

AVEDA

RECHARGE AND REPLENISH YOUR SCALP WITH AVEDA'S NEW SCALP SOLUTIONS HYDRATING SCALP & HAIR MASQUE

*Skincare inspired plant-derived ingredients and Aveda's newest hydration technology
take scalp comfort and hair care to a deeper level*

Available as from mid-January 2025



MINNEAPOLIS, MN (JANUARY 2025)— Aveda, the purpose-driven pioneer of plant-powered, high-performance hair care has launched its latest scalp treatment, thoughtfully designed to target scalp discomfort due to dryness. The NEW **Scalp Solutions Hydrating Scalp & Hair Masque** is powered by **Aveda's Biotech Naturals Moisture Recharge Technology** to replenish scalp's moisture barrier by 77%* with skincare grade hydrators. This intensive, multi-tasking, velvety crème masque delivers indulgent, soothing scalp hydration while leaving hair soft, supremely hydrated, and 4X smoother**.

“It’s important to care for your scalp daily, like you care for your skin, to set a good foundation for healthy-looking hair,” shared **Christine Hall, Aveda Vice President of Research & Development**. “Keeping your scalp hydrated and maintaining your scalp barrier integrity is crucial, as dry scalps are more susceptible to damage, stress and premature visible scalp aging which can lead to dry, brittle or thinning hair that lacks luster and can be prone to breakage.”

The scalp lipid matrix, which is found in the upper most layer of the scalp, plays a vital role in preserving scalp barrier integrity by keeping water in and reducing trans-epidermal water loss. If the scalp lipid matrix is not intact, the scalp barrier can become disrupted, leading to the scalp feeling tight, sensitive or overly dry. Aveda’s Scalp Solutions Hydrating Scalp & Hair Masque works to recharge the scalp lipid matrix replenishing the scalp moisture barrier for lasting scalp comfort from dehydration. The result is luxurious dual-impact soothing hydration for both scalp and hair.

*Clinical testing on 30 women after a single use of Scalp Solutions Balancing Shampoo and Hydrating Scalp & Hair Masque.

**Ex vivo testing on frizz prone tresses.



The Scalp Solutions Hydrating Scalp & Hair Masque features **Aveda's Biotech Natural Moisture Recharge Technology**, a rich botanical blend of high-tech skincare grade super hydrators, including **vegan squalane**.

“Squalane is an important ingredient in skincare and scalp care because of its hydration and moisture replenishment benefits,” explained **Alison Pawlus, PhD Pharmacognosist and Aveda Principal Scientist**. “Our vegan squalane is derived through biofermentation, using responsibly sourced sugar cane as the starting material. Fermentation is one of the ways Aveda merges modern methods of technology with nature to obtain the best ingredients for our formulations while maintaining our commitment to using naturally derived ingredients,” Alison added, highlighting the importance of ingredient transparency and understanding not only what ingredients are in your products, but also how these ingredients are sourced— something Aveda prioritizes with every decision throughout the product development process.

Aveda's Scalp Solutions Hydrating Scalp & Hair Masque allows you to press pause for a spa-like, recharging moment of self-care. Use on wash days in place of conditioner when your scalp and hair need an extra dose of soothing moisture. Apply the masque to your scalp and hair, gently massage in and leave on for 2-5 minutes before rinsing well. In clinical tests, 97% of panelists demonstrated immediate scalp hydration*.

AVEDA'S SCALP SOLUTIONS COLLECTION

The Hydrating Scalp & Hair Masque joins Aveda's Scalp Solutions collection of botanically powered products designed to soothe scalp irritation and fight visible signs of premature scalp aging for healthier looking hair. Backed by research from world-leading scientific authorities in scalp biology, Aveda's Scalp Solutions leverages botanical adaptogenic scalp science to deliver a holistic high-performance and wellness-inspired approach to scalp care.

Explore these indulgent formulas both in the Scalp Solutions retail collection, as well as by experiencing the professional **Scalp Renewal Restorative Treatment**, available exclusively in Aveda partner salons worldwide. This customized, sensorial, facial-inspired treatment is designed to address key scalp concerns, as well as uniquely target the specific needs of each scalp type, using products that provide results in just one service.

SUGGESTED RETAIL PRICE: €52

AVAILABILITY

Aveda's Scalp Solutions Hydrating Scalp & Hair Masque is available starting **mid-January 2025**, at all points of sale as well as at Aveda.eu.

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CONTACT

For more information, please contact Marie Wauters: mwauters@be.clinique.com.

ABOUT AVEDA

A force of nature since 1978, Aveda was founded by hair stylist Horst Rechelbacher with a mission to care for the world we live in. Crafted with care for people and planet, Aveda creates vegan, plant-powered, high-performance products for hair, skin and body using botanical technologies and green chemistry, combining the principles of modern science and the ancient art of Ayurvedic healing. Aveda is Leaping Bunny approved by Cruelty Free International and a certified B Corporation, meeting high verified standards of social and environmental performance, transparency, and accountability. Aveda products are available in more than 45 markets worldwide across freestanding stores, partner salons, specialty retailers and on aveda.com. For every hair, everyone.

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