



AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

**SKINCARE & BODYCARE
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.

GREEN SCIENCE™

Harnesses powerful plant actives and high touch treatments to renew, repair and regenerate ageing skin.



GREEN SCIENCE™ PERFECTING CLEANSER

A creamy emulsion that gently cleanses by removing make-up and impurities. Contains plai, organic cactus, and organic argan oil.

125ml\$64.95

GREEN SCIENCE™ REPLENISHING TONER

A silky toner that refines pores and gently exfoliates with naturally derived salicylic acid and glucosamine – while moisturising with aloe and ceramide 3.

125ml\$69.95

GREEN SCIENCE™ LIFTING SERUM

Helps skin boost its natural cellular renewal with organic cactus formula, giving skin a more lifted appearance. Our skin-renewing blend of glucosamine, organic argan oil, anti-oxidants and peptides helps promote surface skin-cell turnover, moisturisation, visible skin firmness and strengthening of skin's barrier function.

30ml\$129.95

GREEN SCIENCE™ LINE MINIMIZER

For targeted treatment of visible lines and wrinkles with organic cactus to help skin boost its natural collagen production. Argan leaf extract, soybean protein and peptides help to minimise the appearance of lines and wrinkles.

10 x 3ml\$149.95

GREEN SCIENCE™ FIRMING EYE CREME

Moisturises and smoothes fine lines with lady's thistle, organic cactus and argan oil. Peptides and plant-derived buckwheat wax help to reduce the appearance of puffiness and under-eye circles.

15ml\$99.95

GREEN SCIENCE™ FIRMING FACE CREME

Moisturises and helps smooth fine lines with lady's thistle, organic argan oil and cactus formula. Our skin-renewing blend of glucosamine, anti-oxidants – including vitamin E and plai oil – peptides and organic shea butter help to improve visible skin firmness, moisturise and strengthen skin's barrier function.

50ml\$129.95

ENBRIGHTENMENT™

The Enbrightenment™ skincare system – with our 100% naturally derived Brightening Blend – is a 5-step ritual featuring a twice-weekly masque that illuminates your skin.



ENBRIGHTENMENT™ BRIGHTENING CLEANSER

Coconut-derived surfactant gently washes away your skin's duller surface cells to improve overall clarity.

125ml\$59.95

ENBRIGHTENMENT™ BRIGHTENING TREATMENT TONER

100% plant-powered Brightening Blend and naturally-derived salicylic acid and glucosamine promote surface cell turnover to help increase luminosity.

150ml\$69.95

ENBRIGHTENMENT™ BRIGHTENING CORRECTING SERUM

This highly targeted treatment contains our most highly concentrated plant-powered Brightening Blend to diminish the appearance of dark spots and discoloration.

30ml\$99.95

ENBRIGHTENMENT™ BRIGHTENING CORRECTING LOTION

Anti-oxidants like rosemary and vitamin E help protect against environmental damage as organic shea butter soothes and protects.

50ml\$99.95

ENBRIGHTENMENT™ BRIGHTENING CORRECTING CREME

Intensely moisturises with organic shea butter and contains ceramide 3 to help strengthen your skin's moisture barrier as brightening components work to diminish the appearance of dark spots.

50ml\$99.95

ENBRIGHTENMENT™ BRIGHTENING INTENSIVE MASSAGE MASQUE

Twice weekly self-massage treatment uses vitamins C and E, mulberry root, grape extract and the power of touch to enhance skin's visible luminosity and tone.

125ml\$89.95



OUTER PEACE™

A complete regime for anyone experiencing break-out skin, that both treats and prevents blemishes.



OUTER PEACE™ FOAMING CLEANSER

Cleanses deep into pores – dissolving oil, make-up and other impurities, without irritation or over-drying skin. Can be used alone or as part of a 5-step regimen – ideal for anyone experiencing break-outs.

125ml\$49.95

OUTER PEACE™ FOAMING CLEANSER REFILL

When you buy our new cleanser refill and re-use the pump from your original Foaming Cleanser, you reduce packaging waste by 76%.

125ml\$44.95

OUTER PEACE™ BLEMISH RELIEF PADS

Cleanses, exfoliates, unclogs pores to help wipe out blackheads and prevent new breakouts. Certified organic lemon tea tree and rose geranium aroma. Can be used alone or as part of a 5-step regimen.

50 pads\$59.95

OUTER PEACE™ BLEMISH SPOT RELIEF

Eliminates breakouts and the bacteria that lead to more, whilst reducing redness and swelling. Ideal when extra help is called for. Can be used alone or as part of a 5-step regimen.

15ml\$59.95

OUTER PEACE™ BLEMISH RELIEF LOTION

Helps clear blemishes and keep oil under control, while shrinking the look of pores. Balances moisture, so skin's not over-dry or shiny. Can be used alone or as part of a 5-step regimen.

50ml\$79.95

OUTER PEACE™ COOLING MASQUE

Treatment masque that instantly soothes and cools irritated skin, providing a visible reduction in skin redness for clearer, more even skin tone.

125ml\$69.95

SHAMMY CLOTH

Soft, gentle-to-skin facial shammy glides across delicate skin and will not aggravate skin's surface. Use for daily facial cleansing or make-up removal.



\$19.95

BOTANICAL KINETICS™

Nature's finest ingredients to help maintain your skin's delicate moisture balance. With botanical blends that leave your skin smooth, clear and soft to the touch.

BOTANICAL KINETICS™ PURIFYING CREME CLEANSER

Rich facial cleanser removes surface dirt and impurities. With plant-derived oils plus butcher's broom and soapwort for mild cleansing.

BOTANICAL KINETICS™ SKIN FIRMING/TONING AGENT

Moisture-rich mist with soothing echinacea and rosewater – refreshes and hydrates dry or combination skin. Can be used after cleansing or over make-up.

BOTANICAL KINETICS™ EXFOLIANT

Non-abrasive liquid wipes away spent surface cells revealing a smoother, clearer, more refined complexion beneath.

BOTANICAL KINETICS™ HYDRATING LOTION

Quick-absorbing lotion with coconut, jojoba and other naturally-derived ingredients. Gently replenishes moisture to all skin types.



150ml.....\$54.95

500ml.....\$124.95

150ml.....\$54.95

500ml.....\$124.95

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150ml.....\$79.95

500ml.....\$179.95

BOTANICAL KINETICS™

Nature's finest ingredients to help maintain your skin's delicate moisture balance. With botanical blends that leave your skin smooth, clear and soft to the touch.

BOTANICAL KINETICS™ PURIFYING GEL CLEANSER

Gentle, plant-derived gel cleanser foams away impurities and helps restore skin's natural balance. Aroma made with all certified organic essential oils.

BOTANICAL KINETICS™ TONING MIST

Refreshing mist helps hydrate and balance normal or oily skin while minimising surface oil build-up. White oak, witch hazel and peppermint provide mild astringent benefits.

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TREATMENT SKINCARE

Masque treatments to cleanse, hydrate and reveal more radiant skin.



BALANCING INFUSION™ SENSITIVE SKIN

Balancing blend of pure essences helps restore a healthy look and feel. Soothes and calms with lavender and rose. Mix a few drops in the palm of your hand with any of our moisturisers or masques.

10ml \$54.95

BALANCING INFUSION™ DRY SKIN

Highly-concentrated blend of pure essence, helps rehydrate skin and normalise the production of natural lubricants. Mix a few drops in the palm of your hand with any of our moisturisers or masques.

10ml \$54.95

DEEP CLEANSING HERBAL CLAY MASQUE

Cool, aromatic masque absorbs excess oils and draws impurities from skin with our unique blend of clay. Leaves skin clarified, conditioned and refined.

125g \$69.95

INTENSIVE HYDRATING MASQUE

Intensely-hydrating, oil-free masque containing potent, plant-derived humectants. Cools and rehydrates with a surge of moisturising aloe, kelp and lavender. Calms with rosewater.

150ml \$79.95

PURE COMFORT™ EYE MAKE-UP REMOVER

Treat your delicate eye area with care. Soothing botanical extracts – like certified organic eyebright, cucumber and camomile – clear away make-up, leaving skin clean and refreshed.

125ml \$39.95

TOURMALINE

Infuses skin with radiance with the naturally energising mineral tourmaline powerful anti-oxidants. Sweeps away dull skin to reveal softer, smoother and more radiant skin.



TOURMALINE CHARGED EXFOLIATING CLEANSER

Our daily cleanser with jojoba exfoliating beads helps increase cell turnover and remove impurities. It's the first step in our tourmaline charged system, created to jump-start a healthy glow. Conditions the skin with creamy mango butter.

150ml \$59.95

TOURMALINE CHARGED RADIANCE FLUID™

Concentrated refining serum infused with the naturally energising mineral tourmaline and powerful anti-oxidants. Jump-starts a healthy glow, smoothing away dull skin.

30ml \$99.95

TOURMALINE CHARGED HYDRATING CREME

Moisture-rich cream with finely-powdered tourmaline a naturally energising mineral contains plant extracts and 11 powerful anti-oxidants. Hydrates normal to dry skin while infusing it with visible life and radiance.

50ml \$89.95

TOURMALINE CHARGED RADIANCE MASQUE

A creamy, aroma neutral facial masque that gently lifts lacklustre surface cells to reveal softer, smoother and more radiant skin.

125ml \$79.95

BATH/SHOWER CARE

Create your own, at-home spa experience with nurturing bath and body blends rich with plant-based humectants, vitamins, minerals and herbal extracts. Complex aromas of pure flower and plant essences revitalise skin and spirit.



CALMING BODY CLEANSER

A calming gel blend of aloe vera and witch hazel extracts gently cleanses while soothing plant-derived aromas including rose, vanilla and lavender, help unwind body and mind.

250ml.....\$29.95

ENERGIZING BODY CLEANSER

Refreshing blend of aloe vera, witch hazel and grapefruit seed cleanses while exhilarating, plant-derived aromas including peppermint and ylang ylang invigorate body and mind.

250ml.....\$29.95

REFRESHING BATH BAR

Long-lasting cleansing bar rich in plant-derived humectants, vitamins, minerals and herbal extracts. Exhilarates with aromas from pure plants and flowers – including organic orange, petitgrain and grapefruit.

150g.....\$19.95

SOOTHING AQUA THERAPY

Mineral-rich Dead Sea salts soothe, refresh and hydrate dry, stressed skin. Combined with plant-based emollients and beneficial essences for a relaxing, aromatic bath experience.

400g.....\$49.95

SMOOTHING BODY POLISH

Blend of finely-ground walnut shells, kelp, aloe, lavender and herbal extracts gently polishes away dead surface cells and skin-dulling debris to reveal smoother, softer skin beneath.

250ml.....\$49.95

REPLENISHING BODY MOISTURIZER

Restore suppleness to dry skin with a moisture-binding blend of vitamins, natural humectants and oils including meadowfoam. Refreshingly aromatic blend with pure plant and flower essences.

40ml.....\$9.95

250ml.....\$39.95



CARIBBEAN THERAPY™

A rejuvenating blend of authentic Caribbean ingredients to create an island sanctuary at home, with warm aromas of amyris, bay, vetiver and lime to rejuvenate the senses.



CARIBBEAN THERAPY™ BODY CLEANSER

Hydrate and smooth the skin with a rich, creamy blend of exotic fruit and nut oils of the Caribbean. Warm island aromas of amyris, bay, vetiver and lime rejuvenate the senses.

200ml.....\$39.95

CARIBBEAN THERAPY™ BODY CREME

A rich body cream with Caribbean mango, cocoa butter and warm island aromas leaves skin soft and conditioned and senses rejuvenated.

200ml.....\$49.95

CARIBBEAN THERAPY™ BATH BAR

A rejuvenating blend of authentic Caribbean ingredients creates a rich lather that nourishes skin, while warm island aromas uplift the senses.

180g.....\$29.95

CARIBBEAN THERAPY™ BODY SCRUB

Invigorating body scrub rich with healing nutrients gently brushes away dead surface cells and skin-dulling debris to uncover beautiful, radiant skin beneath.

450g.....\$59.95

MASSAGE/BODY OILS

Calm a taut muscle or tense scalp with our unique sensory remedies for body and mind. For use in bath, after shower or during massage.



BLUE OIL BALANCING CONCENTRATE

For on the spot acupressure, with a cooling blend of blue camomile and peppermint.

7ml..... 39.95

ALL-SENSITIVE™ BODY FORMULA

Aroma-neutral, all-over body oil infused with vitamins A and E, helps retain moisture, especially when applied to damp skin after shower or bath. Lightweight formula that contains 100% certified organic jojoba oil.

50ml.....\$54.95

BEAUTIFYING COMPOSITION™

Seals in moisture after bathing or during massage with a rich, aromatic, conditioning body oil for dry skin, hair and scalp. Contains jojoba oil and a blend of essences including rosemary and bergamot.

50ml.....\$49.95

CALMING COMPOSITION™

Soothe and calm dry skin and scalp with clarified jojoba oil and a tranquil blend of rose and other pure flower and plant essences.

50ml.....\$49.95

ENERGIZING COMPOSITION™

Lightweight oil hydrates and stimulates the senses with a refreshing blend including lavender, sage and jasmine.

50ml.....\$49.95

HAND/FOOT CARE

Smooth, nurture and protect with deeply moisturising herbs.



HAND RELIEF™

Incredibly rich moisture therapy soothes dry, chapped hands. Hydrating plant emollients, humectants, exfoliating fruit acids and anti-oxidants help diminish signs of ageing and provide optimal relief.

40ml\$14.95

125ml\$44.95

FOOT RELIEF™

Soothing cream blended with active herbs, exfoliating fruit acids and plant-derived oils like jojoba and castor. Even tough, stressed feet are smoothed, cooled and moisture-charged.

40ml\$14.95

125ml\$44.95

CUTICLE CONTROL™

Powerful, cuticle-minimising gel with mineral-based ingredients to help break down protein bonds. Plant-based humectants and conditioning agents soften cuticles, so they are easy to push back.

15ml\$24.95

AVEDA POINTS OF DIFFERENCE

- 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.
- complete traceability of certified organic ingredients, from the raw source to our finished products.
- shampoo bottles made with a minimum of 80% post-consumer recycled content, are made from recycled milk bottles, and can be recycled after use.
- over 14 million dollars raised to date for environmental causes through its annual Earth Month campaigns.
- no petrochemicals where possible.
- 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.
- no animal testing.
- 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