



THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

Save Time and Save Water While Refreshing Your Hairstyle

Aveda's new cruelty-free, vegan foam reset™ rinseless hydrating hair cleanser conditions and gently cleanses all hair types between washes

AVAILABLE AS FROM APRIL 2020



MINNEAPOLIS, MN (April 2020)— Did you know you could save **ten gallons of water** by skipping a shampoo?¹ Save water and make good hair days last longer with Aveda's new vegan and 97% naturally derived² **foam reset™ rinseless hydrating hair cleanser**. This lightweight, rinseless foam cleanser hydrates and conditions hair between washes and refreshes and cools the scalp while helping tame frizz for up to 72 hours. Foam reset™ will gently cleanse all hair types and textures, including styles with extensions, braids and weaves.

PLANT BEAUTY IN THE WORLD

Foam reset™ rinseless hydrating hair cleanser is vegan and sulfate cleanser-free. Like all Aveda products, it's also cruelty free, never tested on animals, and is manufactured with 100% wind power through renewable energy credits and carbon offsets. Foam reset™ comes in a 100% post-consumer recycled HDPE bottle and features Aveda's own pure-fume™ aroma with jasmine and certified organic mandarin, lemon, ylang ylang and other pure flower and plant essences.

EXTEND GOOD HAIR DAYS FOUR WAYS

Foam reset™ rinseless hydrating hair cleanser joins shampure™ dry shampoo, rinseless refresh™ micellar hair & scalp refresher and heat relief™ thermal protector & conditioning mist in Aveda's family of no wash products to help refresh and revive -- while conserving water -- between wash days.

Discover **foam reset™ rinseless hydrating hair cleanser** starting April 2020 in Aveda stores, salons and online at aveda.eu

¹ Based on hair washing time of 5 minutes. Average shower in the U.S. uses 2 gallons of water per minute. Source: U.S. Geological Survey

² From plants, non-petroleum minerals or water. Learn more at aveda.com.



Press contact:

For more information or visuals, please contact Louise Maselis – lmaselis@be.esteelauder.com –
+32 (0)471 67 71 25

AVAILABILITY: At Aveda Store Antwerp and salons

PRICE: €31

ABOUT AVEDA

Founded in 1978 in Minneapolis, MN, Aveda creates plant-based hair, skin and body products for beauty professionals and consumers. Aveda innovates in botanical technologies, combining the principles of modern science and Ayurveda, the ancient healing art of India, to develop performance-driven hair, skin and body products—made with pure flower and plant essences—that are created with respect for the Earth, and a comprehensive menu of ritual-based treatments for holistic beauty.

Throughout the years, Aveda has pioneered new benchmarks of environmental responsibility in beauty. It was the first company to sign the Ceres Principles in 1989—a nonprofit organization mobilizing business leadership on climate change, water scarcity and other sustainability challenges—and the first beauty company to manufacture with 100 percent wind power in its primary facility³. Aveda was also the first beauty company to receive a Cradle to Cradle charter for its commitment to sustainable products, packaging and production. In 2013, Aveda was honored with the first Legacy Leaders Award from Cradle to Cradle for its pioneering role in environmental leadership. Aveda received the Sustainability Leadership Award in 2017 during the Sustainable Beauty Awards organized by Ecovia Intelligence for its leadership in packaging, green formulations and sustainable ingredients. Since 1999, Aveda’s annual Earth Month campaign held each April, has raised nearly \$65 million to support environmental projects around the world.

Aveda is trusted by salon and spa professionals worldwide. Aveda products are available in Aveda Experience Centers and more than 9,000 professional hair salons and spas in more than 40 countries and at www.aveda.com. Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

³ The wind power goes into the utility grid from which we purchase electrical power and our use of natural gas power is offset with wind energy credits. For more, visit aveda.com.