

tulasāra™ firming sleeping masque



97% naturally derived*, ultra-rich, creme masque that helps support the skin's natural overnight repair process, helping skin look brighter overnight and feel firmer over time



claims

Primary product claims

- Provides moisture and instant radiance upon application
- Helps reduce the appearance of dark spots (NA/EMEA) and/or dullness (APAC) with continued nightly use
- Works overnight to help boost the skin's natural collagen production for visibly lifted, firmer-feeling skin
- Helps restore the skin's protective lipid barrier to strengthen its defenses against environmental stress
- Helps detoxify the skin's surface by exfoliating and smoothing dull, dead skin cells

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

**Immediately after application.

†After eight weeks.



claims continued

Secondary product claims

- Dermatologist-tested
- Non-acnegenic
- Suitable for all skin types

Clinical testing claims

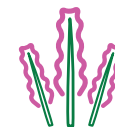
- 100% of panelists demonstrated a significant improvement in radiance**
- 86% of panelists demonstrated a significant improvement in the appearance of skin tone†
- 83% of panelists demonstrated a significant improvement in the appearance of firmness†
- 70% of panelists demonstrated significant improvement in moisturization**

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functional botanicals

- Curcuminoids, potent components of turmeric root, help soothe and calm the look of skin and promote more even-looking skin over time
- Glucosamine promotes surface cell turnover and removes dull surface cells, helping increase skin radiance and support its natural ability to hydrate from within
- 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)
- 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
- Sweet almond seed extract instantly tightens the feel of the skin's contours
- Contains more than 580,000 tomato, potato and red raspberry plant stem cells, which are known to have restorative properties
- Organic apricot seed oil helps promote radiant, healthy-looking skin and works with the skin's natural circadian rhythm to help support its natural overnight repair process
- Salicylic acid helps detoxify the skin's surface by exfoliating and smoothing dull, dead skin cells
- Certified organic cupuaçu and shea butters help create an invisible barrier that seals in moisture, nourishing and softening skin



pure-fume™ aroma

An aroma featuring certified organic jasmine, camomile and grapefruit



texture/form

Ultra-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 100% PCR fiber, Forest Stewardship Council (FSC) certified



usage and application

Smooth onto face, neck and décolleté nightly.