

AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

New Invati Advanced™ Thickening Foam From Aveda:

A Multi-Benefit, Volumising, Styling Solution For Thinning Hair

Instantly thickens, adds flexible hold, protects and reinforces fragile, thinning hair for a complete, finished style that lasts all day



MINNEAPOLIS, MN (October 2021)—The latest product to join Aveda’s popular Invati Advanced™ collection is the **Invati Advanced™ Thickening Foam**, a transformative and volumising liquid-to-foam styling product that instantly plumps each individual strand. 90% of women said their hair looked thicker and fuller instantly and all day¹.

Those who have been using the Invati Advanced™ system to address thinning hair with reasons such as stress or postpartum hair loss can now achieve a desired final look, thanks to this new styling foam that provides an instant thickening and plumping effect with flexible, touchable hold and shine that lasts all day. To use, simply pump 3-5 times into your hands and emulsify. Distribute the product evenly through damp hair from roots to ends, and then blow dry and style as desired. (For best results, do not shake the bottle prior to use.)

“According to our salon network, clients returning to their hairstylist after the pandemic year have reported thinning hair and build-up among their top concerns,” says **Antoinette Beenders, Aveda’s Senior Vice President of Global Professional Artistry**. “Our Invati Advanced™ collection addresses their thinning concerns, but with the addition of the new Thickening Foam, they can now achieve the volume, thickening, hold, shine, and protective benefits they are craving in a finished, out-and-about style.”

PLANT-POWERED TECHNOLOGY

The benefits of 96% naturally derived² Invati Advanced™ Thickening Foam can be attributed to an artistic fusion of **certified organic amla and rice protein** that encapsulates each strand from roots to ends for an instant plumping effect with flexible, touchable hold and shine. This product also reinforces fragile, thinning hair with plant powered ingredients that protect hair from possible thermal damage of blow-drying. The formula is lightweight, will not build up or weigh hair down, and improves manageability for easier styling.

INVATI ADVANCED™ COLLECTION

The new thickening foam joins Aveda’s Invati Advanced™ hair collection, which includes exfoliating shampoo light and rich, thickening conditioner, scalp revitalizer and intensive hair and scalp masque. Moving beyond the hairline, **Aveda’s NEW Invati™ Brow Thickening Serum** will also be available in September 2021.

FOR BEST RESULTS USE THE INVATI ADVANCED™ 3-STEP SYSTEM

Using the Invati Advanced™ system strengthens and instantly thickens hair, reduces hair loss by 53%³. 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. For men and women of all ages, and with all hair types.

¹ Consumer testing on 105 women after using the product for 2 weeks.

² From plants, non petroleum minerals or water. Evaluated using the ISO standard.

³ Reduces hair loss due to breakage from brushing, after using Invati Advanced™ system for 12 weeks.



STEP 1: Invati Advanced™ exfoliating shampoo light or rich

Massage into wet hair and scalp. Rinse.

STEP 2: Invati Advanced™ thickening conditioner

Massage into wet hair and scalp after shampooing with invati advanced™ exfoliating shampoo. Rinse. Towel-dry.

STEP 3: Invati Advanced™ scalp revitalizer

Apply once daily. Lift hair in sections to spray directly onto scalp. Spray 16 times, evenly covering head. Hair may be damp or dry. Gently massage in. Do not rinse. Use with the complete invati advanced™ system.

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 used in Invati Advanced™. Aveda's support of Nisarga is helping expand organic farming that is better for its farmers and the Earth.

Invati Advanced™ Thickening Foam features a pure-fume™ aroma with certified organic lavender, rosemary, geranium, vanilla and other pure flower and plant essences. Aveda is **one of the first beauty companies to launch a blockchain technology** pilot, which **verifies the source and quality of vanilla back to its farms** in Madagascar, ultimately ensuring sustainable, ethical and transparent sourcing. This blockchain vanilla is being used in the aromas in all Invati Advanced™ products.

ENVIRONMENTAL STANDARDS

Invati Advanced™ Thickening Foam is 96% naturally derived² and like all Aveda products, cruelty free and vegan, and manufactured using 100% renewable energy through wind and/or solar power. Invati Advanced™ Thickening Foam is free from silicones, parabens, mineral oil, drying alcohols and petrolatum, and its bottle is made from 100% post-consumer recycled (PCR) material.

AVAILABILITY

Invati Advanced™ Thickening Foam (SRP €29) is available starting 1st October, 2021 at Aveda salons and online at aveda.eu.

CONTACT

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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.

INTERNAL



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](https://www.aveda.eu).