

AVEDA

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HAIR CARE

pure abundance™ volumizing shampoo



POSITIONING STATEMENT

Daily shampoo with certified organic acacia gum creates fullness for fine, limp or thinning hair.

PRODUCT BENEFITS

- Creates body and volume for fine, limp or thinning hair

INGREDIENT BENEFITS

- Gentle cleansing using Aveda's proprietary surfactant system, derived from certified organic coconut and babassu oil
- Naturally derived hair bulking agents—such as certified organic acacia gum, calendula and honey—help hair feel thicker and look fuller
- Aroma of certified organic peppermint, palmarosa, jasmine and ylang ylang leaves you and your hair uplifted

PARTNERS WITH

- Pure Abundance™ Volumizing Clay Conditioner
- Phomollent™ Styling Foam
- Volumizing Tonic™

USAGE/APPLICATION

- Massage shampoo into hair. Rinse. Follow with Pure Abundance™ Volumizing Clay Conditioner.

WHERE IT FALLS IN THE RITUAL

- Before conditioning

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