

	NORMAL	DRY	DANDRUFF	RED/IRRITATED	OILY	THINNING
						
STEP	PRODUCT					
EXFOLIATE	 <div>Pramāsana™ Exfoliating Scalp Brush</div>	 <div>Pramāsana™ Exfoliating Scalp Brush</div>	 <div>Pramāsana™ Exfoliating Scalp Brush</div>		 <div>Pramāsana™ Exfoliating Scalp Brush</div>	 <div>Pramāsana™ Exfoliating Scalp Brush</div>
CLEANSE	 <div>Pramāsana™ Purifying Scalp Cleanser</div>	 <div>Pramāsana™ Purifying Scalp Cleanser</div>	 <div>Pramāsana™ Purifying Scalp Cleanser</div>		 <div>Pramāsana™ Purifying Scalp Cleanser</div>	 <div>Pramāsana™ Purifying Scalp Cleanser</div>
TREAT	 <div>Pramāsana™ Protective Scalp Concentrate</div>	 <div>Pramāsana™ Protective Scalp Concentrate</div>	 <div>Scalp Remedy™ Dandruff Solution</div>		 <div>Pramāsana™ Protective Scalp Concentrate</div>	<div><div>Invati Advanced™ Scalp Revitalizer</div></div> <div><div>Invati Men™ Scalp Revitalizer</div></div>
ADDITIONAL CARE	 <div>All-Sensitive™ Body Formula</div>	 <div>All-Sensitive™ Body Formula</div>			 <div>All-Sensitive™ Body Formula</div>	
	 <div>Beautifying Composition Oil™</div>	 <div>Beautifying Composition Oil™</div>				
	 <div>Shampure Composition Oil™</div>	 <div>Shampure Composition Oil™</div>		 <div>All-Sensitive™ Body Formula</div>	 <div>Beautifying Composition Oil™</div>	
PROFESSIONAL TREATMENT	Pramāsana™ Scalp Treatment	Pramāsana™ Scalp Treatment	Pramāsana™ Scalp Treatment		Pramāsana™ Scalp Treatment	Invati™ Treatment for Thinning Hair

Images courtesy of ASNII-202 Scalp Camera User Manual.

# HAIR CARE

CLEANSERS & CONDITIONERS



THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

RESULT	PRODUCT	BENEFIT
Add Moisture/ Hydrate	 <b>Sap Moss™</b> 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
	 <b>Nutriplenish™</b> Shampoo and Conditioner: Light Moisture	Cleanses, conditions and replenishes dry hair with hydration
	 <b>Nutriplenish™</b> Shampoo and Conditioner: Deep Moisture	Cleanses, conditions and deeply replenishes dry hair with hydration
Add Shine	 <b>Brilliant™</b> Shampoo and Conditioner	Softens hair and adds shine
Calming Care	 <b>Shampure™</b> Nurturing Shampoo and Conditioner	Cleanses and weightlessly nourishes, leaving hair soft and shiny
	 <b>Shampowder™</b> Dry Shampoo	Refreshes hair between washes
Create Volume	 <b>Pure Abundance™</b> Volumizing Shampoo and Volumizing Clay Conditioner	Creates body and volume in fine or limp hair
Define Curl	 <b>Be Curly™</b> Shampoo and Conditioner	Enhances wave or curl, combats frizz and boosts shine
	 <b>Be Curly™</b> 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	 <b>Blonde Revival™</b> 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
	 <b>Blue Malva</b> Color Conditioner	Imparts silvery brightness in grey hair and neutralizes brassy tones in all shades of hair
Hair and Scalp Care	 <b>Pramāsana™</b> 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
	 <b>Scalp Benefits™</b> Balancing Shampoo and Conditioner	Gently cleanses and moisturizes hair without stripping the scalp*

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

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

TREATMENTS		
RESULT	PRODUCT	BENEFIT
Add Moisture/ Hydrate	 <b>Nutriplenish™</b> Treatment Masque: Light Moisture	Provides intense, lightweight hydration that restores and retains moisture in dull, dry hair
	 <b>Nutriplenish™</b> Treatment Masque: Deep Moisture	Intensely hydrates and restores moisture in the driest hair with five times higher level of overall butters and oils <sup>6</sup>
Define Curl	 <b>Be Curly™</b> Intensive Detangling Masque	Helps detangle and moisturize curls and coils and fight frizz with every use
Enrich Color	 <b>Color Renewal</b> 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	 <b>Botanical Repair™</b> 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
	 <b>Botanical Repair™</b> 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 <sup>7</sup>
	 <b>Damage Remedy™</b> Intensive Restructuring Treatment	Helps repair and strengthen dry, damaged hair while delivering long-lasting moisture
Sun Care	 <b>Sun Care</b> After-Sun Hair Masque	Restores and moisturizes sun-exposed hair
Thinning Solutions	 <b>Invati Advanced™</b> 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

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



RETAIL

HAIR STYLING PREP STYLE



STEP	RESULT	PRODUCT	BENEFIT
1 PREP for use on damp hair	Prepare for Styling	 <b>Speed of Light™</b> Blow Dry Accelerator Spray	Reduces drying time and leaves hair smooth, soft, static-free and primed for styling
		 <b>Brilliant™</b> Damage Control™	Helps protect hair from thermal and UV damage and reduces breakage from combing
		 <b>Nutriplenish™</b> Leave-In Conditioner	Nourishes, detangles and protects* all hair types while providing hydration for 72 hours
		 <b>Be Curly™</b> 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
		 <b>Smooth Infusion™</b> Perfect Blow Dry	Provides 72-hour frizz control, creating a sleek, smooth finish and enhancing shine; protects hair from heat styling up to 450°
		 <b>Smooth Infusion™</b> Style-Prep Smoother™	Smooths, detangles, helps control frizz and defends against humidity for 72 hours; protects hair from heat styling up to 450°
		 <b>Nutriplenish™</b> Daily Moisturizing Treatment	Instantly hydrates and detangles dull, dry hair while providing heat protection
		 <b>Pure Abundance™</b> Style-Prep™	Detangles and adds lightweight, natural bulk to each strand
2 STYLE for use on damp hair	Smooth/ Straighten	 <b>Brilliant™</b> Universal Styling Creme	Defines texture and helps seal in moisture on medium to coarse hair and creates definition on dry hair
		 <b>Smooth Infusion™</b> Perfectly Sleek™ Heat Styling Cream	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	Volumize/ Thicken	 <b>Invati Advanced™</b> Thickening Foam	Styling foam that instantly thickens hair for fuller, thicker, more voluminous hair that lasts all day
		 <b>Thickening Tonic</b>	Instantly thickens hair, providing thicker, fuller hair from roots to ends that lasts all day
		 <b>Volumizing Tonic™</b>	Creates targeted lift with weightless volume and shine for fine to medium hair
		 <b>Phomollient™</b> Styling Foam	Creates weightless volume and body while delivering light hold and shine for fine to medium hair
	Define Curl	 <b>Be Curly™</b> Curl Enhancer	Intensifies curls, combats frizz and boosts shine in wavy or curly hair
		 <b>Nutriplenish™</b> Curl Gelée	Styling gel that provides the flexible hold of a gel enriched with the nourishment and moisture of a lightweight leave-in conditioner
	Refresh/ Restyle	 <b>Heat Relief™</b> Thermal Protector & Conditioning Mist	Protects hair from heat up to 450° during restyling, instantly conditioning and infusing hair with a calming Shampure™ aroma
		 <b>Rinseless Refresh</b> 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	 <b>Nutriplenish™</b> Styling Treatment Foam	Provides luxurious hydration and a soft hold for medium-to-thick, dry hair and textured hair
		 <b>Aveda Men Pure-Formance™</b> Liquid Pomade	Maintains natural movement with a medium level of hold while delivering shine without build-up or flaking
		 <b>Confixor™</b> Liquid Gel	Conditions, fortifies and creates definition with a medium level of hold in fine to medium hair
		 <b>Brilliant™</b> Retexturing Gel	Helps provide softness and shine for medium to coarse hair
		 <b>Flax Seed Aloe</b> Strong Hold Sculpting Gel	Provides maximum control for sculpting and molding medium to coarse hair while adding body and volume
		 <b>Aveda Men Pure-Formance™</b> 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	<b>Aveda Men Pure-Formance™</b> Grooming Cream	Creates definition with a medium level of hold while conditioning, thickening and delivering natural shine
		<b>Aveda Men Pure-Formance™</b> Pomade	Creates texture and definition with a strong level of hold while hydrating and delivering high shine
		<b>Light Elements™</b> Defining Whip™	Creates texture and provides medium hold without adding weight or stickiness
		<b>Texture Tonic</b>	Creates tousled texture and flexible hold while leaving hair touchable and infused with natural shine
		<b>Control Paste™</b> Finishing Paste	Provides a pliable, high-textured, low-sheen hold that is smooth, not sticky
		<b>Light Elements™</b> Texturizing Creme	Creates texture with light, pliable hold
		<b>Pure Abundance™</b> Hair Potion	Creates abundant volume and matte texture
		<b>Aveda Men Pure-Formance™</b> Grooming Clay	Creates texture and definition with a strong level of hold while thickening and delivering a natural, matte finish
		<b>Aveda Men Pure-Formance™</b> Thickening Paste	Instantly thickens hair strands for a strong, defined style with natural shine
	Add Shine	<b>Nutriplenish™</b> Multi-Use Hair Oil	Provides hydration and shine for all dry hair types and textures
		<b>Brilliant™</b> Spray-On Shine	Provides pure shine and vitamin E to finished hair styles, helping tame frizz and eliminate flyaways
		<b>Brilliant™</b> Humectant Pomade	Activates, defines, enhances and maintains curl or wave and adds extraordinary shine in coarse hair
		<b>Brilliant™</b> Anti-Humectant Pomade	Repels moisture from coarse hair, helping tame curls and waves, prevent frizziness and flyaways and give hair a polished, satiny look

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.

STEP	RESULT	PRODUCT	BENEFIT
3 FINISH for use on dry hair	Hold with Hair Spray	<b>Air Control™</b> Light Hold Hair Spray	Provides flexible, long-lasting hold for all hair types
		<b>Witch Hazel</b> Light Hold Hair Spray	Reduces static, eliminates flyaways and boosts shine in fine to medium hair
		<b>Be Curly™</b> 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
		<b>Brilliant™</b> Medium Hold Hair Spray	Protects hair from humidity while adding brilliant shine and definition
		<b>Firmata™</b> Firm Hold Hair Spray	Provides extra-strong control, shine and style memory
		<b>Pure Abundance™</b> Volumizing Hair Spray	Provides extra-firm, humidity-resistant hold and shine, helping hair look volumized and feel more abundant
		<b>Control Force™</b> Firm Hold Hair Spray	Provides firm, all-day, brushable hold with 24-hour humidity defense

PROFESSIONAL **HAIR STYLING** CATEGORIES



USED ON **DAMP HAIR** TO **CREATE** THE STYLE

PREP							
SLIP						GRIP	
<b>Nutriplenish™</b> Leave-In Conditioner	<b>Nutriplenish™</b> Daily Moisturizing Treatment	<b>Brilliant™</b> Damage Control™	<b>Speed of Light™</b> Blow Dry Accelerator Spray	<b>Be Curly™</b> Style-Prep™	<b>Smooth Infusion™</b> Perfect Blow Dry	<b>Smooth Infusion™</b> Style-Prep Smoother™	<b>Pure Abundance™</b> Style-Prep™
							
ADD MOISTURE/HYDRATE		CREATE FOUNDATION		CREATE FOUNDATION (define curl/smooth/straighten/volumize)			

CREMES			
SLIP			
<b>Be Curly™</b> Curl Enhancer	<b>Smooth Infusion™</b> Perfectly Sleek™ Heat Styling Cream	<b>Brilliant™</b> Universal Styling Creme	<b>Aveda Men Pure-Formance™</b> Grooming Cream
			
DEFINE CURL	SMOOTH/STRAIGHTEN	ADD SHINE	

STRUCTURE										
GRIP										
<b>Aveda Men Pure-Formance™</b> Liquid Pomade	<b>Confixor™</b> Liquid Gel	<b>Brilliant™</b> Retexturing Gel	<b>Flax Seed Aloe</b> Strong Hold Sculpturing Gel	<b>Aveda Men Pure-Formance™</b> Firm Hold Gel	<b>Nutriplenish™</b> Curl Gelée	<b>Nutriplenish™</b> Styling Treatment Foam	<b>Thickening Tonic</b>	<b>Invati Advanced™</b> Thickening Foam	<b>Volumizing Tonic™</b>	<b>Phomollient™</b> Styling Foam
										
CREATE HOLD					CREATE HOLD (waves/curls/coils)		THICKEN		VOLUMIZE	

PROFESSIONAL **HAIR STYLING** CATEGORIES



USED ON **DRY HAIR** TO **FINISH** THE STYLE

WAXES, PASTES AND POMADES							
SLIP			GRIP				
Brilliant™ Humectant Pomade	Brilliant™ Anti-Humectant Pomade	Aveda Men Pure-Formance™ Pomade	Light Elements™ Defining Whip™	Control Paste™ Finishing Paste™	Light Elements™ Texturizing Creme	Aveda Men Pure-Formance™ Grooming Clay	Aveda Men Pure-Formance™ Thickening Paste
							
ADD SHINE			CREATE TEXTURE				THICKEN

REFRESH/RESTYLE			
SLIP	GRIP		
Heat Relief™ Thermal Protector & Conditioning Mist	Rinseless Refresh Micellar Hair & Scalp Refresher	Shampowder™ Dry Shampoo	Pure Abundance™ Hair Potion
			
PROTECT FROM HEAT	REFRESH		VOLUMIZE

OILS AND SERUMS		
SLIP		
Nutriplenish™ Multi-Use Hair Oil	Dry Remedy™ Daily Moisturizing Oil	Brilliant™ Spray-On Shine
		
ADD MOISTURE/HYDRATE		ADD SHINE

SPRAYS (GRIP)							
LIGHT GRIP		MEDIUM GRIP			STRONG GRIP		
Air Control™ Light Hold Hair Spray	Witch Hazel Light Hold Hair Spray	Be Curly™ Curl Enhancing Hair Spray	Texture Tonic	Brilliant™ Medium Hold Hair Spray	Firmata™ Firm Hold Hair Spray	Pure Abundance™ Volumizing Hair Spray	Control Force™ Firm Hold Hair Spray
							
HOLD WITH HAIR SPRAY							

















# TEXTURE STYLING





## WASH AND GO OR SETS

	ALL TEXTURE PATTERNS				 WAVY 2A–2C		 CURLY 3A–3C		 COILY 4A–4C			
<div>1</div> <div>PREP</div> <div>for use on damp hair</div>	SLIP				SLIP		SEE ALL TEXTURE PATTERNS		SLIP			
	<div>Nutriplenish™ Leave-In Conditioner</div> 	<div>Be Curly™ Style-Prep™</div> 	<div>Nutriplenish™ Daily Moisturizing Treatment</div> 	<div>Botanical Repair™ Strengthening Leave-In Treatment</div> 	<div>Cherry Almond Leave-In Conditioner</div> 				<div>Nutriplenish™ Leave-In Conditioner</div> 	<div>Nutriplenish™ Daily Moisturizing Treatment</div> 		
<div>2</div> <div>STYLE</div> <div>for use on damp hair</div>	GRIP				SLIP	GRIP		SLIP	GRIP			
	<div>Nutriplenish™ Curl Gelée</div> 	<div>Aveda Men Pure-Formance™ Liquid Pomade</div> 	<div>Nutriplenish™ Styling Treatment Foam</div> 	<div>Invati Advanced™ Thickening Foam</div> 	<div>Phomollient™ Styling Foam</div> 	<div>Be Curly™ Curl Enhancer</div> 	<div>Aveda Men Pure-Formance™ Liquid Pomade</div> 	<div>Nutriplenish™ Styling Treatment Foam</div> 	<div>Be Curly™ Curl Enhancer</div> 	<div>Nutriplenish™ Curl Gelée</div> 	<div>Nutriplenish™ Styling Treatment Foam</div> 	<div>Nutriplenish™ Curl Gelée</div> 
<div>3</div> <div>FINISH</div> <div>for use on dry hair</div>	SLIP				SEE ALL TEXTURE PATTERNS		SEE ALL TEXTURE PATTERNS		SEE ALL TEXTURE PATTERNS			
	<div>Nutriplenish™ Multi-Use Hair Oil</div> 	<div>Dry Remedy™ Daily Moisturizing Oil</div> 										

BLOW DRY OR IRON

	ALL TEXTURE PATTERNS			 WAVY 2A–2C	 CURLY 3A–3C	 COILY 4A–4C
<div>1</div> <div>PREP</div> <div>for use on damp hair</div>	SLIP			SEE ALL TEXTURE PATTERNS	SEE ALL TEXTURE PATTERNS	SEE ALL TEXTURE PATTERNS
	<div>Nutriplenish™ Leave-In Conditioner*</div> 	<div>Smooth Infusion™ Perfect Blow Dry</div> 	<div>Smooth Infusion™ Style-Prep Smoother™</div> 			
<div>2</div> <div>STYLE</div> <div>for use on damp hair</div>	GRIP			SEE ALL TEXTURE PATTERNS	SLIP	GRIP
	<div>Nutriplenish™ Styling Treatment Foam</div> 	<div>Invati Advanced™ Thickening Foam</div> 	<div>Phomollient™ Styling Foam</div> 		<div>Smooth Infusion™ Perfectly Sleek™ Heat Styling Cream</div> 	<div>Nutriplenish™ Styling Treatment Foam</div> 
<div>3</div> <div>FINISH</div> <div>for use on dry hair</div>	SLIP		GRIP	SEE ALL TEXTURE PATTERNS	SLIP	
	<div>Nutriplenish™ Multi-Use Hair Oil</div> 	<div>Dry Remedy™ Daily Moisturizing Oil</div> 	<div>Air Control™ Light Hold Hair Spray</div> 		<div>Nutriplenish™ Multi-Use Hair Oil</div> 	<div>Nutriplenish™ Multi-Use Hair Oil</div> 








HEAT SETTING GUIDE

TEXTURE PATTERN		DEGREES FAHRENHEIT	TEXTURE PATTERN		DEGREES FAHRENHEIT
		Smooth → Medium → Rough			Smooth → Medium → Rough
 CURLY	3B Medium Curl	300° —————→ 325°	 COILY	4A Subtle Coil	350° —————→ 400°
	3C Strong Curl	325° —————→ 375°		4B Medium Coil	400° —————→ 425°
4C Strong Coil				425° —————→ 450°	

\*Preferred product.







COMPLEXION/FACE








PRODUCT		BENEFIT
	<b>Inner Light™</b> Concealer	Creamy concealer that provides full coverage with a semi-matte finish while minimizing the look of under-eye puffiness and other imperfections
	<b>Inner Light™</b> Mineral Dual Foundation	Wet-or-dry foundation that provides full coverage (when applied dry) or sheer to medium coverage (when applied with a damp sponge) with a matte finish while balancing skin tone, blurring imperfections and increasing radiance
	<b>Inner Light™</b> Mineral Loose Powder	Silky, loose powder that provides translucent coverage with a semi-matte finish while helping reduce excess shine and the appearance of pores and fine lines
	<b>Inner Light™</b> Mineral Pressed Powder	Ultra-fine, weightless powder that provides sheer coverage with a semi-matte finish while helping control oil, reduce excess shine and improve the appearance of imperfections and uneven skin tone
	<b>Inner Light™</b> Mineral Tinted Moisture	Lightweight, oil-free tinted moisturizer that provides sheer coverage with a dewy finish and instantly improves skin radiance
	<b>Petal Essence™</b> Face Accents	Petal-smooth powder face accents that bronze, highlight or blush in buildable, blendable colors
	<b>Uruku Bronzer</b>	Blendable powder bronzer that warms skin tone, creating a natural, sun-kissed glow

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

EYES/BROWS

PRODUCT		BENEFIT
	<b>Brow Definer™</b>	100% naturally derived* brow pencil/brush combo that shapes, fills and grooms brows with blendable, long-wearing color that is smudge-proof and water-, sweat- and humidity-resistant
	<b>Invati Brow™</b> Thickening Serum	Serum that instantly thickens and conditions brows and delivers fuller, denser-looking brows in 4–12 weeks
	<b>Mosscara™</b> Conditioning Formula with Iceland Moss	Thickening mascara that conditions lashes from roots to tips and brushes on smoothly and evenly, blanketing them in rich, lasting color
	<b>Petal Essence™</b> Eye Color Trio	Petal-soft powder eye shadow that blooms in buildable, blendable, complementary colors
	<b>Petal Essence™</b> Eye Definer	Creamy, blendable, smooth pencil that glides on eyes to line, define, accent or shade without pulling or tugging
	<b>Petal Essence™</b> Single Eye Color	Petal-soft powder eye shadow that blooms in buildable, blendable colors
	<b>Pure Comfort™</b> Eye Makeup Remover	Lightweight, oil-free cleanser that gently dissolves washable makeup

LIPS

PRODUCT		BENEFIT
	<b>Feed My Lips™</b> <b>Pure Nourish-Mint™</b> Lip Liner	Eight 95% naturally derived*, long-wearing colors that help create a precise lip and a base for lip color
	<b>Feed My Lips™</b> <b>Pure Nourish-Mint™</b> Lip Primer	95% naturally derved*, colorless, soft pencil that smooths and primes lips to provide the perfect base for lip liner and color
	<b>Feed My Lips™</b> <b>Pure Nourish-Mint™</b> Lip Treatment	Colorless balm that moisturizes lips to keep them in optimal condition, day or night
	<b>Feed My Lips™</b> <b>Pure Nourish-Mint™</b> Lipstick	23 95% naturally derived*, rich, long-wearing colors in a satin finish.
	<b>Feed My Lips™</b> <b>Pure Nourish-Mint™</b> Liquid Color Balm	93% naturally derived*, vegan, liquid lipstick with a rich creme finish
	<b>Feed My Lips™</b> <b>Pure Nourish-Mint™</b> Lip Gloss	98% naturally derived*, vegan, shiny lip gloss that smooths, visibly plumps and provides all-day moisture with an ultra-lightweight texture
	<b>Lip Saver™</b>	Soothing, moisturizing balm that helps soften and provide moisture relief to dry lips



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™ Purifying Gel Cleanser		Botanical Kinetics™ Purifying Gel Cleanser			
	Botanical Kinetics™ Exfoliating Creme Cleanser	Botanical Kinetics™ Exfoliating Creme Cleanser		Botanical Kinetics™ Exfoliating Creme 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™ Hydrating Water Gel Creme		Botanical Kinetics™ Hydrating Water Gel Creme	Botanical Kinetics™ Hydrating Water Gel Creme	
	Botanical Kinetics™ Intense Hydrating Rich 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,SM go to the Resources tab and search Product Resource Guide.

RETAIL SKIN CARE CATEGORIES



CATEGORY	PRODUCT		BENEFIT
DRY BRUSHING AND OLEATION OIL		<b>Tulasāra™</b> 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 <b>Tulasāra™ Radiant Oleation Oil</b>
		<b>Tulasāra™</b> 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		<b>Pure Comfort™</b> Eye Makeup Remover	Lightweight, oil-free cleanser that gently dissolves washable makeup
		<b>Botanical Kinetics™ All-Sensitive™</b> Cleanser	Gentle, 98% naturally derived,* aroma-neutral cleanser for sensitive skin that removes makeup, impurities and environmental pollutants
		<b>Botanical Kinetics™</b> 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
		<b>Botanical Kinetics™</b> Purifying Gel Cleanser	Gel cleanser for normal-to-oily skin that gently removes makeup, surface dirt and impurities
		<b>Botanical Kinetics™</b> Exfoliating Creme Cleanser	Cleanser that exfoliates, helps remove impurities and increase surface cell turnover, revealing more radiant and nourished skin
		<b>Outer Peace™</b> Foaming Cleanser	Gentle cleanser that deeply cleanses pores, dissolving oil, makeup and other impurities
TONERS		<b>Botanical Kinetics™</b> Skin Toning Agent	Moisture-rich mist that refreshes and balances normal-to-dry or combination skin
		<b>Botanical Kinetics™</b> Toning Mist	Cooling, refreshing mist for normal-to-oily skin that helps refresh and balance skin and dissolve surface oil
EXFOLIANTS		<b>Botanical Kinetics™</b> 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
		<b>Outer Peace™</b> Acne Relief Pads	Pre-moistened pads that cleanse, exfoliate and unclog pores to help eliminate blackheads and prevent future breakouts
		<b>Botanical Kinetics™</b> 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		<b>Botanical Kinetics™</b> Hydrating Treatment Lotion	99% naturally derived* treatment lotion that helps provide instant hydration and maintain the skin's moisture balance
CONCENTRATED TREATMENTS		<b>Botanical Kinetics™</b> 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
		<b>Botanical Kinetics™</b> Instant Luminizer Serum	Treatment serum that instantly dissolves surface cells to unveil smooth, bright skin with even-looking tone
		<b>Botanical Kinetics™</b> Pore Refiner Serum	Treatment serum that gently resurfaces the skin's texture for smooth, poreless-looking skin
		<b>Tulasāra™</b> Calm Concentrate	97% naturally derived* treatment serum that instantly soothes skin and makes it more resilient over time
		<b>Tulasāra™</b> 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
		<b>Tulasāra™</b> 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		<b>Botanical Kinetics™</b> 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
		<b>Tulasāra™</b> 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 andless puffy over time
MOISTURIZERS		<b>Botanical Kinetics™ All-Sensitive™</b> Lotion	Gentle, aroma-neutral, dermatologist-tested moisturizer that hydrates and conditions sensitive skin
		<b>Botanical Kinetics™</b> Hydrating Lotion	Quick-absorbing lotion for all skin types that replenishes moisture, promoting soft, supple skin
		<b>Botanical Kinetics™</b> Oil Control Lotion	95% naturally derived,* lightweight lotion that instantly absorbs surface oils and hydrates skin
		<b>Botanical Kinetics™</b> 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
		<b>Botanical Kinetics™</b> Intense Hydrating Soft Creme	97% naturally derived,* lightweight creme for all skin types that instantly increases moisture and retains it all day
		<b>Botanical Kinetics™</b> 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
		<b>Tulasāra™</b> 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
		<b>Tulasāra™</b> 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		<b>Daily Light Guard™</b> 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		<b>Botanical Kinetics™</b> Deep Cleansing Clay Masque	Cool, aromatic, clay masque that absorbs excess oils and draws impurities from skin, leaving it clarified, conditioned and refined
		<b>Botanical Kinetics™</b> Intense Hydrating Masque	Oil-free masque that hydrates skin and provides cool, soothing relief from dryness
MEN'S SHAVE CARE		<b>Aveda Men Pure-Formance™</b> Shave Cream	Moisturizing shave cream that preps skin for a close, comfortable shave, helping protect it from irritation and razor burn
		<b>Aveda Men Pure-formance™</b> 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.

PROFESSIONAL SKIN CARE FUNCTIONAL FAMILIES



FUNCTIONAL FAMILY	PRODUCT	BENEFIT
BALANCE	 <b>Tulasāra™</b> Aroma Infusions	Professional-only, concentrated, aromatic essential oil blends formulated to help address Elemental Nature <sup>SM</sup> imbalances and bring balance to the mind, body and spirit through aroma and breath
NOURISH	 <b>Aveda Professional™</b> Composition Oil	Professional-only, nourishing plant oil blend that gently pre-cleanses and nourishes skin, dissolving eye, lip and face makeup while providing a soft coating on the skin and lasting slip for facial massage
	 <b>Aveda Professional™</b> Light Composition Oil	Professional-only, certified organic sunflower oil that softens and conditions skin
	 <b>Cooling Balancing Oil Concentrate</b>	99% naturally derived* oil that helps awaken the mind and body, provide cooling refreshment to the skin and senses and relieve tension with massage
PURIFY	 <b>Aveda Professional™</b> Balancing Cleanser	Professional-only, 98% naturally derived* cleanser that removes makeup, impurities and environmental pollutants; purifies skin; and helps maintain the skin's moisture barrier
HYDRATE	 <b>Botanical Kinetics™</b> Toning Mist	Cooling, refreshing mist for normal-to-oily skin that helps refresh and balance skin and dissolve surface oil
	 <b>Botanical Kinetics™</b> Hydrating Treatment Lotion	99% naturally derived* treatment lotion that helps provide instant hydration and maintain the skin's moisture balance
RENEW	 <b>Tulasāra™</b> Radiant Professional Facial Dry Brush	Professional-only facial dry brush that exfoliates to help reveal smooth, soft, radiant skin and prepares it to receive the benefits of post-exfoliation products
	 <b>Botanical Kinetics™</b> 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
	 <b>Botanical Kinetics™</b> 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
	 <b>Outer Peace™</b> Acne Relief Pads	Pre-moistened pads that cleanse, exfoliate and unclog pores to help eliminate blackheads and prevent future breakouts
	 <b>Aveda Professional™</b> Exfoliating Formula	Professional-only creme that exfoliates and softens skin to aid in pore opening
	 <b>Aveda Professional™</b> Perfecting Plant Peel™ Base	Professional-only, rich peel that when activated, generates heat through thermal kinetic energy to promote immediate desquamation, exfoliating skin without causing redness or irritation
	 <b>Aveda Professional™</b> Perfecting Plant Peel™ Activator	Professional-only, water-based gel that activates the Aveda Professional™ Perfecting Plant Peel™ Base, generating heat through thermal kinetic energy
RECOVER	 <b>Aveda Professional™</b> Recovery Serum	Professional-only, potent, lightweight serum that immediately soothes and calms skin, helping reduce visible redness and irritation
	 <b>Aveda Professional™</b> Aqua Therapy Formula	Professional-only, mineral-rich salts from the Dead Sea that are used to create body exfoliation blends
TREAT	 <b>Botanical Kinetics™</b> Deep Cleansing Clay Masque	Cool, aromatic, clay masque that absorbs excess oils and draws impurities from skin, leaving it clarified, conditioned and refined
	 <b>Aveda Professional™</b> Cooling Masque	Professional-only, 98% naturally derived,* cooling clay masque that instantly cools, refreshes and nourishes skin
	 <b>Botanical Kinetics™</b> Intense Hydrating Masque	Oil-free masque that hydrates skin and provides cool, soothing relief from dryness
	 <b>Tourmaline Charged</b> Radiance Masque	Masque that gently removes dull surface cells, smoothing and refining skin for a healthy, radiant glow
	 <b>Aveda Professional™</b> Transforming Massage Masque	High-touch, massage-in masque that transforms from a rich creme to an oil during facial massage, Increasing microcirculation, instantly hydrating and brightening skin and smoothing the appearance of fine, dry lines

FUNCTIONAL FAMILY	PRODUCT	BENEFIT
RESTORE	 <b>Botanical Kinetics™</b> Intense Hydrator	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
	 <b>Botanical Kinetics™</b> Instant Luminizer	Treatment serum that instantly dissolves surface cells to unveil smooth, bright skin with even-looking tone
	 <b>Botanical Kinetics™</b> Pore Refiner	Treatment serum that gently resurfaces the skin's texture for smooth, poreless-looking skin
	 <b>Tulasāra™</b> Calm Concentrate	97% naturally derived* treatment serum that instantly soothes skin and makes it more resilient over time
	 <b>Tulasāra™</b> 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
	 <b>Tulasāra™</b> Firm Concentrate	97% naturally derived* treatment serum that firms the look of skin to help restore its radiant, youthful appearance
STRENGTHEN	 <b>Aveda Professional™</b> Vitamin C Complex	Potent, 10% concentration of stable Vitamin C ester suspended in a nutrient-rich sunflower oil that helps support the skin's natural collagen and, after one application, leaves skin feeling soft and supple and looking brighter and more radiant
	 <b>Botanical Kinetics™</b> 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
	 <b>Botanical Kinetics™</b> All-Sensitive™ Lotion	Gentle, aroma-neutral, dermatologist-tested moisturizer that hydrates and conditions sensitive skin
	 <b>Botanical Kinetics™</b> Oil Control Lotion	95% naturally derived,* lightweight lotion that instantly absorbs surface oils and hydrates skin
	 <b>Botanical Kinetics™</b> Hydrating Lotion	Quick-absorbing lotion for all skin types that replenishes moisture, promoting soft, supple skin
	 <b>Botanical Kinetics™</b> 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
	 <b>Botanical Kinetics™</b> Intense Hydrating Soft Creme	97% naturally derived,* lightweight creme for all skin types that instantly increases moisture and retains it all day
	 <b>Botanical Kinetics™</b> 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
	 <b>Tulasāra™</b> 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
	 <b>Tulasāra™</b> 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
PROTECT	 <b>Tulasāra™</b> Firming Sleeping Masque	97% naturally derived,* ultra-rich, creme masque that helps support the skin's natural overnight repair process, helping skin look brighter overnight and feel firmer over time
	 <b>Daily Light Guard™</b> 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
	 <b>Feed My Lips™</b> <b>Pure Nourish-Mint™</b> Lip Treatment	Colorless balm that moisturizes lips to keep them in optimal condition, day or night
	 <b>Lip Saver™</b>	Soothing, moisturizing balm that helps soften and provide moisture relief to dry lips
	 <b>Inner Light™</b> Mineral Tinted Moisture	Lightweight, oil-free, tinted moisturizer that provides sheer coverage with a dewy finish and is clinically proven to instantly improve skin radiance

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



PROFESSIONAL

SKIN CARE

TULASĀRA™

AROMA INFUSIONS



PRODUCT	SKIN/TYPE/CONDITION	INGREDIENTS
 <b>Tulasāra™</b> Nurture Aroma Infusion	Dry	Fragrance (Parfum), Helianthus Annuus (Sunflower) Seed Oil, Caprylic/Capric Triglyceride, Farnesol,* Rosmarinus Officinalis (Rosemary) Extract, Tocopherol, Benzyl Benzoate,* Limonene,* Linalool,* Benzyl Salicylate,* Geraniol,* Eugenol,* Citral*
 <b>Tulasāra™</b> Renew Aroma Infusion	Aging	Fragrance (Parfum), Helianthus Annuus (Sunflower) Seed Oil, Caprylic/Capric Triglyceride, Rosmarinus Officinalis (Rosemary) Extract, Tocopherol, Benzyl Benzoate,* Farnesol,* Linalool,* Benzyl Salicylate,* Geraniol,* Eugenol,* Citral,* Limonene,* Benzyl Alcohol*
 <b>Tulasāra™</b> Cool Aroma Infusion	Sensitive	Helianthus Annuus (Sunflower) Seed Oil, Caprylic/Capric Triglyceride, Fragrance (Parfum), Citronellol,* Geraniol,* Linalool,* Rosmarinus Officinalis (Rosemary) Extract, Tocopherol, Limonene,* Isoeugenol,* Citral,* Eugenol*
 <b>Tulasāra™</b> Illuminate Aroma Infusion	Uneven Skin Tone	Fragrance (Parfum), Helianthus Annuus (Sunflower) Seed Oil, Caprylic/Capric Triglyceride, Linalool,* Rosmarinus Officinalis (Rosemary) Extract, Tocopherol, Limonene,* Geraniol,* Farnesol,* Coumarin,* Eugenol*
 <b>Tulasāra™</b> Refresh Aroma Infusion	Oily	Fragrance (Parfum), Helianthus Annuus (Sunflower) Seed Oil, Caprylic/Capric Triglyceride, Limonene,* Linalool,* Citronellol,* Rosmarinus Officinalis (Rosemary) Extract, Tocopherol, Geraniol,* Citral,* Farnesol*
 <b>Tulasāra™</b> Clarify Aroma Infusion	Acne	Fragrance (Parfum), Helianthus Annuus (Sunflower) Seed Oil, Caprylic/Capric Triglyceride, Limonene,* Linalool,* Rosmarinus Officinalis (Rosemary) Extract, Tocopherol, Geraniol,* Citral*

USAGE AND APPLICATION








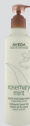

**Tulasāra™ Aroma Infusions** must be blended to create customized, aroma-infused bases, compresses, towels, etc. Not for use directly on the skin. Refer to Aveda Spa technical education for treatment-specific usage and application instructions.

CATEGORY	PRODUCT	MEASUREMENT
CLEANSER BASE	 <b>Aveda Professional™</b> Balancing Cleanser	1 tsp/1 drop
MASQUE BASES	 <b>Botanical Kinetics™</b> Deep Cleansing Clay Masque	½ Tbsp/1 drop
	 <b>Aveda Professional™</b> Cooling Masque	½ Tbsp/1 drop
	 <b>Botanical Kinetics™</b> Intense Hydrating Masque	½ tsp/1 drop
	 <b>Tourmaline Charged</b> Radiance Masque	½ Tbsp/1 drop
	 <b>Aveda Professional™</b> Transforming Massage Masque	½ tsp/1 drop
OIL BASES	 <b>Aveda Professional™</b> Composition Oil	½ tsp/1 drop
	 <b>Aveda Professional™</b> Light Composition Oil	½ tsp/1 drop
EXFOLIANT BASE	 <b>Botanical Kinetics™</b> Exfoliant	½ tsp/1 drop
COMPRESSES	1 cup warm <b>or</b> cool water	
STEAM TOWELS	3–5 drops to center fold of towel	

\*Naturally occurring component of essential oil.

RETAIL BODY CARE SYSTEMS



SYSTEM	PRODUCT	BENEFIT
BEAUTIFYING <i>uplifting</i>	 <b>Beautifying Radiance Polish</b>	Exfoliating body scrub that nourishes and smooths skin, leaving it feeling soft and looking radiant
	 <b>Beautifying Composition Oil™</b>	Aromatic, nourishing oil for bath, body and scalp that softens and moisturizes skin
	 <b>Beautifying Body Moisturizer</b>	Rich, moisturizing creme that provides all-day moisture
CHERRY ALMOND <i>sweet</i>	 <b>Cherry Almond Hand and Body Wash</b>	9% naturally derived* cleanser that gently cleanses skin, leaving it touchably soft
	 <b>Cherry Almond Body Scrub</b>	98% naturally derived* body scrub that removes dead surface cells and impurities for softer, smoother skin
	 <b>Cherry Almond Body Lotion</b>	98% naturally derived,* lightweight, quick-absorbing lotion that provides all-day moisture and instant radiance
ROSEMARY MINT <i>invigorating</i>	 <b>Rosemary Mint Bath Bar</b>	Hard-milled bath bar that gently cleanses, exfoliates and invigorates skin
	 <b>Rosemary Mint Hand and Body Wash</b>	Refreshing hand and body wash that gently yet thoroughly cleanses and invigorates skin
	 <b>Rosemary Mint Body Lotion</b>	Silky, lightweight lotion that hydrates, cools, invigorates and revitalizes skin

SYSTEM	PRODUCT	BENEFIT
SHAMPURE™ <i>calming</i>	 <b>Shampure™ Hand and Body Wash</b>	Gentle cleanser infused with a calming aroma
	 <b>Shampure Composition Oil™</b>	Aromatic, nourishing oil for bath, body and scalp infused with a calming aroma
	 <b>Shampure™ Body Lotion</b>	Lightweight lotion that softens and conditions skin and provides all-day moisture
STRESS-FIX™ <i>stress-relieving</i>	 <b>Stress-Fix™ Soaking Salts</b>	Sugar-and mineral-rich salts infused with an aroma proven to relieve feelings of stress
	 <b>Stress-Fix™ Concentrate</b>	Portable concentrate infused with an aroma proven to relieve feelings of stress
	 <b>Stress-Fix Composition Oil™</b>	Aromatic, nourishing oil for bath, body and scalp infused with an aroma proven to relieve feelings of stress
	 <b>Stress-Fix™ Body Lotion</b>	Hydrating body lotion infused with an aroma proven to relieve feelings of stress
	 <b>Stress-Fix™ Body Creme</b>	Ultra-rich body creme for dry, dehydrated skin infused with an aroma proven to relieve feelings of stress
HAND AND FOOT CARE	 <b>Hand Relief™ Renewal Serum</b>	Restorative treatment serum that helps improve the texture and tone of hands, visibly reduce the appearance of dark spots and fine, dry lines and address signs of aging
	 <b>Hand Relief™ Moisturizing Creme</b>	Intensive, moisturizing creme that nourishes, conditions and soothes dry, chapped hands, leaving them softer and smoother
	 <b>Foot Relief™ Moisturizing Creme</b>	Intensive moisturizing creme that nourishes, conditions and invigorates feet while promoting visible improvements in skin texture, leaving it softer and smoother
MASSAGE CARE	 <b>Cooling Balancing Oil Concentrate</b>	99% naturally derived* oil that helps awaken the mind and body, provide cooling refreshment to the skin and senses and relieve tension with massage

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

RETAIL **BODY CARE** CATEGORIES



CLEANSERS

Rosemary Mint  
Bath Bar



Cherry Almond  
Hand and Body Wash



Rosemary Mint  
Hand and Body Wash



Shampure™  
Hand and Body Wash



TARGETED CARE

CONCENTRATES

Cooling Balancing Oil  
Concentrate



Stress-Fix™  
Concentrate



MOISTURIZERS

Beautifying  
Body Moisturizer



Cherry Almond  
Body Lotion



Rosemary Mint  
Body Lotion



Shampure™  
Body Lotion



Stress-Fix™  
Body Lotion

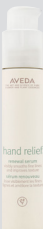


Stress-Fix™  
Body Creme



HAND AND FOOT CARE

Hand Relief™  
Renewal Serum



Hand Relief™  
Moisturizing Creme



Foot Relief™  
Moisturizing Creme



COMPOSITION OILS

Beautifying  
Composition Oil™



Shampure  
Composition Oil™



Stress-Fix  
Composition Oil™



SOAK

Stress-Fix™  
Soaking Salts



EXFOLIATE

Beautifying  
Radiance Polish







Cherry Almond  
Body Scrub















PROFESSIONAL MASSAGE & BODY CARE



CATEGORY	PRODUCT	BENEFIT
<b>BASES</b> Used for facial, body, massage, nail and/or waxing treatments that can be customized with aroma blends	 <b>Aveda Professional™ Body Cleanser</b>	Professional-only body cleanser that is used to cleanse hands and feet
	 <b>Aveda Professional™ Body Polish</b>	Professional-only, gentle, creme body polish that removes dead surface cells and skin-dulling debris, leaving skin cleansed, smoothed and refined
	 <b>Aveda Professional™ Aqua Therapy Formula</b>	Professional-only, mineral-rich salts from the Dead Sea that are used to create body exfoliation blends
	 <b>Aveda Professional™ Hydrating Formula</b>	Professional-only, lightweight body moisturizer that moisturizes and conditions skin
	 <b>Aveda Professional™ Light Composition Oil</b>	Professional-only, certified organic sunflower oil that softens and conditions skin
	 <b>Aveda Professional™ Composition Oil</b>	Professional-only, nourishing plant oil blend that gently pre-cleanses and nourishes skin, dissolving eye, lip and face makeup while providing a soft coating on the skin and lasting slip for facial massage
	 <b>Aveda Professional™ Massage Oil</b>	Professional-only massage oil that nourishes skin with plant oils and provides slip for performing a variety of massage techniques, including Swedish and deep tissue

<b>AROMA BLENDS</b> Used to customize base products and bring an element of aroma to the spa experience	<b>Tulasāra™ Aroma Infusions</b>	Professional-only, concentrated, aromatic essential oil blends formulated to help address Elemental Nature <sup>SM</sup> imbalances and bring balance to the mind, body and spirit through aroma and breath
	INFUSION	AROMA
	 <b>Nurture</b>	A nurturing aroma featuring certified organic sandalwood, olibanum and vanilla
	 <b>Renew</b>	A renewing aroma featuring certified organic patchouli, vetiver and ylang ylang
	 <b>Cool</b>	A cooling aroma featuring certified organic peppermint, blue camomile and davana
	 <b>Illuminate</b>	An illuminating aroma featuring certified organic helichrysum, spike lavender and ambrette
	 <b>Refresh</b>	A refreshing aroma featuring certified organic petitgrain, lemon and neroli
	 <b>Clarify</b>	A clarifying aroma featuring certified organic grapefruit, cypress and marjoram

CATEGORY	PRODUCT	BENEFIT
<b>AROMA BLENDS</b> (CONTINUED) Used to customize base products and bring an element of aroma to the spa experience	<b>Professional Aroma Blends</b>	Professional-only, concentrated oil blends infused with a signature Aveda aroma
	BLEND	AROMA
	 <b>Beautifying</b>	An uplifting aroma featuring organic lavender, rosemary and bergamot
	 <b>Rosemary Mint</b>	An invigorating aroma featuring certified organic rosemary, peppermint, lavender and marjoram
	 <b>Shampure™</b>	A calming aroma featuring a unique bouquet of 25 pure flower and plant essences, including certified organic bergamot, lavender, lemon, petitgrain and ylang ylang
	 <b>Stress-Fix™</b>	A stress-relieving aroma featuring certified organic lavender, lavandin and clary sage

<b>SPECIALTY</b> Used for body, massage and/or nail treatments that focus on a specific area (e.g., hands, feet, etc.)	 <b>Stress-Fix™ Soaking Salts</b>	Sugar- and mineral-rich salts infused with an aroma proven to relieve feelings of stress
	 <b>Stress-Fix™ Body Creme</b>	Ultra-rich body creme for dry, dehydrated skin infused with an aroma proven to relieve feelings of stress, can be used for hand and foot massage and deep tissue techniques
	 <b>Hand Relief™ Renewal Serum</b>	Restorative treatment serum that helps improve the texture and tone of hands, visibly reduce the appearance of dark spots and fine, dry lines and address signs of aging
	 <b>Hand Relief™ Moisturizing Creme</b>	Intensive, moisturizing creme that nourishes, conditions and soothes dry, chapped hands, leaving them softer and smoother. Ideal for hand and foot massage
	 <b>Foot Relief™ Moisturizing Creme</b>	Intensive moisturizing creme that nourishes, conditions and invigorates feet while promoting visible mprovements in skin texture, leaving it softer and smoother. Ideal for foot and hand massage
	 <b>Cooling Balancing Oil Concentrate</b>	100% naturally derived* oil that helps awaken the mind and body, provide cooling refreshment to the skin and senses and relieve tension with massage

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



Chakra™ Balancing Pure-Fume™ Mists

The concept of chakras comes from the traditional system of Ayurveda. Ayurveda, a Sanskrit word that translates to “life knowledge,” originated 5,000 years ago in ancient India. Ayurveda encompasses many aspects of life knowledge, from philosophy and medicine to meditation and wellness. Ayurveda recognizes seven main chakra energy centers that each emit a different color and vibrate at a different frequency.

DESCRIPTION	AROMA
 <p><b>Chakra 7 (wisdom)</b> is the center of connecting to something greater than oneself and expressing wisdom and enlightenment.</p>	Olibanum and certified organic angelica and elemi
 <p><b>Chakra 6 (insight)</b> is the center of intuition, imagination and balance.</p>	Certified organic petitgrain, orange and geranium
 <p><b>Chakra 5 (expressive)</b> is the center of creativity, self-expression and communication.</p>	Certified organic grapefruit, rosemary and ylang ylang
 <p><b>Chakra 4 (harmony)</b> is the center of sympathy, empathy and love.</p>	Sandalwood and certified organic mandarin and palmarosa
 <p><b>Chakra 3 (intention)</b> is the center of motivation where we set our intentions and desires.</p>	Certified organic fir balsam, lavender and lemon
 <p><b>Chakra 2 (nourished)</b> is the center of vitality and sensation where we move beyond our basic needs into relationships with others.</p>	Sandalwood and certified organic orange and geranium
 <p><b>Chakra 1 (grounded)</b> is the center where we ground ourselves and take care of our basic needs.</p>	Certified organic olibanum, vetiver and patchouli



Essential Oils + Base

Essential Oils + Base are individual plant essences diluted in a base of coconut oil. Because they are diluted, they are safe for direct application to the skin. Essential Oils + Base can be used for body, bath or massage.

PRODUCT	BENEFIT
 <p><b>Bergamot Essential Oil + Base</b></p>	Uplifts and relaxes the senses.
 <p><b>Eucalyptus Essential Oil + Base</b></p>	Refreshes and stimulates the senses.
 <p><b>Lavender Essential Oil + Base</b></p>	Balances, calms and soothes the senses.
 <p><b>Patchouli Essential Oil + Base</b></p>	Calms and relaxes the senses.
 <p><b>Peppermint Essential Oil + Base</b></p>	Stimulates the senses.
 <p><b>Tangerine Essential Oil + Base</b></p>	Uplifts, energizes and awakens the senses.
 <p><b>Vanilla Absolute + Base</b></p>	Calms, grounds and balances the senses.






Vegan Soy Wax Candles

Pure-Fume™ aromas are blends of pure flower and plant essences for the body and the environment.

PRODUCT	BENEFIT	AROMA
 <p><b>Rosemary Mint Vegan Soy Wax Candle</b></p>	Plant-based, vegan soy wax candle with an invigorating aroma that awakens the senses.	Aveda’s beloved Rosemary Mint aroma, including certified organic rosemary, peppermint, spearmint and armoise
 <p><b>Shampure™ Vegan Soy Wax Candle</b></p>	Plant-based, vegan soy wax candle creates a calming environment that soothes the senses.	A unique bouquet of 25 pure flower and plant essences featuring certified organic lavender, orange, petitgrain and ylang ylang

# HAIR COLOR CATEGORIES



	 full spectrum vibrants™ semi-permanent treatment hair color	 full spectrum demi+™ custom-deposit treatment hair color™	 full spectrum permanent™ vegan treatment hair color	 full spectrum deep™ extra lift and deposit creme color for dark hair	 enlightenment blonding
FINISH	VIBRANT	TRANSLUCENT TO OPAQUE	NATURAL TO OPAQUE	OPAQUE	ULTIMATE BLONDE
RESULTS	<b>Semi-Permanent</b> <ul style="list-style-type: none"><li>• Conditions hair and provides shine</li><li>• Lasts up to 15 washes</li><li>• Heat-safe up to 350°</li></ul>	<b>Demi-Permanent</b> <ul style="list-style-type: none"><li>• Darkens (up to three levels)</li><li>• Color balances</li><li>• Enhances natural color</li><li>• Blends up to 75% grey hair</li><li>• Conditions hair and provides shine</li><li>• Lasts up to 24 washes</li></ul>	<b>Permanent</b> <ul style="list-style-type: none"><li>• Lightens</li><li>• Darkens</li><li>• Provides grey coverage</li><li>• Conditions hair and provides shine</li></ul>	<b>Permanent</b> <ul style="list-style-type: none"><li>• Lightens</li><li>• Darkens</li><li>• Provides grey coverage</li><li>• Conditions hair and provides shine</li></ul>	<b>Permanent</b> <ul style="list-style-type: none"><li>• Achieves ultimate lift</li><li>• Creates perfectly finished blonde results</li></ul>
COMPONENTS	11 intense shades, including Clear and Charcoal	<b>Bases</b> <ul style="list-style-type: none"><li>• Natural Series</li><li>• Universal ØN Gel</li></ul> <b>Color Component</b> Tones	<b>Bases</b> <ul style="list-style-type: none"><li>• Natural Series</li><li>• Natural Cool Series</li><li>• Natural Natural Series</li><li>• Intense Base</li><li>• Extra Lifting Creme</li><li>• Universal ØN Creme</li></ul> <b>Color Components</b> <ul style="list-style-type: none"><li>• Pure Tones</li><li>• Pure Pigments</li><li>• Pastel Tones</li></ul>	<b>Bases</b> <ul style="list-style-type: none"><li>• Natural Series</li><li>• Red Base</li><li>• Universal ØN Creme</li></ul> <b>Color Component</b> Pure Tones	<b>Blonding Components</b> <ul style="list-style-type: none"><li>• Enlightener™ Powder Lightener</li><li>• Enlightener™ Creme Booster</li><li>• Enlightener™ Freehand Bond-Strengthening Lightener</li><li>• Enlightener™ Blonde Finish Protective Toners</li></ul>
		5 and 10 Volume Color Catalyst™ Conditioning Creme and Liquid Developers	5, 10, 20, 30 and 40 Volume Color Catalyst™ Conditioning Creme and Liquid Developers		
APPLICATION	Vibrant services, including: <ul style="list-style-type: none"><li>• Color melting</li><li>• Undercover coloring</li><li>• Color dipping</li><li>• Color framing</li></ul>	<ul style="list-style-type: none"><li>• Going darker</li><li>• Shine services, including:<ul style="list-style-type: none"><li>— Toning</li><li>— Clear glossing</li><li>— Color glossing</li><li>— Color refreshing</li><li>— Grey blending</li><li>— Precoloration</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Going lighter</li><li>• Going darker</li><li>• Highlighting</li><li>• Low lighting</li><li>• Grey coverage</li></ul>	<ul style="list-style-type: none"><li>• Going lighter</li><li>• Going darker</li><li>• Highlighting</li><li>• Low lighting</li><li>• Grey coverage</li></ul>	<ul style="list-style-type: none"><li>• All-over blonding</li><li>• Double-process blonding</li><li>• Balayage</li><li>• Highlighting</li><li>• Prelightening</li><li>• Hair color cleansing</li><li>• Finishing</li></ul>
PROCESSING*	<ul style="list-style-type: none"><li>• Do not use pre-treatments or conditioning products before applying.</li><li>• Apply to virgin or previously colored hair. For brightest results, apply to prelightened hair.</li><li>• No developer or Color Catalyst™ is needed.</li><li>• Process for 20 minutes at room temperature. Do not use heat.</li></ul>	<ul style="list-style-type: none"><li>• When toning, use 5 Volume Color Catalyst™ Conditioning Creme or Liquid Developer, and process for five minutes at room temperature. Do not use heat.</li><li>• When glossing, color refreshing or grey blending, use 10 Volume Color Catalyst™ Conditioning Creme or Liquid Developer, and process for 10–20 minutes at room temperature. Do not use heat.</li></ul>	<ul style="list-style-type: none"><li>• Choose the volume of Color Catalyst™ Conditioning Creme Developer based on the desired level of lift or deposit.</li><li>• Process according to Color Catalyst™ Conditioning Creme Developer strength at room temperature. Do not use heat. Process time begins when application is complete.</li></ul>	<ul style="list-style-type: none"><li>• Choose the shade based on the desired level of lift or deposit.</li><li>• To achieve up to six levels of lift, use 20 Volume Color Catalyst™ Conditioning Creme Developer.</li><li>• To achieve darker results, use 5 or 10 Volume Color Catalyst™ Conditioning Creme Developer.</li><li>• Process for 15–30 minutes at room temperature. Do not use heat.</li></ul>	<ul style="list-style-type: none"><li>• Choose the volume of Color Catalyst™ Conditioning Creme Developer based on the desired level of lift.</li><li>• Process for up to 60 minutes at room temperature. Do not use heat.</li><li>• With Enlightener™ Blonde Finish Protective Toners, use 10 Volume Color Catalyst™ Liquid Developer, and process for five minutes at the shampoo bowl at room temperature. Do not use heat.</li></ul>
FORMULA	<b>Vibrant Results</b> <ul style="list-style-type: none"><li>• Choose your favorite shade, or mix shades to create customized results.</li><li>• Mix any shade with Clear to create pastel or sheer results.</li><li>• Mix any shade with Charcoal to create muted results.</li></ul>	<b>Natural Results (1:1)</b> <ul style="list-style-type: none"><li>40 g Natural Series</li><li>0–16 g Light or Dark Tone</li><li>40 ml 5 or 10 Volume Color Catalyst™ Conditioning Creme or Liquid Developer</li></ul> <b>Toning (1:1)</b> <ul style="list-style-type: none"><li>40 g Tone</li><li>40 ml 5 or 10 Volume Color Catalyst™ Liquid Developer</li></ul> <b>Clear Glossing (1:1)</b> <ul style="list-style-type: none"><li>40 g Universal ØN Gel</li><li>40 ml 5 Volume Color Catalyst™ Liquid Developer</li></ul>	<b>Natural Series/Natural Cool Results (1:1)</b> <ul style="list-style-type: none"><li>40 g Natural Series or Natural Cool Series</li><li>0–8 g Color Component</li><li>40 ml 5–40 Volume Color Catalyst™ Conditioning Creme Developer</li></ul> <b>Maximum Grey Coverage (1:1)</b> <ul style="list-style-type: none"><li>40 g Natural Natural Series</li><li>0–8 g Color Component</li><li>40 ml 20 Volume Color Catalyst™ Conditioning Creme Developer</li></ul> <b>High-Lift Blonde Results (1:2)</b> <ul style="list-style-type: none"><li>40 g Extra Lifting Creme</li><li>0–8 g Color Component</li><li>80 ml 30 or 40 Volume Color Catalyst™ Conditioning Creme Developer</li></ul>	<b>Grey Coverage (1:2, including the addition of Pure Tone)</b> <ul style="list-style-type: none"><li>40 g Natural Series</li><li>4 g Light or Dark Natural/Natural</li><li>88 ml 20 Volume Color Catalyst™ Conditioning Creme Developer</li></ul> <b>Maximum Grey Coverage (1:2)</b> <ul style="list-style-type: none"><li>40 g Natural Series</li><li>4 g Light or Dark Natural/Natural</li><li>80 ml 20 Volume Color Catalyst™ Conditioning Creme Developer</li></ul>	<b>Enlightener™ Powder Lightener and Creme Booster (1:2)</b> <b>Standard Lift (off-scalp)</b> <ul style="list-style-type: none"><li>30 g Enlightener™</li><li>(1 scoop) Powder Lightener</li><li>60 ml 20 Volume Color Catalyst™ Conditioning Creme Developer</li></ul> <b>Maximum Lift (off/on-scalp)</b> <ul style="list-style-type: none"><li>30 g Enlightener™</li><li>(1 scoop) Powder Lightener</li><li>30 g Enlightener™ Creme Booster</li><li>60 ml 20 Volume Color Catalyst™ Conditioning Creme Developer</li></ul> <b>Enlightener™ Freehand Bond-Strengthening Lightener (1:1, 1:2)</b> <b>Balayage</b> <ul style="list-style-type: none"><li>30 g Enlightener™ Freehand</li><li>(1 scoop) Bond-Strengthening Lightener</li><li>30 or 60 ml** 40 Volume Color Catalyst™ Conditioning Creme Developer</li></ul> <b>Enlightener™ Blonde Finish Protective Toners (1:1)</b> <ul style="list-style-type: none"><li>40 g Enlightener™ Blonde Finish Protective Toner (Ash, Beige or Gold)</li><li>40 ml 10 Volume Color Catalyst™ Liquid Developer</li></ul>
INVENTORY	11 intense shades for vibrant, semi-permanent results	21 components for natural, demi-permanent results	50 components for unlimited, customizable results	27–30 components for unlimited, customizable results on naturally dark hair	Six components for perfectly refined blonde results

\*Prior to application, hair may be pre-treated with Botanical Repair™ Professional Equalizing Primer (except when applying Full Spectrum Vibrants™); after application, hair may be post-treated with Botanical Repair™ Professional Bond Activator: Light or Rich. \*\*Recommended mixing ratio.

Refer to the Aveda Hair Color Professional Reference Guide for complete customization options and instructions.