

AVEDA

Aveda is Celebrating 1 year of being 100% Vegan by Launching NEW Aveda Nutriplenish™ Treatment Masques: Give Hair 4X More Hydration¹ Instantly

High-performing vegan treatment masques join Aveda's popular Nutriplenish™ haircare collection for a customizable nutrient-rich hydration regimen supercharged by superfoods



MINNEAPOLIS, MN (December 2021)— Celebrate Veganuary and our 100% vegan anniversary, with Aveda's new 96% naturally derived² vegan and cruelty free Nutriplenish™ Treatment Masques. Delivering 4X more hydration¹ to hair instantly, these high-performance masques transform haircare to self-care with a hydration regimen supercharged with superfoods. The Nutriplenish™ Treatment Masques 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. They can also be used together for multi-masking, giving targeted moisture to hair where and when it's needed, by applying the light moisture masque on roots where hair tends to be oilier and the deep moisture masque on dry ends to restore nutrient-rich hydration. Use the treatment masques in place

of regular Nutriplenish™ conditioner once a week for an ultra-hydrating treatment.

For a spa-like experience at home, Aveda's SVP Professional Global Artistry, Antoinette Beenders, recommends using the Nutriplenish™ Masques as an overnight conditioning treatment or leave-in hair masque. "Put a hot towel on your head after applying the hair masque, and then sit back and relax while it goes to work," Antoinette recommends. "Not only is it good to give yourself a moment of pampering, but it creates a beautiful sensorial experience."

Nutriplenish™ Light Moisture Treatment Masque is a vegan, 98% naturally derived² ultra-light gel cream that hydrates without weighing hair down. Its nutrient-powered hydration restores softness and shine for all textures of fine to medium hair. 93% of women said their hair felt moisturized, nourished, replenished and restored after use.³

¹ Four times the hydration of untreated hair.

² From plants, non-petroleum minerals or water. Nutriplenish™ Treatment Masques are 96% naturally derived on average per ISO standards.

³ Consumer testing on 134 women after 4 weeks of product use.

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Nutriplenish™ Deep Moisture Treatment Masque is a vegan, 96% naturally derived² rich, decadent cream that restores moisture to even the driest hair. Featuring 2.5X more butters and oils than Nutriplenish™ Light Moisture Masque, the Deep Moisture 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.²



AVEDA'S NUTRIPLENISH™ COLLECTION

The Nutriplenish™ Treatment Masques join Aveda's high-performance, hydrating Nutriplenish™ collection, including Nutriplenish™ Light Moisture Shampoo and Conditioner, Nutriplenish™ Deep Moisture Shampoo and Conditioner, Nutriplenish™ Leave-In Conditioner, Nutriplenish™ Multi-Use Hair Oil, Nutriplenish™ Daily Moisturizing Treatment, and Nutriplenish™ Curl Gelee. This advanced hydration system for all hair types and textures features an aroma with cocoa extract, certified organic ginger oil, cardamom oil, and other pure flower and plant essences.

ENVIRONMENTAL STANDARDS

The Nutriplenish™ Treatment Masques are 96% naturally derived², silicone and paraben free, and like all Aveda products, are cruelty-free, vegan and manufactured using 100% renewable energy through solar and wind power.⁴ Nutriplenish™ Light Moisture Treatment Masque comes in a tube made from 59% post-consumer recycled PET and up to 41% bioplastic. Nutriplenish™ Deep Moisture Treatment Masque comes in a jar made from 100% post-consumer recycled PET.

AVAILABILITY

The Nutriplenish™ Treatment Masques are available starting [JANUARY 7th] in Aveda salons, Aveda Store Antwerp and online at [aveda.eu](https://www.aveda.eu).

⁴ A 900kW solar array at Aveda's primary manufacturing facility generates up to 50% of the annual demand for energy. The remainder is covered by wind power through renewable energy and carbon offsets.

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Nutriplenish™ Light Moisture Treatment Masque: 150ml - €45

Nutriplenish™ Deep Moisture Treatment Masque: 200ml - €54

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ABOUT AVEDA

Founded in 1978 in Minneapolis, MN, Aveda creates vegan, 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% 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 over \$67 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.