

AVEDA

100% VEGAN



NOW AND FOREVER

vegan curls with vegan care

Aveda's top tips for our vegan curl
week February 2022

“Looking after your curls and using the right products helps you get hydrated hair, defined curls and frizz-free locks.”

- *Bea Carmichael, Aveda Global Educator in Styling*

Embracing your own waves, curls and coils has gained popularity not just in fashion but also for well-being and hair health.

We're all starting to look inward and become more conscious of the impact the products we use can have on our bodies and the environment. More of us are starting to look to vegan and cruelty free alternatives.

Aveda is cruelty-free, vegan, made with 100% wind & solar powered manufacturing and bottled in post-consumer recycled packaging.

Aveda can accommodate for all types of curls: discover what products and routines are best for your curls' desires.



cruelty free



vegan



**100% wind & solar
powered manufacturing***



**100% recyclable
bottle**



**90% naturally
derived hair care****

*Product manufacturing is powered by Aveda's solar array and / or wind energy through renewable energy credits and carbon offsets. Striving to achieve a Silver Zero Waste to Landfill certification using the UL scheme by end of 2021 at our primary manufacturing facility. Pioneered 100% post-consumer recycled PET packaging in beauty. **Hair care 90% naturally derived on average using ISO standard. From plants, non-petroleum minerals or water. Learn more at Aveda.com

STEP 1: DOES YOUR HAIR NEED REPAIR OR HYDRATION?

Not sure what your hair needs? You've come to the right place.

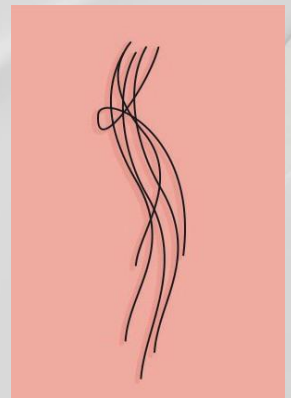
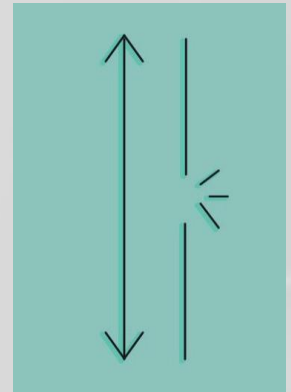
When it comes to discovering which curly hair products are best for you, the first step is understanding whether your hair is dry or damaged, and needs hydration or repair respectively. Here are two easy tests you can do at home in order to identify the solutions tailored to your needs.

THE ELASTICITY TEST FOR DAMAGED HAIR

Pull one strand of wet hair from your head and gently pull it at either end. If the hair stretches by about one third before returning to its original length then you know that your hair is healthy. If your strand of hair doesn't stretch or only stretch- es a small amount before breaking, then you know that your hair is damaged and lacking protein.

THE POROSITY TEST FOR DRY HAIR

Start by holding a section of dry hair between your thumb and forefinger. Lightly backcomb by sliding your fingers along the hair from the ends to the scalp. If your hair feels rough and backcombs easily, it is porous and lacking moisture. Alternatively, take a few strands of hair from your hair brush, and place it in a glass of water. If your hair floats on top of the water, it is low porosity. If the hair sinks, then it's high porosity.



STEP 2: WHAT SHAMPOO TO USE IN YOUR ROUTINE?

Now that you have determined whether your hair is more damaged or dry, here are our recommendations for shampooing.

SHAMPOO AND CONDITIONER FOR DAMAGED HAIR

botanical repair™ is a range of at-home products and professional salon treatments formulated for all hair types and textures, including color-treated and chemically processed hair. This unique 94% naturally derived* system helps strengthen and protect damaged hair from the inside out.

Strengthen & repair hair from the inside out with our revolutionary, plant-derived, **bond-building** collection with **powerful plant technologies such as sachu inchi, avocado and green tea**. Instantly improves the look and feel of damaged hair, leaving it looking **healthier, softer and shinier**.

Sulfate-free cleanser **botanical repair™ strengthening shampoo** gently cleanses to remove excess sebum, product build-up and pollution. For conditioning and detangling, use **botanical repair™ strengthening conditioner**. Together they strengthen damaged hair while helping prevent future breakage.

SHAMPOO AND CONDITIONER FOR DRY HAIR

With **nutriplenish™**, we developed an intensely hydrating collection using nature's most nutrient-dense superfoods to give you lush, healthy-looking and manageable hair.



These 94% naturally-derived* formulas are powered by our superfood complex that is packed with hydrating ingredients such as organic pomegranate oil, coconut oil and mango oil.

In order to cater to every hair type and texture, we created **two nutriplenish™ collections**, light moisture and deep moisture.

LIGHT MOISTURE

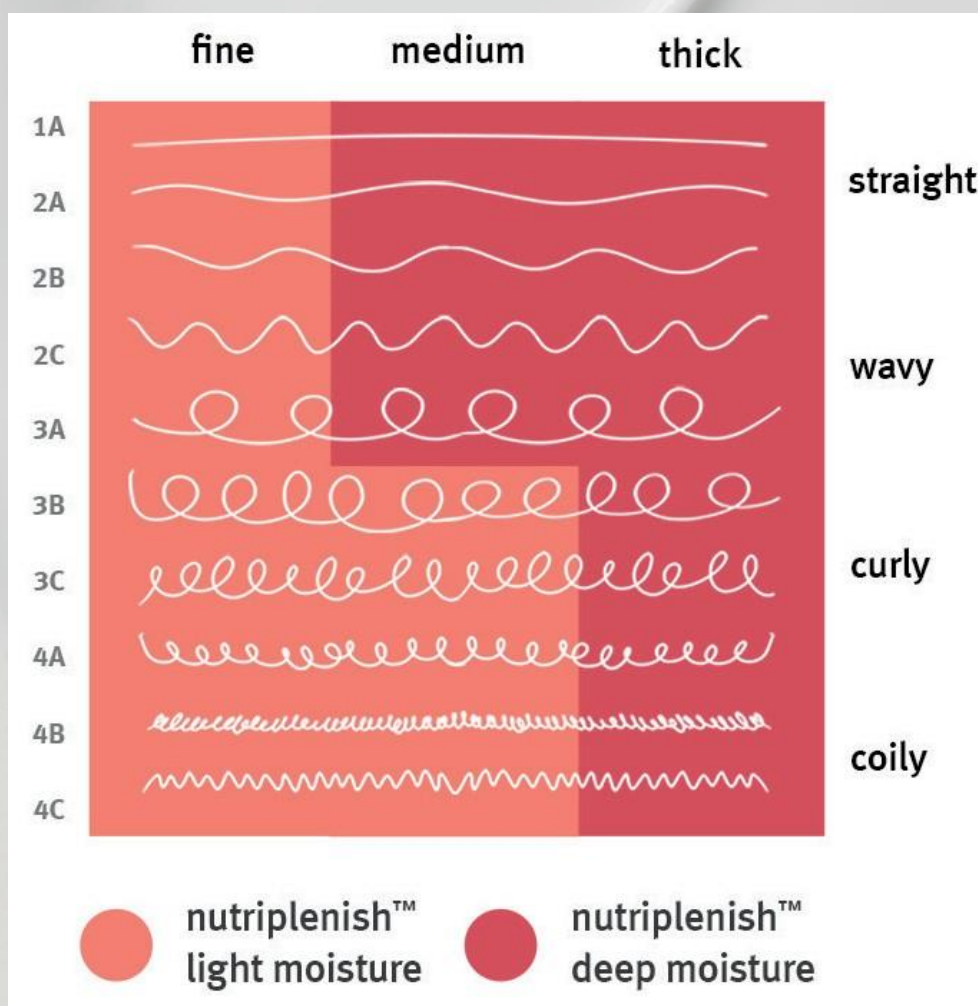
Light moisture features lighter formulas with fast-absorbing oils that smooth and hydrate dry hair. Ideal for fine to medium hair, our **nutriplenish™ shampoo and conditioner: light moisture** provide softness, manageability and keeps hair looking healthy.

DEEP MOISTURE

For hair types that are more medium to thick, our rich and decadent deep moisture collection contains 50% more nourishing butters than the light moisture collection. Our **nutriplenish™ shampoo and conditioner: deep moisture** and work together to deeply replenish and deliver hydration while keeping hair feeling soft and free from tangles.



OUR HAIR CHART SHOWING HAIR TYPES FROM FINE TO THICK, STRAIGHT (1A) TO COILY (4C) AND WHAT NUTRIPLENISH RANGE COULD BE FOR YOU



STEP 3: DO YOU WANT TO ELONGATE OR DEFINE YOUR CURLS?

Decide whether you want to define and enhance your curls, or elongate and loosen them.

This will determine the products to use for your end goal. Products to use will also vary with hair and curl type: one size does not fit all.

SOME SUGGESTIONS FOR ELONGATING CURLS

Waves & Loose Curls (2A to 2C)

To get sleeker style after washing, start with **smooth infusion™ style prep smoother™** followed by **smooth infusion™ nourishing styling creme**. Then apply an elongation style for example using our **paddle brush** to smooth down with a blow dryer.

smooth infusion™ has a blend derived from organic aloe, maize and guar bean, which creates a smooth, lightweight surface on hair, helping smooth the surface of the cuticle where it is damaged or uneven.

The **smooth infusion™ style prep smoother™** is a pre-style treatment creates a smooth surface on hair to make styling easier.

- Defends against humidity for up to 12 hours.
- Blend derived from organic aloe, maize and guar bean—helps create a smooth surface on hair.
- 92% naturally derived*

The **smooth infusion™ nourishing styling creme** helps seal in moisture and lock out frizz all day—even in intense humidity—with conditioning cupuaçu and shea butters.

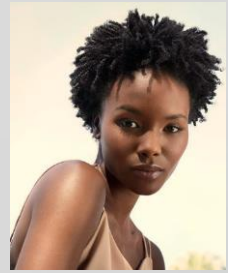
- Leaves hair with natural movement.
- 90% naturally derived*

You could even use **smooth infusion™** shampoo and conditioner if your hair does not experience much dryness or damage. If your ends feel dry during styling, you can apply **nutriplenish™ leave-in conditioner** or a few drops of **nutriplenish™ multi-use hair oil** to re-hydrate (more on these products overleaf).

Denser Curls & Coils (3A to 4C)

Elongation styles include a two-strand twist for 3A to 3C to set the hair and elongate the curl, and if your hair needs further hydration and moisture apply **NEW nutriplenish™ curl gelee**. For 4A to 4C you may prefer a bantu knot, where hair is sectioned, twisted, and wrapped in a way to stack the twists and form a spiral knot.

This hydrating **curl gelée** provides the flexible hold of a gel enriched with the nourishment and moisture of a lightweight conditioner. Infused with nutrient rich superfood complex mango butter, organic coconut oil and organic pomegranate oil delivers nourishing moisture and shine while styling.



- Defends hair from humidity and reduces frizz for up to 24 hours.
- Smooths and seals the cuticle to help lock out frizz and promote consistent curl formation without flyaways.
-] - Provides textured hair with light hold for natural bounce and movement.
- 96% naturally derived,* cruelty free and vegan.

SOME SUGGESTIONS FOR DEFINING CURLS

Waves & Loose Curls (2A to 2C)

If you want your curls to have more definition, start with **be curly™ style prep** followed by **be curly™ curl enhancer**. Style it with a diffuser to gently dry your curls.

be curly™ style prep is a pre-style treatment that detangles, moisturizes and defines curls as it seals the cuticle, taming frizz all day. Helps maintain curls for longer—while leaving hair soft.

- Boosts the effects of be curly™ curl enhancer
- Organic baobab and babassu oil help seal, soften and moisturize hair
- Maintains curly styles throughout the day
- 90% naturally derived*

Our **be curly™ curl enhancer** intensifies curl, combats frizz and boosts shine on curly or wavy hair. **Wheat protein and organic aloe** infused styling creme expands when hair is wet and retracts when hair is dry to help intensify your curl or wave.

- Intensifies and defines curls
- Tames frizz
- gives curls a shine boost
- 95% naturally derived*

Discover the rest of the range such as our **be curly™ shampoo and conditioner to prepare curl definition before styling.**

Denser Curls & Coils (3A to 4C)

With thicker and denser curls, hydration is key: **nutriplenish™ leave-in conditioner** or **nutriplenish™ multi-use hair oil** are great ways to nourish your hair before styling.

nutriplenish™ leave in conditioner instantly hydrates, detangles and protects all hair types and textures.

- **Thermal protection** up to 450° F.
- **Naturally derived UV filter** helps protect hair from the drying effects of the sun
- Leaves hair soft and manageable
- 98% naturally derived*

nutriplenish™ multi-use hair oil features a **concentrated blend of 5 power oils**, it offers multiple-uses and delivers nutrient-powered hydration and shine for all hair types. **Customizable usage helps restore hydration.**

5 uses of the oil for hydration or shine:

- **Pre-Shampoo Treatment:** For hydration dispense oil into hand and apply evenly to dry hair from root to tip before getting into the shower. Shampoo out.



- Leave-In Treatment:** For hydration and shine, on towel-dried hair, squeeze oil into hand and apply evenly to hair. Style as desired.
- **Post-Styling Shine:** Apply to dry hair as needed from mid-lengths to ends.
- Overnight Oil Treatment:** For hydration apply to dry hair from root to tip and gently work into hair. Do not rinse. Shampoo out in the morning.
- **Hydrating Scalp Massage**



Follow with **be curly™** curl enhancer to give your curls and coils definition before giving your hair a diffuse dry.

STEP 5: HOW TO REFRESH DAY 2 OR DAY 3 CURLS, AND MORE

TWO STEPS FOR ELONGATION MAINTENANCE BETWEEN WASHES

1. **phomolient™**
2. **nutriplenish™** curl gelee

How to do it:

- With wet hands, comb and massage through hair before applying the products
- This will help to elongate curls, while maintaining volume and defrizzing.

phomolient™ is our patented formula that **creates weightless body and volume. Air-infused technology transforms a liquid into a foam** without hydrocarbon propellants. **Adds shine without build-up or weight.**

- **Certified organic marshmallow root** provides **hold and body** to hair.
- **Certified organic burdock root** helps **remove oil and build-up.**
- **Light to medium hold**
- **90% naturally derived***



TWO STEPS FOR DEFINITION MAINTENANCE BETWEEN WASHES

1. **confixor™**
2. **be curly™** curl enhancer

How to do it:

- With wet hands, comb and massage through hair before applying the products
- This will help to enhance your curls and coils, by shrinking them and defrizzing

This technique is also very customizable: mix more confixor™ for additional hold; use extra be curly™ curl enhancer for more curl definition. Blow dry hair with a diffuser or allow hair to air-dry.

Aveda's confixor™ is a lightweight styling gel with medium hold that conditions to help **fortify and create definition. Made with morikue™ protein.**



CO-WASHING BETWEEN FULL WASHES

Be cautious about over-cleansing curly hair - especially 4C hair - as it results in the loss of all-important sebum, the natural oil that scalp produces which hydrates

hair. Furthermore, the tightly-coiled structure, often porous nature of 4C hair means it has a harder time retaining moisture than its straighter counterparts.

Rigorous cleansing—particularly with sudsy sulfate cleansers—can cause dryness, shrinkage and brittleness. Aveda recommends **reducing full wash days and co-washing instead, in between washes.**

With **be curly™ co-wash**, you can **condition and remove build-up** from your curls while gently **cleansing your scalp with our sulfate-free formula. It moisturises hair for up to 3 days** while **fighting frizz and improving the look of curls** with every use.

- **Sulfate-free**
- Low-lather conditioning wash with **certified organic babassu oil**
- 90% naturally derived*

HYDRATION FOR GENERAL MAINTENANCE

With all waves and curls, particularly denser and thicker curls and coils, hydration is important to prevent dry hair, which can also lead to damage. Spritz Aveda's **nutriplenish™ leave-in conditioner** or apply several drops of **nutriplenish™ multi-use hair oil**, before styling and setting your hair. If your hair is between 4A and 4C, more leave-in conditioner or oil can be used to thoroughly nourish the hair **before styling and between washes.**



AVEDA



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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 products with 100 percent wind power through renewable energy credits and carbon offsets. 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 CO₂ 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, and was a finalist for the same award in 2020. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised nearly \$65 million to support environmental projects around the world.

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.eu.

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