

AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

Keep hair looking healthy and help protect it from the sun using Aveda's Nutriplenish™ Leave-In Conditioner with natural UV filter

Give sunlight the green light with vegan, naturally-derived UV protection for your hair



MINNEAPOLIS, MN (May 2020)— Enjoy the sun sans worry this summer with Aveda's vegan, cruelty-free and 98% naturally-derived¹ Nutriplenish™ Leave-In Conditioner, featuring a natural UV filter that protects hair from drying effects of the sun. This high-performing, lightweight leave-in conditioner spray instantly nourishes, detangles and protects all hair types and textures while providing nutrient-powered hydration for 72 hours.

It also provides hair with UV protection from the ingredient, sand ginger. "Nutriplenish™ Leave-In Conditioner provides hair with UV protection from the ingredient sand ginger, which is 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**. "What's great about the Nutriplenish Leave-In Conditioner is that, in addition to sun protection, it offers 72 hours of nutrient-powered hydration which is so needed during the hot summer months."

Nutriplenish™ Leave-In Conditioner is made with organic pomegranate oil, an omega 5-rich oil with powerful nutritional benefits that helps replenish and revitalize dry, dull hair with hydration. It infuses hair with a naturally-derived, luxurious aroma featuring cocoa, certified organic cardamom, ginger and lemongrass. Nutriplenish™ Leave-In Conditioner is also vegan, cruelty-free, silicone-free, is manufactured with 100% wind power through renewable energy and carbon offsets, and comes in 100% post-consumer recycled packaging.

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Availability:

The Nutriplenish leave-in conditioner retails for €35.50 for a 200 ml and is available at selected Aveda salons and on aveda.eu.

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



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About Aveda

Founded in 1978 in Minneapolis, MN, Aveda creates plant-based 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 facility². 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 aveda.eu. Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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