



Nutrient-Powered Hydration for All Hair Types and Textures

Available as from January 1st 2020

Aveda's NEW vegan and silicone free Nutriplenish™ collection provides 72-hour nutrient-powered hydration with Superfood Complex including omega 5 rich pomegranate oil

Get next level nourishment with Aveda's new **Nutriplenish™ collection, an advanced new hydration system** from Aveda that offers high-performance, nutrient-powered hydration through our Superfood Complex. This collection, which is silicone-free, vegan, cruelty-free and 94% naturally derived¹, was specifically formulated to address hydration needs for all hair types and textures and provides 72 hours of nutrient-powered hydration.

The Nutriplenish™ collection includes light and deep shampoo and conditioner formulas, along with a multi-use hair oil and leave-in conditioner, allowing consumers to find their perfect hydration recipe for their specific hair needs. The Nutriplenish™ Light Moisture Collection of shampoo and conditioner features fast-absorbing hydration properties that are desired for those consumers with fine to medium hair types, and the Deep Moisture Collection offers 50% more butters to richly hydrate those with thick and highly-textured hair.

The light and deep collections in Nutriplenish™ are powered by our Superfood Complex, a blend of organic pomegranate oil, organic coconut oil and mango butter that expertly hydrates your hair. "Coconut oil is known to penetrate the hair strands for nourishment, and the pomegranate oil and mango butter help smooth and nourish the surface of the hair," said Christine Hall, Aveda's Vice President of Research and Development. "Pomegranate oil has powerful nutritional benefits for hair, is rich in omega 5 fatty acid and helps revitalize dull, dry hair with hydration and protect it from depletion."

Aveda's Nutriplenish™ collection includes:

Nutriplenish™ Shampoo Light Moisture

94% naturally derived¹ creamy, lightweight shampoo that cleanses and replenishes dry hair with fast-absorbing nutrient-powered hydration. Ideal for all textures of fine to medium hair. 250 ml; SRP €34

Nutriplenish™ Conditioner Light Moisture

96% naturally derived¹ creamy, lightweight conditioner that replenishes and conditions dry hair with fast-absorbing nutrient-powered hydration. Ideal for all textures of fine to medium hair. 250 ml; SRP € 35,50



¹ From plants, non-petroleum minerals or water. Learn more at aveda.com.



Nutriplenish™ Shampoo Deep Moisture

94% naturally derived¹ rich shampoo that cleanses and deeply replenishes dry to very dry hair with nutrient-powered hydration. Ideal for all textures of medium to thick and highly-textured hair. 250 ml; SRP € 34,00

Nutriplenish™ Conditioner Deep Moisture

96% naturally derived¹ rich conditioner that deeply replenishes and conditions dry to very dry hair with nutrient-powered hydration. Ideal for all textures of medium to thick and highly-textured hair. 250 ml; SRP € 35,50

Nutriplenish™ Leave-In Conditioner

98% naturally derived¹ lightweight liquid leave-in conditioner that instantly nourishes, detangles and protects² all hair types while providing nutrient-powered hydration for 72 hours. In addition to organic pomegranate oil, Nutriplenish™ Leave-In Conditioner includes sand ginger, a naturally-derived UV filter that helps protect hair from the drying effects of the sun. 200 ml; SRP € 35,50

Nutriplenish™ Multi-Use Hair Oil

100% naturally derived¹ lightweight concentrated oil blend that offers multiple uses and delivers nutrient-powered hydration for all dry hair types and textures. 30 ml; SRP € 32,50



Aveda's Nutriplenish™ collection infuses hair with a naturally-derived, luxurious Pure-Fume™ aroma featuring cocoa, certified organic cardamom, ginger and lemongrass. The collection is safe for color-treated and chemically-processed³ hair. The Nutriplenish™ shampoo and leave-in conditioner bottles are made with 100% PCR HDPE, conditioner tubes are made with a minimum of 58% PCR HDPE and up to 42% bioplastic⁴, and the oil bottles are glass with 100% post-consumer material carton. And, like all Aveda products, Nutriplenish™ is manufactured with 100% wind power through renewable energy credits and carbon offsets. Learn more at aveda.com.

Aveda's new Nutriplenish™ collection is available starting January 1st, 2020 in Aveda stores and online at aveda.eu.

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² From breakage due to heat.

³ Follow manufacturer's recommendations for use on keratin treated hair.

⁴ 96% plant-derived and 4% petrochemical.



ABOUT AVEDA

Founded in 1978 in Minneapolis, MN, Aveda creates plant-based 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. 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.com. Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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.