



AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

HAIRCARE & STYLING PRODUCT GUIDE

BEAUTY IS AS BEAUTY DOES™

THE FIRST BEAUTY COMPANY MANUFACTURING WITH 100% CERTIFIED WIND POWER*. OUR WIND ENERGY PURCHASE OFFSETS 100% OF THE ELECTRICITY USE BY OUR PRIMARY MANUFACTURING FACILITY IN MINNESOTA, USA. ONE OF THE LARGEST PURCHASERS OF ORGANIC INGREDIENTS IN THE PERSONAL CARE INDUSTRY. 90% OF OUR ESSENTIAL OILS AND 89% OF OUR RAW HERBAL INGREDIENTS ARE CERTIFIED ORGANIC**, THAT'S 77 TONS PURCHASED ANNUALLY. 14 MILLION US DOLLARS RAISED FOR ENVIRONMENTAL AND SOCIAL CAUSES TO DATE THROUGH OUR EARTH MONTH CAMPAIGNS. SETTING INDUSTRY BENCHMARK FOR ENVIRONMENTAL PACKAGING. WE ARE A LEADER IN INTEGRATING THE HIGHEST POSSIBLE POST-CONSUMER RECYCLED [PCR] CONTENT INTO OUR PACKAGING. WITHOUT COMPROMISE. WE FULFILL OUR MISSION BY PROVIDING HIGH-PERFORMING PRODUCTS THAT ARE GOOD FOR PROFESSIONALS, OUR GUESTS AND THE EARTH. FOR MORE INFORMATION PLEASE VISIT AVEDA.CO.UK

* Per a review of *WWD Beauty Report International* Top 100 Cosmetic Manufacturers' corporate websites in April, 2007. The wind energy goes into a utility grid from which we draw power. www.aveda.co.uk

**based on total tonnage.

DAMAGE REMEDY™



A highly effective natural restructuring system that restores moisture and helps repair very damaged hair.

DAMAGE REMEDY™ RESTRUCTURING SHAMPOO

Gentle daily shampoo that helps repair damaged hair. Nurture with quinoa protein, rich coconut and babassu nut cleansers.

250ml.....\$49.95
1 Litre.....\$119.95

DAMAGE REMEDY™ RESTRUCTURING CONDITIONER

Deep-conditioning, yet, lightweight daily formula helps repair and moisturise damaged hair. The result is hair that feels smoother, softer and silkier with incredible shine.

200ml.....\$49.95
1 Litre.....\$149.95

DAMAGE REMEDY™ INTENSIVE RESTRUCTURING TREATMENT

Deeply penetrates damaged hair to help repair and seal with a blend of pure plant oils including jojoba for long lasting smoothness and protection.

125ml.....\$64.95
473ml.....\$199.95

NEW DAMAGE REMEDY™ DAILY HAIR REPAIR

Instantly helps repair, detangle, and protect against breakage and thermal damage while prepping hair for styling.

100ml.....\$49.95

DRY REMEDY™

Provides extraordinary moisture and suppleness to instantly transform even the driest, most brittle hair without weighing hair down.



DRY REMEDY™ MOISTURIZING SHAMPOO

A luxurious, concentrated daily shampoo that transforms dry, brittle hair - drenching it with moisture, without weighing hair down.

200ml.....\$49.95
473ml.....\$89.95

DRY REMEDY™ MOISTURIZING CONDITIONER

A luxurious, daily conditioner that transforms dry, brittle hair - drenching it with moisture - and detangles, without weighing hair down.

200ml.....\$49.95
473ml.....\$89.95

DRY REMEDY™ MOISTURIZING TREATMENT MASQUE

A luxurious, intensive treatment that penetrates dry, brittle hair with long-lasting moisture.

125ml.....\$64.95
250ml.....\$89.95

COLOR CONSERVE™

Extend the vibrancy of colour-treated hair – as only nature can.



COLOR CONSERVE™ SHAMPOO

Gentle plant-infused shampoo, with naturally derived sun filters, extends the vibrancy of colour-treated hair as only nature can. Helps resist fading. With 100% organic aroma.

| | | |
|---------|-------|---------|
| 50ml | | \$9.95 |
| 250ml | | \$34.95 |
| 1 Litre | | \$79.95 |

COLOR CONSERVE™ CONDITIONER

Plant-based conditioner seals hair cuticles to help lock in colour and shine, while our 100% organic aroma brings nature closer.

| | | |
|---------|-------|---------|
| 50ml | | \$9.95 |
| 200ml | | \$34.95 |
| 1 Litre | | \$99.95 |

COLOR CONSERVE™ STRENGTHENING TREATMENT

An intense treatment that now enables a complete ritual to illuminate, help repair and protect colour-treated hair. Colour stays locked into the hair cuticle making it stay more vibrant for longer.

| | | |
|-------|-------|----------|
| 125ml | | \$49.95 |
| 500ml | | \$149.95 |

SMOOTH INFUSION™

Smooths, softens and moisturises hair, making it easier to achieve sleek and smooth hairstyles.



SMOOTH INFUSION™ SHAMPOO

A gentle daily Babassu derived cleanser that smooths, softens and moisturises hair, making it easier to achieve sleek and smooth hairstyles. Reduces frizz and prevents flyaways, whilst Tamanu oil helps to restore hair's moisture balance.

| | | |
|---------|-------|---------|
| 250ml | | \$39.95 |
| 1 Litre | | \$89.95 |

SMOOTH INFUSION™ CONDITIONER

A daily conditioner that creates an ideal foundation for sleek and smooth hairstyles. An exclusive Plant Infusion creates a smooth new surface on the hair, and hydrolysed wheat protein complex protects against damage from styling.

| | | |
|---------|-------|----------|
| 200ml | | \$39.95 |
| 1 Litre | | \$119.95 |

SMOOTH INFUSION™ STYLE-PREP SMOOTHER™

Preps hair for styling to give long-lasting smooth results while helping to make styling easier. The innovative hybrid formula combines leave-in treatment and styling benefits to create a smooth new surface on hair, to help protect from heat styling and to defend against humidity for up to 12 hours.

| | | |
|-------|-------|---------|
| 100ml | | \$39.95 |
|-------|-------|---------|

SMOOTH INFUSION™ GLOSSING STRAIGHTENER

Straightens and smooths hair while adding lustrous shine and protecting the cuticle from heat damage. Transforms even the most intense waves and curls into straight, shiny hair.

| | | |
|-------|-------|---------|
| 125ml | | \$44.95 |
|-------|-------|---------|

BE CURLY™



A curl-perfecting system that enhances waves and defines curls while combating frizz.

BE CURLY™ SHAMPOO

A gentle cleanser designed to enhance wave/curl and combat frizz, that features a new aroma with certified organic lime, lemon, orange and bergamot.

250ml.....\$29.95

1 Litre.....\$69.95

BE CURLY™ CONDITIONER

Enhances wave/curl, combats frizz and boosts shine. Sustainably sourced Tamanu oil helps moisturise hair.

200ml.....\$29.95

1 Litre.....\$89.95

BE CURLY™ CURL ENHANCER

For defining curls, taming frizz and heightening shine. Wheat protein blend expands when hair is wet, then retracts when hair is dry to lock in curls or waves.

200ml.....\$44.95

BE CURLY™ CURL CONTROL

Once hair is dry, apply Be Curly Curl Control to shape and define curl while dramatically reducing frizz.

100ml.....\$34.95

PURE ABUNDANCE™



Lifts fine hair up & fills it out. Hair looks fuller, feels thicker, stays more abundant.

PURE ABUNDANCE™ VOLUMIZING SHAMPOO

Daily shampoo with certified organic acacia gum creates fullness for fine, limp or thin hair.

250ml.....\$29.95

1 Litre.....\$69.95

PURE ABUNDANCE™ VOLUMIZING CLAY CONDITIONER

Daily conditioner which builds body and volume with kaolin clay and certified organic acacia gum, makes hair look fuller and feel thicker.

200ml.....\$29.95

473ml.....\$59.95

PURE ABUNDANCE™ VOLUMIZING HAIR SPRAY

Daily hair spray, with certified organic jojoba and organic acacia gum, makes the hair feel thicker and look fuller while securing voluminous style with extra-firm, humidity-resistant hold and shine.

200ml.....\$34.95

PURE ABUNDANCE™ HAIR POTION

High performing styling hair lotion formulated with kaolin clay and certified organic acacia gum magically transforms fine, limp, or thin hair into an abundance of texture and style.

20g.....\$39.95

SCALP BENEFITS™



Creates a balanced foundation for healthy hair.

SCALP BENEFITS™ BALANCING SHAMPOO

Healthy hair begins with a healthy scalp. That's why our daily formula contains thorough yet gentle cleansers derived from coconut and babassu nuts to clean deep down to the root, removing excess sebum and build-up.

250ml.....\$29.95

1 Litre.....\$69.95

SCALP BENEFITS™ BALANCING CONDITIONER

This daily formula nourishes and balances all hair and scalp types. Meadowfoam seed oil and babassu-derived conditioning agent soothe the scalp and hydrate the hair, creating the ideal foundation for healthy hair.

200ml.....\$29.95

1 Litre.....\$89.95

SCALP REMEDY™ DANDRUFF SOLUTION

A leave-in daily treatment that harnesses the power of botanical science to reduce flaking by up to 41% in 1 week. Relieves itching and helps prevent the re-occurrence of dandruff to promote a healthy scalp.

125ml.....\$49.95

SUNCARE



Harnesses the power of nature to protect hair and body from the damaging effects of the sun, salt and chlorine.

SUNCARE PROTECTIVE HAIR VEIL

A lightweight, non-greasy, water-resistant spray that forms an invisible screen to help protect the hair from UV exposure all day to minimise colour fading, as well as damage and dryness.

100ml.....\$49.95

SUNCARE HAIR & BODY CLEANSER

A colour-safe formula that gently but effectively removes chlorine, salt and product residue from the hair and body while restoring the moisture balance.

250ml.....\$39.95

SUNCARE AFTER-SUN HAIR MASQUE

An intensive cream masque that replenishes hair's protein balance, moisturises and defends against free radicals and the damaging effects of sunlight.

125ml.....\$49.95

SHAMPURE™



Helps rebuild and strengthen dry, damaged and chemically-treated hair.

SHAMPURE™ SHAMPOO

Gentle daily shampoo with morikue protein, cleanses and fortifies any type of hair. Infused with one of Aveda's original aromas, Shampure – a calming mix of 25 pure flower and plant essences.

| | |
|--------------|---------|
| 50ml..... | \$9.95 |
| 250ml..... | \$24.95 |
| 1 Litre..... | \$59.95 |

SHAMPURE™ CONDITIONER

Provides daily protection from environmental stress and damage for any hair type. With conditioning morikue protein.

| | |
|--------------|---------|
| 50ml..... | \$9.95 |
| 250ml..... | \$24.95 |
| 1 Litre..... | \$59.95 |

ROSEMARY MINT



An uplifting formula with peppermint and rosemary to naturally energise and motivate your mind and body.

ROSEMARY MINT SHAMPOO

Unique daily shampoo adds body to fine hair, removes build-up or static electricity without stripping. Its pure plant aroma naturally energises and motivates your mind and body.

| | |
|--------------|---------|
| 50ml..... | \$9.95 |
| 250ml..... | \$24.95 |
| 1 Litre..... | \$59.95 |

ROSEMARY MINT CONDITIONER

Light conditioner adds weightless body and shine while preventing tangles and static. The aroma of rosemary and peppermint energise your mind and body.

| | |
|--------------|---------|
| 50ml..... | \$9.95 |
| 250ml..... | \$24.95 |
| 1 Litre..... | \$59.95 |

ROSEMARY MINT HAND AND BODY WASH

Gentle cleansing lets you wash frequently without overdrying. With the aroma of certified organic rosemary & peppermint and the cooling vitality of menthol.

| | |
|--------------|---------|
| 50ml..... | \$9.95 |
| 250ml..... | 29.95 |
| 1 Litre..... | \$79.95 |

ROSEMARY MINT BODY LOTION

Silky, lightweight lotion with a time-release aroma of certified organic rosemary & peppermint and the cooling vitality of menthol. Perfect for after sun or sport.

| | |
|------------|-------|
| 200ml..... | 29.95 |
|------------|-------|

AVEDA MEN HAIRCARE

A high-performance product range formulated especially for men.



PURE-FORMANCE™ SHAMPOO

A high-performance shampoo that soothes and relieves scalp while cleansing, conditioning and moisturising hair. Follow with Pure-Formance™ Conditioner.

300ml.....\$39.95

PURE-FORMANCE™ EXFOLIATING SHAMPOO

Exfoliates the scalp to remove dull, dead skin cells, excess oil, product build-up and other surface impurities to create a noticeably smoother, healthier feeling scalp.

200ml.....\$49.95

PURE-FORMANCE™ CONDITIONER

A high-performance conditioner that refreshes and relieves the scalp. Adds healthy shine and conditions hair without weighing it down.

300ml.....\$39.95

PURE-FORMANCE™ COMPOSITION

Multi-functional aromatic oil that rejuvenates and re-hydrates the scalp, body and hair. Calms and soothes from head to toe.

50ml.....\$49.95

AVEDA MEN STYLING

A high-performance product range formulated especially for men.



PURE-FORMANCE™ GROOMING CREAM

Creates definition with a medium level of hold. Moisture-rich formula conditions, controls and delivers natural, healthy-looking shine.

125ml.....\$39.95

PURE-FORMANCE™ GROOMING CLAY

Adds texture, thickness and definition to hair. Lightweight micro-fibres flex, so the hold is pliable yet strong. Delivers a natural, matte finish.

75ml.....\$39.95

PURE-FORMANCE™ POMADE

Provides a strong, pliable hold with excellent control. The water-based, non-greasy formula hydrates hair, while adding texture and definition.

75ml.....\$39.95

PURE-FORMANCE™ LIQUID POMADE

Delivers moderate hold while maintaining natural movement. Unique lightweight liquid complex helps seal in moisture, adds control and shine without weighing hair down.

200ml.....\$39.95

PURE-FORMANCE™ FIRM HOLD GEL

A lightweight styling gel that delivers maximum hold, control, definition and shine. Contains UVA protectors to help shield hair from the damaging effects of the sun.

150ml.....\$39.95

COLOUR ENHANCING

Subtly enhances colour, adding shine and unbelievable silkiness.



BLUE MALVA

Enhances blonde or grey hair

CAMOMILE

Enhances highlights in blondes and lighter shades

CLOVE

Enhances brown and honey shades

MADDER ROOT

Enhances warm and red shades

BLACK MALVA

Enhances dark shades

Shampoo 1 Litre..... \$59.95

Conditioner 250ml..... \$39.95

BRILLIANT™



Plant-derived emollients impart extraordinary shine and lasting, replenishing moisture. Especially suited for textured or chemically-treated hair.

BRILLIANT™ SHAMPOO

Daily deep cleansing shampoo takes away product build-up and debris – not everything else. With certified organic camellia and aloe.

250ml.....\$39.95

1 Litre.....\$89.95

BRILLIANT™ CONDITIONER

Quenches your hair's thirst and sets tangles free, even in the most textured hair. Plant emollients restore hair so it looks smooth and shiny.

200ml.....\$39.95

1 Litre.....\$119.95

BRILLIANT™ DAMAGE CONTROL™

Pre-styling tool protects your hair from heat and UV damage, reduces breakage for all hair types. Contains black tea, certified organic camomile, calendula and aloe.

250ml.....\$49.95

BRILLIANT™



BRILLIANT™ EMOLLIENT FINISHING GLOSS

High-gloss emollient with rice bran oil smooths ends, conditions and makes hair easy to comb while imparting extraordinary shine.

For medium to coarse hair.

75ml.....\$54.95

BRILLIANT™ SPRAY-ON SHINE

Sheer mist of pure shine and vitamin E for finished hair styles. Also helps eliminate flyaways.

For all hair types.

100ml.....\$39.95

BRILLIANT™ HUMECTANT POMADE

Attracts moisture, defines style and adds shine. Ideal in dry climates.

75ml.....\$44.95

BRILLIANT™ ANTI-HUMECTANT POMADE

Repels moisture, helps prevent frizzy hair and tames flyaways. Excellent in humid weather.

75ml.....\$44.95

BRILLIANT™ RETEXTURING GEL

Adds medium hold styling and staying power to medium and coarse hair.

25ml.....\$9.95

150ml.....\$44.95

BRILLIANT™ UNIVERSAL STYLING CREME

Rich cream formula defines texture and seals in moisture on medium to coarse hair. Apply to dry hair to create definition. Add brilliant shine with help from certified organic aloe and other plant humectants.

150ml.....\$44.95

BRILLIANT™ HAIR SPRAY

Medium hold hair spray defies humidity and adds brilliant shine to all hair types. With black tea, certified organic camomile, calendula and aloe.

50ml.....\$9.95

250ml.....\$39.95

Plant-derived emollients impart extraordinary shine and lasting, replenishing moisture. Especially suited for textured or chemically-treated hair.

LIGHT ELEMENTS™

Weightless styling and finishing that restores a healthy look and feel to hair.



NEW LIGHT ELEMENTS™ SHAPING WAX

A high-performance styling crème that delivers weightless texture with firm pliable hold to sculpt and re-shape hairstyles throughout the day. Contains candelilla wax, organic beeswax and jojoba wax.

75ml.....\$49.95

NEW LIGHT ELEMENTS™ TEXTURIZING CREME

A high-performance styling crème that delivers weightless moisture with light hold to accentuate layers in the haircut without being sticky, tacky or heavy. Contains candelilla wax and organic beeswax.

75ml.....\$49.95

LIGHT ELEMENTS™ DEFINING WHIP

Defines and separates, without adding weight or stickiness. Medium hold in a certified organic lavender water blend.

125ml.....\$49.95

LIGHT ELEMENTS™ SMOOTHING FLUID

Weightless formula, smoothes and conditions to restore a healthy look and shine to hair. With certified organic lavender water.

100ml.....\$44.95

STYLE & FINISH

Nature's way of styling for whatever look moves you.
Medium or strong hold, with no fly-aways and more definition.



CONTROL PASTE™ FINISHING PASTE

Gives all hair types a high-textured, low-sheen look that's smooth, not sticky, leaving hair pliable enough to play with.

50ml.....\$49.95

CONFIXOR™ LIQUID GEL

Lightweight styling product provides medium-hold and definition while fortifying fine and medium hair. With morikue protein to help protect and condition hair.

250ml.....\$39.95

AIR CONTROL™ HAIR SPRAY

A flexible, lasting hold hair spray for all hair types. Air Control™ is a unique, water-free formula hair spray that sprays on dry and can be layered to create light, workable hold.

300ml.....\$39.95

NEW CONTROL FORCE™ FIRM HOLD HAIR SPRAY

A firm hold aerosol hairspray with organically-derived flax seed, marshmallow root and aloe. Provides all-day firm hold and up to 24 hour humidity defence with a natural, healthy looking-shine.

300ml.....\$44.95

STYLE & FINISH

Nature's way of styling for whatever look moves you.
Medium or strong hold, with no fly-aways and more definition.



VOLUMIZING TONIC

Remarkable tonic creates maximum volume on fine and medium hair. With certified organic aloe and wheat amino acids to help build body and add shine.

100ml.....\$34.95

PHOMOLLIENT™ STYLING FOAM

Light to medium hold foam which creates shine and weightless volume for fine and medium hair.

200ml.....\$29.95

Refill.....\$24.95

WOODEN PADDLE BRUSH

Specially designed for scalp treatments and detangling. Features extended bristles that stimulate and massage the scalp. Reduces stress to hair and scalp during blow-drying and styling. Made from sustainable Chinese honey wood.

\$49.95

LITRE PUMP

This pump is to be used and re-used with all Aveda litre bottles. It has a "water-guard" feature to prevent water from getting into the litre-bottle in the shower.

Complimentary with litre-size products

up to 99% naturally-derived

AVEDA HAIR COLOUR

Awaken hair with the energy of colour and light. A complete hair colour system – offering you the flexibility to get the results you crave from a hair colour service. Aveda hair colour is offered as a professional service in Aveda salons only.

FULL SPECTRUM™ PROTECTIVE PERMANENT CREME HAIR COLOR

Experience the shine and longevity of Aveda Full Spectrum™ color. Full Spectrum was created for customisation and is 97% naturally derived from plants and non-petroleum based minerals. Sunflower, castor and jojoba oils help protect the hair during processing and deliver permanent hair colour results that are essentially damage free.

SHADES OF ENLIGHTENMENT™ ADVANCED LIFTING CREME HAIR COLOR

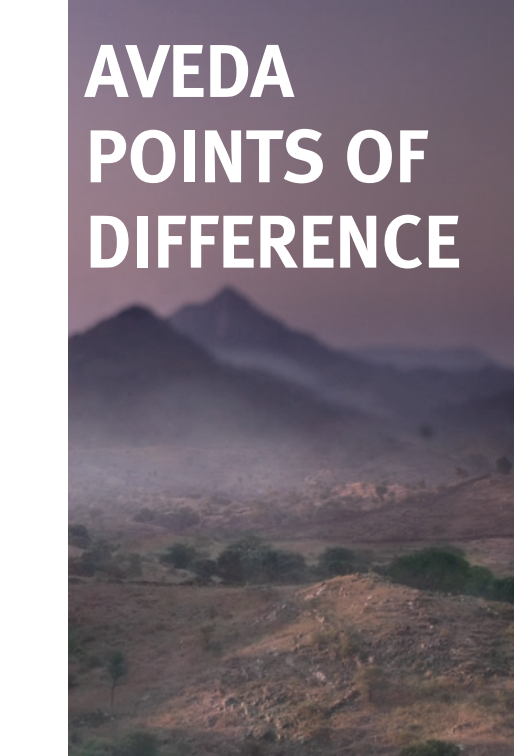
Enjoy the most beautiful, healthy-looking blondes under the sun with the Aveda Shades of Enlightenment. By emulating the sun's natural lightening process with the combination of the Aveda knowledge of pure plant benefits we are able to offer you shinier, healthier colour. A buffered lifting action from hydrolysed soy protein and protective plant oils helps prevent damage.

FULL SPECTRUM™ DEPOSIT-ONLY COLOR TREATMENT

A 99% naturally derived colour treatment formula that delivers long-lasting colour and shine. The treatment formula improves the condition of the hair and adds incredible shine with protective plant oils. It features a pure plant and flower aroma with lavender to help sooth and relax. Great for colour refreshing.

full spectrum™





AVEDA POINTS OF DIFFERENCE

1. 90% of the tonnage of essential oils we purchase for use in manufacturing our products is certified organic or biodynamic. 89% of our raw herbal materials are also certified organic. **2.** complete traceability of certified organic ingredients, from the raw source to our finished products. **3.** shampoo bottles made with a minimum of 80% post-consumer recycled content, are made from recycled milk bottles, and can be recycled after use. **4.** over 14 million dollars raised to date for environmental causes through its annual Earth Month campaigns. **5.** no petrochemicals where possible. **6.** the first beauty company to manufacture with 100% wind power. Aveda's funding generates enough wind energy to offset 100% of the electricity used by its primary manufacturing facility, distribution centre and corporate offices in Minnesota, USA. **7.** no animal testing. **8.** the first beauty company in the world to receive a Cradle to Cradle (C2C) sustainability endorsement, with seven Aveda products achieving Gold Level C2C certification. The C2C endorsement recognises Aveda not just for its products, but also for the company's overall commitment to ingredients, materials and processes to create a positive environmental footprint.

our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.

to gain a deeper understanding of our products or to find your nearest Aveda Experience Centre, salon or spa call 1300 300 054 or visit www.aveda.com.au