



## Aveda Introduces New Vegan Scalp Solutions Collection Powered by Biotech Naturals Skincare Science that Visibly Transforms Hair from the Source

*From a pioneer in botanical adaptogenic scalp science, Aveda's new Scalp Solutions collection helps soothe scalp irritation and fights signs of visible premature scalp aging for healthier looking hair with renewed vitality and shine*



**MINNEAPOLIS, MN (FEBRUARY 2023)**— Aveda, the high-performance vegan hair care brand with a mission to care for the world, has introduced its new **Scalp Solutions** franchise, a 94% naturally derived<sup>1</sup> collection of botanically-powered products designed to fight visible signs of premature scalp aging for healthier looking hair with renewed vitality and shine. Backed by research from world-leading scientific authorities in scalp biology, 8 years of scientific research and 13 clinical studies, Scalp Solutions leverages **botanical adaptogenic scalp science** and delivers a **holistic approach to scalp care** offering a high-performance, vegan scalp care regimen.

### THE IMPORTANCE OF SCALP CARE

Like skin, the scalp ages with time and can be impacted or damaged by lifestyle and environmental aggressors. The scalp needs proper care to maintain its optimal state, and scalp care can **help fight the visible signs of premature scalp aging** which can result in dry, brittle, thinning hair that lacks luster and is prone to breakage. Keeping the scalp hydrated is an important factor in scalp care, as dry scalps are more susceptible to damage, which can lead to visible signs of premature scalp aging. Aveda's Scalp Solutions collection is **dermatologist tested, formulated to increase scalp hydration**, and **instantly remove surface pollution and product build up** for rejuvenated, radiant, healthier looking scalp and hair.

“Scalp skin ages in a similar way to our facial skin because it’s exposed to similar environmental factors -- pollution, oiliness, build-up, dryness and micro-dust,” explains **Professor Julie Thornton, Dermatology Professor and Director of Centre for Skin Sciences at the University of Bradford in the United Kingdom**. “Scalp aging can impact the look of hair, as the sebaceous glands that keep the hair glossy and shiny become less effective. So, just as it is important that we look after our skin, we must also look after our scalp to have healthier looking hair.”

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<sup>1</sup> 94% Naturally derived on average, according to the ISO 16128 standard, from plant, non-petroleum mineral and/or water sources.

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## FIGHT VISIBLE SIGNS OF PREMATURE SCALP AGING WHILE YOU SLEEP

Scalp Solutions includes a powerful **Overnight Scalp Renewal Serum** that helps fight visible signs of premature scalp aging while you sleep, featuring a **Biotech Naturals blend of Lactobacillus ferment and Ectoin** that help strengthen and fortify the scalp's barrier to help support a balanced microbiome. **Skincare inspired adaptogens – Centella asiatica and Andrographis** – enhance the scalp's ability to fight the visible signs of premature aging by protecting and shielding the scalp from environmental aggressors and oxidative stressors, and **Hyaluronic acid** helps improve scalp hydration for a more supple scalp. This high-performing vegan scalp treatment provides **51% increase in scalp hydration in just one night<sup>2</sup>, 111% increase in one week<sup>3</sup> and 140% increase in one month<sup>4</sup>, as well as a 24% improvement in scalp barrier strength in one week<sup>5</sup>.**



## THE NEW SCALP SOLUTIONS COLLECTION

Aveda's Scalp Solutions features an assortment of powerful vegan and botanically infused hair and scalp care products for all hair types, and those with normal-to-oily and normal-to-dry scalp types.

- **Scalp Solutions Exfoliating Scalp Treatment** is 96% naturally derived<sup>6</sup>, sulfate cleanser-free and silicone free. This skincare inspired, liquid-gel exfoliant is formulated with wintergreen-derived salicylic acid as well as ferment-derived glucosamine that gently yet deeply exfoliates the scalp, removing surface pollution, product build-up, micro-dust and **reduces sebum by 76%<sup>7</sup>** without disrupting the scalp barrier. Recommended for use once per week for those with normal-to-dry scalp types or color treated hair, or as often as needed for those with oily scalps. To use, massage into wet or dry scalp prior to shampooing. Follow with Scalp Solutions Balancing Shampoo and rinse well.

Treatment 150ml SRP €49

<sup>2</sup> Clinical testing on 32 women after using Scalp Solutions Overnight Scalp Renewal Serum 1 time.

<sup>3</sup> Clinical testing on 32 women after using Scalp Solutions Overnight Scalp Renewal Serum for 1 week, nightly.

<sup>4</sup> Clinical testing on 32 women after using Scalp Solutions Overnight Scalp Renewal Serum for 1 month, nightly.

<sup>5</sup> Clinical testing on 32 women after using Scalp Solutions Overnight Scalp Renewal Serum for 1 week, nightly.

<sup>6</sup> According to the ISO 16128 standard, from plant, non-petroleum mineral and/or water sources.

<sup>7</sup> Clinical testing on 27 women after using Scalp Solutions Exfoliating Scalp Treatment 1 time.



- **Scalp Solutions Balancing Shampoo & Replenishing Conditioner** are 94% naturally derived<sup>8</sup>, sulfate cleanser-free and silicone free, and **boost scalp hydration by 92%**<sup>9</sup>. Scalp Solutions shampoo is powered by plant derived cleansing agents that gently cleanse and instantly remove surface pollution and product build up. Scalp Solutions conditioner features a blend of babassu and moringa oils that replenish, hydrate and soften the hair and scalp. Scalp Solutions Shampoo & Conditioner are recommended for use at every wash for those with normal-to-oily and normal-to-dry scalp types.  
Shampoo 200ml SRP €37, conditioner 200ml SRP €43,50
- **Scalp Solutions Refreshing Protective Mist** is 98% naturally derived<sup>10</sup> and silicone free, providing **all day antioxidant protection**<sup>11</sup> and helps **control sebum for 48 hours**<sup>12</sup>. Its blend of adaptogenic botanicals, Centella asiatica and Andrographis - combined with Vitamin E, Resveratrol, Rosemary and Ginger Extracts - help protect and shield the scalp from oxidative stressors. Additionally, licorice extract and Zinc PCA reduce and help control sebum to extend time between washes. Recommended for use daily by those with normal-to-oily and normal-to-dry scalp types. To use, apply directly to the scalp and massage in, do not rinse.  
Mist 100ml SRP €49
- **Scalp Solutions Overnight Scalp Renewal Serum** is 98% naturally derived<sup>13</sup> and silicone free, featuring a biotech natural blend of Lactobacillus ferment and Ectoin to help strengthen and fortify the scalp's barrier to help support a balanced microbiome, and Hyaluronic acid to help improve scalp hydration. In a clinical trial, women reported a **51% increase in scalp hydration in just one night**<sup>14</sup>, **111% increase in one week**<sup>15</sup> and **140% increase in one month**<sup>16</sup>, as well as a **24% improvement in scalp barrier strength in one week**<sup>17</sup>. Recommended for use nightly or as needed by those with normal-to-oily and normal-to-dry scalp types. To use, apply directly to the scalp at bedtime on either dry or damp hair and massage in, do not rinse.  
Serum 50ml SRP €53
- **Scalp Solutions Stimulating Scalp Massager** features soft, flexible micro-bristles to gently yet effectively lift impurities from the scalp and increases microcirculation with massage -- resulting in an invigorating scalp experience.  
Scalp massager SRP €34

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<sup>8</sup> 94% Naturally derived on average, according to the ISO 16128 standard, from plant, non-petroleum mineral and/or water sources.

<sup>9</sup> Clinical testing on 32 women after using Scalp Solutions Balancing Shampoo and Replenishing Conditioner for 3 times per week for 1 week.

<sup>10</sup> According to the ISO 16128 standard, from plant, non-petroleum mineral and/or water sources.

<sup>11</sup> Clinical testing on 21 women after using Scalp Solutions Refreshing Protective Mist 1 time.

<sup>12</sup> Clinical testing on 28 women after using Scalp Solutions Refreshing Protective Mist daily for 1 week.

<sup>13</sup> According to the ISO 16128 standard, from plant, non-petroleum mineral and/or water sources.

<sup>14</sup> Clinical testing on 32 women after using Scalp Solutions Overnight Scalp Renewal Serum 1 time.

<sup>15</sup> Clinical testing on 32 women after using Scalp Solutions Overnight Scalp Renewal Serum for 1 week, nightly.

<sup>16</sup> Clinical testing on 32 women after using Scalp Solutions Overnight Scalp Renewal Serum for 1 month, nightly.

<sup>17</sup> Clinical testing on 32 women after using Scalp Solutions Overnight Scalp Renewal Serum for 1 week, nightly.

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## GREEN CHEMISTRY & BIOTECH NATURALS IN ACTION

Aveda has been a pioneer in green chemistry and natural biotechnology for over 40 years and continues to make advancements with new breakthroughs in botanical research, product formulas and innovations. The key ingredients in **Scalp Solutions Overnight Scalp Renewal Serum** are prime examples of green chemistry and Biotech Naturals in action.

“Fermentation-derived ingredients, like Lactobacillus ferment and Hyaluronic acid, are a central way Aveda innovates with biotechnology, as fermentation enables us to obtain effective, natural, vegan compounds in a clean, controlled and efficient manner,” said **Cindy Angerhofer, PhD Pharmacognosist and Aveda’s Executive Fellow of Botanical Research**. “Our Andrographis is another good example of natural biotechnology innovation, as it’s a certified organic, high-performance, adaptogenic extract that we obtain using

supercritical CO2 technology, a green extraction method that yields a highly potent plant material without petrochemical solvents. After extraction, the CO2 is recovered and reused. As a consumer, it’s important to know that the way in which a plant was extracted makes a big difference in the sustainability and benefit of the ingredient.”

## UNIQUE AROMA EXPERIENCES

**Scalp Solutions features two unique Aveda aroma experiences** that work in harmony to provide the optimal sensorial experience for day and night use. Scalp Solutions Exfoliating Scalp Treatment, Balancing Shampoo, Replenishing Conditioner and Refreshing Protective Mist feature a **clean, uplifting aroma** with **bright citrus notes of lemon and orange on a light floral heart of neroli, balanced by delicate hints of crisp, cool mint**. Ideal for nighttime, Scalp Solutions Overnight Scalp Renewal Serum features a **light, soothing aroma** that balances **airy fresh citrus and floral notes with a soft heart of flowering herbs including lavender, neroli and chamomile**.

## ENVIRONMENTAL STANDARDS

Aveda’s Scalp Solutions is 94% naturally derived<sup>1</sup>, **100% vegan and Leaping Bunny approved**, silicone-free, and is manufactured using **100% renewable energy** through solar and wind power at Aveda’s primary facility<sup>18</sup>. Scalp Solutions packaging prioritizes the use of post-consumer recycled content with the Balancing Shampoo, Refreshing Protective Mist and Overnight Scalp Renewal Serum bottles made from **100% post-consumer recycled plastic**.

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<sup>18</sup> Product manufacturing is powered by Aveda’s solar array and/or wind energy through renewable energy credits and carbon offsets.



## AVAILABILITY

Aveda's Scalp Solutions collection is available starting February 2023 in Aveda store, salons, spas and online at [aveda.eu](https://www.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<sup>19</sup> 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 the highest 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's primary facility manufactures products using 100% wind and solar power<sup>20</sup>, and the brand pioneered the use of 100% post-consumer recycled PET bottles -- currently, at least 85% of our PET bottles and jars used in hair styling and skincare contain 100% PCR<sup>21</sup>. 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.com](https://www.aveda.com).

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<sup>19</sup> Aveda hair products are 90% naturally derived on average per ISO 16128 standard. From plants, non-petroleum minerals and/or water sources.

<sup>20</sup> Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

<sup>21</sup> 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.