

# tulasāra™ calm concentrate

97% naturally derived\* treatment serum that instantly soothes skin and makes it more resilient over time

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



## product claims

### Primary claims

- Provides an immediate cooling sensation
- Instantly calms and hydrates skin, helping restore its healthy balance
- Reduces visible redness over time
- Helps strengthen and restore the skin's natural protective barrier to improve its resilience

### Secondary claims

- Dermatologist-tested
- Non-acnegenic
- Suitable for all skin types, including sensitive skin and skin prone to redness and irritation

### Clinical testing claims

- Instantly soothes skin
- Strengthens the skin's barrier, making it more resilient over time\*\*

\*\*After eight weeks.



## functional botanicals

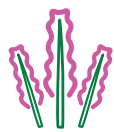
- Algae extract helps reduce visible redness and irritation over time
- Pomegranate fruit extract, an anti-oxidant known for its soothing properties in the Ayurvedic tradition, helps calm skin
- Contains more than 100,000 red raspberry plant stem cells, which are known to have restorative properties



## sourcing story

**CERTIFIED ORGANIC GINGER FROM INDIA**

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## pure-fume™ aroma

A soothing aroma featuring certified organic Roman chamomile, clary sage and neroli



## 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 & application

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



## Q & A

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

**A:** Yes. Guests will see immediate results from using Tulasāra™ Calm Concentrate. Tulasāra™ Calm Concentrate provides an immediate cooling sensation and instantly calms and hydrates skin.

**Q: When considering the barrier benefit of this product, how soon will guests begin to see an improvement in skin elasticity?**

**A:** Tulasāra™ Calm Concentrate strengthens the skin's barrier after four weeks of use, with continued improvement after eight weeks of use.

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

**A:** Yes. Tulasāra™ Calm Concentrate is suitable for all skin types, including sensitive skin and skin prone to redness and irritation.

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

**A:** Tulasāra™ Calm 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™ Calm 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 Bright Concentrate?**

**A:** Tulasāra™ Calm, Firm and Bright 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.

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## Q & A continued

**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™ Calm 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™ Calm Concentrate with their doctor prior to application.

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

**A:** There are approximately 115 uses per bottle of Tulasāra™ Calm Concentrate. The recommended usage is two pumps.