

tulasāra™ firm concentrate



97% naturally derived* treatment serum that firms the look of skin to help restore its radiant, youthful appearance



claims

Primary claims

- Helps boost the skin's natural collagen production, for visibly lifted, firmer-feeling skin
- Provides instant tightening sensation and hydrates skin to plump and help smooth the appearance of fine, dry lines
- Helps restore the skin's protective lipid barrier to strengthen its defenses against environmental stress

Secondary claims

- Dermatologist-tested
- Non-acnegenic
- Suitable for all skin types, including aging skin

Clinical testing claims**

- 91% of panelists demonstrated significant improvement in the appearance of firming
- 91% of panelists demonstrated significant improvement in the reduced appearance of lines and wrinkles

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



functional botanicals

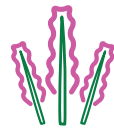
- A powerful peptide and vitamin C help boost the skin's natural collagen production and reduce the appearance of fine lines and wrinkles, resulting in visibly lifted, firmer-feeling skin
- Sigesbeckia helps support the skin's extracellular matrix for a firmer appearance and fewer visible lines and wrinkles
- Sweet almond seed extract instantly tightens the feel of the skin's contours
- Certified organic ginger extract, a traditional Ayurvedic ingredient, is a known anti-oxidant
- Safflower oleosomes help restore the skin's protective lipid barrier to maintain moisture and strengthen its defenses against environmental stress
- Glucosamine promotes surface cell turnover and removes dull surface cells, helping increase skin radiance and support its natural ability to hydrate from within

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sourcing story

CERTIFIED ORGANIC GINGER FROM INDIA



pure-fume™ aroma

A renewing aroma featuring certified organic patchouli, vetiver and ylang ylang



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: Will guests see immediate results from using this product?

A: Yes. Guests will see immediate results from using Tulasāra™ Firm Concentrate. Tulasāra™ Firm Concentrate provides an instant tightening sensation and hydrates skin to plump and help smooth the appearance of fine, dry lines.

Q: What ingredient in this product helps promote skin's natural collagen production?

A: Tulasāra™ Firm Concentrate contains acetyl hexapeptide-8, a bio-fermented peptide, which helps promote the skin's natural collagen production and reduce the appearance of lines and wrinkles, resulting in firmer-looking skin.

Q: Is this product suitable for all skin types?

A: Yes. Tulasāra™ Firm Concentrate is suitable for all skin types, including aging skin.

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

A: Tulasāra™ Firm 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™ Firm 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™ Bright or Calm Concentrate?

A: Tulasāra™ Firm, Bright 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™ Firm 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™ Firm 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™ Firm Concentrate. The recommended usage is two pumps.