

AVEDA

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HAIR CARE

black malva shampoo



POSITIONING STATEMENT

Color enhancing shampoo enriches darker shades of hair with cool, dark tones.

PRODUCT BENEFITS

- Discourages red hues in medium to dark shades of hair
- Gently cleanses hair and scalp

INGREDIENT BENEFITS

- Black malva formula—moisturizes hair
- Black tea—infuses deep hues into hair

PARTNERS WITH

- Black Malva Color Conditioner

USAGE/APPLICATION

- Massage shampoo into wet hair. Rinse. Follow with Aveda conditioner.

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