

invati brow™ thickening serum



Serum that instantly thickens and conditions brows and delivers fuller, denser-looking brows in 4–12 weeks



claims

Product claims

- Instantly thickens brows
- Delivers thicker, fuller, denser-looking brows in as little as four weeks, with full results in 12 weeks
- Conditions to help restore the look of brows
- Thickens to fill in sparse areas for fuller-looking brows
- Provides a well-groomed finish and soft hold, helping brow hairs stay in place
- Easily absorbs, quickly delivering ingredients to hydrate and nourish
- Flock-tip applicator creates the perfect arches while taming and shaping brows
- 96% naturally derived,¹ vegan, cruelty-free, silicone-free
- Dermatologist- and ophthalmologist-tested
- Safe and non-irritating
- Free from parabens, phthalates, mineral oil, silicone, sulfates, aroma and gluten



claims continued

Clinical claims²

In a clinical study, after 12 weeks of use, 100% of panelists showed an improvement in overall brow volume/fullness

Sensory claims

- 4 weeks³
 - 86% of women said their brows looked healthier after 30 days
- 12 weeks⁴
 - 97% agreed the formula was easy to use
 - 96% of women said the formula felt non-irritating
 - 93% of women said the formula felt gentle
 - 93% of women said their brows looked groomed
 - 92% of women said their brows looked natural
 - 90% of women said the overall condition of brows was improved
 - 89% of women said their brows looked more defined and pronounced
 - 88% of women said the overall feel of brows was improved
 - 87% of women said it easily and quickly absorbed into brow area
 - 83% of women said their brows looked thicker
 - 87% of women said the overall shape of brows was improved
 - 86% of women said their brows looking more even and uniform
 - 85% of women said their brows looked more youthful
 - 82% of women said their brows looked less sparse
 - 80% of women said their brows looked denser

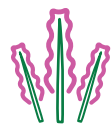
¹From plants, non-petroleum minerals or water, using ISO standard. ²Clinical testing on 36 women, after using product for 12 weeks. ³US/EMEA: Consumer testing on 104 women after using product for 4 weeks. UK: Consumer testing on 104 women after 4 weeks of product use. ⁴US/EMEA: Consumer testing on 102 women after using product for 12 weeks. UK: Consumer testing on 102 women after 12 weeks of product use.

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functional botanicals

- Amla helps thicken each individual brow hair, making brows look thicker and fuller
- Japanese knotweed penetrates to help support hair's natural keratin
- Powerful blend of Ayurvedic herbs, including ginseng and certified organic turmeric, combined with other botanical actives, revitalize and nourish the skin under brows to help restore their overall appearance
- Larch tree resin grooms brows into place with a soft hold
- Glycerin and caffeine help hydrate the skin under brows



pure-fume™ aroma

Free from aroma



texture/form

Serum



packaging

5 ml barrel made with 50% post-consumer recycled (PCR) high-density polyethylene (HDPE), a cap made with 65% PCR aluminum and a carton made with 100% PCR content



usage and application

Apply to clean, dry brows, down to the skin, once daily. Let dry completely before applying additional beauty products. Do not use on lash area.

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Q & A

Q: Can we claim the product grows brows?

A: No. We are not claiming brow growth with Invati Brow™ Thickening Serum. However, the product does deliver thicker, fuller, denser-looking brows in as little as 4 weeks, with full results in 12 weeks.*

Q: Can the product be used on eyelashes?

A: No. Invati Brow™ Thickening Serum was not formulated or tested to be used on eyelashes.

Q: Does the product work for someone who lost brows due to cancer?

A: All products produced by Aveda have undergone extensive safety testing. However, individual medical conditions present unique circumstances that may warrant product review with a physician. Cancer and cancer treatments create many physiological changes, so we recommend that you consult with your doctor prior to using cosmetic or skin care if you have any questions or concerns.

Q: Does the product work for someone who lost brows due to alopecia?

A: The guest's physician or dermatologist would be in the best position to determine this. We are pleased to assist with product selection or provide lists of ingredients for guests to review once their physician has determined the types of products that are appropriate for their use.

Q: How long does the product last if used as instructed?

A: One barrel of Invati Brow™ Thickening Serum lasts about 18 weeks.

Q: When should the product be applied during a skin care/makeup routine?

A: Apply Invati Brow™ Thickening Serum to clean, dry brows, down to the skin, once daily. Let dry completely before applying additional beauty products.

Q: Can makeup be applied over the product?

A: Yes. Allow Invati Brow™ Thickening Serum to dry completely before applying other products. We recommend using the Aveda Brow Definer to help achieve your desired look.

Q: Was this product dermatologist-tested?

A: Invati Brow™ Thickening Serum was tested by dermatologists.

Q: Is the product appropriate for use on sensitive skin?

A: Invati Brow™ Thickening Serum was not tested on sensitive skin.

Q: Should the product be used in the morning or evening?

A: Invati Brow™ Thickening Serum is recommended for use once daily and can be used either morning or evening on clean, dry brows.

Q: How long does a guest have to use the product before seeing results?

A: Invati Brow™ Thickening Serum instantly thickens brows. It also promotes thicker, fuller, denser-looking brows in as little as four weeks, with full results in 12 weeks.**

Q: How long will the results last? Does a guest need to keep using the product?

A: We recommend continuing with daily use of Invati Brow™ Thickening Serum to maintain results.

*UK ONLY: We are not claiming brow growth with Invati Brow™ Thickening Serum. This product delivers thicker, fuller, denser-looking brows.

**UK ONLY: Invati Brow™ Thickening Serum instantly thickens brows. It also promotes thicker, fuller, denser-looking brows.

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Q & A continued

Q: Will the product darken or discolor brows?

A: Invati Brow™ Thickening Serum will not discolor or change the color of the guest's brows. With increased density, the brows may appear darker.

Q: Does the product contain prostaglandin?

A: Invati Brow™ Thickening Serum is formulated without prostaglandin.

Q: Can this product be used the same day as a brow wax?

A: Invati Brow™ Thickening Serum was not tested for usage the same day as a waxing service.

Q: Can a guest still microblade their brows while using the product?

A: Invati Brow™ Thickening Serum was not tested with microblading. Guests should follow their esthetician's guidelines after microblading.

Q: Can this product be used on tinted brows?

A: Guests should follow the guidelines or recommended usage for their tint product.

Q: Does this product work on men?

A: Invati Brow™ Thickening Serum was not specifically tested for men.