

AVEDA

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HAIR CARE

## madder root shampoo



### POSITIONING STATEMENT

Color enhancing shampoo enriches red tones in red and brown shades of hair.

### PRODUCT BENEFITS

- Imparts warm tones in red and brown shades of hair
- Gently cleanses hair and scalp

### INGREDIENT BENEFITS

- Madder Root formula—helps purify scalp and hair
- Organic red clover—acts as a mild cleanser

### PARTNERS WITH

- Madder Root Color Conditioner
- Bixa Color Conditioner
- Annatto Color Conditioner

### USAGE/APPLICATION

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

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