



## Aveda Launches its First Nutrient-Powered All-Day Moisturizer for Dry Hair

*NEW Nutriplenish™ Daily Moisturizing Treatment quenches dull, dry hair with superfood-powered moisture, leaving it 4X more hydrated than before use*



**MINNEAPOLIS, MN (15/01/2021)**— Aveda, the high-performance, plant-based hair care brand with a mission of sustainability has today announced a new addition to its Nutriplenish™ franchise. Aveda's new **Nutriplenish™ Daily Moisturizing Treatment** provides next-level nourishment with a 99% naturally derived<sup>1</sup>, cruelty-free, vegan and silicone-free all-day moisturizing formula especially designed for dry hair, leaving it visibly lush and healthier. Inspired by the benefits of hydrating skincare, this rich soft crème moisturizer has a fast-absorbing and non-greasy formula that melts into hair as it locks in moisture from root-to-tip, keeping hair hydrated for 72 hours.

Powered by Aveda's superfood complex - a blend of organic pomegranate oil, organic coconut oil and mango butter - this unique, nutrient-packed product intensely moisturizes and replenishes dry and depleted hair. "Coconut oil is known to penetrate the hair strands for nourishment, and the pomegranate oil and mango butter help smooth and nourish the surface of the hair," said **Christine Hall**,

**Aveda's Vice President of Research and Development.** "Pomegranate oil has powerful nutritional benefits for hair, is rich in omega 5 fatty acid and helps revitalize dull, dry hair with hydration and protect it from depletion."

Nutriplenish™ Daily Moisturizing Treatment is formulated to nourish all textures of medium to thick hair types with dry to severely dry hair. This deep moisture crème can be used as a hydrating primer on damp hair prior to styling, or can be applied to dry hair for added hydration throughout the day. Nutriplenish™ Daily Moisturizing Treatment instantly detangles to help prevent breakage, provides heat protection up to 450°F and helps protect against the drying effects of the sun. It also moisturizes the scalp, cuts static and helps manage frizz and fly-aways.

### AVEDA'S NUTRIPLENISH™ COLLECTION

This Daily Moisturizing Treatment joins Aveda's high-performance, hydrating Nutriplenish™ collection, including Nutriplenish™ Light Moisture Shampoo and Conditioner, Nutriplenish™ Deep Moisture Shampoo and Conditioner, Nutriplenish™ Leave-In Conditioner and Nutriplenish™ Multi-Use Hair Oil. This advanced hydration system for all hair types and textures offers high-performance, nutrient-powered hydration for 72 hours. Aveda's Nutriplenish™ collection is safe for color-treated and chemically-processed hair.

### ENVIRONMENTAL STANDARDS

The Nutriplenish™ Daily Moisturizing Treatment is 99% naturally derived<sup>1</sup>, vegan and silicone-free. Like all Aveda products, Nutriplenish™ Daily Moisturizing Treatment is also cruelty-free and is manufactured using 100% renewable energy through solar and wind power<sup>2</sup>.

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

<sup>2</sup> A 900kW solar array at Aveda's primary manufacturing facility generates up to 50% of the annual demand for energy. The remainder is covered by wind power through renewable energy and carbon offsets.



Nutriplenish™ Daily Moisturizing Treatment comes in a 150ml tube made from up to 59% post-consumer recycled content and up to 41% bioplastic.

Aveda's Nutriplenish™ collection infuses hair with a naturally-derived, luxurious Pure-Fume™ aroma featuring cocoa, certified organic cardamom, ginger and lemongrass.

#### **AVAILABILITY**

Nutriplenish™ Daily Moisturizing Treatment (150ml / SRP €36.50) is available starting 15/01/2021 at Aveda salons, Aveda spas, Aveda store Antwerp and online at [aveda.eu](http://aveda.eu).

#### **CONTACT**

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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 with 100 percent wind power in its primary facility<sup>3</sup>. 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 CO<sub>2</sub> 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. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised nearly \$65 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 network<sup>4</sup>. 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.com](http://aveda.com). Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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<sup>3</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>4</sup> [2013 Salon Today 200 – Honoring Salon Growth and Best Business Practices](#)