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**Aveda Introduces A Multi-Benefit Hydrating Styling Solution for Soft, Smooth, Defined Curls that Shine**  
*NEW nutriplenish™ curl gelée offers those with waves, curls and coils everything they need in one ultra-hydrating styling product that fights frizz for up to 24 hours*



**MINNEAPOLIS, MN (July 2021)**— Aveda, the high-performance, plant-based hair care brand with a mission of sustainability, has today introduced a new addition to its nutriplenish™ franchise. **Aveda's new nutriplenish™ curl gelée** is a curly girl's dream styling product: it creates **soft, smooth, shiny and defined waves, curls, and coils** with a 96% naturally derived<sup>1</sup>, cruelty-free, vegan and silicone-free **frizz-fighting formula**. Developed with and evaluated by Aveda Texture Global stylists, the new ultra-hydrating curl gelée elongates curls without compromising definition. Fight frizz and flyaways and get ready for wavy, curly and coily hair that is full of natural bounce and movement.

Infused with the powerful **nutriplenish™** superfood complex - a blend of organic pomegranate oil, organic coconut oil and mango butter - this hydrating curl gelée offers the flexible hold of a gel enriched with the nourishment and moisture of a lightweight conditioner. The conditioning formula delivers nourishing moisture and shine while defending hair from humidity and **reducing frizz for up to 24 hours**. The end result: waves, curls and coils that check all the boxes - **soft, smooth, shiny, elongated and defined**.

**nutriplenish™ curl gelée** is designed for all hair types (fine, medium, thick) and wavy, curly and coily hair textures. In consultation with Aveda Texture Global stylists, we suggest it be used as follows:

- Apply to wet hair from root to tip.
- In search of elongated curls? Glide the curl gelée downward.
- If it's more defined curls you're after, gently scrunch after application.
- Air dry or blow-dry with a diffuser for added volume and curl definition.
- Once hair is fully dry, give it a shake at the root and scrunch to soften curls.

#### **AVEDA'S NUTRIPLENISH™ COLLECTION**

The new curl gelée joins 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™ daily moisturizing treatment, and nutriplenish™ multi-use hair oil. This advanced hydration system for all hair types and textures offers long-lasting, high-performance, nutrient-powered hydration. Aveda's nutriplenish™ collection is safe for color-treated and chemically-processed hair.

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<sup>1</sup>From plants, non petroleum minerals or water. Evaluated using the ISO standard. Learn more at [aveda.eu](https://www.aveda.eu).

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## ENVIRONMENTAL STANDARDS

The nutriplenish™ curl gelée is 96% naturally derived<sup>1</sup>, vegan and silicone-free, and like all Aveda products, it is cruelty-free. Additionally, it is manufactured with 100% solar and wind power through renewable energy credits and carbon offsets balancing our electrical and natural gas usage<sup>2</sup>.

Nutriplenish™ curl gelée comes in a 200ml tube made from up to 59% post-consumer recycled content and up to 41% bioplastic.

Aveda's nutriplenish™ collection infuses hair with a luxurious Pure-Fume™ aroma featuring cocoa, certified organic ginger, cardamom and other pure flower and plant essences.

## AVAILABILITY

Nutriplenish™ curl gelée (200ml / SRP €35,5) will be available beginning of JULY at Aveda salons, Aveda store Antwerp and online at [aveda.eu](http://aveda.eu).

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## CONTACT

Marie Wauters  
Corporate Communications Manager  
[mwauters@be.clinique.com](mailto:mwauters@be.clinique.com)  
+32 (0)475 29 78 14

## 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 CO<sub>2</sub> 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

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<sup>2</sup> The 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](http://aveda.eu).

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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](http://aveda.eu).