

pure abundance™ style-prep™



Fine, micro-mist spray that detangles and adds lightweight, natural bulk to each strand, creating long-lasting volume on shampoo days and refreshing volume on non-shampoo days

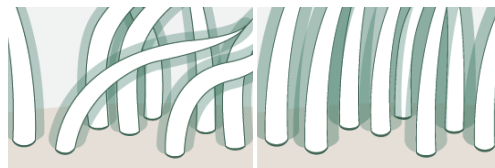


functional botanicals

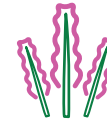
- Botanical blend of naturally derived bulking agents, including passion fruit, rice bran, acai oil, acacia gum and aloe, help volumize hair
- Natural, corn-derived polymer helps hold for body that lasts all day
- Hydrolyzed wheat protein helps condition hair



Untreated fine hair



Fine hair treated with Pure Abundance™ Style-Prep™ (illustrations)
Result: Bulked-up strands and boosted, long-lasting volume



pure-fume™ aroma

An uplifting mint-floral aroma with jasmine and certified organic peppermint, palmarosa and ylang ylang



texture/form

Liquid spray



packaging

3.4 fl oz/100 ml bottle made from 100% post-consumer recycled (PCR) polyethylene terephthalate (PET)



usage and application

To prep for styling, spray liberally on slightly damp hair. Comb, blow-dry and style as desired. To reactivate volume on non-shampoo days, spray liberally onto dry hair, comb and re-style.

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Q & A

Q: If I use this product, do I need to use a conditioner?

A: To achieve maximum volume, Aveda recommends using Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner prior to using Pure Abundance™ Style-Prep™. Conditioning helps maintain moisture—a critical component of healthy-looking hair. If your hair is medium to long in length, conditioning is a necessary part of your daily routine. Begin by applying conditioner to the ends, where damage is most prevalent. Then work it up to the mid-lengths. Avoid applying conditioner to the scalp area, where hair is usually the healthiest; this will help prevent weighing the hair down. If you choose not to use a conditioner, spray Pure Abundance™ Style-Prep™ on hair after shampooing.

Q: If I use this product, do I need to use an additional styling product?

A: Yes. To achieve maximum volume, Aveda recommends using a complete styling system (prep, style, finish). Here's how it works:

Prep: Spray hair with Pure Abundance™ Style-Prep™ and comb through using a wide-toothed comb.

Style: Spray Volumizing Tonic™ on the roots, or apply Phomollient™ Styling Foam evenly through hair for additional volume.

Finish: Puff hair with Pure Abundance™ Hair Potion. Finish with Pure Abundance™ Volumizing Hair Spray.