product resource guide
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**
CERTIFIED ORGANIC 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
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.
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

**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.

untreated hair (illustration)

hair treated with be curly™ shampoo and conditioner (illustration)

result: intensified curls and waves
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.
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™ 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 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™ 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.
**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.
HAIR CARE

**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.
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™ 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.
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™ Shampoo, smooth Color Conserve™ Conditioner from roots to ends. Rinse.
**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.
HAIR CARE

**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**

### 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.
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.
**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.
- Organic kukui nut oil helps add natural shine.
- With a blend of clinically proven vitamin E ingredients, it helps accelerate microcirculation through therapeutic massage.

**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 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.

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.

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*Due to breakage from external factors

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**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 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

TUMERIC 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?

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™ 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.
HAIR CARE

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.
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.

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.
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.
HAIR CARE

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.
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.
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 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.

**functional botanicals**
- Tamanu oil helps restore the hair’s moisture balance
- Hydrolyzed wheat protein complex helps protect hair from heat styling

**sourcing story**

CERTIFIED ORGANIC 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.

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**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.
product resource guide
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).
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: 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 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**
CERTIFIED ORGANIC 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.
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

functional botanicals

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

sourcing story

CERTIFIED ORGANIC 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

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.

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.
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™ 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 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™ 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.
HAIR CARE

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.
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™ 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.
HAIR CARE

**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

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**functional botanicals**

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

**pure-fume™ aroma**

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

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**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™ 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

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.

CERTIFIED ORGANIC BABASSU FROM BRAZIL

sourcing story
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.
**HAIR CARE**

**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
- Macadamia 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.
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 looks 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.

Damage 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: 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.
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.

**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 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

TUMERIC 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?

HAIR CARE

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™ 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.
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.
HAIR CARE

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.
**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**
  - CERTIFIED ORGANIC 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.
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

CERTIFIED ORGANIC 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.
**smooth infusion™ shampoo**

Daily cleansing shampoo that smooths and softens hair, making it easier to achieve smooth and sleek hair styles. Daily shampoo that cleanses 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.

**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**

CERTIFIED ORGANIC 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.

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**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.
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

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
Liquid

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

sourcing story
ORGANIC CISTUS OIL FROM SPAIN

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.
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.
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 CO₂ 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.
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**

CERTIFIED ORGANIC 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.
STYLING

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

CERTIFIED ORGANIC 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
avada 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.
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
- 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**
CERTIFIED ORGANIC 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?**
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STYLING

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

- 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

CERTIFIED ORGANIC 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
STYLING

**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.

**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.
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**

CERTIFIED ORGANIC 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.
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.
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™ 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

**source story**

CERTIFIED ORGANIC 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™**

###包装
3.4 fl oz/100 ml 某物瓶与100%后消费回收（PCR）聚对苯二甲酸乙二醇酯（PET）

###使用和应用

为了为造型做准备，工作一小块产品在手中，并通过湿润的头发涂抹。风格。为了重新激活在非洗发日的卷发，打湿头发并涂抹。

###Q & A

####Q: 为什么开发这个产品？

**A:** 根据一个嘉宾小组对 Be Curly™ 用户的调查，最大的头发需求是卷发的定义和消除毛躁。研究还显示，51%的小组成员每天打湿头发，有时使用护发素。进一步只有三个十个有卷曲的美国人对他们的卷发满意，只有四个十个对他们的造型产品满意。

“Be Curly™ Style-Prep™”是基于消费者洞察开发的，并根据卷发客人的造型和使用需求进行配制。

####Q: 这个产品可以用于所有发质吗？

**A:** 是的。Be Curly™ Style-Prep™在所有卷发类型上均有效。这款产品可以根据需要调整应用量，适用于卷曲或染过的头发。打湿头发并涂抹。

####Q: 这个产品可以在被烫过或染过的头发上使用吗？

**A:** 是的，Be Curly™ Style-Prep™适用于被烫过或染过的头发。打湿头发并涂抹，保持卷曲的完整性并全天候控制毛躁。
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.
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**
CERTIFIED ORGANIC 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, lavandin, 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™ 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.

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**functional botanicauls**

- 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

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**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.
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.
- Derivatives 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.

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.

sourcing story

LARCH TREE EXTRACT
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™ 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 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.
**STYLING**

**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**

CERTIFIED ORGANIC 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.
STYLING

control paste™

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

functional botanicauls

- 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.
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.

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

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
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.
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 course 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™ 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.
**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™ 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.
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 rosinate 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.
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.
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™ 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 has 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.
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

CERTIFIED ORGANIC SANDALWOOD FROM AUSTRALIA

pure-fume™ 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.
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.
smooth infusion™ style-prep™ smoother

Lotion that reaps 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
CERTIFIED ORGANIC 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.
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: 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.
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

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

Liquid spray

packaging

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

sourcing story

ORGANIC CISTUS OIL FROM SPAIN

usage and application

Spray on dry or damp hair. Reapply after swimming.
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.

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.
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.
styling

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™ 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.
product resource guide
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.
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.
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.
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**

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 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.
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

<table>
<thead>
<tr>
<th>Concern</th>
<th>Invati System Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scalp accumulates build-up and becomes dry and tight</td>
<td>Invati with wintergreen-derived salicylic acid is clinically proven to exfoliate and renew the 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.</td>
</tr>
<tr>
<td>Hair becomes weak, breaks easily and loses shine</td>
<td>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.</td>
</tr>
<tr>
<td>Hair growth slows with age. People may become concerned with keeping the hair they have longer</td>
<td>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.</td>
</tr>
</tbody>
</table>
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**
TUMERIC 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?

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
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: 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.
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.
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.