

AVEDA

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HAIR CARE

hair detoxifier shampoo



POSITIONING STATEMENT

Clarifying shampoo deeply cleanses to remove minerals, product build-up and chlorine from hair.

PRODUCT BENEFITS

- Removes environmental pollutants and cleanses hair

INGREDIENT BENEFITS

- Organic sage—acts as a natural astringent
- Organic aloe—helps maintain hair's natural moisture

USAGE/APPLICATION

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

WHERE IT FALLS IN THE RITUAL

- Weekly shampoo/treatment

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