

INTERNAL

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Aveda Reintroduces New and Advanced Silicone-Free, Vegan Smooth Infusion™ Collection that Gives Smoother, Sleeker Hair in Just One Use

Aveda's high-performing Smooth Infusion™ collection features powerful plant-derived technology that provides lasting protection against frizz and humidity



MINNEAPOLIS, MN (APRIL 2022)— Aveda, the high-performance hair care brand with a mission to care for the world, is reintroducing a new and advanced Smooth Infusion™ collection, created to provide protection against frizz and humidity for a smooth, sleek finish that lasts. Even the most frizz-prone hair is instantly transformed with an **advanced plant-powered technology** that protects all hair types and textures from frizz for up to 72 hours with the collection's multi-benefit stylers.

Tapping into the principles of Green Chemistry, the **botanical technology** in Aveda's 95% naturally derived¹ Smooth Infusion™ collection includes a **Plant Polymer Shield** and **Botanical Smoothing Oil Blend**, giving hair instantly smooth, sleek results in just one use. This dual-action technology protects from humidity without silicones.

How it works: First, a botanical complex created from castor bean plant extract instantly cloaks hair strands and repels water, giving silicone-free protection. Next, a smoothing botanical oil blend formulated with Kalahari Melon Seed Oil and Tamanu Oil smoothes and conditions cuticles for softness and shine.

¹ From plants, non-petroleum minerals or water. Smooth infusion is 95% naturally derived on average per ISO standards.

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“Leveraging our expertise in high-performance, naturally-derived materials, we were able to identify the Plant Polymer Shield in the Smooth Infusion™ collection used to block humidity and give frizz protection,” said **Camille Sasik, Ph.D., Aveda’s Director of Hair Care Research and Development**. “This is an exciting technological improvement that replaces silicones with plant-derived alternatives, without sacrificing performance -- actually, it gives better, longer-lasting results than our prior silicone-based formula. That’s the power of Green Chemistry!”

SMOOTH INFUSION™ COLLECTION

- ANTI-FRIZZ SHAMPOO: Silicone-free smoothing shampoo gently cleanses, moisturizes and enhances shine while fighting frizz. *SRP €30 – 200ml*
- ANTI-FRIZZ CONDITIONER: Silicone-free smoothing conditioner moisturizes, detangles, and softens hair, improving manageability and preventing flyaways. *SRP €33 – 200ml*
- PERFECT BLOW DRY™: Advanced heat activated treatment makes frizz prone hair 5X smoother instantly. It wraps each strand in an invisible shield that provides 72-hour anti-frizz protection, even in extreme humidity. Best for those with straight, wavy, and curly hair textures (1A-3C) of all hair types. *SRP €38,5 – 200ml*
- STYLE-PREP SMOOTHER: Lightweight leave-in treatment serum primer preps hair with pre-style protection for 72-hour frizz defense while providing protection from heat styling and the drying effects of the sun. Best for those with straight, wavy, and curly hair textures (1A-3C) of all hair types. *SRP €33 – 100ml*
- PERFECTLY SLEEK HEAT STYLING CREAM: The rich, conditioning butter creme deeply nourishes and protects naturally curly or coily hair textures during heat styling. Best for those with curly and coily hair textures (3A-4C) of all hair types. *SRP €37,5 – 150ml*

The Smooth Infusion™ collection features an aroma with rose, Australian sandalwood, certified organic palmarosa, certified organic bergamot, and other pure flower and plant essences.

ENVIRONMENTAL STANDARDS

The Smooth Infusion™ collection is 95% naturally derived¹, silicone-free and sulfate cleanser free, and like all Aveda products, is vegan and cruelty free. Smooth Infusion™ collection packaging contains minimum 59% post-consumer recycled plastic; and the Smooth Infusion™ collection formulas are manufactured using 100% renewable energy through solar and wind power at Aveda’s primary facility.

AVAILABILITY

The Smooth Infusion™ collection is available starting in APRIL in Aveda salons, Aveda Store Antwerp and online at aveda.eu.

CONTACT

Marie Wauters
Corporate Communications Manager
mwauters@be.clinique.com

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-derived² 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 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 power³, and the brand pioneered the use of 100% post-consumer recycled PET bottles⁴. 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.

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

² Hair care is 90% naturally derived on average using the ISO standard. From plants, non-petroleum minerals or water.

³ Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

⁴ 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.