

# botanical repair™ intensive strengthening masque: rich



Treatment formulated with added butters and two times more plant lipids\* that intensely repairs and strengthens hair instantly, leaving it visibly healthier, softer and shinier after just one use



## claims

- Instantly strengthens and builds bonds for deep repair with the power of plants
- Instantly transforms hair, leaving it visibly healthier, softer, smoother and shinier after just one use
- Strengthens to help protect against future damage



## claims continued

- Repairs damage to all three key layers of hair fiber (F-layer to cortex)
- Instantly detangles to help prevent breakage
- Leaves hair feeling soft and smooth with a luxurious slip
- 92% of women said their hair instantly looked healthier and less damaged
- 95% of women said their hair instantly felt repaired
- Formulated for all textures of medium-to-thick hair
- Safe for color-treated and chemically processed hair
- Silicone-free, vegan and cruelty-free
- 94% naturally derived\*\*

\*When compared to Botanical Repair™ Intensive Strengthening Masque: Light.

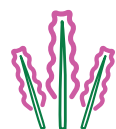
\*\*From plants, non-petroleum minerals or water, using ISO standard.

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## functional botanicals

- Corn-derived sugar molecule creates bonds in the cortex, strengthening and repairing hair from within
- Nourishing macro green blend of certified organic avocado, green tea and sacha inchi seed oils smooths the cuticle to detangle, helping prevent breakage
- Plant-based complex of corn and coconut mimics the benefits of the hair's outermost F-layer to help protect hair from humidity and water that can make hair more fragile
- Organic coconut oil and shea butter help provide added conditioning and shine
- Organic oleic sunflower oil helps provide added conditioning
- Olive oil-derived squalane is part of a natural silicone replacement technology that provides slip and softness



## pure-fume™ aroma

A fresh, floral, herbal aroma featuring certified organic ylang ylang, rose and marjoram



## texture/form

Sumptuous, buttery creme



## packaging

6.5 fl oz/200 ml jar made with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



## usage and application

After shampooing with Botanical Repair™ Strengthening Shampoo, smooth through hair. Leave in 2–5 minutes. Rinse.

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## Q & A

**Q: What is the ideal hair type for the Botanical Repair™ products?**

**A:** Botanical Repair™ is formulated for and tested on all hair types and textures. There are two masques within the retail system between which guests can choose based on their hair type and preferred texture. Botanical Repair™ Intensive Strengthening Masque: Light is formulated for all textures of fine-to-medium hair, and Botanical Repair™ Intensive Strengthening Masque: Rich is formulated for all textures of medium-to-thick hair and contains added butters and two times more plant lipids than the light masque.

**Q: Are the Botanical Repair™ products silicone-free?**

**A:** Yes. The Botanical Repair™ products are silicone-free.

**Q: Why did Aveda decide to formulate such high-performing products without silicone?**

**A:** Part of Aveda's mission is to provide guests with high-performance products that are formulated with the highest percentage of naturally derived ingredients possible and formulated without the use of ingredients consumers don't want, such as silicones.

**Q: What is being used in the Botanical Repair™ products in place of silicone?**

**A:** The Botanical Repair™ products are silicone-free and, where relevant, formulated with a patent-pending, silicone-free technology that mimics the conditioning performance of silicones using naturally derived ingredients, including a blend of corn and coconut that mimics the hair's natural F-layer and a blend of plant-derived oils that help smooth the cuticle, detangle hair and reduce fiber friction. Aveda's Research and Development chemists worked through countless combinations before discovering this unique, proprietary blend.

**Q: Are the Botanical Repair™ products sulfate cleanser-free?**

**A:** Yes. The Botanical Repair™ products are sulfate cleanser-free.

**Q: Do the Botanical Repair™ products contain organic ingredients?**

**A:** Yes. Botanical Repair™ Intensive Strengthening Masques: Light and Rich and Botanical Repair™ Professional Bond Activators: Light and Rich contain organic coconut oil, shea butter and sunflower seed oil. Botanical Repair™ Strengthening Leave-In Treatment also contains organic sunflower seed oil.

**Q: What does the Botanical Repair™ aroma smell like?**

**A:** The Botanical Repair™ aroma is naturally derived and features a fresh, floral, herbal aroma featuring certified organic ylang ylang, rose and marjoram essential oils, so hair smells as indulgent as it looks and feels.

**Q: Do the Botanical Repair™ products contain protein?**

**A:** None of the Botanical Repair™ products are formulated with protein; they are formulated with plant-powered, three-layer, hair repair technology that addresses the three key layers of hair, from the cortex to the F-layer.

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## Q & A continued

**Q: What is plant-powered, three-layer, hair repair technology, and how does it work?**

**A:** Refer to the chart below.

Technology	Key Ingredients	Layer Affected	Benefit
Plant-powered, bond-multiplying molecule	Corn-derived sugar	Cortex	<b>Repair</b> Creates bonds in the cortex, strengthening and repairing hair from within
Nourishing macro green blend	Certified organic avocado, green tea and sacha inchi seed oils	Cuticle	<b>Prevent</b> Smooths the cuticle to detangle, helping prevent breakage
Plant-based complex	Corn and coconut	F-layer	<b>Protect</b> Mimics the benefits of the hair's outermost F-layer to help protect hair from humidity and water that can make hair more fragile

**Q: How do the Botanical Repair™ products help reinforce the hair structure?**

**A:** Botanical Repair's™ bond-multiplying ingredient is small, which allows it to penetrate the cortex to work within and across the cortex to create a network of bond-multiplying molecules that interlock with the hair's structure for stronger hair from the inside out. It also contains multiple bonding sites per molecule, resulting in the formation of many bonds in the cortex. The bond-multiplying molecules interlock—like clasped hands—with the hair's innermost structure. Because there are so many connection points per molecule, the network of hydrogen bonds created is amazingly strong.

**Q: Why don't the Botanical Repair™ products penetrate the medulla?**

**A:** The hair's integrity comes from the cortex, cuticle and F-layer. The Botanical Repair™ technology focuses on the hair structure most commonly found in all people. The medulla's presence and pattern in human hair differ from person to person and strand to strand. On any head of hair, one hair may have an absent medulla, and another hair may have a complete or fragmented medulla.

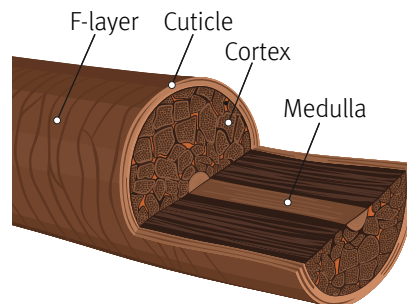
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## Q & A continued

### Q: What is the F-layer?

A: Each hair strand is comprised of three parts: the medulla, cortex and cuticle. The medulla is the core or center of the hair strand, and its function is unknown. The cortex is the thick, interior layer of the hair strand and is responsible for many of the characteristics of any given head of hair, including texture, strength and color. The cuticle is made up of 6–8 layers of flattened, overlapping cells that are sealed in by an invisible layer, scientists call the F-layer.

The F-layer acts as a natural conditioner, keeping hair smooth, shiny and silky. It reflects light and limits friction between hair strands. It also protects hair by preventing it from absorbing too much water from the environment. If the F-layer is damaged, hair strands can become tangled with and stuck to one another. Once the F-layer is damaged beyond repair, there is no getting it back. Botanical Repair™ features a plant-based complex that mimics the benefits of the hair's outermost F-layer to help protect hair from humidity and water that can make hair more fragile.



### Q: How does a guest know if their hair is damaged?

A: Damaged hair is exhibited in several ways. Observing the guest's level of elasticity and porosity during the consultation will help determine whether a guest has dry hair, damaged hair or both.

### Q: Do the Botanical Repair™ products build bonds, strengthen bonds or multiply bonds?

A: The Botanical Repair™ products multiply bonds to strengthen hair.

### Q: What type of bonds do the Botanical Repair™ products multiply?

A: The Botanical Repair™ products multiply hydrogen bonds. The bond-multiplying molecule used in Botanical Repair™ is small, allowing it to penetrate the hair's cortex. It also contains multiple bonding sites, resulting in the formation of many bonds in the cortex.

### Q: What is the difference between disulfide bond building and Aveda's bond-multiplying technology?

A: Botanical Repair's™ bond-multiplying ingredient can interact with many different sites on the keratin protein inside the hair, resulting in the formation of many hydrogen bonds. This very small molecule acts like multiple sets of hands locked together, creating a network of bonds that helps strengthen hair's internal structure. Disulfide bond building requires free sulfur in the system for it to work. This is not required to create hydrogen bonds in hair.

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## Q & A continued

**Q: What is the difference among Damage Remedy™, Nutriplenish™ and Botanical Repair™?**

**A:** Refer to the chart below.

	Damage Remedy™	Nutriplenish™	Botanical Repair™
<b>Key Benefit</b>	Visibly repairs, strengthens, protects	Provides 72-hour, nutrient-powered hydration	Transforms hair. Instantly strengthens and repairs from the inside out; creates new hair bonds
<b>Technology</b>	Quinoa, soy, macadamia	Superfood-infused hydration featuring pomegranate oil, coconut oil and mango butter	Repairs three key layers of hair with the power of plants. Plant-powered, bond-multiplying molecule, nourishing macro green blend and plant-based complex
<b>Retail Assortment/ % Naturally Derived</b>	Shampoo, conditioner, masque, leave-in treatment 85% naturally derived <sup>1</sup>	Shampoo and conditioner light moisture, shampoo and conditioner deep moisture, leave-in treatment, multi-use oil 94% naturally derived <sup>3</sup>	Shampoo, conditioner, masques (light and rich), leave-in treatment 94% naturally derived <sup>4</sup>
<b>Professional Assortment/ % Naturally Derived</b>	<b>One step:</b> Damage Remedy™ Penetrating Protein 84% naturally derived <sup>2</sup>	None	<b>Three steps:</b> 1 Botanical Repair™ Professional Equalizing Primer 2 Botanical Repair™ Professional Hair Strengthening Additive 3 Botanical Repair™ Professional Bond Activators (Light and Rich) 93% naturally derived <sup>5</sup>
<b>Silicone-Free</b>	No	Yes	Yes
<b>Sulfate Cleanser-Free</b>	Yes	Yes	Yes
<b>Vegan</b>	Yes	Yes	Yes

<sup>1</sup>From plants, non-petroleum minerals or water. **Damage Remedy™** is 85% naturally derived on average per ISO standards.

<sup>2</sup>From plants, non-petroleum minerals or water, using ISO standard.

<sup>3</sup>From plants, non-petroleum minerals or water. **Nutriplenish™** is 94% naturally derived on average per ISO standards.

<sup>4</sup>From plants, non-petroleum minerals or water. **Botanical Repair™** (retail assortment) is 94% naturally derived on average per ISO standards.

<sup>5</sup>From plants, non-petroleum minerals or water. **Botanical Repair™** (professional assortment) is 93% naturally derived on average per ISO standards.

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## Q & A continued

**Q: What is the difference between the Botanical Repair™ Intensive Strengthening Masques (retail) and the Botanical Repair™ Professional Bond Activators (professional)?**

**A:** The Botanical Repair™ Professional Bond Activators contain 50% more bond-strengthening ingredients than the retail Botanical Repair™ Intensive Strengthening Masques. Aveda recommends kickstarting a powerful repair process with the appropriate professional Botanical Repair™ treatment and using the retail Botanical Repair™ products to maintain the results until the next salon visit. Bond repair from using Botanical Repair™ is not permanent; hydrogen bonds are formed deep in the cortex, but can be displaced by water, heat or other mechanisms. How long the bonds created by Botanical Repair™ will remain intact is unknown, and hair is constantly being damaged by heat styling, coloring, etc. A combination of professional treatments and consistent home care will help maintain strong hair.

**Q: Are the Botanical Repair™ products safe for color-treated hair?**

**A:** Yes. The Botanical Repair™ products are safe for color-treated hair. The formulas won't discolor blonde or silver/white hair.

**Q: Are the Botanical Repair™ products safe for use on the scalp?**

**A:** The Botanical Repair™ products are formulated as hair care products, not scalp care products, though they were safety tested and are safe for use. Follow all usage and application instructions.

**Q: Are the Botanical Repair™ products safe for use with hair extensions?**

**A:** Aveda advises guests to follow the manufacturer's recommendations for using Botanical Repair™ products with hair extensions.

**Q: Are the Botanical Repair™ products safe for use on keratin-treated hair?**

**A:** Aveda advises guests to follow the manufacturer's recommendations for using Botanical Repair™ products on keratin-treated hair.

**Q: Are the Botanical Repair™ products Curly Girl Method-approved?**

**A:** There is no established universal standard for the Curly Girl Method because what curly girls need differs by curl type. That said, Botanical Repair™ products provide different levels of conditioning for different hair types and textures, and the formulas are sulfate- and silicone-free. They also feature an aroma made with naturally derived essential oils.

**Q: How often should guests use the Botanical Repair™ products?**

**A:** The Botanical Repair™ products are formulated for use as frequent as daily; however, guests can use them less frequently according to their own wash/shampoo routine.

**Q: Are the Damage Remedy™ products discontinued?**

**A:** No. Damage Remedy™ remains a product offering. However, when recommending home care products to guests with damaged hair, share that Botanical Repair™ is formulated with our most up-to-date technology to provide a different, more holistic approach for strength and repair than Damage Remedy™. Botanical Repair™ goes three layers deep to address the cortex, cuticle and F-layer; Damage Remedy™ only addresses the surface layer of the hair.

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## Q & A continued

**Q: Should guests keep using the Damage Remedy™ products, or should they switch to Botanical Repair™?**

**A:** The goal is to convert all guests to Botanical Repair™. Aveda recommends sampling all existing Damage Remedy™ guests to help the conversion. Botanical Repair™ is formulated with our most up-to-date technology to provide a different, more holistic approach for strength and repair than Damage Remedy™. Botanical Repair™ goes three layers deep to address the cortex, cuticle and F-layer; Damage Remedy™ only addresses the surface layer of the hair.

**Q: What is the difference between Botanical Repair™ Strengthening Leave-In Treatment and Damage Remedy™ Daily Hair Repair?**

**A:** Botanical Repair™ Strengthening Leave-In Treatment has the same lightweight gel-creme texture as Damage Remedy™ Daily Hair Repair, but that is where the comparison ends. Botanical Repair™ Strengthening Leave-In Treatment contains Aveda's innovative, naturally derived bond-multiplying technology that penetrates the cortex to multiply bonds and strengthen and reinforce hair's integrity at the core. The plant-powered formula includes sand ginger, which helps protect hair from UV damage and heat up to 450°.

**Q: Why do the Botanical Repair™ products cost more than Damage Remedy™?**

**A:** The Botanical Repair™ products provide plant-powered, three-layer repair with advanced bond-multiplying technology, unlike Damage Remedy™. Botanical Repair™ is line priced with Nutriplenish™.

**Q: Can guests mix and match products within the Botanical Repair™ system?**

**A:** Yes. The Botanical Repair™ products are formulated so guests can choose the ones they want to use based on their hair type, texture and general preference.

**Q: Can guests use Botanical Repair™ treatment products with other Aveda shampoos and conditioners?**

**A:** Yes. However, the claims associated with Botanical Repair™ can only be achieved by using the complete Botanical Repair™ system.

**Q: Are the Botanical Repair™ products available in sample or travel sizes?**

**A:** Yes. The Botanical Repair™ products are available in sample and travel sizes.