

INTERNAL

AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

Skinimalists, Rejoice! The Consciously Clean*, Clinical Results of the NEW vegan botanical kinetics™ serums from Aveda Allow you to Simplify Your Beauty Routine

Powered by plant actives, this trio of serums provide targeted skin care solutions

MINNEAPOLIS, MN (SEPTEMBER 2021)— Enhancing your natural beauty, simply and effectively, just got easier with the launch of botanical kinetics™ serums from Aveda, a trio of targeted skin care solutions with serious plant power.

Aveda is the vegan, high-performance, plant-infused hair care brand with a mission of sustainability. Aveda has perfected the art and science of naturally derived formulas with clinical results in its products—and, to that end, botanical kinetics™ serums feature a fusion of plant stem cells and plant-derived acids that were selected for their transformative powers.



The three serums—Intense Hydrator, Instant Luminizer, and Pore Refiner—are pure, plant-powered skin care products backed by clinical results, and they are vegan and cruelty-free.

“Each of these three serums targets a specific skin care solution, so the user is enabled to choose the product that addresses what they need—without the extra ingredients that they don’t,” says Christine Hall, vice president of research & development for Aveda. “We formulated these to provide skin care enthusiasts with plant-powered solutions that provide instant gratification, but also transformative results over time.”

PLANT STEM CELL + PLANT ACID TECHNOLOGY

botanical kinetics™ serums are powered by the fusion of two complementary powerful plant actives into each serum formula.

Every bottle is power-packed with plant-derived acids and 10,000 plant stem cells. Chosen for their demonstrated transformative powers, the stem cells and plant acids are combined for maximum efficacy, with visible results from first use.

To create the formulas, Aveda captured the power of plant regeneration at the cellular level with stem cells cultivated from plant extracts in their botanical lab. This allowed the R&D team to obtain higher levels of actives that may occur only at very low levels in soil-cultivated plants. Aveda’s high-performance acids – Hyaluronic, Alpha Hydroxy, and Beta Hydroxy – are all 100% derived from plants.

KEY INGREDIENTS, BENEFITS & CLINICAL RESULTS

Each serum’s formula features a fusion of stem cells and plant actives that were chosen for maximum efficacy to meet your skin’s needs.

- **botanical kinetics™ intense hydrator:** For those with dehydrated skin—leading to rough, dry texture and noticeable fine, dry lines— botanical kinetics™ intense hydrator instantly restores skin’s optimal moisture levels, minimizes the appearance of dry, fine lines and strengthens skin’s



protective lipid barrier over time. In clinical tests, 100% of panelists demonstrated an improvement in immediate moisture and in all day moisture**.

The cactus fruit stem cells, famous for retaining water, help support skin's moisture barrier, demonstrated by an in vitro test. Plant-derived hyaluronic acid pulls in moisture to plump cells and hydrate skin, visibly reducing fine, dry lines common in dehydrated skin. As different molecular weights break down at different speeds, hyaluronic acid instantly plumps skin and continues to maintain moisture over time. Skin's barrier and surface is strengthened.

- **botanical kinetics™ instant luminizer:** Slow cell turnover can lead to a dull complexion, but just one application of botanical kinetics™ instant luminizer dissolves surface cells instantly to unveil brighter, smooth skin, with an even-looking tone. Recognized for its beautiful white flower, snow lotus stem cells help boost luminosity for radiant, even skin tone. Snow lotus helps skin resist visibly uneven skin tone, demonstrated by an in vitro testing. Plant-derived alpha hydroxy acids ignite cell turnover and exfoliate the skin. Dead cells are cleared away, revealing visibly brighter cells. Skin's surface is glowing and bright with even tone and clarity—with 81% of panelists demonstrating an improvement in skin smoothing immediately.*** Further, 97% of panelists demonstrated an improvement in skin texture after four weeks. ****
- **botanical kinetics™ pore refiner:** Gradual build-up of oil and cellular debris can lead to enlarged, clogged pores, and botanical kinetics™ pore refiner addresses this concern by gently resurfacing skin's texture for smooth, balanced, virtually poreless skin. In fact, 90% of panelists demonstrated a significant improvement in purified pores after four weeks.***** Known for its bright yellow blooms, sweet clover stem cells help purify and tighten pores for balanced skin. Sweet clover increases epidermal thickness, demonstrated by an in vitro test. Plant-derived beta hydroxy acid derived from wintergreen penetrates pores to break apart debris. Debris is cleared away. Skin appears youthful with visibly minimized pores.

All botanical kinetics™ serums are made with 100% naturally-derived colorants from iron-oxides, are suitable for all skin types, and are free-from silicone, petrolatum, parabens, mineral oil, and gluten.

AVEDA'S BOTANICAL KINETICS™ COLLECTION

These new serums join Aveda's botanical kinetics™ full vegan and cruelty free skin care collection, which includes cleansers (purifying gel, purifying crème, exfoliating crème and all-sensitive); toners (skin toning agent, toning mist); exfoliators (exfoliant & radiant skin refiner); lotions (all-sensitive, hydrating, oil control); cremes (intense hydrating soft & rich); masques (deep cleansing clay, and intense hydrating); and an energizing eye creme. The collection was created based on the belief that all living things have power, and botanical kinetics™ brings plant power to your skin to restore its natural beauty every day.

ENVIRONMENTAL STANDARDS

botanical kinetics™ serums are 97% naturally derived¹, cruelty free, and vegan. The unit carton is made with 90% post-consumer recycled fiber, the glass bottle is recyclable, and they are manufactured with

¹ Aveda creates safe, naturally derived*, cruelty free, and 100% vegan haircare and skin care products.

*From plants, non petroleum minerals or water. Evaluated using the ISO standard. Learn more at aveda.com.

**Clinical testing on 24 women after using the product once.

*** Clinical testing on 29 women after using the product once.

****Clinical testing on 29 women after using the product for 4 weeks twice daily.

*****Clinical testing on 31 women after using the product for 4 weeks twice daily

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100% solar and wind power through renewable energy credits and carbon offsets balancing our electrical and natural gas usage².

HOW TO USE

Apply the serum on clean skin, after your cleanser or toner. Follow with your moisturiser – discover Aveda’s botanical kinetics™ hydrating lotion, intense hydrating rich crème, and intense hydrating soft crème for your skin care needs.

AVAILABILITY

botanical kinetics™ serums (30 ml / SRP BE €61 – LUX €58,98) will be available beginning of SEPTEMBER 2021 at Aveda salons and online at aveda.eu.

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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.

² The wind power goes into the utility grid from which Aveda purchases electrical power and the use of natural gas power is offset with wind energy credits. For more, visit aveda.eu.

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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.