

# AVEDA

Selfcare routines to  
repair and hydrate your hair.



**MAKE THE MOST OF AVEDA SELFCARE VEGAN TREATMENTS  
AT HOME WITH NUTRIPLENISH™ AND BOTANICAL REPAIR™**

At Aveda, we are striving to provide you high-performance and naturally derived hair care while caring for the world we live in. With Aveda turning 100% vegan -now and forever- we are thrilled to introduce the perfect eco-conscious selfcare routines for hydrated and repaired hair in the winter - visibly healthy and full of life.

## “Lazy Sunday” routine :

### Why is it so important to take time to treat your hair ?

Everyday your hair is under great strain and exposure: air pollution, wind, changes in season and temperature all impact the health of your hair (as well as your general wellbeing)!

Therefore, it is important to take some time for yourself, and to care for your hair with a ritual that strengthens and nourishes it back to health.

With a weekly treatment, you can focus on what your hair needs. For each hair type, Aveda recommends the ultimate rituals with its best-seller franchises:

Damaged hair looking for intense repair?

Discover our NEW bond-building franchise botanical repair™.

Dry hair lacking moisture?

Get tailored hydration according to your hair type with light and deep formulas of nutriplenish™.



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Using a hair masque once a week helps to extend the benefits of the ingredients, by allowing them to penetrate into hair. This leaves your hair shiny, healthy, detangled and repaired. Curly hair is naturally more dry than straight hair, so using a hydrating masque twice a week helps to avoid frizz and maintains healthy, shiny curls.

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Our expert:  
Marie Debrix

AVEDA

THE ART AND SCIENCE OF PURE  
FLOWER AND PLANT ESSENCES

botanical  
repair™

strengthening  
leave-in treatment  
plant-powered  
damage repair

traitement réparateur  
sans rinçage  
réparation à base  
de plantes



3.4 fl oz/oz liq/100 ml e



**Introducing 3 routines to protect your hair from dryness and damage with our 2 best-selling franchises:**



**nutriplenish™:** An advanced hydration system offering high-performance, nutrient-powered hydration with a superfood complex. 94% of naturally derived ingredients.



**botanical repair™:** A revolutionary collection that transforms hair using an innovative botanical technology to instantly strengthen and repair hair 94% of naturally derived ingredients.

Meet Juny, Tiphaine and Lou, and see how they are personalizing their routines with nutriplenish™ and botanical repair™

NAME: Tiphaine

HAIR TYPE: Textured and Very dry  
LOOKING FOR: Deep Hydration for visibly healthy hair that will not break



NAME: Juny

HAIR TYPE: Curly and Fine  
LOOKING FOR: Hydrated, Defined Curls that will not weigh down



NAME: Lou

HAIR TYPE: Colour-treated and Fine  
LOOKING FOR: Healthy and Manageable hair for long-lasting protection until her next hair colour service



## TAKING CARE OF CURLY HAIR

Curly are more sensitive to the temperature change because they are generally naturally fine and dry.

Wavy and curly hair generally need more hydration while thick and textured curls will be looking for repair because there are generally thinner, which may cause more breakage.

## CURLY HAIR 100% VEGAN MUST-HAVE

**Wavy to Curly Hair:** nutriplenish leave-in treatment + be curly curl enhancer

**Curly and textured Hair:** nutriplenish daily moisturizing treatment: deep

- 72-hours hydration
- Customized level of hydration: light or deep
- Vegan, Cruelty-free, Silicone-free

### nutriplenish leave-in treatment

- ✓ 98% naturally derived
- ✓ Hydrates and replenishes hair
- ✓ UV and thermal protection up to 230°C
- ✓ For all types of hair



### nutriplenish daily moisturizing treatment: deep

- ✓ 99% naturally derived
- ✓ Lock in 4x hair hydration
- ✓ 8x the Superfood Complex of oils and butters
- ✓ All textures, medium to thick hair types, dry hair



## CURLY HAIR FAVORITE BE CURLY CURL ENHANCER

Winner of the 2020 Beauty Award from The Knot for best curly hair product

### be curly

- ✓ 96% naturally derived
- ✓ Intensifies curl
- ✓ Combats frizz
- ✓ Boosts shine



Wheat protein blend expands when hair is wet—then retracts when hair is dry—to help lock in curls or waves.



AVEDA  
THE ART AND SCIENCE OF PURE  
FLOWER AND PLANT ESSENCES

nutri  
plenish.

shampoo  
nutrient-powered hydration

shampooing  
hydratation à base  
de nutriments

light moisture  
hydratation légère

8.5 fl oz/oz liq/250 ml e

AVEDA  
THE ART AND SCIENCE OF PURE  
FLOWER AND PLANT ESSENCES

nutri  
plenish.

shampoo  
nutrient-powered hydration

shampooing  
hydratation à base  
de nutriments

light moisture  
hydratation légère

8.5 fl oz/oz liq/250 ml e

AVEDA  
THE ART AND SCIENCE OF PURE  
FLOWER AND PLANT ESSENCES

nutri  
plenish.

conditioner  
nutrient-powered hydration

après-shampooing  
hydratation à base  
de nutriments

light moisture  
hydratation légère

8.5 fl oz/oz liq/250 ml e

AVEDA  
THE ART AND SCIENCE OF PURE  
FLOWER AND PLANT ESSENCES

nutri  
plenish.

leave-in conditioner  
nutrient-powered hydration

après-shampooing  
sans rinçage  
hydratation à base  
de nutriments

all hair types  
tous types de cheveux

8.7 fl oz/oz liq/250 ml e

AVEDA  
THE ART AND SCIENCE OF PURE  
FLOWER AND PLANT ESSENCES

nutri  
plenish.

multi-use hair oil  
nutrient-powered hydration

huile capillaire multi-usages  
hydratation et brillance  
à base de nutriments

1 fl oz/oz liq/30 ml e

AVEDA  
THE ART AND SCIENCE OF PURE  
FLOWER AND PLANT ESSENCES

be curly.

curl enhancer  
intentionally formulated to  
soften, define, and enhance  
natural curls

lissant et définissant de cheveux  
intentionnellement formulé pour  
adoucir, définir et améliorer  
les boucles naturelles

8.7 fl oz/oz liq/250 ml e







# Juny, Curly and Fine hair looking for Moisturized, Defined Curls that will not weigh down.

## Her 100% vegan favorites:

- **nutriplenish leave-in conditioner:** 72h hydration with anti UV protection
- **be curly curl enhancer:** Intensify curls definition powered by wheat proteins

1. Shampoo by massaging gently, twice.
2. Massage your hair with nutriplenish conditioner light from lengths to ends, then rinse.
3. On towel-dried hair, spray nutriplenish leave-in conditioner on the lengths, then detangle with fingers or a comb.
4. Apply be curly curl enhancer and crumple with the fingers.
5. Spray some drops of nutriplenish multi-use hair oil and twist few strands with the fingers.
6. Dry head down with a diffuser.
7. You are done !



**Well-defined and Moisturized curls with a lightweight feel !**

## “ Juny’s beauty tip

*I always use nutriplenish leave-in conditioner before drying my curls all year long because it includes a UV and thermal protection, which protects my hair from the heat and from the sun!*







# Tiphaine, Textured and very dry hair looking for intense Hydration for visibly Healthy hair that will not break.

## Her 100% vegan favorites:

- **nutriplenish daily moisturizing treatment:** 4x more hydration for your hair
- **nutriplenish multi-use hair oil:** A mix of five oils, 100% naturally derived to hydrate deeply

1. Start your routine with a pre-shampoo treatment, combining nutriplenish deep conditioner with nutriplenish multi-use hair oil and leave for 10min.
2. Shampoo by massaging gently, twice and rinse.
3. Massage your hair with nutriplenish conditioner deep from roots to ends, then rinse.
4. Wring out hair and let them dry naturally.
5. Apply nutriplenish daily moisturizing treatment through your hair, from roots to ends.
6. You are done !



**NEW!**  
Deep hydration quickly absorbed by hair.



**Healthy and deeply Moisturized hair!**

“

**Tiphaine's beauty tip**

*Once a week, I create my own pre-shampoo treatment by combining nutriplenish conditioner deep and multi-use hair oil. Sometimes I also like to leave it all night long to restore the level of hydration my hair needs!*

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# Lou, Colour-Treated hair looking for long-lasting Protection for visibly healthy and Manageable hair

## Her 100% vegan favorites:

- thickening tonic: Instantly thickens from roots to ends
- botanical repair intensive strengthening masque: light: Intensely repairs and strengthens hair instantly.

1. On dry hair, apply botanical repair intensive strengthening masque: light from the lengths to the ends and leave for 5 minutes before rinsing.
2. Shampoo by massaging gently, twice and rinse.
3. Apply botanical repair conditioner from lengths to ends, smoothing strands by strands then rinse.
4. Wring out hair and apply botanical repair leave-in treatment from lengths to the ends.
5. Spray thickening tonic insisting on the roots, then dry your hair.
6. You are done !



Healthy and Manageable hair,  
full of volume and life!

“  
Lou's beauty tip

*I use botanical repair intensive strengthening masque: light because I have fine hair. But if you have thicker hair, choose the deep version, which provides 2 times more plants lipids with added butter.*





# 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. 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. 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 & Instagram.



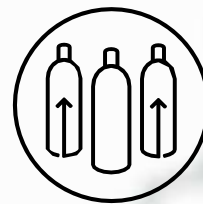
**cruelty free**



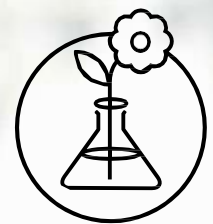
**vegan**



**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](http://Aveda.com)



Follow us on Instagram @avedabelux & @avedanl to find out more hair tips. Share your Aveda selfcare routines using the hashtag #AvedaSelfcare !

## **CONTACT**

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