color Options™ Eye Shadow Transformer Brush into one drop of Color Options™ Eye Shadow Transformer. Swipe the brush back and forth across the eye color pan until an adequate amount of color is deposited onto the brush. Apply along the upper and lower lash lines as liner.

**For primer:** Dampen the Color Options™ Eye Shadow Transformer Brush Color Options™ Brush with with one or two drops of Color Options™ Eye Shadow Transformer and apply all over bare eyelids as primer to extend wear of Aveda eye shadows.

# confixor™ liquid gel

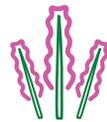


Lightweight gel for fine to medium hair that conditions, fortifies and creates definition with a medium level of hold



## functional botanicals

- Quaternized cellulose gum, derived from plant fibers, thickens hair
- Morikue™ protein strengthens hair and helps protect against damage caused by heat styling



## pure-fume™ aroma

A classic Aveda aroma with floral notes, including organic ylang ylang and sweet orange oils



## texture/form

Liquid gel



## packaging

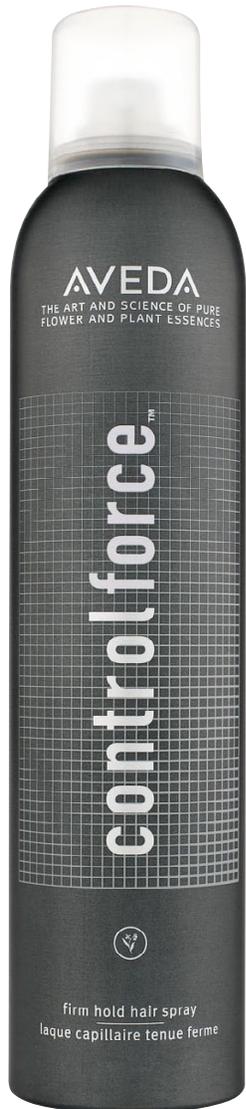
8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Rub between hands to ensure even distribution and apply to damp hair. Style as desired.

# control force™ firm hold hair spray



Firm hold hair spray that provides all-day, brushable hold with 24-hour humidity defense and a net-zero impact on the Earth's climate through Aveda's funding of renewable energy



## functional botanicals

- A blend of organically derived flaxseed, marshmallow root, aloe and hydrolyzed wheat protein helps provide all-day, humidity-resistant, maximum hold and control
- Propanediol, derived from corn, is a natural replacement for propylene glycol to provide flexibility and resist flaking
- Oryzanol, derived from rice bran, is a naturally derived UV filter and anti-oxidant that helps protect hair from sun exposure and other environmental factors



## sourcing story

**LAVENDER FROM BULGARIA**



## pure-fume™ aroma

A calming aroma featuring Bulgarian rose and organic Bulgarian lavender, bergamot, palmarosa and vetiver essential oils



## texture/form

Aerosol spray



## packaging

9.1 oz/258 g recyclable aluminum can



## usage and application

Hold can 10–12 inches from dry hair. Mist lightly, layering product for extra hold.

# control force™ firm hold hair spray

## Q & A

**Q: What are the effects of humidity on hair?**

**A:** Humidity can make a volumized style fall flat for fine-haired guests and can cause increased frizz and unwanted curl in coarse-haired guests. Control Force™ Firm Hold Hair Spray has a 24-hour humidity defense that combats the effects of humidity for all hair types.

**Q: When should I use Control Force™ Firm Hold Hair Spray and when should I use Air Control™ Hair Spray?**

**A:** Control Force™ Firm Hold Hair Spray provides a fast-drying, firm hold with a 24-hour humidity defense and UV protection. Its level of hold and brushability make it ideal for creating maximum volume that will stand up to humidity or creating a frizz-free, sleek hold when putting hair up. Air Control™ Hair Spray provides a dry, flexible hold with a targeted spray pattern, making it ideal for layering to build voluminous texture with hold. Because it is dry on contact, it won't collapse a style or feel sticky to the touch. Both products have a net-zero impact on the Earth's climate through Aveda's funding of renewable energy.

**Q: When could I use Control Force™ Firm Hold Hair Spray and Air Control™ Hair Spray together?**

**A:** One way to use both hair sprays together is to start by using Air Control™ Hair Spray for a dry set with Velcro rollers or to enhance texture and hold throughout the hair. Once the desired style is achieved, finish with Control Force™ Firm Hold Hair Spray to set the style, eliminate flyaways and protect hair from humidity and sun exposure.

# control paste™

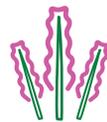


Finishing paste for all hair types that provides a pliable, high-textured, low-sheen hold that is smooth, not sticky



## functional botanicals

- Guar gum and plant waxes, including castor wax, provide hold
- Annatto provides natural color



## pure-fume™ aroma

A spicy, floral aroma featuring organic patchouli, ylang ylang, nutmeg, clove and sandalwood oils



## texture/form

Wax



## packaging

1.7 oz/50 ml tub with 100% post-consumer recycled (PCR) polypropylene and a carton made from a minimum of 70% recycled fiber, Forest Stewardship Council certified, and printed with soy ink



## usage and application

Warm between fingertips, run through dry hair.

# cuticle control™



Powerful, rinse-off gel that helps soften cuticles, leaving a groomed, manicured effect



## functional botanicals

- Coconut, corn and other plant-derived humectants ease removal of dry, brittle cuticles
- Potassium hydroxide—an active, mineral-based ingredient—breaks down the protein bond, helping reduce the look of unkempt cuticles
- Organic aloe vera helps soothe skin



## texture/form

Liquid gel



## packaging

.5 fl oz/15 ml tube with a carton made from 100% post-consumer recycled (PCR) fiber and printed with soy ink



## usage and application

Apply liberally to freshly cleansed cuticles. Leave on for 5 minutes. Gently push back cuticles. Rinse well with warm water.

# damage remedy™ daily hair repair



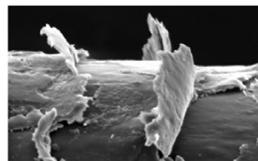
Daily leave-in treatment that instantly repairs damage, detangles and helps protect hair from combing breakage and damage caused by heat styling, creating a healthier foundation for easier styling



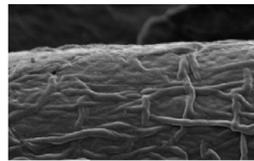
## technology

Repairing system instantly repairs damage by up to 26%\*

\* Determined by a clinical tensile test performed on hair treated with one application of Damage Remedy™ Daily Hair Repair



Untreated damaged hair



Damaged hair treated with Damage Remedy™ Daily Hair Repair



## functional botanicals

- Organically derived quinoa protein penetrates to help instantly repair damaged hair
- Wheat protein helps protect hair from damage caused by heat styling
- Soy-derived oil helps detangle hair to protect it from damage caused by combing
- Macadamia nut oil infuses hair with lustrous shine
- Palm- and coconut-derived conditioning ingredients leave hair feeling softer



## sourcing story

ORGANICALLY DERIVED QUINOA PROTEIN FROM PERU



## pure-fume™ aroma

An uplifting aroma with certified organic bergamot, mandarin and ylang ylang essential oils

# damage remedy™ daily hair repair



## texture/form

Creamy liquid



## packaging

3.4 fl oz/100 ml tube with a minimum of 45% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Work a small amount of product in hands, apply through damp hair and comb to distribute. Style.

## Q & A

### **Q: What does “clinically proven to instantly repair damage by 26%” mean?**

**A:** Damage Remedy™ Daily Hair Repair was clinically proven to instantly repair damage by 26 percent, through a tensile test. During the test, Aveda measured the strength of undamaged hair that was in good condition a tensile tester. The undamaged hair was then subjected to chemical processes (i.e., bleaching and perm treatments) to induce damage. Aveda measured the strength of the now-damaged hair and compared the results to the hair’s original strength to confirm the damage caused by the chemical processing. The damaged hair was treated with one application of Damage Remedy™ Daily Hair Repair, and the strength of the hair was measured once again. Aveda compared the strength of the treated hair to the strength of both the original undamaged hair and the damaged hair and determined that Damage Remedy™ Daily Hair Repair restored 26 percent of the strength that was lost due to damage. After the treatment, the strength of hair was 26 percent closer to its original, pre-damaged condition.

### **Q: How do I properly diagnose dry versus damaged hair?**

**A:** Dry and damaged hair can both feel dry, rough and brittle to the touch, so it is often difficult to tell if the hair is dry versus damaged. You can perform a quick elasticity test to properly diagnose the hair. Start by wetting the hair. Then, hold a strand near the scalp with one hand and at the end with the other. Gently stretch and release the strand. If the strand returns to its original length, it has good elasticity. However, it is still dry and needs moisture. In this case, Aveda recommends using Dry Remedy™ products to treat the hair. If the strand does not return to its original length, the hair’s elasticity is low. It is damaged and needs repair. In this case, Aveda recommends using Damage Remedy™ products to treat the hair.

### **Q: Will this product weigh hair down?**

**A:** No. The protein derived from organic quinoa penetrates the hair to help instantly repair it without leaving residue that may weigh hair down.

# damage remedy™ intensive restructuring treatment



Intensive treatment that helps repair and strengthen dry, damaged hair while delivering long-lasting moisture



## functional botanicals

- Organically derived quinoa protein penetrates to help repair damaged hair
- Meadowfoam seed, castor and jojoba oils smooth the hair's surface



## sourcing story

**ORGANICALLY DERIVED QUINOA PROTEIN FROM PERU**



## pure-fume™ aroma

An uplifting aroma with certified organic bergamot, mandarin and ylang ylang essential oils



## texture/form

Creamy liquid



## packaging

4.2 fl oz/125 ml tube with a minimum of 45% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

After shampooing, smooth Damage Remedy™ Intensive Restructuring Treatment from roots to ends. Leave on 2–5 minutes. Rinse.

# damage remedy™ restructuring shampoo



Gentle daily shampoo that cleanses, fortifies and helps repair damaged hair



## functional botanicals

- Coconut and babassu nut gently cleanse hair without causing damage
- Babassu betaine, derived from babassu nuts, provides gentle foaming
- Organically derived quinoa protein and organic flax seed extract fortify and repair damaged hair
- Nourishing, vitamin-rich, organic alfalfa leaf powder and seabuckthorn oil help repair damaged hair
- Seabuckthorn oil acts as an anti-oxidant to help protect hair from environmental damage



## sourcing story

**ORGANICALLY DERIVED QUINOA PROTEIN FROM PERU**



## pure-fume™ aroma

An uplifting aroma with certified organic bergamot, mandarin and ylang ylang essential oils



## texture/form

Creamy liquid



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage shampoo into wet hair and scalp. Rinse. Follow with Damage Remedy™ Restructuring Conditioner or Damage Remedy™ Intensive Restructuring Treatment.

# damage remedy™ restructuring conditioner



Gentle daily conditioner that seals in moisture and helps repair damaged hair



## functional botanicals

- Babassu-derived conditioning ingredients soften the cuticle, detangle, make combing easier and add shine
- Organically derived quinoa protein and organic flax seed extract fortify and repair damaged hair
- Nourishing, vitamin-rich, seabuckthorn oil and alfalfa leaf powder help repair damaged hair
- Seabuckthorn oil acts as an anti-oxidant to help protect hair from environmental damage



## sourcing story

**ORGANICALLY DERIVED QUINOA PROTEIN FROM PERU**



## pure-fume™ aroma

An uplifting aroma with certified organic bergamot, mandarin and ylang ylang essential oils



## texture/form

Creamy liquid



## packaging

6.7 fl oz/200 ml tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

After Damage Remedy™ Restructuring Shampoo, smooth Damage Remedy™ Restructuring Conditioner from roots to ends. Rinse.

# deep cleansing herbal clay masque

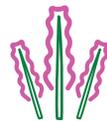


Cool, aromatic, clay masque that absorbs excess oils and draws impurities from skin, leaving it clarified, conditioned and refined



## functional botanicals

- English kaolin clay and bentonite absorb excess oils and draw out impurities from skin
- Sugar beet, coconut and plant-derived emollients add moisture
- Red clover and caffeine help soothe skin



## pure-fume<sup>TM</sup> aroma

A fresh, invigorating aroma featuring rosemary, eucalyptus and lemon oils



## texture/form

Clay



## packaging

4.4 oz/125 g tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Use weekly or as needed after cleansing, toning and/or exfoliating. Apply to face and throat, avoiding eye area. Leave on 5 minutes. Remove with Aveda Shammy Cloth and warm water. Pat dry. Follow with appropriate eye creme and moisturizer.

# dry remedy™ moisturizing conditioner



Luxurious conditioner that drenches dry, brittle hair with moisture and helps detangle



## technology

Moisturizing system instantly improves dry hair by up to 63%.\*

\* Determined by a clinical wet combing study performed on hair treated with Dry Remedy™ Shampoo, Conditioner and Moisturizing Treatment Masque



## functional botanicals

- Deep-Moisture Complex—blend of buriti oil, pomegranate and palm-derived conditioners—penetrates to moisturize dry hair
- Macadamia nut ester helps detangle hair and makes combing easier
- Meadowfoam oil helps seal in moisture to provide long-lasting results



## sourcing story

**BURITI OIL FROM BRAZIL**



## pure-fume™ aroma

A relaxing, floral blend of certified organic palmarosa, ylang ylang and rose geranium with a hint of vanilla and other pure plant and flower essences



## texture/form

Cream



## packaging

6.7 fl oz/200ml tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)

\* Received gold-level Cradle to Cradle (C2C) certification from the Environmental Protection and Encouragement Agency (EPEA). C2C certification allows companies to tangibly and credibly measure achievement in environmentally intelligent product design based on eliminating the concept of waste.



## usage and application

Massage into hair from roots to ends after shampooing with Dry Remedy™ Moisturizing Shampoo. Rinse.

# dry remedy™ moisturizing conditioner

## Q & A

**Q: What is the difference between dry and damaged?**

**A:** Typically, dry hair lacks sufficient water and naturally occurring oils, resulting in rough feel, coarse texture and lack of shine. Dry hair has good elasticity and is structurally sound. Damaged hair lacks sufficient proteins, resulting in lack of elasticity. Damaged hair is structurally weak and porous.

**Q: How do dry and damaged hair look and feel? What are the main causes?**

**A:** Dry hair feels rough, coarse, brittle and dry and can look dull, frizzy and without shine. Primary causes of dry hair include over-use of heat-styling tools and sun exposure, but it can also be the natural condition of the hair (e.g., curly, coarse). Aveda recommends using Dry Remedy™ products to treat dry hair. Damaged hair feels weak, brittle and dry and can look split and over-processed. Primary causes of damaged hair include multiple chemical services and sun exposure. Aveda recommends using Damage Remedy™ products to treat damaged hair.

**Q: How do I properly diagnose dry versus damaged hair?**

**A:** Dry and damaged hair can both feel dry, rough and brittle to the touch, so it is often difficult to tell if the hair is dry versus damaged. You can perform a quick elasticity test to properly diagnose the hair. Start by wetting the hair. Then, hold a strand near the scalp with one hand and at the end with the other. Gently stretch and release the strand. If the strand returns to its original length, it has good elasticity. However, it is still dry and needs moisture. In this case, Aveda recommends using Dry Remedy™ products to treat the hair. If the strand does not return to its original length, the hair's elasticity is low. It is damaged and needs repair. In this case, Aveda recommends using Damage Remedy™ products to treat the hair.

**Q: Will this product work on African American hair?**

**A:** Yes. Dry Remedy™ products are clinically proven to help moisturize African American hair.

**Q: Some stylists/colorists believe moisture can push color out of hair. Is it true?**

**A:** No. Moisturizing ingredients do not have the ability to push oxidative color out of the hair. Oxidative colors are comprised of primary intermediates and couplers. These dye molecules are small and penetrate the hair. They oxidize in the cortex and couple to form one large molecule that is too large to leave the hair. Therefore, penetrating treatment ingredients do not have the ability to displace color molecules.

**Q: Will this product weigh hair down?**

**A:** No. The Deep-Moisture Complex in Dry Remedy™ products penetrates the hair to moisturize it. Dry Remedy™ products are clinically proven to not weigh hair down.

**Q: What was filed for patent and what does patent-pending mean?**

**A:** Aveda is seeking a patent for with the United States Patent and Trademark Office (USPTO) for the unique Deep-Moisture Complex technology contained in the Dry Remedy™ products. The necessary documents are currently being prepared and reviewed by respective parties; this is the “patent-pending” process. Once the patent is approved by the USPTO, a patent number will be issued and Aveda’s Deep-Moisture Complex technology will be protected.

**Q: Why does this product have a golden color?**

**A:** The buriti oil gives Dry Remedy™ products their natural, golden tone.

# dry remedy™ moisturizing shampoo



Luxurious, concentrated shampoo that drenches dry, brittle hair with moisture



## technology

Moisturizing system instantly improves dry hair by up to 63%.\*

\* Determined by a clinical wet combing study performed on hair treated with Dry Remedy™ Moisturizing Shampoo, Moisturizing Conditioner and Moisturizing Treatment Masque



## functional botanicals

- Deep-Moisture Complex—blend of buriti oil, pomegranate and palm-derived conditioners—penetrates to moisturize dry hair
- Macademia nut ester helps detangle hair and makes combing easier



## sourcing story

**BURITI OIL FROM BRAZIL**



## pure-fume aroma™

A relaxing, floral blend of certified organic palmarosa, ylang ylang and rose geranium with a hint of vanilla and other pure plant and flower essences



## texture/form

Fluffy liquid



## packaging\*

6.7 fl oz/200 ml tube with minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)

\* Received gold-level Cradle to Cradle (C2C) certification from the Environmental Protection and Encouragement Agency (EPEA). C2C certification allows companies to tangibly and credibly measure achievement in environmentally intelligent product design based on eliminating the concept of waste.



## usage and application

Massage into wet hair and scalp. Rinse. Follow with Dry Remedy™ Moisturizing Conditioner or Dry Remedy™ Moisturizing Treatment Masque.

# dry remedy™ moisturizing shampoo

## Q & A

**Q: What is the difference between dry and damaged?**

**A:** Typically, dry hair lacks sufficient water and naturally occurring oils, resulting in rough feel, coarse texture and lack of shine. Dry hair has good elasticity and is structurally sound. Damaged hair lacks sufficient proteins, resulting in lack of elasticity. Damaged hair is structurally weak and porous.

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**Q: How do I properly diagnose dry versus damaged hair?**

**A:** Dry and damaged hair can both feel dry, rough and brittle to the touch, so it is often difficult to tell if the hair is dry versus damaged. You can perform a quick elasticity test to properly diagnose the hair. Start by wetting the hair. Then, hold a strand near the scalp with one hand and at the end with the other. Gently stretch and release the strand. If the strand returns to its original length, it has good elasticity. However, it is still dry and needs moisture. In this case, Aveda recommends using Dry Remedy™ products to treat the hair. If the strand does not return to its original length, the hair's elasticity is low. It is damaged and needs repair. In this case, Aveda recommends using Damage Remedy™ products to treat the hair.

**Q: Does this product have any moisturizing effect on the scalp?**

**A:** Yes. Using Dry Remedy™ Moisturizing Shampoo and Moisturizing Treatment Masque has been clinically proven to moisturize the scalp.

**Q: Will this product work on African American hair?**

**A:** Yes. Dry Remedy™ products are clinically proven to help moisturize African American hair.

**Q: Some stylists/colorists believe moisture can push color out of hair. Is it true?**

**A:** No. Moisturizing ingredients do not have the ability to push oxidative color out of the hair. Oxidative colors are comprised of primary intermediates and couplers. These dye molecules are small and penetrate the hair. They oxidize in the cortex and couple to form one large molecule that is too large to leave the hair. Therefore, penetrating treatment ingredients do not have the ability to displace color molecules.

**Q: Will this product weigh hair down?**

**A:** No. The Deep-Moisture Complex in Dry Remedy™ products penetrates the hair to moisturize it. Dry Remedy™ products are clinically proven to not weigh hair down.

**Q: What was filed for patent and what does patent-pending mean?**

**A:** Aveda is seeking a patent with the United States Patent and Trademark Office (USPTO) for the unique Deep-Moisture Complex technology contained in the Dry Remedy™ products. The necessary documents are currently being prepared and reviewed by respective parties; this is the “patent-pending” process. Once the patent is approved by the USPTO, a patent number will be issued, and Aveda’s Deep-Moisture Complex technology will be protected.

**Q: Why does this product have a soft golden color?**

**A:** The buriti oil gives Dry Remedy™ products their natural, golden tone.

# dry remedy™ moisturizing treatment masque



Luxurious intensive treatment that penetrates dry, brittle hair to provide intense, long-lasting moisture



## technology

Moisturizing system instantly improves dry hair up to 63%.\*

\* Determined by a clinical wet combing study, performed on hair treated with Dry Remedy™ Shampoo, Conditioner and Moisturizing Treatment Masque



## functional botanicals

- Deep-Moisture Complex—a blend with buriti oil, pomegranate and palm-derived conditioners—penetrates to moisturize dry hair
- Macadamia nut ester helps detangle hair and make combing easier
- Meadowfoam oil and certified organic soybean and sunflower seed oils help seal in moisture to provide long lasting results



## sourcing story

BURITI OIL FROM BRAZIL



## pure-fume™ aroma

A relaxing, floral blend of certified organic palmarosa, ylang ylang and rose geranium with a hint of engaging vanilla and other pure plant and flower essences



## texture/form

texture/form



## packaging

125ml and 250ml tube with minimum 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)

# dry remedy™ moisturizing treatment masque



## usage and application

Massage into hair from roots to ends after shampooing with Dry Remedy™ Moisturizing Shampoo. Leave in 2 to 5 minutes. Rinse.



## Q & A

### **Q: What is the difference between dry and damaged?**

**A:** Typically, dry hair lacks sufficient water and naturally occurring oils, resulting in rough feel, coarse texture and lack of shine. Dry hair has good elasticity and is structurally sound. Damaged hair lacks sufficient proteins, resulting in lack of elasticity. Damaged hair is structurally weak and porous.

### **Q: How do dry and damaged hair look and feel? What are the main causes?**

**A:** Dry hair feels rough, coarse, brittle and dry and can look dull, frizzy and without shine. Primary causes of dry hair include over-use of heat-styling tools and sun exposure, but it can also be the natural condition of the hair (e.g., curly, coarse). Aveda recommends using Dry Remedy™ products to treat dry hair. Damaged hair feels weak, brittle and dry and can look split and over-processed. Primary causes of damaged hair include multiple chemical services and sun exposure. Aveda recommends using Damage Remedy™ products to treat damaged hair.

### **Q: Why does this product have a golden color?**

**A:** The buriti oil gives Dry Remedy™ products their natural, golden tone.



## Q & A continued

### **Q: How do I properly diagnose dry versus damaged hair?**

**A:** Dry and damaged hair can both feel dry, rough and brittle to the touch, so it is often difficult to tell if the hair is dry versus damaged. You can perform a quick elasticity test to properly diagnose the hair. Start by wetting the hair. Then, hold a strand near the scalp with one hand and at the end with the other. Gently stretch and release the strand. If the strand returns to its original length, it has good elasticity. However, it is still dry and needs moisture. In this case, Aveda recommends using Dry Remedy™ products to treat the hair. If the strand does not return to its original length, the hair's elasticity is low. It is damaged and needs repair. In this case, Aveda recommends using Damage Remedy™ products to treat the hair.

### **Q: Can this product be left in the hair?**

**A:** No. Dry Remedy™ Moisturizing Treatment Masque is not a leave-in product.

### **Q: Will this product work on African American hair?**

**A:** Yes. Dry Remedy™ products are clinically proven to help moisturize African American hair.

### **Q: Some stylists/colorists believe moisture can push color out of hair. Is it true?**

**A:** No. Moisturizing ingredients do not have the ability to push oxidative color out of the hair. Oxidative colors are comprised of primary intermediates and couplers. These dye molecules are small and penetrate the hair. They oxidize in the cortex and couple to form one large molecule that is too large to leave the hair. Therefore, penetrating treatment ingredients do not have the ability to displace color molecules.

### **Q: Will this product weigh hair down?**

**A:** No. The Deep-Moisture Complex in Dry Remedy™ products penetrates the hair to moisturize it. Dry Remedy™ products are clinically proven to not weigh hair down.

### **Q: What was filed for patent and what does patent-pending mean?**

**A:** Aveda is seeking a patent for with the United States Patent and Trademark Office (USPTO) for the unique Deep-Moisture Complex technology contained in the Dry Remedy™ products. The necessary documents are currently being prepared and reviewed by respective parties; this is the "patent-pending" process. Once the patent is approved by the USPTO, a patent number will be issued and Aveda's Deep-Moisture Complex technology will be protected.

# enbrightenment™ brightening cleanser



Daily cleanser that gently washes away dull surface cells and improves skin clarity



## technology

Part of the five-step Enbrightenment™ skin care system, which is clinically proven to diminish the appearance of dark spots and discoloration by up to 34% and improve skin clarity by up to 52% in eight weeks\*

\* Determined by an eight-week clinical study during which skin was treated with clinical testing of the complete five-step Enbrightenment™ skin care system and SPF 15



## functional botanicals

- Organic aloe vera leaf extract acts as an anti-irritant
- Gentian lutea extract acts as an anti-irritant
- Rosemary leaf extract acts as an anti-irritant and anti-oxidant



## sourcing story

**SANDALWOOD FROM AUSTRALIA**



## pure-fume™ aroma

A soothing aroma featuring rosemary, organic lavender, sandalwood and geranium essential oils



## texture/form

Crème

# enbrightenment™ brightening cleanser



## packaging

4.2 fl oz/125 ml tube with a minimum of 45% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Work into lather in hands using warm water. Apply in circular motions. Rinse thoroughly with warm water or remove with damp Aveda Shammy Cloth. Follow with Enbrightenment™ Brightening Treatment Toner, Brightening Correcting Serum and Brightening Correcting Lotion or Brightening Correcting Creme.



## Q & A

### **Q: Why did Aveda create this skin care system?**

**A:** Aveda created the Enbrightenment™ skin care system to address the many external conditions that affect the tone, color and luminosity of skin. An obvious contributor is exposure to UV light, which leads to skin tanning, burning and damage. There are other contributing factors, like hormones, stress and acne, that can contribute to uneven skin tone and hyperpigmentation. Aveda created the Enbrightenment™ skin care system to help achieve more a luminous and even skin tone—regardless of the cause and skin type.

### **Q: How are dark spots formed?**

**A:** Dark spots are formed through melanin production. Melanin is a brownish-black pigment naturally produced in the skin that acts as a protective “shield.” When skin becomes irritated, it can over-produce melanin, creating dark spots. The amount of melanin in the skin is governed by the activity of tyrosinase, a key enzyme at the beginning of the melanin-production pathway. Tyrosinase is especially active in cells known as melanocytes, the “production factories” of melanin. Located in the epidermis, melanocytes produce melanin and then transfer it to the keratinocytes located in the outer portion of the epidermis, where it causes coloration of these skin cells. Further, UV light causes keratinocytes to produce small protein messengers known as endothelins that bind to receptors on the melanocytes and stimulate melanin production.

# enbrightenment™ brightening cleanser

## Q & A continued

### Q: What are the results of this skin care system?

A: The Enbrightenment™ skin care system is designed to provide professional results by combining powerful, plant-derived ingredients with high-touch treatments. The system is 99.7% naturally derived\* and proven to deliver the following powerful results through a multi-pronged approach to skin brightening:

- **Brightens skin** through a process that diminishes the appearance of existing dark spots by breaking them down through exfoliation and dispersing them into smaller, less visible particles
- **Helps prevent new dark spots and discoloration** through potent anti-oxidants that help fight free-radical oxidation that can damage skin and lead to hyperpigmentation
- **Soothes skin** with anti-irritant ingredients, decreasing the irritation that can lead to hyperpigmentation and visible redness
- **Illuminates skin** with Aveda's own plant-powered brightening blend that improves skin clarity

\* From plants and non-petroleum based minerals

### Q: How can I protect my skin from further damage?

A: Here are some tips for protecting your skin from further damage:

**Hydrate:** Skin needs to be properly hydrated for it to serve as a protective barrier. The skin barrier relies on lipids, as well as water, to maintain function for a firm, plump appearance. Aging skin tends to be dehydrated, and replenishment of native skin lipids has been proven to restore this important moisture barrier and reduce evaporation of water from the surface of the skin. Other plant ingredients such as oils and butters can also prevent too much moisture from evaporating from the skin. Increasing the water-loving components of the skin such as hyaluronic acid is also an effective means of rejuvenating the skin's state of hydration.

**Exfoliate:** Exfoliation (or desquamation) plays an important role in creating a smooth and glowing complexion. The natural process of skin renewal becomes less efficient over time, resulting in a rough and dull-looking skin surface. Regular, gentle desquamation (the sloughing off of dead and damaged skin cells) not only helps remove dead skin cells, it brings new ones to the surface, resulting in a more youthful and healthy complexion.

**Avoid the inflammatory cascade:** Inflammation includes redness, swelling, pain and heat. It is a normal bodily response to an injury or infection; however, many everyday exposures can lead to a low level of inflammation that is less obvious, but still result in damage to the skin. Aging itself is one such low-level inflammation. When skin cells are exposed to inflammatory agents like smoke, pollution, chemicals, sunlight and stress, all of these exposures initiate a cascade of biochemical events that amplify the inflammatory response. Avoiding as many exposures as possible will help protect your skin from inflammation.

# enbrightenment™ brightening correcting creme



Intensely moisturizing creme that diminishes the appearance of dark spots and discoloration and increases surface cell turnover to create an even skin tone



## technology

Part of the five-step Enbrightenment™ skin care system, which is clinically proven to diminish the appearance of dark spots and discoloration by up to 34% and improve skin clarity by up to 52% in eight weeks\*

\* Determined by an eight-week clinical study during which skin was treated with clinical testing of the complete five-step Enbrightenment™ skin care system and SPF 15



## functional botanicals

- Ceramide 3 hydrates skin and helps repair the skin's moisture barrier
- Organic shea butter conditions skin and helps repair the skin's moisture barrier
- Plant-powered brightening blend—skullcap, mulberry and grape—improves skin clarity and acts as an anti-irritant
- Soybean extract hydrates skin and helps repair the skin's moisture barrier
- Ascorbyl glucoside—derived from vitamin C—acts as a skin-brightening anti-oxidant.



## sourcing story

**SANDALWOOD FROM AUSTRALIA**



## pure-fume™ aroma

A soothing aroma featuring rosemary, organic lavender, sandalwood and geranium essential oils

# enbrightenment™ brightening correcting creme



## texture/form

Creme



## packaging

1.7 oz/50 ml jar with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a carton made from a minimum of 80% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

For intense moisture, smooth onto skin a.m. and p.m. after Enbrightenment™ Brightening Correcting Serum.



## Q & A

### Q: Why did Aveda create this skin care system?

**A:** Aveda created the Enbrightenment™ skin care system to address the many external conditions that affect the tone, color and luminosity of skin. An obvious contributor is exposure to UV light, which leads to skin tanning, burning and damage. There are other contributing factors, like hormones, stress and acne, that can contribute to uneven skin tone and hyperpigmentation. Aveda created the Enbrightenment™ skin care system to help achieve more a luminous and even skin tone—regardless of the cause and skin type.

### Q: How are dark spots formed?

**A:** Dark spots are formed through melanin production. Melanin is a brownish-black pigment naturally produced in the skin that acts as a protective “shield.” When skin becomes irritated, it can over-produce melanin, creating dark spots. The amount of melanin in the skin is governed by the activity of tyrosinase, a key enzyme at the beginning of the melanin-production pathway. Tyrosinase is especially active in cells known as melanocytes, the “production factories” of melanin. Located in the epidermis, melanocytes produce melanin and then transfer it to the keratinocytes located in the outer portion of the epidermis, where it causes coloration of these skin cells. Further, UV light causes keratinocytes to produce small protein messengers known as endothelins that bind to receptors on the melanocytes and stimulate melanin production.

# enbrightenment™ brightening correcting creme

## Q & A continued

### Q: What are the results of this skin care system?

A: The Enbrightenment™ skin care system is designed to provide professional results by combining powerful, plant-derived ingredients with high-touch treatments. The system is 99.7% naturally derived\* and proven to deliver the following powerful results through a multi-pronged approach to skin brightening:

- **Brightens skin** through a process that diminishes the appearance of existing dark spots by breaking them down through exfoliation and dispersing them into smaller, less visible particles
- **Helps prevent new dark spots and discoloration** through potent anti-oxidants that help fight free-radical oxidation that can damage skin and lead to hyperpigmentation
- **Soothes skin** with anti-irritant ingredients, decreasing the irritation that can lead to hyperpigmentation and visible redness
- **Illuminates skin** with Aveda's own plant-powered brightening blend that improves skin clarity

\* From plants and non-petroleum based minerals

### Q: How can I protect my skin from further damage?

A: Here are some tips for protecting your skin from further damage:

**Hydrate:** Skin needs to be properly hydrated for it to serve as a protective barrier. The skin barrier relies on lipids, as well as water, to maintain function for a firm, plump appearance. Aging skin tends to be dehydrated, and replenishment of native skin lipids has been proven to restore this important moisture barrier and reduce evaporation of water from the surface of the skin. Other plant ingredients such as oils and butters can also prevent too much moisture from evaporating from the skin. Increasing the water-loving components of the skin such as hyaluronic acid is also an effective means of rejuvenating the skin's state of hydration.

**Exfoliate:** Exfoliation (or desquamation) plays an important role in creating a smooth and glowing complexion. The natural process of skin renewal becomes less efficient over time, resulting in a rough and dull-looking skin surface. Regular, gentle desquamation (the sloughing off of dead and damaged skin cells) not only helps remove dead skin cells, it brings new ones to the surface, resulting in a more youthful and healthy complexion.

**Avoid the inflammatory cascade:** Inflammation includes redness, swelling, pain and heat. It is a normal bodily response to an injury or infection; however, many everyday exposures can lead to a low level of inflammation that is less obvious, but still result in damage to the skin. Aging itself is one such low-level inflammation. When skin cells are exposed to inflammatory agents like smoke, pollution, chemicals, sunlight and stress, all of these exposures initiate a cascade of biochemical events that amplify the inflammatory response. Avoiding as many exposures as possible will help protect your skin from inflammation.

# enbrightenment™ brightening correcting lotion



Lightweight, moisturizing lotion that helps protect skin and diminishes the appearance of dark spots and discoloration



## technology

Part of the five-step Enbrightenment™ skin care system, which is clinically proven to diminish the appearance of dark spots and discoloration by up to 34% and improve skin clarity by up to 52% in eight weeks\*

\* Determined by an eight-week clinical study during which skin was treated with clinical testing of the complete five-step Enbrightenment™ skin care system and SPF 15



## functional botanicals

- Rosemary leaf extract acts as an anti-irritant
- Organic shea butter conditions skin and helps repair the skin's moisture barrier
- Plant-powered brightening blend—skullcap, mulberry and grape—improves skin clarity and acts as an anti-irritant
- Bio-fermented sodium hyaluronate hydrates skin and helps repair the skin's moisture barrier
- Vitamin E acts as an anti-oxidant
- Ascorbyl glucoside—derived from vitamin C—acts as a skin-brightening anti-oxidant



## sourcing story

**SANDALWOOD FROM AUSTRALIA**



## pure-fume™ aroma

A soothing aroma featuring rosemary, organic lavender, sandalwood and geranium essential oils

# enbrightenment™ brightening correcting lotion



## texture/form

Lotion



## packaging

1.7 fl oz/50 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a carton made from a minimum of 80% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Smooth onto skin a.m. and p.m. following Enbrightenment™ Brightening Correcting Serum.



## Q & A

### Q: Why did Aveda create this skin care system?

**A:** Aveda created the Enbrightenment™ skin care system to address the many external conditions that affect the tone, color and luminosity of skin. An obvious contributor is exposure to UV light, which leads to skin tanning, burning and damage. There are other contributing factors, like hormones, stress and acne, that can contribute to uneven skin tone and hyperpigmentation. Aveda created the Enbrightenment™ skin care system to help achieve more a luminous and even skin tone—regardless of the cause and skin type.

### Q: How are dark spots formed?

**A:** Dark spots are formed through melanin production. Melanin is a brownish-black pigment naturally produced in the skin that acts as a protective “shield.” When skin becomes irritated, it can over-produce melanin, creating dark spots. The amount of melanin in the skin is governed by the activity of tyrosinase, a key enzyme at the beginning of the melanin-production pathway. Tyrosinase is especially active in cells known as melanocytes, the “production factories” of melanin. Located in the epidermis, melanocytes produce melanin and then transfer it to the keratinocytes located in the outer portion of the epidermis, where it causes coloration of these skin cells. Further, UV light causes keratinocytes to produce small protein messengers known as endothelins that bind to receptors on the melanocytes and stimulate melanin production.

# enbrightenment™ brightening correcting lotion

## Q & A continued

### Q: What are the results of this skin care system?

A: The Enbrightenment™ skin care system is designed to provide professional results by combining powerful, plant-derived ingredients with high-touch treatments. The system is 99.7% naturally derived\* and proven to deliver the following powerful results through a multi-pronged approach to skin brightening:

- **Brightens skin** through a process that diminishes the appearance of existing dark spots by breaking them down through exfoliation and dispersing them into smaller, less visible particles
- **Helps prevent new dark spots and discoloration** through potent anti-oxidants that help fight free-radical oxidation that can damage skin and lead to hyperpigmentation
- **Soothes skin** with anti-irritant ingredients, decreasing the irritation that can lead to hyperpigmentation and visible redness
- **Illuminates skin** with Aveda's own plant-powered brightening blend that improves skin clarity

\* From plants and non-petroleum based minerals

### Q: How can I protect my skin from further damage?

A: Here are some tips for protecting your skin from further damage:

**Hydrate:** Skin needs to be properly hydrated for it to serve as a protective barrier. The skin barrier relies on lipids, as well as water, to maintain function for a firm, plump appearance. Aging skin tends to be dehydrated, and replenishment of native skin lipids has been proven to restore this important moisture barrier and reduce evaporation of water from the surface of the skin. Other plant ingredients such as oils and butters can also prevent too much moisture from evaporating from the skin. Increasing the water-loving components of the skin such as hyaluronic acid is also an effective means of rejuvenating the skin's state of hydration.

**Exfoliate:** Exfoliation (or desquamation) plays an important role in creating a smooth and glowing complexion. The natural process of skin renewal becomes less efficient over time, resulting in a rough and dull-looking skin surface. Regular, gentle desquamation (the sloughing off of dead and damaged skin cells) not only helps remove dead skin cells, it brings new ones to the surface, resulting in a more youthful and healthy complexion.

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# enbrightenment™ brightening correcting serum



Intense, targeted treatment that diminishes the appearance of dark spots and discoloration



## technology

Part of the five-step Enbrightenment™ skin care system, which is clinically proven to diminish the appearance of dark spots and discoloration by up to 34% and improve skin clarity by up to 52% in eight weeks\*

\* Determined by an eight-week clinical study during which skin was treated with clinical testing of the complete five-step Enbrightenment™ skin care system and SPF 15



## functional botanicals

- Glucosamine HCl exfoliates and hydrates skin and helps repair the skin's moisture barrier
- Salicylic acid—derived from wintergreen—helps exfoliate skin and promote natural surface cell turnover
- Plant-powered brightening blend—skullcap, mulberry and grape—improves skin clarity and acts as an anti-irritant
- Ascorbyl glucoside—derived from vitamin C—acts as a skin-brightening anti-oxidant



## sourcing story

**SANDALWOOD FROM AUSTRALIA**



## pure-fume™ aroma

A soothing aroma featuring rosemary, organic lavender, sandalwood and geranium essential oils

# enbrightenment™ brightening correcting serum



## texture/form

Serum



## packaging

1 fl oz/30 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a carton made from a minimum of 80% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Smooth onto clean, toned skin a.m. and p.m., focusing on discolored, dull areas. May feel tightening of skin. Follow with Enbrightenment™ Brightening Correcting Lotion or Brightening Correcting Creme.



## Q & A

### Q: Why did Aveda create this skin care system?

**A:** Aveda created the Enbrightenment™ skin care system to address the many external conditions that affect the tone, color and luminosity of skin. An obvious contributor is exposure to UV light, which leads to skin tanning, burning and damage. There are other contributing factors, like hormones, stress and acne, that can contribute to uneven skin tone and hyperpigmentation. Aveda created the Enbrightenment™ skin care system to help achieve more a luminous and even skin tone—regardless of the cause and skin type.

### Q: How are dark spots formed?

**A:** Dark spots are formed through melanin production. Melanin is a brownish-black pigment naturally produced in the skin that acts as a protective “shield.” When skin becomes irritated, it can over-produce melanin, creating dark spots. The amount of melanin in the skin is governed by the activity of tyrosinase, a key enzyme at the beginning of the melanin-production pathway. Tyrosinase is especially active in cells known as melanocytes, the “production factories” of melanin. Located in the epidermis, melanocytes produce melanin and then transfer it to the keratinocytes located in the outer portion of the epidermis, where it causes coloration of these skin cells. Further, UV light causes keratinocytes to produce small protein messengers known as endothelins that bind to receptors on the melanocytes and stimulate melanin production.

# enbrightenment™ brightening correcting serum

## Q & A continued

### Q: What are the results of this skin care system?

A: The Enbrightenment™ skin care system is designed to provide professional results by combining powerful, plant-derived ingredients with high-touch treatments. The system is 99.7% naturally derived\* and proven to deliver the following powerful results through a multi-pronged approach to skin brightening:

- **Brightens skin** through a process that diminishes the appearance of existing dark spots by breaking them down through exfoliation and dispersing them into smaller, less visible particles
- **Helps prevent new dark spots and discoloration** through potent anti-oxidants that help fight free-radical oxidation that can damage skin and lead to hyperpigmentation
- **Soothes skin** with anti-irritant ingredients, decreasing the irritation that can lead to hyperpigmentation and visible redness
- **Illuminates skin** with Aveda's own plant-powered brightening blend that improves skin clarity

\* From plants and non-petroleum based minerals

### Q: How can I protect my skin from further damage?

A: Here are some tips for protecting your skin from further damage:

**Hydrate:** Skin needs to be properly hydrated for it to serve as a protective barrier. The skin barrier relies on lipids, as well as water, to maintain function for a firm, plump appearance. Aging skin tends to be dehydrated, and replenishment of native skin lipids has been proven to restore this important moisture barrier and reduce evaporation of water from the surface of the skin. Other plant ingredients such as oils and butters can also prevent too much moisture from evaporating from the skin. Increasing the water-loving components of the skin such as hyaluronic acid is also an effective means of rejuvenating the skin's state of hydration.

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# enbrightenment™ brightening intensive massage masque



Intensive, massage-in treatment masque that diminishes the appearance of dark spots and discoloration, improving skin clarity and luminosity



## technology

Part of the five-step Enbrightenment™ skin care system, which is clinically proven to diminish the appearance of dark spots and discoloration by up to 34% and improve skin clarity by up to 52% in eight weeks\*

\* Determined by an eight-week clinical study during which skin was treated with clinical testing of the complete five-step Enbrightenment™ skin care system and SPF 15



## functional botanicals

- Organic palm oil conditions skin
- Organic shea butter conditions skin and helps repair the skin's moisture barrier
- Plant-powered brightening blend—skullcap, mulberry and grape—improves skin clarity and acts as an anti-irritant
- Vitamins C and E act as anti-oxidants
- Ascorbyl glucoside—derived from vitamin C—acts as a skin-brightening anti-oxidant.



## sourcing story

**SANDALWOOD FROM AUSTRALIA**



## pure-fume™ aroma

A soothing aroma featuring rosemary, organic lavender, sandalwood and geranium essential oils

# enbrightenment™ brightening intensive massage masque



## texture/form

Creme



## packaging

4.2 fl oz/125 ml tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

After Enbrightenment™ Brightening Cleanser and Brightening Treatment Toner, massage into face, neck and décolleté with circular motions, concentrating on dull, discolored areas. Let absorb into the skin for 8 minutes. Tissue off excess. Follow with Enbrightenment™ regimen. Use twice weekly.



## Q & A

**Q: Why did Aveda create this skin care system?**

**A:** Aveda created the Enbrightenment™ skin care system to address the many external conditions that affect the tone, color and luminosity of skin. An obvious contributor is exposure to UV light, which leads to skin tanning, burning and damage. There are other contributing factors, like hormones, stress and acne, that can contribute to uneven skin tone and hyperpigmentation. Aveda created the Enbrightenment™ skin care system to help achieve more a luminous and even skin tone—regardless of the cause and skin type.

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# enbrightenment™ brightening intensive massage masque

## Q & A continued

### Q: What are the results of this skin care system?

A: The Enbrightenment™ skin care system is designed to provide professional results by combining powerful, plant-derived ingredients with high-touch treatments. The system is 99.7% naturally derived\* and proven to deliver the following powerful results through a multi-pronged approach to skin brightening:

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- **Soothes skin** with anti-irritant ingredients, decreasing the irritation that can lead to hyperpigmentation and visible redness
- **Illuminates skin** with Aveda's own plant-powered brightening blend that improves skin clarity

\* From plants and non-petroleum based minerals

### Q: How can I protect my skin from further damage?

A: Here are some tips for protecting your skin from further damage:

**Hydrate:** Skin needs to be properly hydrated for it to serve as a protective barrier. The skin barrier relies on lipids, as well as water, to maintain function for a firm, plump appearance. Aging skin tends to be dehydrated, and replenishment of native skin lipids has been proven to restore this important moisture barrier and reduce evaporation of water from the surface of the skin. Other plant ingredients such as oils and butters can also prevent too much moisture from evaporating from the skin. Increasing the water-loving components of the skin such as hyaluronic acid is also an effective means of rejuvenating the skin's state of hydration.

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# enbrightenment™ brightening treatment toner



Multi-purpose toner that moisturizes skin and increases surface cell turnover to create a more even skin tone



## technology

Part of the five-step Enbrightenment™ skin care system, which is clinically proven to diminish the appearance of dark spots and discoloration by up to 34% and improve skin clarity by up to 52% in eight weeks\*

\* Determined by an eight-week clinical study during which skin was treated with clinical testing of the complete five-step Enbrightenment™ skin care system and SPF 15



## functional botanicals

- Glucosamine HCl exfoliates and hydrates skin and helps repair the skin's moisture barrier
- Salicylic acid—derived from wintergreen—helps exfoliate skin and promote natural surface cell turnover
- Plant-powered brightening blend—skullcap, mulberry and grape—improves skin clarity and acts as an anti-irritant
- Bio-fermented sodium hyaluronate hydrates skin and helps repair the skin's moisture barrier
- Ascorbyl glucoside—derived from vitamin C—acts as a skin-brightening anti-oxidant



## sourcing story

**SANDALWOOD FROM AUSTRALIA**



## pure-fume™ aroma

A soothing aroma featuring rosemary, organic lavender, sandalwood and geranium essential oils

# enbrightenment™ brightening treatment toner



## texture/form

Liquid



## packaging

5 fl oz/150 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a carton made from a minimum of 80% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

After Enbrightenment™ Brightening Cleanser, press gently into skin with cotton pad or fingertips. For external use only. Avoid eye area. Follow with Brightening Correcting Serum and Brightening Correcting Lotion or Brightening Correcting Creme.



## Q & A

### Q: Why did Aveda create this skin care system?

**A:** Aveda created the Enbrightenment™ skin care system to address the many external conditions that affect the tone, color and luminosity of skin. An obvious contributor is exposure to UV light, which leads to skin tanning, burning and damage. There are other contributing factors, like hormones, stress and acne, that can contribute to uneven skin tone and hyperpigmentation. Aveda created the Enbrightenment™ skin care system to help achieve more a luminous and even skin tone—regardless of the cause and skin type.

### Q: How are dark spots formed?

**A:** Dark spots are formed through melanin production. Melanin is a brownish-black pigment naturally produced in the skin that acts as a protective “shield.” When skin becomes irritated, it can over-produce melanin, creating dark spots. The amount of melanin in the skin is governed by the activity of tyrosinase, a key enzyme at the beginning of the melanin-production pathway. Tyrosinase is especially active in cells known as melanocytes, the “production factories” of melanin. Located in the epidermis, melanocytes produce melanin and then transfer it to the keratinocytes located in the outer portion of the epidermis, where it causes coloration of these skin cells. Further, UV light causes keratinocytes to produce small protein messengers known as endothelins that bind to receptors on the melanocytes and stimulate melanin production.

# enbrightenment™ brightening treatment toner

## Q & A continued

### Q: What are the results of this skin care system?

**A:** The Enbrightenment™ skin care system is designed to provide professional results by combining powerful, plant-derived ingredients with high-touch treatments. The system is 99.7% naturally derived\* and proven to deliver the following powerful results through a multi-pronged approach to skin brightening:

- **Brightens skin** through a process that diminishes the appearance of existing dark spots by breaking them down through exfoliation and dispersing them into smaller, less visible particles
- **Helps prevent new dark spots and discoloration** through potent anti-oxidants that help fight free-radical oxidation that can damage skin and lead to hyperpigmentation
- **Soothes skin** with anti-irritant ingredients, decreasing the irritation that can lead to hyperpigmentation and visible redness
- **Illuminates skin** with Aveda's own plant-powered brightening blend that improves skin clarity

\* From plants and non-petroleum based minerals

### Q: How can I protect my skin from further damage?

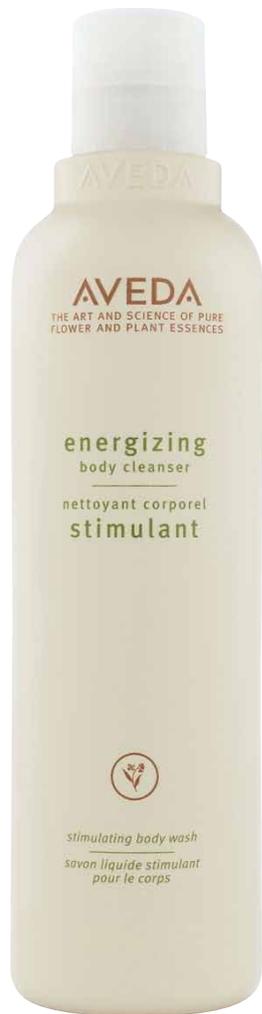
**A:** Here are some tips for protecting your skin from further damage:

**Hydrate:** Skin needs to be properly hydrated for it to serve as a protective barrier. The skin barrier relies on lipids, as well as water, to maintain function for a firm, plump appearance. Aging skin tends to be dehydrated, and replenishment of native skin lipids has been proven to restore this important moisture barrier and reduce evaporation of water from the surface of the skin. Other plant ingredients such as oils and butters can also prevent too much moisture from evaporating from the skin. Increasing the water-loving components of the skin such as hyaluronic acid is also an effective means of rejuvenating the skin's state of hydration.

**Exfoliate:** Exfoliation (or desquamation) plays an important role in creating a smooth and glowing complexion. The natural process of skin renewal becomes less efficient over time, resulting in a rough and dull-looking skin surface. Regular, gentle desquamation (the sloughing off of dead and damaged skin cells) not only helps remove dead skin cells, it brings new ones to the surface, resulting in a more youthful and healthy complexion.

**Avoid the inflammatory cascade:** Inflammation includes redness, swelling, pain and heat. It is a normal bodily response to an injury or infection; however, many everyday exposures can lead to a low level of inflammation that is less obvious, but still result in damage to the skin. Aging itself is one such low-level inflammation. When skin cells are exposed to inflammatory agents like smoke, pollution, chemicals, sunlight and stress, all of these exposures initiate a cascade of biochemical events that amplify the inflammatory response. Avoiding as many exposures as possible will help protect your skin from inflammation.

# energizing body cleanser



Stimulating, all-over body wash that purifies and invigorates the skin, leaving it cleansed and refreshed



## functional botanicals

- Quillaja saponaria extract, a natural surfactant, helps cleanse skin
- Organic aloe vera helps soothe skin
- Peppermint, eucalyptus and ylang ylang oils help stimulate and refresh skin



## sourcing story

**BABASSU FROM BRAZIL**



## pure-fume<sup>™</sup> aroma

An energizing aroma featuring peppermint, eucalyptus and ylang ylang



## texture/form

Gel



## packaging

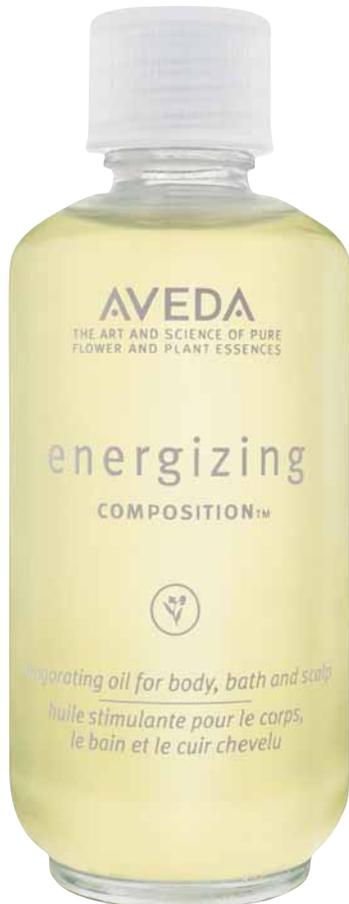
8.5 fl oz/250 ml bottle with a minimum of 80% high-density polyethylene (HDPE)



## usage and application

Lather on moist skin and rinse. For a foaming bath, add small amount to running water.

# energizing composition™

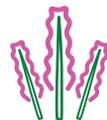


Invigorating, lightweight, conditioning formula for body, bath and scalp



## functional botanicals

- Organic sunflower oil leaves skin feeling soft and supple
- Vitamin E, a naturally derived anti-oxidant, helps defend against environmental aggressors
- Organic green coffee seed oil helps repair skin's moisture barrier



## pure-fume™ aroma

An uplifting aroma featuring lavender, ylang ylang and sweet orange oil



## texture/form

Oil



## packaging

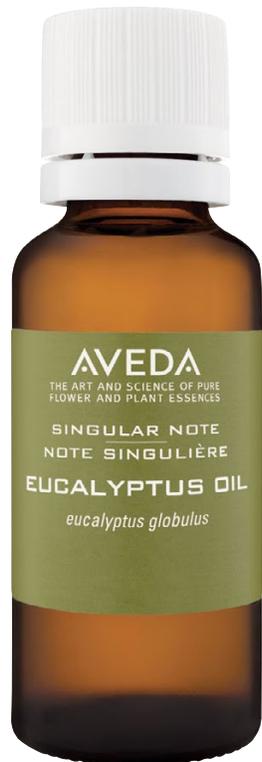
1.7 fl/50 ml glass bottle



## usage and application

- After shower or bath, apply a few drops of Energizing Composition™ to damp skin to seal in moisture.
- Add to running water for an energizing bath.
- Use for energizing scalp and body massage.
- Use on face to pre-cleanse.

# eucalyptus oil



Single eucalyptus essential oil diluted in a coconut oil-derived carrier base that can be used for skin, bath and body



## technology

Elemental Nature:™ Balances Water/Earth



## functional botanicals

- Skin condition: Good for oily skin
- Traditional and well-being uses:
  - Refreshes and stimulates the senses
  - Works as a natural deodorant
  - Known to help repel insects
  - Helps relieve feelings of congestion
  - Relieves discomfort caused by muscular stress



## pure-fume™ aroma

Aromatic qualities: Powerful, camphoraceous note



## texture/form

Oil



## packaging

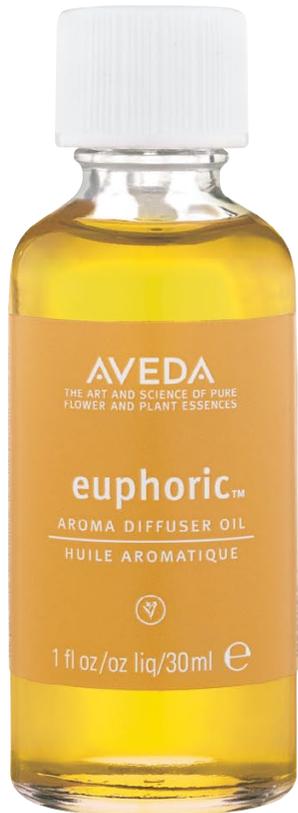
1 fl oz/30 ml glass bottle



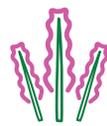
## usage and application

- Dispense a small amount onto damp body after shower or bath. Not recommended for the face.
- Apply directly to the body as an aroma.

# euphoric™ aroma diffuser oil



Highly concentrated, aromatic oil for creating an exhilarating environment that uplifts the senses



## pure-fume™ aroma

An uplifting aroma featuring rose and jasmine



## texture/form

Oil



## packaging

1 fl oz/30 ml glass bottle



## usage and application

Fill electric diffuser with 10–25 drops of Aroma Diffuser Oil. For ceramic diffusers, fill with 10–20 drops of oil, add 20–60 drops of water and light candle, keeping flame away from flammable objects. Never leave candle burning unattended. Do not operate diffuser dry. Not intended for direct use on skin.

# firmata™ firm hold hair spray

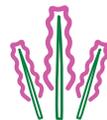


Firm hold hair spray that provides extra-strong control, shine and style memory



## functional botanicals

- Morikue™ protein helps fortify hair
- Vitamin E, an anti-oxidant, helps protect against environmental aggressors



## pure-fume™ aroma

A sweet aroma featuring organic bergamot, ylang ylang, lavender, Australian sandalwood and geranium essential oils



## texture/form

Non-aerosol liquid spray



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Apply to dry hair. Hold bottle 10–12 inches (25–30 cm) from hair and pump to dispense.

# flax seed aloe strong hold sculpturing gel

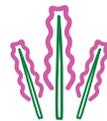


Strong hold gel for medium to coarse hair that provides maximum control for sculpting and molding hair while adding body and volume



## functional botanicals

- Plant-derived cellulose gum provides hold, body and volume



## pure-fume<sup>TM</sup> aroma

A classic Aveda aroma with cinnamon bark, cistus and citronella oils



## texture/form

Liquid gel



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high density polyethylene (HDPE)



## usage and application

Work gel in hands, apply evenly through damp hair and style as desired.

# foot relief™

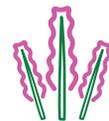


Intensive, moisturizing creme that nourishes, conditions and invigorates feet while promoting visible improvements in skin texture, leaving it softer and smoother



## functional botanicals

- Natural fruit extracts and salicylic and lactic acids act as skin refiners to exfoliate and leave skin smoother
- Sunflower and castor oils condition skin
- Rosemary, lavender and tea tree oils deodorize skin



## pure-fume™ aroma

An invigorating aroma featuring peppermint, rosemary, lavender and tea tree oils



## texture/form

Creme



## packaging

4.2 fl oz/125 ml tube with a minimum of 45% high-density polyethylene (HDPE)



## usage and application

Apply liberally to freshly cleansed feet. Reapply as needed.

# green science™ firming eye creme



Moisturizing eye creme helps smooth the look of fine lines and wrinkles and minimize the appearance of puffiness and dark circles



## technology

Part of the six-step Green Science™ skin care system, which is clinically proven to minimize the appearance of lines and wrinkles, lift and firm skin, help boost skin's natural collagen and elastin production and improve skin tone and clarity in four weeks\*

\* Determined by a four-week clinical testing of the Green Science™ skin care system



## functional botanicals

- Plai root oil acts as an anti-oxidant
- Murumuru butter hydrates skin and helps repair the skin's moisture barrier
- Caffeine acts as an anti-irritant
- Milk thistle hydrates skin and acts as an anti-irritant
- Rosemary leaf extract acts as an anti-irritant and anti-oxidant
- Nopal cactus acts as an anti-irritant and helps stimulate skin's natural collagen production
- Argan oil hydrates skin and helps replenish barrier lipids
- Argan leaf extract acts as an anti-irritant
- Hesperidin methylcalcone and dipeptide-2 help minimize the appearance of dark circles
- Buckwheat seed extract helps minimize the appearance of dark circles
- Brazil nut oil hydrates skin and helps repair the skin's moisture barrier
- Bio-fermented ceramide 3 hydrates skin and helps repair the skin's moisture barrier
- Soybean protein and acetyl hexapeptide-8 help minimize the appearance of lines and wrinkles

# green science™ firming eye creme



## sourcing story

ARGAN FROM MOROCCO



## pure-fume™ aroma

A calming aroma featuring organic geranium, grapefruit, bergamot and cistus oils



## texture/form

Creme



## packaging

5 oz/15 ml jar with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a carton made from a minimum of 80% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Smooth under and around eyes a.m. and p.m. Safe for use on eyelids.



## Q & A

### Q: What ages skin?

**A:** Aveda views the signs of skin aging and premature skin aging, including lines and wrinkles, lack of firmness, sagging and loss of skin clarity, as the result of inflammatory reactions in the various layers of the skin. Daily stressors such as smoke, pollution, sunlight, humidity and stress are the sparks that initiate the inflammatory response—a destructive chain reaction that attacks skin cells and inhibits their various functions, causing skin aging.

### Q: How does Aveda address skin aging?

**A:** Aveda has created a multi-pronged approach to treating the signs of skin aging and premature skin aging by combining powerful plant actives with high-touch treatments. The Green Science™ skin care system harnesses the potent, anti-irritant activity naturally found in plants to stop the destructive, oxidative reactions that occur in the various layers of the skin. Each product in the system contains Aveda's own skin-renewing blend of powerful plant actives that help minimize the appearance of lines and wrinkles, visibly lift and firm skin, help boost skin's natural collagen and elastin production and improve skin tone and clarity.

### Q: Is this skin care system targeted toward a certain age range?

**A:** The Green Science™ skin care system is positioned toward guests who want to look their best at any age—particularly those concerned with addressing the appearance of signs of skin aging and premature skin aging, such as the appearance of lines and wrinkles.

# green science™ firming face creme

Moisturizing face creme that helps smooth the look of fine lines and wrinkles, improve visible skin firmness and strengthen skin's barrier function



## technology

Part of the six-step Green Science™ skin care system, which is clinically proven to minimize the appearance of lines and wrinkles, lift and firm skin, help boost skin's natural collagen and elastin production and improve skin tone and clarity in four weeks\*

\* Determined by a four-week clinical testing of the Green Science™ skin care system



## functional botanicals

- Plai root oil acts as an anti-oxidant
- Murumuru butter hydrates skin and helps repair the skin's moisture barrier
- Caffeine acts as anti-irritant
- Nopal cactus acts as an anti-irritant and a helps stimulate skin's natural collagen production
- Argan oil hydrates skin and helps replenish barrier lipids
- Hyaluronic acid hydrates and plumps skin and helps repair the skin's moisture barrier
- Acetyl hexapeptide-8 minimizes the appearance of lines and wrinkles



## sourcing story

**ARGAN FROM MOROCCO**



## pure-fume™ aroma

A calming aroma featuring organic geranium, grapefruit, bergamot and cistus oils

# green science™ firming face creme



## texture/form

Creme



## packaging

1.7 oz/50 ml jar with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a carton made from a minimum of 80% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Smooth on face and neck a.m. and p.m. after cleansing and applying Green Science™ Lifting Serum.

## Q & A

### Q: What ages skin?

**A:** Aveda views the signs of skin aging and premature skin aging, including lines and wrinkles, lack of firmness, sagging and loss of skin clarity, as the result of inflammatory reactions in the various layers of the skin. Daily stressors such as smoke, pollution, sunlight, humidity and stress are the sparks that initiate the inflammatory response—a destructive chain reaction that attacks skin cells and inhibits their various functions, causing skin aging.

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**A:** The Green Science™ skin care system is positioned toward guests who want to look their best at any age—particularly those concerned with addressing the appearance of signs of skin aging and premature skin aging, such as the appearance of lines and wrinkles.

# green science™ lifting serum



Treatment that helps boost skin's natural collagen production, creating a more lifted appearance



## technology

Part of the six-step Green Science™ skin care system, which is clinically proven to minimize the appearance of lines and wrinkles, lift and firm skin, help boost skin's natural collagen and elastin production and improve skin tone and clarity in four weeks\*

\* Determined by a four-week clinical testing of the Green Science™ skin care system



## functional botanicals

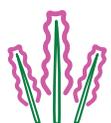
- Plai root oil acts as an anti-oxidant
- Murumuru butter hydrates skin and helps repair the skin's moisture barrier
- Caffeine acts as an anti-irritant
- Milk thistle hydrates skin and acts as an anti-irritant
- Rosemary leaf extract acts as an anti-irritant and anti-oxidant
- Nopal cactus acts as an anti-irritant and helps stimulate skin's natural collagen production
- Argan oil replenishes barrier lipids
- Argan leaf extract acts as an anti-irritant
- Bio-fermented ceramide 3 hydrates skin and helps repair the skin's moisture barrier
- Soybean protein and acetyl hexapeptide-8 help minimize the appearance of lines and wrinkles



## sourcing story

ARGAN FROM MOROCCO

# green science™ lifting serum



## pure-fume™ aroma

A calming aroma featuring organic geranium, grapefruit, bergamot and cistus oils



## texture/form

Serum



## packaging

1 fl oz/30 ml tube with a carton made from a minimum of 80% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Smooth serum onto clean skin a.m. and p.m.  
Follow with Green Science™ Firming Face Creme.

## Q & A

### Q: What ages skin?

**A:** Aveda views the signs of skin aging and premature skin aging, including lines and wrinkles, lack of firmness, sagging and loss of skin clarity, as the result of inflammatory reactions in the various layers of the skin. Daily stressors such as smoke, pollution, sunlight, humidity and stress are the sparks that initiate the inflammatory response—a destructive chain reaction that attacks skin cells and inhibits their various functions, causing skin aging.

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**A:** The Green Science™ skin care system is positioned toward guests who want to look their best at any age—particularly those concerned with addressing the appearance of signs of skin aging and premature skin aging, such as the appearance of lines and wrinkles.

# green science™ line minimizer



Intense, targeted treatment that minimizes the appearance of deep lines and wrinkles



## technology

Part of the six-step Green Science™ skin care system, which is clinically proven to minimize the appearance of lines and wrinkles, lift and firm skin, help boost skin's natural collagen and elastin production and improve skin tone and clarity in four weeks\*

\* Determined by a four-week clinical testing of the Green Science™ skin care system



## functional botanicals

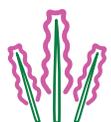
- Plai root oil acts as an anti-oxidant
- Caffeine acts as an anti-irritant
- Soybean protein and acetyl hexapeptide-8 help minimize the appearance of lines and wrinkles
- Rosemary leaf extract acts as an anti-irritant and anti-oxidant
- Nopal cactus acts as an anti-irritant and helps stimulate skin's natural collagen production
- Algae extract stimulates collagen synthesis and helps minimize the appearance of dark circles
- Argan leaf extract acts as an anti-irritant
- Glucosamine HCl exfoliates and hydrates skin and helps repair the skin's moisture barrier
- Bio-fermented ceramide 3 hydrates skin and helps repair the skin's moisture barrier
- Hyaluronic acid hydrates and plumps skin and helps repair the skin's moisture barrier



## sourcing story

**ARGAN FROM MOROCCO**

# green science™ line minimizer



## pure-fume™ aroma

A calming aroma featuring organic geranium, grapefruit, bergamot and cistus oils



## texture/form

Serum



## packaging

10 .1 fl oz/3 ml tubes with a carton made from a minimum of 80% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

After cleansing in p.m., apply directly to lines and wrinkles on face, neck and décolleté. Gently press or massage into skin. Follow with Green Science™ Firming Face Creme.

## Q & A

### Q: What ages skin?

**A:** Aveda views the signs of skin aging and premature skin aging, including lines and wrinkles, lack of firmness, sagging and loss of skin clarity, as the result of inflammatory reactions in the various layers of the skin. Daily stressors such as smoke, pollution, sunlight, humidity and stress are the sparks that initiate the inflammatory response—a destructive chain reaction that attacks skin cells and inhibits their various functions, causing skin aging.

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### Q: Is this skin care system targeted toward a certain age range?

**A:** The Green Science™ skin care system is positioned toward guests who want to look their best at any age—particularly those concerned with addressing the appearance of signs of skin aging and premature skin aging, such as the appearance of lines and wrinkles.

# green science™ perfecting cleanser



Daily cleanser that gently removes makeup, dirt and excess oil



## technology

Part of the six-step Green Science™ skin care system, which is clinically proven to minimize the appearance of lines and wrinkles, lift and firm skin, help boost skin's natural collagen and elastin production and improve skin tone and clarity in four weeks\*

\* Determined by a four-week clinical testing of the Green Science™ skin care system



## functional botanicals

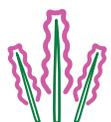
- Murumuru butter hydrates skin and helps repair the skin's moisture barrier
- Nopal cactus acts as an anti-irritant and helps stimulate skin's natural collagen production
- Sucrose stearate—a mild surfactant derived from sugar cane, sugar beet and palm—gently cleanses skin
- Argan oil hydrates skin and helps replenish lipids
- Argan leaf extract act as an anti-irritant
- Bio-fermented ceramide 3 hydrates skin and helps repair the skin's moisture barrier



## sourcing story

**ARGAN FROM MOROCCO**

# green science™ perfecting cleanser



## pure-fume™ aroma

A calming aroma featuring organic geranium, grapefruit, bergamot and cistus oils



## texture/form

Creamy liquid



## packaging

4.2 fl oz/125 ml bottle with a minimum of 90% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

In a.m. and p.m., massage gently into damp skin. Add warm water to work into a milky lotion. Remove with damp shammy cloth. Rinse well. Follow with Green Science™ Replenishing Toner.

## Q & A

### Q: What ages skin?

**A:** Aveda views the signs of skin aging and premature skin aging, including lines and wrinkles, lack of firmness, sagging and loss of skin clarity, as the result of inflammatory reactions in the various layers of the skin. Daily stressors such as smoke, pollution, sunlight, humidity and stress are the sparks that initiate the inflammatory response—a destructive chain reaction that attacks skin cells and inhibits their various functions, causing skin aging.

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**A:** The Green Science™ skin care system is positioned toward guests who want to look their best at any age—particularly those concerned with addressing the appearance of signs of skin aging and premature skin aging, such as the appearance of lines and wrinkles.

# green science™ replenishing toner



Rich, lotion-like toner that hydrates and exfoliates skin, minimizes the appearance of pores and promotes surface cell turnover to improve skin smoothness and clarity



## technology

Part of the six-step Green Science™ skin care system, which is clinically proven to minimize the appearance of lines and wrinkles, lift and firm skin, help boost skin's natural collagen and elastin production and improve skin tone and clarity in four weeks\*

\* Determined by a four-week clinical testing of the Green Science™ skin care system



## functional botanicals

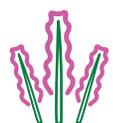
- Caffeine acts as an anti-irritant
- Sunflower seed acts as an anti-glycation agent
- Rosemary leaf extract acts as an anti-irritant and anti-oxidant
- Nopal cactus acts as an anti-irritant and helps stimulate skin's natural collagen production
- Argan oil hydrates skin and helps replenish barrier lipids
- Argan leaf extract acts as an anti-irritant
- Bio-fermented ceramide 3 hydrates skin and helps repair the skin's moisture barrier



## sourcing story

**ARGAN FROM MOROCCO**

# green science™ replenishing toner



## pure-fume™ aroma

A calming aroma featuring organic geranium, grapefruit, bergamot and cistus oils



## texture/form

Liquid lotion



## packaging

4.2 fl oz/125 ml bottle with a minimum of 90% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

After cleansing, press a few drops of toner into skin with clean fingertips or a cotton pad. Avoid eye area.

## Q & A

### Q: What ages skin?

**A:** Aveda views the signs of skin aging and premature skin aging, including lines and wrinkles, lack of firmness, sagging and loss of skin clarity, as the result of inflammatory reactions in the various layers of the skin. Daily stressors such as smoke, pollution, sunlight, humidity and stress are the sparks that initiate the inflammatory response—a destructive chain reaction that attacks skin cells and inhibits their various functions, causing skin aging.

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**A:** Aveda has created a multi-pronged approach to treating the signs of skin aging and premature skin aging by combining powerful plant actives with high-touch treatments. The Green Science™ skin care system harnesses the potent, anti-irritant activity naturally found in plants to stop the destructive, oxidative reactions that occur in the various layers of the skin. Each product in the system contains Aveda's own skin-renewing blend of powerful plant actives that help minimize the appearance of lines and wrinkles, visibly lift and firm skin, help boost skin's natural collagen and elastin production and improve skin tone and clarity.

### Q: Is this skin care system targeted toward a certain age range?

**A:** The Green Science™ skin care system is positioned toward guests who want to look their best at any age—particularly those concerned with addressing the appearance of signs of skin aging and premature skin aging, such as the appearance of lines and wrinkles.

# hand relief™

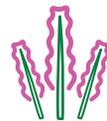


Intensive, moisturizing creme that nourishes, conditions and soothes hands while promoting visible improvements in skin texture, leaving it softer and smoother



## functional botanicals

- Andiroba and meadowfoam seed oils hydrate dry skin while helping maintain its moisture barrier
- Licorice extract acts as a skin clarifier, brightening its appearance without irritation
- Lactic acid sloughs off dry, rough skin



## pure-fume™ aroma

A fresh, citrusy aroma featuring orange, lavender and eucalyptus oils



## texture/form

Creme



## packaging

4.2 fl oz/125 ml tube with a minimum of 45% high-density polyethylene (HDPE)



## usage and application

Apply liberally to freshly cleansed hands. Reapply as often as desired.

# inner light™ concealer

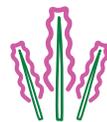


Long-lasting, non-caking concealer that provides full coverage with a semi-matte finish while minimizing under-eye puffiness and other imperfections



## functional botanicals

- Mineral-based formula provides concentrated pigment, optimizing skin tone
- Resveratrol—an anti-oxidant derived from Japanese knot weed—helps defend against free radicals
- Mica—a light-reflecting mineral—creates a silky texture and diffuses light, helping skin shine through
- Talc-free, non-acnegenic; ophthalmologist-tested



## pure-fume™ aroma

Aroma-neutral



## texture/form

Creme



## packaging

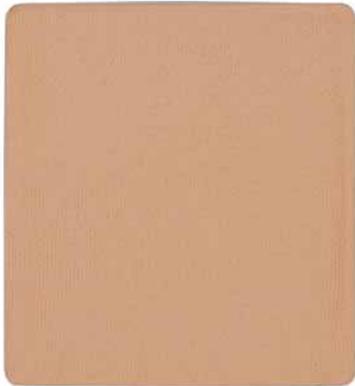
.28 oz/8 g tube with a cap made from a minimum of 30% post-consumer recycled (PCR) aluminum and a carton made from 80% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Do not apply to entire face; use only as spot-treatment. Lightly dot on discolored or blemished areas, then carefully blend with a patting motion to match complexion. Choose a shade that matches your skin tone when wearing alone or to balance out complexion. When worn under foundation, choose one shade lighter.

# inner light™ mineral dual foundation



Wet-or-dry foundation that provides full coverage with a matte finish (when applied dry) or sheer to medium coverage with a matte finish (when applied with a damp sponge) while balancing skin tone and minimizing the appearance of pores and fine lines



## technology

Instantly improves radiance by up to 22%



## functional botanicals

- Tourmaline—one of nature's most energizing minerals—provides radiance
- Murumuru butter acts as a skin conditioning agent
- Resveratrol—an anti-oxidant derived from Japanese knot weed—helps defend against free radicals
- Mica—a light-reflecting mineral—optically minimizes pores and fine lines and creates a silky texture



## pure-fume™ aroma

A soothing aroma featuring rose and organic lemon, lavender and bergamot essential oils



## texture/form

Powder



## packaging

.24 oz/7 g pan with a clamshell made from 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a sleeve made from 100% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Before using, prepare skin with proper skin care. Apply dry over bare skin using a foundation brush for an opaque, matte finish or with a damp sponge for light, semi-matte finish.

# inner light™ mineral loose powder



Silky, loose powder that provides a semi-matte, translucent finish while helping reduce the appearance of pores and fine lines and control oil and excess shine



## technology

Instantly improves radiance by up to 22%



## functional botanicals

- Tourmaline—one of nature's most energizing minerals—provides radiance
- Murumuru butter acts as a skin conditioning agent
- Resveratrol—an anti-oxidant derived from Japanese knot weed—helps defend against free radicals
- Mica—a light-reflecting mineral—optically minimizes pores and fine lines and creates a silky texture



## pure-fume™ aroma

A soothing aroma featuring rose and organic lemon, lavender and bergamot essential oils



## texture/form

Loose powder



## packaging

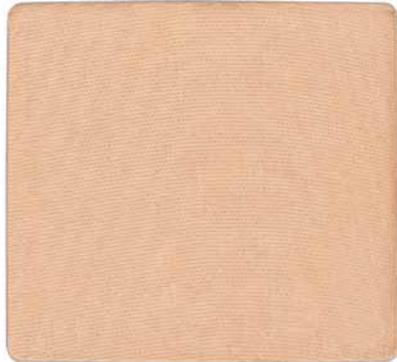
.7 oz/20 g polyethylene terephthalate (PET) jar with a carton made from 100% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Lightly dust over entire face, concentrating on shiny areas. Wear alone or over foundation.

# inner light™ mineral pressed powder



Ultra-fine, weightless powder that provides sheer coverage with a semi-matte finish while helping reduce the appearance of pores and fine lines and control excess oil and shine



## technology

Instantly improves radiance by up to 22%



## functional botanicals

- Tourmaline—one of nature’s most energizing minerals—provides instantly noticeable radiance
- Murumuru butter acts as a skin conditioning agent
- Resveratrol—an anti-oxidant derived from Japanese knot weed—helps defend against free radicals
- Mica—a light-reflecting mineral—optically minimizes pores and fine lines and creates a silky texture



## pure-fume™ aroma

A soothing aroma featuring rose and organic lemon, lavender and bergamot essential oils



## texture/form

Pressed powder



## packaging

.24 oz/7 g pan with a clamshell made from 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a sleeve made from 100% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Dust over entire face, concentrating on shiny areas. Wear alone or over foundation.

# inner light mineral tinted moisture broad spectrum SPF 15™



Lightweight, oil-free, tinted moisturizer that provides sheer coverage with a dewy finish and is clinically proven to instantly improve skin radiance



## technology

- Instantly improves radiance by up to 20%
- Instantly improves moisture by up to 25%
- Continues to hydrate up to eight hours of wear



## functional botanicals

- Tourmaline—one of nature’s most energizing minerals—provides instant radiance
- Mineral-based formula provides concentrated pigment, giving skin a healthy, radiant glow and optimizing skin tone
- Resveratrol—an anti-oxidant derived from Japanese knot weed—helps defend against free radicals
- Titanium dioxide helps protect skin from sun exposure
- Mica—a light-reflecting mineral—creates a silky texture and diffuses light, helping skin shine through
- Talc-free, non-acnegenic



## pure-fume™ aroma

A soothing aroma featuring organic lemon, lavender, bergamot and rose

# inner light mineral tinted moisture broad spectrum SPF 15™



## texture/form

Lotion



## packaging

1.7 fl oz/50 ml tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE) and a carton made from 100% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Place a small amount in your palm. Using fingertips or a makeup sponge, lightly dot onto brow, nose, cheeks and chin. Blend over entire face in a slow, downward motion, from hairline to neck. Wear alone or with Inner Light™ Concealer.



## Q & A

**Q: How do I know which shade is best for me?**

**A:** To choose your shade, find the closest match to your skin tone. The sheer formula should blend invisibly into the skin.

# intensive hydrating masque



Oil-free masque that hydrates and cools skin, providing soothing relief from dryness, stress and exposure to the elements



## functional botanicals

- Organic aloe, kelp and lavender help soothe and condition skin
- Rose water helps tone and refresh skin
- Sodium hyaluronate—a sugar-derived humectant—delivers a surge of essential hydration



## texture/form

Gel



## packaging

5 fl oz/150 ml tube



## usage and application

Use weekly or as needed after cleansing, toning and/or exfoliating. Apply a thick layer on cleansed face and throat, avoiding eye area. Leave on 5–10 minutes. Remove with Aveda Shammy Cloth and rinse with warm water. Pat dry. Follow with appropriate eye creme and moisturizer.

# invati™ exfoliating shampoo



Gentle, 97% naturally derived, daily shampoo that is clinically proven to remove sebum and product build-up while cleansing, exfoliating and renewing the scalp



## technology

The new Invati™ Solutions for Thinning Hair is a 97% naturally derived, botanically active system formulated to promote denser, stronger, thicker-looking hair. Clinical studies show that using the Invati™ Exfoliating Shampoo, Thickening Conditioner and Scalp Revitalizer for 12 weeks reduces hair loss by 33%,\* helping you keep the hair you have longer. The Invati™ system is formulated with Aveda's revitalizing Densiplex™, which includes turmeric and ginseng that help energize and rehabilitate the scalp around the follicles when massaged in.

### Invati™ System Claims

- Invati™ is a line of products containing clinically proven, botanically active formulas to help reduce the rate of hair loss\* and help you keep the hair you have longer.
- The Invati™ formulas are 97% naturally derived and powered by exclusive botanically active complexes.
- Millet and milk thistle extracts nourish dry and tight scalp, equalizing the lipid balance.
- Turmeric has long been used in Ayurvedic remedies to reduce irritation.
- Ginseng helps stimulate microcirculation through scalp massage.

\*Due to breakage from external factors

Concern	Invati System Solution
Scalp accumulates build-up and becomes dry and tight	Invati with wintergreen-derived salicylic acid is clinically proven to exfoliate and renew the scalp by removing the build-up of sebum and product residue that can clog pores and affect healthy hair.  Millet seed and milk thistle extracts nourish dry and tight scalp, equalizing the lipid balance.
Hair becomes weak, breaks easily and loses shine	Invati with hydrolyzed soy protein and arginine derived from sugar beets is clinically proven to restore strength and improve the hair's elasticity, therefore helping reduce breakage.  A blend of guar-, palm- and rapeseed-derived ingredients create a weightless surface to thicken hair.  Organic kukui nut oil helps add natural shine.
Hair growth slows with age. People may become concerned with keeping the hair they have longer	Invati with revitalizing Densiplex™ derived from turmeric, ginseng and yeast extract helps energize and rehabilitate the scalp around the follicles when massaged in, creating the optimum environment for healthy hair.  With a blend of clinically proven vitamin E ingredients, it helps accelerate microcirculation through therapeutic massage.

# invati™ exfoliating shampoo



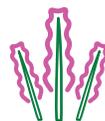
## functional botanicals

- Organic kukui nut oil helps add shine
- Wintergreen-derived salicylic acid exfoliates the scalp and helps promote healthy cell renewal
- Avocado-derived ingredients help control sebum



## sourcing story

TURMERIC FROM INDIA



## pure-fume™ aroma

A luxurious, uplifting blend of organic essential oils, including lavender, rosemary, ylang ylang, geranium, myrtle and thyme with ambrette



## texture/form

Liquid



## packaging\*

6.7 fl oz/200 ml bottle is with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE)

\* Received gold-level Cradle to Cradle (C2C) certification from the Environmental Protection and Encouragement Agency (EPEA). C2C certification allows companies to tangibly and credibly measure achievement in environmentally intelligent product design based on eliminating the concept of waste.



## usage and application

Massage into wet hair and scalp. Rinse. Use with the Invati™ system.



## Q & A

**Q: Why was this system created?**

**A:** Two out of every five female salon guests are concerned with thinning hair, but only a quarter of them are doing something to address it.\*

**Q: Can men use this system?**

**A:** The Invati™ system is formulated to address the specific needs of women with thinning hair; however, it is appropriate for men to use too.

**Q: Will the exfoliating properties in the shampoo destroy the structure of the hair as it exfoliates?**

**A:** No. The Invati™ Exfoliating Shampoo is formulated to work on the skin/scalp.

**Q: When should a guest begin to notice results?**

**A:** Clinical studies of the Invati™ Exfoliating Shampoo, Thickening Conditioner and Scalp Revitalizer demonstrated reduced hair breakage after eight weeks of use, with optimal results at 12 weeks.

**Q: What does “invati” mean?**

**A:** Invati means “invigorate” in Sanskrit.

\* The Future of Haircare, Datamonitor, Feb. 2010, Global Population

# invati™ scalp revitalizer



Botanically active, 97% naturally derived, daily leave-in treatment that helps energize and rehabilitate the scalp around the follicles when massaged in



## technology

The new Invati™ Solutions for Thinning Hair is a 97% naturally derived, botanically active system formulated to promote denser, stronger, thicker-looking hair. Clinical studies show that using the Invati™ Exfoliating Shampoo, Thickening Conditioner and Scalp Revitalizer for 12 weeks reduces hair loss by 33%,\* helping you keep the hair you have longer. The Invati™ system is formulated with Aveda's revitalizing Densiplex™, which includes turmeric and ginseng that help energize and rehabilitate the scalp around the follicles when massaged in.

### Invati™ System Claims

- Invati™ is a line of products containing clinically proven, botanically active formulas to help reduce the rate of hair loss\* and help you keep the hair you have longer.
- The Invati™ formulas are 97% naturally derived and powered by exclusive botanically active complexes.
- Millet and milk thistle extracts nourish dry and tight scalp, equalizing the lipid balance.
- Turmeric has long been used in Ayurvedic remedies to reduce irritation.
- Ginseng helps stimulate microcirculation through scalp massage.

\*Due to breakage from external factors

Concern	Invati System Solution
Scalp accumulates build-up and becomes dry and tight	Invati with wintergreen-derived salicylic acid is clinically proven to exfoliate and renew the scalp by removing the build-up of sebum and product residue that can clog pores and affect healthy hair.  Millet seed and milk thistle extracts nourish dry and tight scalp, equalizing the lipid balance.
Hair becomes weak, breaks easily and loses shine	Invati with hydrolyzed soy protein and arginine derived from sugar beets is clinically proven to restore strength and improve the hair's elasticity, therefore helping reduce breakage.  A blend of guar-, palm- and rapeseed-derived ingredients create a weightless surface to thicken hair.  Organic kukui nut oil helps add natural shine.
Hair growth slows with age. People may become concerned with keeping the hair they have longer	Invati with revitalizing Densiplex™ derived from turmeric, ginseng and yeast extract helps energize and rehabilitate the scalp around the follicles when massaged in, creating the optimum environment for healthy hair.  With a blend of clinically proven vitamin E ingredients, it helps accelerate microcirculation through therapeutic massage.

# invati™ scalp revitalizer



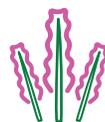
## functional botanicals

- Turmeric, ginseng and yeast extract, help rehabilitate and activate the scalp around the follicles when massaged in, creating the optimum environment for healthy hair
- Licorice and caffeine soothe and calm the scalp
- Vitamin E ingredients help accelerate microcirculation through therapeutic massage



## sourcing story

TURMERIC FROM INDIA



## pure-fume™ aroma

A luxurious, uplifting blend of organic essential oils, including lavender, rosemary, ylang ylang, geranium, myrtle and thyme with ambrette



## texture/form

Liquid spray



## packaging\*

5 fl oz/150 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) with targeted sprayer and a carton made with 80% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink

\* Received gold-level Cradle to Cradle (C2C) certification from the Environmental Protection and Encouragement Agency (EPEA). C2C certification allows companies to tangibly and credibly measure achievement in environmentally intelligent product design based on eliminating the concept of waste.



## usage and application

Spray 8 times on each side of the head (total of 16 sprays), evenly covering scalp, and massage in. Apply twice daily. Use with the Invati™ system. May cause warming, tingling. Avoid eye area.



## Q & A

**Q: Why was this system created?**

**A:** Two out of every five female salon guests are concerned with thinning hair, but only a quarter of them are doing something to address it.\*

**Q: Can men use this system?**

**A:** The Invati™ system is formulated to address the specific needs of women with thinning hair; however, it is appropriate for men to use too.

**Q: When should a guest begin to notice results?**

**A:** Clinical studies of the Invati™ Exfoliating Shampoo, Thickening Conditioner and Scalp Revitalizer demonstrated reduced hair breakage after eight weeks of use, with optimal results at 12 weeks.

**Q: What does “invati” mean?**

**A:** Invati means “invigorate” in Sanskrit.

\* The Future of Haircare, Datamonitor, Feb. 2010, Global Population

# invati™ thickening conditioner



Gentle, 98% naturally derived, daily conditioner that is clinically proven to thicken hair while restoring strength, improving elasticity and reducing breakage



## technology

The new Invati™ Solutions for Thinning Hair is a 97% naturally derived, botanically active system formulated to promote denser, stronger, thicker-looking hair. Clinical studies show that using the Invati™ Exfoliating Shampoo, Thickening Conditioner and Scalp Revitalizer for 12 weeks reduces hair loss by 33%,\* helping you keep the hair you have longer. The Invati™ system is formulated with Aveda’s revitalizing Densiplex™, which includes turmeric and ginseng that help energize and rehabilitate the scalp around the follicles when massaged in.

### Invati™ System Claims

- Invati™ is a line of products containing clinically proven, botanically active formulas to help reduce the rate of hair loss\* and help you keep the hair you have longer.
- The Invati™ formulas are 97% naturally derived and powered by exclusive botanically active complexes.
- Millet and milk thistle extracts nourish dry and tight scalp, equalizing the lipid balance.
- Turmeric has long been used in Ayurvedic remedies to reduce irritation.
- Ginseng helps stimulate microcirculation through scalp massage.

\*Due to breakage from external factors

Concern	Invati System Solution
Scalp accumulates build-up and becomes dry and tight	Invati with wintergreen-derived salicylic acid is clinically proven to exfoliate and renew the scalp by removing the build-up of sebum and product residue that can clog pores and affect healthy hair.  Millet seed and milk thistle extracts nourish dry and tight scalp, equalizing the lipid balance.
Hair becomes weak, breaks easily and loses shine	Invati with hydrolyzed soy protein and arginine derived from sugar beets is clinically proven to restore strength and improve the hair’s elasticity, therefore helping reduce breakage.  A blend of guar-, palm- and rapeseed-derived ingredients create a weightless surface to thicken hair.  Organic kukui nut oil helps add natural shine.
Hair growth slows with age. People may become concerned with keeping the hair they have longer	Invati with revitalizing Densiplex™ derived from turmeric, ginseng and yeast extract helps energize and rehabilitate the scalp around the follicles when massaged in, creating the optimum environment for healthy hair.  With a blend of clinically proven vitamin E ingredients, it helps accelerate microcirculation through therapeutic massage.

# invati™ thickening conditioner



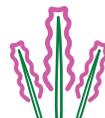
## functional botanicals

- Hydrolyzed soy protein and arginine derived from sugar beets penetrate deeply to help restore strength and improve elasticity, therefore helping reduce breakage
- A blend of guar-, palm- and rapeseed-derived ingredients create a weightless surface to thicken hair
- Organic kukui nut oil helps add shine



## sourcing story

TURMERIC FROM INDIA



## pure-fume™ aroma

A luxurious, uplifting blend of organic essential oils, including lavender, rosemary, ylang ylang, geranium, myrtle and thyme with ambrette



## texture/form

Lotion



## packaging\*

6.7 fl oz/200 ml tube with 45% post-consumer recycled (PCR) high-density polyethylene (HDPE)

\* Received gold-level Cradle to Cradle (C2C) certification from the Environmental Protection and Encouragement Agency (EPEA). C2C certification allows companies to tangibly and credibly measure achievement in environmentally intelligent product design based on eliminating the concept of waste.



## usage and application

Massage onto scalp and hair after shampooing. Rinse. Use with the Invati™ system.



## Q & A

**Q: Why was this system created?**

**A:** Two out of every five female salon guests are concerned with thinning hair, but only a quarter of them are doing something to address it.\*

**Q: Can men use this system?**

**A:** The Invati™ system is formulated to address the specific needs of women with thinning hair; however, it is appropriate for men to use too.

**Q: When should a guest begin to notice results?**

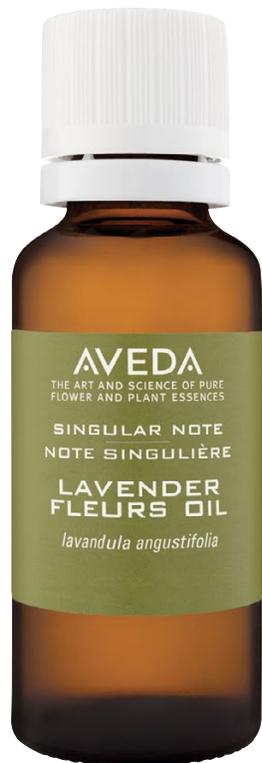
**A:** Clinical studies of the Invati™ Exfoliating Shampoo, Thickening Conditioner and Scalp Revitalizer demonstrated reduced hair breakage after eight weeks of use, with optimal results at 12 weeks.

**Q: What does “invati” mean?**

**A:** Invati means “invigorate” in Sanskrit.

\* The Future of Haircare, Datamonitor, Feb. 2010, Global Population

# lavender fleurs oil



Single lavender fleurs essential oil diluted in a coconut oil-derived carrier base that can be used for skin, bath and body



## technology

Elemental Nature:™ Balances Infinity/Air



## functional botanicals

- Skin condition: Good for all skin conditions. Helps balance the production of sebum and rejuvenates the skin. It also has deep cleansing and balancing qualities that are beneficial for blemished skin.
- Traditional and well-being uses:
  - Balances, calms and soothes the senses
  - Helps relieve tension when massaged into the temples
  - Believed to soothe muscular stress and tension (ancient healing tradition)
  - Helps repel insects
  - Traditionally used to soothe insect bites and minor scratches
  - Calms and balances fluctuating moods and anxiety



## pure-fume™ aroma

Aromatic qualities: Floral, sweet, slightly herbaceous



## texture/form

Oil



## packaging

1 fl oz/30 ml glass bottle



## usage and application

- Dispense a small amount onto damp body after shower or bath. Not recommended for the face.
- Apply directly to the body as an aroma.

# light elements™ defining whip™



Airy, whipped wax for all hair types that creates texture and provides medium hold without adding weight or stickiness



## technology

Uses a plant-derived fatty acid that creates a pearly emulsion and allows product to remain whipped



## functional botanicals

- Organic lavender hydrosol (flower water) soothes the skin and senses



## pure-fume™ aroma

A citrus aroma featuring organic grapefruit, lemon, orange and ylang ylang oils



## texture/form

Whipped creme



## packaging

4.2 oz/125 ml tub with a minimum of 96% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Apply a small amount to palms and rub together to emulsify. Work evenly through dry hair with fingertips to create medium hold and separation. Layer more as needed for increased definition without adding weight.

# light elements™ shaping wax

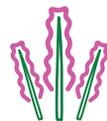


Weightless creme wax for all hair types that creates texture with a firm, pliable hold



## functional botanicals

- Organic beeswax and jojoba wax help provide pliability
- Pine rosin and pullulan help provide strong, all-day hold
- Plant emulsifiers derived from coconut, jojoba and soy provide creamy texture
- A blend of gamma oryzanol (derived from rice bran) and bamboo helps protect hair from sun damage



## pure-fume™ aroma

A citrus and spice aroma featuring organic grapefruit, cinnamon leaf, ginger and neroli oils



## texture/form

Creme wax



## packaging

2.6 oz/75 ml tub with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE) and a carton made from a minimum of 80% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Apply a small amount to palms and rub together to emulsify. Work evenly through dry hair with fingertips. Layer as needed for increased definition and hold without adding weight.

# light elements™ smoothing fluid

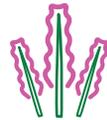


Weightless styling fluid that creates body, natural shine and movement while restoring a healthy look and feel to hair



## functional botanicals

- Organic lavender oil soothes and calms



## pure-fume™ aroma

A citrus aroma featuring organic grapefruit, lemon, orange and ylang ylang oils



## texture/form

Liquid



## packaging

3.4 fl oz/100 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

Work a small amount of product in hands and smooth evenly over dry hair to tame flyaways and add shine. May also be used on damp hair for smoothness and shine.

# light elements™ texturizing creme

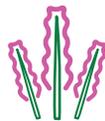


Weightless creme wax for all hair types that creates texture with a light, pliable hold



## functional botanicals

- Amur corktree and barley blend adds moisture to hair
- Organic beeswax and pullulan help provide light, all-day hold
- Plant emulsifiers derived from jojoba and soy provide creamy texture
- A blend of gamma oryzanol (derived from rice bran) and bamboo helps protect hair from sun damage



## pure-fume™ aroma

A citrus and spice aroma featuring organic grapefruit, cinnamon leaf, ginger and neroli oils



## texture/form

Creme wax



## packaging

2.6 oz/75 ml tub with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE) and a carton made from a minimum of 80% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Apply a small amount to palms and rub together to emulsify. Work evenly through dry hair with fingertips. Layer as needed to eliminate static or flyaways without adding weight.

# lip shine

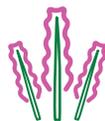


Translucent, wet gloss that moisturizes lips while delivering high shine with colorful fruit and vegetable extracts



## functional botanicals

- Beetroot, beta-carotene and berries help create vibrant colors
- Iron oxides synergize with colorful fruit and vegetable extracts to deliver beautiful, anti-oxidant-enriched shades from nature
- Organic sunflower, jojoba and canola oil blend helps protect skin barrier
- Plant- derived lipids provide long-lasting moisturization



## pure-fume<sup>™</sup> aroma

A refreshing aroma/flavor featuring certified organic peppermint, vanilla, cinnamon, anise and basil



## texture/form

Liquid gloss



## packaging

.5 fl oz/15 ml tube with a shell made from 100% post-consumer recycled (PCR) newsprint and a sleeve made from 100% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

For a high-gloss look, wear alone, applying along the natural contour of lips. To add high shine to other finishes, layer over another Aveda lip color.

# madder root color conditioner

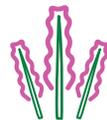


Deep conditioning conditioner that enriches warm, red tones in red and brown shades of hair, leaving it lightweight and manageable



## functional botanicals

- Coconut-derived conditioners smooth, help prevent static and make combing easier
- Guar-derived conditioner conditions
- Cationic wheat protein and hydrolyzed wheat protein condition and detangle



## pure-fume<sup>™</sup> aroma

A calming and refreshing aroma with prominent notes of lavender and mint; complementing notes of citrus and spice; and organic lavender, peppermint, black pepper and petitgrain oils



## texture/form

Lotion



## packaging

8.5 fl oz/250 tube



## usage and application

After shampooing, work conditioner evenly into hair. Comb through. Leave on 2–5 minutes. Rinse. For deeper color deposit and conditioning, leave on longer.

# madder root shampoo

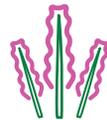


Gentle cleansing shampoo that helps maintain warm, red tones in red and brown shades of hair



## functional botanicals

- Cellulose-derived conditioning agents help detangle and smooth
- Wheat amino acids help condition and protect



## pure-fume<sup>™</sup> aroma

Fruity and reminiscent of dark cherry, with a blend of organic essential oils, including organic lemon and ylang ylang



## texture/form

Liquid



## packaging

33.8 fl oz/1 litre bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage shampoo into wet hair. Rinse well. Follow with Aveda conditioner.

# mosscara™



Smudge- and flake-resistant, thickening mascara that brushes on smoothly and evenly, conditioning lashes and leaving them lush and soft to the touch



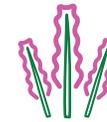
## technology

- Instantly thickens lashes by up to 35%
- Instantly increases volume by up to 46%



## functional botanicals

- Carnauba wax thickens lashes
- Corn-derived amino acid thickens lashes
- Plant cellulose provides a buildable effect
- Ophthalmologist-tested



## pure-fume™ aroma

Aroma-neutral



## texture/form

Creme



## packaging

.28 oz/8 g tube with a carton made from 100% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Apply at the lash line of upper and lower lashes, gently brushing from roots to tips of lashes.

# nourish-mint™ lip definer

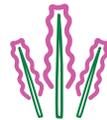


Colorless, soft pencil that shapes, defines, plumps and smooths fine lines, creating the ideal stay-put surface for Aveda lip color



## functional botanicals

- Candelilla and carnuba help reduce feathering and increase wear
- Active ingredients, palmitoyl oligopeptides, smooth fine lines and plump lips
- Organic jojoba oil and coconut- and soy-derived plant lipids moisturize lips



## pure-fume™ aroma

A signature Nourish-Mint™ aroma/flavor featuring a blend of organic spearmint and vanilla



## texture/form

Pencil



## packaging

.1 oz/3 g jumbo pencil with 100% Forest Stewardship Council (FSC)-certified responsibly sourced cedar and a carton made from a minimum of 80% post-consumer recycled (PCR) fiber, FSC certified, and printed with soy ink



## usage and application

Line and fill in lips prevent lip color from traveling and feathering. Follow with Aveda lip color.

# nourish-mint™ rehydrating lip glaze



Lip gloss clinically proven to hydrate, plump and smooth the appearance of fine lines



## technology\*

- Increases lip moisture by an average of 25%
- Peptide technology plumps lips by an average of 13%
- Smooths the appearance of fine lines by an average of 26%

\* Determined by average results after eight weeks of use



## functional botanicals

- Organic babassu and brazil nut oils help smooth and soften lips
- Pomegranate seed emollients help condition lips
- Jojoba ester—a silicone replacement—provides shine and reduces roughness of dry lips
- Silicone- and carmine-free



## pure-fume™ aroma

A signature Nourish-Mint™ aroma/flavor featuring a blend of organic spearmint and vanilla



## texture/form

Liquid gloss



## packaging

.24 oz/7g tube with a shell made from 100% post-consumer recycled (PCR) newsprint and a sleeve made from 100% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

For a high-gloss look, wear alone, applying along the natural contour of lips. For a more intense effect, layer over another Aveda lip color.

# nourish-mint™ renewing lip treatment



Colorless botanical balm infused with plant-derived waxes that hydrates, plumps and smooths fine lines



## technology

Peptide technology smooths fine lines by an average of 26%



## functional botanicals

- Coconut protein and peptide technology help skin boost its natural collagen production
- Cupuacu and certified organic babassu create cushion with luxurious feel and optimize moisturization
- Babassu and sweet almond oils help soften lips and prevent moisture loss
- Jojoba ester provides cushion, slip, moisturization and emolliency while helping reduce flakiness and roughness of dry lips



## sourcing story

**BABASSU FROM BRAZIL**



## pure-fume™ aroma

A signature Nourish-Mint™ aroma/flavor featuring a blend of organic spearmint, vanilla, cinnamon, anise and peppermint



## texture/form

Balm

# nourish-mint™ renewing lip treatment



## packaging

.12 oz/3.4 g tube with a base made from a minimum of 65% post-consumer recycled (PCR) aluminum; a case made from a minimum of 85% PCR resin and a minimum of 65% PCR aluminum; and a carton made from 100% wind energy and a minimum of 50% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Apply along the natural contour of lips. Wear alone or under other Aveda lip color.

# nourish-mint™ sheer mineral lip color



Sheer-coverage lip color infused with plant- and fruit-derived waxes that hydrates, plumps and smooths fine lines



## functional botanicals

- Coconut protein and peptide technology help boost natural collagen production
- Cupuacu and certified organic babassu create cushion with luxurious feel and optimize moisturization
- Babassu and sweet almond oils help soften lips and prevent moisture loss
- Jojoba ester provides cushion, slip, moisturization and emolliency while helping reduce flakiness and roughness of dry lips



## sourcing story

BABASSU FROM BRAZIL



## pure-fume™ aroma

A signature Nourish-Mint™ aroma/flavor featuring a blend of organic spearmint, vanilla, cinnamon, anise and peppermint



## texture/form

Sheer lipstick

# nourish-mint™ sheer mineral lip color



## packaging

.12 oz/3.4 g tube with a base made from a minimum of 65% post-consumer recycled (PCR) aluminum; a case made from a minimum of 85% PCR resin and a minimum of 65% PCR aluminum; and a carton made from 100% wind energy and a minimum of 50% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Prep with Nourish-Mint™ Renewing Lip Treatment and apply along the natural contour of lips. Apply with Envirometal™ Retractable Lip Brush for precise application.

# nourish-mint™ smoothing lip color



Full-coverage lip color infused with plant waxes that hydrates, plumps and smooths fine lines



## technology

Peptide technology smooths fine lines by an average of 26% after eight weeks of use.



## functional botanicals

- Coconut protein and peptide technology help skin boost its natural collagen production
- Cupuacu and certified organic babassu create cushion with a luxurious feel and optimize moisturization
- Babassu and sweet almond oils help soften lips and prevent moisture loss
- Jojoba ester provides cushion, slip, moisturization and emolliency while helping reduce flakiness and roughness of dry lips



## sourcing story

**BABASSU FROM BRAZIL**



## pure-fume™ aroma

A signature Nourish-Mint™ aroma/flavor featuring a blend of organic spearmint, vanilla, cinnamon, anise and peppermint



## texture/form

Creamy lipstick

# nourish-mint™ smoothing lip color



## packaging

.12 oz/3.4 g tube with a base made from a minimum of 65% post-consumer recycled (PCR) aluminum; a case made from a minimum of 85% PCR resin and a minimum of 65% PCR aluminum; and a carton made from 100% wind energy and a minimum of 50% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Prep with Nourish-Mint™ Renewing Lip Treatment and apply along the natural contour of lips. Apply with Envirometal™ Retractable Lip Brush for precise application.

# outer peace™ acne relief lotion

Lightweight lotion that helps balance moisture, control oil and shine, reduce the appearance of pores, clear blemishes and prevent future breakouts without over-drying skin



## technology

Part of the four-step Outer Peace™ skin care system, which is clinically proven to reduce the appearance of blemishes in four weeks\*

\* Determined by a four-week clinical study during which skin was treated with the complete four-step Outer Peace™ skin care system



## functional botanicals

- Corn-derived sodium PCA and soy-derived methyl soyate condition skin
- Tamanu oil acts as an anti-irritant and anti-oxidant
- Amla, an anti-oxidant derived from the berry of the emblica tree, helps protect skin
- Boswellia serrata acts as an anti-irritant
- Saw palmetto reduces excess oil and acts as an anti-irritant
- Salicylic acid is approved as an active ingredient to fight acne by the U.S. Food and Drug Administration (outside the U.S.—salicylic acid is a recognized acne-fighting ingredient)



## pure-fume™ aroma

An aroma featuring organic lemon tea tree and geranium oils



## texture/form

Lotion



## packaging

1.7 oz/50 ml tube with 35% post-consumer recycled (PCR) high-density polyethylene (HDPE) and a carton made from a minimum of 70% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Cleanse skin thoroughly before applying. Cover the entire affected area with one application daily, increase to 2 or 3 times daily if needed or as directed by a doctor. If dryness or peeling occurs, reduce application to once a day or every other day.

# outer peace™ acne relief pads



Pre-moistened pads that cleanse, exfoliate and unclog pores to help eliminate blemishes and prevent future breakouts



## technology

Part of the four-step Outer Peace™ skin care system, which is clinically proven to reduce the appearance of blemishes in four weeks\*

\* Determined by a four-week clinical study during which skin was treated with the complete four-step Outer Peace™ skin care system



## functional botanicals

- Tamanu oil acts as an anti-irritant and anti-oxidant
- Amla, an anti-oxidant derived from the berry of the emblica tree, helps protect skin
- Boswellia serrata acts as an anti-irritant
- Saw palmetto reduces excess oil and acts as an anti-irritant
- Salicylic acid is approved as an active ingredient to fight acne by the U.S. Food and Drug Administration (outside the U.S.—salicylic acid is a recognized acne-fighting ingredient)



## pure-fume™ aroma

An aroma featuring organic lemon tea tree and geranium oils



## texture/form

Pre-moistened pads



## packaging

50 2.25 in/5.72 cm pads in a jar with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a carton made from a minimum of 55% PCR fiber and printed with soy ink



## usage and application

Cleanse skin thoroughly before applying. Cover entire affected area with one application daily, increase to 2 or 3 times daily if needed or as directed by a doctor. If dryness or peeling occurs, reduce application to once a day or every other day.

# outer peace™ acne spot relief



Intensive, targeted treatment that eliminates blemishes, reduces redness and swelling and helps prevent future breakouts



## technology

Part of the four-step Outer Peace™ skin care system, which is clinically proven to reduce the appearance of blemishes in four weeks\*

\* Determined by a four-week clinical study during which skin was treated with the complete four-step Outer Peace™ skin care system



## functional botanicals

- Tamanu oil acts as an anti-irritant and anti-oxidant
- Amla, an anti-oxidant derived from the berry of the emblica tree, helps protect skin
- Boswellia serrata acts as an anti-irritant
- Saw palmetto reduces excess oil and acts as an anti-irritant
- Salicylic acid is approved as an active ingredient to fight acne by the U.S. Food and Drug Administration (outside the U.S.—salicylic acid is a recognized acne-fighting ingredient)



## pure-fume™ aroma

Aroma-neutral



## texture/form

Creme



## packaging

.5 fl oz/15 ml tube with a carton made from 100% post-consumer recycled (PCR) fiber and printed with soy ink



## usage and application

Cleanse skin thoroughly before applying. Cover entire affected area with one application daily, increase to 2 or 3 times daily if needed or as directed by a doctor. If dryness or peeling occurs, reduce application to once a day or every other day.

# outer peace™ cooling masque



Treatment masque that instantly soothes and cools irritated skin, visibly reducing redness and the appearance of pores for a clearer, even skin tone



## technology

Part of the four-step Outer Peace™ skin care system, which is clinically proven to reduce the appearance of blemishes in four weeks\*

\* Determined by a four-week clinical study during which skin was treated with the complete four-step Outer Peace™ skin care system



## functional botanicals

- Aloe vera and poria cocos act as anti-irritants
- Alfalfa soothes skin
- Tamanu oil acts as an anti-irritant and anti-oxidant
- Boswellia serrata acts as an anti-irritant
- Saw palmetto reduces excess oil and acts as an anti-irritant



## pure-fume™ aroma

An aroma featuring organic lemon tea tree and geranium oils



## texture/form

Gel-creme



## packaging

4.2 fl oz/125 ml tube



## usage and application

Apply a thick layer to face. Wait 5–10 minutes and rinse well with water to remove. Use once a week. Follow with Outer Peace™ skin care regimen.

# outer peace™ foaming cleanser



Gentle, daily cleanser that penetrates deep into pores to dissolve makeup, oil and other impurities without irritating or over-drying skin



## technology

Part of the four-step Outer Peace™ skin care system, which is clinically proven to reduce the appearance of blemishes in four weeks\*

\* Determined by a four-week clinical study during which skin was treated with the complete four-step Outer Peace™ skin care system



## functional botanicals

- Mild surfactants derived from oat and coconut cleanse skin
- Tamanu oil acts as an anti-irritant and anti-oxidant
- Amla, an anti-oxidant derived from the berry of the emblica officinalis tree, helps protect skin from oxidation
- Boswellia serrata acts as an anti-irritant
- Saw palmetto reduces excess oil and acts as an anti-irritant



## pure-fume™ aroma

An aroma featuring organic lemon tea tree and geranium oils



## texture/form

Foaming liquid



## packaging

4.2 fl oz/125 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

Dispense 1–2 pumps onto hand or wet washcloth and gently wash face and neck. Rinse thoroughly with warm water. Use daily, morning and night.

# patchouli oil



Single patchouli essential oil diluted in a coconut oil-derived carrier base that can be used for skin, bath and body



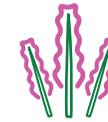
## technology

Elemental Nature:™ Balances Infinity/Air



## functional botanicals

- Skin condition: Good for dry skin conditions
- Traditional and well-being uses:
  - Calms and relaxes the senses
  - Believed to help water retention (folk tradition)



## pure-fume™ aroma

Aromatic qualities: Earthy, musty, herbaceous and balsamic with woody undertones



## texture/form

Oil



## packaging

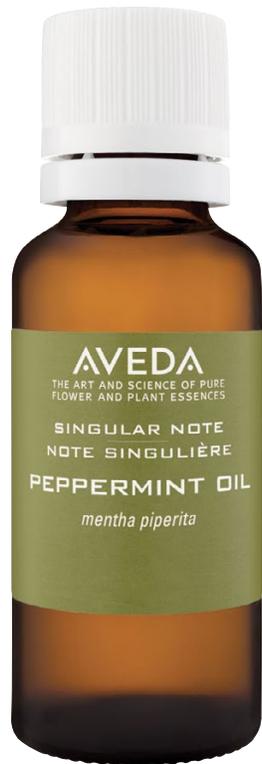
1 fl oz/30 ml glass bottle



## usage and application

- Dispense a small amount onto damp body after shower or bath. Not recommended for the face.
- Apply directly to the body as an aroma.
- Warm in an Aveda Aroma Diffuser.

# peppermint oil



Single peppermint oil diluted in a coconut oil-derived carrier base that can be used for skin, bath and body



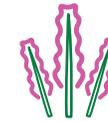
## technology

Elemental Nature:™ Balances Fire, Water/Earth



## functional botanicals

- Skin condition: Good for normal to oily skin conditions. It can be used in facial steams to cleanse and decongest the skin.
- Traditional and well-being uses:
  - Simulates the senses
  - Helps relieve feelings of congestion
  - Believed to help cold symptoms (ancient healing tradition)



## pure-fume™ aroma

Aromatic qualities: Strong, minty, herbaceous aroma with balsamic undertones



## texture/form

Oil



## packaging

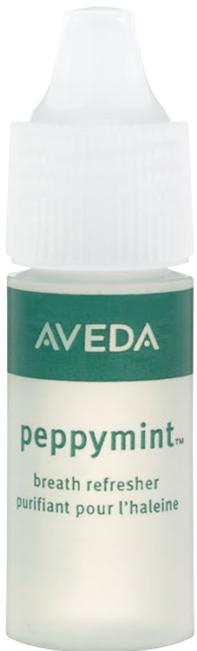
1 fl oz/30 ml glass bottle



## usage and application

- Dispense a small amount onto damp body after shower or bath. Not recommended for the face.
- Apply directly to the body as an aroma.

# peppermint™ breath refresher



Minty infusion that freshens breath with cooling essential oils and no artificial flavors



## functional botanicals

Peppermint, anise and other plant essences provide a long-lasting burst of flavor



## texture/form

Liquid



## packaging

.20 fl oz/6ml bottle



## usage and application

Place directly on tongue.

# petal essence™ eye color trio

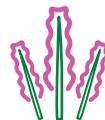


Long-lasting, petal-smooth powder eye shadow that blooms in blendable, crease-resistant, stay-true colors



## functional botanicals

- Aromatic flower waxes from jasmine petals and geranium leaves provide a petal-soft texture and velvety finish
- Orchid oil provides a smooth, light texture
- Mineral-derived mica delivers reflective, long-lasting color
- Talc-, mineral oil- and paraben-free; ophthalmologist-tested



## pure-fume™ aroma

Aroma-neutral



## texture/form

Powder



## packaging

.08 oz/2.5 g pan with a clamshell made from 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a sleeve made from 100% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Dust on slowly and evenly using Flax Sticks™ Professional Makeup Brushes. Use with Color Options™ Eye Shadow Transformer to intensify shadow or create liquid liner.



## Q & A

**Q: Are there any tips for applying this product?**

**A: Highlight:** Use the lightest shade as a wash over the entire lid or as a highlight below the brow bone.

**Contour:** Use the middle shade to create depth and contour in the crease of the lid.

**Define:** Use the darkest shade to define the lash line or boost intensity at the crease.

# petal essence™ eye definer

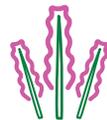


Creamy, smooth, color-true pencil that glides on eyes and brows to line, define, accent or shade without pulling or tugging



## functional botanicals

- Aromatic flower waxes from jasmine petals and geranium leaves provide a petal-soft texture and velvety finish
- Orchid oil provides a smooth, light texture
- Cottonseed, mango and meadowfoam seed oils deliver blendable, creamy color and help extend wear
- Candelilla and carnauba plant waxes provide structure
- Talc- and mineral oil-free; ophthalmologist- and dermatologist-tested



## pure-fume™ aroma

Aroma-neutral



## texture/form

Soft pencil



## packaging

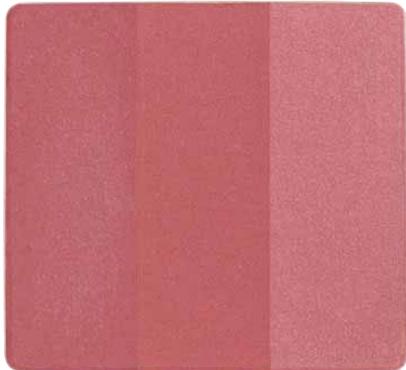
.04 oz/1.14 g pencil with 100% wood from well-managed forests and a carton made from a minimum of 50% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC) certified, 100% wind generated and printed with soy ink



## usage and application

Smudge a thin line softly along the upper lash line for a subtle effect. For more intensity, or to create the illusion of thicker lashes, apply more heavily.

# petal essence™ face accents

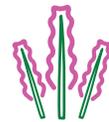


Long-lasting, petal-smooth, powder face accents that bronze, highlight or blush in buildable, blendable colors



## functional botanicals

- Organic geranium and jasmine flower waxes and orchid extract condition skin
- Soybean oil acts as an emollient
- Rice starch absorbs oil and creates a smooth, silky texture
- Talc-, mineral oil- and paraben-free



## pure-fume™ aroma

A soft, floral aroma featuring certified organic lavender



## texture/form

Pressed powder



## packaging

.3 oz/8.5 g pan with a clamshell made from 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a sleeve made from 100% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

For a tanned effect without the sun, apply to nose, forehead, chin and cheeks.

# petal essence™ single eye color

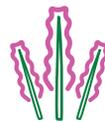


Long-lasting, petal-smooth powder eye shadow that blooms in blendable, crease-resistant, stay-true colors



## functional botanicals

- Aromatic flower waxes from jasmine petals and geranium leaves provide a petal-soft texture and velvety finish
- Orchid oil provides a smooth, light texture
- Mineral-derived mica delivers reflective, long-lasting color
- Talc-, mineral oil- and paraben-free; ophthalmologist-tested



## pure-fume™ aroma

Aroma-neutral



## texture/form

Powder



## packaging

.04 oz/1.25 g pan with a clamshell made from 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a sleeve made from 100% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Dust on slowly and evenly using Flax Sticks™ Professional Makeup Brushes. Use with Color Options™ Eye Shadow Transformer to intensify shadow or create liquid liner.

# phomollient™ styling foam



Foam that creates weightless volume and body while delivering light hold and shine for fine to medium hair



## technology

Patented air-infused technology is free from petroleum-derived propellants. The patented technology is a water-based, foaming hair care composition containing a quaternized polymer and a cellulose-derived conditioner. The product balances hair styling, control and conditioning in a mousse-like foam that is dispensed from a non-aerosol container.



## functional botanicals

- Certified organic burdock is a restorative herbal extract traditionally used in Chinese herbal medicine as an antiseptic and detoxifier
- Certified organic marshmallow root helps smooth and enhance hold
- Honey acts as a natural humectant



## pure-fume™ aroma

A blend of essential oils including organic clary sage, peppermint, ylang ylang and lavender and other pure flower and plant essences



## texture/form

Liquid to foam



## packaging

6.7 fl oz/200 ml bottle with a minimum of 15% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Do not shake bottle. Pump three to five times into hand. Rub hands together to distribute evenly, and apply to wet or dry hair.

# pure abundance™ hair potion



Lightweight powder that transforms fine or thin hair into an abundance of bulked-up matte texture and style while helping hair look fuller and feel thicker



## technology

In its powder state, droplets of water and holding ingredients (pullulan, derived from starch) are encapsulated by silica to form bubble-like spheres. When rubbed together in the hands, the spheres burst into a light, absorbent lotion that leaves hair feeling thicker and coarser.



## functional botanicals

- Acacia gum and kaolin clay make hair thicker by increasing hair's diameter by up to 17%
- Silica, derived from sand, helps reduce the look and feel of oil on hair and create a matte finish
- Pullulan polysaccharide provides natural-looking hold
- Organic acacia gum contains bulking properties that act as a natural thickening agent for hair
- Kaolin clay thickens hair strands and adds body



## pure-fume™ aroma

Aroma-free



## texture/form

Powder to lotion



## packaging

0.7 oz/20 g low-density polyethylene (LDPE) bottle



## usage and application

Do not shake. Sprinkle powder directly onto dry hair at roots and work through until fully dissolved. Liquefy a small amount in hands and apply into damp or dry hair.

# pure abundance™ hair potion

## Q & A

**Q: Are there any tips for using this product?**

**A:** Yes. Here are some tips for using Pure Abundance™ Hair Potion:

**Sprinkle on style:** Sprinkle potion directly at the roots on dry hair and work the product in to create lift, volume and texture.

**Ready, set, go:** Apply potion to damp or dry hair prior to setting hair in rollers or pin curls or using irons. Setting hair with potion imparts volume, texture and hold while leaving hair feeling light and product-free.

**True grit:** Use potion to create dirty-looking, “second-day” hair with little effort.

**Full blown:** Sprinkle potion liberally throughout damp hair prior to blow-drying to create a full, voluminous effect.

**Longing for texture:** On longer hair, apply potion to damp or dry hair. Braid or twist hair and let set. Remove braids or twists for an amazing textured effect.

**Take hold of updos:** Use potion to create “grip” on slippery or silky smooth hair.

**Dry-clean:** On oily or greasy hair, work potion into dry hair to help absorb excess oil from the hair and scalp.

# pure abundance™ style-prep™



Fine, micro-mist spray that thickens hair, detangles and makes styling easier, creating long-lasting volume on shampoo days and refreshing volume on non-shampoo days



## technology

Instantly increases hair diameter by up to 16%, delivering all-day, all-over volume



## functional botanicals

- Pure Abundance™ blend with passion fruit, rice bran, acai oil, organic aloe and acacia gum, a naturally derived thickening agent that helps volumize hair
- Natural, corn-derived polymer helps seal in moisture and provide long-lasting hold
- Hydrolyzed wheat protein helps condition hair



## functional botanicals continued



Untreated fine hair



Fine hair treated with Pure Abundance™ Style-Prep™ (illustrations)  
Result: thicker strands and boosted, long-lasting volume



## pure-fume™ aroma

A minty, citrus aroma with a hint of floral, featuring peppermint, bergamot, mandarin and rose oils

# pure abundance™ style-prep™



## texture/form

Liquid spray



## packaging\*

3.4 fl oz/100 ml bottle made from 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

**On shampoo days:** After cleansing with Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner, spray Pure Abundance™ Style-Prep™ liberally onto towel dried hair and comb through. Blow-dry.

**On non-shampoo days:** Spray liberally onto dry hair and comb through. Style as desired.



## Q & A

**Q: If I use this product, do I need to use a conditioner?**

**A:** To achieve maximum volume, Aveda recommends using Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner prior to using Pure Abundance™ Style-Prep™. Conditioning helps maintain moisture—a critical component of healthy-looking hair. If your hair is medium to long in length, conditioning is a necessary part of your daily routine. Begin by applying conditioner to the ends, where damage is most prevalent. Then work it up to the mid-lengths. Avoid applying conditioner to the scalp area, where hair is usually the healthiest; this will help prevent weighing the hair down. If you choose not to use a conditioner, spray on Pure Abundance™ Style-Prep™ after shampooing.

**Q: If I use this product, do I need to use an additional styling product?**

**A:** Yes. To achieve maximum volume, Aveda recommends using a complete styling system (prep, style, finish). Here's how it works:

**Prep:** Spray hair with Pure Abundance™ Style-Prep™ and comb through using a wide-toothed comb.

**Style:** For fullness and hold at the scalp, apply Volumizing Tonic™ to roots. For fullness and hold throughout the hair, apply Phomollient™ Styling Foam evenly through hair. Comb through and blow-dry.

**Finish:** For added lift at the scalp, puff hair with Pure Abundance™ Hair Potion. Finish with Pure Abundance™ Volumizing Hair Spray.

# pure abundance™ volumizing clay conditioner

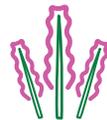


Daily conditioner for fine, thin or limp hair that builds body and volume, helping hair look fuller, feel thicker and stay more abundant



## functional botanicals

- Organic acacia gum contains bulking properties that act as a natural thickening agent for hair
- Kaolin clay thickens hair strands and adds body



## pure-fume™ aroma

An uplifting aroma with jasmine, certified organic peppermint, palmarosa and ylang ylang oils



## texture/form

Lotion



## packaging

6.5 fl oz/200 ml tube



## usage and application

After using Pure Abundance™ Volumizing Shampoo, smooth conditioner from roots to ends. Rinse.

# pure abundance™ volumizing clay conditioner

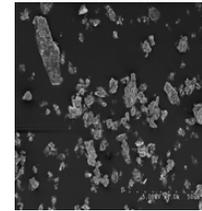
## Q & A

**Q: How do Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner work to add fullness to fine hair, and what are the key ingredients?**

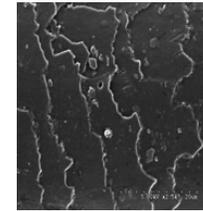
**A:** The diameter of an individual hair strand can range from very thin (fewer than 50 microns) to very thick (more than 100 microns). Fine hair is more flexible than coarse hair, which can contribute to a lack of volume. Fine-haired guests who want to add volume need to maximize the diameter of their hair strands by using shampoos and conditioners that will support long-lasting fullness without weighing hair down. Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner work synergistically to swell the hair shaft while depositing film-forming, certified organic acacia gum and bulking kaolin clay on the hair, creating for a thicker, fuller look and feel. Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner also have other organic holding and bulking agents, including calendula, honey and marshmallow root.

**Q: How does the kaolin clay in this product work?**

**A:** Kaolin clay functions differently in different beauty products. In skin care products, it is often used to absorb oil; in makeup products, it is often used as a flow agent. Aveda scientists have found a new use for kaolin clay in hair care products as a bulking agent that delivers long-lasting body with a soft feel. The kaolin clay in Pure Abundance™ Volumizing Clay Conditioner is a lightweight powder that deposits large particles on the hair strand, providing weightless volume with a soft feel.



Kaolin clay



Hair shaft with kaolin clay

**Q: Will the clay build up on my hair?**

**A:** The clay deposited on hair from the conditioner does not build up; it is removed with subsequent shampooing.

# pure abundance™ volumizing hair spray

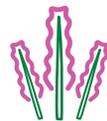


Volumizing hair spray that provides extra-firm, humidity-resistant hold and shine while helping hair look fuller and feel thicker.



## functional botanicals

- Pine-derived resin and certified organic marshmallow root provide extra-firm hold and help combat humidity
- Organic acacia gum contains bulking properties that act as a natural thickening agent for hair
- Marshmallow extract provides natural-looking hold



## pure-fume™ aroma

An uplifting aroma with jasmine, certified organic peppermint, palmarosa and ylang ylang oils



## texture/form

Non-aerosol liquid spray



## packaging

6.7 fl oz/200 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE) and a locking pump



## usage and application

Twist nozzle to unlock. Apply to dry hair, holding bottle 10–12 inches (25–30 cm) from hair. Pump to dispense. Layer more as needed.

# pure abundance™ volumizing shampoo

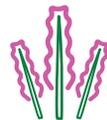


Daily shampoo for fine, thin or limp hair that creates fullness, helping hair look fuller, feel thicker, and stay more abundant



## functional botanicals

- Organic acacia gum contains bulking properties that act as a natural thickening agent for hair



## pure-fume™ aroma

An uplifting aroma with jasmine, certified organic peppermint, palmarosa and ylang ylang oils



## texture/form

Liquid



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage into damp hair. Rinse. Follow with Pure Abundance™ Volumizing Clay Conditioner.

# pure abundance™ volumizing shampoo

## Q & A

**Q: How do Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner work to add fullness to fine hair, and what are the key ingredients?**

**A:** The diameter of an individual hair strand can range from very thin (fewer than 50 microns) to very thick (more than 100 microns). Fine hair is more flexible than coarse hair, which can contribute to a lack of volume. Fine-haired guests who want to add volume need to maximize the diameter of their hair strands by using shampoos and conditioners that will support long-lasting fullness without weighing hair down. Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner work synergistically to swell the hair shaft while depositing film-forming, certified organic acacia gum and bulking kaolin clay on the hair, creating a thicker, fuller look and feel. Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner also have other organic holding and bulking agents, including calendula, honey and marshmallow root.

**Q: Is this product safe to use on color-treated hair?**

**A:** Yes. However, if preserving the vibrancy of color-treated hair is the primary concern, Aveda recommends using the Color Conserve™ system.

# pure comfort™ eye makeup remover

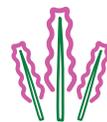


Lightweight, oil-free cleanser that gently dissolves washable makeup



## functional botanicals

- Quillaja saponaria extract—a plant-derived surfactant—gently cleanses skin
- Disodium cocoamphodiacetate, derived from coconut, is an ultra-mild cleanser
- Eyebright extracts (also known as euphrasia), camomile and cucumber soothe eye area
- Non-acneogenic; ophthalmologist-and dermatologist-tested; safe for contact lens-users



## pure-fume™ aroma

Aroma-neutral



## texture/form

Liquid



## packaging

4.2 fl oz/125 ml bottle with a minimum of 85% post-consumer recycled (PCR) high-density polyethylene (HDPE)



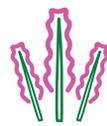
## usage and application

Apply a small amount to cotton. Close eyes and gently wipe around eye area. Do not put directly into eyes.

# rainforest™ aroma diffuser oil



Highly concentrated, aromatic oil for creating an energizing environment that warms the senses



## pure-fume™ aroma

An energizing aroma featuring clove, coriander and peppermint



## texture/form

Oil



## packaging

1 fl oz/30 ml glass bottle



## usage and application

Fill electric diffuser with 10–25 drops of Aroma Diffuser Oil. For ceramic diffusers, fill with 10–20 drops of oil, add 20–60 drops of water and light candle, keeping flame away from flammable objects. Never leave burning candle unattended. Do not operate diffuser dry. Not intended for direct use on skin.

# refreshing bath bar

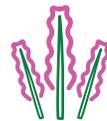


Long-lasting bath bar that cleanses and refreshes skin with plant-derived humectants, vitamins, minerals and herbal extracts



## functional botanicals

- Plant-derived glycerin and sorbitol provide moisturization
- Vitamin E acts as an anti-oxidant and helps protect skin from environmental aggressors
- Soapwort, yucca and quillaja provide balancing properties



## pure-fume<sup>™</sup> aroma

A refreshing aroma featuring organic petitgrain, grapefruit and orange



## texture/form

Solid bar



## packaging

5.2 oz/150 g bar with a carton made from a minimum of 70% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Lather bar with warm water. Apply to body and rinse.

# replenishing body moisturizer



Replenishing body creme that hydrates, conditions and softens skin without feeling greasy



## functional botanicals

- Meadowfoam seed oil provides richness without heaviness, conditioning and replenishing skin
- Sodium hyaluronate—a sugar-derived humectant—retains moisture by up to 1,000 times its own weight, delivering a surge of essential hydration



## pure-fume<sup>TM</sup> aroma

A light, citrus, floral aroma featuring bergamot, lemon, geranium and palmarosa



## texture/form

Creme



## packaging

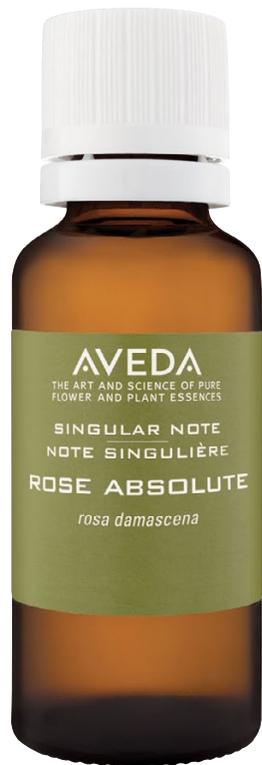
8.5 fl oz/250 ml tube



## usage and application

Massage over entire body with gentle circular motions. Not for use on face.

# rose absolute



Single rose essential oil diluted in a coconut oil-derived carrier base that can be used for skin, bath and body



## technology

Elemental Nature:™ Balances Infinity/Air, Fire



## functional botanicals

- Skin condition: Good for dry and maturing skin conditions
- Traditional and well-being uses:
  - Relaxes and sedates the senses
  - Believed to be a gentle mood elevator and aphrodisiac



## pure-fume™ aroma

Aromatic qualities: Deeply floral with woody, sweet and honey undertones



## texture/form

Oil



## packaging

1 fl oz/30 ml glass bottle



## usage and application

- Dispense a small amount onto damp body after shower or bath. Not recommended for the face.
- Apply directly to the body as an aroma.

# rosemary mint conditioner

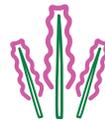


Daily conditioner that provides refreshing and invigorating care to fine to normal hair



## functional botanicals

- Rosemary and peppermint invigorate and awaken



## pure-fume™ aroma

A refreshing aroma infused with rosemary and peppermint



## texture/form

Liquid



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

After Rosemary Mint shampoo, smooth Rosemary Mint Conditioner from roots to ends. Rinse.

# rosemary mint shampoo

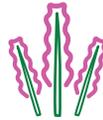


Daily cleansing shampoo that provides refreshing and invigorating care to fine to normal hair



## functional botanicals

- Rosemary and peppermint invigorate and awaken



## pure-fume™ aroma

A refreshing aroma infused with rosemary, peppermint, lavender, marjoram and other pure flower and plant essences



## texture/form

Liquid



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage Rosemary Mint Shampoo into wet hair and scalp. Rinse. Follow with Rosemary Mint Conditioner.

# rosemary mint bath bar



Invigorating bath bar that gently cleanses and invigorates skin



## functional botanicals

- Plant-based glycerin helps soften skin
- Certified organic rosemary, an anti-oxidant, stimulates the skin and senses
- Certified organic peppermint invigorates the skin and senses and provides a cooling effect
- Sugar beet-derived sugar helps give skin a healthy, balanced appearance



## pure-fume<sup>TM</sup> aroma

An invigorating aroma featuring certified organic rosemary, peppermint, lavender and marjoram



## texture/form

Solid bar



## packaging

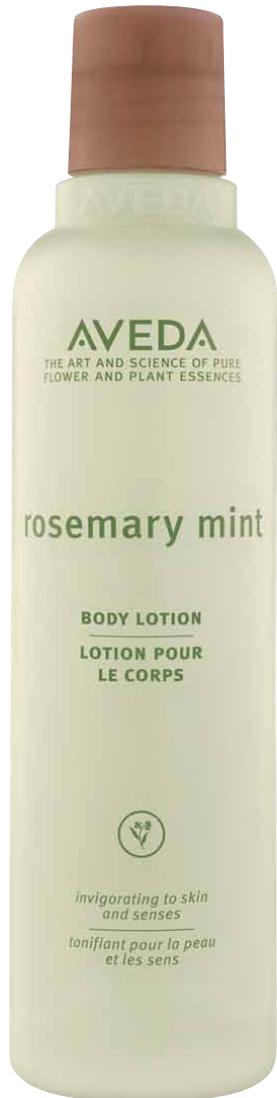
7 oz/200 g bar



## usage and application

Work bath bar into a lather and massage all over your body. Rinse thoroughly. Not for use on face.

# rosemary mint body lotion



Silky, lightweight lotion that hydrates, cools, invigorates and revitalizes skin



## functional botanicals

- Organic aloe vera helps condition and soothe skin
- Sugar and coconut-derived humectants help hydrate and soften skin by delivering moisture to its outermost layers
- Vitamin E, an anti-oxidant, helps protect skin from free radicals
- Naturally cooling and refreshing menthol invigorates the skin and senses
- Sugar beet-derived sugar helps give skin a healthier, balanced appearance



## pure-fume<sup>™</sup> aroma

An invigorating aroma featuring certified organic rosemary, peppermint, lavender, and marjoram



## texture/form

Lotion



## packaging

6.7 fl oz/200 ml bottle with a minimum of 80% high-density polyethylene (HDPE)



## usage and application

Massage into skin with gentle, circular motions after shower or bath. Not for use on face.

# rosemary mint hand and body wash



Refreshing hand and body wash that gently yet thoroughly cleanses and invigorates skin



## functional botanicals

- Organic aloe vera helps condition and soothe skin
- Certified organic rosemary, an anti-oxidant, stimulates the skin and senses
- Certified organic peppermint invigorates the skin and senses and provides a cooling effect
- Naturally cooling and refreshing menthol invigorates the skin and senses
- Sugar beet-derived sugar helps give skin a healthier, balanced appearance



## pure-fume<sup>™</sup> aroma

An invigorating aroma featuring certified organic rosemary, peppermint, lavender and marjoram



## texture/form

Creamy liquid



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% high-density polyethylene (HDPE)



## usage and application

Wet hands and work into a rich, creamy lather. Apply to wet skin. When finished cleansing, rinse thoroughly. Not for use on face.

# scalp benefits™ balancing conditioner

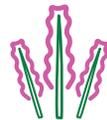


Daily conditioner that hydrates hair and soothes the scalp, creating the ideal foundation for healthy-looking hair



## functional botanicals

- Sea buckthorn—an anti-oxidant— nourishes with vitamins and works to help protect hair and scalp from environmental damage
- Meadowfoam seed oil and babassu-derived agents help condition hair



## pure-fume™ aroma

An aroma derived from certified organic essential oils, including vetiver, rosemary and cinnamon



## texture/form

Creamy liquid



## packaging

6.7 fl oz/200 ml tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage into scalp and hair. Rinse.

# scalp benefits™ balancing shampoo



Daily shampoo that cleans hair down to the root and removes excess sebum and other build-up, creating the ideal foundation for healthy hair



## functional botanicals

- Blend of mild cleansers derived from coconuts and babassu nuts cleanse gently



## sourcing story

**BABASSU OIL FROM BRAZIL**



## pure-fume™ aroma

An aroma derived from certified organic essential oils, including vetiver, rosemary and cinnamon



## texture/form

Liquid



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage into wet hair and scalp. Rinse.

# scalp remedy™ dandruff solution



Daily leave-in treatment that relieves itching, reduces flaking by up to 41% in one week\* and helps prevent the reoccurrence of dandruff to promote a healthy scalp

\* Determined by a one-week clinical study



## technology

Innovative dandruff solution reduces flaking by up to 41% in one week.\*

\* Determined by a one-week clinical study



## functional botanicals

- Lippia helps purify and clarify the scalp
- Salicylic acid gently exfoliates the scalp to effectively treat dandruff
- Soothing blend of herbal extracts, including rosemary, certified organic echinacea and sage, help soothe the scalp
- Betaine from sugar beet extract helps condition the scalp



## sourcing story

LIPPIA FROM BRAZIL



## pure-fume™ aroma

A refreshing, invigorating, minty blend with certified organic orange, spearmint and lemon tea tree essential oils



## texture/form

Liquid tonic



## packaging

4.2 fl oz/125 ml bottle with targeted sprayer

# scalp remedy™ dandruff solution



## usage and application

Apply to affected areas one to four times daily or as directed by a doctor. Do not rinse out.



## Q & A

### Q: What is dandruff?

**A:** Dandruff is a scalp condition in which skin cells on the head shed excessively in flakes, often with itching and redness. Flakes can range from small to large in size and white to yellow and greasy in color. Dandruff is most often produced by an oily scalp rather than a dry one.

### Q: Is there any kind of dandruff for which Scalp Remedy™ Dandruff Solution is NOT an effective method of treatment?

**A:** If flakes are greasy and yellow and do not respond to over-the-counter dandruff products, this may be a sign of seborrheic dermatitis, which will need more aggressive treatment to relieve the flaking, redness and itching. Aveda recommends consulting a doctor for appropriate treatment.

### Q: What is dry scalp?

**A:** If flakes are tiny, white, dry, dust-like and often confined to the top of the head, hairline or nape, this may be a sign of dry scalp. The patches—which may or may not be itchy—can be worse at certain times of the year (e.g., dry winter seasons).

### Q: How long does it take for this product to take effect?

**A:** Within 24 hours of the first use, you should see a 33 percent reduction in flakes. After one week of daily use, you should see a 41 percent reduction in flakes.

### Q: How many times should one use this product for it to be most effective?

**A:** Aveda recommends using Scalp Remedy™ Dandruff Solution one to four times daily, depending on severity of dandruff condition.

### Q: Will this product weigh hair down?

**A:** No. The Scalp Remedy™ Dandruff Solution formula is packaged so you can apply the product directly onto your scalp without it getting into the hair.

### Q: Can this product be used after a color service?

**A:** Scalp Remedy™ Dandruff Solution should not be used before a color service, but it can safely be used after one.

### Q: Can this product be applied on hair extensions?

**A:** Aveda tested Scalp Remedy™ Dandruff Solution on hair extensions, and the product neither stained the hair extensions nor loosened the glue.

### Q: Can this product be used on children or infants? Does it help treat cradle cap?

**A:** No. Scalp Remedy™ Dandruff Solution should not be used on children or infants with cradle cap. Aveda recommends consulting with a doctor for appropriate treatment.

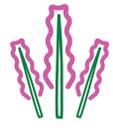
### Q: What is lippia?

**A:** Lippia is a wild plant native to the northeastern region of Brazil. In the Scalp Remedy™ Dandruff Solution formula, lippia works to help purify and clarify the scalp.

# shampure™ conditioner



Daily conditioner with morikue™ protein that fortifies all hair types



## pure-fume™ aroma

A unique bouquet of 25 pure flower and plant essences, including certified organic bergamot, lavender, lemon, petitgrain and ylang ylang essential oils



## texture/form

Liquid



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Cleanse with Shampure™ Shampoo. Rinse. Work conditioner into hair and scalp. Rinse.

# shampure™ shampoo



Daily cleansing shampoo with morikue™ protein that fortifies all hair types



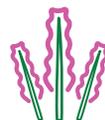
## functional botanicals

- Babassu betaine is a gentle surfactant created from certified organic babassu nuts



## sourcing story

BABASSU FROM BRAZIL



## pure-fume™ aroma

A unique bouquet of 25 pure flower and plant essences, including certified organic bergamot, lavender, lemon, petitgrain and ylang ylang essential oils



## texture/form

Liquid



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Massage small amount of product into wet hair and scalp. Rinse well. Follow with Shampure™ Conditioner.

# shampure™ soy wax candle

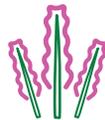


Plant-based soy wax candle for creating a calming environment that soothes the senses with 25 pure flower and plant essences



## functional botanicals

Long-lasting, high-performing soy wax base burns cleanly and completely, providing more than 50 hours of burn time



## pure-fume™ aroma

A unique bouquet of 25 pure flower and plant essences, including certified organic bergamot, lavender, lemon, petitgrain and ylang ylang essential oils



## texture/form

Soy wax candle



## packaging

9.7 oz/275 g glass holder with a carton made from a minimum of 70% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Do not leave burning candle unattended. Do not burn on or near anything that can catch fire. Burn out of reach of children and pets. Do not burn longer than 1½ hours at a time. Allow candle to solidify before relighting. Should black smoke appear, trim the wick. It should be clean and no longer than ¼ inch at all times. Always protect the surface on which the candle rests. To protect candle holder, do not burn wax down to the bottom.

# smooth infusion™ conditioner



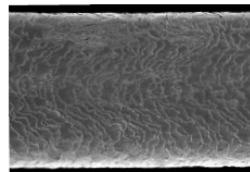
Daily moisturizing conditioner that smooths and softens hair, making it easier to achieve smooth and sleek hair styles



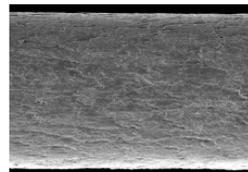
## technology

An innovative plant infusion blend derived from organic aloe, maize and guar bean creates the ideal foundation for smooth, sleek hair styles.

- The plant infusion blend infuses smoothness into the hair, creating a smooth, new surface on each strand. Consumer research shows that more than 88 percent of women in the U.S. (more than 95 percent of women in Japan) who want smooth and sleek hair styles use heat styling tools. Repeated heat styling can result in an uneven or roughed-up cuticle surface, which can cause frizz and unwanted wave. The plant infusion blend in is deposited on the areas the hair needs most, mimicking the function of the hair cuticle and helping to manage the texture of the hair.



Untreated hair



Plant infusion blend creating new surface on hair



## functional botanicals

- Tamanu oil helps restore the hair's moisture balance
- Hydrolyzed wheat protein complex helps protect hair from heat styling



## sourcing story

**SANDALWOOD FROM AUSTRALIA**



## pure-fume™ aroma

A fresh, citrus-floral blend featuring certified organic palmarosa, bergamot, rose and Australian sandalwood

# smooth infusion™ conditioner



## texture/form

Lotion



## packaging\*

6.7 fl oz/200 ml tube with a minimum of 35% post-consumer recycled (PCR) content

\* Received gold-level Cradle to Cradle (C2C) certification from the Environmental Protection and Encouragement Agency (EPEA). C2C certification allows companies to tangibly and credibly measure achievement in environmentally intelligent product design based on eliminating the concept of waste.



## usage and application

Massage into hair from roots to ends after shampooing with Smooth Infusion™ Shampoo. Rinse.

## Q & A

### **Q: What is the difference between smooth and soft?**

**A:** Smooth refers to the physical state of the hair in which it lays tighter and has a sleek, silky appearance without frizz or flyaways. Soft refers to the sensory state of the hair in which it feels supple and elastic to the touch rather than coarse or textured.

### **Q: Can you use flat iron after using this product?**

**A:** Yes. The entire Smooth Infusion™ system is designed for those who use heat styling tools to smooth or straighten their hair. The system contains a hydrolyzed wheat protein complex that helps protect hair from damaged caused by heat styling.

### **Q: How long does the plant infusion blend's smoothing effect last?**

**A:** The effect is temporary and generally lasts until the next time you wash your hair. The duration depends on your hair type, condition, styling habits and environmental conditions.

### **Q: What is maize?**

**A:** Maize is another word for corn.

# smooth infusion™ shampoo

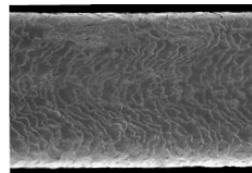


Daily cleansing shampoo that smooths and softens hair, making it easier to achieve smooth and sleek hair styles

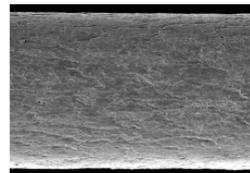


## technology

An innovative plant infusion blend derived from organic aloe, maize and guar bean creates the ideal foundation for smooth, sleek hair styles. The plant infusion blend infuses smoothness into the hair, creating a smooth, new surface on each strand. Consumer research shows that more than 88 percent of women in the U.S. (more than 95 percent of women in Japan) who want smooth and sleek hair styles use heat styling tools. Repeated heat styling can result in an uneven or roughed-up cuticle surface, which can cause frizz and unwanted wave. The plant infusion blend in Smooth Infusion™ Shampoo and Conditioner is deposited on the areas the hair needs most, mimicking the function of the hair cuticle and helping to manage the texture of the hair.



Untreated hair



Plant infusion blend creating new surface on hair



## functional botanicals

- Babassu-derived cleansing system softens hair with a luxurious lather, preparing hair to maximize the effect of plant infusion blend
- Plant infusion blend derived from organic aloe, maize and guar bean creates a smooth, new surface on the hair
- Tamanu oil helps restore the hair's moisture balance
- Hydrolyzed wheat protein complex helps protect hair from damaged caused by heat styling



## sourcing story

**SANDALWOOD FROM AUSTRALIA**



## pure-fume™ aroma

A fresh, citrus-floral blend featuring certified organic palmarosa, bergamot, rose and Australian sandalwood

# smooth infusion™ shampoo



## texture/form

Liquid



## packaging\*

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)

\* Received gold-level Cradle to Cradle (C2C) certification from the Environmental Protection and Encouragement Agency (EPEA). C2C certification allows companies to tangibly and credibly measure achievement



## usage and application

Massage into wet hair and scalp. Rinse. For best results, follow with Smooth Infusion™ Conditioner.

## Q & A

### **Q: What is the difference between smooth and soft?**

**A:** Smooth refers to the physical state of the hair in which it lays tighter and has a sleek, silky appearance without frizz or flyaways. Soft refers to the sensory state of the hair in which it feels supple and elastic to the touch rather than coarse or textured.

### **Q: Can you use flat iron after using this product?**

**A:** Yes. The entire Smooth Infusion™ system is designed for those who use heat styling tools to smooth or straighten their hair. The system contains a hydrolyzed wheat protein complex that helps protect hair from damaged caused by heat styling.

### **Q: How long does the plant infusion blend's smoothing effect last?**

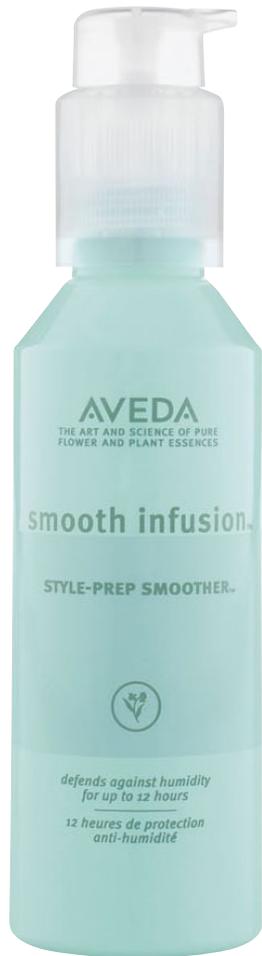
**A:** The effect is temporary and generally lasts until the next time you wash your hair. The duration depends on your hair type, condition, styling habits and environmental conditions.

### **Q: What is maize?**

**A:** Maize is another word for corn.

# smooth infusion™ style-prep™ smoother

Lotion that preps hair to give long-lasting, smooth results while making styling faster and easier. When used as part of the Smooth Infusion™ system, it defends hair against humidity for up to 12 hours.



## technology

An innovative hybrid formula offers leave-in treatment and styling benefits that create a smooth, new surface on the hair and help protect it from damage caused by heat styling.



## functional botanicals

- Plant infusion blend derived from organic aloe, maize and guar bean creates a smooth, new surface on the hair
- Certified organic tapioca starch defends hair against humidity for up to 12 hours
- Hydrolyzed wheat protein complex helps protect hair from damaged caused by heat styling



## sourcing story

SANDALWOOD FROM AUSTRALIA



## pure-fume™ aroma

A fresh, citrus-floral blend featuring certified organic palmarosa, bergamot, rose and Australian sandalwood



## texture/form

Lotion



## packaging

3.4 fl oz/100 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

To prep hair for styling, work a small amount of product in hands and apply through damp hair. Style as desired.

# smooth infusion™ style-prep™ smoother

## Q & A

**Q: Who would benefit from using this product?**

**A:** Anyone who wants to eliminate frizz and flyaways, protect their hair from heat styling or maintain sleek and smooth hair styles in humid conditions would benefit from using Smooth Infusion™ Style-Prep Smoother.™

**Q: Are there any tips or techniques for using the smoothing brush?**

**A. To create a straight and sleek look:**

1. Apply small amount of Smooth Infusion™ Style-Prep Smoother™ evenly through towel-dried hair.
2. “Rough-dry” hair using blow dryer and your hands until hair is about 70 percent dry.
3. Start at the nape of the neck and section hair off into small, manageable sections. If hair has a lot of volume, section horizontally with clips.
4. Use smoothing brush and blow dryer with nozzle attachment on high heat. Slowly glide the brush down the hair, from the top of the section all the way to the ends. Keep brush close to face so as not to create volume. Continue until hair is completely dry.
5. To eliminate flyaways and add shine, apply a small amount of Light Elements™ Smoothing Fluid.

**To create a sleek look with a flip:**

1. Follow steps 1–4 above.
2. To create the “flip,” slowly glide the smoothing brush down the hair, from the top until 2–3 inches from the ends. Turn the handle of the brush away from the face until base of the brush is parallel to ground. Hold the heat on the brush for 30 seconds and release. Continue until all of the ends are flipped.
3. To set the look, lightly mist the hair with a dry hair spray like Air Control Hair Spray.™

**To create a round a sleek look:**

1. Follow steps 1–4 above.
2. To round the ends, slowly glide the smoothing brush down the hair, from top until 2–3 inches from the ends. Turn the handle of the brush toward the face until the base of brush is parallel to ground. Hold the heat on the brush for 30 seconds and release. Continue until all of the ends are rounded.
3. To set the look, lightly mist the hair with a dry hair spray like Air Control Hair Spray.™

**Q: Are there any professional tips or techniques to make hair stay smooth?**

**A: Yes. Here are some tips and techniques from Antoinette Beenders:**

**For thick, coarse or hard-to-manage hair:** Apply product at night before bed. This helps avoid having excess volume in the morning and maximizes your straight look for a few days.

**Avoid:** Moisture and steamy showers and baths to maintain your smooth style much longer.

**Flat wrap it:** Wrap your hair around your head and sleep on it. This will keep your hair flat and minimize frizzing.

**A clean start:** For initial smoothing, always begin with freshly-washed hair. This is especially important if you want your sleek and smooth blow-dry to last for several days.

**A dry idea:** Always blot wet hair with a towel to remove excess moisture. Don’t rub, as rubbing creates frizz.

**Cool it:** When hair is completely dry, use cool air to set it. This closes the cuticle and ensures your smooth blow-dry will last longer.

**Q: Can you use a flat iron after using this product?**

**A:** Yes. The entire Smooth Infusion™ system is designed for those who use heat styling tools to smooth or straighten their hair. The system contains a hydrolyzed wheat protein complex that helps protect hair from damage caused by heat styling.

**Q: How long does the plant infusion blend’s smoothing effect last?**

**A:** The effect is temporary and generally lasts until the next time you wash your hair. The duration depends on your hair type, condition, styling habits and environmental conditions.

**Q: What is maize?**

**A:** Maize is another word for corn.

# smooth infusion™ glossing straightener



Balm that smooths and straightens hair while protecting the cuticle from heat damage and adding lasting hold and lustrous shine



## functional botanicals

- Plant-derived cellulose delivers long-lasting hold that maintains smooth and straight styles throughout the day
- Plant infusion blend derived from organic aloe, maize and guar bean forms a protective barrier around the hair and smooth and straighten the cuticle, fighting flyaways and frizz
- Hydrolyzed wheat protein complex helps protect hair from damage caused by heat styling



## sourcing story

**SANDALWOOD FROM AUSTRALIA**



## pure-fume<sup>™</sup> aroma

A fresh, citrus-floral blend featuring certified organic palmarosa, bergamot, rose and certified organic Australian sandalwood



## texture/form

Balm



## packaging

4.2 fl oz/125 ml tube with a minimum of 45% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Apply evenly through towel-dried hair and blow-dry.

# smooth infusion™ glossing straightener

## Q & A

**Q: Can you use a flat iron after using this product?**

**A:** Yes. The entire Smooth Infusion™ system is designed for those who use heat styling tools to smooth or straighten their hair. The system contains a hydrolyzed wheat protein complex that helps protect hair from damage caused by heat styling.

**Q: Can this product be used on fine hair?**

**A:** Yes. Guests with fine wavy or curly hair who are seeking a straight end result should use a smaller amount of Smooth Infusion™ Glossing Straightener.

**Q: Is this product safe for chemically straightened or permed hair?**

**A:** Yes. Smooth Infusion™ Glossing Straightener can be used to help achieve smooth, straight styles on chemically treated hair while protecting the cuticle from heat damage and adding intense shine. The straightening effect will last until the next time the hair is cleansed.

**Q: What is maize?**

**A:** Maize is another word for corn.

# smoothing body polish

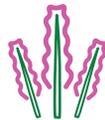


Gentle, creme body polish that removes dead surface cells and skin-dulling debris, leaving skin cleansed, smoothed and refined



## functional botanicals

- Algae and mugwort extracts help soothe and condition skin
- Organic aloe vera extract helps soothe skin
- Walnut shells provide gentle, yet intense exfoliation and help smooth skin



## pure-fume<sup>TM</sup> aroma

Aroma-neutral



## texture/form

Exfoliating creme



## packaging

8.5 fl oz/250 ml tube



## usage and application

Lather a small amount of Smoothing Body Polish onto moist body skin. Rinse well. For body, not face.

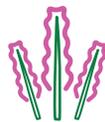
# soothing aqua therapy

Mineral-rich Dead Sea salts that soften and soothe dry, stressed skin



## functional botanicals

- Mineral-rich Dead Sea salts replenish and soften skin while relaxing the body
- Meadowfoam seed oil provides richness without heaviness
- Squalane, derived from olives, softens and conditions skin



## pure-fume<sup>™</sup> aroma



## texture/form

Salts



## packaging

16 oz/400 g jar



## usage and application

Add two tablespoons of Soothing Aqua Therapy to warm, running bath water and soak for 10–20 minutes.



## argan from morocco



Across the arid southeast region of Morocco, on the edge of the vast Sahara, is the indigenous argan forest and local women determined to save it from the encroaching desert. From the harvesting of the argan tree nuts the women are able to contribute to the economic security of their families, which empowers them and gives them a voice in determining the future for themselves and the trees on which they depend. In partnership with Aveda, the women of the Targanine network of cooperatives are able to process the nuts more efficiently for sale in the international market. Aveda has also provided funding for literacy programs, which further encourages their independence.

For hundreds of years the Berber women of Morocco have used versatile argan oil for medicinal purposes, for cooking and traditional beauty recipes, and the shells as a heat source. But this way of life is threatened by desertification. Within the last century, large areas of argan trees—that act as a natural barrier against desertification—were stripped for unsuccessful crop farming and animal grazing, which lowered the water table, increased erosion and allowed the desert to advance. Since the turn of the 20th century the argan forest—which provides a living for approximately 3 million people, including the Berber women—has been reduced from 1.4 million hectares to just over 800,000 hectares, and the density has fallen from 100 trees per hectare to 30.

Realizing that giving the argan forest an economic value would encourage conservation, a local professor formed the Targanine Cooperative to organize some local Moroccan women for substantial argan nut processing and trade. Until the Targanine Cooperative the expertise of the women members and the benefits of the oil had been undervalued and sold at roadside stands. Now the women process argan derivatives for the global market, and the co-op that started with a small group of women has grown into a network of six co-ops that support more than 400 families. Aveda sources 100% of its argan oil, which is certified organic by EcoCert, from the network and provided funding to purchase processing equipment that helps the women separate the seeds and increase productivity.

Changes have been significant for the co-op members who are valued and respected for their work and now have a sense of pride and accomplishment. In an area where women traditionally are not educated or able to work outside the home, the Targanine Cooperative works to break



# argan from morocco

that cycle by requiring members to attend classes on family planning, health care, and finance, and enroll in the Aveda-funded literacy program during 2009. The women have furthered their cause and implemented reforestation programs to reclaim land that had been taken over by the desert. Planting argan trees is very difficult—it takes about five years to assess whether a replanted tree is successful. But the Targanine Cooperative partnered with the Moroccan Water and Forests Authorities, which successfully restored hundreds of hectares of argan forest. “The argan tree used to be cut for firewood. Now this tree is our source of life. We protect it,” explains a member of the Targanine network.

The Targanine Cooperative demonstrates how empowering women can lead to significant change. Because of the dedication of these women they are creating more stability within their families, local communities have more economic opportunity and the native ecosystem is being restored for future generations.

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# babassu from brazil



**Botanical Name:** *Orbignya oleifera*

Within the dense rainforest of northeastern Brazil, the people from the communities of Maranhão protect their native land from cattle ranchers and loggers in order to preserve their traditional way of life, which, for countless generations, has depended on babassu palm trees and the harvesting of the babassu nut. For over four centuries the women of Maranhão—known as the quebradeiras de coco, or “nut-breakers”—have collected the nut and processed it into everything from edible flour and charcoal for cooking, to soap and healing salves. In partnership with Aveda, these communities are able to process their nuts on a larger scale for sale in the global market, allowing them to prosper from their ancestral lands and empowering them to preserve the ecosystem.

The struggle to maintain rights over the babassu palms began in the 1970s when cattle ranchers and loggers hired gunmen to force indigenous people from their lands so they could burn and clear-cut vast sections of the rainforest for grazing. The ranchers claimed ownership over the remaining babassu palms and forced the native women to pay rent in order to harvest the nuts. This continued for twenty years until a grassroots organization of determined women took action by forming a human chain in front of armed men and refused to leave their homes. The women also placed candles on the stumps of fallen trees as a tribute to their loss. This practice frightened some loggers who feared the candles represented supernatural forces. The women then successfully lobbied for the Free Nut Law, which allows for forest inhabitants to access palm trees across all properties without having to pay rent. These brave acts gave a voice to indigenous people and united them in their determination to reclaim their livelihood and protect the remaining forest.

Aveda, drawn to the inspiring story of the nut-breakers and their exceptional babassu oil, partnered with the community co-op ASSEMA and helped finance a babassu processing facility so the women could efficiently produce babassu for sale in the global market. Aveda also funded the construction of additional income-generating facilities such as a soap-making factory and a paper press—both of which utilize parts of the babassu nut to create the end products. “If not for the huge support from Aveda, I don’t know if we would be selling in the international market,” says former president of ASSEMA’s rural workers’ cooperative Sebastiana Gomes Sirqueira. “Now we can better assist the families in our cooperative.” ASSEMA now supports over 1,500 families across seven counties in the state of Maranhão, and Aveda purchases approximately 31 tons of the USDA-certified organic babassu oil per year, much of which goes into an exclusive surfactant system found in almost all Aveda shampoos and conditioners. This large purchase helps



# **babassu from brazil**

provide ASSEMA with financial security, allowing them to extend their member support beyond just employment. The co-op provides primary and secondary schooling, after-school initiatives for teenagers, and programs that raise awareness regarding gender equality and women’s rights within the indigenous communities.

Since environmental protection is a crucial component for maintaining the nut-breakers’ successes, ASSEMA created and lobbied for the Free Babassu law—which forbids the cutting of babassu palms—that is now enforced across four states in Brazil. Demand for babassu oil makes the law easier to enforce and ASSEMA’s productivity helps preserve over 2,200 hectares of forest, and the endangered species that live within, each year.

Aveda strives to improve the health of indigenous communities by financing programs that teach ASSEMA members’ families sustainable organic gardening techniques so they can grow nutritious food alongside the babassu trees in a way that is harmonious with the local ecosystem and encourages rainforest biodiversity. Aveda funding also supports the Living Pharmacy project, which aims to reestablish the use of local, medicinal plants and homemade remedies for prevention of common ailments in order to reduce the need for expensive pharmaceuticals and support preservation of native plants species.

The women of Maranhão exemplify how preserving indigenous traditions benefits the entire planet. By harvesting and processing their babassu nuts, the nut-breakers are not just supporting their families and strengthening local communities, but they are also protecting biodiversity and the intricate ecosystems within the Brazilian rainforest, which is an important step towards slowing climate change. “This partnership is showing future generations that their work generates important returns,” explains Maria Alaites, a babassu nut-breaker and local city council member, “Both for the people’s health and the health of our land, which is our mother.”

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# cistus from spain



**Botanical Name:** *Cistus ladaniferus*

*Cistus ladaniferus*, *jara* in Spanish, is a plant of survival, renewal and rebirth. For centuries it has been the foundation of Andalucía's landscape, and the unlikely resource upon which local wildlife, farming and vegetation live in balance. Cistus plants are considered by some to be a "wild weed," and "rockrose." Untamed, they grow wildly from rocky, dry ground on sunny plains dotted with oak trees, or, encinas. In fact, cistus thrives in the most rocky, arid soil, growing more fiercely and wildly in Andalucía than any other part of the world. Arid conditions encourage the cistus plant to produce more resin—a key ingredient Aveda uses in its aromas and as a powerful moisturizing agent in its Green Science™ firming skincare.

The cistus plant flowers once a year, opening a wrinkled, white, five-petaled blossom to the late winter sun for a few short days. In hot summer months, the plant exudes a sticky resin along its leaves and branches and a rich, restorative aroma from its blooms. Once cut, the cistus plant automatically regenerates fresh branches for the following summer.

Since the early 20th century, the local people of Andalucía have harvested wild cistus and sold it to European perfumeries and distilleries to produce into oil. In 1989, Biolandes, a French company specializing in essential oil extraction, set up a distillation factory in the small rural village of Puebla de Guzmán, in Andalucía, and trained workers to harvest and process cistus using Earth-sensitive processes. Employing those who are connected to the needs and nuances of the local environment, Biolandes brought the business of cistus production back to its home, inspiring new jobs for its communities. These jobs enable some families to stay in their native region, rather than leave in search for work. Thus, the sustainable harvest and production of cistus oil supports local growth, livelihood and harmony.

The process by which cistus is transformed from wildly growing shrub to an essential oil begins each summer Andalucía, where hundreds of local workers collect the organically-grown cistus twigs. With the dry ground crunching under their feet and crickets singing in rhythmic waves, workers cut two-foot long cistus twigs, hand harvesting up to 400 kilograms per day—per person. Using a moon-shaped cutting tool called a hoz, the men pick only the young, ripened, fragrant upper twigs of the cistus plant, leaving a six inch stem to generate new growth the following year. This coppicing method perpetuates the cistus plants' natural cycle of growth.



# cistus from spain

Once the cistus has been cut, the twigs are packed into 15 kilogram bundles and transported by truck to the local distillery, where a group of 20 local workers process the cistus into gum or oil. In an effort to conserve resources and minimize waste, left-over cistus stems are placed into the wood-burning furnaces to create the steam needed for distillation. As a result of these efforts, there is no petroleum-based energy in the distillation factory. Then, bundles of freshly-picked cistus are steam-distilled for 24 hours. The 400 kilograms of cistus branches workers collect each day produce approximately 300 grams of the golden, fragrant oil—used in Aveda aromas for its powerful, long-lasting, sweet and spicy notes.

Aveda's search for the highest quality organic cistus essential oil brought the company to Puebla de Guzmán in 2002. At the time, neither the distillery nor the cistus oil was certified organic; Aveda initiated a conversion, partnering with Biolandes to help foster a smooth transition in the challenging path from conventional harvesting and manufacturing processes—to organic. The result is a transparent business model for organic conversion, strengthened by partnership. Since 2005, the cistus oil from Andalucía has been organically certified by ECOCERT, a third party auditing company specializing in organic standards. Today, the cistus oil Aveda receives from Andalucía is certified organic. As a result, Aveda has doubled its purchase of certified organic cistus oil from Biolandes, purchasing 90% of Biolandes' certified organic cistus oil produced in Andalucía.

This sustainable business in partnership with Biolandes and Aveda continues to thrive, as does Andalucía's wild cistus plant. The partnership also assures a high integrity organic cistus essential oil for Aveda professionals and guests—completing the cycle of sustainability. With cistus at its heart, the village of Puebla de Guzmán represents a small-scale ecosystem tuned into community and Earth with harmony. As renewable and traceable as the self-perpetuating growth of wild cistus, the cycle from harvest to oil, from Soil to Bottle<sup>SM</sup>—is beauty in balance.

*“Cistus is my life; it is my family's life, my children's lives, my heritage.”*  
– Roman, Community member, Puebla de Guzmán, Andalucía

## Cistus Ingredient Benefits

The resin from which cistus essential oil is produced protects the plant from environmental stressors of excess heat and dry conditions. This, in turn, makes cistus oil an excellent moisturizing and skin firming ingredient in Aveda products such as Green Science™ skincare. Cistus oil is also used in many Aveda aromas for its powerful and very long lasting sweet, spicy, resinous note.

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# rose and lavender from bulgaria



Nestled in a valley at the foot of Bulgaria's Balkan Mountains, near the small village of Tarnichene, are fields of native lavender and rose and a distillery on which local villagers and many nomadic Romi people depend for their livelihood. The family-run Enio Bonchev distillery—which employs people to pick the blossoms and operate the distillery—is the main source of economy for the village, and the owners also provide food, clothing, and access to medical care to their workers. Aveda helps support this local economy by purchasing lavender and rose oil from Enio Bonchev. Aveda has also donated funding to help increase the workers' quality of life.

The distillery—founded in 1907—was shut down for close to 50 years under the communist regime, leaving the area impoverished and local workers and traveling Romi people without jobs. It re-opened in 1992 by Dimitre and Filip Lissicharov, descendants of the founder, Enio Bonchev. The distillery employs approximately 25 villagers to work full-time through the year. Approximately 50 additional workers are employed to maintain the fields, performing tasks such as weeding and planting, during the non-winter months. And, during the harvesting season an additional 40 people are hired to operate the distillery, and 250 people—including the Romis—to work in the fields. Some Romis live in a nearby city, but transportation is scarce so the distillery provides a bus service three times a day to and from the fields. Romis who come down from their mountain villages in donkey-carts bring their entire families, and the children play with toys (provided by the distillery) while the adults work.

Picking lavender and rose is an incredibly labor-intensive process: field workers spend all day in the hot summer sun cutting the stems by hand and loading the blooms into carts. Many distilleries cut costs—and jobs—by using machinery for this process, but the Enio Bonchev owners prefer to keep jobs in the community, and in doing so they produce a purer oil since hand cutting means fewer stems go into the batches. When picking season is over, the workers cull and replant the fields and compost leftover plant material back into the soil. “This is our land,” says co-owner Filip Lissicharov. “We feed it and nurture it because it feeds and nurtures us. It is our freedom, our home, our health—everything we need in this life.”



# rose and lavender from bulgaria

At Enio Bonchev, the harvesters are appreciated for their hard work. Other distilleries pay either at the end of the season or when the raw material sells, leaving the workers without income for many months. The Enio Bonchev distillery pays daily, which to the workers means they can feed their children every day. In the end they are able to make enough money to help support their families through the winter months, and the distillery provides animal feed at the end of the season so the workers' horses and donkeys don't starve during the winter.

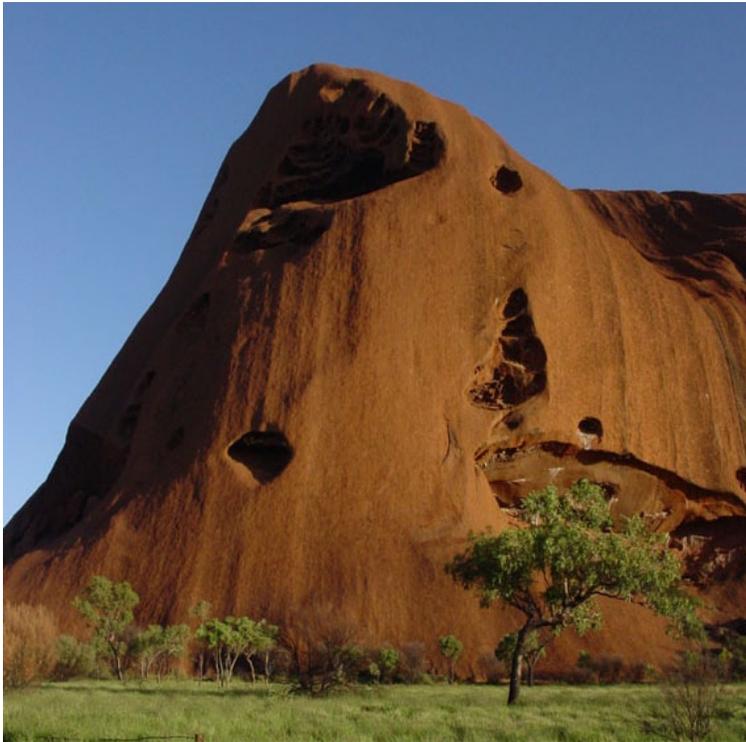
Aveda supports the distillery by purchasing large quantities of the exceptional oil, which has been grown organically and certified to USDA standards since 2002. This ongoing purchase provides economic security for the distillery, allowing the owners to provide additional benefits. They offer dental care to all full-time employees, and for the field workers they hire a doctor to be on hand in case someone becomes overheated or sick, provide free breakfast and lunch for the workers and children that come with them, and supply the pickers with lightweight cotton t-shirts and hats to help protect them from the sun. A 2008 grant from Aveda helped construct restroom and shower facilities.

The Enio Bonchev distillery presents a clear example of how a business model built on fair treatment and compassion for employees and the local community can be a success. It's a system that benefits everyone involved. Season after season, word spreads about the Enio Bonchev distillery and the respect for the workers, the fields once again fill with people and the cycle continues.

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# sandalwood from australia



**Botanical Name:** *Fusanus spicatus*

Deep in the desert plains of Western Australia, indigenous people, long familiar with inequality and exploitation, are able to forge a stronger economic future from the harvesting of an ancient tree that grows wild on their native lands: sandalwood. This tree is a vital link between indigenous Australians and their ancestral home, allowing them to make a living from the land they cherish. As a result of Aveda's commitment to purchase sandalwood from the indigenous harvesters at a fair price, they

now receive fair pay for their work. Aveda also provided investments and grants that helped create financial and cultural opportunities within the indigenous communities.

Most sandalwood on the market today originates from India, Indonesia and Nepal, where the trees are often unethically poached and unsustainably over-harvested. In 2002, alarmed by the endangered status of the trees, Aveda went in search of a new source and discovered the pure, wild-harvested sandalwood of western Australia. Here the sandalwood tree is a government-protected species, with annual sustainable harvest quotas. However, what Aveda found was a business system that favored landowners with private property licenses that allowed them to charge a premium for the sandalwood that grows on their land. The indigenous people harvesting the wild sandalwood trees of their ancestral lands were being paid far less for their harvest—sometimes as little as 25% of what private landowners could charge.

Aveda partnered with Mt. Romance—an Australian-based producer of sandalwood oil—to seek to pay fair market value for indigenous sandalwood oil. Together they helped fund the creation of the Songman Circle of Wisdom—a corporation owned and operated by indigenous leaders that created the first protocol for indigenous raw material certification and set the standards for sustainable indigenous harvesting. The Songman Circle works to facilitate fair business relationships between indigenous sandalwood harvesters and the world market, and help indigenous people preserve their native culture. This groundbreaking protocol has become a model for building beneficial and ethical business relationships with indigenous people around the world. “Aveda’s core vision and the cultural practices of indigenous people are parallel,” explains Dr. Richard Walley, co-chairperson of the Songman Circle. “We join forces to make good business.”



# sandalwood from australia

The results in Western Australia have been profound. Support from Aveda, Mt. Romance and the Songman Circle helped indigenous harvesters purchase their own private collectors' licenses, allowing them to raise their prices up to nearly four times more than before, and Aveda agreed to pay a premium for wood collected by indigenous harvesters who don't yet have a license. Aveda sources 100% of its sandalwood essential oil through Mt. Romance, only purchasing oil that is certified by the Songman Circle—which ensures the material is indigenously-harvested with respect for the environment and traditional culture—and distilled by steam instead of petrochemical solvents. And to help the harvesters keep up with the increased demand, Aveda and Mt. Romance have helped fund equipment that makes harvesting easier—such as lifters that pull trees out of the ground with minimal environmental impact.

The sandalwood harvesters of western Australia prove that fair access to the global market creates equality and opportunity for indigenous groups and helps them to create a more prosperous, economically stable future.

**VISIT [WWW.AVEDA.COM](http://WWW.AVEDA.COM) FOR VIDEOS AND TO READ MORE.**



# turmeric and amla from india



Ayurveda is an ancient holistic system of healing that strives to create balance in body, mind and spirit. Ayurveda means “the science of life” and it has been central to Aveda since the very beginning, when we first partnered with the Ayurvedic Doctors Vinod and Kusum Upadhyay.\* They have helped us to tap 5,000 years of Ayurvedic wisdom in creating our products, including some with powerful, high-performing Ayurvedic herbal extracts.

In keeping with Ayurvedic principles—and because of our concern for the Earth—Aveda is committed to using organic ingredients. This has led to another Ayurvedic partnership, between Aveda and the Indian firm, Nisarga.

Nisarga—which means “nature” in Sanskrit—grows Ayurvedic herbs using organic and biodynamic agriculture. The firm owns farmland and also partners with locally owned organic farms to produce the Ayurvedic herbs ordered by Nisarga’s customers. We’ve partnered with Nisarga to source organic turmeric and amla for use in some of our products.

Turmeric grows at Nisarga’s organic Umbari farm, which creates jobs for nearby villagers planting the fields, harvesting the rhizomes, then steaming, drying and polishing them for shipment.

Amla is grown at the independent Devarashtre farm, one of many that works with Nisarga—which helped to certify the land as organic, paying the costs that make certification a barrier for many small farms. Villagers harvest the amla by hand, removing the seeds and drying the fruit before shipment for processing.

The women of Maranhão exemplify how preserving indigenous traditions benefits the entire planet. By harvesting and processing their babassu nuts, the nut-breakers are not just supporting their families and strengthening local communities, but they are also protecting biodiversity and the intricate ecosystems within the Brazilian rainforest, which is an important step towards slowing climate change. “This partnership is showing future generations that their work generates important returns,” explains Maria Alaides, a babassu nut-breaker and local city council member, “Both for the people’s health and the health of our land, which is our mother.”



# turmeric and amla from india

At the processing plant, Nisarga employs an environmentally friendly extraction method using carbon dioxide, which leaves no toxic residues and works at a lower temperature—yielding highly potent extracts.

Because of the company's concern about the dangers of chemical fertilizers and pesticides, Nisarga works to encourage farmers to convert to organic agriculture. They have held regular seminars for about 35,000 farmers over the years, convincing many to go organic. Nisarga pays the organic certification costs for their farmer partners and also provides ongoing educational support to help make conversion successful.

Our support of Nisarga is helping them to expand organic farming, which is better for the Earth, the farmers—all of us.

**VISIT [WWW.AVEDA.COM](http://WWW.AVEDA.COM) FOR VIDEOS AND TO READ MORE.**

## **CLEAN WATER FOR INDIAN VILLAGES**

Aveda has long been committed to protecting clean water and ensuring safe access to it.

We learned that two villages near the organic farm that supplies organic turmeric to Aveda experienced water shortages and contamination during the summer seasons. This led us to partner with Global Greengrants Fund to help the communities address their water problems.

In the village of Chogre Umbari, the old water system leaked, so some sections were repaired and others rebuilt. In Jadha Umbari, contamination problems and algae made the water unsafe for drinking, so a new spring was tapped. Aveda provided the funds needed to buy materials for the improved infrastructure and for skilled labor to implement the project.

In the dry season, the women of the villages used to spend three hours every morning and three hours every evening carrying water from a kilometer away.

They now have six more hours in the day—to help their children with schoolwork and to plant gardens to raise vegetables for their families.

\* They practice Ayurvedic medicine and conduct Ayurvedic research at Maharshi Bhardwaj Clinic and Research Centre in Haridwar, India.



# urukum from brazil



In the upper reaches of the Amazon River in Brazil, along the Rio Gregorio tributary, are the lands of the Yawanawa people, an indigenous community whose homeland encompasses 174,800 hectares of ancestral rainforest and clearings for river-bank villages and scattered hunting camps.

The story of Aveda's distinctive source for urukum – commonly known as annatto – is the account of the resurgence of this Brazilian indigenous community, whose use of this vivid orange-red pigment for traditional face and body designs inspired Aveda when its founder first met the Yawanawa over twenty years ago. Since then, Aveda has sought to use this material in various products and packaging at different times and with the Yawanawa have developed a relationship that has seen many successes and some important challenges.

## YAWANAWA HISTORY

The community has struggled since the late 19th century when rubber planters laid claim to the ancestral Yawanawa lands, developed rubber plantations in the rainforest, and coerced the Yawanawa people into forced labor. During this period, missionaries also attempted to convert them to Christianity and suppressed their traditional culture and rituals. For generations the Yawanawa struggled to keep their community identity intact and retain centuries-old traditions. As the market for natural rubber declined in the mid-20th century, many Yawanawa – who had become dependent on consistent cash incomes and less so on traditional hunting and farming – left their villages to find work in Brazil's modern cities, further straining their traditional culture.

The first signs of positive change came in 1984 when missionaries chose a young man by the name of Biraci Brazil to join their mission. A native member of the Yawanawa, Biraci was sent to the nearby city of Rio Branco to study. There he discovered laws guaranteeing rights for indigenous peoples, and a government agency that had been created to oversee indigenous affairs. Biraci returned to the community armed with proof of his people's rightful ownership of the land and led the Yawanawa in a fight to reclaim it. In 1987, Biraci was elected leader of the tribe and he subsequently enabled the community to achieve independence from the waning rubber industry and missionaries.

Because of increasing dependence on cash income that had evolved over nearly a century, it became important for the Yawanawa to develop ways to achieve economic independence so that community members could return to their homeland and reestablish tribal traditions and culture.



# urukum from brazil

## YAWANAWA AND AVEDA BUILD A RELATIONSHIP

It was in the context of this need that Aveda and the Yawanawa first connected through a meeting between Biraci and Horst Rechelbacher, Aveda's founder, at the first United Nations Conference on the Environment and Development, in Rio de Janeiro, Brazil, in 1992.

Urukum pigment—which comes from the seeds of a spiky fruit—is vital to Yawanawa spiritual and cultural life. It helps them express their individuality and, for special ceremonies, they paint their skin with intricate geometric patterns that are significant tribal symbols, or rub the urukum evenly on their bodies. Each design is unique and each person is an artist. This creative and beautiful use of a widely-available ingredient drew Aveda to the Yawanawa as a special source of annatto supply.

While annatto pigment is an inexpensive food coloring grown commercially by others in tropical areas, Aveda has chosen to work with this community because of our commitment to supporting traditional farming as well as helping protect indigenous cultures and their deep wisdom, such as intimate knowledge of botanicals.

The conversion from traditional tribal use of a wild-harvested crop to a cultivated raw material was not an easy process. During the first 10 years little urukum was actually produced while production and processing skills were developed and refined, and a third party processor was identified. Also during this period a leadership change took place in the community and Tashka Yawanawa, a young tribe member studying business in a nearby city, was selected by tribal elders to succeed Biraci.

During the 2000's, much progress was made under Tashka's leadership through the further reestablishment of traditional culture, modern health care, food security improvements, and – most important to the tribe – securing official title to their traditional lands. During this time, the Yawanawa were able to provide Aveda with a steady source of urukum for use in various cosmetic products and packaging. However, in 2008, a leadership split occurred. Although the Yawanawa remain firmly committed and unified about land preservation, some Yawanawa people now follow Biraci, and some follow Tashka.

## BENEFITS – AND CHALLENGES – OF THE RELATIONSHIP

The Yawanawa cite many successes achieved with the help of Aveda support during the years of this relationship:

- Obtaining official title to their ancestral lands. 92,859 hectares had been obtained before the Aveda-Yawanawa relationship began; Aveda provided support to help them obtain official title to their remaining lands (81,941 additional hectares) in August 2007.
- Reestablishing and strengthening traditional Yawanawa culture, highlighted by the publication of the first book in their native language and the production of a video—"Yawa"—explaining their culture to the world.
- Varied community developments including an initial urukum plantation in a new community, Novo Esperança, urukum processing equipment, schools, educational assistance for students to attend college, a health dispensary for treating malaria, drinking water wells provided with Earth Month funds, improved food security through new farming practices, and, recently, funding for a bio-diesel engine conversion program for their river transportation.



# urukum from brazil

For Aveda the relationship has provided many benefits as well; among them:

- Learning to work with traditional communities, which has become a key component of Aveda's supply-chain relationships more widely;
- Becoming more knowledgeable about and involved with indigenous cultures around the world through UN engagement;
- Watching the Yawanawa people progress and sharing this progress with our customers;
- Integrating their traditional material and artistic designs into both products and packaging.

The relationship has also had a number of challenges over the years:

- The conversion from traditional tribal use of a wild-harvested crop to a cultivated raw material was not an easy process. During the first 10 years little urukum was actually produced while production and processing skills were developed and refined, and a third party processor was identified.
- The original vision of helping the Yawanawa develop sustainable businesses has not been realized – largely because of the remoteness of their location and difficult access to potential markets.
- Urukum production has been interrupted since a leadership split in 2008. The villages that chose to follow Tashka organized into a new cooperative called Associação Sócio-cultural Yawanawa (ASY) which has worked to develop a new urukum supply for Aveda. During this period Aveda has not received Yawanawa-harvested urukum for use in its products and has had to depend on a different supplier.

While this relationship has had challenges over time it continues to evolve and is an impressive story about a company and an indigenous community working together to help protect its biodiverse ancestral rainforest in the Amazon.

## LOOKING TO THE FUTURE

Aveda continues to support the development of a new urukum supply from the communities that make up the Associação Sócio-cultural Yawanawa (ASY), to compensate those communities for the use of image rights in brand communications, and to fund other community projects. Simultaneously Aveda is working with the entire Yawanawa people to identify future opportunities for them to achieve true sustainability and economic independence. While still early in this process, opportunities for them to receive payments for “ecosystem services” – e.g. carbon sequestration, watershed and biodiversity protection – for protection of their pristine forest are being explored together. Aveda will continue to work with and support all of the Yawanawa to achieve a long-term, successful outcome for what has been a truly remarkable 20-year relationship.

**VISIT [WWW.AVEDA.COM](http://WWW.AVEDA.COM) FOR VIDEOS AND TO READ MORE.**

# stress-fix™ aroma blend



Concentrated, professional blend infused with an aroma clinically proven to relieve feeling of stress



## functional botanicals

- Organic plant emollients soften and condition skin



## sourcing story

LAVENDER FROM FRANCE



## pure-fume™ aroma

A calming aroma featuring certified organic French lavender, lavandin and clary sage essential oils



## texture/form

Oil



## packaging

1 fl oz/30 ml glass bottle



## usage and application

Can be mixed with all Personal Blends™ backbar bases to support treatments and the Stress-Fix™ Body Massage.

# stress-fix™ aroma blend

## Q & A

**Q: How can aroma help relieve feelings of stress?**

**A:** When you inhale aroma molecules, an electric impulse is sent to the limbic system, the part of the brain associated with memory and emotions, creating a psychological reaction. An electronic impulse is also sent to the hypothalamus, the part of the brain that controls the body's stress cycle, creating a physiological reaction.

**Q: This product has an Ecocert logo on the packaging. What does this logo mean?**

**A:** The Ecocert logo refers to the fact that Aveda has received organic certification from Ecocert Greenlife for this Stress-Fix™ product. In fact, Aveda has received organic certification from Ecocert Greenlife for the entire Stress-Fix™ family of products—Concentrate, Professional Aroma Blend, Body Lotion and Soaking Salts.

**Q: What does Ecocert organic certification mean?**

**A:** Founded in France, Ecocert was the first certification agency to develop standards for natural and organic cosmetics. Today, it is one of the largest certification agencies in the world. Ecocert Greenlife is the division of Ecocert that is responsible for the private, personal care natural and organic standards. To receive Ecocert organic certification, a product must meet or exceed the following standards: 95 percent of the total ingredients (including water) must be of natural origin; 95 percent of plant-based ingredients must be certified organic; 10 percent of the total ingredients must be certified organic; and the product must be manufactured in a facility that meets Ecocert standards.

**Q: Why did Aveda choose to pursue organic certification the Stress-Fix™ product family?**

**A:** As a leader in the sourcing of organic ingredients, Aveda is among the largest purchasers of certified organic essential oils in the personal care industry. Pursuing and receiving organic certification reinforces the company's commitment to environmentally responsible sourcing practices, botanical science and organic agriculture around the world.

# stress-fix™ body lotion



Hydrating body lotion infused with an aroma clinically proven to relieve feelings of stress



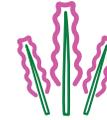
## functional botanicals

- Organic aloe soothes skin
- Organic sunflower oil softens and conditions skin
- Organic shea butter conditions skin



## sourcing story

**CERTIFIED ORGANIC LAVENDER FROM FRANCE**



## pure-fume™ aroma

A calming aroma featuring certified organic French lavender, lavandin and clary sage essential oils



## texture/form

Lotion



## packaging

6.7 fl oz/200 ml bottle with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Smooth onto clean skin, over entire body with gentle, circular motions. Not for the face.

# stress-fix™ body lotion

## Q & A

**Q: How can aroma help relieve feelings of stress?**

**A:** When you inhale aroma molecules, an electric impulse is sent to the limbic system, the part of the brain associated with memory and emotions, creating a psychological reaction. An electronic impulse is also sent to the hypothalamus, the part of the brain that controls the body's stress cycle, creating a physiological reaction.

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# stress-fix™ concentrate



Portable aroma concentrate infused with aroma clinically proven to relieve feelings of stress



## functional botanicals

- Organic sunflower oil softens and conditions skin
- Organic olive oil softens and conditions skin
- Vitamin E acts as an anti-oxidant



## sourcing story

**CERTIFIED ORGANIC LAVENDER FROM FRANCE**



## pure-fume™ aroma

A calming aroma featuring certified organic French lavender, lavandin and clary sage essential oils



## texture/form

Oil



## packaging

.24 fl oz/7 ml glass rollerball



## usage and application

Glide aroma over pulse points. Use any time of the day to help reduce feelings of stress. Not for use on face.

# stress-fix™ concentrate

## Q & A

**Q: How can aroma help relieve feelings of stress?**

**A:** When you inhale aroma molecules, an electric impulse is sent to the limbic system, the part of the brain associated with memory and emotions, creating a psychological reaction. An electronic impulse is also sent to the hypothalamus, the part of the brain that controls the body's stress cycle, creating a physiological reaction.

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# stress-fix™ soaking salts



Sugar- and mineral-rich salts infused with an aroma clinically proven to relieve feelings of stress



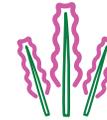
## functional botanicals

- Organic sugar exfoliates and softens skin
- Organic sunflower oil softens and conditions skin
- Mineral-rich salts soften skin



## sourcing story

**CERTIFIED ORGANIC LAVENDER FROM FRANCE**



## pure-fume™ aroma

A calming aroma featuring certified organic French lavender, lavandin and clary sage essential oils



## texture/form

Salts



## packaging

16 oz/454 g jar with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

Add 2 tablespoons of Stress-Fix™ Soaking Salts to warm, running bath water and soak for 10–20 minutes.

# stress-fix™ soaking salts

## Q & A

**Q: How can aroma help relieve feelings of stress?**

**A:** When you inhale aroma molecules, an electric impulse is sent to the limbic system, the part of the brain associated with memory and emotions, creating a psychological reaction. An electronic impulse is also sent to the hypothalamus, the part of the brain that controls the body's stress cycle, creating a physiological reaction.

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# sun care after-sun hair masque



Intensive cream masque that restores and moisturizes sun-exposed hair and helps defend against free radicals and the damaging effects of the sun



## functional botanicals

- Morikue™ protein helps restore hair weakened by sun and chlorine exposure
- Certified organic shea butter and tamanu, coconut and palm oils moisturize hair
- Anti-oxidant blend of vitamin E and green tea seed and organic sunflower seed oils helps defend hair against free radicals
- Wintergreen and cinnamon bark oils help protect hair from damaging effects of the sun



## sourcing story

ORGANIC CISTUS OIL FROM SPAIN



## pure-fume™ aroma

A light, refreshing tropical aroma infused with certified organic neroli, ylang-ylang and cistus oils and other pure flower and plant essences



## texture/form

Thick, creamy liquid



## packaging

4.2 fl oz/125 ml tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

After shampooing with Sun Care Hair and Body Cleanser, apply evenly to damp hair, roots to ends. Leave in 2 to 5 minutes. Rinse thoroughly.

# sun care after-sun hair masque

## Q & A

**Q: Which ingredients in this product protect from sun exposure?**

**A:** The wintergreen and cinnamon bark oils are naturally derived sun-filters, helping protect hair from UV damage due to sun exposure. The anti-oxidant blend of vitamin E and green tea seed and organic sunflower seed oils helps defend hair against free radicals by neutralizing them.

**Q: What are “free radicals?”**

**A:** Free radicals are unstable molecules in the body and hair—brought on by sun exposure and other aggressors—that attack surrounding molecules, which can set off a potentially very damaging chain reaction in the hair and skin.

**Q: What are the properties of cistus essential oil?**

**A:** Cistus is known to have aromatherapeutic properties that refresh, restore, stimulate, fortify and warm. It is also used as an aid in meditation.

**Q: Is this product suitable for all hair types?**

**A:** Yes.

**Q: Can this product be used as a leave-in for hair?**

**A:** Yes. Sun Care After-Sun Hair Masque is intended to be rinsed out of the hair, however, it can also be used as a leave-in product to provide extra conditioning, moisture and protection.

**Q: Does this product need to be protected from the sun?**

**A:** No. The packaging is opaque, which should protect the product from sun and UV exposure.

**Q: Does this product repair hair that has already been damaged by sun exposure?**

**A:** The morikue™ protein in Sun Care After-Sun Hair Masque helps restore hair weakened by sun and chlorine exposure. However, it functions primarily as a preventative product. If the primary concern is to repair damage, Aveda recommends using Damage Remedy™ Intensive Restructuring Treatment, which contains quinoa protein that penetrates the hair from the inside out, repairing damage.

**Q: Where is the SPF number on the product packaging?**

**A:** SPF stands for sun protection factor. It is a number on sunscreen labels that indicates the approximate amount of time skin can be exposed to the sun without burning. SPF only applies to skin, not hair. Sun Care After-Sun Hair Masque is a hair care product; therefore, it does not have an SPF number. However, it does contain naturally derived UV filters that help protect hair from sun exposure.

**Q: How do sun, chlorine and salt affect hair?**

**A:** Sun exposure creates free radicals and breaks down the protein structures in the hair, including melanin, causing the hair to weaken and its color to fade. Chlorine also breaks down protein structures in the hair, weakening it. Exposure to chlorinated water results in mineral/copper build-up, which causes hair discoloration. Salt coats the hair, leaving it feeling dry and brittle and looking dull.

# sun care hair and body cleanser



Color-safe cleanser that gently and effectively removes chlorine, salt and product build-up from the hair and body while helping to maintain moisture balance



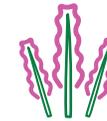
## functional botanicals

- Corn-derived chelator removes minerals found in chlorinated water that can cause hair discoloration
- Babassu-derived cleansing system gently removes chlorine, salt and product build-up from hair and body
- Tamanu oil and certified organic coconut oil help maintain moisture balance on hair and body



## sourcing story

ORGANIC CISTUS OIL FROM SPAIN



## pure-fume<sup>™</sup> aroma

A light, refreshing tropical aroma infused with certified organic neroli, ylang-ylang and cistus oils and other pure flower and plant essences



## texture/form

Liquid



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Apply to wet hair and body and work into a creamy lather. Rinse. For hair, follow with Sun-Care After-Sun Hair Masque.

# sun care hair and body cleanser

## Q & A

**Q: What specific benefits can I get from this product compared to other Aveda cleansers?**

**A:** Sun Care Hair and Body Cleanser is specifically formulated to remove chlorine, salt and product build-up from the hair and body. It also contains a corn-derived chelator that removes minerals found in chlorinated water that can cause hair discoloration.

**Q: What is a chelator?**

**A:** A chelator is a substance that binds to metal/copper ions and removes them. Chlorine is an oxidizer that is added to pool water to kill bacteria. Copper is a mineral added to pool water to kill algae. Most people think swimmers' green hair is caused by chlorine. The mineral, copper, is actually what causes swimmers' hair to turn green.

**Q: How do chlorine and copper build up on hair and cause these adverse Effects?**

**A:** Hair and skin are charged negative. Oxidizers (chlorine) and minerals (copper) have a positive electronic charge. When hair and skin come in contact with chlorine and copper from a pool, these elements attach onto the hair and skin like a magnet and become oxidized. The air and sun, which are also oxidizers, compound the oxidation, causing hair to become dry, brittle and discolored.

**Q: What are the properties of cistus essential oil?**

**A:** Cistus is known to have aromatherapeutic properties that refresh, restore, stimulate, fortify and warm. It is also used as an aid in meditation.

**Q: Is this product suitable for all hair types?**

**A:** Yes.

**Q: Is this product gentle enough to use twice a day (i.e., morning and night) or even after every swim?**

**A:** Yes.

**Q: Does this product remove hair color?**

**A:** No. Sun Care Hair and Body Cleanser is clinically proven to be color-safe.

**Q: Does this product need to be protected from the sun?**

**A:** No. The packaging is opaque, which should protect the product from sun and UV exposure.

**Q: Where is the SPF number on the product packaging?**

**A:** SPF stands for sun protection factor. It is a number on sunscreen labels that indicates the approximate amount of time skin can be exposed to the sun without burning. SPF only applies to skin, not hair. Sun Care After-Sun Hair Masque is a hair care product; therefore, it does not have an SPF number. However, it does contain naturally derived UV filters that help protect hair from sun exposure.

**Q: How do sun, chlorine and salt affect hair?**

**A:** Sun exposure creates free radicals and breaks down the protein structures in the hair, including melanin, causing the hair to weaken and its color to fade. Chlorine also breaks down protein structures in the hair, weakening it. Exposure to chlorinated water results in mineral/copper build-up, which causes hair discoloration. Salt coats the hair, leaving it feeling dry and brittle and looking dull.

# sun care protective hair veil



Lightweight, water-resistant, UV-defense spray for hair that forms an invisible screen against the sun for up to 16 hours, helping to protect hair from sun damage and minimize color fading



## functional botanicals

- Certified organic shea butter and coconut and palm oils condition and detangle hair without weighing it down
- Anti-oxidant blend of vitamin E and green tea seed and organic sunflower seed oils helps defend hair against free radicals
- Wintergreen and cinnamon bark oils help protect hair from damaging effects of the sun



## sourcing story

ORGANIC CISTUS OIL FROM SPAIN



## pure-fume<sup>™</sup> aroma

A light, refreshing tropical aroma infused with certified organic neroli, ylang-ylang and cistus oils and other pure flower and plant essences



## texture/form

Liquid spray



## packaging

3.4 fl oz/100 ml bottle and sprayer with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

Spray on dry or damp hair. Reapply after swimming.

# sun care protective hair veil

## Q & A

**Q: Which ingredients in this product protect from sun exposure?**

**A:** The wintergreen and cinnamon bark oils are naturally derived sun-filters, helping protect hair from UV damage due to sun exposure. The anti-oxidant blend of vitamin E and green tea seed and organic sunflower seed oils helps defend hair against free radicals by neutralizing them.

**Q: What are “free radicals?”**

**A:** Free radicals are unstable molecules in the body and hair—brought on by sun exposure and other aggressors—that attack surrounding molecules, which can set off a potentially very damaging chain reaction in the hair and skin.

**Q: What does “water-resistant” mean?**

**A:** Sun Care Protective Hair Veil’s formula is water-resistant, which means that after spraying the product on hair and soaking the hair in water, an active number of UV-protectors remain on the hair. However, the product is not “waterproof,” which is why Aveda recommends that you re-apply the product after swimming to receive maximum benefit.

**Q: What are the properties of cistus essential oil?**

**A:** Cistus is known to have aromatherapeutic properties that refresh, restore, stimulate, fortify and warm. It is also used as an aid in meditation.

**Q: Is this product suitable for all hair types?**

**A:** Yes.

**Q: Does this product work on the scalp?**

**A:** No. Sun Care Protective Hair Veil is designed to protect hair from sun exposure.

**Q: Does this product need to be protected from the sun?**

**A:** No. The packaging is opaque, which should protect the product from sun and UV exposure.

**Q: Where is the SPF number on the product packaging?**

**A:** SPF stands for sun protection factor. It is a number on sunscreen labels that indicates the approximate amount of time skin can be exposed to the sun without burning. SPF only applies to skin, not hair. Sun Care After-Sun Hair Masque is a hair care product; therefore, it does not have an SPF number. However, it does contain naturally derived UV filters that help protect hair from sun exposure.

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# tangerine oil



Single tangerine essential oil diluted in a coconut oil-derived carrier base that can be used for skin, bath and body



## technology

Elemental Nature:™ Balances Infinity/Air, Water/Earth



## functional botanicals

- Skin condition: Good for normal to oily skin conditions
- Traditional and well-being uses:
  - Uplifts, energizes and awakens the senses



## pure-fume™ aroma

Aromatic qualities: Sweet, citrus aroma with fruity undertones



## texture/form

Oil



## packaging

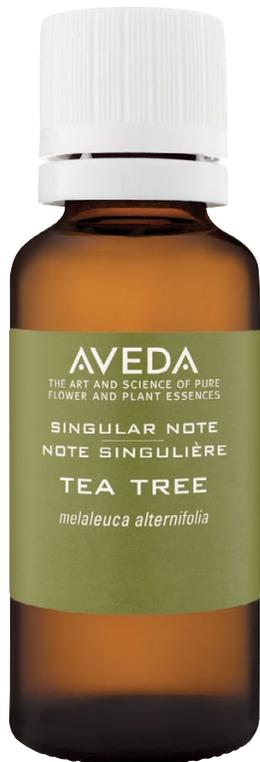
1 fl oz/30 ml glass bottle



## usage and application

- Dispense a small amount onto damp body after shower or bath. Not recommended for the face.
- Apply directly to the body as an aroma.

# tea tree



Single tea tree essential oil diluted in a coconut oil-derived carrier base that can be used for skin, bath and body



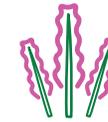
## technology

Elemental Nature:™ Balances Water/Earth



## functional botanicals

- Skin condition: Good for oily skin
- Traditional and well-being uses:
  - Stimulates the senses
  - Works as a deodorant
  - Believed to help burns (indigenous people of Australia)



## pure-fume™ aroma

Aromatic qualities: Warm, spicy, strongly terpenic aroma reminiscent of cardamom and nutmeg



## texture/form

Oil



## packaging

1 fl oz/30 ml glass bottle



## usage and application

- Dispense a small amount onto damp body after shower or bath. Not recommended for the face.
- Apply directly to the body as an aroma.

# tourmaline charged exfoliating cleanser

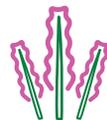


Daily cleanser that exfoliates, removes impurities and increases surface cell turnover, revealing more radiant and conditioned skin



## functional botanicals

- Tourmaline—a naturally energizing mineral—helps infuse visible life and radiance into skin
- Mango butter and organic babassu oil condition skin
- Naturally-derived jojoba beads exfoliate to reveal more radiant skin
- Glucosamine—a bio-fermented extract—removes dull skin cells, boosting skin renewal and promoting a healthy glow



## pure-fume<sup>™</sup> aroma

A fresh, floral, citrus aroma featuring certified organic lavender, mandarin, orange, lemon, marjoram, peppermint, ylang-ylang and geranium



## texture/form

Creme



## packaging

5 fl oz/150 ml tube



## usage and application

Massage onto wet skin, work into lather and rinse.



## Q & A

**Q: What is tourmaline and what is its function in this product?**

**A:** Tourmaline is a naturally energizing mineral that helps infuse visible life and radiance into the skin, giving it a healthy glow.

# tourmaline charged hydrating creme

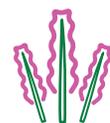


Moisturizing creme for normal to dry skin that hydrates, softens, protects and minimizes the appearance of fine lines and wrinkles, revealing more radiant and conditioned skin



## functional botanicals

- Tourmaline—a naturally energizing mineral—helps infuse visible life and radiance into skin
- Vitamins C and E help protect skin from environmental aggressors
- Meadowfoam seed oil, green algae and mugwort condition and smooth skin



## pure-fume<sup>™</sup> aroma

A citrusy, herbal aroma featuring bergamot, orange and lavender



## texture/form

Creme



## packaging

1.7 fl oz/50 ml jar with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a carton made from a minimum of 70% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

using fingertips, apply a small amount beginning at the throat and working upward.



## Q & A

**Q: What is tourmaline and what is its function in this product?**

**A:** Tourmaline is a naturally energizing mineral that helps infuse visible life and radiance into the skin, giving it a healthy glow.

# tourmaline charged radiance fluid



Intense, targeted treatment that smooths dull skin and minimizes the appearance of pores and fine lines, revealing more radiant and conditioned skin



## technology

Clinical test results after eight weeks of use:

- Up to 55% improvement in clarity
- Up to 36% reduction in the appearance of pores
- Up to 35% improvement in smoothness
- Up to 32% improvement in radiance
- Up to 31% improvement in texture
- Up to 31% reduction in the appearance of fine lines and wrinkles



## functional botanicals

- Tourmaline—a naturally energizing mineral—helps infuse visible life and radiance into skin
- Sodium mannose phosphate—a bio-fermented yeast extract made with corn-derived sugar—removes dull skin cells, boosting skin renewal and promoting a healthy glow
- Clary sage helps protect the skin barrier
- Vitamins C and E, organic aloe, green tea leaf and lycopene—a powerful anti-oxidant blend—help protect skin from environmental aggressors



## pure-fume<sup>™</sup> aroma

An aroma featuring certified organic lavender, mandarin, orange, lemon, marjoram, peppermint, ylang-ylang and geranium



## texture/form

Serum

# tourmaline charged radiance fluid



## packaging

1 fl oz/30 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a carton made from a minimum of 70% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Smooth lightweight serum onto clean skin a.m. and p.m. before moisturizer. Use daily for amplified radiance.

## Q & A

**Q: What is tourmaline and what is its function in this product?**

**A:** Tourmaline is a naturally energizing mineral that helps infuse visible life and radiance into the skin, giving it a healthy glow.

**Q: Will this product help to reduce the appearance of fine lines and wrinkles?**

**A:** Yes. Clinical tests show a 24% reduction in fine lines and wrinkles after four weeks of use and a 31% reduction after eight weeks of use.

**Q: Can I use this product to soften the lines around my eye area?**

**A:** Tourmaline Charged Radiance Fluid was formulated and safety tested for use on the face and neck, not the eye area.

**Q: When can I expect to start seeing results from this product?**

**A:** Clinical tests show an immediate improvement in clarity (59%) and radiance (27%).

# tourmaline charged radiance masque

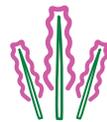


Masque that gently removes dull, surface cells, smoothing and refining skin for a healthy, radiant glow between facials



## functional botanicals

- Tourmaline—a naturally energizing mineral—helps infuse visible life and radiance into skin
- Murumuru butter and avocado oil soothe and hydrate skin
- Sodium mannose phosphate—a bio-fermented yeast extract made with corn-derived sugar—removes dull skin cells, boosting skin renewal and promoting a healthy glow
- Lycopene—a powerful anti-oxidant—helps protect skin from environmental aggressors
- Shiitake mushroom extract soothes skin



## pure-fume<sup>TM</sup> aroma

Aroma-neutral



## texture/form

Creme



## packaging

4.2 fl oz/125 ml tube



## usage and application

Apply a thick layer to clean face, neck and décolleté. Wait 7–8 minutes and rinse well to remove. Follow with Tourmaline Charged products.



## Q & A

**Q: What is tourmaline and what is its function in this product?**

**A:** Tourmaline is a naturally energizing mineral that helps infuse visible life and radiance into the skin, giving it a healthy glow.

# tourmaline charged radiant skin refiner

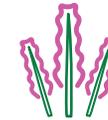


Exfoliating facial scrub formulated with natural bamboo extract and finely powdered tourmaline, which removes dead and dull skin cells and leave behind a smoother, more radiant complexion



## functional botanicals

- Natural bamboo extract helps remove dead skin cells
- Tourmaline helps energize dull skin cells
- Vitamin C (Ascorbyl Palmitate), vitamin E (Tocopheryl Acetate) and the super-charged tomato extract lycopene help protect and strengthen skin from free radicals and environmental aggressors
- Sucrose works as an anti-irritant
- Glycerin and sodium hyaluronate have moisturizing properties and help hydrate skin



## pure-fume<sup>TM</sup> aroma

Aroma-free



## texture/form

Creamy, clay-based scrub



## packaging

3.5 fl oz/100 ml tube with a minimum of 35% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

With fingertips, massage onto moist face, neck and décolleté. Remove with warm, moistened shammy. Blot dry. Brush away particles.

# uruku bronzer



Long-lasting, blendable, powder bronzer that warms skin tone, creating a natural, sun-kissed glow



## functional botanicals

- Mica—a light-reflecting mineral—provides smooth texture and light diffraction for soft focus
- Annatto—a natural pigment derived from the red seeds of the Brazilian urukum tree—is used in all uruku makeup shades and as a glaze on all Uruku product packaging
- Oryza sativa starch—derived from rice—provides a smooth, silky texture
- Soybean oil serves as an emollient and skin-conditioning agent
- Tocopherol—soy-derived vitamin E—acts as an anti-oxidant
- Ascorbyl palmitate—vitamin C ester—acts as an anti-oxidant and increases the efficacy of tocopherol
- Talc-, mineral oil- and paraben-free; dermatologist tested



## sourcing story

URUKU FROM BRAZIL



## pure-fume™ aroma

Lavender oil



## texture/form

Pressed powder

# uruku bronzer



## packaging

.3 oz/8.5 g pan with a clamshell made from 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a sleeve made from 100% PCR fiber, Forest Stewardship Council (FSC) certified, glazed with annatto pigment and printed with soy ink



## usage and application

Using the Uruku Bronzing Brush, place brush head in pan and swirl. Tap off excess product. Sweep over nose, forehead, cheeks, chin, neck and décolleté, blending well. Build to desired intensity.

# uruku color gloss

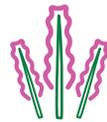


Glossy, creamy lip color made with 100% color from the earth—annatto pigment from the urukum tree



## functional botanicals

- Annatto—a pigment derived from the red seeds of the Brazilian urukum tree—is used in all uruku shades
- Organic babassu—a Brazilian botanical oil—helps condition and seal in moisture
- Organic acai oil—derived from the seed of acai berries—help retain moisture
- Buriti oil provides emolliency
- Cupuacu butter helps retain moisture



## pure-fume™ aroma

An organic aroma/flavor featuring peppermint, cinnamon and vanilla



## texture/form

Lipstick



## packaging

.15 oz/4.25 g tube with a carton made from 80% post-consumer recycled (PCR) fiber, Forest Stewardship Council (FSC) certified, glazed with annatto pigment and printed with soy ink



## usage and application

For a soft, sheer color, apply straight from the tube, following the natural contour of lips.

# uruku lip pigment

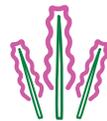


Refreshing full- or sheer-coverage lip color made with 100% color from the earth that hydrates, plumps and smooths fine lines



## functional botanicals

- Annatto—a pigment derived from the red seeds of the Brazilian urukum tree—is used in all Uruku makeup shades and as a glaze on all Uruku product packaging
- Maracuja oil—sourced from the Brazilian passionflower—helps replenish the skin’s natural lipid content and enhances its protection and balance
- Pequi—sourced from the seeds of the Brazilian caryocar—is rich in beta-carotene (pro-vitamin A) and fatty acids, which help replenish the skin’s natural lipid content



## pure-fume<sup>™</sup> aroma

An organic aroma/flavor featuring peppermint, cinnamon and vanilla



## texture/form

Lipstick



## packaging

.12 oz/3.4 g tube with a base made from a minimum of 65% post-consumer recycled (PCR) aluminum; a case made from a minimum of 85% PCR resin and a minimum of 65% PCR aluminum; and a carton made from a minimum of 50% PCR fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Follow the natural contour of lips. Apply with Envirometal<sup>™</sup> Retractable Lip Brush for precise application.

# vanilla absolute



Single vanilla essential oil diluted in a coconut oil-derived carrier base that can be used for skin, bath and body



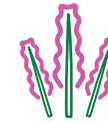
## technology

Elemental Nature:™ Balances Infinity/Air



## functional botanicals

- Skin condition: Good for all skin conditions, especially normal to dry skin
- Traditional and well-being uses:
  - Calms, grounds and balances the senses
  - Believed to reduce feelings of tiredness (Aztecs and Toltecs)



## pure-fume™ aroma

Aromatic qualities: Rich, sweet, balsamic aroma



## texture/form

Oil



## packaging

1 fl oz/30 ml glass bottle



## usage and application

- Dispense a small amount onto damp body after shower or bath. Not recommended for the face.
- Apply directly to the body as an aroma.

# volumizing tonic™

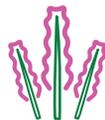


Spray that creates targeted lift with weightless volume and shine for fine to medium hair



## functional botanicals

- Wheat-derived amino acids help build body
- Oryzanol, derived from rice bran, acts as a UV filter for hair



## pure-fume™ aroma

An exhilarating blend of rose, jasmine and clove essences



## texture/form

Liquid spray



## packaging

3.4 fl oz/100 ml bottle with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

Spray on damp hair. For maximum volume, apply at roots.

# witch hazel hair spray

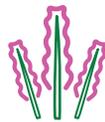


Light hold hair spray for fine to medium hair that reduces static, eliminates flyaways and boosts shine



## functional botanicals

- Certified organic jojoba adds shine
- Vitamin E, an anti-oxidant, helps protect against environmental aggressors



## pure-fume<sup>™</sup> aroma

A sweet aroma featuring organic bergamot, ylang ylang, lavender, Australian sandalwood and geranium essential oils



## texture/form

Non-aerosol liquid spray



## packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Apply to dry hair. Hold bottle 10–12 inches (25–30 cm) from hair and pump to dispense. Reapply as desired throughout the day for extra control.

# yatra™ pure-fume spirit™

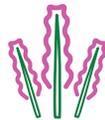


Earthy, grounding aroma spray with light-hearted, floral and provocative, spicy notes



## functional botanicals

- Australian sandalwood oil is used to enhance meditation
- Bulgarian rose and lavender oils help balance and center the mind, body and spirit
- Geranium oil helps balance the mind, body and spirit



## pure-fume™ aroma

A centering aroma featuring sandalwood, rose, lavender and geranium



## texture/form

Aroma spray



## packaging

1 fl oz/30 ml glass bottle with a carton made from 100% recycled fiber, Forest Stewardship Council (FSC) certified, and printed with soy ink



## usage and application

Apply to pulse points or anywhere on body.