

AVEDA

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damage remedy™ restructuring shampoo

HAIR CARE



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POSITIONING STATEMENT

Daily shampoo that gently cleanses and moisturizes to help repair dry and damaged hair.

PRODUCT BENEFITS

- Helps repair damaged hair
- Restores moisture, softness and shine to hair
- Gently cleanses

INGREDIENT BENEFITS

- Quinoa protein penetrates, reconstructs and helps repair hair
- Natural cleansers derived from coconut and babassu nut gently cleanse hair
- Aroma derived from certified organic essential oils including bergamot, mandarin and ylang ylang

PARTNERS WITH

- Damage Remedy™ Restructuring Conditioner
- Damage Remedy™ Intensive Restructuring Treatment

USAGE/APPLICATION

Massage shampoo into wet hair and scalp. Rinse. Follow daily with Damage Remedy™ Restructuring Conditioner or weekly with Damage Remedy™ Intensive Restructuring Treatment.

WHERE IT FALLS IN THE RITUAL

Shampoo