

AVEDA

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HAIR CARE

## curessence™ damage relief shampoo



### POSITIONING STATEMENT

Intensive treatment shampoo with morikue™ protein rebuilds and nourishes hair, restoring silky softness and shine.

### PRODUCT BENEFITS

- Instantly improves the condition of damaged hair
- Smooths hair
- Reduces frizziness

### INGREDIENT BENEFITS

- Morikue protein—fortifies hair and cuticle surface
- Vitamin E—conditions and combats environmental stress

### PARTNERS WITH

- Curessence™ Damage Relief Conditioner

### USAGE/APPLICATION

- Use as needed to rebuild and nourish hair.
- Massage Curessence Damage Relief Shampoo onto wet hair. Rinse. Follow with Curessence Damage Relief Conditioner.

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