

CCH x AVEDA
FY24 BeCurly Loyalty Postcard

R3 - 03.22.2024



Aveda Plus Rewards Member Exclusive

**NEW BE CURLY ADVANCED™
LAUNCHING 4/24**

Experience up to 2x more shine¹
and 72-hour frizz protection
in high humidity².

Visit an Aveda store
to try the new be curly
advanced™ and receive

BONUS POINTS
on be curly advanced™
products

¹Ex vivo testing on tresses treated with curl enhancer cream or coil definer vs. unwashed hair.
²Ex vivo testing on tresses.

4.25 x 6 in - FRONT



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Experience up to 2x more shine¹
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in high humidity².

Visit an Aveda store to try the NEW
be curly advanced™ and receive a **FREE**
leave-in product with a \$100 purchase.
Our expert advisors will help you create
the perfect hair routine with a personalized
hair consultation.

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²Ex vivo testing on tresses.

AVEDA

4000 Pheasant Ridge Drive
Minneapolis, MN 55449

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**Know a friend with wavy,
curly, or coily hair?**

Share the love and bring
them to an Aveda store for a
personalized hair consultation!

**BOOK A PERSONALIZED
HAIR CONSULTATION**



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