



NEW: Aveda's Vegan & Silicone-Free Sap Moss™ Shampoo and Conditioner Shown to Increase Hair Hydration¹

Available from October 2019

Back by popular demand: Aveda's Sap Moss™ Shampoo and Conditioner are designed to deliver a boost of hydration to all hair types and textures

Quench your hair's thirst with Aveda's **vegan, silicone-free** and 94% naturally derived² **Sap Moss™ Weightless Hydration Shampoo and Conditioner**. This cult favorite shampoo and conditioner system is back and even more high-performing after over a decade hiatus and endless requests from customers for its return. Sap Moss™ Weightless Hydration Shampoo and Conditioner are formulated with a fusion of plant-powered ingredients and innovative conditioning technology that provide precise, weightless hydration and visible shine to all hair types and textures.

Sap Moss™ gets its name from some of the botanical ingredients it's made with. Formulated with **Icelandic moss** and **larch tree sap extract**, Sap Moss™ Weightless Hydration Shampoo and Conditioner help hydrate hair and tame frizz without weighing it down. Sap Moss™ Weightless Hydration Shampoo also features **Kukui nut oil** and **coconut oil** as silicone-alternatives that help provide the hair with moisture and shine.

In a consumer study, 9 out of 10 women across all textures agreed their hair was immediately left feeling hydrated after using Sap Moss™ and 91% of women noted their hair immediately looked smoother and felt healthier.

"Sap Moss™ is the perfect hydrating system for all hair types and textures...and we know because we tested it on all of them! Our guests with thinner hair can use it and not be left with weighed down or greasy-feeling hair, and those with thick, curly or textured hair get the intense hydration they are looking for," said **Nicole Howard, Aveda's Executive Director of Product Development**. "What's so great about Sap Moss™ Weightless Hydration Shampoo is that its non-sticky formula foams up when you work it into your hair, so you know you're getting a good cleanse. A lot of other deep-hydrating shampoos don't give you that," she explained. "Then, when you follow it with Sap Moss™ Weightless Hydration Conditioner, it helps smooth the hair cuticle, tame frizz and add shine. No matter your texture, your hair is left feeling clean, hydrated and manageable."

Sap Moss™ Weightless Hydration Shampoo and Conditioner infuse hair with an earthy, **100% naturally derived² Pure-Fume™ aroma** featuring jasmine and certified organic olibanum, cypress and clary sage. This system is safe for color treated hair and its **universal formula is optimized for all hair types and textures**. For those with textured



¹ Shown to increase hair hydration by 81% in a laboratory test on hair tresses.

² From plants, non-petroleum minerals or water. Learn more at aveda.com.



hair that need even more hydration after rinsing, Sap Moss™ Weightless Hydration Conditioner **can be used as a leave-in conditioner**. Like all Aveda products, Sap Moss™ Weightless Hydration Shampoo and Conditioner are **100% cruelty free** so they are never tested on animals.

Sap Moss™ Weightless Hydration Shampoo and Conditioner packaging is made from **59% post-consumer recycled materials** and **up to 41% bioplastic**, with a **60% recycled polypropylene** cap. Contact your local recycling program for information about how to recycle these tubes and caps.

Sap Moss™ Weightless Hydration Shampoo and Conditioner are available beginning October 2019 in Aveda salons, spas and stores and online at aveda.eu

Shampoo: € 26,00 / 200 ml - € 46,50 / 400ml and Conditioner € 29,50 / 200 ml - € 53,00 / 400ml

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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 facility³. 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 more than \$60 million to support environmental projects around the world.

Aveda is trusted by salon and spa professionals worldwide. Since 2007, more than half of the fastest growing salons in the U.S. have been part of the Aveda network⁴. 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.com. Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

³ The 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.com.

⁴ [2013 Salon Today 200 – Honoring Salon Growth and Best Business Practices](#)