

tulasāra™ renewing radiance creme



Powerful, 97% naturally derived* creme that instantly brightens skin; smooths fine, dry lines; and strengthens the skin's defenses before starting the day



claims

Primary product claims

- Instantly brightens skin, creating a radiant, luminous glow; over time, reduces the appearance of dark spots (NA/EMEA) and evens the appearance of skin tone (global)
- Instantly smooths fine, dry lines and reduces the appearance of lines and wrinkles
- Helps strengthen the skin's defenses against environmental aggressors with a powerful anti-oxidant blend
- 97% naturally derived*

Secondary product claims

- Provides instant moisturization
- Dermatologist-tested; non-acnegenic
- Suitable for all skin types

Clinical testing claims

- 74% of panelists demonstrated significant improvement in the reduced appearance of lines and wrinkles**
- 74% of panelists demonstrated significant improvement in the reduced appearance of age spots[†]
- 83% of panelists demonstrated significant improvement in the appearance of skin tone[†]
- 100% of panelists demonstrated significant improvement in radiance^{††}
- 139% improvement in moisturization^{††}

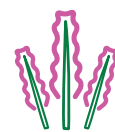
*From plants, non-petroleum minerals or water. Learn more at aveda.com. **After four weeks. [†]After eight weeks. ^{††}Immediately after application.

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functional botanicals

- 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)
- Acetyl hexapeptide-8, a bio-fermented peptide, helps boost the skin's natural collagen production and reduce the appearance of fine lines and wrinkles, resulting in visibly lifted, firmer-feeling skin
- Vitamin C and naturally derived luminizers infuse skin with an instant, radiant glow
- Licorice root extract, a traditional Ayurvedic ingredient, helps reduce the appearance of discoloration, providing a more even-looking skin tone
- Sigesbeckia helps support the skin's extracellular matrix for a firmer, more lifted appearance and fewer visible lines and wrinkles
- Certified organic ginger extract, a traditional Ayurvedic ingredient, is a known anti-oxidant
- Contains plant-derived anti-oxidants, including rice bran and rosemary extracts and vitamin E derived from sunflower oil, that help neutralize damaging free radicals
- Oleosomes help provide moisture and support the skin's barrier
- Glucosamine promotes cell turnover and removes dull surface cells to increase skin's radiance and helps support skin's ability to hydrate from within



pure-fume™ aroma

An aroma featuring certified organic jasmine, camomile and grapefruit



texture/form

Soft creme



packaging

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



usage and application

Smooth onto face, neck and décolleté in the morning after applying a Tulasāra™ Concentrate.

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Q & A

Q: How is this product different from Tulasāra™ Firming Sleeping Masque?

A: Tulasāra™ Renewing Radiance Creme is formulated to strengthen the skin's defenses against environmental aggressors with a powerful anti-oxidant blend. The formula also contains naturally derived minerals that help instantly brighten skin, creating a luminous glow. Tulasāra™ Firming Sleeping Masque is formulated to work at night when skin most receptive to repair.

Q: How is this product different from Botanical Kinetics™ Intense Hydrating Rich Creme and Intense Hydrating Soft Creme?

A: The primary benefits of Tulasāra™ Renewing Radiance Creme are to provide anti-oxidant protection, lift and firm the look of skin and brighten and moisturize. The primary benefit of Botanical Kinetics™ Intense Hydrating Rich Creme and Intense Hydrating Soft Creme is to provide 24-hour moisturization.

Q: Can guests with sensitive, oily or acneic skin use this product?

A: The Tulasāra™ Renewing Radiance Creme formula is dermatologist-tested, non-acneogenic and suitable for all skin types; however, Aveda recommends using Botanical Kinetics™ All-Sensitive™ Lotion for sensitive skin and Botanical Kinetics™ Oil Control Lotion for oily or acneic skin.

Q: Can guests use this product around the eye area? If no, what daytime eye care product should they use?

A: For eye care concerns, Aveda recommends using a dedicated eye care product that has been tested for use on the eye area, such as Botanical Kinetics™ Energizing Eye Creme. For evening eye care, Aveda recommends using Tulasāra™ Brightening Sleeping Eye Masque.

Q: Can guests use this product both morning and evening?

A: Tulasāra™ Renewing Radiance Creme is formulated for use as a morning moisturizer. For evening moisturizing needs, Aveda recommends using Tulasāra™ Firming Sleeping Masque. The two products' respective formulas were developed to work synergistically to achieve optimal results.

Q: How long will this product last?

A: Each jar of Tulasāra™ Renewing Radiance Creme contains approximately 60 applications. Assuming guests use this product once a day, it will last up to two months.

Q: Why is there no SPF in this product?

A: For SPF protection, Aveda recommends using Daily Light Guard™ Defense Fluid Broad Spectrum SPF 30.