

AVEDA

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HAIR CARE

dry remedy™ moisturizing shampoo

POSITIONING STATEMENT

Dry Remedy™ Moisturizing Shampoo is a luxurious, concentrated daily shampoo that transforms dry, brittle hair—drenching it with moisture, without weighing hair down.

PRODUCT BENEFITS

- Instantly improves condition of dry hair up to 63%*
- Gently cleanses
- Moisturizes dry, brittle hair
- Does not weigh hair down
- Softens hair
- Safe to use on color-treated hair
- Use of the shampoo and treatment regimen moisturizes the scalp

* use of shampoo, conditioner and treatment masque in a clinical wet combing study

INGREDIENT BENEFITS

- Patent-pending Deep-Moisture Complex—a blend with buriti oil, pomegranate and palm-derived conditioners—penetrates to moisturize dry hair
- Macadamia nut oil helps detangle hair and improves combability
- The aroma is a relaxing floral blend of certified organic palmarosa, ylang ylang and rose geranium with a hint of vanilla and other pure plant and flower essences

PARTNERS WITH

- Dry Remedy™ Moisturizing Conditioner
- Dry Remedy™ Moisturizing Treatment Masque

USAGE/APPLICATION

- Massage shampoo into wet hair and scalp. Rinse. Follow with Dry Remedy™ Moisturizing Conditioner or Dry Remedy™ Moisturizing Treatment Masque.

Note: Product hue may vary due to natural color variations in the buriti oil.

WHERE IT FALLS IN THE RITUAL

- Use before conditioning or treatment.

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