

AVEDA

Aveda Launches New Vegan Nutriplenish™ Styling Treatment Foam Powered by Superfood Complex that Delivers a Hydrating Soft Hold

This superfood infused, hydrating, multi-benefit styler gives a soft hold for lush, visibly healthy hair



MINNEAPOLIS, MN (JULY 2022)— Aveda, the high-performance hair care brand with a mission to care for the world, has introduced the latest in nutrient-powered hair hydration: 94% naturally derived¹, vegan **Nutriplenish™ Styling Treatment Foam**. Powered by a superfood complex, this nutrient-rich styling foam delivers luxurious hydration, natural shine and soft hold. The nourishing formula of Nutriplenish™ Styling Treatment Foam conditions and softens hair without stiffness or build-up, and helps fight frizz and fly-aways. This hydrating hair foam is designed to work best for those with all textures of medium to thick, dry hair.

Nutriplenish™ Styling Treatment Foam is supercharged with superfoods, including omega-5 rich organic pomegranate seed oil, mango butter and organic coconut oil, which delivers intense hydration and natural shine. The breakthrough formula combines the power of a treatment with conditioning superfoods and the benefits of a high performance styling foam. Nutriplenish™ Styling Treatment Foam can be used to maintain or set styles, and provides thermal protection against

heat styling.

Stylist Tip: Nutriplenish™ Styling Treatment Foam is perfect for wet sets, wraps and twist outs for those with textured hair.

AVEDA'S NUTRIPLENISH™ COLLECTION

Nutriplenish™ Styling Treatment Foam joins Aveda's high-performance, hydrating Nutriplenish™ collection, including Nutriplenish™ Light & Deep Shampoos and Conditioners, Nutriplenish™ Leave-In Conditioner, Nutriplenish™ Multi-Use Hair Oil, Nutriplenish™ Daily Moisturizing Treatment, Nutriplenish™ Curl Gelee, and Nutriplenish™ Light & Deep Treatment Masques. This advanced hydration system for all hair types and textures features a naturally derived aroma with cocoa extract, certified organic ginger, cardamom, lemongrass, and other pure flower and plant essences.

Nutriplenish™ Styling Treatment Foam: 200ml €30,5

ENVIRONMENTAL STANDARDS

Nutriplenish™ Styling Treatment Foam is 94% naturally derived¹, vegan, cruelty-free and silicone-free. It comes in a 100% post-consumer recycled HDPE bottle, and is manufactured using 100% renewable energy through solar and wind power at Aveda's primary facility³. The pomegranate seed oil used in Aveda's

¹ From plants, non-petroleum minerals or water, based on ISO standards.



Nutriplenish™ collection is pressed from seeds repurposed from the juice industry, implementing Green Chemistry principles of waste prevention and promoting ingredient circularity.

AVAILABILITY

Nutriplenish™ Styling Treatment Foam is available starting July 2022 in Aveda salons, spas, stores and online at [aveda.com](https://www.aveda.com).

CONTACT

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ABOUT AVEDA

Founded in 1978 as a 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 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 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 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 \$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.com](https://www.aveda.com).

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.