

AVEDA LAUNCHES PRECIOUS SHINE OIL CONCENTRATE THAT LEAVES HAIR 195% SHINIER INSTANTLY¹

Aveda's Miraculous Oil illuminates hair, mind and spirit from the first drop

Available as from Mid-August 2025



MINNEAPOLIS, MN (AUGUST 2025) — Aveda, the purpose-driven pioneer of plant-powered, high-performance hair care, is launching **Miraculous Oil**, a precious oil concentrate that indulges each strand in light-reflecting shine and immerses the senses in a calming aroma. Aveda's exclusive Camelina oil ferment and pure botanical oils are masterfully alchemized in this luxurious one-of-a-kind formula that illuminates, softens and strengthens each strand to reveal hair's most brilliant potential. Miraculous Oil results in **195% more shine instantly¹**, and leaves hair glossy, silky and 2X smoother with all-day frizz protection².

A BLEND OF TRADITIONS

Miraculous Oil features a blend of botanical oils, including **Tsubaki oil** and **Daikon Seed oil**, combined with **Aveda's exclusive ferment derived from Camelina oil**. A hair care first, Aveda's Camelina ferment is rich in omega 3, 6 and 9 fatty acids, and was created to help leave hair soft and smooth with radiant shine. Tsubaki oil, traditionally used to infuse hair with shine and softness, is harvested in part from lands including Jeju Island, a UNESCO World Heritage Site in South Korea. Daikon Seed oil, prized for its ability to condition hair and add light-reflecting shine, is responsibly sourced from a cooperative of 50+ local farms in America's Willamette Valley.

Responsible sourcing and formulation practices are cornerstone to Aveda's mission. Beyond knowing the ingredients that are in your products, it's important to understand how these ingredients are obtained. The Daikon Seed oil is cultivated using waterwise and soil-friendly practices like no-till farming and crop rotation to help protect biodiversity and preserve soil for future generations and is sourced from crops that thrive on natural rainfall – saving water and safeguarding local ecosystems.

Additionally, Aveda focuses on the processing of its ingredients including the exclusive Camelina ferment found in Miraculous Oil, which is derived via biofermentation, a green

¹ Ex vivo testing on tresses vs unwashed hair.

² Ex vivo testing on frizz prone tresses.

chemistry method that creates effective compounds in a controlled and efficient manner. Further, the Tsubaki oil is cold pressed using no chemical solvents. In line with Aveda's mission, Miraculous Oil is also vegan, Leaping Bunny Approved and comes in a 100% post-consumer recycled PET bottle.

A RADIANT RITUAL

Miraculous Oil transforms any self-care ritual with its calming aroma and luxurious texture. Featuring Aveda's signature pure-fume aroma with 25 pure flower and plant essences including lavender, ylang-ylang and petitgrain, Miraculous Oil wraps hair in radiance and senses in calm.

"Miraculous Oil lives up to its name from an artistry perspective; it's a miraculous must-have that I can't live without," shared **Antoinette Beenders, Aveda's SVP Global Professional Artistry**. "For best results, add a couple of drops into your palms and distribute evenly throughout lengths and ends of wet hair. Blow dry in, and style as desired. You are left with incredibly smooth and silky hair. A little goes a long way!" she added.

AVAILABILITY

Miraculous Oil 50ml is available starting 1st of August in Aveda partner salons, in Douglas, douglas.nl, De Bijenkorf and debijenkorf.nl.

Suggested retail price : €39,90

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. Aveda uses botanical technologies and green chemistry. Aveda combines the principles of modern science and the ancient art of Ayurvedic healing. 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.