

AVEDA

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smooth infusion™ conditioner

HAIR CARE

01/07



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POSITIONING STATEMENT

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

PRODUCT BENEFITS

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

INGREDIENT BENEFITS

- 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™ Shampoo
- Light Elements™ Smoothing Fluid
- Hang Straight™ Straightening Lotion

USAGE/APPLICATION

- After shampooing with Smooth Infusion Shampoo, massage into hair from roots to ends. Rinse.

WHERE IT FALLS IN THE RITUAL

- After shampooing

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