

invati advanced™ exfoliating shampoo: light



Lightweight daily shampoo that exfoliates the scalp by removing build-up that can clog pores, and gently cleanses and purifies fine hair types experiencing hair thinning/loss



claims

- Helps protect hair from breakage during shampooing*
- Helps leave hair shiny
- Creates an optimal foundation for thicker, fuller hair
- 95% naturally derived**
- Sulfate cleanser-free
- Silicone-free, vegan and cruelty-free
- Non-color stripping

*When used with Invati Advanced™ Thickening Conditioner.

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

†Due to breakage from brushing, after using the Invati Advanced™ system for 12 weeks.



technology

Invati Advanced™ Solutions for Thinning Hair is a 94% naturally derived** system:

- Reduces hair loss by 53% and instantly thickens hair†
- Helps you keep the hair you have longer†



functional botanicals

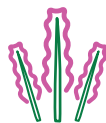
- Wintergreen-derived salicylic acid exfoliates and helps remove build-up that can clog pores
- Babassu-derived cleanser gently clarifies the hair and scalp
- Powerful blend of Ayurvedic herbs, including ginseng and certified organic turmeric, invigorate the scalp when massaged in
- Certified organic amla instantly thickens hair from root to tip
- Micellar cleansing system enhances purification

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sourcing story

TURMERIC FROM INDIA



pure-fume™ aroma

Luxurious aroma featuring certified organic lavender, rosemary, geranium, vanilla, and other pure flower and plant essences



texture/form

Liquid



packaging

6.7 fl oz/200 ml bottle made with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE)



usage and application

Massage into wet hair and scalp. Rinse. Use with the Invati Advanced™ system.

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Q & A

Q: Is Invati Advanced™ still a three-step system?

A: Yes. To achieve the 53% reduction* in hair loss, use the three-step system of Invati Advanced™ Exfoliating Shampoo: Light or Rich, Invati Advanced™ Thickening Conditioner and Invati Advanced™ Scalp Revitalizer. You would add in the Invati Advanced™ Intensive Hair & Scalp Masque as needed for additional nourishment for the scalp and hydration, strength and thickening for the hair.

Q: Do the products all have the same aroma?

A: Yes. All Invati Advanced™ products have the same luxurious aroma featuring certified organic lavender, rosemary, geranium, vanilla, and other pure flower and plant essences.

Q: Is the Invati Advanced™ system safe to use while wearing hair extensions?

A: Please refer to the manufacturer of the extensions for guidelines.

Q: Is the Invati Advanced™ system safe for keratin-treated hair?

A: Please refer to the manufacturer of the keratin treatment for guidelines.

Q: Was this system tested on all hair types and textures?

A: The Invati Advanced™ system is ideal for guests with fine-to-thick/coarse, normal-to-dry hair and scalp who are experiencing hair loss and thinning.

Q: Is the Invati Advanced™ system safe for color-treated hair?

A: Invati Advanced™ Exfoliating Shampoo: Light or Rich and Thickening Conditioner are safe for color-treated hair when used together, as they do not strip hair color. Guests with white or blonde hair may absorb more tonality from Invati Advanced™ Scalp Revitalizer than guests with virgin or darker shades of hair.

Q: Can the Invati Advanced™ system be used in conjunction with Pramāsana™?

A: If a guest's primary concern is thinning hair, Aveda recommends using the Invati Advanced™ system to address that concern. If a guest is actively using the Invati Advanced™ system and would like to add an additional step to their Invati Advanced™ home care routine, it is acceptable to integrate the Pramāsana™ Exfoliating Brush and Purifying Scalp Cleanser into it. The recommended Invati Advanced™ + Pramāsana™ home care routine is:

- 1 Gently massage dry scalp with the Pramāsana™ Exfoliating Scalp Brush.
- 2 Cleanse scalp with Pramāsana™ Purifying Scalp Cleanser.
- 3 Shampoo and condition hair with Invati Advanced™ Exfoliating Shampoo: Light or Rich and Thickening Conditioner or Intensive Hair & Scalp Masque.
- 4 Towel-dry hair. Lift hair in sections, and spray 16 sprays of Invati Advanced™ Scalp Revitalizer, evenly covering scalp.
- 5 Gently massage in. Do not rinse.
- 6 Style hair as desired.

Aveda recommends that guests use Invati Advanced™ Scalp Revitalizer once daily to experience optimum results. These guests should not use Pramāsana™ Protective Scalp Concentrate, as it may interfere with the results of Invati Advanced™ Scalp Revitalizer.

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Q & A continued

Q: How do I know whether the Invati Advanced™ system is appropriate for a guest?

A: The Invati Advanced™ system does not address medical conditions like alopecia; however, if a guest is experiencing hair loss due to breakage from scalp-pulling styles (such as tight braids, ponytails or extensions), aging or post-pregnancy, Invati Advanced™ is an appropriate system to recommend.

Q: Can male guests use the Invati Advanced™ system?

A: If a male guest has hair thinning concerns, Aveda recommends they use the Invati Men™ system, as it was developed and tested specifically for use on men.

Q: How is the Invati Advanced™ system different than the Invati Men™ system?

A: Men and women have different hair care needs and routines. Invati Advanced™ and Invati Men™ were developed and tested specifically to meet the needs of women's and men's thinning hair care concerns and routines, respectively.

Q: How is women's hair thinning/loss different from men's?

A: Thinning hair is a normal part of the aging process. Men and women both experience thinning hair as they age; however, there are several important differences. Men's hair thinning is typified by a receding hairline and thinning at the crown. In general, men suffer from a greater incidence and greater degree of hair thinning than women. Women's hair thinning is generally more diffuse over the top of the scalp; however, women rarely go bald. Hair thinning in women typically begins prior to menopause; however, the rate of hair thinning greatly increases in post-menopausal women.

Q: Has the Invati Advanced™ system been tested to say it is safe to use while nursing?

A: All Aveda products undergo extensive safety testing. However, individual medical conditions present unique circumstances that may warrant product review with a physician. Pregnancy and breastfeeding create many physiological changes in the body; therefore, Aveda recommends guests consult with their doctor prior to using cosmetic or skin care products while pregnant.

Q: Why does the Invati Advanced™ system contain silicones, and what are the benefit to the hair?

A: The Invati Advanced™ formulas contain a very high percentage of natural ingredients. There is a trace amount of simethicone in the Invati Advanced™ Scalp Revitalizer that is incidental to the manufacture of the yeast energy ferment to reduce foam during processing. Dimethicone is an ingredient that helps deliver instant thickening benefits for the Invati Advanced™ system in both the Exfoliating Shampoo: Rich and Thickening Conditioner. It is part of the flexible polymer technology that builds instant volume and thickness and also provides a styling benefit. Additionally, dimethicone is effective in contributing to the lubricity from the root to the tips of the hair, which contributes to reduction in breakage as well.

Q: How many uses can guests expect to get from the Invati Advanced™ system?

A: When used as directed and assuming an average usage amount, guests can expect the 200 ml Invati Advanced™ Exfoliating Shampoo: Light or Rich and Thickening Conditioner to last approximately one month and the 150 ml Scalp Revitalizer approximately two months.

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Q & A continued

Q: What happens if a guest stops using the Invati Advanced™ system?

A: Guests will continue to experience the benefits of Invati Advanced™ as long as they use the system.

Q: How do I know which Invati Advanced™ shampoo is right for me?

A: For guests with fine-to-medium hair and normal-to-oily scalp types, we recommend Invati Advanced™ Exfoliating Shampoo: Light because it has a lightweight texture and provides extra purification with a lightweight after-feel. For guests with medium-to-thick/coarse hair and normal-to-dry scalp types, we recommend Invati Advanced™ Exfoliating Shampoo: Rich because it has a nourishing texture with 10 times more conditioning agents, leaving hair feeling soft and smooth.

Q: Is Invati Advanced™ shampoo tied to the 53% reduction in hair loss claim?**

A: Yes. Invati Advanced™ Exfoliating Shampoo: Light and Rich are part of the Invati Advanced™ system, which is formulated to reduce hair loss by 53%.**

*When compared with Invati Advanced™ Exfoliating Shampoo: Light.

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