

AVEDA

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botanical kinetics™ purifying gel cleanser

BASIC SKIN CARE

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POSITIONING STATEMENT

Facial cleanser for normal to oily skin.

ELEMENTAL NATURE™: Water, Earth

PRODUCT BENEFITS

- Removes surface dirt and impurities
- Oil-free

INGREDIENT BENEFITS

- Coconut and sesame derived ingredients—cleanse, foam and wash away impurities
- Camomile, rosemary and lavender—soothe and calm skin
- Vitamin E—protects skin

PARTNERS WITH

- Botanical Kinetics™ Toning Mist
- Botanical Kinetics™ Exfoliant
- Botanical Kinetics™ Hydrating Lotion
- Balancing Infusion™ for Oily Skin/Acne

USAGE/APPLICATION

- Use morning and evening. Place small amount of gel onto fingertips. Apply evenly over face and throat. Rinse.

WHERE IT FALLS IN THE RITUAL

- This is the first step in the normal/oily skin care ritual.