

pure abundance™ volumizing shampoo

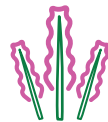


Daily shampoo for fine or limp hair that creates volume, helping hair look volumized and feel more abundant



functional botanicals

Babassu oil-derived cleansers gently cleanse hair



pure-fume™ aroma

An uplifting aroma featuring jasmine, certified organic peppermint, palmarosa and ylang ylang oils



texture/form

Liquid



packaging

8.5 fl oz/250 ml bottle with a minimum of 80% post-consumer recycled (PCR) high-density polyethylene (HDPE)



usage and application

Massage into damp hair. Rinse. Follow with Pure Abundance™ Volumizing Clay Conditioner.

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Q & A

Q: How do Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner work to add volume to fine hair, and what are the key ingredients?

A: The diameter of an individual hair strand can range from very thin (fewer than 50 microns) to very thick (more than 100 microns). Fine hair is more flexible than coarse hair, which can contribute to a lack of volume. Fine-haired guests who want to add volume need to maximize the diameter of their hair strands by using shampoos and conditioners that will support long-lasting volume without weighing hair down. Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner work synergistically to swell the hair shaft while depositing film-forming, acacia gum and bulking kaolin clay on the hair, creating a volumized look and feel. Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner also have other organic holding and bulking agents, including calendula, honey and marshmallow root.

Q: Is this product safe to use on color-treated hair?

A: Yes. However, if preserving the vibrancy of color-treated hair is the primary concern, Aveda recommends using the Color Conserve™ system.