

HAIR CARE

CLEANSERS & CONDITIONERS



THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

RESULT	PRODUCT	BENEFIT
Add Moisture/ Hydrate	 Sap Moss™ Weightless Hydration Shampoo and Conditioner	Cleanses, weightlessly hydrates and helps tame frizz in all hair types and textures; for moderate dryness in all hair types
	 Nutriplenish™ Shampoo and Conditioner: Light Moisture	Cleanses, conditions and replenishes dry hair with hydration
	 Nutriplenish™ Shampoo and Conditioner: Deep Moisture	Cleanses, conditions and deeply replenishes dry hair with hydration
Add Shine	 Brilliant™ Shampoo and Conditioner	Softens hair and adds shine
Calming Care	 Shampure™ Nurturing Shampoo and Conditioner	Cleanses and weightlessly nourishes, leaving hair soft and shiny
	 Shampowder™ Dry Shampoo	Refreshes hair between washes
Create Volume	 Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner	Creates body and volume in fine or limp hair
Define Curl	 Be Curly™ Shampoo and Conditioner	Enhances wave or curl, combats frizz and boosts shine
	 Be Curly™ Co-Wash	Gently cleanses the scalp and hair, removing build-up and excess oil and moisturizing curls and coils for up to three days
Enrich Color	 Blonde Revival™ Purple Toning Shampoo and Conditioner	Revives hair color by neutralizing unwanted brassy or yellow tones in blonde, naturally grey and silver hair, and provides softening and smoothing benefits
	 Blue Malva Color Conditioner	Imparts silvery brightness in grey hair and neutralizes brassy tones in all shades of hair
Hair and Scalp Care	 Pramāsana™ Purifying Scalp Cleanser	Deeply yet gently cleanses and purifies the scalp, removes pollution, exfoliates and instantly balances sebum levels, creating the optimal foundation for beautiful hai
	 Scalp Benefits™ Balancing Shampoo and Conditioner	Gently cleanses and moisturizes hair without stripping the scalp*

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Invigorating Care	 Rosemary Mint Purifying Shampoo and Weightless Conditioner	Gently clarifies and weightlessly conditions while providing hair with body and shine
Men’s Care	 Aveda Men Pure-Formance™ Shampoo and Conditioner	Refreshes and revives the scalp while cleansing, conditioning and moisturizing
Protect Color	 Color Control Shampoo and Conditioner	Protects hair color for up to eight weeks or 24 washes**
Refresh/ Restyle	 Foam Reset™ Rinseless Hydrating Hair Cleanser	Instantly cleanses the scalp and hair, tames frizz, and hydrates and conditions hair
	 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
Repair Damage	 Botanical Repair™ Strengthening Shampoo and Conditioner	Instantly strengthens and repairs hair from the inside out with plant-powered, three-layer, hair repair technology
	 Damage Remedy™ Restructuring Shampoo and Conditioner	Helps repair damaged hair
Smooth/ Straighten	 Smooth Infusion™ Anti-Frizz Shampoo and Conditioner	Helps fight frizz and smooths and softens hair, improving manageability and ease of styling for smoother, sleeker hair
Soften	 Cherry Almond Softening Shampoo and Conditioner	Gently yet deeply cleanses, instantly detangles and deeply conditions; for mild dryness in medium hair types
Sun Care	 Sun Care Hair and Body Cleanser	Removes chlorine, salt and product build-up while helping maintain moisture balance
Thinning Solutions	 Invati Advanced™ Exfoliating Shampoo: Light	Exfoliates the scalp by removing build-up that can clog pores, and gently cleanses and purifies fine hair types experiencing hair thinning/loss
	 Invati Advanced™ Exfoliating Shampoo: Rich	Exfoliates the scalp by removing build-up that can clog pores, and cleanses and detangles medium-to-coarse hair types to help prevent breakage during shampooing
	 Invati Men™ Nourishing Exfoliating Shampoo	Helps condition and strengthen hair and exfoliate and refresh the scalp by removing build-up that can clog pores
	 Invati Advanced™ Thickening Conditioner	Instantly thickens hair, leaving it with fullness that lasts all day, and provides weightless conditioning to help protect it from breakage

*Scalp Benefits™ Balancing Shampoo and Conditioner is the ideal hair care system to use in conjunction with the three-step Pramāsana™ scalp care system.
**Ex vivo testing on tresses washed 24 times.

HAIR CARE TREATMENTS



LEAVE-IN TREATMENTS

RESULT	PRODUCT	BENEFIT
Add Moisture/ Hydrate	 Dry Remedy™ Daily Moisturizing Oil	Instantly moisturizes dry, brittle hair leaving it soft and manageable
	 Nutriplenish™ Daily Moisturizing Treatment	Instantly hydrates and detangles dull, dry hair while providing heat protection
	 Nutriplenish™ Leave-In Conditioner	Nourishes, detangles and protects ¹ all hair types while providing hydration for 72 hours
	 Nutriplenish™ Multi-Use Hair Oil	Provides hydration and shine for all dry hair types and textures
Healthy Scalp	 Pramāsana™ Protective Scalp Concentrate	Penetrates the surface layers of the scalp to help balance its sebum levels, preserve its natural moisture barrier, protect it from environmental aggressors and maintain its purity at the root of the hair
	 Scalp Remedy™ Dandruff Solution	Relieves itching, reduces flaking by up to 41% in one week ² and helps prevent the reoccurrence of dandruff
Repair Damage	 Botanical Repair™ Strengthening Leave-In Treatment	Instantly strengthens and repairs hair from the inside out, detangles to help prevent breakage and protects from thermal damage up to 450°
	 Botanical Repair™ Strengthening Overnight Serum	Overnight, intensive repair serum that reduces the appearance of split ends by 84% in one night and builds bonds while you sleep, leaving hair stronger and visibly revived
	 Damage Remedy™ Daily Hair Repair	Detangles hair, instantly and visibly repairs, protects from heat styling damage and reduces breakage by 90% in just one week ³
Thinning Solutions	 Invati Advanced™ Scalp Revitalizer	Reduces hair loss ⁴ to help keep the hair you have longer and provide thicker, fuller, healthier-looking hair
	 Invati Men™ Scalp Revitalizer	Helps invigorate the scalp by increasing microcirculation and instantly thicken hair at the root, helping keep the hair you have longer ⁵
Soften	 Cherry Almond Leave-In Conditioner	Provides 12 instant benefits, including an extra boost of softness
Sun Care	 Sun Care Protective Hair Veil	Helps protect hair from sun damage and minimizes color fading

TREATMENTS

RESULT	PRODUCT	BENEFIT
Add Moisture/ Hydrate	 Nutriplenish™ Treatment Masque: Light Moisture	Provides intense, lightweight hydration that restores and retains moisture in dull, dry hair
	 Nutriplenish™ Treatment Masque: Deep Moisture	Intensely hydrates and restores moisture in the driest hair with five times higher level of overall butters and oils ⁶
Define Curl	 Be Curly™ Intensive Detangling Masque	Helps detangle and moisturize curls and coils and fight frizz with every use
Enrich Color	 Color Renewal Color & Shine Treatments	Instantly revive and refresh tones and shine in color-treated or natural hair, leaving it softer, silkier and healthier-looking after just one use
Repair Damage	 Botanical Repair™ Intensive Strengthening Masque: Light	Intensely repairs and strengthens hair instantly, leaving it visibly healthier, softer and shinier after just one use; formulated for weightless conditioning
	 Botanical Repair™ Intensive Strengthening Masque: Rich	Intensely repairs and strengthens hair instantly, leaving it visibly healthier, softer and shinier after just one use; formulated with added butters and two times more plant lipids ⁷
	 Damage Remedy™ Intensive Restructuring Treatment	Helps repair and strengthen dry, damaged hair while delivering long-lasting moisture
Sun Care	 Sun Care After-Sun Hair Masque	Restores and moisturizes sun-exposed hair
Thinning Solutions	 Invati Advanced™ Intensive Hair & Scalp Masque	Strengthens, hydrates and thickens fragile, thinning hair while deeply nourishing the scalp, for medium-to-coarse hair types experiencing hair thinning/loss

¹From breakage due to heat.
²Determined by a one-week clinical study.
³When used daily, in a repeat grooming study vs. non-conditioning shampoo.
⁴Due to breakage from brushing, after using the Invati Advanced™ system for 12 weeks.
⁵Reduces hair loss due to breakage in a clinical test of the Invati Men™ system after 12 weeks.
⁶When compared with Nutriplenish™ Conditioner: Deep Moisture.
⁷When compared to Botanical Repair™ Intensive Strengthening Masque: Light.