



NEW Professional Intensive Oil Treatment Powered by Nutriplenish™

Available as from September 1st, 2024

Achieve 5x hair hydration and up to 2x shine** in just one salon visit*

Aveda, the high-performance vegan hair care brand with a mission to care for the world, has launched a new level of hair hydration with the **Professional Intensive Oil Treatment powered by Nutriplenish™**. Available exclusively at Aveda partner salons around the world, this innovative professional treatment combines superfood nutrition with high-performance hydration for the ultimate hair transformation – infusing hair with 5x hydration* and up to 2x shine** after just one service.

The new Professional Intensive Oil Treatment powered by Nutriplenish™ is **available in two customized regimens**, light and deep, to provide a tailored service based on each guest's specific hair needs. With four years of scientific development, this professional treatment features 4x the superfood complex compared to Nutriplenish™ light conditioner formula and contains a Biotech Natural blend of 93% oils concentration to deeply hydrate hair. Aveda's superfood complex includes a blend of omega 5 rich organic pomegranate oil, plus organic coconut oil and mango butter that expertly hydrates hair with nutrients.

TWO SERVICE OPTIONS

- The **restorative** service, a 75-minute spa-like experience customized for hair and scalp, combining professional level massage with the deeply moisturizing Nutriplenish™ treatment to revive dull, dry hair
- The **refresh** service, a 15-minute targeted Nutriplenish™ treatment add-on to an existing salon service to help maximize hair hydration and nourishment

AVEDA'S PROFESSIONAL TREATMENT LINEUP

This Intensive Oil Treatment joins Aveda's roster of Professional Treatments designed to help address hair and scalp needs with expert-level care, including strengthening, thickening, and scalp nourishing benefits:

- Bond Building and Strengthening powered by Botanical Repair™, a professional treatment that makes hair 5x stronger after one service¹
- Intensive Thickening powered by Invati Ultra Advanced™, a professional service using retail products to instantly thicken hair by up to 11%²
- Scalp Nourishing powered by Scalp Solutions, a rejuvenating professional scalp treatment for shinier, healthier looking hair

* Laboratory testing on tresses treated with either Nutriplenish Professional System Light or Deep vs. untreated hair

** Laboratory testing on tresses treated with either Nutriplenish Professional System Light or Deep vs. unwashed hair

¹ Based on averaged repeat grooming results of color with Botanical Repair™ Color Treatment vs. color with non-conditioning shampoo

² Ex vivo testing after using the Invati Ultra Advanced™ 5 Step System of Shampoo, Conditioner, Serum, Leave-In and Foam

THE NUTRIPLENISH™ HYDRATION COLLECTION

Keep hair nourished between salon visits with Aveda's award-winning Nutriplenish™ retail collection, a high-performance hydration solution for all hair types and textures. Powered by Aveda's superfood complex, this silicone-free, vegan collection includes a range of shampoos, conditioners, treatments, and styling products in a variety of light and deep formulas that provide 72 hours of nutrient-powered hydration.



AVAILABILITY

The Professional Intensive Oil Treatment powered by Nutriplenish™ is available starting September 1st exclusively in Aveda partner salons.

CONTACT

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ABOUT 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 and high-performance products for hair, skin and body using botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. Aveda is Leaping Bunny approved 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. For every hair, everyone.