

AVEDA

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HAIR CARE

sap moss™ nourishing concentrate



POSITIONING STATEMENT

Pre-shampoo healing treatment nourishes dry hair.

PRODUCT BENEFITS

- Provides nourishing, healing ingredients to deep condition and repair dry, damaged hair

WHERE IT FALLS IN THE RITUAL?

- Prior to shampooing apply to damp hair.

INGREDIENT BENEFITS

- Sap and Iceland moss extracts deliver moisture to dry hair
- Organic honey, a natural humectant rich in vitamins, penetrates into the hair shaft providing nourishment and conditioning to dry hair
- Hydrolyzed wheat protein and apricot amino acids help to repair dry and damaged hair
- Plant-based emollients provide substantive conditioning to smooth frizz and restore luster and shine

PARTNERS WITH

- Sap Moss™ Shampoo
- Sap Moss™ Conditioning Detangler
- Sap Moss™ Styling Spray

USAGE/APPLICATION

- Apply liberally to damp hair. Wait 1-2 minutes. Rinse. Follow with Sap Moss™ Shampoo and Sap Moss™ Conditioning Detangler

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