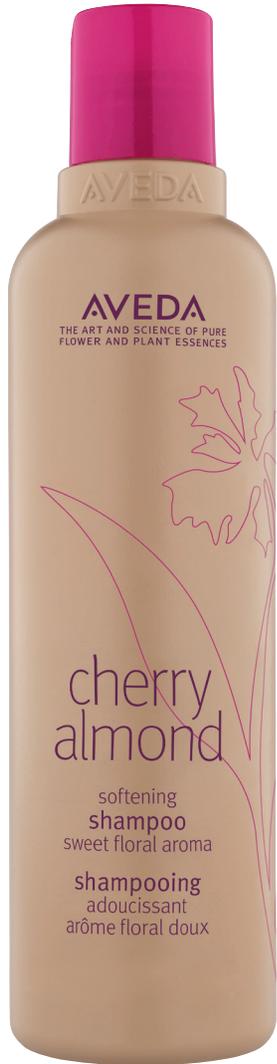


cherry almond softening shampoo

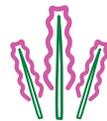


Cleansing shampoo that helps soften hair* and leaves it clean without feeling dry



functional botanicals

- Babassu and coconut-derived ingredients help provide gentle cleansing
- Cherry blossom extract and sweet almond oil blends help restore softness and shine



pure-fume™ aroma

A sweet, floral aroma featuring tonka bean, certified organic orange and ylang ylang



texture/form

Lightweight creme



packaging

8.3 fl oz/250 ml bottle made with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE)



usage and application

Massage Cherry Almond Softening Shampoo into wet hair and scalp. Rinse. Follow with Cherry Almond Softening Conditioner.

*When used with Cherry Almond Softening Conditioner.

cherry almond softening shampoo

Q & A

Q: What is the naturally derived percentage for this product?

A: Cherry Almond Softening Shampoo is 97% naturally derived.*

Q: What is the ideal hair type for this product?

A: Guests with all hair types can use Cherry Almond Softening Shampoo. Those with normal-to-dry hair, and especially guests with long hair, will love the weightlessly nourishing shampoo. The formula is safe for color-treated hair.

Q: How did Aveda come up with the 100% naturally derived* aroma in this product?

A: Most cherry almond scents are synthetic. That's because real cherries and almonds are too faint for use in aromas. Aveda's Master Pure-Fumers™ artfully blended 38 flower and plant essences, like benzoin resin, tonka bean and certified organic orange and ylang ylang, to deliver the iconic cherry almond aroma in Cherry Almond Softening Shampoo.

Q: Are there cherries and almonds in the product formula?

A: Cherry blossom extract and sweet almond oil are part of the formula for Cherry Almond Softening Shampoo.

Q: What is the source of the cherry blossom extract?

A: The extract is produced in the Republic of Korea.

Q: What are the ingredients in the 3% of the formula that is not naturally derived?

A: The other ingredients are preservative agents that could not be naturally replicated at this time.

Q: Is this product vegan?

A: Yes.

Q: Is this product color-safe?

A: Yes.

Q: Is this product silicone-free?

A: Yes.

Q: What is the difference between the Cherry Almond and Smooth Infusion™ hair care systems?

A: Cherry Almond Softening Shampoo gently cleanses hair without disrupting natural lipids and oils. Cherry Almond Softening Conditioner instantly and effortlessly detangles for touchably soft hair. Smooth Infusion™ Shampoo gently cleanses to create a smooth surface on the hair. Smooth Infusion™ Conditioner reduces frizz and helps prevent flyaways.

Q: Is the Cherry Almond hair care system suitable for fine hair?

A: Cherry Almond Softening Shampoo and Conditioner are suitable for all hair types, but they are ideal for medium hair.

- If the guest's primary concern is softness, Aveda recommends Cherry Almond Softening Shampoo and Conditioner.
- If the guest's primary concern is volume, Aveda recommends Pure Abundance™ Volumizing Shampoo and Volumizing Clay Conditioner.

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

cherry almond softening shampoo

Q & A continued

Q: Is the Cherry Almond hair care system suitable for highly textured or curly hair?

A: Yes. Cherry Almond Softening Shampoo can be used on all hair types. The choice of shampoo and conditioner depends on the guest's primary concern.

- If the guest wants softening benefits, Aveda recommends Cherry Almond Softening Shampoo and Conditioner.
- If the guest wants moisturizing benefits, Aveda recommends Dry Remedy™ Moisturizing Shampoo and Conditioner or Sap Moss Weightless Hydration Shampoo and Conditioner.
- If the guest wants curl definition, Aveda recommends Be Curly™ Shampoo and Conditioner.

Q: Can guests with nut allergies use this product?

A: People allergic to peanuts may also react to soybeans, peas, other legumes and tree nuts, such as walnuts and Brazil nuts. It has been acknowledged in the medical community that tree nut allergic reactions coexist in nearly one-third of the peanut allergic population. For this reason, Aveda takes a very serious and conservative approach in responding to guests. A vast number of raw materials from many different suppliers and sources are used in the manufacture of Aveda products. It is therefore not possible for us to fully guarantee that our products are completely free of ingredients that may elicit an allergic response in highly sensitive individuals who react to legumes and nuts. For example, it is possible that small amounts of a soybean-sourced ingredient or trace amounts of peanut oil may remain on shared manufacturing equipment even after a thorough cleaning. Even trace amounts of allergens can trigger a severe reaction when a peanut-sensitive individual comes in contact with them (i.e., hugging/kissing a peanut-sensitive child while wearing cosmetics). Aveda recommends that guests discuss this with their physician because consumer safety is of utmost concern to us.