

AVEDA



post-summer hair care expert tips & new routines

deep repair for your hair after summer

100% vegan & Leaping Bunny approved



post-summer hair care expert tips & new routines

Aveda products and post-summer routines are plant-infused, giving your hair the reparation, restoration and nourishment it needs.

They are also Leaping Bunny approved by Cruelty Free International, vegan, made with 100% wind & solar powered manufacturing and bottled in post-consumer recycled packaging.



FIRST STOP: YOUR AVEDA SALON FOR THE ULTIMATE RESTORATIVE EXPERIENCE FEATURING BOTANICAL REPAIR™

Go to your nearest Aveda salon to enjoy a **revolutionary, plant-powered, bond-building professional treatment** to give you **hair that is 5X stronger!**

Begin your hair transformation with Aveda's professional treatment for **stronger hair in as few as 10 minutes**. The botanical repair™ professional treatment strengthens and repairs to **dramatically reduce breakage**, and helps **protect hair during a color service**, leaving hair **stronger, visibly revived, shiny and full of life**.

Camille Sasik PhD, Aveda's Director of Hair Care Research and Development said, "Botanical repair™ took us **6 years to develop** because we were so **committed to delivering the strongest-possible benefit using ingredients from nature**. The result is a **93% naturally derived² collection with powerful plant technologies such as sachu inchi, avocado and green tea**. Plus, all three steps of the botanical repair™ professional service include **more concentrated amounts of molecular plant technology to build bonds at the core.**"



Natalia Prager
Technical Educator,
Aveda Spain

"AFTER SUMMER ACTIVITIES ARE OVER, YOUR FIRST MUST-DO IS VISIT YOUR FAVOURITE SALON TO GET RID OF SPLIT ENDS AS MUCH AS POSSIBLE.

SECONDLY, ITS TIME TO GET BACK FULL STRENGTH AND SHINE WITH PROFESSIONAL TREATMENTS: I WOULD RECOMMEND SHINE TREATMENT WITH BOTANICAL REPAIR™ PROFESSIONAL STRENGTHENING TREATMENT TO GET THIS HAIR 5 TIMES STRONGER WITH INCREDIBLE SHINE AND LUMINOSITY. YOU CAN ADD THIS ON TOP OF YOUR COLOUR TOO, IF YOU ARE UPDATAING OR REFRESHING HAIR COLOUR."



NEXT STOP, HOME MAINTENANCE: REPAIR AND STRENGTHEN WITH BOTANICAL REPAIR™ SHAMPOO AND CONDITIONER

To maintain professional results between visits, Aveda recommends using the botanical repair™ retail system at home to help **keep your hair strong and shiny between salon treatments.**

botanical repair™ strengthening shampoo

Strengthens and repairs damaged hair with plant powered 3-layer hair repair.

Luxuriously cleanses and gently removes excess oil, product build-up and pollution. 94% naturally derived. 2.67 l oz / 200ml - SRP €34,5

botanical repair™ strengthening conditioner

Strengthens and repairs damaged hair with plant powered 3-layer hair repair.

Conditions and instantly **detangles helping minimize breakage, and leaves hair looking shiny and healthy. 98% naturally derived.** 2.67 l oz / 200ml - SRP €38,50



Natalia Prager
Technical Educator,
Aveda Spain

“IT IS IMPORTANT PROTECT YOUR INVESTMENT IN SALON TREATMENTS WITH HOME MAINTENANCE ROUTINES. AS WE NORMALLY WOULD HAVE MORE THAN ONE CONCERN ABOUT AFTER-SUMMER HAIR, ADAPT ROTATION THERAPY TIPS LIKE PAIRING BOTANICAL REPAIR™ SHAMPOO WITH COLOR CONTROL CONDITIONER AND COLOR CONTROL SHAMPOO WITH BOTANICAL REPAIR™ CONDITIONER OR ALTERNATING WEEKLY EACH RANGE.

AT THIS POINT IS STILL VERY IMPORTANT NOT TO USE HOT TOOLS MUCH AND ALWAYS USE LEAVE-IN TREATMENTS LIKE BOTANICAL REPAIR™ STRENGTHENING LEAVE-IN TREATMENT TO HELP TO DETANGLE FRAGILE HAIR AND PROTECT FROM DAMAGE.”

BOTANICAL REPAIR™ AWARD WINNING MASQUES FOR DEEP REPAIR AT HOME, LIGHT AND RICH FORMULAS FOR ALL HAIR TYPES

botanical repair™ intensely repairs and strengthens instantly. Both light and rich masques are formulated for all textures, and 95% say their hair feels instantly repaired†.

Light is formulated for fine to medium hair, while rich is formulated for medium to thick hair. However, you can experiment which masque, light or rich, works best on your hair according to its needs and the way you like your hair to feel.

Light masque is 98% naturally derived*, rich masque is 94% naturally derived* with powerful plant technologies such as Sacha Inchi, avocado and green tea.

NEW Botanical Repair light masque: 150ml - €45

NEW Botanical Repair rich masque: 200ml - €54

BESTSELLER



NEW COLOR RENEWAL COLOR & SHINE TREATMENTS TO GIVE YOUR COLOUR A BOOST AFTER SUMMER

The new **98% naturally derived, 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**. They 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.

150ml - €43.50



NEW



Natalia Prager
Technical Educator,
Aveda Spain

“GET BACK TO USE MASQUES WEEKLY GETTING YOUR HAIR STRONGER WITH BOTANICAL REPAIR™ MASQUES AND MAINTAIN HAIR SUPER SHINY WITH TONAL REFLECTION USING A COLOR RENEWAL MASQUE.

TOP TIP: MIX TOGETHER COLOR RENEW MASQUE WITH ANOTHER MASQUE OF YOUR CHOICE, SUCH AS BOTANICAL REPAIR™ OR NUTRIPLENISH™ TO GET SOFTER TONALITY WHILE MAINTAINING YOUR HAIR LUMINOUS AND TREATED.”

ALL-NIGHT DEEP CARE WITH WITH BOTANICAL REPAIR™ STRENGTHENING OVERNIGHT SERUM

94% to 98% naturally derived¹.

Tube: minimum 65% post-consumer polypropylene, 35% bioplastic.

Jar: 100% post-consumer-recycled PET.

BESTSELLER

Wake up to visibly repaired hair with the new Botanical Repair™ Strengthening Overnight Serum: **a lightweight, quick-absorbing invisible veil** helping to **prevent damage and friction during sleep**, leaving hair stronger, nourished and revived.

Powered by the Botanical Repair™ intensive hair repair technologies, this overnight serum **builds bonds in the inner cortex of the hair strand, strengthening, repairing and protecting hair**. Formulated to work most effectively at night when hair is not exposed to external aggressors, this product provides **8 hours of uninterrupted hair repair**. The serum also includes **nanikai oil, which helps attract separated ends back together, reducing the appearance of split ends by 84% in just one night**.

The Botanical Repair collection is **for all hair types and textures** and infuses hair with a fresh, light floral, herbal aroma with **certified organic ylang-ylang, rose and marjoram**.

How to use: Use nightly, or as often as needed. Apply the serum to lengths and ends of hair at bedtime (do not rinse). Sleep with the product in your hair and style in the morning as usual.

Pro tip: apply Botanical Repair™ Strengthening Overnight Serum to the ends of your hair during the day for additional split end repair.

SRP €45 - 100ml



NEW



Natalia Prager
Technical Educator,
Aveda Spain

“THIS WILL HELP SEAL SPLIT ENDS AND REPAIR ALL TYPES OF DAMAGE WHILE YOU SLEEP. IT ALSO HELPS TO REVIVE TEXTURED HAIR AND PREVENT TEXTURED HAIR TO GET MECHANICALLY DAMAGED, CAUSED BY FRICTION, AS THE CUTICLES OF TEXTURED HAIR GETS RAISED EASILY.

YOU CAN USE SERUM AT ANY TIME DURING THE DAY TOO, TO PREVENT HAIR GETTING TANGLED DUE TO FRICTION IN BETWEEN YOUR HAIR STRANDS.”

AVEDA

Contact

Roupert Müller - roupert@mmbsy.com

+31 6 551 92 311

ABOUT AVEDA

Founded in 1978 in Minneapolis, MN, Aveda creates high-performance 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 products with 100 percent wind power through renewable energy credits and carbon offsets. In June 2020, Aveda unveiled a 3.6 acre, 900kW ground-mounted solar array at its primary facility, which provides up to 50% of the annual energy demand for manufacturing, with the remainder powered by wind. This array offsets more than 1,100 metric tons of CO2 annually.

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, and was a finalist for the same award in 2020. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised nearly \$65 million to support environmental projects around the world.

Aveda products are available in Aveda Experience Centers and more than 9,000 professional hair salons and spas in more than 45 countries and at [aveda.eu](https://www.aveda.eu).