

AVEDA

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# color conserve™ shampoo

HAIR CARE

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### POSITIONING STATEMENT

Color maintenance daily shampoo protects and preserves color-treated hair with gentle cleansers to keep hair color vibrant longer.

### PRODUCT BENEFITS

- Gentle cleansing formula helps hair color resist fading
- Leaves hair silky and soft with high shine

### INGREDIENT BENEFITS

- Babassu betaine—provides gentle cleansing from certified organic babassu nut
- Sun-filters derived from wintergreen and cinnamon bark—protect the hair from damage and color fading due to exposure to the sun
- Anti-oxidants—provide a broad spectrum of protection against free radicals

### PARTNERS WITH

- Color Conserve™ Conditioner
- Color Conserve™ Foaming Leave-In Conditioner

### USAGE/APPLICATION

- Massage shampoo onto wet hair. Rinse. Follow with Color Conserve Conditioner and Color Conserve Foaming Leave-In Conditioner.