

AVEDA

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pure abundance™ hair potion

HAIR CARE

06/06

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POSITIONING STATEMENT

Pure Abundance™ Hair Potion (powder-to-lotion formula), makes hair thicker, transforming fine/thin hair into an abundance of bulked-up, matte texture and style.

PRODUCT/INGREDIENT BENEFITS

- Acacia gum and kaolin clay make hair thicker by increasing hair's diameter up to 17%
- Silica, derived from sand, helps reduce the look and feel of oil on hair—creating a matte finish
- Pullulan starch and organic honey combine for natural hold
- Easy to dispense package; Ideal for sprinkling product directly onto hair at the roots

USAGE/TIPS/TECHNIQUES FOR USING POTION*

Sprinkle on Style. Sprinkle Potion directly at the roots on dry hair and work the product into the hair to create lift, volume and texture.

Ready-Set-Go. Apply to damp or dry hair prior to setting hair in rollers, pin curls and/or with irons. Setting hair with Potion gives you lots of volume, texture and hold, while leaving the hair feeling light and product-free.

True Grit. Potion is great for creating dirty-looking, “second-day” hair with almost no effort.

Full Blown. Sprinkle liberally all throughout damp hair prior to blow-drying for a full, voluminous effect.

Longing for Texture. On longer hair, apply Potion damp or dry. Braid or twist hair and let set. Remove braids and twists for an amazing textured effect.

Take Hold of Updos. Use Potion to create “grip” on slippery or silky smooth hair.

AMEN for Potion. Potion is a great product to recommend to men.

Dry-Clean. Potion is great for clients with oily/greasy hair. Work the product into dry hair to help absorb excess oil from hair and scalp.

***Do not shake the Hair Potion bottle. Vigorous shaking may cause the formula to liquefy.**

Please note, product that has liquefied will not affect performance. Do not allow the product to freeze.

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