

RETAIL

HAIR STYLING PREP STYLE



STEP	RESULT	PRODUCT	BENEFIT
1 PREP for use on damp hair	Prepare for Styling	 Speed of Light™ Blow Dry Accelerator Spray	Reduces drying time and leaves hair smooth, soft, static-free and primed for styling
		 Brilliant™ Damage Control™	Helps protect hair from thermal and UV damage and reduces breakage from combing
		 Nutriplenish™ Leave-In Conditioner	Nourishes, detangles and protects* all hair types while providing hydration for 72 hours
		 Be Curly™ Style-Prep™	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
		 Smooth Infusion™ Perfect Blow Dry	Provides 72-hour frizz control, creating a sleek, smooth finish and enhancing shine; protects hair from heat styling up to 450°
		 Smooth Infusion™ Style-Prep Smoother™	Smooths, detangles, helps control frizz and defends against humidity for 72 hours; protects hair from heat styling up to 450°
		 Nutriplenish™ Daily Moisturizing Treatment	Instantly hydrates and detangles dull, dry hair while providing heat protection
		 Pure Abundance™ Style-Prep™	Detangles and adds lightweight, natural bulk to each strand
2 STYLE for use on damp hair	Smooth/ Straighten	 Brilliant™ Universal Styling Creme	Defines texture and helps seal in moisture on medium to coarse hair and creates definition on dry hair
		 Smooth Infusion™ Perfectly Sleek™	Conditions to protect hair from damage and breakage from combing; protects hair from heat styling up to 450°

STEP	RESULT	PRODUCT	BENEFIT
2 STYLE for use on damp hair	Thicken	 Invati Advanced™ Thickening Foam	Instantly thickens hair for fuller, thicker, more voluminous hair that lasts all day
		 Thickening Tonic	Instantly thickens hair, providing thicker, fuller hair from roots to ends that lasts all day
	Volumize	 Volumizing Tonic™	Creates targeted lift with weightless volume and shine for fine to medium hair
		 Phomollient™ Styling Foam	Creates weightless volume and body while delivering light hold and shine for fine to medium hair
	Define Curl	 Be Curly™ Curl Enhancer	Intensifies curls, combats frizz and boosts shine in wavy or curly hair
		 Nutriplenish™ Curl Gelée	Provides the flexible hold of a gel enriched with the nourishment and moisture of a lightweight leave-in conditioner
	Refresh/ Restyle	 Heat Relief™ Thermal Protector & Conditioning Mist	Protects hair from heat up to 450° during restyling, instantly conditioning and infusing hair with a calming Shampure™ aroma
		 Rinseless Refresh Micellar Hair & Scalp Refresher	Instantly cleanses the scalp, refreshes the hair's natural texture and tames frizz for up to 72 hours in wavy to very curly or coily hair
	Create Hold	 Nutriplenish™ Styling Treatment Foam	Provides luxurious hydration and a soft hold for medium-to-thick, dry hair and textured hair
		 Botanical Repair™ Bond-Building Styling Creme	Provides hold, builds bonds and smooths frizz for up to 72 hours, for stronger hair with smooth finish
		 Aveda Men Pure-Formance™ Liquid Pomade	Maintains natural movement with a medium level of hold while delivering shine without build-up or flaking
		 Confixor™ Liquid Gel	Conditions, fortifies and creates definition with a medium level of hold in fine to medium hair
		 Brilliant™ Retexturing Gel	Helps provide softness and shine for medium to coarse hair
		 Flax Seed Aloe Strong Hold Sculpting Gel	Provides maximum control for sculpting and molding medium to coarse hair while adding body and volume
		 Aveda Men Pure-Formance™ Firm Hold Gel	Creates definition with a maximum level of hold while delivering shine without build-up or flaking

Products are recommended for all hair types unless otherwise noted. *From breakage due to heat.

For detailed product information, visit [Aveda PurePro,SM](#) go to the Resources tab and search Product Resource Guide.

RETAIL

HAIR STYLING FINISH



STEP	RESULT	PRODUCT	BENEFIT
3 FINISH for use on dry hair	Create Texture	 Aveda Men Pure-Formance™ Grooming Cream	Creates definition with a medium level of hold while conditioning, thickening and delivering natural shine
		 Aveda Men Pure-Formance™ Pomade	Creates texture and definition with a strong level of hold while hydrating and delivering high shine
		 Light Elements™ Defining Whip™	Creates texture and provides medium hold without adding weight or stickiness
		 Texture Tonic	Creates tousled texture and flexible hold while leaving hair touchable and infused with natural shine
		 Control Paste™ Finishing Paste	Provides a pliable, high-textured, low-sheen hold that is smooth, not sticky
		 Light Elements™ Texturizing Creme	Creates texture with light, pliable hold
		 Aveda Men Pure-Formance™ Grooming Clay	Creates texture and definition with a strong level of hold while thickening and delivering a natural, matte finish
		 Aveda Men Pure-Formance™ Thickening Paste	Instantly thickens hair strands for a strong, defined style with natural shine
	Add Shine	 Nutriplenish™ Multi-Use Hair Oil	Provides hydration and shine for all dry hair types and textures
		 Brilliant™ Humectant Pomade	Activates, defines, enhances and maintains curl or wave and adds extraordinary shine in coarse hair
		 Brilliant™ Anti-Humectant Pomade	Repels moisture from coarse hair, helping tame curls and waves, prevent frizziness and flyaways and give hair a polished, satiny look

STEP	RESULT	PRODUCT	BENEFIT
3 FINISH for use on dry hair	Hold with Hair Spray	 Air Control™ Light Hold Hair Spray	Provides flexible, long-lasting hold for all hair types
		 Witch Hazel Light Hold Hair Spray	Reduces static, eliminates flyaways and boosts shine in fine to medium hair
		 Be Curly™ Curl Enhancing Hair Spray	Provides all-day humidity defense and reduces frizz by 20%, helping enhance wavy and curly hair with no flaking or crunchiness
		 Brilliant™ Medium Hold Hair Spray	Protects hair from humidity while adding brilliant shine and definition
		 Firmata™ Firm Hold Hair Spray	Provides extra-strong control, shine and style memory
		 Pure Abundance™ Volumizing Hair Spray	Provides extra-firm, humidity-resistant hold and shine, helping hair look volumized and feel more abundant
		 Control Force™ Firm Hold Hair Spray	Provides firm, all-day, brushable hold with 24-hour humidity defense

Products are recommended for all hair types unless otherwise noted.

For detailed product information, visit [Aveda PurePro,SM](#) go to the Resources tab and search Product Resource Guide.