

AVEDA

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HAIR CARE

brilliant™ humectant pomade



POSITIONING STATEMENT

Attracts moisture and defines style for coarse hair.

INGREDIENT BENEFITS

- Certified organic flax seed—provides natural hold
- Certified organic aloe—helps tame frizz while adding shine
- Kelp—helps to moisturize hair

PARTNERS WITH

- Brilliant™ Shampoo
- Brilliant™ Conditioner

USAGE/APPLICATION

- Apply a small amount to palms. Rub palms together to emulsify. Apply evenly through dry hair. Glide fingertips over areas to eliminate flyaways and add brilliant shine.



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