

AVEDA

Aveda Launches Vegan Botanical Kinetics™ Hydrating Water Gel Creme Infused with Mineral-Rich Sea Water, Boosting Skin Hydration for Up to 24 Hours

Plant-powered, mineral-rich hydration to saturate, smooth, and strengthen skin



MINNEAPOLIS, MN (MAY)— Aveda, the high-performance beauty brand with a mission to care for the world, has introduced the newest product in its Botanical Kinetics™ skin care line, **Botanical Kinetics™ Hydrating Water Gel Creme**. This vegan, silicone-free and 97% naturally-derived¹ lightweight creme soothes skin with nourishing hydration and restores balance throughout the day by moisturizing for up to 24 hours, while also reducing visible redness. In a clinical study, **100% of panelists** demonstrated an improvement in instant radiance and all-day moisture after just one use².

Botanical Kinetics™ Hydrating Water Gel Creme is powered by **mineral-rich sea water** abundant with amino acids which help lock water in the skin and reduce dehydration. It also includes:

- **Plant-derived hyaluronic acid** that pulls in moisture to plump cells and hydrate skin, visibly reducing fine, dry lines
- **Centella asiatica**, a leaf extract that helps visibly soothe and reduce redness
- Extracts of the Ayurvedic plants of **barley, sunflower** and **cucumber** along with **olive squalane** that help strengthen skin's protective barrier to retain moisture and help reduce the potential for redness due to irritation

Instead of using synthetic silicones to deliver slip and softness, Aveda's Botanical Kinetics™ Hydrating Water Gel Creme features a unique blend of natural emollients derived from **olive squalane** and **jojoba** that mimic the performance and feel of silicones, leaving skin feeling soft. Botanical Kinetics™ Hydrating Water Gel Creme is dermatologist-tested, non-acnegenic and appropriate for all skin types, including those with sensitive skin.

ENVIRONMENTAL STANDARDS

Botanical Kinetics™ Hydrating Water Gel Creme is vegan, cruelty-free, 97% naturally-derived¹ and free from silicone, petrolatum, parabens, mineral oil, gluten and drying alcohol. Its jar and carton are made from 100% post-consumer recycled materials.

AVAILABILITY

Botanical Kinetics™ Hydrating Water Gel Creme (SRP €55 – 50ML) is available starting from MAY at Aveda salons, the Aveda Antwerp Store and online at aveda.eu

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¹ From plants, non-petroleum minerals or water, based on ISO standards.

² Clinical testing on 20 women after using the product once.



ABOUT AVEDA

Founded in 1978 as a cruelty-free brand with a mission to care for the world, Aveda creates vegan, high-performance hair, skin and body formulas for beauty professionals and consumers, all with sustainability at heart. Aveda innovates in botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. Aveda's hair care is 90% naturally-derived³ and features iconic aromas from pure flower and plant essences. Aveda's high-performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have won dozens of awards for innovation, performance and sustainability, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects the highest standards of sustainability values in the beauty industry.

Aveda's primary facility manufactures products using 100% wind and solar power⁴, and the brand pioneered the use of 100% post-consumer recycled PET bottles⁵. Additionally, Aveda eliminates the use of virgin plastic wherever possible. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed the largest blockchain pilot in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through their signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$67 million for hundreds of global and local environmental organizations, providing clean water to more than 1.4 million people and protecting approximately 2,000 watersheds. In partnership with nonprofit charity: water, Aveda continues to provide clean water to people in need in Aveda's sourcing communities in India, Nepal, Madagascar, and Ethiopia, also protecting local watersheds where these communities live and work.

Aveda products are available in over 45 countries and territories at Aveda stores, partner salons, specialty retailers and at [aveda.eu](https://www.aveda.eu).

³ Hair care is 90% naturally derived on average using the ISO standard. From plants, non-petroleum minerals or water.

⁴ Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

⁵ 85%+ of Aveda's skincare & hair styling PET bottles & jars contain 100% Post-Consumer Recycled plastic. Aveda was the first beauty company to use 100% post-consumer recycled PET packaging.