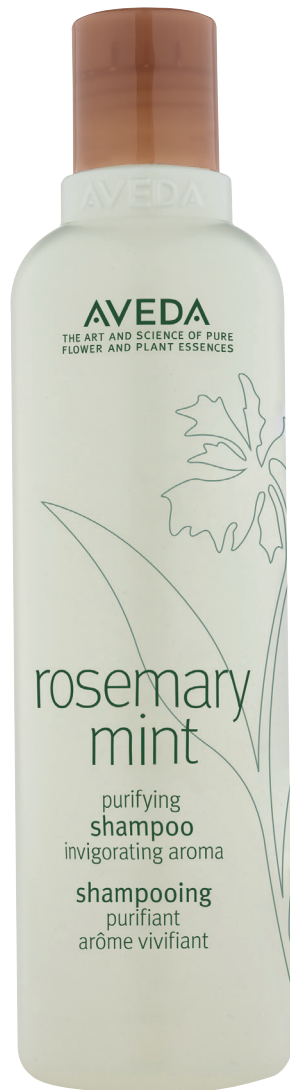


# rosemary mint purifying shampoo



96% naturally derived\* shampoo that gently clarifies and provides invigorating care to fine-to-medium hair



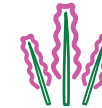
## functional botanicals

- Certified organic rosemary, peppermint and spearmint energize and awaken
- Wheat-derived white vinegar helps clarify hair and provides a low pH that flattens the cuticle for additional shine



## technology

Micellar technology gently clarifies hair by attracting, trapping and removing dirt, excess oil, product build-up and other impurities



## pure-fume™ aroma

An invigorating aroma featuring certified organic rosemary, peppermint and spearmint



## texture/form

Lightweight gel



## packaging

8.5 fl oz/250 ml bottle made with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE)



## usage and application

Apply to wet hair. Lather and rinse. Follow with Rosemary Mint Weightless Conditioner.

\*From plants, non-petroleum minerals or water. Learn more at [aveda.com](http://aveda.com).

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## Q & A

**Q: Is this Aveda's first shampoo with micellar technology?**

**A:** No. Micellar technology is used in other Aveda shampoos because micelles effectively attract dirt and oil so they can be rinsed off the hair. The technology is used in Rosemary Mint Purifying Shampoo to gently purify and remove oil build-up.

**Q: How does this product compare to Hair Detoxifier Shampoo?**

**A:** It is not comparable. Hair Detoxifier Shampoo, a deeply clarifying shampoo that removes minerals, chlorine and environmental pollutants, is a professional-only product that can be used weekly for a deep clarifying treatment. Rosemary Mint Purifying Shampoo, which gently clarifies, is mild enough for daily use. If a guest is looking for deeper purification in at-home care, Aveda recommends Sun Care Hair and Body Cleanser, which effectively removes chlorine, salt and product build-up.

**Q: Has the product formula changed?**

**A:** No. The formula for Rosemary Mint Purifying Shampoo is the same as before.

**Q: The product names in the Rosemary Mint hair care system are different—why did Aveda change the names?**

**A:** As Aveda expanded its hair care offerings, we wanted to create names that helped guests identify which products would be best for their hair concerns. That's why the system is now called Rosemary Mint Purifying Shampoo and Weightless Conditioner.

**Q: Is the Rosemary Mint hair care system suitable for use on dry hair?**

**A:** Rosemary Mint Purifying Shampoo and Weightless Conditioner help gently clarify hair, add weightless body and enhance shine.

If a guest's primary concern is dryness, Aveda recommends:

- Cherry Almond Softening Shampoo and Conditioner for mild dryness
- Dry Remedy™ Moisturizing Shampoo and Conditioner or Sap Moss Weightless Hydration Shampoo and Conditioner for moderate to severe dryness