

AVEDA

vegan care for summer hair

protect, hydrate and style your hair with
Aveda summer essentials
100% vegan & cruelty free



vegan care for summer hair

All products from the Aveda summer essentials collection are plant-infused, giving your hair the protection, restoration and nourishment it needs.

They are also cruelty-free, vegan, made with 100% wind & solar powered manufacturing and bottled in post-consumer recycled packaging.



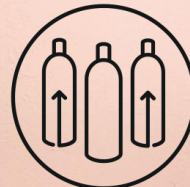
cruelty free



vegan



**100% wind & solar
powered manufacturing***



**100% recyclable
bottle**



**90% naturally
derived hair care****

*Product manufacturing is powered by Aveda's solar array and / or wind energy through renewable energy credits and carbon offsets. Striving to achieve a Silver Zero Waste to Landfill certification using the UL scheme by end of 2021 at our primary manufacturing facility. Pioneered 100% post-consumer recycled PET packaging in beauty. **Hair care 90% naturally derived on average using ISO standard. From plants, non-petroleum minerals or water. Learn more at [Aveda.com](https://www.aveda.com)

SUMMER ESSENTIAL #1: BEFORE YOU ENJOY WARM RAYS OF SUNSHINE PROTECT & HYDRATE HAIR WITH 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 **vegan, cruelty-free and silicone-free** and 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.

€38,50 200ml

UV PROTECTION



SUMMER ESSENTIAL #2: RESTORE HYDRATION TO YOUR HAIR OVERNIGHT WITH NOURISHING NUTRIPLENISH™ MULTI-USE OIL

100% naturally derived¹.

Glass bottle, 100% post-consumer recycled cardboard.

Give a **hydration shot** to your hair, after a long day in the sunshine. Nutriplenish™ multi-use hair oil features a **concentrated blend of 5 nutrient-rich oils**: pomegranate, coconut, avocado, sunflower and argan in order to nourish, instantly hydrate, soften and add shine. **Suitable for all hair types**, this oil can be applied in different ways, on damp or dry hair.

How to use as a night mask: distribute evenly over dry hair and comb through. Create a turban with a microfiber towel or with a cotton t-shirt; leave the treatment on overnight. Upon awakening, rinse with shampoo.

Pro tip: Apply to damp hair as a leave-in treatment to detangle, hydrate and add shine without weighing it down. As a final touch, apply to dry hair to bring more shine to your styling.

€33, 30ml



SUMMER ESSENTIAL #3: AFTER A FULL DAY IN THE SUN NOURISH AND RESTORE WITH NEW 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, **supercharged with superfoods**. 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**.

Nutriplenish™ Treatment Masques come in both light and deep formulas, **catering to dry hair of all types and textures** with a weekly, ultra-hydrating treatment.

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, decadent 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 to all textures. **96% of women said their hair looked replenished and restored** after use.³

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

LIGHT: €45, 150ml / DEEP: €54, 200ml



SUMMER ESSENTIAL #4: RINSE OFF AND REMOVE IMPURITIES WITH SUN CARE HAIR AND BODY CLEANSER

96% naturally derived¹.

80% post-consumer recycled high density polyethylene (HDPE) bottle.

Time to remove impurities from your hair and skin. Formulated with a corn-based chelator and a cleaning system derived from babassu, it **effectively removes salt, product residue and chlorine which can cause discoloration** of hair.

Tamanu oil and certified organic coconut oil help maintain hair and body's **moisture balance**, along with the Sun Care collection's antioxidant blend of **green tea extract, certified organic sunflower seed oil and vitamin E**. **Suitable for all hair types and textures**.

The Sun Care collection has an aroma that features a refreshing, light, and tropical 100% certified organic blend of neroli, ylang-ylang, wild-crafted cistus from southern Spain, and other pure flower and plant essences.

How to use: Apply to wet hair and body to create a creamy foam. Rinse. Use daily or whenever the hair is exposed to the sun, salt or chlorine.

€25.00, 250ml



SUMMER ESSENTIAL #5: UNDO SUN EXPOSURE FROM A LONG DAY AT THE BEACH WITH SUN CARE AFTER-SUN HAIR MASQUE

90% naturally derived¹.
35% post-consumer recycled HDPE tube.

This intensive masque **restores sun-exposed hair** with these ingredients:

- **Morikue™ protein** helps restore sun-exposed hair weakened by sun and chlorine
- **Natural antioxidant blend of green tea extract, certified organic sunflower seed oil and vitamin E** helps protect hair from free radicals
- **Natural sun filters derived from wintergreen and cinnamon bark** provide UVA/UVB protection from the harmful effects of the sun
- **A blend of Tamanu oil, organic shea butter, coconut and palm oils**

How to use: After shampooing, apply masque evenly to damp hair from roots to ends. Leave in 2 to 5 minutes. Rinse thoroughly.

€30, 125ml

UV PROTECTION



SUMMER ESSENTIAL #6: MINIMISE UV DAMAGE FROM THE SUN'S RAYS WITH SUN CARE PROTECTIVE HAIR VEIL

90% naturally derived¹.
100% post-consumer recycled Polyethylene Terephthalate (PET) bottle.

Ideal for any sunny day is this **lightweight, water-resistant, UV-defense spray** that provides **invisible protection from sun exposure for up to 16 hours**. Helps **minimize color fading, damage and dryness** thanks to UVA/UVB inhibitors and the Sun Care antioxidant blend.

Certified organic shea butter **conditions and detangles weightlessly**.

For use on damp hair: spray evenly; comb for even distribution.

For use on dry hair: spray lightly. Start with small amount and layer as needed.

Reapply after swimming. Use daily or as needed whenever hair is exposed to sun.

€25,50 100ml

UV PROTECTION



SUMMER ESSENTIAL #7: 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.

€29.50, 200ml

BESTSELLER



SUMMER ESSENTIAL #8: AFTER A FULL DAY IN THE SUN REPAIR AND STRENGTHEN WITH BOTANICAL REPAIR™ OVERNIGHT SERUM

94% to 98% naturally derived¹.

Tube: minimum 65% post-consumer polypropylene, 35% bioplastic. **Jar:** 100% post-consumer-recycled PET.

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 **nanagai oil, which helps attract separated ends back together, reducing the appearance of split ends by 84% in just one night**.

“The ‘**skinification**’ of hair is a **growing trend**, which is what inspired the lightweight, fast-absorbing serum texture and the high-performance benefits of this product. **Aveda is a no-compromise brand**, and it took our team **more than 2 years to get the texture and performance of this product just right**,” said Camille Sasik PhD, Aveda’s Director of Hair Care Research and Development.

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.

€45, 100ml



NEW



AVEDA



Contact

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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](https://www.aveda.eu).

¹ From plants, non-petroleum minerals or water. Learn more at [aveda.eu](https://www.aveda.eu).