

AVEDA

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HAIR CARE

air control™ hair spray



POSITIONING STATEMENT

Air Control Hair Spray provides all hair types with flexible yet lasting hold.

PRODUCT BENEFITS

- Formula sprays on dry so that it may be layered depending on the level of hold desired. Applying the product will not make the hair “wet”
- Pine-derived resin and organic flax seed create hold that lasts all day but is forgiving enough that it can be brushed through without having to start over
- Aveda is helping fund wind-based energy to ensure that Air Control has a net-zero impact on the Earth’s climate
- Air Control relies on a low 35% VOC formula, which limits the creation of ground level smog, a contributor to respiratory disease

USAGE/APPLICATION

Air Control sprays on dry, abandoning the “crispy/stiff” hold performance typical of most aerosols on the market. It may be used on damp or dry hair.

INGREDIENT BENEFITS

- Pine-derived resin and organic flax seed—provide hold
- Oryzanol, derived from rice bran—acts as a natural UV filter
- Organic jojoba and aloe—help condition hair

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