

AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES



Aveda Extends Popular Invati Advanced™ Solutions for Thinning Hair with New Lightweight Shampoo for Fine Hair Types

New Invati Advanced™ Exfoliating Shampoo - Light joins Aveda's Invati Advanced™ collection, which reduces hair loss by 53%¹ and instantly thickens hair

MINNEAPOLIS, MN (OCTOBER 2020)— Aveda's popular Invati Advanced™ line now offers the ability to exfoliate, purify and renew the scalp with a new, high-lather lightweight shampoo: Invati Advanced™ Exfoliating Shampoo - Light. Start your journey to thicker, fuller looking hair with this vegan, silicone-free and 95% naturally derived² shampoo formulated for fine hair types with normal-to-oily scalp experiencing hair loss or thinning. Featuring wintergreen-derived salicylic acid, this micellar cleansing shampoo formula exfoliates and removes build up that can clog pores, while a babassu-derived cleanser gently clarifies hair and scalp. Invati Advanced™ Exfoliating Shampoo - Light creates an optimal foundation for thicker, fuller looking hair and helps protect hair from breakage during shampooing³.

INVATI ADVANCED™ COLLECTION

Invati Advanced™ Exfoliating Shampoo - Light joins the Invati Advanced™ collection of Invati Advanced™ Exfoliating Shampoo - Rich, Invati Advanced™ Thickening Conditioner, NEW Invati Advanced™ Intensive Hair and Scalp Masque and Invati Advanced™ Scalp Revitalizer.

Using the Invati Advanced™ system strengthens, instantly thickens, and reduces hair loss by 53%¹. 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.

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

¹ Reduces hair loss due to breakage from brushing, after using Invati Advanced™ system for 12 weeks.

² From plants, non-petroleum minerals or water. Learn more at [aveda.com](https://www.aveda.com).

³ When used with Invati Advanced™ Thickening Conditioner.



ENVIRONMENTAL STANDARDS

Invati Advanced™ Exfoliating Shampoo - Light is 95% naturally derived², silicone-free, sulfate-cleanser free and vegan. Like all Aveda products, Invati Advanced™ Exfoliating Shampoo - Light is also cruelty-free and is manufactured with 100% solar and wind power⁴.

The naturally derived Invati Advanced™ aroma is an herbal blend containing certified organic lavender, rosemary, geranium, vanilla and other pure flower and plant essences.

Invati Advanced™ Exfoliating Shampoo - Light comes in a 100% post-consumer recycled HDPE bottle with a 94% post-consumer recycled polypropylene cap.

AVAILABILITY

Invati Advanced™ Exfoliating Shampoo - Light (200ml / SRP €34) is available starting October 15th at Aveda salons, spas, our store in Antwerp, Douglas and online at aveda.eu.

CONTACT

Please contact Marie Wauters for more information (mwauters@be.clinique.com)

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 facility⁵. 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

⁴ A 900kW solar array at Aveda's primary manufacturing facility generates up to 50% of the annual demand for energy. The remainder is covered by wind power through renewable energy and carbon offsets.

⁵ The wind power goes into the utility grid from which we purchase electrical power and our use of natural gas power is offset with wind energy credits. For more, visit aveda.com.



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. Since 2007, more than half of the fastest growing salons in the U.S. have been part of the Aveda network⁶. 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. Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

⁶ [2013 Salon Today 200 – Honoring Salon Growth and Best Business Practices](#)