

# AVEDA



lush, replenished,  
visibly healthy summer  
hair

protect, hydrate and style your hair with  
Aveda summer essentials  
100% vegan & cruelty free

# The summer you have been waiting for does not need to cost you your hair nor our planet

All products from the Aveda summer essentials collection are plant-infused, giving your hair the protection, restoration and nourishment it needs.

They are also cruelty-free, vegan, made with 100% wind & solar powered manufacturing and bottled in post-consumer recycled packaging.



**cruelty free**



**vegan**



**100% wind & solar  
powered manufacturing\***



**100% recyclable  
bottle**



**90% naturally  
derived hair care\*\***

\*Product manufacturing is powered by Aveda's solar array and / or wind energy through renewable energy credits and carbon offsets. Striving to achieve a Silver Zero Waste to Landfill certification using the UL scheme by end of 2021 at our primary manufacturing facility. Pioneered 100% post-consumer recycled PET packaging in beauty. \*\*Hair care 90% naturally derived on average using ISO standard. From plants, non-petroleum minerals or water. Learn more at [Aveda.com](https://www.aveda.com)

## SUMMER ESSENTIAL #1: BEFORE YOU ENJOY WARM RAYS OF SUNSHINE PROTECT & HYDRATE HAIR WITH NUTRIPLENISH™ LEAVE-IN CONDITIONER

98% naturally derived<sup>1</sup>.

100% post-consumer recycled HDPE plastic bottle.

Safeguard your summer hair with a **naturally derived UV-ray blocker** and, at the same time, **replenish it with nutrient-powered hydration**.

“Nutriplenish™ Leave-In Conditioner **provides UV protection from the ingredient sand ginger**, commonly used for various wellness rituals around the world, and we found a specific variant that actually provides the hair with sun protection, acting as a naturally-derived UV filter,” said Christine Hall, Aveda’s Vice President of Research and Development.

The **high-performing, lightweight spray instantly nourishes, detangles and protects all hair types and textures**, keeping hydration in so that less pool and sea water seep into your hair.

The nutriplenish™ leave-in conditioner is **vegan, cruelty-free and silicone-free** and is made with **organic pomegranate oil, an omega 5-rich oil**. The Nutriplenish™ collection infuses hair with a **naturally derived, luxurious aroma** featuring cocoa, certified organic cardamom, ginger and lemongrass.

So, this summer, go ahead and immerse your hair in this superfood complex.

### How to use:

It can be sprayed on dry or damp hair at any time of the day, to rehydrate hair after a shampoo or after swimming in the sea.

- On fine and medium hair: apply from mid-lengths to ends.
- On thick, curly hair, apply from roots to ends.

€35,50 - 200ml



## SUMMER ESSENTIAL #2: RESTORE HYDRATION TO YOUR HAIR OVERNIGHT WITH NOURISHING NUTRIPLENISH™ MULTI-USE OIL

100% naturally derived<sup>1</sup>.

Glass bottle, 100% post-consumer recycled cardboard.

Give a **hydration shot** to your hair, after a long day in the sunshine. Nutriplenish™ multi-use hair oil features a **concentrated blend of 5 nutrient-rich oils**: pomegranate, coconut, avocado, sunflower and argan in order to nourish, instantly hydrate, soften and add shine. **Suitable for all hair types**, this oil can be applied in different ways, on damp or dry hair.

**How to use as a night mask:** distribute evenly over dry hair and comb through. Create a turban with a microfiber towel or with a cotton t-shirt; leave the treatment on overnight. Upon awakening, rinse with shampoo.

**Pro tip:** Apply to damp hair as a leave-in treatment to detangle, hydrate and add shine without weighing it down. As a final touch, apply to dry hair to bring more shine to your styling.

€32.50 - 30ml



### SUMMER ESSENTIAL #3: AFTER A FULL DAY IN THE SUN REPAIR AND STRENGTHEN WITH BOTANICAL REPAIR™ MASQUES

94% to 98% naturally derived<sup>1</sup>.

Tube: minimum 65% post-consumer polypropylene, 35% bioplastic. Jar:

100% post-consumer-recycled PET.

Aveda's Botanical Repair™ Intensive Strengthening Masque is **available in Light and Rich, for all hair types and textures. Silicon-free, vegan and cruelty free**, Aveda's Botanical Repair Intensive Repair Masques prove **there's no need to sacrifice performance for sustainability**.

With powerful plant technologies such as sacha inchi, avocado and green tea both masques strengthen and multiply bonds with 3 layer hair repair, and instantly transform hair leaving it **visibly healthier, softer and shinier after just 1 use**.

The **award-winning Rich Masque** is suited for medium to thick hair and features **2X more plant lipids** with added butters to **deeply condition thirsty hair**.

The Light Masque is ideal for fine to medium hair, offering **weightless conditioning** that will **instantly revive hair** that's fallen victim to harsh, hot, summer conditions.

Botanical repair™ features a naturally derived fresh, light floral, herbal aroma containing certified organic ylang-ylang, rose and marjoram essential oils.

**How to use:** Either use on dry hair before shampooing and conditioning, or on wet hair after shampooing and conditioning. Apply from the lengths to the ends and leave for 5 minutes before rinsing.

RICH: €52 - 200ml / LIGHT: €44 - 150ml



### SUMMER ESSENTIAL #4: RINSE OFF AND REMOVE IMPURITIES WITH SUN CARE HAIR AND BODY CLEANSER

96% naturally derived<sup>1</sup>.

80% post-consumer recycled high density polyethylene (HDPE) bottle.

Time to remove impurities from your hair and skin. Formulated with a corn-based chelator and a cleaning system derived from babassu, it **effectively removes salt, product residue and chlorine which can cause discoloration of hair**.

**Tamanu oil and certified organic coconut oil help maintain hair and body's moisture balance**, along with the Sun Care collection's antioxidant blend of **green tea extract, certified organic sunflower seed oil and vitamin E**. It is **suitable for all hair types and textures**.

The Sun Care collection has an aroma that features a refreshing, light, and tropical 100% certified organic blend of neroli, ylang-ylang, wild-crafted cistus from south- ern Spain, and other pure flower and plant essences.

**How to use:** Apply to wet hair and body to create a creamy foam. Rinse. Use daily or whenever the hair is exposed to the sun, salt or chlorine.

€25 - 250ml



## SUMMER ESSENTIAL #5: UNDO SUN EXPOSURE FROM A LONG DAY AT THE BEACH WITH SUN CARE AFTER-SUN HAIR MASQUE

90% naturally derived<sup>1</sup>.

35% post-consumer recycled HDPE tube.

This intensive masque **restores sun-exposed hair** with these ingredients:

- **Morikue™ protein** helps restore sun-exposed hair weakened by sun and chlorine
- **Natural antioxidant blend of green tea extract, certified organic sunflower seed oil and vitamin E** helps protect hair from free radicals
- **Natural sun filters derived from wintergreen and cinnamon bark** provide UVA/UVB protection from the harmful effects of the sun
- **A blend of Tamanu oil, organic shea butter, coconut and palm oils**

**How to use:** After shampooing, apply masque evenly to damp hair from roots to ends. Leave in 2 to 5 minutes. Rinse thoroughly.

€30 - 125ml



## SUMMER ESSENTIAL #6: MINIMISE UV DAMAGE FROM THE SUN'S RAYS WITH SUN CARE PROTECTIVE HAIR VEIL

90% naturally derived<sup>1</sup>.

100% post-consumer recycled Polyethylene Terephthalate (PET) bottle.

Ideal for any sunny day is this **lightweight, water-resistant, UV-defense spray** that provides **invisible protection from sun exposure for up to 16 hours**. Helps **minimize color fading, damage and dryness** thanks to UVA/UVB inhibitors and the Sun Care antioxidant blend.

Certified organic shea butter **conditions and detangles weightlessly**.

**For use on damp hair:** spray evenly; comb for even distribution.

**For use on dry hair:** spray lightly. Start with small amount and layer as needed.

Reapply after swimming. Use daily or as needed whenever hair is exposed to sun.

€25,50 - 100ml



## SUMMER ESSENTIAL #7: PREPARE FOR YOUR NIGHT OUT AND DEFINE WAVES AND CURLS WITH BE CURLY™ CURL ENHANCER

95% naturally derived<sup>1</sup>.

35% recycled HDPE plastic tube.

Last on our summer essentials list - but most certainly not least - is your ideal styling product to **spruce up your summer curls**.

A styling lotion formulated with **hydrolysed wheat protein and certified organic aloe**, it **intensifies curls, reduces frizz and adds shine to curly or wavy hair**. It reveals a sweet Pure-Fume™ aroma with certified organic lemon, geranium, bergamot and orange.

**Pro tips:** for soft waves, apply to damp hair in small quantities, on sections of about 5cm. Distribute from lengths to ends, twist the strands and air-dry. To create bouncy waves with volume at the roots, apply the product to damp hair on lengths and ends; before sleeping, make braids starting from the roots. Untangle the hair with your fingers in the morning.

€29.50, 200ml



All products mentioned are available in Aveda salons, Aveda store Antwerp and online at [aveda.eu](http://aveda.eu).

# AVEDA

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## 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 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 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).

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