

AVEDA

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HAIR CARE

## camomile shampoo



### POSITIONING STATEMENT

Color enhancing shampoo adds golden tones to lighter shades of hair.

### PRODUCT BENEFITS

- Impart golden shades in blonde and lighter shades of hair
- Illuminates blonde and lighter shades

### INGREDIENT BENEFITS

- Organic camomile—calms and soothes the scalp

### PARTNERS WITH

- Camomile Color Conditioner

### USAGE/APPLICATION

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

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