



## REPAIR THE PAST, STRENGTHEN THE FUTURE WITH AVEDA'S NEW BOTANICAL REPAIR™ BOND-BUILDING PRE-SHAMPOO TREATMENT

*This plant-powered treatment builds new bonds at the hair's cortex for intensive hair repair and strengthening from the inside out*

**Available as from mid-March 2025**

*\*SRP: Suggested Retail Price*



**MINNEAPOLIS, MN (MARCH 3rd, 2025)**— Damage is a leading hair concern for consumers globally. From past color or chemical treatments to daily heat styling or the drying effects of the sun, hair damage makes its mark—but not anymore. Aveda, the purpose-driven pioneer of plant-powered, high-performance hair care, has announced the launch of its first pre-shampoo treatment that transforms even extremely damaged hair. The NEW **Botanical Repair™ Bond-Building Pre-Shampoo Treatment (\*SRP: €52)** is vegan, 97% naturally derived<sup>1</sup>, and provides intensive repairing power, building new bonds within the hair cortex for restorative strengthening.

Aveda's Botanical Repair™ Bond-Building Pre-Shampoo Treatment is designed to be applied to dry hair, allowing it to penetrate deep into the hair's cortex – the innermost core of the hair that is responsible for hair's structural properties and strength – with 2X the plant-derived bond building molecule<sup>2</sup>. The pre-shampoo's luxurious gel crème texture effortlessly glides through hair, protecting and realigning the fiber from root to tip. The treatment should remain on the hair for 5-10 minutes while Aveda's BioTech Naturals plant-derived bond building molecule works to build new bonds deep within the cortex to restore strength and repair damage, resulting in hair that is 3X stronger and more resilient from the inside out<sup>3</sup>. Follow the pre-shampoo treatment with Botanical Repair™ Strengthening Shampoo and Conditioner. The Botanical Repair™ Bond-Building Pre-Shampoo Treatment nourishes and conditions hair and leaves it softer and smoother after one use and is formulated for hair types and textures 1A-3C.

“We expose our hair to damage-causing culprits daily – from hair color, heat styling, brushing or even the weather we encounter outside,” explained **Ian Michael Black, Aveda's Global Artistic Director of Hair Color**. “I often get asked how to determine whether hair is damaged. Some key signs are if your hair looks dull or feels rough, has split ends, or ends that look more broken or thinner than the rest of your hair. With its repair and protection benefits, the Botanical Repair™ Bond-Building Pre-Shampoo Treatment is a star product to join the Botanical Repair™ collection. I love that it restores strength lost from damage due to chemical treatments, so I would always recommend that all hair color guests start off their hair care regimen at home with this amazing new treatment,” he added.

### AVEDA'S BOTANICAL REPAIR COLLECTION

The Botanical Repair™ Bond-Building Pre-Shampoo Treatment joins Aveda's Botanical Repair™ collection that builds new bonds and helps reverse past damage, repairs present damage and helps

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<sup>1</sup> Per the ISO 16128 Standard, from plant sources, non-petroleum mineral sources, and/or water.

<sup>2</sup> vs Botanical Repair retail products

<sup>3</sup> Laboratory testing on tresses vs. non-conditioning shampoo.



strengthen to protect against future damage with its innovative, plant-powered **triple action strengthening technology**:

1. **Repair at the cortex.** Aveda's plant-derived bond building molecule penetrates deep within the cortex to build new bonds for stronger hair.
2. **Prevent at the cuticle.** Aveda's nourishing macro green blend of emollient rich Green Tea Seed, Avocado Oil and certified organic Sacha Inchi smooths and seals the hair cuticle without silicones.
3. **Protect at the F-layer.** Aveda's Protective Bio-Shield Complex derived from coconut and corn ingredients creates a lightweight veil that mimic the hair's F-layer for radiant shine from root to tip.

The Botanical Repair™ collection offers an extensive lineup of products allowing consumers to curate their personal regimen designed to target unique hair repair needs.

- Start with the new Botanical Repair™ Bond-Building Pre-Shampoo Treatment on dry hair and leave on for 5-10 minutes.
- Follow by cleansing with Botanical Repair™ Strengthening Shampoo, and conditioning with Botanical Repair™ Strengthening Conditioner.
- Once a week or when strands feel like they need extra repair, use the Botanical Repair™ Intensive Strengthening Masque Light or Rich in place of conditioner for deep conditioning and instant strength.
- After cleansing and conditioning, apply a generous amount of the Botanical Repair™ Bond-Building Flash Treatment from roots to ends, leave on for 10 seconds and rinse.
- Out of the shower, treat and style hair with Botanical Repair™ Strengthening Leave-In Treatment and Botanical Repair™ Bond Building Styling Crème by applying each to damp hair before styling.
- Finally, use the Botanical Repair™ Strengthening Overnight Serum at night by applying to lengths and ends of hair at bedtime; sleep and wake up with instantly strengthened hair, and style as usual.

The Botanical Repair™ collection infuses hair with a fresh, light floral, herbal aroma containing certified organic ylang-ylang, rose, marjoram and other pure flower and plant essences. The layered aroma bouquet engages the senses, leaving hair smelling as luxurious as it feels.

#### AVAILABILITY

Aveda's Botanical Repair™ Bond-Building Pre-Shampoo Treatment is **available as from mid-March 2025, in all points of sale as well as online at [aveda.eu](https://www.aveda.eu)**. And experience the restorative Botanical Repair™ professional treatment that leaves hair 5X stronger<sup>4</sup> in just one service, exclusively at Aveda salons.

#### CONTACT

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<sup>4</sup> Based on averaged repeat grooming results of color with Botanical Repair™ professional color treatment vs. color with non-conditioning shampoo.



## **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. Aveda uses 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](https://www.aveda.com). For every hair, everyone.