

botanical kinetics™ intense hydrating rich creme



97% naturally derived,* rich creme for dry to very dry skin types that instantly increases moisture and retains it all day



claims

- Dermatologist-tested
- Non-acnegenic



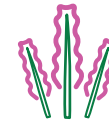
functional botanicals

- Salicornia herbacea helps skin absorb moisture
- Certified organic cupuaçu butter helps seal in deep, hydrating energy



sourcing story

CUPUAÇU BUTTER FROM BRAZIL



pure-fume™ aroma

A light, fresh, floral aroma featuring certified organic rose, geranium, olibanum, sandalwood and neroli



texture/form

Rich creme



packaging

1.7 fl oz/50 ml jar made with 100% post-consumer recycled (PCR) polyethylene terephthalate (PET) and a carton made with a minimum of 80% (PCR) fiber, Forest Stewardship Council (FSC) certified



usage and application

Smooth onto face and neck, avoiding eye area. Use daily, morning and evening.

*From plants, non-petroleum minerals or water. Learn more at aveda.com.

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Q & A

Q: Is it best to tone or exfoliate the skin before applying this product?

A: Aveda recommends toning in the morning and exfoliating in the evening. Toning helps prepare skin to receive the benefits of a moisturizer. Exfoliating helps remove dead surface cells and debris, which can help enhance the benefits of a moisturizer.

Q: Should this product be applied in the morning or evening?

A: Aveda recommends applying Botanical Kinetics™ Intense Hydrating Rich Creme in the morning and evening. However, if guests prefer to use a more lightweight moisturizer during the day, Aveda recommends using Botanical Kinetics™ Hydrating Lotion.

Q: Is this product more hydrating than Botanical Kinetics™ Intense Hydrating Soft Creme or vice versa?

A: No. Both products provide instant hydration. However, their textures may appeal to different skin types. Guests who prefer a lightweight creme that absorbs more quickly may want to use Botanical Kinetics™ Intense Hydrating Soft Creme; guests who prefer a richer creme that provides a barrier feel to the skin may want to use Botanical Kinetics™ Intense Hydrating Rich Creme.

Q: What is the difference between Botanical Kinetics™ Hydrating Lotion and the Botanical Kinetics™ Intense Hydrating Soft and Rich Cremes?

A: Botanical Kinetics™ Hydrating Lotion is a quick-absorbing, lightweight lotion for all skin types. The Botanical Kinetics™ Intense Hydrating Cremes provide intense, long-lasting moisturization in creme textures that leave a barrier feeling on skin. When determining which product is right for your guest, inquire what level of moisture they are looking to achieve the afterfeel they seek on their skin.