

AVEDA

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# pure abundance™ volumizing clay conditioner

HAIR CARE

05/04



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### POSITIONING STATEMENT

Daily conditioner builds body and volume with kaolin clay and certified organic acacia gum—for hair that looks fuller and feels thicker.

### PRODUCT BENEFITS

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

### INGREDIENT BENEFITS

- Plant-based conditioning using Aveda's proprietary conditioning agents derived from certified organic babassu oil
- Naturally derived hair bulking agents—such as certified organic acacia gum, kaolin clay, 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 Shampoo
- Phomollient™ Styling Foam
- Volumizing Tonic™

### USAGE/APPLICATION

- After shampooing with Pure Abundance Volumizing Shampoo, smooth Pure Abundance Volumizing Clay Conditioner from roots to ends. Rinse.

### WHERE IT FALLS IN THE RITUAL

- After shampooing

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