



AVEDA

NEW botanical repair™

The future of hair repair

The future of hair repair: Aveda launches new vegan botanical repair™ collection with plant-powered technology that instantly strengthens and repairs damaged hair

New collection of shampoo, conditioner, light and rich masques, and leave-in treatment provides plant-powered 3-layer repair and instantly strengthens and repairs hair from the inside out

MINNEAPOLIS, MN (July 2020)— Aveda, the high-performance hair care brand with a mission to care for the world, announces its revolutionary new collection that transforms hair using plant repair technology that instantly strengthens and repairs hair. **Aveda's NEW botanical repair™ collection**, which took 6 years to develop in Aveda's botanical research laboratory, leverages the brand's expertise in plant-powered hair care.

Aveda's PhD Chemists, with disciplines in Organic Chemistry, Polymer Chemistry and Pharmacognosy, searched the globe for efficacious plant technologies that can provide powerful deep repair for damaged hair. This team of experts identified a multi-pronged approach, creating 3 different technologies that work synergistically to treat the 3 key layers of hair for deep repair from the inside out. The result: **botanical repair™**—a high-performing, vegan, 93% naturally derived¹ collection of both retail and professional products powered by this innovative 3-layer hair repair technology that transforms hair with the power of plants.

Camille Sasik PhD, Aveda's Director of Hair Care Research and Development said, "Damage repair is an extremely sought-after benefit for our guests, and our team is always researching and studying new technologies and natural ingredients to address this need. **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 derived¹ collection with powerful plant technologies such as sacha inchi, avocado and green tea. Plus, **botanical repair™** leverages a molecular plant technology to build bonds at the core."

botanical repair™ is powered by plant-derived 3-layer hair repair technologies that repair and protect 3 key layers of hair. Plant-powered molecules help repair hair by **multiplying bonds** critical to reinforcing hair's strength and integrity at the core, while a nourishing macro green blend detangles and smooths the cuticle to prevent breakage. The result is visibly revived hair that's shinier and full of life that looks and feels as if it was never damaged. **botanical repair™** was formulated for those with all hair types and textures looking to repair or strengthen their hair. It also is safe for color treated and chemically processed hair.

¹ From plants, non petroleum minerals or water. Learn more at aveda.eu. Retail collection is 94% naturally derived; salon treatment is 93% naturally derived.

² Based on a consumer study of **botanical repair™** strengthening leave-in treatment after 4 weeks of use.

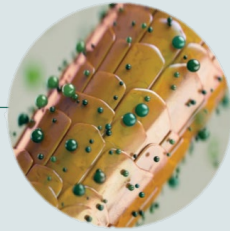
How botanical repair™ 3-layer hair repair works



1. Cortex

REPAIR

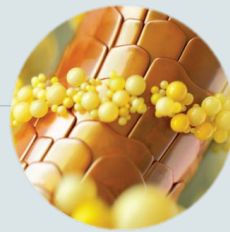
Aveda's plant-derived bond multiplying molecule goes below the surface of the hair to multiply bonds, strengthening and reinforcing hair integrity at the core.



2. Cuticle

PREVENT

Aveda's nourishing macro green blend of avocado, green tea and sacha inchi smooths the cuticle to detangle and prevent breakage.



3. F-layer

PROTECT

Aveda's protective active complex creates a botanical F-layer—an invisible water-resistant lipid layer that is made of a fatty acid that "seals" the surface of the hair cuticle—to help protect and shield the hair from future damage.

hair strand

Environmental standards



The **botanical repair™** collection is 93% naturally derived¹, silicone-free, sulfate cleanser-free and vegan; and like all Aveda products, is cruelty free and manufactured with 100% wind power through renewable energy and carbon offsets.

botanical repair™ features a naturally-derived fresh, light floral, herbal aroma containing certified organic ylang-ylang, rose and marjoram essential oils, leaves hair smelling as indulgent as it looks and feels.

botanical repair™ bottles, jars and their respective caps are made with 100% post-consumer recycled packaging, eliminating use of virgin petrochemical plastics in these forms. **botanical repair™** tubes are made with a minimum of 59% post-consumer recycled materials and up to 41% bioplastic, and their respective caps are made with minimum 60% post-consumer recycled materials. Additionally, Aveda is introducing a new 350 ml mono-material tube with 65% post-consumer recycled content, which is the highest possible to date.

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The **NEW botanical repair™** collection was formulated for all hair types and textures.

It also is safe for color treated and chemically processed hair.

A 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.¹

200 ml – SRP 34 EUR

B 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.¹

200 ml - SRP 36,50 EUR

C botanical repair™ intensive strengthening masque light

Intensive treatment targeting 3 layers of hair that strengthens and multiplies bonds for deep repair. Instantly transforms hair leaving it visibly healthier, softer and shinier after just 1 use. 98% naturally derived.¹

150 ml - SRP 44 EUR

D botanical repair™ intensive strengthening masque rich

Intensive treatment that strengthens and multiplies bonds, and instantly transforms hair leaving it visibly healthier, softer and shinier after just 1 use. Targets 3 layers of hair, intensely repairing with 2x more butters and oils than the light masque. Ideal for all textures of medium to thick hair. 94% naturally derived.¹

200 ml - SRP 52 EUR

E botanical repair™ strengthening leave-in treatment

Repairs, prevents and protects against damage while building bonds at the core. Reduces breakage in just 1 use for instantly stronger hair. Protects against heat styling up to 450°F and drying effects of the sun. 99% naturally derived.¹

100 ml - SRP 36,50 EUR



A

B

C

D

E

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botanical repair™ availability

The **botanical repair™** retail collection is available starting September in Aveda salons and online at [aveda.eu](https://www.aveda.eu). Find your nearest Aveda salon at [aveda.eu/locations](https://www.aveda.eu/locations).



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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 with 100 percent wind power in its primary facility. 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. Since 1999, Aveda’s annual Earth Month campaign held each April, has raised nearly \$65 million to support environmental projects around the world.

Aveda is trusted by salon and spa professionals worldwide. Aveda products are available in Aveda Experience Centers and more than 9,000 professional hair salons and spas in more than 40 countries and at www.aveda.eu. Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

¹The 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](https://www.aveda.eu).