

BEAUTY IS AS BEAUTY DOES™

THE FIRST BEAUTY COMPANY MANUFACTURING WITH 100% CERTIFIED WIND POWER*. OUR WIND ENERGY PURCHASE OFFSETS 100% OF THE ELECTRICITY USE BY OUR PRIMARY MANUFACTURING FACILITY IN MINNESOTA, USA. ONE OF THE LARGEST PURCHASERS OF ORGANIC INGREDIENTS IN THE PERSONAL CARE INDUSTRY. 90% OF OUR ESSENTIAL OILS AND 89% OF OUR RAW HERBAL INGREDIENTS ARE CERTIFIED ORGANIC**. THAT'S 77 TONS PURCHASED ANNUALLY. 14 MILLION US DOLLARS RAISED FOR ENVIRONMENTAL AND SOCIAL CAUSES TO DATE THROUGH OUR EARTH MONTH CAMPAIGNS. SETTING INDUSTRY BENCHMARK FOR ENVIRONMENTAL PACKAGING. WE ARE A LEADER IN INTEGRATING THE HIGHEST POSSIBLE POST-CONSUMER RECYCLED (PCR) CONTENT INTO OUR PACKAGING. WITHOUT COMPROMISE. WE FULFILL OUR MISSION BY PROVIDING HIGH-PERFORMING PRODUCTS THAT ARE GOOD FOR PROFESSIONALS, OUR GUESTS AND THE EARTH. FOR MORE INFORMATION PLEASE VISIT AVEDA.COM

* Per a review of WWD Beauty Report International Top 100 Cosmetic Manufacturers' corporate websites in April, 2007. The wind energy goes into a utility grid from which we draw power. www.aveda.com
 **based on total tonnage.

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Soy ink on 100% post-consumer recycled paper.

STYLING - SHINE & MOISTURE



BRILLIANT™

Plant-derived emollients impart extraordinary shine and lasting, replenishing moisture. Especially suited for textured or chemically-treated hair.

DAMAGE CONTROL™

Pre-styling tool protects your hair from heat and UV damage, reduces breakage for all hair types. Contains black tea, certified organic chamomile, calendula and aloe.

EMOLLIENT FINISHING GLOSS

High-gloss emollient with rice bran oil smooths ends, conditions and makes hair easy to comb while imparting extraordinary shine. For medium to coarse hair.

SPRAY-ON SHINE

Sheer mist of pure shine and vitamin E for finished hair types. Also helps eliminate flyaways.

For all hair types.

STYLING - WEIGHTLESS & DEFINE



LIGHT ELEMENTS™

Weightless styling and finishing that restores a healthy look and feel to hair.

SHAPING WAX

Weightless texture with firm pliable hold to sculpt and re-shape hairstyles throughout the day.

DEFINING WHIP™

Defines and separates, without adding weight or stickiness. Medium hold.

TEXTURIZING CREME

Weightless moisture with light hold to accentuate layers in the haircut without being sticky, tacky or heavy.

SMOOTHING FLUID

Weightless formula, smoothes and conditions to restore a healthy look and shine to hair.

STYLING - STYLE & FINISH



STYLE & FINISH

Nature's way of styling for whatever look moves you. Medium or strong hold, with no fly-aways and more definition.

AIR CONTROL™ HAIR SPRAY

A flexible, lasting hold hair spray for all hair types. Air Control™ is a unique, water-free formula hair spray that sprays on dry and can be layered to create light, workable hold.

CONTROL PASTE™ FINISHING PASTE

Gives all hair types a high-textured, low-sheen look that's smooth, not sticky, leaving hair pliable enough to play with.

CONTROL FORCE™ HAIR SPRAY

A firm hold aerosol hairspray with organically-derived flax seed, marshmallow root and aloe. Provides all-day firm hold and up to 24-hour humidity defence with a natural, healthy looking-shine.

STYLING - STYLE & FINISH



STYLE & FINISH

Nature's way of styling for whatever look moves you. Medium or strong hold, with no fly-aways and more definition.

PHOMOLLIANT™ STYLING FOAM

Light to medium hold foam which creates shine and weightless volume for fine and medium hair.

VOLUMIZING TONIC™

Creates maximum volume, helps build body and adds shine.

WOODEN PADDLE BRUSH

Specially designed for scalp treatments and detangling. Features extended bristles that stimulate and massage the scalp. Reduces stress to hair and scalp during blow-drying and styling. Made from sustainable Chinese maple wood.

LIFESTYLE - MASSAGE/BODY OILS



MASSAGE/BODY OILS

Calm a taut muscle or tense scalp with our unique sensory remedies for body and mind. For use in bath, after shower or during massage.

LIFESTYLE - MOISTURIZE & RELIEF



BODY CARE

Smooth, nurture and protect with deeply moisturizing herbs.

FOOT RELIEF™

Exfoliates and smoothes with creme blend of herbs, fruit acids and plant-derived oils.

LIP SAVER

Soothing, moisturizing botanical balm that contains SPF 15 sun-screen and antioxidants to protect lips.

HAND RELIEF™

Rich moisture therapy that soothes dry, chapped hands.

HAND RELIEF™ NIGHT RENEWAL SERUM

Restorative night-time treatment serum visibly reduces dark spots, and moisturizes & plumps to smooth fine lines.

LIFESTYLE - AIR CARE



SOY WAX CANDLE

Infuse your personal space with pure, natural aromas that create meditative, relaxing or sensual moods.

CARIBBEAN THERAPY™ SOY WAX CANDLE

Our plant-based candle transports the senses with aromas of amyris, vetiver, bay and lime -creating an island sanctuary at home.

SHAMPURE™ SOY WAX CANDLE

Simply light to create an atmosphere of calmness and confidence.

LIFESTYLE - TEA/BAG



LIFESTYLE

Take time to nurture yourself – let Aveda inspire you – to rediscover ease, presence and repose.

REUSABLE TOTE-BAG

Made from 80% recycled cotton and 20% recycled PET.

FILL-ABLES™

Refill your favorite haircare and skincare products with Aveda's travel bottles and you help reduce CO2 emissions.

100% CERTIFIED ORGANIC LOOSE LEAF COMFORTING TEA / TEA BAGS

100% organic calming flavourful tea that promotes a sense of well-being and tastes delicious. The caffeine-free herbal blend includes certified organic licorice root and peppermint. Try it hot or on ice.

PURE-FUME™ - AROMAS & SINGULAR NOTES



AROMAS & SINGULAR NOTES

Infuse your personal space with pure, natural aromas that create meditative, relaxing or sensual moods.

PURE-FORMANCE™ AROMA SPRAY

A rich, spicy, refreshing aroma comprised of kunzea, citrus and certified organic essential oils of spearmint, vetiver and lavender.

SINGULAR NOTES

Distilled and extracted from single plant species and infused into coconut oil base. Safe to apply directly onto skin, use for bath water, hair & scalp for moisture and conditioning. Or you can use them as an aroma diffuser.

bergamot, cinnamon bark-clove, eucalyptus, lavender fleurs, patchouli, peppermint, rose absolute, sandalwood, tangerine, tea tree, ylang ylang.

PURE-FUME™ - CHAKRAS™



CHAKRAS™

Lightly moisturizing aroma body sprays formulated with authentic ayurvedic essential oil blends, to balance the body and mind.

CHAKRA 1 – GROUNDED

Olibanum, certified organic patchouli and vetiver.

CHAKRA 3 – INTENTION

Certified organic lavender, fir balsam and lemon.

CHAKRA 6 – INSIGHT

Certified organic petit grain, orange and geranium.

CHAKRA 2 – NOURISHED

Sandalwood, certified organic orange and geranium.

CHAKRA 4 – HARMONY

Sandalwood, certified organic mandarin and palmarosa.

CHAKRA 7 – WISDOM

Olibanum, angelica root and elemi.

AVEDA
 THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

haircare / styling & lifestyle



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

HAIRCARE - HAIRLOSS



INVATI™ *new botanical innovation*
Our Invati™ system for thinning hair helps energize and create a healthy scalp environment, reducing hair loss by 33% due to breakage.



Invigorating blend of turmeric and ginseng help power Invati™ to give you thicker, fuller hair.

HAIRCARE - REPAIRING



DAMAGE REMEDY™
With quinoa protein, this natural restructuring system restores hair moisture and brings back healthy hair.



Quinoa protein penetrates, reconstruct and helps repair hair.

HAIRCARE - MOISTURIZING



DRY REMEDY™
Provides extraordinary moisture and suppleness to instantly transform even the driest, most brittle hair without weighing hair down.



Patented deep-moisture complex with buriti oil, olive oil and pomegranate penetrate to moisturize dry hair.

HAIRCARE - COLOR CONSERVING



COLOR CONSERVE™
Extend the vibrancy of color-treated hair as only nature can. 100% organic aroma that's gentle enough to resist fading.



Sun filters derived from wintergreen and cinnamon bark help protect the color from fading.

HAIRCARE - SMOOTHING



SMOOTH INFUSION™
Deeply smoothens, softens and moisturizes hair, making it easier to achieve all-day straightness and shine.



Certified organic aloe plus maize and guar bean create a smooth new surface on the hair.

HAIRCARE - CURL ENHANCING



BE CURLY™
A curl-perfecting system that gently cleanses and conditions hair. Combats frizz, defines curls and boosts shine.



Wheat protein expands when wet and contracts when dry to lock in curl.

HAIRCARE - VOLUMISING



PURE ABUNDANCE™
It helps lift the hair and fills it out making it look fuller, healthier, volumized and stays more abundant.



Certified organic acacia gum, calendula and honey help hair feel thicker and look fuller.

HAIRCARE - SUNCARE



SUNCARE
Protect hair and body from the harmful damaging effects of the sun, salt and chlorine by harnessing the power of nature in giving you protection -the most natural protection.



Our unique-anti-oxidant blend of green tea extract, organic sunflower seed oil, and vitamin E help defend hair against free radicals.

HAIRCARE - BASIC CARE



ROSEMARY MINT
An uplifting formula with peppermint and rosemary to naturally energize and motivate your mind and body.



Peppermint and rosemary invigorate and awaken.

HAIRCARE - BASIC CARE



SHAMPURE™
A gentle formula of 25 pure flower and plant essences to cleanse and protect hair daily from environmental stress and damages.



Morikue™ protein fortifies hair.

HAIRCARE - AVEDA MEN

AVEDA MEN HAIRCARE

A high-performance product range formulated especially for men.



PURE-FORMANCE™ SHAMPOO

A high-performance shampoo that soothes and relieves scalp while cleansing, conditioning and moisturising hair.

PURE-FORMANCE™ CONDITIONER

A high-performance conditioner that refreshes and relieves the scalp. Adds healthy shine and conditions hair without weighing it down.

PURE-FORMANCE™ EXFOLIATING SHAMPOO

Exfoliates the scalp to remove dull, dead skin cells, excess oil, product build-up and other surface impurities to create a noticeably smoother, healthier-feeling scalp.

PURE-FORMANCE™ COMPOSITION

Multi-functional aromatic oil that rejuvenates and re-hydrates the scalp, body and hair. Calms and soothes from head to toe.

STYLING - AVEDA MEN

AVEDA MEN STYLING

A high-performance product range formulated especially for men.



PURE-FORMANCE™ GROOMING CREAM

Creates definition with a medium level of hold. Moisture-rich formula conditions, controls and delivers natural, healthy-looking shine.

PURE-FORMANCE™ POMADE

Provides a strong, pliable hold with excellent control. The water-based, non-greasy formula hydrates hair, while adding texture and definition.

PURE-FORMANCE™ GROOMING CLAY

Adds texture, thickness and definition to hair. Lightweight micro-fibres flex, so the hold is pliable yet strong. Delivers a natural, matte finish.

PURE-FORMANCE™ LIQUID POMADE

Moderate hold while maintaining hair's natural movement. A unique lightweight liquid complex helps seal in moisture, adds control and shine without weighing hair down.

EXPERIENCE AVEDA SIGNATURE SERVICES ONLY AT AVEDA SALONS

AVEDA FULL SPECTRUM DEEPT™ COLOR CUSTOMIZATION SERVICE EXCLUSIVELY AT AVEDA COLOR SALONS

Aveda infuses hair color formula with a potent blend of moisturizing plant-based essences and organic aroma oils. It contains 93% naturally-derived botanical ingredients that create a relaxing and aromatic experience. Hair color remains long-lasting with your hair also becoming healthier, shinier and softer. Ask your Aveda Salon color expert for a free consultation.

AVEDA BOTANICAL THERAPY™ FOR HAIR AND SCALP CARE EXCLUSIVELY AT AVEDA SALONS

Based on Ayurvedic wisdom, Botanical Therapy is an in-salon treatment service for the hair and scalp. Indulge yourself in a sensorial experience of head spa massage and haircare, infused by the power of touch with aroma-therapeutic essential oils for repair and rebalance of the scalp and hair condition. Ask your Aveda Salon hair therapist for a free consultation.

*Salon Service prices may vary, depending on the experience level of the expert stylist and therapist serving you.

