



nutriplenish™

**72 hours of nutrient-powered hydration
this summer**

AVEDA



vegan



100% wind & solar
powered manufacturing*



100% recyclable
bottle



90% naturally
derived hair care**

nutriplenish™

72 hours of nutrient-powered hydration
UV filters, naturally-derived[†]
Thermal protection up to 230°C[†]



*When using nutriplenish™ leave-in conditioner or nutriplenish™ daily moisturizing treatment

REGULAR ROUTINE STEP 1: CLEANSE AND CONDITION WITH NUTRIPLENISH™ SHAMPOO & CONDITIONER, LIGHT & DEEP

94% naturally derived¹
Bottles are made with 100% PCR HDPE

The Nutriplenish™ Light Moisture Collection of shampoo and conditioner features **fast-absorbing hydration** properties that are desired **for guests with fine to medium hair** types, and the Deep Moisture Collection offers **50% more butters** to **richly hydrate those with thick and highly-textured hair**.

Shampoos **gently cleanses** impurities during summer **without stripping hair**, while conditioners **replenish dry hair with nutrient-powered hydration**.

HOW TO USE: Massage shampoo into wet hair from roots to ends. Rinse. Follow with nutriplenish™ conditioner.

LIGHT SHAMPOO: €37 - 250ml
LIGHT CONDITIONER: €43,50 - 250ml
DEEP SHAMPOO: €37 - 50ml
DEEP CONDITIONER: €43,50 - 250ml



WEEKLY ROUTINE STEP 2: DEEPLY NOURISH AND RESTORE WITH NUTRIPLENISH™ MASQUES

96% (deep) and 98% (light) naturally derived¹.
Tube 59% post-consumer recycled PET and up to 41% bioplastic.
Jar 100% post-consumer recycled PET.

Deliver 4X more hydration² to hair instantly with high-performance masques that transform haircare to self-care. They are **powered by an omega-5 rich superfood blend of organic pomegranate seed oil, mango butter and organic coconut oil** that helps replenish and hydrate for **lush, visibly healthier hair**.

Light: Ultra-light gel cream that **hydrates without weighing hair down. Restores softness and shine** for all textures of fine to medium hair. **93% of women said hair felt moisturised, nourished, replenished and restored after use.**

Deep: Rich cream that **restores moisture to even the driest hair**. Featuring **2.5X more butters and oils than the Light Masque**, the Deep Masque is ideal for medium to thick hair, restoring softness and shine. **96% of women said their hair looked replenished and restored after use.³**

How to use: Use on dry hair before shampoo/ conditioner, or on wet hair after shampoo. Apply from lengths to ends and leave for 5 minutes before rinsing. Use the treatment masques instead of Nutriplenish™ conditioner once a week for an ultra-hydrating treatment.

They can also be used together for **multi-masking, giving targeted moisture**, by applying Light Masque on roots where hair tends to be oilier and the Deep Masque on dry ends to restore nutrient-rich hydration.

LIGHT: €46 - 150ml / DEEP: €59,50 - 200ml



**DAY ROUTINE STEP 3: BEFORE YOU ENJOY WARM RAYS OF SUNSHINE
PROTECT & HYDRATE HAIR WITH NUTRIPLENISH™ LEAVE-IN CONDITIONER &
NUTRIPLENISH™ DAILY MOISTURIZING TREATMENT**

NUTRIPLENISH™ LEAVE-IN CONDITIONER

98% naturally derived¹.

100% post-consumer recycled HDPE plastic bottle.

Safeguard your summer hair with a **naturally derived UV-ray blocker** and, at the same time, replenish it with nutrient-powered hydration.

“Nutriplenish™ Leave-In Conditioner provides **UV protection from the ingredient sand ginger**, commonly used for various wellness rituals around the world, and we found a specific variant that actually provides the hair with sun protection, acting as a naturally-derived UV filter,” said Christine Hall, Aveda’s Vice President of Research and Development.

The **high-performing, lightweight spray instantly nourishes, detangles and protects** all hair types and textures, keeping hydration in so that less pool and sea water seep into your hair.

The nutriplenish™ leave-in conditioner is made with **organic pomegranate oil, an omega 5-rich oil**. The Nutriplenish™ collection infuses hair with a naturally derived, luxurious **aroma featuring cocoa, certified organic cardamom, ginger and lemongrass**.

So, this summer, go ahead and immerse your hair in this superfood complex.

How to use:

It can be sprayed on dry or damp hair at any time of the day, to rehydrate hair after a shampoo or after swimming in the sea.

- On fine and medium hair: apply from mid-lengths to ends.
- On thick, curly hair, apply from roots to ends.

€43,50 - 200ml

NUTRIPLENISH™ DAILY MOISTURIZING TREATMENT

99% naturally derived¹.

Tube is minimum 59% PCR and up to 41% bioplastic.

For **next-level hydration**, a leave-in treatment that **instantly hydrates and detangles dull, dry hair while providing heat protection**. The **fast-absorbing, non-greasy formula** melts into dry hair and locks in moisture from roots to ends. **Leaves hair 4X more hydrated than before use**.

Other benefits:

- Provides **heat protection up to 230°C**
- **Instantly detangles** and helps prevent breakage
- **Helps manage frizz**
- **Contains 8x the superfood complex oils and butters** compared to Nutriplenish™ Leave-In Conditioner
- Ideal for all textures of medium-to-coarse/thick, dry to severely dry hair

Pro tip: Work a small amount into damp hair for deep moisturisation and instant detangling. Blow dry or air dry. Can also apply to dry hair to reduce frizz and flyaways and refresh dry ends.

€43,50- 150ml



UV PROTECTION



**FOR FINE TO
MEDIUM HAIR**

UV PROTECTION



**FOR MEDIUM TO
THICK HAIR**

NIGHT ROUTINE STEP 4: NEW NUTRIPLENISH™ OVERNIGHT SERUM BOOST HAIR HYDRATION 2X WHILE YOU SLEEP

99% naturally derived¹.
100% post-consumer recycled PET bottle,
excluding pump.

The latest treatment to join the brand's
award-winning Nutriplenish™ Collection
**increases hair hydration by 2X in just
one night⁴.**

Christine Hall, Vice President of Research
and Development at Aveda explains that:

“Our new Nutriplenish™
Replenishing Overnight Serum was
**inspired by night time facial
serums** in texture and benefit,
and was specifically **designed
to provide 8 hours of intensive
lipid restoration**, leaving hair
visibly nourished, conditioned and
restored in the morning.”

Nutriplenish™ Replenishing Overnight
Serum is a **lightweight, “pillow-
proof” formula that absorbs into hair
instantly**, providing 8 hours of continuous
hydration that results in hair that is both
replenished and manageable.

Created with a **nutrient-rich superfood
complex made with mango butter,
organic coconut oil and organic
pomegranate oil**, the formula creates an
invisible layer of power-packed nutrients
for hair, **restoring hydration to dry,
brittle strands overnight.**

HOW TO USE: This serum works on dry and
damp hair for any night ritual and suitable
for all hair types and textures.

€45 - 100ml

NEW



SUMMER CURLS ROUTINE: PREPARE FOR YOUR NIGHT OUT AND DEFINE WAVES AND CURLS WITH BE CURLY™ CURL ENHANCER

95% naturally derived¹.
35% recycled HDPE plastic tube.

Last on our summer essentials list - but most certainly not least - is your ideal styling product to **spruce up your summer curls**.

A styling lotion formulated with hydrolysed **wheat protein and certified organic aloe**, it **intensifies curls, reduces frizz and adds shine** to curly or wavy hair. It reveals a sweet Pure-Fume™ **aroma with certified organic lemon, geranium, bergamot and orange**.

Pro tips: for soft waves, apply to damp hair in small quantities, on sections of about 5cm. Distribute from lengths to ends, twist the strands and air-dry. To create bouncy waves with volume at the roots, apply the product to damp hair on lengths and ends; before sleeping, make braids starting from the roots. Untangle the hair with your fingers in the morning. €32,50 - 200ml

BESTSELLER



AVEDA

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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.

¹ From plants, non-petroleum minerals or water. Learn more at aveda.eu.

² Four times the hydration of untreated hair.

³ Consumer testing on 134 women after 4 weeks of product use.

⁴ Based on lab testing on tresses.