

AVEDA

Stronger, Healthier Hair in a Flash

*Introducing the **NEW Botanical Repair™ Bond-Building Flash Treatment**
for stronger, healthier hair in a flash*

*Launching in March 2024
Suggested Retail Price: €47*



Aveda is proud to unveil its latest advancement in plant-powered haircare: **Botanical Repair™ Bond-Building Flash Treatment**. This powerful addition to the renowned Botanical Repair™ collection is Aveda's ultimate solution for stronger and 2x smoother hair* in just ten seconds.

The **Botanical Repair™ Bond-Building Flash Treatment** harnesses the power of Biotech Natural technology to repair damaged from the inside out, while smoothing and adding shine in a flash.

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Transformative results are made possible by harnessing plant-powered ingredients such as **Nourishing Macro Green Blend** consisting of emollient rich, certified organic Sacha Inchi, Green Tea Seed and Avocado Oils to smooth and seal the cuticle without silicones. **The Protective Bio-Shield Complex** consists of coconut and corn derived ingredients which create a lightweight veil for radiant shine from root to tip. **Lamellar Liquid Crystal Technology** features positively charged **lamellar structures** that attract to negatively charged damaged hair strands, instantly forming a thin veil on hair for conditioning and shine where it's needed most. **Vegan Lactic Acid** resurfaces the cuticle by smoothing down damaged, frayed layers for a flawless smooth finish. Certified **organic ylang-ylang, rose, marjoram** and other pure flower and plant essences infuse hair with a fresh, light floral aroma.

Seamlessly integrate the **NEW Botanical Repair™ Bond-Building Flash Treatment** into your in-shower wash-day routine by simply applying the treatment from mid-lengths to ends after conditioning and rinsing with Botanical Repair™ Strengthen Shampoo and Conditioner.

Formulated for all hair types and textures, the **NEW Botanical Repair™ Bond-Building Flash Treatment** is **vegan, Leaping Bunny approved, 98% naturally derived**** and is **safe for color treated and chemically processed hair**. For additional information on the NEW Botanical Repair™ Bond-Building Flash Treatment or the Botanical Repair™ Collection, please see contact below.

CONTACT

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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 Ayurveda, the ancient healing art of India. 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.

**Testing on tresses after one system use v. untreated hair.*

***Per the ISO 16128 Standard, from plant sources, non-petroleum mineral sources, and/or water.*