



botanical repair™

3-layer hair repair regime

with intensive strengthening masques that
help reverse visible damage in just 2 minutes¹

AVEDA



vegan



100% wind & solar
powered manufacturing*



100% recyclable
bottle



90% naturally
derived hair care**

botanical repair™

plant-powered 3-layer repair that instantly strengthens and repairs hair from the inside out.

Retail collection is minimum 94% naturally derived; salon treatment is 93% naturally derived².



**FIRST STOP:
YOUR NEAREST AVEDA SALON FOR AN INTENSIVE REPAIR TREATMENT**



botanical repair™ professional service is an intensive treatment that strengthens and repairs 3 key layers of hair with powerful plant actives, leaving it 5X stronger³ and visibly shinier in as few as 10 minutes.

You can have it on it's own, or with your next colour appointment, because the botanical repair™ professional treatment helps protect hair during a color service, leaving hair stronger, visibly revived, shiny and full of life.

To maintain professional results between visits, Aveda recommends using the botanical repair™ retail system at home to help keep your hair strong and shiny between salon treatments.

**BEGIN YOUR AT-HOME REPAIR ROUTINE:
WITH BOTANICAL REPAIR™ STRENGTHENING SHAMPOO AND CONDITIONER**

9 out of 10 women said their hair looked healthier and less damaged after using botanical repair™ shampoo and conditioner⁴.

botanical repair™ strengthening shampoo:
Strengthens and repairs damaged hair with plant powered 3-layer hair repair. Luxuriously cleanses and gently removes excess oil, product build-up and pollution. 94% naturally derived².
200ml - SRP €37

botanical repair™ strengthening conditioner:
Strengthens and repairs damaged hair with plant powered 3-layer hair repair. Conditions and instantly detangles helping minimize breakage, and leaves hair looking shiny and healthy. 98% naturally derived².
200ml - SRP €37



PICK UP AN EXCLUSIVE GIFT FROM YOUR SALON*

Scrunchies that are silky to the touch. They provide less hair damage and breakage than your average scrunchie. Minimum friction, frizz and tangles.

100% recycled polyester, bio safe material



*while stocks last

**HELP REVERSE VISIBLE DAMAGE IN JUST 2 MINUTES*:
WITH OUR LIGHT AND RICH BOTANICAL REPAIR™ MASQUES**



Leveraging the power of plants, the Botanical Repair Intensive Strengthening Masque instantly strengthens and builds bonds for super strong hair, transforming it after one use. The masques help reverse visible damage in just 2 minutes¹.

The masques are available in Light and Rich, for all hair types and textures. The Light is ideal for fine to medium hair, offering weightless conditioning that will instantly revive hair that's fallen victim to the summer elements. The Rich is suited for medium to thick hair and features 2X more plant lipids with added butters to repair, strengthen and deeply condition thirsty hair.

botanical repair™ intensive strengthening masque - light
98% naturally derived².
150ml - SRP €46

botanical repair™ intensive strengthening masque - rich
94% naturally derived².
200ml - SRP €59.50



Top tip:

Once a week, treat your hair to Aveda's Botanical Repair Intensive Strengthening Masque. Concentrate the luxurious silken cream formula on your ends to restore and protect from damage due to heat styling, and exposure to summer sun, wind and saltwater. Leave in for 2-5 minutes before rinsing.

**AFTER EACH WASH, GET INSTANTLY STRONGER HAIR
WITH BOTANICAL REPAIR™ LEAVE-IN TREATMENT**

The botanical repair™ leave-in treatment repairs, prevents and protects against damage while building bonds at the core. It reduces breakage in just 1 use for instantly stronger hair.

Particularly great with heat styling or exposure to sun, this treatment protects against heat styling up to 230°C and drying effects of the sun. It also smooths and conditions leaving hair feeling soft with a luxurious slip.

99% naturally derived².
100ml - SRP €43.50

Top tip: apply to towel-dried damp hair, before brushing. Apply to mid-lengths and ends, then brush through after application.



REPAIR IN STYLE WITH NEW BOTANICAL REPAIR™ STYLING CREME



New Botanical Repair™ Bond Building Styling Creme builds bonds, provides flexible hold, and smooths frizz for up to 72 hours⁵.

This multi-benefit styling cream adds flexible hold and smooths frizz while building bonds for repaired, stronger hair. It strengthens and repairs from the inside out, while giving a smooth, lasting style.

Hair is left feeling soft and smooth, while our bond-building molecule adds strength from within. Botanical Repair™ Bond Building Styling Creme also protects hair from thermal damage up to 450°F.

150ml - SRP €37

Top tip:
Formulated for all hair types and textures up to 3C, this luxe creme should be applied to damp, towel-dried hair prior to styling.

GO TO SLEEP WITH OUR FIRST INTENSIVE BOND-BUILDING SERUM TO TRANSFORM AND REPAIR HAIR OVERNIGHT

This award winning overnight serum lets you wake up to visibly repaired hair. It is a lightweight, quick-absorbing serum that creates an invisible veil on hair, helping to prevent damage and friction during sleep, leaving hair stronger, deeply nourished and visibly revived.

This overnight serum builds bonds in the inner cortex of the hair strand, strengthening and repairing hair, and helping protect it from future damage. Formulated to work most effectively at night when hair is not exposed to external aggressors, this product provides 8 hours of uninterrupted hair repair.

The Botanical Repair™ Strengthening Overnight Serum also includes nangai oil, which helps attract separated ends back together, reducing the appearance of split ends by 84% in just one night.

99% naturally derived².
30ml - SRP €22
100ml - SRP €45



All products are available at the following points of sale: Aveda stores and on Aveda.eu, at Douglas and Douglas.be and in the Aveda hairdressing salons.

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For further press information or images, please 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.

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.

¹ Ex vivo testing on tresses.

² Per ISO Standard 16128. From plant sources, non-petroleum mineral sources, and/or water.

³ Based on averaged repeat grooming results of color with botanical repair™ color treatment vs. color with non-conditioning shampoo.

⁴ Consumer study immediately after using botanical repair™ strengthening shampoo and conditioner.

⁵ Laboratory testing on tresses.