

# AVEDA

# AVEDA



## smooth infusion™ style-prep smoother™

HAIR CARE

09/07

HAIR CARE

## smooth infusion™ style-prep smoother™



### POSITIONING STATEMENT

Smooth Infusion™ Style-Prep Smoother™ preps hair for styling to give long-lasting smooth results. Defends hair against humidity for up to 12 hours.

### PRODUCT BENEFITS

- Defends hair against humidity for up to 12 hours
- Creates an ideal foundation for sleek, smooth hair styles
- Helps to protect hair from heat styling
- Helps to make smooth styling easier
- An innovative hybrid formula combining a leave-in treatment and styling benefits

### INGREDIENT BENEFITS

- Certified organic tapioca starch defends against humidity
- 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 helps protect against surface damage from heat styling
- Aroma of certified organic bergamot, certified organic palmarosa, Bulgarian rose and Australian sandalwood

### PARTNERS WITH

- Smooth Infusion™ Shampoo
- Smooth Infusion™ Conditioner

### USAGE/APPLICATION

To prep hair for styling, work a small amount of Style-Prep Smoother in hands and apply through damp (or towel-dried) hair. Blow-dry and style as desired.

### WHERE IT FALLS IN THE RITUAL

- Pre-Style (before blow-drying)

09/07