

AVEDA

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aveda men pure-formance™ liquid pomade

HAIR CARE

05/07

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POSITIONING STATEMENT

Delivers moderate hold while maintaining natural movement. Unique lightweight liquid complex helps seal in moisture, adds control and shine without weighing hair down.

PRODUCT BENEFITS

- A gel-like product that does not dry crispy or hard
- Seals in moisture
- Does not flake when dry
- Pliable styling product that provides a healthy level of shine
- Rinses easily from hair leaving no residue after one shampoo
- 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™ Shampoo
- Aveda Men Pure-Formance™ Conditioner

USAGE/APPLICATION

Work a moderate amount between palms and apply evenly through damp or dry hair.

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