

# AVEDA

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## nourish-mint™ smoothing lip color™

MAKEUP

10/07



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### POSITIONING STATEMENT

Smoothing Lip Color, a full-coverage satin lip formula is infused with plant and fruit waxes to smooth fine lines by 26%, hydrate and plump; while the aroma/ flavor featuring organic, sparkling spearmint and sweet vanilla refreshes.

### PRODUCT BENEFITS

- After eight weeks of use, this lip color significantly:
  - Improves lip moisturization by an average of 26% for lips that are kissably soft
  - Reduces lip lines by an average of 26% for a younger-looking “pout”
  - Improves lip density by an average of 15% for lips that look and feel firmer, more shapely and refined
  - Plumps by an average of 12% for lips that appear naturally fuller
- Anti-oxidants and conditioners help protect and provide cushion with each application
- Lip tube is made from 88% post-consumer recycled (PCR) resins with aluminum accents containing up to 65% PCR content
- Designed to insert into our new mint green Refillable Lip Color Case—made from 96% PCR polypropylene
- Packaged in 50% PCR/50% FSC-certified and 100% wind power generated unit carton

### INGREDIENT BENEFITS

- Peptide technology:
  - Boosts lip absorption to restructure lips.
  - Increases collagen synthesis, replacing lost volume and reducing the appearance of wrinkles
  - Improves moisturization, reducing cracking and drying of lips to create a smoother surface for color deposit
- Pomegranate seed oil helps repair and regenerate lips

- Raspberry wax helps increase and lock in moisture
- Plant and fruit cocktail of babassu and sweet almond oils help prevent moisture loss while softening lips
- Cupuacu and organic babassu create cushion with a luxurious feel and optimizes moisturization
- Bilberry, among the best fruit anti-oxidants, helps neutralize free-radical damage
- Jojoba provides cushion, slip, moisturization, emolliency while helping to reduce flakiness and roughness of dry lips
- Organic vanilla, anise, cinnamon, spearmint and peppermint oils provide a refreshing aroma/ flavor

### PARTNERS WITH

- Renewing Lip Treatment
- Lip Liner
- Lip Shine
- Lip Glaze
- New Retractable Lip Brush
- Flax Sticks™ #11 Lip and Concealer Brush
- New Refillable Lip Color Case

### USAGE/APPLICATION

- Prep with Nourish-Mint™ Renewing Lip Treatment.
- Apply Lip Color following the natural contour of lips.
- Apply with Aveda’s new Envirometal™ Retractable Lip Brush or Flax Sticks™ #11 Lip and Concealer Brush for a precise application.

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