

AVEDA

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SKIN CARE – SPECIALIZED CARE

firming fluid™



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POSITIONING STATEMENT

A light, oil-free formula that offers short- and long-term firming benefits.

ELEMENTAL NATURE™: All

PRODUCT BENEFITS

- Plant-based ingredients discourage signs of premature aging
- Oil-free formula produces a perfect base for easy makeup application
- Featherweight, transparent gel texture feels comfortable immediately soothing the skin
- Consistent use of this product brings visible improvement in skin suppleness, firmness and resilience
- Short-term and long-term firming benefits

INGREDIENT BENEFITS

- Galactobabinan, from the larch tree—provides short and long term firming support and hydration
- Botanical enzyme inhibitors, from extracts of passionflower, black currant and grape leaf—promote firmer looking skin
- Vitamin C and algae extract—improve hydration to further provide smoothing and lifting effects
- Vitamins A and E, powerful anti-oxidants—help prevent environmental damage
- Oat protein—helps in the reduction of fine lines and wrinkles

PARTNERS WITH

- Botanical Kinetics™ Purifying Creme and Gel Cleansers
- Botanical Kinetics™ Skin Firming/Toning Agent and Toning Mist
- Botanical Kinetics™ Hydrating Lotion
- Tourmaline Charged Hydrating Creme

USAGE/APPLICATION

- Apply a few drops evenly all over face and throat in the morning before moisturizing.

WHERE IT FALLS IN THE RITUAL

- Firming Fluid is used in the morning prior to moisturizing, after cleansing and toning.

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