

AVEDA

GIFT NATURE'S MAGIC WITH AVEDA THIS HOLIDAY SEASON

With Aveda, nature's awe-inspiring gifts of high-performance, plant-powered hair and body essentials are made in the spirit of care for one and all

AVAILABLE AS FROM MID-OCTOBER 2025



MINNEAPOLIS, MN (October 1, 2025)— Aveda is celebrating the holiday season with the magic of nature. From high-performance hair and body care to soothing aromas and expert styling tools, Aveda gifts go above and beyond to deliver care for people and planet—crafted without compromise. Each Aveda product and holiday gift is thoughtfully designed to deliver high-performance results with naturally derived, 100% vegan and cruelty-free formulas, ensuring you can feel as good about giving as your loved ones feel about receiving.

From hair care heroes to beloved body care and accessories, find an Aveda gift set for anyone on your holiday shopping list. The festive, vibrant gift packaging of this year's holiday collection is inspired by the Northern Lights, connecting us with wonder and awe, inspired by nature's most brilliant creations.





AVEDA HOLIDAY GIFT SETS

Bonds of Brilliance: Botanical Repair™ Strengthening Essentials - Suggested Retail Price (SRP) : €64
Available in Douglas, Parfuma, in Aveda Partner Salons as well as online at douglas.be

Build new hair bonds with Aveda's plant-powered triple-action strengthening technology. This limited-edition hair repair holiday gift set includes Botanical Repair Strengthening Shampoo, Botanical Repair Strengthening Conditioner, and Botanical Repair Strengthening Leave-In Treatment.

Moisture Marvels: Nutriplenish™ Hydrating Essentials - SRP : €64*

Hydrate and replenish fine to medium hair types with the power of vegan nutrition. This limited-edition gift set includes Nutriplenish™ Light Moisture Shampoo, Nutriplenish™ Light Moisture Conditioner, and best-selling Nutriplenish™ Leave-In Conditioner for lush, visibly healthier-looking hair.

Full of Wonder: Invati Ultra Advanced™ Thickening Essentials - SRP : €99*

Reduce hair loss due to breakage and get visibly thicker, fuller-looking hair, powered by high-performance botanical actives. This limited-edition holiday gift set includes Invati Ultra Advanced™ Exfoliating Shampoo-Light, Invati Ultra Advanced™ Thickening Conditioner-Light, Invati Ultra Advanced™ Revitalizing Scalp Serum, and Invati Ultra Advanced™ Fortifying Leave-In Treatment.

Mini Miracles Masque Trio - SRP : €39.50*

Strengthen, hydrate, or replenish all hair types with travel-friendly masks—Botanical Repair™ Intensive Strengthening Masque-Light, Nutriplenish™ Light Moisture Treatment Masque and Scalp Solutions Hydrating Scalp & Hair Masque—in this limited-edition holiday gift set.

Captivating Curls: Be Curly Advanced™ Styling Essentials - SRP : €64*

Define and style your curls, coils, and waves, featuring a plant-derived peptide blend. This limited-edition holiday gift set includes Be Curly Advanced™ Curl Perfecting Primer, Be Curly Advanced™ Curl Enhancer Cream and Be Curly Advanced™ Coil Definer Gel.

Scalp Serenity: Scalp Solutions Balancing Essentials - SRP : €64

Available in Douglas, Parfuma, Aveda's partner Salons as well as online at douglas.be

This three-piece regimen treats key scalp concerns and fights signs of premature scalp aging with powerful, skin care-inspired Scalp Solutions—including Scalp Solutions Balancing Shampoo, Scalp Solutions Replenishing Conditioner and Scalp Solutions Exfoliating Treatment.

Invigorating Awe: Rosemary Mint Hair & Body Essentials - SRP : €59*

This limited-edition holiday set includes Rosemary Mint Shampoo, Conditioner and Hand & Body Wash. This cult-favorite, naturally derived aroma was created in Aveda's aroma lab and helps awaken senses and enhance shower experience.

Majestic Moisture: Hand Relief™ & Foot Relief™ Essentials - SRP : €69.50**

Gift nurturing care with this limited-edition gift set that features both full- and travel-sized versions of Aveda's Hand Relief™ and Foot Relief™.

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Aromatic Gems: Hand Relief Moisturizing Trio - SRP : €32.50

Available in Parfuma and Aveda Partner Salons

This limited-edition hand lotion gift set helps soothe dry hands and features three of Aveda's favorite aromas—Shampure™, Rosemary Mint and Cherry Almond.

Serene Spirit: Shampure™ Body Calming Essentials - SRP €59**

Envelop hands and body with Aveda's iconic aroma that will create pure moments of peace. This limited-edition holiday gift set includes Shampure™ Hand and Body Wash, Shampure™ Body Lotion and Hand Relief™ Moisturizing Creme Shampure™ Aroma.

Limited Edition Mini Paddle Brush - SRP : €39

Available as from mid-January in Aveda Partner Salons

The fan-favorite Aveda paddle brush made mini to style on the go—featuring the festive, limited-edition holiday design.

Holiday Exclusive Aroma: Luminous Aura - SRP : €74.95**

Warm your spirit this holiday with nature's magic in a bottle with **Luminous Aura**, Aveda's limited-edition, holiday-exclusive aroma infused with Australian sandalwood harvested by the Kutkabubba Aboriginal Community of Western Australia. In the spirit of care, Aveda will be donating \$70,000 to this sourcing partner community¹. Australian sandalwood is complemented by notes of ylang-ylang and patchouli, casting a warm, soft and luminous aura.

AVAILABILITY

Aveda's limited-edition holiday gifts are available as from mid-October 2025.

CONTACT

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ABOUT AVEDA

Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.

**Available in Douglas, Aveda Partner Salons as well as online at douglas.be*

***Available in Aveda Partner Salons*



¹ Purchase doesn't drive the donation activity of Aveda.



A force of nature since 1978, Aveda was founded by hair stylist Horst Rechelbacher with a mission to care for the world we live in. Crafted with care for people and planet, Aveda creates vegan, plant-powered, high-performance products for hair, skin and body. Aveda uses botanical technologies and green chemistry and combines the principles of modern science and the ancient art of Ayurvedic healing. Aveda is Leaping Bunny approved by Cruelty Free International and a certified B Corporation, meeting high verified standards of social and environmental performance, transparency, and accountability. Aveda products are available in more than 45 markets worldwide across freestanding stores, partner salons, specialty retailers and on [aveda.com](https://www.aveda.com). For every hair, everyone.