



Aveda Launches New Nutriplenish™ Overnight Serum that Increases Hair Hydration by 2X in One Night¹

Vegan, 99% naturally derived², silicone-free formula restores lost moisture with vital nutrients instantly, overnight and over time



MINNEAPOLIS, MN (May 2023)— Aveda, the high-performance vegan hair care brand with a mission to care for the world, has launched the new **Nutriplenish™ Hydrating Overnight Serum**, the latest treatment to join the brand's award-winning Nutriplenish™ Collection. The silicone-free, 99% naturally derived² formula **increases hair hydration by 56%¹ and replenishes lipids in just one night.**

Available in 100ml for €45 as from May 2023.

“Lipids are essential to healthy-looking hair and can be depleted by low humidity in both indoor and outdoor environments,” said Christine Hall, Vice President of Research and Development at Aveda.

“Our new **Nutriplenish™ Hydrating Overnight Serum** was inspired by night time facial serums in texture and benefit, and was specifically designed to provide 8 hours of intensive lipid restoration, leaving hair visibly nourished, conditioned and restored in the morning.”

Nutriplenish™ Hydrating Overnight Serum is a lightweight, "pillow-proof" formula that absorbs into hair instantly, providing 8 hours of continuous hydration that results in hair that is both replenished and manageable. Created with a nutrient-rich superfood complex made with mango butter, organic coconut oil and organic pomegranate oil, the formula creates an invisible layer of power-packed nutrients for hair, restoring hydration to dry, brittle strands overnight.

Renee Gadar, Aveda's Global Artistic Director for Texture, said, “Aveda's **Nutriplenish™ Hydrating Overnight Serum** is a transformational treatment designed specifically to replenish hair overnight. While you sleep, it works to put lipids back into thirsty mid-shafts and ends. I particularly love this product on curly and coily hair as part of the nightly routine using satin wraps, scrunchies and pillowcases.”

¹ Based on lab testing on tresses.

² According to the ISO 16128 standard, from plant sources, non-petroleum mineral sources and/or water.



Nutriplenish™ Hydrating Overnight Serum works on dry and damp hair for any nighttime ritual and suitable for all hair types and textures.

ENVIRONMENTAL STANDARDS

Nutriplenish™ Hydrating Overnight Serum is 99% naturally derived², 100% vegan and Leaping Bunny approved and silicone-free. Nutriplenish™ Hydrating Overnight Serum prioritizes the use of post-consumer recycled content with a 100% post-consumer recycled PET bottle, excluding pump.

AVAILABILITY

Aveda's Nutriplenish™ Hydrating Overnight Serum is available in 100ml for €45 as of May 2023 in Aveda salons, spas, stores and online at [aveda.eu](https://www.aveda.eu).

CONTACT

For more information, please contact Wadie El Fakhari, wadie@mmbsy.com, +31 682 69 08 16

ABOUT AVEDA

Founded in 1978 with a mission to care for the world and always opposed to animal testing, 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, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects high standards of sustainability values in the beauty industry. Aveda is Leaping Bunny approved by Cruelty Free International, the globally recognizable gold standard of approval for cruelty free products. Aveda Corporation is a certified B Corporation, meeting high verified standards of social and environmental performance, transparency, and accountability.

Aveda's primary facility manufactures products using 100% wind and solar power⁴, and the brand pioneered the use of 100% post-consumer recycled bottles – currently, at least 85% of the brand's PET bottles and jars used in hair styling and skincare contain 100% PCR. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed one of the largest blockchain pilots in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

³ Aveda hair products are 90% naturally derived on average per ISO 16128 standard. From plant sources, non-petroleum mineral sources and/or water.

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



Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through its signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$69 million for hundreds of global and local environmental organizations, providing clean water to more than 1.5 million people and protecting thousands of local watersheds.

Aveda products are available in over 45 markets at Aveda stores, partner salons, specialty retailers and at aveda.eu.