

AVEDA

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petal essence™ triple accent™

MAKEUP

02/06

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POSITIONING STATEMENT

A multi-purpose, three-in-one, double-ended jumbo pencil with two formulas. Use the eye side to line, highlight and accent eyes. Use the lip side to line and color in lips and create a soft contour on cheeks.

PRODUCT BENEFITS

- An entire look for your face in a one convenient, portable and easy-to-use pencil
- Moisturizing plant emollients create smooth, creamy color and soft sheen on lips
- Aromatic petal waxes of jasmine, geranium and orchid oil create petal soft creamy color with a light aromatic effect that glides on eye lids without pulling or tugging
- Ophthalmologist-tested and safe for contact lens wearers
- Long-wearing on lips. Lasting wear on cheeks. Feather resistant on lips
- Color stays true
- FSC certified wood source

INGREDIENT BENEFITS

Eye-End Formula

- Certified organic aromatic flower waxes created using a patent-pending process from the petals of jasmine and the leaves of geranium create petal soft texture. A velvet finish feels silky to the touch.
- Oil of orchid offers a smooth, petal light texture.

Lip-End Formula

- Infused with a light certified organic peppermint aroma/flavor and

organically grown cranberry, bilberry and blueberry anti-oxidants.

PARTNERS WITH

- Pencil Sharpener
- Inner Light™ Loose Powder
- Flax Sticks™ Eye Smudger Brush

USAGE/APPLICATION

For eyes

- Use the end of pencil with the eye symbol. Apply color as a highlight to the brow bone, upper and/or lower lash line and inner corner of eyes. Do not use the eye side on the lips.

For lips

- Use the end of pencil with the lip symbol. Apply to lips following natural lip line starting at the "cupid's bow" and out. Fill in after lips are lined. Do not use the lip/cheek end on the eyes.

For cheeks

- Use the end of the pencil with the lip symbol. Apply pencil directly to cheeks and blend in an outward, upward motion. For the optimum in blendability and subtlety, apply pencil to fingertips and pat and blend on cheeks from fingertips. Blend in an upward, outward motion.
- For best results, sharpen with an Aveda Sharpener.



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