



ACHIEVE THICKER, FULLER BROWS IN AS LITTLE AS FOUR WEEKS WITH INVATI BROW™ THICKENING SERUM FROM AVEDA

Botanical actives in this vegan brow serum help nourish brows back to beautiful



MINNEAPOLIS, MN (October 2021)—For Aveda, thinning hair solutions don't stop at the hairline. With the newest addition to the invati advanced™ collection that gives you thicker, fuller hair, **invati brow™ thickening serum** provides a solution for sparse or thinning brows. The 96% naturally derived¹ and vegan brow serum promotes thicker, fuller, denser looking brows. Using ingredients powered by nature, such as amla and Japanese knotweed, this serum revitalizes and nourishes brows to help restore their overall appearance. In a clinical study, 100% of panelists showed an improvement in overall brow volume/fullness² after 12 weeks of use.

“Due to global mask usage, brows as a focal point are in the spotlight more than ever,” says David Hutchinson, Aveda Vice President, Global Product Marketing. “We are living in a brow-obsessed culture and this is an extremely high-interest and fast-growing segment. At Aveda, we are experts in the art and science of plant-based hair care, and we've extended that knowledge to your brows.”

PLANT-POWERED TECHNOLOGY

Powered by nature, invati brow™ thickening serum features a formula of botanical actives that protect, revitalize and thicken.

- **Protect:** Japanese knotweed first penetrates the hair shaft, which helps support hairs' natural keratin.
- **Revitalize:** Ginseng and certified organic turmeric are combined with other botanical actives to revitalize and nourish the skin underneath the brow, which helps restore overall appearance.
- **Thicken:** Amla, an Ayurvedic herb used by the people of India for centuries to support healthy looking hair, helps to instantly thicken each individual brow hair, making brows look thicker and fuller.

KEY BENEFITS AND INGREDIENTS

Invati brow™ thickening serum is a 96% naturally derived¹, vegan brow serum that delivers thicker, fuller, denser looking brows in as little as four weeks, with full results in 12 weeks. The formula **conditions** to help restore the look of brows, **thickens** to fill in sparse areas for fuller looking brows, and provides a **well-groomed finish and soft conditioning hold** with larch tree resin, which helps brow hairs stay in place.

¹ From plants, non petroleum minerals or water. Evaluated using the ISO standard. Learn more at [aveda.eu](https://www.aveda.eu).

² Clinical testing on 36 women after using the product for 12 weeks.



Additionally, this formula contains glycerin and caffeine to help hydrate the skin underneath brows. The easily-absorbed serum quickly delivers ingredients to nourish brows back to beautiful.

Invati brow™ thickening serum is free from parabens, phthalates, mineral oil, silicone, sulfates, aroma and gluten. It is also safe (dermatologist-tested and ophthalmologist-tested), non-irritating, cruelty-free and vegan.

ENVIRONMENTAL STANDARDS

Invati brow™ thickening serum is 96% naturally derived¹, cruelty free and vegan. The packaging consists of a 50% post-consumer recycled (PCR) PE barrel with a 65% PCR aluminum cap, and the unit carton is 100% PCR.

HOW TO USE

Apply to clean dry brows, down to the skin, once daily. Let dry completely before applying additional beauty products. Do not use the lash area. After first treating with brow serum, complete your perfected brow look with **Aveda's brow definer**, a dual-ended tool with a spoolie brush for blending and an angle-tipped pencil for defining.

Shape, fill and groom your way to perfect brows with Aveda's vegan and 100% naturally derived brow definer. This multitasking brow pencil comes in four color-complementing shades and is enriched with a balanced blend of botanically-derived emollients, conditioning agents, waxes and minerals. Brow Definer delivers a smooth application and long-wearing color that's smudge-proof and resistant to water, sweat and humidity.

There are four Brow Definer shades designed to play off of your hair color:

Light Blonde: Recommended for warm blonde hair with gold undertones

Dark Blonde: Recommended for cool blonde or grey hair with ash undertones

Light Brown: Recommended for warm brunette or red hair with copper or gold undertones

Dark Brown: Recommended for cool brunette, black or red hair with violet, neutral or ash undertones

AVEDA'S INVATI™ COLLECTION

The new thickening brow serum joins Aveda's Invati advanced™ collection, which includes exfoliating shampoo light, exfoliating shampoo rich, thickening conditioner, a scalp revitalizer, an intensive hair & scalp masque and a NEW thickening foam that will also be available in October 2021.

AVAILABILITY

Invati brow™ thickening serum (5ml / SRP €79) will be available beginning of OCTOBER 2021 at Aveda salons and online at aveda.eu.



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ABOUT AVEDA

Founded in 1978 in Minneapolis, MN, Aveda creates high-performance hair, skin and body products for beauty professionals and consumers. Aveda innovates in botanical technologies, combining the principles of modern science and Ayurveda, the ancient healing art of India, to develop performance-driven hair, skin and body products—made with pure flower and plant essences—that are created with respect for the Earth, and a comprehensive menu of ritual-based treatments for holistic beauty.

Throughout the years, Aveda has pioneered new benchmarks of environmental responsibility in beauty. It was the first company to sign the Ceres Principles in 1989—a nonprofit organization mobilizing business leadership on climate change, water scarcity and other sustainability challenges—and the first beauty company to manufacture products with 100 percent wind power through renewable energy credits and carbon offsets. In June 2020, Aveda unveiled a 3.6 acre, 900kW ground-mounted solar array at its primary facility, which provides up to 50% of the annual energy demand for manufacturing, with the remainder powered by wind. This array offsets more than 1,100 metric tons of CO2 annually.

Aveda was also the first beauty company to receive a Cradle to Cradle charter for its commitment to sustainable products, packaging and production. In 2013, Aveda was honored with the first Legacy Leaders Award from Cradle to Cradle for its pioneering role in environmental leadership. Aveda received the Sustainability Leadership Award in 2017 during the Sustainable Beauty Awards organized by Ecovia Intelligence for its leadership in packaging, green formulations and sustainable ingredients, and was a finalist for the same award in 2020. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised nearly \$65 million to support environmental projects around the world.

Aveda products are available in Aveda Experience Centers and more than 9,000 professional hair salons and spas in more than 45 countries and at [aveda.eu](https://www.aveda.eu).