

# AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES



Face the heat with help from nature  
Aveda's silicone-free  
Heat Relief™ Thermal Protector & Conditioning Mist

Available from 1<sup>st</sup> April 2019

*designed to condition, detangle, soften and  
protect your hair on no-wash days*

Help your hair face the heat with Aveda's vegan, silicone-free and 97% naturally derived<sup>1</sup> **Heat Relief™ Thermal Protector & Conditioning Mist**. Heat Relief™ **protects up to 230°C** and instantly envelops hair with softness that's full of movement, thanks to a plant-powered blend of certified organic jojoba and sunflower seed oils. Heat Relief™ features a dry-mist spray that, when sprayed lightly onto dry hair, gives the benefits of a conditioner without the need to wet and blow dry your hair on no-wash days.

Heat Relief™ Thermal Protector & Conditioning Mist infuses hair with Aveda's calming Shampure™ aroma with 25 pure flower and plant essences, including certified organic lavender, ylang ylang, petitgrain and orange. Like all Aveda products, Heat Relief™ is 100% cruelty free so it is never tested on animals. Additionally, the Heat Relief™ bottle is made from 100% post-consumer recycled materials; please recycle after use if your local recycling program allows.

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.

#### Suggested Retail Price

Heat Relief™ Thermal Protector & Conditioning Mist: € 34 (100ml)

#### Where to find it

Available in Aveda salons, spas and stores and online at [aveda.eu](http://aveda.eu)

#### Press Contact

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## 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 facility<sup>2</sup>. 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<sup>3</sup>. Since 2007, more than half of the fastest growing salons in the U.S. have been part of the Aveda network . 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 [www.aveda.com](http://www.aveda.com). Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

<sup>1</sup> From plants, non-petroleum minerals or water. Learn more at [aveda.com](http://aveda.com)

<sup>2</sup> 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, visit [aveda.com](http://aveda.com).

<sup>3</sup> 2013 Salon Today 200 – Honoring Salon Growth and Best Business Practices