

AVEDA

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aveda men pure-formance™ shampoo

HAIR CARE

05/07



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POSITIONING STATEMENT

High-performance daily shampoo soothes and relieves scalp while cleansing, conditioning and moisturizing hair.

PRODUCT BENEFITS

- Gently cleanses and conditions hair and scalp
- Removes excess oil and build-up
- Moisturizes hair
- Calms, soothes and relieves scalp
- Features the distinct Aveda Men aroma. A rich, spicy, refreshing aroma made with kunzea, citrus and certified organic essential oils of spearmint, vetiver, and lavender.

INGREDIENT BENEFITS

This product features the Aveda Men's exclusive phyto-active blend to soothe and relieve the scalp. Developed by world-renowned clinical aromaologist, Pierre Franchomme, this highly efficacious blend features key ingredients including:

- Seaweed—Concentrated source of minerals that helps act as a protective barrier for skin and scalp
- Tamanu oil—Traditionally used for centuries in the South Pacific for soothing dry or irritated skin

- Plai oil—Member of the ginger family, a centuries-old folk remedy for helping relieve skin irritation
- Licorice root—An ancient Chinese remedy believed to soothe and calm

PARTNERS WITH

- Aveda Men Pure-Formance™ Conditioner

USAGE/APPLICATION

Massage a small amount of product into wet hair and scalp. Rinse well. Follow with Pure-Formance Conditioner.

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