

cherry almond softening conditioner

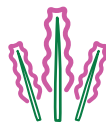


Nourishing conditioner that provides instant detangling and deep conditioning, restoring softness and shine to hair



functional botanicals

- Certified organic shea butter and coconut oil help detangle and deeply condition
- Cherry blossom extract and sweet almond oil blend helps restore softness and shine



pure-fume™ aroma

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



texture/form

Rich creme



packaging

6.7 fl oz/200 ml tube made with a minimum of 59% post-consumer recycled (PCR) high-density polyethylene (HDPE) and up to 41% bioplastic*



usage and application

After Cherry Almond Softening Shampoo, work Cherry Almond Softening Conditioner into hair and scalp. Rinse.

*Bioplastic contains up to 4% virgin petrochemical material.

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Q & A

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

A: Cherry Almond Softening Conditioner is 98% naturally derived.*

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

A: Guests with all hair types can use Cherry Almond Softening Conditioner. Those with normal-to-dry hair, and especially guests with long hair, will love the deep conditioning formula of Cherry Almond Softening Conditioner. 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 to 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 Conditioner.

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 Conditioner.

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

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

Q: How is this product different from the old Cherry Almond Bark Conditioner?

A: Cherry Almond Softening Conditioner is a daily conditioner that provides softness and shine. It contains the same aroma as the original Cherry Almond Bark Conditioner.

Q: What happened to the “bark” of Cherry Almond Bark Conditioner?

A: The name changed to reflect the new formula in Cherry Almond Softening Conditioner.

Q: How is this product different from Brilliant™ Conditioner?

A: Both Cherry Almond Softening Conditioner and Brilliant™ Conditioner provide softness and shine, but they have different aromas. Cherry Almond has a sweet, juicy aroma; Brilliant™ Conditioner has notes of jasmine and rose.

Q: Is this product vegan?

A: Yes.

Q: Is this product color-safe?

A: Yes.

Q: Does this product contain alcohol?

A: Cherry Almond Softening Conditioner is free of drying alcohol. It does contain cetearyl alcohol, which is derived from coconut and is used as a conditioning agent.

Q: Is this product silicone-free?

A: Yes.

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

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Q & A continued

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 to on 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.

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

A: Yes. Cherry Almond Softening Conditioner 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.
- If the guest wants curl definition, Aveda recommends Be Curly™ Shampoo and Conditioner.

Q: Can guests with nut allergies use the Cherry Almond hair care system?

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 therefore recommends that guests discuss this with their physician because consumer safety is of utmost concern to us.