



STRENGTHEN YOUR BLONDE WITH AVEDA'S NEW BOTANICAL REPAIR™ PURPLE TONING SHAMPOO

Violet-rich pigments and Aveda's plant-based bond-building formula instantly repairs and strengthens even the most damaged and fragile blonde hair¹

Available as from Mid-June 2025



MINNEAPOLIS, MN (MID-JUNE, 2025)— Say goodbye to brassiness and hello to brilliance with Aveda's new **Botanical Repair™ Purple Toning Shampoo** that visibly illuminates, strengthens and nourishes blonde hair. This 96% naturally derived², vegan and cruelty-free shampoo features violet-rich pigments that instantly neutralize unwanted yellow and brassy tones by 5X for a brighter blonde after just one use³. Plus, Aveda's plant-derived bond-building molecule penetrates deep into the hair's cortex to build new bonds and repair even the most extreme damage from bleach or chemical treatments, restoring strength from the inside out.

Formulated for all types of blonde, lightened, grey and silver hair shades, Botanical Repair™ Purple Toning Shampoo has a gentle formula that effectively cleanses hair without stripping, reviving the look of salon-fresh blonde color. It infuses hair with the signature Botanical Repair™ fresh, light floral, herbal pure-fume aroma with certified organic ylang-ylang, rose, marjoram and other pure flower and plant essences.

Aveda's Botanical Repair™ Purple Toning Shampoo features progressive toning benefits and can be left on the hair for up to 3 minutes depending on the desired amount of neutralizing. To use, apply to wet hair and leave on for 1-3 minutes before rinsing thoroughly. Follow with Botanical Repair™ Strengthening Conditioner. Use weekly or as needed; toning results can vary.

AVAILABILITY

Aveda's Botanical Repair™ Purple Toning Shampoo 200ml is available as from mid-June, 2025, in Aveda partner salons, in Douglas, on douglas.nl and De Bijenkorf.

Suggested retail price: €39,90

¹ Testing on tresses after one use of shampoo and Botanical Repair Strengthening Conditioner.

² Refers to naturally derived per the ISO 16128 Standard. From plant sources, non-petroleum mineral sources, and/or water.

³ Testing on tresses after one use vs. non-toning shampoo.



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, high-performance products for hair, skin and body. Aveda uses botanical technologies and green chemistry, combining 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.