AVEDA

Aveda Expands Color Control™ Line with New Leave-In Treatments which Protect Hair Color for up to 12 Weeks[1]

*Featuring high-performing botanical technologies, the **Color Control™ Leave-In Treatments** defend against the key causes of hair color fade*

MINNEAPOLIS, MN (July 2023) — Aveda, the high-performance hair care brand with a mission to care for the world, has expanded its best-selling, vegan Color Control™ franchise with the addition of the new silicone-free, 98% naturally derived[2] **Color Control™ Leave-In Treatment**, available in both **Light** and **Rich** formulations. The treatments help to protect color for up to 12 weeks[1] and leave hair soft, silky, smooth and full of radiance.

Color Control Leave-In Treatment Light will be available for €35,5 for 150ml
Color Control Leave-In Treatment Rich will be available for €35,5 for 100ml

Aveda VP of Research & Development, Christine Hall, said, "Our new Color Control™ treatments feature cutting-edge plant-derived technology that works to protect color by defending against key causes of hair color fade, which are water and heat. The formula creates an invisible lightweight seal on the cuticle that lasts from wash to wash, utilizing a unique formulation that helps prevent color molecules from escaping hair, helping keep tones vibrant, color-true and luminous."

Color Control™ Leave-In Treatments strengthen hair to help retain color longer and protects against heat damage from styling (up to 450 degrees), which can impact color radiance. The formulas are made with **certified organic apricot seed oil,** a nourishing oil that helps keep color full of radiance and hair feeling soft, bouncy, and hydrated; **certified organic avocado oil**, which smooths the cuticle to detangle hair; and **sand ginger**, a naturally derived UV filter that protects from the drying effects of the sun. Additionally, **Color Control™ Leave-In Treatment Rich** features a signature **botanical acid complex** designed with arginine, a bio-fermented amino acid and an essential component of healthy hair, and lactic acid bio-fermented from sugar beets which helps improve the hair's healthy feel and shine.

Color Control™ Leave-In Treatment Light is suitable for **fine-to-medium** color treated or highlighted hair. **Color Control™ Leave-In Treatment Rich** contains **7x more conditioning ingredients[3]** for added hydration and softness for **medium-to-thick** color treated or highlighted hair.

Aveda's Color Control™ franchise is infused with a fresh, fruity-floral and woody aroma with bright herbal facets featuring certified organic osmanthus, orange, cypress and cedarwood. The aroma was created to be as colorful as the product, giving guests a burst of aromatic vibrancy with each use.

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[1] Ex vivo testing; hair washed with non-conditioning shampoo and leave-in treatment 36 times vs. untreated hair.

[2] Per ISO Standard 16128. From plant sources, non-petroleum mineral sources, and/or water.

[3] Compared to the Color Control Leave-In Treatment Light.

ENVIRONMENTAL STANDARDS

The Color Control™ Light and Rich Leave-In Treatments are 98% naturally derived[2], formulated without silicones and, like all Aveda products, are vegan and Leaping Bunny approved. The packaging is made with 100% PCR packaging in bottles, tubes and caps, eliminating the use of virgin petrochemical plastics in these forms.

AVAILABILITY

Color Control Leave-In Treatment Light will be available for €35,5 for 150ml.
Color Control Leave-In Treatment Rich will be available for €35,5 for 100ml.
Aveda's Color Control™ Leave-In Treatments are available starting 01/07/2023 in Aveda salons, spas, stores and online at aveda.eu.

CONTACT

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ABOUT AVEDA

Founded in 1978 with a mission to care for the world and always opposed to animal testing, 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[4] 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, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects high standards of sustainability values in the beauty industry. Aveda is Leaping Bunny approved by Cruelty Free International, the globally recognizable gold standard of approval for cruelty free products. Aveda Corporation is a certified B Corporation, meeting high verified standards of social and environmental performance, transparency, and accountability.

Aveda's primary facility manufactures products using 100% wind and solar power[5], and the brand pioneered the use of 100% post-consumer recycled bottles -- currently, at least 85% of the brand's PET bottles and jars used in hair styling and skincare contain 100% PCR. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed one of the largest blockchain pilots 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 its signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than $69 million for hundreds of global and local environmental organizations, providing clean water to more than 1.5 million people and protecting thousands of local watersheds.

Aveda products are available in over 45 markets at Aveda stores, partner salons, specialty retailers and at aveda.eu.

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[4] Aveda hair products are 90% naturally derived on average per ISO 16128 standard. From plant sources, non-petroleum mineral sources and/or water.
[5] Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.