

# AVEDA

## Aveda Launches its First Intensive Bond-Building Serum to Transform and Repair Hair Overnight

*New Botanical Repair™ Strengthening Overnight Serum visibly transforms hair with intensive 3-layer hair repair*



**MINNEAPOLIS, MN (March 2022)**— Aveda, the high-performance, vegan hair care brand with a mission to care for the world, has announced its first overnight bond-building intensive repair serum. Wake up to visibly repaired hair with the new **Botanical Repair™ Strengthening Overnight Serum**, a vegan and 99% naturally derived<sup>1</sup> 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.

Powered by the Botanical Repair™ **intensive hair repair technologies**, 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 **nanjai oil**, which helps attract separated ends back together, **reducing the appearance of split ends by 84% in just one night**.

“The ‘skinification’ of hair is a growing trend, which is what inspired the lightweight, fast-absorbing serum texture and the high-performance benefits of this product. Aveda is a no-compromise brand, and it took our team more than 2 years to get the texture and performance of this product just right,” said **Camille Sasik PhD, Aveda’s Director of Hair Care Research and Development**. “With Botanical Repair™ Strengthening Overnight Serum, consumers can treat damaged hair at night with uninterrupted plant-powered repair. We are also excited to now offer a product in the Botanical Repair™ lineup that provides split end repair in addition to bond building benefits.”

### RECOMMENDED USE

Use the Botanical Repair™ Strengthening Overnight Serum nightly, or as often as needed. Apply the serum to lengths and ends of hair at bedtime (do not rinse). Sleep with the product in your hair and style in the morning as usual. Pro tip: apply Botanical Repair™ Strengthening Overnight Serum to the ends of your hair during the day for additional split end repair.

### AVEDA’S BOTANICAL REPAIR™ COLLECTION

The Botanical Repair™ Strengthening Overnight Serum joins Aveda’s revolutionary plant-powered hair repairing collection, including Botanical Repair™ Strengthening Shampoo and Conditioner, Botanical Repair™ Intensive Strengthening Masques - Light and Rich, and Botanical Repair™ Strengthening Leave-In Treatment. This bond-building collection for all hair types and textures infuses hair with a fresh, light floral, herbal aroma with certified

<sup>1</sup> From plants, non-petroleum minerals or water, using ISO standards.



organic ylang-ylang, rose and marjoram and other pure flower and plant essences, leaving hair smelling as indulgent as it looks and feels.

### **ENVIRONMENTAL STANDARDS**

The Botanical Repair™ Strengthening Overnight Serum is 99% naturally derived<sup>1</sup>, silicone and paraben free, manufactured using 100% renewable energy through solar and wind power<sup>2</sup>, and like all Aveda products, is vegan and cruelty free. Botanical Repair™ Strengthening Overnight Serum comes in a 100% post-consumer recycled PET bottle.

### **AVAILABILITY**

The Botanical Repair™ Strengthening Overnight Serum (SRP €45) is available starting from MARCH in Aveda salons, Aveda Store Antwerp and online at [aveda.eu](http://aveda.eu).

### **CONTACT**

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### **ABOUT AVEDA**

Founded in 1978 as a cruelty-free brand with a mission to care for the world, 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-derived<sup>3</sup> and features iconic aromas from pure flower and plant essences. Aveda's high-performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have each won dozens of awards for innovation, performance and sustainability, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects the highest standards of sustainability values in the beauty industry.

Aveda's primary facility manufactures products using 100% wind and solar power<sup>2</sup>, and the brand pioneered the use of 100% post-consumer recycled PET bottles<sup>4</sup>. Additionally, Aveda eliminates the use of virgin plastic wherever possible. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed the largest blockchain pilot in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through their signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$67 million for hundreds of global and local environmental organizations, providing clean water to more than 1.4 million people and protecting approximately 2,000 watersheds. In partnership with nonprofit charity: water, Aveda continues to provide clean water to people in need in Aveda's sourcing communities in India, Nepal, Madagascar, and Ethiopia, also protecting local watersheds where these communities live and work.

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<sup>2</sup> Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

<sup>3</sup> Hair care is 90% naturally derived on average using the ISO standard. From plants, non-petroleum minerals or water.

<sup>4</sup> 85%+ of Aveda's skincare & hair styling PET bottles & jars contain 100% Post-Consumer Recycled plastic. Aveda was the first beauty company to use 100% post-consumer recycled PET packaging.

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Aveda products are available in over 45 countries and territories at Aveda stores, partner salons, specialty retailers and at [aveda.eu](http://aveda.eu).