

# AVEDA

## Aveda Launches Vegan Color-Boosting Treatment Masques That Enhance Color and Leave Hair Looking Healthier in Just One Use

*New high-performance at-home Color Renewal Color & Shine Treatments restore hair color vibrancy and shine*



**MINNEAPOLIS, MN (February 2022)**— Aveda, the high-performance hair care brand with a mission to care for the world, has introduced four intensely nourishing color boosting masques for at-home use. The new 98% naturally derived<sup>1</sup> vegan **Color Renewal Color & Shine Treatments** were developed to revive color and shine on both color-treated and untreated hair, giving high-performance results after just one use. For those with color-treated hair, these treatment masques will give a boost of color and shine between salon visits, and they will also provide color boosting and shine benefits to those with untreated hair.

The Color Renewal Color & Shine Treatments are infused with shea butter and a fruit oil blend with strawberry, apricot and raspberry seed that give hair intense conditioning and nourishment, and leave it softer, silkier and healthier looking after just one use. These treatment masques feature a fresh, fruity-floral and woody aroma with bright herbal facets featuring osmanthus, certified organic orange and cedarwood. The aroma was created to be as colorful as the product, giving a burst of aromatic vibrancy with each use.

**Aveda's Color Renewal Color & Shine Treatments** are available in **four color-boosting shades**:

- Warm Brown: adds richness and enhances warm tones; for light to medium brown shades.
- Cool Brown: adds depth and enhances cool tones; for medium to dark brown shades.
- Warm Blonde: adds warmth and enhances golden tones; for medium to dark blonde shades.
- Cool Blonde: tones, cools and neutralizes brassiness; for all blonde, grey or silver shades.

To use, apply to damp or towel dried hair. Leave in hair for 2-5 minutes depending on desired intensity, and rinse thoroughly. Use gloves during application, or wash hands thoroughly after use.

### ENVIRONMENTAL STANDARDS

The Color Renewal Color & Shine Treatments are 98% naturally derived<sup>1</sup> and silicone free, and like all Aveda products, are vegan and cruelty free. Color Renewal Color & Shine Treatments come in a 50% post-consumer recycled HDPE tube with up to 39% bioplastic<sup>2</sup>.

<sup>1</sup> According to the ISO standard, from plant, non-petroleum mineral and/or water sources.

<sup>2</sup> Bioplastic is 96% plant-derived and 4% petrochemical.

**AVAILABILITY**

The Color Renewal Color and Shine Treatments are available as from March first for €43,5 in Aveda salons, spas, Aveda Antwerp store and online at [aveda.eu](http://aveda.eu).

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**ABOUT AVEDA**

Founded in 1978 as a cruelty-free brand with a mission to care for the world, Aveda creates vegan, high-performance hair, skin and body formulas for beauty professionals and consumers, all with sustainability at heart. Aveda innovates in botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. Aveda's hair care is 90% naturally-derived<sup>3</sup> and features iconic aromas from pure flower and plant essences. Aveda's high-performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have won dozens of awards for innovation, performance and sustainability.

Aveda's primary facility manufactures products using 100% wind and solar power<sup>4</sup>, and the brand pioneered the use of 100% post-consumer recycled PET bottles<sup>5</sup>. Additionally, Aveda eliminates the use of virgin plastic wherever possible. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed the largest blockchain pilot in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through their signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$67 million for hundreds of global and local environmental organizations, providing clean water to more than 1.4 million people and protecting approximately 2,000 watersheds. In partnership with nonprofit charity: water, Aveda continues to provide clean water to people in need in Aveda's sourcing communities in India, Nepal, Madagascar, and Ethiopia, also protecting local watersheds where these communities live and work.

Aveda products are available in over 45 countries and territories at Aveda stores, partner salons, specialty retailers and at [aveda.eu](http://aveda.eu).

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<sup>3</sup> Hair care is 90% naturally derived on average using the ISO standard. From plants, non-petroleum minerals or water.

<sup>4</sup> Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

<sup>5</sup> 85%+ of Aveda's skincare & hair styling PET bottles & jars contain 100% Post-Consumer Recycled plastic. Aveda was the first beauty company to use 100% post-consumer recycled PET packaging.