

Behind the Scenes: Hair Care Product Knowledge

HISTORY



PHILOSOPHY



SCALP CARE

CLEANSING: BEYOND SHAMPOO



2ND DAY HAIR AND BEYOND

TREATMENTS & LEAVE-IN TREATMENTS





FORMULATION

TOP 5



The **Nutriplenish™** system is powered by Aveda's own superfood complex that instantly hydrates dry hair from the inside out with nutrient powered hydration.

Botanical Repair™ instantly strengthens and repairs hair from the inside out with plant-powered, three-layer, hair repair technology.

The **Invati Advanced™** system is a complete system to address our guest's hair concerns around hair loss. It reduces hair loss by 53% and instantly thickens hair.*

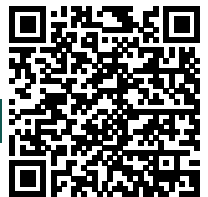
Shampure™ Nurturing Shampoo and Conditioner are ideal for guests seeking light daily cleansing and conditioning. Best for fine-to-medium hair types. The signature calming Shampure™ aroma is 100% naturally derived** and made with 25 pure flower and plant essences.

Rosemary Mint Purifying Shampoo and Weightless Conditioner gently clarify and are ideal for daily purification and removal of toxins. Best for oily, fine-to-medium hair types who have intermittent oiliness, product build-up and/or exposure to environmental aggressors.

*Due to breakage from brushing, after using the Invati Advanced™ system for 12 weeks.

**From plants, non-petroleum minerals or water. Learn more at aveda.com.

Visit **Aveda PureProSM** to Get Sulfate Smart >



THE ART OF AFTERCARE

The Art of Aftercare looks at how we can give **care** to our guests even after they leave an Aveda salon, Institute or store. We can show we care, truly and authentically, by offering support and solving their hair care, skin care, body care or makeup needs, not just when they are in an Aveda environment but, just as importantly, when they return home.

The Art of Aftercare points are:

1 Guest profile **2** Support & Advice **3** Communication **4** Education (not sales)

IS-GIVES-HOW

THE DIGITAL STORY

Be a part of the story!

#avedabehindthescenes • #aveda • #avedastyle • #avedaartists

