

# tulasāra™ bright concentrate



98% naturally derived\* treatment serum that instantly helps restore skin radiance and visibly reduce the appearance of dark spots, discoloration and uneven skin tone over time



## claims

### Primary product claims

- Instantly helps restore skin radiance and visibly reduce dark spots, discoloration and uneven skin tone over time
- Plumps skin with moisture and boosts healthy hydration levels

### Secondary product claims

- Dermatologist-tested
- Non-acnegenic
- Suitable for all skin types, including dark spots, discoloration and uneven skin tone and acne

### Clinical testing claims

- 100% of panelists demonstrated significant improvement in radiance\*\*

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



## functional botanicals

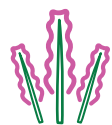
- Licorice root extract, a traditional Ayurvedic ingredient, helps reduce the appearance of discoloration, providing a more even-looking skin tone
- Molasses extract helps reduce the appearance of dark spots over time (NA/EMEA)
- Molasses extract helps even the appearance of skin tone over time (APAC)
- Glucosamine promotes surface cell turnover and removes dull surface cells, helping increase skin radiance and support its natural ability to hydrate from within
- Vitamin C boosts skin's luminosity and helps provide an instant glow
- Ayurvedic plant extracts—barley, sunflower and cucumber—help support the skin's moisture barrier



## sourcing story

CERTIFIED ORGANIC GINGER FROM INDIA

# tulasāra™ bright concentrate



## pure-fume™ aroma

An illuminating aroma featuring certified organic helichrysum, spike lavender and ambrette



## texture/form

Lightweight serum



## packaging

1 fl oz/30 ml amber glass bottle with pump and a carton made with 100% post-consumer recycled (PCR) fiber



## usage and application

Dispense two pumps into palm, and apply to a clean face and neck every morning and evening. Follow with moisturizer.

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## Q & A

**Q: This product contains vitamin C, which increases photosensitivity. Is this product suitable for daytime use?**

**A:** Tulasāra™ Bright Concentrate is formulated and was tested for twice-daily use, in the morning and evening. Aveda also recommends guests apply Daily Light Guard™ Defense Fluid Broad Spectrum SPF 30 as the final step in their morning skin care regimen to help protect their skin from UVA and UVB rays and free-radical damage caused by the environment.

**Q: Will guests see immediate results from using this product?**

**A:** Yes. Guests will see immediate results from using Tulasāra™ Bright Concentrate. Tulasāra™ Bright Concentrate instantly helps restore skin radiance and plumps skin with moisture.

**Q: Is this product suitable for all skin types?**

**A:** Yes. Tulasāra™ Bright Concentrate is suitable for all skin types and conditions, including dark spots, discoloration and uneven skin tone and acne.

**Q: Can guests use this product on other parts of the body?**

**A:** Tulasāra™ Bright Concentrate is formulated and was tested for use on the face and neck.

**Q: Can guests use this product on the eye area?**

**A:** Tulasāra™ Bright Concentrate is formulated and was tested for use on the face and neck. For under-eye concerns, Aveda recommends using Botanical Kinetics™ Energizing Eye Creme.

**Q: Can guests who have multiple concerns layer this product with Tulasāra™ Firm or Calm Concentrate?**

**A:** Tulasāra™ Bright, Firm and Calm Concentrates were tested monadically. If a guest wishes to layer them, Aveda recommends performing a patch test on their arm prior to applying the products to their facial skin.

**Q: Can guests with nut allergies use this product?**

**A:** Guests who are allergic to peanuts may also react to tree nuts, such as walnuts and Brazil nuts, as well as soybeans, peas and other legumes. In the medical community, it is acknowledged that nearly one-third of peanut allergies include a coexisting tree nut allergy. Aveda's products are manufactured with a vast number of raw ingredients from several different sources and suppliers. Therefore, it is not possible for Aveda to guarantee that Tulasāra™ Bright Concentrate is completely free of ingredients that may cause a reaction in guests who may have a peanut allergy, tree nut allergy or both. For example, it is possible for small amounts of a soybean-sourced ingredient or trace amounts of peanut oil to remain on shared manufacturing equipment even after thorough cleaning. Because even trace amounts of allergens can trigger reactions when a guest with a sensitivity comes in contact with them, Aveda recommends guests who are concerned about potential reactions discuss using Tulasāra™ Bright Concentrate with their doctor prior to application.

**Q: How many uses are in this product?**

**A:** There are approximately 65 uses per bottle of Tulasāra™ Bright Concentrate. The recommended usage is two pumps.