

AVEDA

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HAIR CARE

## shampure™ shampoo



### POSITIONING STATEMENT

Daily cleansing with morikue™ protein fortifies all hair types.

### PRODUCT BENEFITS

- Daily gentle cleansing formula leaves hair healthy

### INGREDIENT BENEFITS

- Morikue protein—fortifies hair
- Aroma with 25 pure plant and flower essences
- Babassu betaine—gentle cleansing and rich, foaming ingredient

### PARTNERS WITH

- Shampure™ Conditioner

### USAGE/APPLICATION

- Massage shampoo into wet hair. Rinse. Follow with Shampure Conditioner.

shampure™  
shampoo