

AVEDA

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aveda men pure-formance™ composition™

HAIR CARE

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POSITIONING STATEMENT

Multi-functional blend of essential oils soothes and rejuvenates scalp, hair and body while energizing the senses.

PRODUCT BENEFITS

- Softens and conditions skin
- Moisturizes and conditions hair
- Features the distinct Aveda Men aroma. A rich, spicy, refreshing aroma made with kunzea, citrus and certified organic essential oils of spearmint, vetiver, and lavender.

INGREDIENT BENEFITS

This product features the Aveda Men's exclusive aroma key to soothe and relieve the scalp. Developed by world-renowned clinical aromaologist, Pierre Franchomme, this blend features kunzea and spearmint oil—each selected for their calming and soothing properties.

Other key ingredients include:

- Plai oil—Member of the ginger family, a centuries-old folk remedy for helping relieve skin irritation
- Tamanu oil—Traditionally used for centuries in the South Pacific for soothing dry or irritated skin
- Aroma of citrus, clary sage, vetiver and other pure flower and plant essences

PARTNERS WITH

- Aveda Men Pure-Formance™ Shampoo
- Aveda Men Pure-Formance™ Conditioner

USAGE/APPLICATION

- **For scalp and hair:** After shampooing, massage into wet hair and scalp. Wait five minutes. Rinse well. Follow with Pure-Formance Conditioner. **For body:** After showering, smooth over damp skin to seal in moisture. Also makes an excellent aromatic massage oil.
- Can be used in new male-specific stress-relieving treatment.