

AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

INSTANTLY REPAIR SUMMER HAIR DAMAGE IN 1 EASY STEP WITH AVEDA'S VEGAN BOTANICAL REPAIR™ STRENGTHENING LEAVE-IN TREATMENT

91% of women said their hair felt healthier and less damaged after one use of this leave-in treatment¹



Damaged summer hair? Aveda is here to help! Whether we realize it or not, our hair faces several damaging elements during the summer, including sun, wind and humidity. This results in hair that looks dull, feels rough or fragile, or ends that look broken, more rough or thinner than the rest of the hair. To get your hair back on track after your season of summer fun, turn to **Aveda's Botanical Repair™ range**. Keep your summer memories but leave behind your summer hair damage!

The **Strengthening Leave-In Treatment** is for all hair types and textures, and repairs and protects hair against damage while building bonds at the core with the power of plants -- instant repair with one easy step. To use, simply apply through damp hair prior to styling and do not rinse.

Aveda's Botanical Repair™ Strengthening Leave-In Treatment is 99% naturally derived², free from silicone, parabens, mineral oil and synthetic fragrances, and like all Aveda products, vegan, cruelty free and manufactured with 100% renewable energy through wind and/or solar power.

In a consumer study, 91% of women said their hair felt healthier and less damaged after using Aveda's Botanical Repair™ Strengthening Leave-In Treatment just once, and 94% said their hair felt immediately softer and smoother.¹ After four weeks of use, 93% of women said their hair looked and felt repaired, and 94% said their hair felt stronger.³

For further bond-building and hair repairing results, pair the Botanical Repair™ Strengthening Leave-In Treatment with Aveda's full Botanical Repair™ collection of strengthening shampoo and conditioner, intensive strengthening masques (including our **multi-award winning** rich masque), and professional salon treatments.

HOW TO USE THE BOTANICAL REPAIR™ RANGE

STEP 1: botanical repair™ strengthening shampoo

Massage into wet hair, rinse well. Follow with botanical repair™ strengthening conditioner.

STEP 2: botanical repair™ strengthening conditioner

For deep repair, use botanical repair™ intensive strengthening masque: rich/light

For the conditioner: massage into wet hair, rinse well.

For the masque: after shampooing, smooth through damp hair. Leave on for 2-5 minutes. Rinse thoroughly.

¹ Consumer testing on 123 women after using the product once

² From plants, non petroleum minerals or water. Evaluated using the ISO standard. Learn more at aveda.eu.

³ Consumer testing on 123 women after 4 weeks of product use.

INTERNAL



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STEP 3: botanical repair™ strengthening leave-in treatment

After washing your hair, towel dry and apply the product through damp hair from mid-lengths to ends, do not rinse.

Pro tip: If you are experiencing extended summer weather or live in a hot climate year-round, pack Botanical Repair™ Strengthening Leave-In Treatment in your beach bag and apply it to your hair after a swim to help protect it from the drying effects of the sun.

Please contact Marie Wauters - mwauters@be.clinique.com for more information on Aveda's Botanical Repair™ Leave-In Treatment, or the entire Botanical Repair™ collection.

AVAILABILITY

botanical repair™ strengthening shampoo: (200 ml / SRP €34) is available at Aveda salons and online at aveda.eu.

botanical repair™ strengthening conditioner: (200 ml / SRP €36,50) is available at Aveda salons and online at aveda.eu.

botanical repair™ intensive strengthening masque: rich/light: (200 ml / SRP rich €52 – 150 ml / SRP light €44) is available at Aveda salons and online at aveda.eu.

botanical repair™ strengthening leave-in treatment (100 ml / SRP €36,50) is available at Aveda salons and online at aveda.eu.