

AVEDA

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HAIR CARE

smooth infusion™ shampoo



POSITIONING STATEMENT

Smooth Infusion™ Shampoo is a gentle daily cleanser that smooths, softens and moisturizes hair, making it easier to achieve sleek and smooth hair styles.

PRODUCT BENEFITS

- Gently cleanses
- Smooths, softens and moisturizes hair
- Creates an ideal foundation for sleek and smooth hair styles
- Reduces frizz, prevents flyaways
- Protects hair from heat styling

USAGE/APPLICATION

- Massage shampoo into hair. Rinse. Follow with Smooth Infusion Conditioner.

WHERE IT FALLS IN THE RITUAL

- Before conditioning

INGREDIENT BENEFITS

- Babassu-derived cleansing system softens hair with a luxurious lather, preparing hair to maximize the effect of plant infusion
- Tamanu oil helps to restore hair's moisture balance
- Plant infusion, a blend derived from certified organic aloe plus maize and guar bean—creates a smooth new surface on hair
- Hydrolyzed wheat protein complex protects against surface damage from heat styling
- Aroma of certified organic bergamot, certified organic palmarosa, Bulgarian rose and sandalwood

PARTNERS WITH

- Smooth Infusion™ Conditioner
- Light Elements™ Smoothing Fluid
- Hang Straight™ Straightening Lotion

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