

RETAIL SKIN CARE END BENEFITS





















	HYDRATE DRY SKIN	VISIBLY LIFT & FIRM SKIN	CALM & SOOTHE SKIN	VISIBLY BRIGHTEN SKIN	BALANCE OILY SKIN	RELIEVE ACNE
STEP	PRODUCT					
DAILY CARE						
AWAKEN	Tulasāra™ Radiant Facial Brush and Oleation Oil	Tulasāra™ Radiant Facial Brush and Oleation Oil	Tulasāra™ Radiant Facial Brush and Oleation Oil	Tulasāra™ Radiant Facial Brush and Oleation Oil	Tulasāra™ Radiant Facial Brush and Oleation Oil	
CLEANSE	Botanical Kinetics™ Purifying Creme Cleanser	Botanical Kinetics™ Purifying Creme Cleanser	Botanical Kinetics™ All-Sensitive™ Cleanser	Botanical Kinetics™ Purifying Creme Cleanser	Botanical Kinetics™ Purifying Gel Cleanser	Outer Peace™ Foaming Cleanser
	Botanical Kinetics™ Exfoliating Creme Cleanser	Botanical Kinetics™ Purifying Gel Cleanser		Botanical Kinetics™ Purifying Gel Cleanser	Botanical Kinetics™ Exfoliating Creme Cleanser	
TONE	Botanical Kinetics™ Skin Toning Agent	Botanical Kinetics™ Skin Toning Agent		Botanical Kinetics™ Skin Toning Agent	Botanical Kinetics™ Toning Mist	
		Botanical Kinetics™ Toning Mist		Botanical Kinetics™ Toning Mist		
EXFOLIATE	Botanical Kinetics™ Exfoliant	Botanical Kinetics™ Exfoliant		Botanical Kinetics™ Exfoliant	Botanical Kinetics™ Exfoliant	Outer Peace™ Acne Relief Pads
TREATMENT LOTION	Botanical Kinetics™ Hydrating Treatment Lotion	Botanical Kinetics™ Hydrating Treatment Lotion	Botanical Kinetics™ Hydrating Treatment Lotion	Botanical Kinetics™ Hydrating Treatment Lotion	Botanical Kinetics™ Hydrating Treatment Lotion	Botanical Kinetics™ Hydrating Treatment Lotion
CONCENTRATED TREATMENT	Botanical Kinetics™ Intense Hydrator Serum	Botanical Kinetics™ Intense Hydrator Serum	Botanical Kinetics™ Intense Hydrator Serum	Botanical Kinetics™ Instant Luminizer Serum	Botanical Kinetics™ Pore Refiner Serum	Botanical Kinetics™ Pore Refiner Serum
	Tulasāra™ Firm Concentrate	Tulasāra™ Firm Concentrate	Tulasāra™ Calm Concentrate	Tulasāra™ Bright Concentrate	Tulasāra™ Bright Concentrate	Tulasāra™ Calm Concentrate Tulasāra™ Bright Concentrate
EYE CARE	Botanical Kinetics™ Energizing Eye Creme	Botanical Kinetics™ Energizing Eye Creme	Botanical Kinetics™ Energizing Eye Creme	Botanical Kinetics™ Energizing Eye Creme	Botanical Kinetics™ Energizing Eye Creme	Botanical Kinetics™ Energizing Eye Creme
EYE CARE P.M.	Tulasāra™ Brightening Sleeping Eye Masque	Tulasāra™ Brightening Sleeping Eye Masque	Tulasāra™ Brightening Sleeping Eye Masque	Tulasāra™ Brightening Sleeping Eye Masque	Tulasāra™ Brightening Sleeping Eye Masque	
MOISTURIZE	Botanical Kinetics™ Hydrating Lotion	Tulasāra™ Renewing Radiance Creme	Botanical Kinetics™ All-Sensitive™ Lotion	Tulasāra™ Renewing Radiance Creme	Botanical Kinetics™ Oil Control Lotion	Botanical Kinetics™ Oil Control Lotion
	Botanical Kinetics™ Hydrating Water Gel Creme					
	Botanical Kinetics™ Intense Hydrating Soft Creme					
	Botanical Kinetics™ Intense Hydrating Rich Creme					
Botanical Kinetics™ Hydrating Water Gel Creme	Botanical Kinetics™ Hydrating Water Gel Creme	Botanical Kinetics™ Hydrating Water Gel Creme	Botanical Kinetics™ Hydrating Water Gel Creme	Botanical Kinetics™ Hydrating Water Gel Creme	Botanical Kinetics™ Hydrating Water Gel Creme	
MOISTURIZE P.M.	Tulasāra™ Firming Sleeping Masque	Tulasāra™ Firming Sleeping Masque	Tulasāra™ Firming Sleeping Masque	Tulasāra™ Firming Sleeping Masque	Tulasāra™ Firming Sleeping Masque	
SPF PROTECTION	Daily Light Guard™ Defense Fluid Broad Spectrum SPF 30	Daily Light Guard™ Defense Fluid Broad Spectrum SPF 30	Daily Light Guard™ Defense Fluid Broad Spectrum SPF 30	Daily Light Guard™ Defense Fluid Broad Spectrum SPF 30	Daily Light Guard™ Defense Fluid Broad Spectrum SPF 30	Daily Light Guard™ Defense Fluid Broad Spectrum SPF 30
SPECIALIZED CARE						
EXFOLIATE	Botanical Kinetics™ Radiant Skin Refiner	Botanical Kinetics™ Radiant Skin Refiner		Botanical Kinetics™ Radiant Skin Refiner	Botanical Kinetics™ Radiant Skin Refiner	
MASQUE	Botanical Kinetics™ Intense Hydrating Masque	Based on secondary concern	Botanical Kinetics™ Intense Hydrating Masque	Based on secondary concern	Botanical Kinetics™ Deep Cleansing Clay Masque	Botanical Kinetics™ Deep Cleansing Clay Masque
MEN'S CARE	Incorporate into daily skin care regimen as needed.		Aveda Men Pure-Formance™ Shave Cream	Aveda Men Pure-Formance™ Dual Action Aftershave		

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

RETAIL SKIN CARE CATEGORIES



CATEGORY	PRODUCT	BENEFIT
DRY BRUSHING AND OLEATION OIL	 Tulasāra™ Radiant Facial Dry Brush	Daily-use facial dry brush that gently exfoliates to help reveal smooth, soft, radiant skin and prepares it to receive the benefits of self-massage with Tulasāra™ Radiant Oleation Oil
	 Tulasāra™ Radiant Oleation Oil	97% naturally derived* blend of six plant oils that when massaged into the skin after facial dry brushing, helps promote microcirculation, nourish and restore skin radiance
CLEANSERS	 Pure Comfort™ Eye Makeup Remover	Lightweight, oil-free cleanser that gently dissolves washable makeup
	 Botanical Kinetics™ All-Sensitive™ Cleanser	Gentle, 98% naturally derived,* aroma-neutral cleanser for sensitive skin that removes makeup, impurities and environmental pollutants
	 Botanical Kinetics™ Purifying Creme Cleanser	Rich, creme cleanser for normal-to-dry skin that gently removes makeup, surface dirt and impurities, leaving skin feeling smooth and supple
	 Botanical Kinetics™ Purifying Gel Cleanser	Gel cleanser for normal-to-oily skin that gently removes makeup, surface dirt and impurities
	 Botanical Kinetics™ Exfoliating Creme Cleanser	Cleanser that exfoliates, helps remove impurities and increase surface cell turnover, revealing more radiant and nourished skin
	 Outer Peace™ Foaming Cleanser	Gentle cleanser that deeply cleanses pores, dissolving oil, makeup and other impurities
TONERS	 Botanical Kinetics™ Skin Toning Agent	Moisture-rich mist that refreshes and balances normal-to-dry or combination skin
	 Botanical Kinetics™ Toning Mist	Cooling, refreshing mist for normal-to-oily skin that helps refresh and balance skin and dissolve surface oil
EXFOLIANTS	 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
	 Outer Peace™ Acne Relief Pads	Pre-moistened pads that cleanse, exfoliate and unclog pores to help eliminate blackheads and prevent future breakouts
	 Botanical Kinetics™ Radiant Skin Refiner	Exfoliating facial scrub formulated with natural bamboo extract and finely powdered tourmaline that removes dull, dead skin cells, revealing smoother, more radiant skin
TREATMENT LOTIONS	 Botanical Kinetics™ Hydrating Treatment Lotion	99% naturally derived* treatment lotion that helps provide instant hydration and maintain the skin's moisture balance
CONCENTRATED TREATMENTS	 Botanical Kinetics™ Intense Hydrator Serum	Treatment serum that instantly restores skin's optimal moisture levels; minimizes the appearance of fine, dry lines; and strengthens the skin's protective lipid barrier over time
	 Botanical Kinetics™ Instant Luminizer Serum	Treatment serum that instantly dissolves surface cells to unveil smooth, bright skin with even-looking tone
	 Botanical Kinetics™ Pore Refiner Serum	Treatment serum that gently resurfaces the skin's texture for smooth, poreless-looking skin
	 Tulasāra™ Calm Concentrate	97% naturally derived* treatment serum that instantly soothes skin and makes it more resilient over time
	 Tulasāra™ Bright Concentrate	98% naturally derived* treatment serum that instantly helps restore skin radiance and visibly reduce the appearance of dark spots, discoloration and uneven skin tone over time
	 Tulasāra™ Firm Concentrate	97% naturally derived* treatment serum that firms the look of skin to help restore its radiant, youthful appearance

CATEGORY	PRODUCT	BENEFIT
EYE CARE	 Botanical Kinetics™ Energizing Eye Creme	96% naturally derived* eye creme that helps reduce the appearance of under-eye circles and brighten the look of skin around the eyes
	 Tulasāra™ Brightening Sleeping Eye Masque	97% naturally derived,* ultra-rich, creme eye masque that helps support the skin's natural overnight repair process, helping skin look more lifted, firm, bright, even and less puffy over time
MOISTURIZERS	 Botanical Kinetics™ All-Sensitive™ Lotion	Gentle, aroma-neutral, dermatologist-tested moisturizer that hydrates and conditions sensitive skin
	 Botanical Kinetics™ Hydrating Lotion	Quick-absorbing lotion for all skin types that replenishes moisture, promoting soft, supple skin
	 Botanical Kinetics™ Oil Control Lotion	95% naturally derived,* lightweight lotion that instantly absorbs surface oils and hydrates skin
	 Botanical Kinetics™ Hydrating Water Gel Creme	Lightweight, fast-absorbing moisturizer that instantly cools and hydrates skin and helps boost healthy skin hydration levels for 24 hours; visibly plumps skin to help minimize the appearance of fine, dry lines; and calms and soothes skin while reducing visible redness
	 Botanical Kinetics™ Intense Hydrating Soft Creme	97% naturally derived,* lightweight creme for all skin types that instantly increases moisture and retains it all day
	 Botanical Kinetics™ Intense Hydrating Rich Creme	97% naturally derived,* rich creme for dry to very dry skin types that instantly increases moisture and retains it all day
	 Tulasāra™ Renewing Radiance Creme	Powerful, 97% naturally derived* creme that instantly brightens skin; smooths fine, dry lines; and strengthens the skin's defenses before starting the day
	 Tulasāra™ Firming Sleeping Masque	97% naturally derived,* ultra-rich, creme masque that helps support the skin's natural overnight repair process, helping skin look more lifted, firm, bright and even over time
SPF PROTECTION	 Daily Light Guard™ Defense Fluid Broad Spectrum SPF 30	Lightweight, daily-use defense fluid that helps protect skin from UVA and UVB rays and free-radical damage caused by the environment, including pollutants
MASQUES	 Botanical Kinetics™ Deep Cleansing Clay Masque	Cool, aromatic, clay masque that absorbs excess oils and draws impurities from skin, leaving it clarified, conditioned and refined
	 Botanical Kinetics™ Intense Hydrating Masque	Oil-free masque that hydrates skin and provides cool, soothing relief from dryness
MEN'S SHAVE CARE	 Aveda Men Pure-Formance™ Shave Cream	Moisturizing shave cream that preps skin for a close, comfortable shave, helping protect it from irritation and razor burn
	 Aveda Men Pure-Formance™ Dual Action Aftershave	High-performance, 2-in-1 moisturizer and aftershave that instantly soothes freshly shaved skin

*From plants, non-petroleum minerals or water, using ISO standard.