

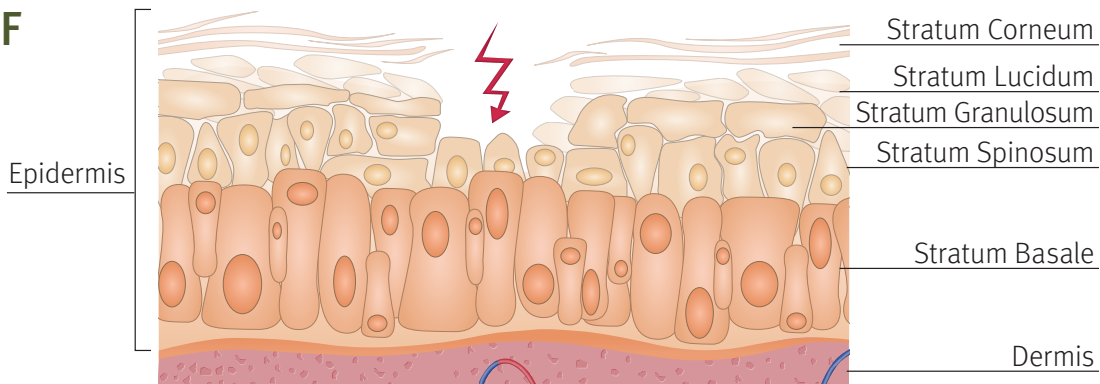
Behind the Scenes: Skin Care Product Knowledge

HISTORY

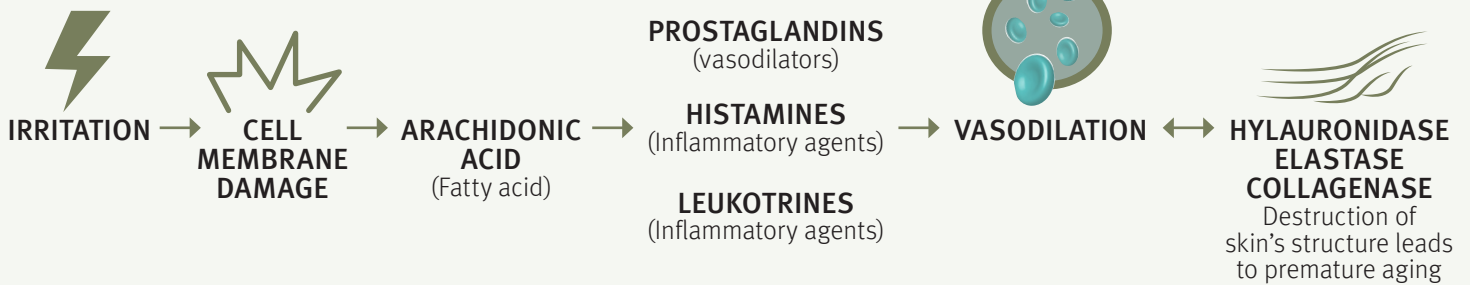


PHILOSOPHY

LAYERS OF THE SKIN



DISRUPTION OF THE SKIN BARRIER



**TULASĀRA™ RADIANT
AWAKENING RITUAL**

TREATMENT LOTIONS

SLEEPING MASQUES

FORMULATION





TOP 5

Botanical Kinetics™ Purifying Gel Cleanser



Gel cleanser for normal-to-oily skin that gently removes makeup, surface dirt and impurities

Botanical Kinetics™ Exfoliant



Non-abrasive exfoliant for all skin types that removes dull surface cells, helping reveal a smoother, clearer, more refined complexion and prepare the skin to receive treatment and moisture benefits

Botanical Kinetics™ Hydrating Lotion



Quick-absorbing lotion for all skin types that replenishes moisture, promoting soft, supple skin

Botanical Kinetics™ Intense Hydrating Creme Rich



97% naturally derived,* rich creme for dry to very dry skin types that instantly increases moisture and retains it all day

Tulasāra™ Concentrates



Concentrated treatment serums that instantly soothe skin, help restore skin radiance and visibly reduce the appearance of dark spots, discoloration and uneven skin tone over time or firm the look of skin to help restore its radiant, youthful appearance

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

Visit [Aveda PureProSM](#) to review the Skin Care Positioning Chart >



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 • #avedaskincare • #avedaartists

