

get sulfate smart

Boost your knowledge about sulfates, and be prepared to answer guest questions about the use of sulfates in Aveda products.

How Sulfates Work

Sulfate-based surfactants are cleansers and foaming agents derived from tropical oils like coconut oil. They are used in a number of personal care products such as toothpaste, shampoos and cleansers because of their superior formulation properties, including enabling proper dispersion of water-insoluble ingredients (like essential oils), lathering well and rinsing thoroughly. The appropriate amount of sulfate-based surfactant in a product can boost the performance of other ingredients such as cationic polymer deposition.

Why Aveda Uses Sulfates

Every Aveda product contains an array of ingredients, including certified organic essential oils, key botanicals and other functional ingredients. Each ingredient is carefully chosen to support product performance, safety and the Aveda mission. Aveda uses both sulfate-based and non-sulfate-based surfactants in shampoos and cleansers to achieve the desired end benefit. At Aveda, it is more about using the right surfactant blend for a product than whether a surfactant is sulfate-based. When Aveda chooses to use a sulfate-based surfactant to enhance product performance, we use ammonium lauryl sulfate and sodium coco sulfate, both of which are gentle and have a long history of safe usage.

Consider Pure Abundance™ Volumizing Shampoo as an example, which contains a blend of sulfate-based and non-sulfate-based surfactants. This shampoo creates big, cascading bubbles for a luxurious in-shower experience that removes product build-up and residue while leaving the hair fresh, full of volume and lifted off the scalp. Gentleness is achieved by optimizing the blend of surfactants to enable the best product performance. For Nutriplenish™, Damage Remedy™ and Dry Remedy™ products, sulfate-free surfactant blends optimize the delivery and performance of the actives. Additionally, shampoos with non-sulfate-based surfactants typically have a dense, creamy lather rather than open, airy bubbles.

What to Share with Guests

“Aveda hair, skin and body products are formulated to provide specific end benefits, be safe for guests and support the Aveda mission. The desired end benefit determines the choice of surfactant blend Aveda uses. When we choose to use sulfate-based surfactants derived from tropical oils like coconut oil, we believe they are the best choice to provide the product’s desired end benefit. Aveda only uses gentle sulfate-based surfactants, and Aveda does not use sodium lauryl sulfate. If you are looking for products free of sulfate cleansers, Aveda has many options. I would love to help you find products that will best meet your needs.”

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Which Aveda shampoos and scalp cleansers are free of sulfate cleansers?

<p>Aveda Men Pure-Formance™ Shampoo</p> 	<p>Be Curly™ Co-Wash</p> 	<p>Blonde Revival™ Purple Toning Shampoo</p> 	<p>Botanical Repair™ Strengthening Shampoo</p> 	<p>Color Control Shampoo</p> 	<p>Damage Remedy™ Restructuring Shampoo</p> 
<p>Dry Remedy™ Moisturizing Shampoo</p> 	<p>Invati Advanced™ Exfoliating Shampoo: Light</p> 	<p>Nutriplenish™ Shampoo: Light Moisture and Deep Moisture</p> 	<p>Pramāsana™ Purifying Scalp Cleanser</p> 	<p>Scalp Benefits™ Balancing Shampoo</p> 	<p>Smooth Infusion™ Anti-Frizz Shampoo</p> 

SULFATES

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Which Aveda skin and body care products are sulfate-free?

Botanical Kinetics™
Exfoliating Creme Cleanser,
Purifying Creme Cleanser and
Purifying Gel Cleanser



Outer Peace™
Foaming
Cleanser



Pure Comfort™
Eye Makeup
Remover

