

# AVEDA

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## dry remedy™ moisturizing treatment masque

HAIR CARE

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### POSITIONING STATEMENT

Dry Remedy™ Moisturizing Treatment Masque is a luxurious, intensive treatment that penetrates dry, brittle hair with long-lasting moisture.

### PRODUCT BENEFITS

- Instantly improves condition of dry hair up to 63%\*
- Delivers intense and long-lasting moisture to dry, brittle hair
- Does not weigh hair down
- Softens hair
- Safe to use on color-treated hair
- Use of the shampoo and treatment regimen moisturizes the scalp

\* use of shampoo, conditioner and treatment masque in a clinical wet combing study

### INGREDIENT BENEFITS

- Patent-pending Deep-Moisture Complex—a blend with buriti oil, pomegranate and palm-derived conditioners—penetrates to moisturize dry hair
- Macadamia nut oil helps detangle hair and improves combability
- Certified organic jojoba, certified organic soybean, certified organic sunflower seed and meadowfoam oils help seal-in moisture to restore intense conditioning effect and provides long-lasting results for multiple shampoos

- The aroma is a relaxing floral blend of certified organic palmarosa, ylang ylang and rose geranium with a hint of vanilla and other pure plant and flower essences

### PARTNERS WITH

- Dry Remedy™ Moisturizing Shampoo
- Dry Remedy™ Moisturizing Conditioner

### USAGE/APPLICATION

- Massage into hair from roots to ends after shampooing with Dry Remedy Moisturizing Shampoo. Leave in 2–5 minutes. Rinse.

Note: Product hue may vary due to natural color variations in the buriti oil.

### WHERE IT FALLS IN THE RITUAL

- Use after shampooing.