

AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES



Skip a Wash Day with Aveda's New Vegan Rinseless Refresh Micellar Hair & Scalp Refresher

Available from 1st April 2019

*New 97% naturally-derived¹ formula instantly cleanses scalp, refreshes hair,
revives natural texture and tames frizz*

Aveda is giving “no wash day” a fresh twist with **Rinseless Refresh Micellar Hair & Scalp Refresher**, an all-new formula that features no-rinse micellar technology and naturally-derived styling polymers, working to instantly refresh hair’s natural texture and cleanse the scalp. This color-safe formula provides a lightweight, flexible hold to reshape waves, curls and coils between shampoos and leaves a fresh and bright floral-citrus aroma in hair. Perfect for post-workout refreshment, second-day hair or on-the-go styling, Rinseless Refresh also promises to help tame frizz for 72 hours – even in the most intense humidity.

Rinseless Refresh was developed for those who are looking for more than just a dry shampoo between wash days, but a product that helps to cleanse the scalp and reshape and revive hair’s natural texture. For best results, to cleanse the scalp, part hair, hold bottle 4-6 inches away from target area, apply as desired and massage in. To refresh hair, hold bottle 6-8 inches away and dampen hair, roots to ends. Then, style as normal – there’s no rinsing required.

“Rinseless Refresh uses babassu-derived ‘micelles’, which work like microscopic magnets to help lift impurities from the scalp,” explained **Anita Grahn, Aveda’s Executive Director of Global Hair Care Formulation**. “The inner part of the micelle is attracted to dirt and oil and the outer side is attracted to water – which is how they help lift these substances to cleanse. This product is a great ‘no wash day’ option for those with waves, curls or coils – or those who don’t love the feeling of dry shampoo.”

With this product, Aveda takes the mission with Charity Water, to bring clean water to every person on the planet & reinvent charity for a new generation. This project helps Aveda to share inspiring stories along the way, showing how together they are changing lives forever. The Charity Water project already reached a community of 130 private donors known as The Well and a select group of brand partners. 100% Of public donations go to directly fund water projects.



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Rinseless Refresh is optimized for fine, medium or coarse hair with slightly wavy to very tight coily textures. Those with straight to wavy hair will experience the best results with Shampure™ Dry Shampoo.

Rinseless Refresh features Aveda's own Pure-Fume™ aroma with jasmine and certified organic mandarin, lemon, ylang ylang and other pure flower and plant essences.

Rinseless Refresh Micellar Hair & Scalp Refresher

97% naturally derived¹, vegan

Available from 1st April 2019

Suggested Retail Price: € 30 (200ML)

Planet-respecting packaging

Rinseless Refresh is housed in a 100% post-consumer recycled bottle, excluding pump.

Where to find it

Available in Aveda salons, spas and stores and online at aveda.eu

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¹ From plants, non-petroleum minerals or water. Learn more at aveda.com



About Aveda

Founded in 1978 in Minneapolis, MN, Aveda creates plant-based 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 with 100 percent wind power in its primary facility². 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. Since 1999, Aveda’s annual Earth Month campaign, held each April, has raised more than \$60 million to support environmental projects around the world.

Aveda is trusted by salon and spa professionals worldwide. Since 2007, more than half of the fastest growing salons in the U.S. have been part of the Aveda network³. Aveda products are available in Aveda Experience Centers and more than 9,000 professional hair salons and spas in more than 40 countries and at aveda.com.

Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

² The wind power goes into the utility grid from which we purchase electrical power and our use of natural gas power is offset with wind energy credits. For more, go to aveda.com.

³ [2013 Salon Today 200 – Honoring Salon Growth and Best Business Practices](#)