

# AVEDA

# AVEDA



## pure abundance™ volumizing hair spray

HAIR CARE

HAIR CARE

## pure abundance™ volumizing hair spray



### POSITIONING STATEMENT

Pure Abundance™ Volumizing Hair Spray helps hair look fuller and feel thicker while securing voluminous styles with extra-firm, humidity-resistant hold and shine.

### PRODUCT BENEFITS

- Pure Abundance™ Volumizing Hair Spray contains the highest percentage of “solids” (Ingredients like pine-derived resin) to water ratio possible in order to keep hair from falling flat in humid conditions.
- Pump is designed to work synergistically with the formula ensuring a soft, diffused spray pattern.
- Locking pump feature is convenient for travel and eliminates need for an over-cap.

### INGREDIENT BENEFITS

- Organically grown acacia gum helps hair look fuller and feel thicker.
- Pine-derived resin and certified organic marshmallow root provide extra-firm hold and help combat humidity.

### PARTNERS WITH

- Pure Abundance™ Volumizing Shampoo and Pure Abundance™ Volumizing Clay Conditioner
- Volumizing Tonic™
- Phomollient™ Styling Foam
- Control Granules™ Hair Texturizer

### USAGE/APPLICATION

Twist nozzle to unlock pump. Apply to dry hair, holding bottle 10-12 inches (25-30 cm) from hair and pump to dispense. For maximum volume, begin with Pure Abundance™ Volumizing Shampoo and Pure Abundance™ Volumizing Clay Conditioner and style on damp hair with Phomollient™ Styling Foam, Volumizing Tonic™ and/or Control Granules™.

**WHERE IT FALLS IN THE RITUAL**  
Finishing