

# AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES



## Get Thicker, Fuller, Healthier Looking Hair from Roots to Ends with Aveda's New Invati Advanced™ Intensive Hair and Scalp Masque

New vegan Invati Advanced™ Intensive Hair and Scalp Masque deeply nourishes the scalp, strengthens and reinforces fragile, thinning hair by 46%

**MINNEAPOLIS, MN (OCTOBER 2020)**— Aveda's popular Invati Advanced™ line has been extended to include an intensive hair and scalp masque that strengthens and hydrates each hair strand for thicker, fuller hair. New vegan, silicone-free and 98% naturally derived Invati Advanced™ Intensive Hair and Scalp Masque is formulated with a plant-based reparative molecule that helps strengthen and reinforce fragile, thinning hair at the core by 46%<sup>1</sup>, helping you keep the hair you have longer.

This powerful masque features a blend of plant oils and butters to hydrate thinning hair and deeply nourish the scalp, while plant-based polymers plump each individual hair strand, making hair thicker, fuller and more voluminous from roots to ends.

The Invati Advanced™ Intensive Hair and Scalp Masque is formulated for those experiencing hair loss and thinning, with medium-to-thick hair and normal-to-dry hair and scalp. This masque features 2X more kukui oil than Invati Advanced™ Thickening Conditioner, instantly detangling and restoring manageability, however its lightweight formula is designed not to weigh hair down. The Invati Advanced™ Intensive Hair and Scalp Masque should be used like a deep conditioner, applied after shampooing and left on for 2-5 minutes before rinsing.

### INVATI ADVANCED™ COLLECTION

The Invati Advanced™ Intensive Hair and Scalp Masque joins the Invati Advanced™ collection of Invati Advanced™ Exfoliating Shampoo - Rich, NEW Invati Advanced™ Exfoliating Shampoo - Light, Invati Advanced™ Thickening Conditioner and Invati Advanced™ Scalp Revitalizer.

Using the Invati Advanced™ system strengthens and instantly thickens hair, reduces hair loss by 53% . This system features a powerful blend of Ayurvedic herbs including ginseng and certified organic turmeric that help invigorate the scalp when massaged in, and certified organic amla instantly thickens the hair from roots to ends.



THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

## INGREDIENT SOURCING

Aveda partners with Nisarga, an Indian firm committed to growing Ayurvedic herbs with organic agriculture, to supply the certified organic turmeric and amla it uses in Invati Advanced™. Aveda's support of Nisarga is helping expand organic farming that is better for its farmers and the Earth.

<sup>1</sup> Based on laboratory testing on tresses.

<sup>1</sup> From plants, non-petroleum minerals or water. Learn more at [aveda.com](https://www.aveda.com).

<sup>1</sup> Reduces hair loss due to breakage from brushing, after using Invati Advanced™ system for 12 weeks.

## ENVIRONMENTAL STANDARDS

The Invati Advanced™ Intensive Hair and Scalp Masque is 98% naturally derived<sup>2</sup>, silicone-free and vegan. Like all Aveda products, the Invati Advanced™ Intensive Hair and Scalp Masque is cruelty-free and is manufactured with 100% solar and wind power .

The naturally derived Invati Advanced™ aroma is an herbal blend containing certified organic lavender, rosemary, geranium, vanilla and other pure flower and plant essences.

Invati Advanced™ Intensive Hair and Scalp Masque comes in a 65% post-consumer recycled polypropylene tube with a 94% post-consumer recycled polypropylene cap. The tube features a small tip ideal for direct-to-scalp application.

## AVAILABILITY

Invati Advanced™ Intensive Hair and Scalp Masque (150ml / SRP €45.50) is available starting October 15th at Aveda salons, spas, our store in Antwerp, Douglas and online at [aveda.eu](https://www.aveda.eu).

## CONTACT

Please contact Marie Wauters ([mwauters@be.clinique.com](mailto:mwauters@be.clinique.com)) for more information.

## 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 . 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.



THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

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. Since 2007, more than half of the fastest growing salons in the U.S. have been part of the Aveda network . 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](http://www.aveda.eu). Go behind-the-scenes at Aveda on the Living Aveda blog and follow Aveda on Facebook, YouTube, Twitter, Instagram and Pinterest.

<sup>1</sup> 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.

<sup>1</sup> 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](http://aveda.com).

<sup>1</sup> [2013 Salon Today 200 – Honoring Salon Growth and Best Business Practices](#)