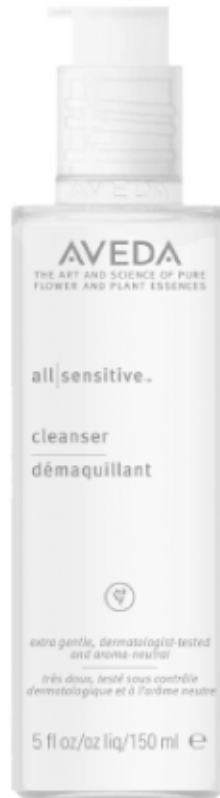


AVEDA

AVEDA



all-sensitive™ cleanser

BASIC SKIN CARE

all-sensitive™ cleanser

POSITIONING STATEMENT

Gentle facial cleanser for sensitive skin.

ELEMENTAL NATURE™: Fire

PRODUCT BENEFITS

- Exceptionally mild
- Soothes surface irritation
- Hypoallergenic
- No aromas or dyes
- Dermatologist-tested

INGREDIENT BENEFITS

- Ten Ayurvedic Indian herbs (albizza, licorice, valerian root, caesalpinia sappan, spikenard, turmeric, barberry, sauseura, lesser cardamon and vetiver grass)—provide soothing relief to sensitive skin
- Coconut-derived surfactants offer gentle cleansing benefits
- Geranium, a natural essence, soothes and balances

PARTNERS WITH

- All-Sensitive™ Toner
- All-Sensitive™ Moisturizer

USAGE/APPLICATION

- Apply to damp face and throat. Rinse well with warm water. Use a.m. and p.m.



WHERE IT FALLS IN THE RITUAL

- This is the first step in the All-Sensitive™ skin care ritual. It is followed by toning and moisturization.