

AVEDA

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MEN'S CARE

aveda men shave cream



POSITIONING STATEMENT

Get a close, smooth, comfortable shave.

PRODUCT BENEFITS

- Non-aerosol cream ensures a close, comfortable shave
- Helps prevent nicks, dryness and irritation
- Soothes, conditions, and moisturizes skin for post-shave comfort
- Contains clean, active aroma
- Mild, hypoallergenic formula

INGREDIENT BENEFITS

- Rich conditioners—including peppermint, lavender, and aloe—help soothe and cushion skin, giving easy razor glide
- Coconut-derived glycerin—holds moisture and helps prevent post-shave dryness
- Plant-based emollients—lubricate and soften the skin

PARTNERS WITH

- Aveda Men Shampoo Body Bar
- Aveda Men After-Shave Balm
- Aveda Men Anti-Perspirant/Deodorant
- Aveda Men Pure-Fume™ Tonic

USAGE/APPLICATION

- Apply a small amount of Aveda Men Shave Cream to wet face, legs or underarms. Leave on for two minutes. Shave and rinse.

WHERE IT FALLS IN THE RITUAL

shower **Shave** soothe protect go

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