

botanical repair™ strengthening overnight serum



Overnight, intensive repair serum that builds bonds while you sleep leaving hair stronger and visibly revived and reduces the appearance of split ends by 84% in one night



claims

- Reduces the appearance of split ends by 84% in one night
- Replenishes the essentials of healthy hair that were lost from daily assaults
- In one night, hair is stronger
- Lightweight formula creates an invisible veil that minimizes friction and helps prevent damage to hair while you sleep
- Deeply nourishes, softens and smooths overworked hair
- Repairs damage and prevents and protects hair from future damage by building bonds critical to reinforcing hair's strength and integrity
- Protects and prevents damage to all three layers of hair fiber (F-layer, cuticle and cortex)

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



claims continued

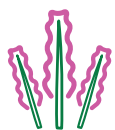
- Provides eight hours of uninterrupted, intensive repair
- Formulated for all hair types and textures
- Silicone-free, vegan and cruelty-free
- 99% naturally derived*



functional botanicals

- Plant-derived, bond-building molecule made from corn-derived sugar goes below the surface to strengthen and reinforce hair's integrity at the core
- Nourishing macro green oil blend of emollient-rich, certified organic sacha inchi, green tea seed and avocado oils help replenish the essentials of healthy hair that were lost from daily assaults
- Plant-based complex of coconut and corn derived ingredients create a botanical F-layer to help protect and shield the hair from future damage
- Nangai oil helps attract separated ends back together, reducing the appearance of split ends and helping smooth and seal hair strands

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pure-fume™ aroma

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



texture/form

Lightweight serum



packaging

3.4 fl oz/100 ml bottle made with 100% post-consumer recycled (CR) polyethylene terephthalate (PET), excluding pump



usage and application

Apply to lengths and ends at bedtime. Do not rinse. In morning style as usual. Use as often as desired.



Q & A

Q: What ingredient in the Botanical Repair™ Strengthening Overnight Serum creates the “invisible veil” for the hair?

A: The “invisible veil” of protection on the hair is created by the formula of the Botanical Repair™ Strengthening Overnight Serum as a whole, not one specific ingredient.

Q: What do we mean by “essentials of healthy hair” that are being replenished by the Botanical Repair™ Strengthening Overnight Serum?

A: The “essentials of healthy hair” include overall shine, condition and strength of the hair. Botanical Repair™ Strengthening Overnight Serum not only builds bonds to strengthen the hair, it also softens and smooths the hair with the nourishing, macro green oil blend that includes certified organic sacha inchi, green tea seed and avocado oils.

Q: Are the benefits of the Botanical Repair™ Strengthening Overnight Serum long-lasting/cumulative, or do I only get the benefits while the product is on the hair?

A: The Botanical Repair™ Strengthening Overnight Serum offers many benefits to the hair. The bond-building benefits of the product will be cumulative and long-lasting with continued, regular use. The split end benefits are achieved while the product is on the hair and in between washes.

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Q & A continued

Q: Can you use too much of the Botanical Repair™ Strengthening Overnight Serum for too long and cause a reverse effect and create damage?

A: Continued, regular use of Botanical Repair™ will not create damage. Some of our guests may be concerned with information that they have read about the use of proteins in hair repair products. None of the retail or professional 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.

Q: Do I have to use the Botanical Repair™ Strengthening Overnight Serum only at night?

A: The Botanical Repair™ Strengthening Overnight Serum was developed to achieve optimal benefits and work most effectively at night when hair is not exposed to external aggressors (i.e., pollution, sun, etc.). At night, the product penetrates deep into the cortex for eight hours of uninterrupted repair. It also was developed to partner with the other Botanical Repair™ products as a complete care regimen. The product could be used during the day to support instant split end repair.

Q: How does the nangai oil work in the Botanical Repair™ Strengthening Overnight Serum?

A: Nangai oil helps attract the separated ends of the hair back together, reducing the appearance of split ends. It helps to smooth and seal split ends.

Q: Can Botanical Repair™ Strengthening Overnight Serum help extend time between visits to the salon?

A: Guests should continue with their regular, recommended professional service schedule to maintain their style and health of their hair. The Botanical Repair™ retail products are not intended to affect the guest's professional service schedules.

Q: Do I have to use the entire Botanical Repair™ franchise for the Botanical Repair™ Strengthening Overnight Serum to work?

A: Each product in the Botanical Repair™ hair care system was formulated to have individual benefits on the hair. The Botanical Repair™ Strengthening Overnight Serum achieves its individual benefits without the use of additional products although for optimal results we recommend the full Botanical Repair™ system.

Q: Can we mix or layer the Botanical Repair™ Strengthening Overnight Serum with any other products to get additional benefits?

A: The Botanical Repair™ family has products for a complete usage regimen that does not require layering the products outside of their recommended usage. In general, our products are not to be mixed for usage. Since this is an overnight product, we do not recommend layering with other hair products.

Q: Would we recommend wrapping the hair overnight after application of the Botanical Repair™ Strengthening Overnight Serum?

A: The lightweight formula creates an invisible veil that minimizes friction and helps prevent damage to hair while you sleep. If a guest wraps their hair to preserve a style, they can continue to wrap the hair after application.

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Q & A *continued*

Q: What is the difference between the Botanical Repair™ Strengthening Overnight Serum and the Strengthening Leave-In Treatment? What happens if I use both?

A: Our regimen recommendation is to use both products as partners to combat and prevent damage to the hair. Both products strengthen and repair damaged hair with plant-powered, three-layer hair repair and protect and prevent future damage, but the product forms are different, and they also have unique benefits.

	Botanical Repair™ Strengthening Leave-In Treatment	Botanical Repair™ Strengthening Overnight Serum
Unique Benefits	<ul style="list-style-type: none"> • For use during the day • Protects against heat damage up to 450° and against the drying effects of the sun • Instantly detangles to help prevent breakage • Instantly transforms hair, leaving it visibly healthier, softer and shinier after just one use • Smooths and conditions hair, leaving it feeling soft and smooth with a luxurious slip • Reduces frizz and flyaways 	<ul style="list-style-type: none"> • For use overnight • Builds bonds while you sleep • Replenishes the essentials of healthy hair that were lost from daily assaults • Lightweight formula creates an invisible veil that minimizes friction and helps prevent damage to hair while you sleep • Provides eight hours of uninterrupted, intensive repair • Reduces the appearance of split ends by 84% in one night

Q: What if a guest is concerned with both hydration and damage repair? What are the recommendations?

A: Our recommendation at Aveda is to offer a product solution based on the guest’s primary hair care concern. Ensure that our service providers are performing the hair care assessments to help determine our guest’s hair care needs and determine their primary need. Hair that is severely damaged cannot easily hold hydration. Therefore, if hair is both damaged and dry, treat the damage first, to repair and strengthen the hair so the hair structure can better hold hydration once again. These guests are good candidates for a regimen that supports damage repair and hydration on an alternating basis.

FOR EXAMPLE:

Week One: Shampoo and condition with Botanical Repair™ Strengthening Shampoo and Conditioner/Intensive Strengthening Masque (Light or Rich) and use Nutriplenish™ Leave-In Conditioner and Multi-Use Hair Oil for the day and Botanical Repair™ Strengthening Overnight Serum for overnight care.

Week Two: Shampoo and condition with Nutriplenish™ Shampoo and Conditioner (Light or Deep Moisture) and use Botanical Repair™ Strengthening Leave-In Treatment and Botanical Repair™ Strengthening Overnight Serum for overnight care.

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Q & A continued

Q: Would using the Botanical Repair™ Strengthening Overnight Serum make my hair revert to its natural state/curl pattern if I apply it on a blown-out and pressed style?

A: The Botanical Repair™ Strengthening Overnight Serum is a water-based formula, although with a very low water content. Therefore, if used on a blown-out/pressed/straightened style, use of the product could bring back some of the natural movement and texture in the hair.

Q: Can you apply Botanical Repair™ Strengthening Overnight Serum to damp hair?

A: Yes.

Q: Do our guests still need to get the Botanical Repair™ professional treatments if they are using the Botanical Repair™ Strengthening Overnight Serum?

A: The complete Botanical Repair™ hair care regimen includes a recommendation that incorporates the professional Botanical Repair™ Treatments. A combination of professional treatments and consistent home care will help maintain strong hair.

Q: Can the Botanical Repair™ Strengthening Overnight Serum be used as a pre-treatment for lifting services or blowouts/straightening services?

A: We recommend the Botanical Repair™ Professional Equalizing Primer prior to all color services. Refer to the Botanical Repair™ Salon Reference Guide for complete usage and service protocols. For heat-styling services, we recommend the Botanical Repair™ Strengthening Leave-In Treatment as a treatment/prep product.

Q: Does the Botanical Repair™ Strengthening Overnight Serum have any heat-styling benefits?

A: The Botanical Repair™ Strengthening Overnight Serum was not formulated to have heat-styling benefits because it is an overnight treatment product. The Botanical Repair™ Strengthening Leave-In Treatment protects hair against heat damage up to 450° and against the drying effects of the sun and is the product to use during the day when heat-styling benefits are needed.

Q: Do I still need to use the Botanical Repair™ Strengthening Overnight Serum if I am using the Botanical Repair™ Intensive Strengthening Masques?

A: Yes, the Strengthening Overnight Serum should be used in conjunction with the Botanical Repair™ system, including the masques, for optimal results. The complete system works to fight the effects of damage to the hair. The retail Botanical Repair™ products are formulated for use as frequent as daily; however, guests can use them less frequently according to their own cleansing routine and integrate the Intensive Strengthening Masques, Light or Rich, as needed.

Q: Can the Botanical Repair™ Strengthening Overnight Serum be brushed through the hair after application?

A: You do not need to brush the product through the hair after application as its lightweight formula was developed to quickly absorb into the hair. Depending on the hair type and texture, you can brush the product through after application if it feels like it will be more evenly distributed but it is not needed to achieve results.

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Q & A continued

Q: Should I use the Botanical Repair™ Strengthening Overnight Serum every night regardless of if I am going to be cleansing my hair the next day or not?

A: The Botanical Repair™ Strengthening Overnight Serum was developed for nightly use for optimal efficacy.

Q: Do we have a specific recommendation for how many pumps of Botanical Repair™ Strengthening Overnight Serum to use depending on hair type, texture or length?

A: The amount of product used by each guest is dependent on their specific hair type, texture and length but also the porosity of the hair. We recommend that a guest begin with 2 pumps of product, emulsify through the fingertips and pull from the lengths through the ends of the hair. Repeat as needed. Guests with more layers in their hair should start with their shortest layer and work their way down the hair.

Q: What is the difference between Damage Remedy™ Split End Repair and Botanical Repair™ Strengthening Overnight Serum?

A: The Botanical Repair™ Strengthening Overnight Serum is silicone free, and the split end benefit is achieved from our updated, naturally derived ingredient formulation. Additionally, the Botanical Repair™ Strengthening Overnight Serum repairs, prevents, and protects hair from damage by building bonds critical to reinforcing hair's strength and integrity. The lightweight formula also creates an invisible veil that minimizes friction and helps prevent damage to hair while you sleep.